

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.

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 1 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, OPPS, 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, OPPS, 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

GENE NTECH, 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.

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*

ADDITIONAL

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