

# BRIAN BERKLEY HITT

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## PROFILE

- Experienced healthcare professional with over 20 years of expertise specializing in health policy and market access for biopharma, medical devices, and healthcare services.
- Proven success navigating CMS coverage, coding, and payment pathways for novel technologies, including Category B IDE submissions, Category I CPT transitions, and MAC engagement.
- Strategic thinker with deep analytical skills and a record of building high-performing teams and driving cross-functional execution in both high-growth and large-scale environments.

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## PROFESSIONAL EXPERIENCE

2023 – Current

### AVITA MEDICAL

IRVINE, CA

*AVITA Medical is a publicly traded, high-growth company operating in a fast-paced, resource-constrained environment, focused on commercializing a differentiated portfolio of acute wound care technologies.*

#### **Vice President, Health Economics and Market Access** (October 2023– Current)

Head of AVITA's Market Access function; built and now lead a team of four professionals responsible for developing and executing comprehensive health economics and market access strategies to ensure optimal access for AVITA's product portfolio, including the RECELL device, a novel technology for skin restoration and wound care.

- Collaborate with executive leadership to integrate reimbursement, health economics, and policy insights into corporate strategy and business development initiatives.
- Lead engagement with Medicare Administrative Contractors (MACs) to establish local pricing for new Category I CPT Codes, effective 1/1/2025, after CMS declined RUC valuation and assigned contractor pricing.
- Direct health economics research to strengthen payer evidence and support access strategy, including a published peer-reviewed study on RECELL for vitiligo and two ongoing studies in non-thermal wounds.
- Advocate for payer coverage, achieving a pivotal policy reversal with Anthem in April 2024 to secure coverage for RECELL in thermal wounds.
- Partner with U.S. sales team to address reimbursement barriers, deliver health economic insights, and support new site adoption through education on coding, coverage, and payment.
- Oversee Health Technology Assessment efforts in the UK and Australia to support funding and reimbursement decisions and to expand access to RECELL in key international markets.

2021 – 2023

### SIEMENS HEALTHINEERS

LONG BEACH, CA

*A leading MedTech company with over 125 years of experience in pioneering breakthroughs in healthcare for everyone, everywhere. The product portfolio ranges from in-vitro diagnostics to diagnostic imaging and innovative cancer care.*

#### **Senior Director, Health Policy, Reimbursement and Market Access** (December 2021– October 2023)

Led health policy, market access and reimbursement strategy for Siemens' North American Diagnostic Imaging (CT, MRI, Molecular Imaging, X-Ray, Ultrasound) and Advanced Therapies (Interventional Radiology & Cardiology, Endovascular Robots) business units.

- Developed and executed health policy and reimbursement strategies to secure and optimize coverage, coding, and payment for Siemens' imaging and interventional technologies.
- Monitored and analyzed federal healthcare policies, fee schedule updates, and coding changes; assessed business impact and advised senior leadership on strategic responses.
- Supported health policy and value messaging for Siemens' NAEOTOM Alpha, an FDA-cleared photon-counting CT scanner, with applications in early diagnosis and advanced imaging.
- Represented Siemens in key industry coalitions (e.g., MITA) and clinical societies (e.g., ACR), advocating for policy priorities and shaping reimbursement and coding outcomes.
- Championed development of a claims-based market analytics tool to enhance value messaging and support sales and marketing strategy.

2016 – 2021

**EDWARDS LIFESCIENCES**

IRVINE, CA

*Edwards Lifesciences is a global leader in patient-focused medical innovations for structural heart disease, as well as critical care and surgical monitoring.*

**Director, Global Health Economics and Reimbursement,** (April 2020 – December 2021)

**Senior Manager, Global Health Economics and Reimbursement,** (September 2016 – March 2020)

Led Irvine-based U.S. market access strategy team for Edwards' transcatheter aortic valve replacement (TAVR) business unit, optimizing coverage, coding, and reimbursement for current and future transcatheter heart valve (THV) therapies.

- Directed cross-functional team developing payment strategies (IPPS, OPPIs, APMs) for TAVR; engaged CMS (CMMI, HAPG) and Medicare Advantage plans to advance coverage and payment objectives.
- Managed Edwards' public comments on CMS payment rules (IPPS, OPPIs, PFS); assessed impact of proposed changes and advised internal stakeholders on policy positions.
- Led successful Category B IDE submissions for two clinical studies, aligning reimbursement strategy with CMS requirements to support early access and evidence generation for novel THV therapies.
- Selected to join a dedicated internal cross-functional core team focused on CMS's 2018 reconsideration of the TAVR National Coverage Determination (NCD); contributed to evidence development, stakeholder engagement, and MEDCAC preparation, resulting in a favorable policy revision.
- Led private payer engagement strategy to expand TAVR coverage for a new FDA-approved indication in younger, low-risk patients.

2011 – 2016

**GENENTECH, INC**

SOUTH SAN FRANCISCO, CA

*Genentech is a biotechnology company dedicated to pursuing groundbreaking science to discover and develop medicines for people with serious and life-threatening diseases.*

**Senior Product Manager – Payer Marketing,** (Feb 2015 – September 2016)

Established strategic positioning, messaging, and developing promotional materials to a commercial payer audience for an in-line, aIL-6 rheumatoid arthritis (RA) product (ACTEMRA)

- Conducted multiple primary market research projects to assess and validate product positioning statements.
- Developed novel FDAMA 114 promotional materials for field payer account management team establishing the economic value of Genentech's aIL-6 therapy in a competitive, price sensitive market.
- Provided dedicated marketing support to Genentech's United Health Group account management team including strategic account planning to prioritize and execute high value B2B engagements.

**Senior Strategy Manager – Pricing, Contracting and Distribution Strategy,** (Jan 2013 – Jan 2015)

Responsible for developing comprehensive pricing strategies for Respiratory Franchise including an in-line anti-IgE allergic asthma therapy (XOLAIR) and a phase III anti-IL-13 severe asthma therapy in clinical development.

- Developed and presented biannual list and net price plans to brand leadership, which balanced evolving market dynamics (e.g., declining reimbursement, increased competition) with brand goals.
- Led cross-functional teams from launch to execution for two, novel community provider contracting programs resulting in 95% enrollment to target and the partial alleviation of financial pressures in community practices due to declining buy & bill provider reimbursement.
- Developed and led the execution of multiple primary and secondary market research projects including product price elasticity, community practice economics and time-to-reimbursement studies.

**Commercial Rotational Development Program Associate,** (Jan 2011 – Jan 2013)

Highly selective (10 graduates per year) rotational program across core Market Access and Commercial functions

- Cross Segment Managed Care Account Manager – Northeast Territory (*June 2012 – Jan 2013*)
- Strategy Manager – Strategic Pricing and Contracting, Ranibizumab (LUCENTIS) (*Aug 2011 – June 2012*)
- Strategy Manager - Distribution Strategy and Analytics (*Jan 2011 – Aug 2011*)

2003 – 2008

**TRIAGE CONSULTING GROUP**

SAN FRANCISCO, CA

*A 250-employee boutique consulting firm providing revenue cycle consulting services to hospitals subsequently merged with Revint and rebranded as Cloudmed in 2020.*

**Associate Consultant** (September 2003 – July 2005), **Senior Associate** (August 2005– July 2008)

- Compiled and delivered quarterly project updates to hospital CFOs, VPs, and Directors addressing managed care underpayment trends, contract recommendations, and revenue cycle improvements.
- As a Senior Associate, supervised onsite project teams of two to eight Associates.

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**EDUCATION**

2008 – 2010

**UNIVERSITY OF CALIFORNIA, BERKELEY**

BERKELEY, CA

MBA, emphasis in Healthcare Management

MPH, emphasis in Health Policy & Management

1999 – 2003

**UNIVERSITY OF CALIFORNIA, LOS ANGELES**

LOS ANGELES, CA

BA, Business Economics with a minor in Accounting (Honors), *Cum Laude*

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**ADDITIONAL**

- Athletics: triathlon (completed three half ironman triathlons), running (completed eleven full marathons), open water swimming
- Interests: music, politics, public policy, hiking