

# Ivar S. Jensen, M.B.A.

VICE PRESIDENT AND PRINCIPAL  
PHARMACEUTICAL COMMERCIALIZATION PRACTICE

## CONTACT INFORMATION

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## PROFESSIONAL PROFILE

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Mr. Ivar S. Jensen is Vice President and Principal of the BlueRidge Life Sciences Pharmaceutical Commercialization practice. With over 20 years of experience in life science consulting, Mr. Jensen's expertise lies in leading teams to develop robust, rigorous, and evidence-based solutions for pharmaceutical, biopharmaceutical, diagnostic, and medical device companies. He is experienced in constructing all types of health economic models, including cost-effectiveness, budget-impact, cost-consequence, cost-benefit, cost-calculators, net clinical benefit, and value demonstration tools, as well as epidemiology and revenue forecast models, and he is committed to partnering with clients to ensure their products demonstrate value and achieve successful market access. Mr. Jensen has broad therapeutic area expertise that includes cardiology, central nervous system, respiratory, oncology, hematology, organ transplant, immunology, infectious disease, ophthalmology, rare diseases, and gene therapies. He has supported clients in obtaining US Food and Drug Administration (FDA) priority review vouchers, and with health technology assessment (HTA) submissions and health economic models in the U.S. and internationally.

Mr. Jensen has authored or co-authored numerous manuscripts and over 50 abstracts and presentations. He serves as a peer reviewer for several publications and is fluent in Danish.

## EDUCATION AND DEGREES EARNED

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- 2003 Master of Business Administration (M.B.A.), magna cum laude  
F.W. Olin Graduate School of Business  
Babson College, Wellesley, MA
- 1994 Bachelor of Science (B.S.), Chemical Engineering  
Technical University of Denmark, Lyngby, Denmark

## PEER REVIEWER

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*BMC Health Services Research*  
*Health Economics Review*  
*Journal of Managed Care Pharmacy*

## SELECTED PROFESSIONAL EXPERIENCE

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### ***Value Demonstration and Economic Modeling***

Oversaw service line engagements for clients in pharmaceutical, biotechnology, medical device, and diagnostic companies. Conceptualized and implemented models to communicate evidence-based value of client assets to payers and providers in the US and Europe and has also led health outcomes database analysis. Provided review and quality of control of proposals, reports, dossiers and health economic models.

Led a multi-year client partnership to develop a de-novo cost effectiveness model for a gene therapy for Metachromatic Leukodystrophy (MLD). The model was used by the client with multiple HTA submissions in Europe and guidance with their ICER review in the US. The economic model was instrumental in justifying a launch pricing for their one-time treatment.

Led team that developed a de-novo cost-effectiveness and budget impact analysis of a gene therapy for Spinal Muscular Atrophy Type 1 (SMA1). Multi-year engagement included development of client's early CEA and optimizing and adapting it for HTA submissions across Europe, Japan and South America.

Led team to develop a strategic evidence generation plan including an early de-novo cost-effectiveness and budget impact analysis for an ophthalmology gene therapy treatment. Project led to the company successfully obtaining an FDA priority review voucher.

### ***Market Assessment***

Led opportunity assessment and prioritization of lifecycle management options for a novel biologic autoimmune agent for a mid-sized biopharmaceutical company, assessing several therapy areas including multiple sclerosis, transplant, rheumatoid arthritis and hematological cancer. Built patient-based forecast models to estimate potential revenue and risk adjusted net present value (NPV).

Advised a global pharmaceutical company on the target product profile (TPPs) and clinical trial design recommendation for a novel antibiotic, which included developing situation analysis and identifying issues and

opportunities. Structured and guided primary research with key opinion leaders (KOLs) to gain insights into optimal trial design and criteria for the product profile.

Developed product positioning for allergic rhinitis drug for a small pharmaceutical company.

## MANUSCRIPTS

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Haselkorn T, Lennox A, Schara-Schmidt U, Hughes W, Roca A, Miller B, **Jensen I**, et al. A real-world analysis of the impact of X-linked myotubular myopathy on caregivers in the United Kingdom, Germany, and Spain. [In review]

Duong T, Haselkorn T, Miller B, Coats J, **Jensen I**, Ward E, Wood M, Graham RJ, Servais L. 2025. A real-world analysis of the impact of X-linked myotubular myopathy on caregivers in the United States. *Orphanet J Rare Dis* 20(1):224; doi: 10.1186/s13023-025-03583-w.

Bean K, Jones SA, Chakrapani A, Vijay S, Wu T, Church H, ... **Jensen I**; et al. 2024. Exploring the cost-effectiveness of newborn screening for metachromatic leukodystrophy (MLD) in the UK. *Int J Neonatal Screen* 10:45.

Davies S, Boller E, Chase J, Beaubrun A, Miller C, **Jensen I**. 2024. A cost-consequence analysis of the Xpert Xpress CoV-2/Flu/RSV plus test strategy for the diagnosis of influenza-like illnesses. *J Med Econ* 27(1):430–441

Yao W, **Jensen I**, Claussen M, Dandurand K, Buffington B, Fuentes D, Mikhael M. 2022. Health economics of selective early rescue surfactant administration and standard surfactant administration for newborns with respiratory distress syndrome. *J Pediatr Pharmacol Ther* 27(8):695–702.

Alexander W, **Jensen I**, Hathway J, Srivastava K, Cyr P, Sidonio R, Batt K. 2022. Bleeding in patients with hemophilia who have inhibitors: Modeling US medical system utilization and cost avoidance between recombinant factor VIIa products with different clinical dosing requirements. *J Manag Care Spec Pharm* 28(5):518–527.

**Jensen IS**, Wu E, Cyr PL, Claussen M, Winkler T, Salahuddin K, et al. 2022. Cost-consequence analysis of using cangrelor in high angiographic risk percutaneous coronary intervention patients: A US hospital perspective. *Am J Cardiovasc Drugs* 22:93–104.

Hathway J, Miller-Wilson L, Yao W, **Jensen I**, Weinstein M, Parks P. 2021. The health economic impact of varying levels of adherence to colorectal screening on providers and payers. *J Med Econ* 24(1): 69–78.

Hathway J, Miller-Wilson L, Sharma A, **Jensen I**, Yao W, Raza S, et al. 2021. The impact of increasing multitarget stool DNA use among colorectal cancer screeners in a self-insured US employer population. *J Mark Access Health Policy* 9(1):1948670.

Dean R, **Jensen I**, Cyr P, Miller B, Maru B, Sproule D, et al. 2021. An updated cost utility model for onasemnogene abeparvovec (Zolgensma®) in spinal muscular atrophy type 1 patients and comparison with evaluation by the Institute for Clinical and Effectiveness Review (ICER). *J Mark Access Health Policy* 9(1):1889841.

**Jensen I**, Hathway J, Cyr P, Gauden D, and Gardiner P. 2020. Cost-consequence analysis of 18F-fluciclovine for the staging of recurrent prostate cancer. *J Mark Access Health Policy* 8(1):1749362.

Hathway J, Miller-Wilson L, **Jensen I**, Ozbay B, Regan C, Jena A, et al. 2020. Projecting total costs and health consequences of increasing mt-sDNA utilization for colorectal cancer screening from the payer and integrated delivery network perspectives. *J Med Econ* 11:1–12.

Malone D, Dean R, Arjunji R, **Jensen I**, Cyr P, Miller B, et al. 2019. Cost-effectiveness analysis of using onasemnogene abeparvovec (AVXS-101) in spinal muscular atrophy type 1 patients, *J Mark Access Health Policy* 7(1):1601484.

**Jensen I**, Wu E, Sacks N, Cyr P, Chung K. 2018. Budget impact analysis of CPX-351 in the treatment of patients with newly diagnosed, therapy-related acute myeloid leukemia (tAML) or AML with myelodysplasia-related changes (MRC) from a US payer perspective. *American J Managed Car*, 11(7):380–386.

**Jensen I**, Zacherle E, Blanchette C, Zhang J, Yin W. 2016. Evaluating cost benefits of combination therapies for advanced melanoma. *Drugs in Context* 5:212297.

**Jensen IS**, Wu C, Cyr PL, Fan W, LaPensee K, Sulham K, Dufour S. 2016. Use of oritavancin in moderate-to-severe ABSSSI patients requiring IV antibiotics: A U.S. payer budget impact analysis. *J Manag Care Spec Pharm* 22(6):752–764.

**Jensen IS**, Wu C, Fortier K, Cyr PL, Fan W, LaPensee K, et al. 2016. Use of oritavancin in acute bacterial skin and skin structure infections patients receiving intravenous antibiotics: A US hospital budget impact analysis. *Clin Drug Investig* 36(2):157–168.

**Jensen I**, Halbert R, Giuseppe R, Naoshy S, Iqbal SU, Zhimin X, McSweeney P. 2015. A budget impact model to evaluate plerixafor in stem cell mobilization: impact of primary research and direct stakeholder engagement. *Eur J Hosp Pharm* 22:142–149.

## WHITE PAPERS AND BOOK CHAPTERS

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**Jensen I**, Cyr P. 2022. Early health economic models in gene and cell therapy to inform clinical trial design and optimize commercialization efforts. White Paper. PharmaLive.

Casale RA, **Jensen IS**, Egholm M. 1999. Synthesis of PNA oligomers by Fmoc chemistry. In *Peptide Nucleic Acids: Protocols & Applications*. Weymondham, UK: Horizon Scientific Press.

Casale RA, Paul CH, **Jensen IS**, Moyer ML, Kates SA, Egholm M. 1998. A comparison of solid supports for PNA synthesis. In Epton, R (ed), *Innovation and Perspectives in Solid Phase Synthesis and Combinatorial Libraries*. Birmingham, England: Mayflower Worldwide Limited.

## PRESENTATIONS

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Sidhu, M, Miller B, **Jensen I**, Rabiner P. Conceptual framework for a de-novo cost-effectiveness model framework in Glycogen storage disease type Ia (GSDIa). [In review]

Sidhu M, Kleintjens J, Jamaledine A, **Jensen I**, Garcia D. Conceptual framework for a de-novo cost-effectiveness model framework in Sanfilippo Syndrome (MPS IIIA). [In review]

Haselkorn T, Hughes W, Lennox A, Schara-Schmidt U, Roca A, Miller B, **Jensen I**, et al. Real-world impact of X-linked myotubular myopathy (XLMTM) on caregivers in the United Kingdom (UK), Germany, and Spain. ISPOR EU 2024 (Top 5% Finalist).

Haselkorn T, Roca A, Miller B, **Jensen I**, Solomon F, Sanchez-de la Rosa R, Picart JM, Nascimento A. A real-world impact of X-linked myotubular myopathy (XLMTM) on caregivers in Spain. Presented at LXXVI Reunion Annual de la Sociedad Espanola de Neurologia, 19–23 November 2024.

Pang F, Dean R, **Jensen I**, Bean K, Fields C, Miller B. The cost-effectiveness of atidarsagene autotemcel (ARSA-CEL) for the treatment of metachromatic leukodystrophy (MLD) in Spain for ISPOR Europe 2024, 17–20 November 2024.

Pang F, Dean R, **Jensen I**, Bean K, Fields C, Miller B. Cost-effectiveness of atidarsagene autotemcel (ARSA-CEL) gene therapy for treating metachromatic leukodystrophy (MLD) in Ireland, Belgium, and the Netherlands As a Part of the Beneluxa Initiative for ISPOR Europe 2024, 17–20 November 2024.

- Hernandez L, Davies S, Li C, Reddick E, **Jensen I**. A cost-consequence analysis of ponatinib versus imatinib in patients with newly diagnosed Philadelphia-positive acute lymphoblastic leukemia in the United States. ISPOR 2024 (Top 5% Finalist).
- Minshall ME, Liu Y, Wagner A, **Jensen IS**, Corman S. The cost for of chronic lung allograft dysfunction (CLAD) in lung transplant (LTX) recipients by stage 1-4: A claims database analysis. ISPOR 2024.
- Pang F, Dean R, **Jensen I**, Bean K, Fields C, Miller B. 2023. The cost-effectiveness of OTL-200 for the treatment of metachromatic leukodystrophy (MLD) in the US. Mol Gene Metab, 138(2):107258. 10.1016/j.ymgme.2022.107258.
- Pang F, Dean R, **Jensen I**, Bean K, Fields C, Miller B. The cost-effectiveness of OTL-200 for the treatment of metachromatic leukodystrophy (MLD) in the US. ISPOR EU 2023.
- Bean K, Olaye A, Miller B, **Jensen I**, Dean R, Pang F. Direct cost analysis associated with the management of patients with metachromatic leukodystrophy (MLD) across nine European countries. ISPOR 2023.
- Bean K, Miller B, **Jensen I**, Fields C, Pang F. Evaluating the face validity of health state utility values (HSUVS) for metachromatic leukodystrophy (MLD). ISPOR 2023.
- Bean K, Miller B, **Jensen I**, Howle K, Wilds A, Walz M, et al. The societal costs of metachromatic leukodystrophy (MLD) in the United States. ISPOR EU 2023.
- Gutierrez M, Wild S, Compton A, Paine E, **Jensen I**, Shah A. Cost consequences of using clevidipine in acute hypertension from the perspective of a US Hospital. ISPOR EU 2023.
- Gutierrez M, Wild S, Compton A, Paine E, **Jensen I**, Shah A. Cost consequences of using clevidipine in cardiac surgery from the perspective of a US hospital. ISPOR EU 2023.
- Gutierrez M, Wild S, Compton A, Paine E, **Jensen I**, Shah A. Cost consequences of using clevidipine in neurological emergencies from the perspective of a US Hospital. ISPOR EU 2023.
- Miller B, Russel-Szymczyk M, **Jensen I**, Shah A, Alexopoulos T, Herbert A, et al. Cost-consequence of cladribine tablets for the treatment of highly-active relapsing-remitting multiple sclerosis (RRMS) in the UK. ISPOR EU 2023.
- Garrison K, Zhang W, **Jensen I**, Shah A, Brown S, Stephenson B, Yim C. Cost-utility analysis of roflumilast cream for plaque psoriasis, including intertriginous, from the Canadian societal perspective. ISPOR EU 2023.
- Davies S, Boller E, Beaubrun A, Miller C, **Jensen I**. A cost-consequence analysis of the Xpert Xpress CoV-2/Flu/RSV Plus test system for the diagnosis of influenza-like illnesses. AMP 2023 Annual Meeting & Expo.
- Jensen I**, Srivastava K, Minshall M, Kemp R. Estimating the lifetime burden of illness in patients with bronchiolitis obliterans syndrome. ISPOR 2023.
- Pang F, Dean R, **Jensen I**, Tehard B, Roze S, Olaye A, et al. 2022. The cost-effectiveness of atidarsagene autotemcel for the treatment of metachromatic leukodystrophy in France. Mol Gene Metab, 135(2):S93. 10.1016/j.ymgme.2021.11.242.
- Pang F, Dean R, **Jensen I**, Tehard B, Roze S, Olaye A, et al. The cost-effectiveness of atidarsagene autotemcel for the treatment of metachromatic leukodystrophy (MLD) in France. ISPOR 2022.
- Alexander W, **Jensen I**, Hathway J, Srivastava K, Cyr P, Batt K. Economic IMPACT of utilizing eptacog beta for the on-demand treatment of bleeding events among hemophilia patients with inhibitors. ISPOR 2021 Annual International Meeting.
- Pang F, Dean R, **Jensen I**, Olaye A, Miller B. The cost-effectiveness of OTL-200 for the treatment of metachromatic leukodystrophy (MLD). ISPOR 2021.

Miller B, **Jensen IS**, Dean R, Cyr PL, Slocomb T, James E, et al. Health resource use in patients with x-linked myotubular myopathy (XLMTM): Data from the RECENSUS Study. ISPOR 25th Annual International Meeting, Orlando, FL, 2020.

Dean R, Arjunji R, Awano H, Igarash A, Tanaka A, **Jensen IS**, et al. Costeffectiveness of onasemnogene abeparvocec (ZOLGENSMA) for spinal muscular atrophy type 1 against nusinersen in Japan. ISPOR 25th Annual International Meeting, Orlando, FL, 2020.

Dean R, Miller B, Arjunji R, Feltner DE, Sproule DM, **Jensen I**, Dabbous O. Cost-utility analysis of single dose gene-replacement therapy for spinal muscular atrophy type 1 compared to chronic nusinersen treatment in Japan. ISPOR 2020.

Miller B, **Jensen IS**, Dean R, Cyr PL, Slocomb T, James E, Beggs AH. Health resource use in patients with x-linked myotubular myopathy (xlmtm): data from the recens study. ISPOR 2020.

Hathway J, Miller-Wilson L, **Jensen I**, Ozbay B, Regan C, Yao W, et al. Budget impact of improving adherence to colorectal cancer screening for presentation. ISPOR 2020.

Hathway J, Miller-Wilson L, **Jensen I**, Ozbay B, Regan C, Yao W, et al. The impact of increasing mt-sdna use among colorectal cancer screeners in a us employer population. ISPOR 2020.

Hathway J, Miller-Wilson L, **Jensen I**, Ozbay B, Regan C, Yao W, et al. Economic consequences of increasing mt-sDNA utilization among colorectal cancer screening strategies from a payer perspective. American Society of Preventative Oncology 44th Annual ASPO Conference.

Hathway J, Miller-Wilson L, **Jensen I**, Ozbay B, Regan C, Yao W, et al. Health and economic implications for integrated delivery networks of increasing mt-sDNA utilization among colorectal cancer screeners. American Society of Preventative Oncology 44th Annual ASPO Conference.

Malone D, Miller B, Dean R, Arjunji R, **Jensen IS**, Maru B, et al. Use of single dose gene-replacement therapy for the treatment of spinal muscular atrophy type 1: A United States payer budget impact analysis. ISPOR 2019.

Hathway JM, **Jensen IS**, Cyr PL, Koshy TI, Parks P, Weinstein MC. Economic analysis of colorectal cancer screening from multiple stakeholder perspectives: key components to improve practical applications in the US. ISPOR 2019.

**Jensen I**, Zacherle E, Noone J, Blanchette C, Kay C. Estimating the life-time indirect costs of vision impairment (VI) in inherited retinal degeneration (IRD): Economic impact on education, government benefit programs, productivity and tax loss for patients and caregiver burden. Presented at AAO 2018.

**Jensen I**, Wu E, Cyr P, Claussen M, Winkler T, Salahuddin K, et al. Cost-consequence analysis of using cangrelor in high angiographic risk percutaneous coronary intervention (PCI) patients: A US hospital perspective. Presented at TC 2018.

Hathway J, Purdum A, Lin V, Cyr P, Westin J, **Jensen I**. A budget impact model of axicabtagene ciloleucel in a us population of patients with relapsed / refractory large B cell lymphoma (R/R LBCL). 44th Annual Meeting of the European Society for Blood and Marrow Transplantation (EBMT).

Wu E, **Jensen IS**, Cyr PL, Kisner H. Economic model shows that guideline recommended testing of patients with early symptoms of myeloma results in improved patient outcomes and decreased hospital costs. American Society of Hematology Annual Meeting, 2017.

**Jensen I**, Wu E, Sacks N, Cyr P, Chung K. Budget impact analysis of CPX-351 in the treatment of patients with treatment-related acute myeloid leukemia (tAML) or AML with myelodysplasia-related changes (MRC) from a US payer perspective. Blood 2017 130:5615.



**Jensen IS**, Cyr PL, Gauden D. Cost-consequences of using fluciclovine (F 18) for the diagnosis and staging of recurring prostate cancer. ISPOR 20th Annual European Congress, 2017.

Berger K, Rossi G, Orlando V, Fabry P, **Jensen IS**, Gallacher ME, et al. Mobilizing stem cells with plerixafor in MM patients: Impact on a health care provider's budget in Germany and Italy. 43rd Annual Meeting of the European Society for Blood and Marrow Transplantation (EBMT).

Bay C, Cyr PL, **Jensen I**. Estimating the value of cangrelor from eliminating preloading in coronary artery bypass graft (CABG) patients. ISPOR 17th Annual European Congress 2014.

Wu C, Fortier KJ, LaPensee K, Fan W, Mitchell M, Cyr PL, **Jensen IS**. A US hospital economic impact model for oritavancin in ABSSSI patients with risk of MRSA infections. ISPOR 17th Annual European Congress 2014.

**Jensen IS**, Wu C, Bay C, Cyr PL. Estimating the clinical value of cangrelor in patients undergoing PCI. International Academy of Cardiology, Annual Scientific Sessions 2014: 19th World Congress on Heart Disease.

**Jensen IS**, Bay CB, Cyr PL. Estimating the impact of combining cangrelor and bivalirudin to a US hospital performing PCI procedures. ISPOR 19th Annual International Meeting 2014.

**Jensen IS**, Halbert RJ, Thompson SF, Hennessy D, Pacconi S, McSweeney PA. Increased use of plerixafor in patients with multiple myeloma and non-Hodgkin lymphoma in the United States: a budgetary impact analysis. Academy of Managed Care Pharmacy 26<sup>th</sup> Annual Meeting & Expo 2014.

**Jensen IS**, Halbert RJ, Grosvenor A, Swartz E, Rossi G, Naoshy S, et al. Incorporating stakeholder input into budget impact models to compare stem cell mobilization strategies. ISPOR 18th Annual International Meeting 2013.

Cyr P, Sidhu M, Hussain R, Hromin T, **Jensen I**, Kuan R. Dual-acting osmotic and stimulant laxative for bowel cleansing in an elderly population: A US payer budget impact analysis. ISPOR 18th Annual International Meeting 2013.

**Jensen I**, Ogborne R, Cyr P. A German hospital budget impact model comparing antibiotic therapies in complicated skin and skin structure infections and bacteremia. ISPOR 17th Annual International Meeting 2012.

**Jensen I**, Helm T, Cyr P. Impact of complications in solid organ transplants on hospital charges and length of stay. ISPOR 17th Annual International Meeting 2012.

**Jensen I**, Helm T, Cyr P. Impact of complications from dysphagia on hospital charges in the United States. ISPOR 14th Annual European Congress 2011.

**Jensen I**, Helm T, Cyr P. Impact of dysphagia on U.S. hospital charges in patients with comorbid conditions. ISPOR 14th Annual European Congress 2011.

McNamara JF, Lombardo H, Pillai SK, **Jensen I**, Albericio F, Kates SK. 2000. An efficient solid-phase strategy for the construction of chemokines. J Pept Sci, 6(10): 512–518.

Segal BM, McNamara JF, **Jensen IS**, Kates SA, Holm RH. Design and synthesis of cyclic peptides for iron-sulfur cluster assembly and encapsulation. In Bajusz S, Hudecz F (eds), Peptides 1998: Proceedings of the Twenty-Fifth European Peptide Symposium 30 August–4 September 1998, Budapest. Mayflower Worldwide Limited, Birmingham, England, 1999.

McNamara JF, Lombardo H, Pillai SK, **Jensen IS**, Kates SA. A comparison of solid-phase techniques for the construction of chemokines. In Bajusz S, Hudecz F (eds), Peptides 1998: Proceedings of the Twenty-Fifth European Peptide Symposium 30 August–4 September 1998, Budapest. Mayflower Worldwide Limited, Birmingham, England, 1999.

**Jensen IS**, McNamara JF, Lombardo H, Pillai SK, Kates SA. Solid-phase assembly of chemokines: a survey of synthetic approaches to RANTES. Twelfth Symposium of the Protein Society. San Diego, CA, July 1998.

Casale RA, Leete T, Daniels S, **Jensen IS**, Moyer M, Egholm M. Improvements in PNA synthesis using the Expedite Nucleic Acid Synthesis System. Large Scale Oligonucleotide round table, San Diego, CA