

Robert J. Nordyke, Ph.D.

VICE PRESIDENT AND SENIOR POLICY ADVISOR, PHARMACEUTICAL
COMMERCIALIZATION PRACTICE

CONTACT INFORMATION

BlueRidge Life Sciences
Pharmaceutical Commercialization
Los Angeles, CA
Phone (310) 919-1004 (office)
Phone (310) 210-1582 (mobile)
bnordyke@blueridgelifesciences.com

PROFESSIONAL PROFILE

Dr. Bob Nordyke is a Vice President and Senior Policy Advisor in the BlueRidge Life Sciences Pharmaceutical Commercialization practice. With over 25 years in the health sciences and pharma industry, Dr. Nordyke is an experienced executive leader and deep practitioner of health economics, policy research, health technology assessment (HTA) and value assessment, and product commercialization. Dr. Nordyke specializes in identifying opportunities to increase value in healthcare systems and communicating evidence to demonstrate that value to multiple stakeholders. He utilizes rigorous scientific methodology, commercial strategy, business development, and leadership to craft innovative solutions for today's complex market access challenges.

Before joining BlueRidge, Dr. Nordyke worked as a principal, advisor, and vice president at a variety of manufacturers, health policy associations, and product value strategy consultancies, founding or leading their health economics and access strategy groups. He has successfully integrated health economic principles with expertise in pricing, payer marketing, and commercialization to deliver tailored solutions to clients' development and commercialization programs.

Dr. Nordyke has authored or co-authored numerous papers in the peer reviewed literature on health economics, policy, and value assessment topics. In addition, he has served as a lecturer at the USC Sol Price School of Public Policy and as an adjunct professor at the UCLA Fielding School of Public Health.

EDUCATION AND DEGREES EARNED

- 2000 Ph.D., Public Policy Analysis
RAND School of Public Policy, Santa Monica, CA
- 1987 M.S., Engineering
University of Texas, Austin, TX
- 1986 B.S., Mechanical Engineering
Rose-Hulman Institute of Technology, Terre Haute, IN

SELECTED PUBLICATIONS

- Nordyke RJ**, Motyka J, Patterson JA. 2025. The association of 340B program drug margins with covered entity characteristics. *Inquiry* 62(Jan-Dec):469580251324051; doi: 10.1177/00469580251234051. PMID: 40123227.
- Nordyke RJ**, Patterson JA, Motyka J, March B, Kirson NY, Long G. 2025. The impact of the Inflation Reduction Act's drug price negotiation program on incentives for clinical development of new drugs. *Value Health*; doi: 10.1016/j.jval.2025.08.011. Online ahead of print Sept. 1, 2025. PMID: 40902797.
- Patterson JA, Motyka J, Salih R, **Nordyke RJ**, O'Brien JM, Campbell JD. 2025. Subsequent indications in oncology drugs: Pathways, timelines, and the Inflation Reduction Act. *Ther Innov Regul Sci* 59(1):102-111; doi: 10.1007/s43441-024-00706-6. PMID: 39369117.
- Shafrin J, Wang S, Sharma K, Spurrier K, **Nordyke RJ**. 2025. Will the Institute for Clinical and Economic Review's shared savings approach decrease value-based prices most for the most severe diseases? *Value Health* 28(1):25-30; doi: 10.1016/j.val.2024.09.002. PMID: 39357669.
- Davison NJ, Guthrie NL, Medland S, Lupinacci P, **Nordyke RJ**, Berman MA. 2024. Cost-effectiveness analysis of a prescription digital therapeutic in Type 2 diabetes. *Adv Ther* 41(2):806-825; doi: 10.1007/s12325-023-02752-2. PMID: 38170435.
- Wagner TD, Westrich KD, **Nordyke RJ**, Campbell JD. 2024. Inflation-adjusted analysis of ICER's Unsupported Price Increase reports: Contextualizing drug spending changes. *J Med Econ* 27(1):1537-1541; doi: 10.1080/13696998.2024.2428109. PMID: 39626873.
- Schold JD, **Nordyke RJ**, Wu Z, Corvino F, Wang W, Mohan S. 2022. Clinical events and renal function in the first year predict long-term kidney transplant survival. *Kidney360* 3(4):714-727; doi: 10.34067/KID.0007342021. PMID: 35721618.
- Woo K, Fuld R, Grandinetti A, Lawson J, Litchfield T, Ohan M, Peipert JD, Rivara MB, **Nordyke RJ**. 2022. Patient-reported outcomes in hemodialysis vascular access: A call to action. *J Vasc Access* 23(6):973-980; doi: 10.1177/11297298211018295. PMID: 34032166.
- Mayne TJ, **Nordyke RJ**, Schold JD, Weir MR, Mohan S. 2021. Defining a minimal clinically meaningful difference in 12-month estimated glomerular filtration rate for clinical trials in deceased donor kidney transplantation. *Clin Transplant* 35(7):e14326; doi: 10.1111/ctr.14326. PMID: 33896052.
- Busse LW, Nicholson G, **Nordyke RJ**, Lee C-H, Zeng F, Albertson TE. 2020. Angiotensin II for the treatment of distributive shock in the intensive care unit: A US cost-effectiveness analysis. *Intl J Tech Assess Health Care* 36(2):145-151; doi: 10.1017/S0266462320000082. PMID: 32114996.

- Flythe JE, Hilliard TS, Ikeler K, Keller S, Gipson DS, Grandinetti AC, **Nordyke RJ**, Perrone RD, et al. 2020. Toward patient-centered innovation: A conceptual framework for patient-reported outcome measures for transformative kidney replacement devices. *Clin J Am Soc Nephrol* 15(10):1522-1530; doi: 10.2215/CJN.00110120. PMID: 32276947.
- Halbert RJ, **Nordyke RJ**, Nicholson G, Pilgrim A, Niklason L. 2020. Patency of ePTFE arteriovenous graft placements in hemodialysis patients: Systematic literature review and meta-analysis. *Kidney360* 1(12):1437-1446; doi: 10.34067/KID.0003502020. PMID: 35372887.
- Nordyke RJ**, Nicholson G, Gage SM, Lithgow T, Himmelfarb J, Rivara MB, Hays RD, Woo K, Peipert JD. 2020. Vascular access-specific health-related quality of life impacts among hemodialysis patients: Qualitative development of the hemodialysis access-related quality of life (HARQ) instrument. *BMC Nephrol* 14;21(1):16; doi: 10.1186/s12882-020-1683-5. PMID: 31937249.
- Su J, Bylsma LC, Jiang X, Arias JM, Jain N, **Nordyke RJ**. 2020. Healthcare resource utilization among commercially insured patients with cold agglutinin disease in the US. *J Med Econ* 23(8):902-907; doi: 10.1080/13696998.2020.1764006. PMID: 32362156.
- Nordyke RJ**, Appelbaum K, Berman MA. 2019. Estimating the impact of novel digital therapeutics in Type 2 diabetes and hypertension: Health economic analysis. *J Med Internet Res* 21(10):e15814; doi: 10.2196/15814. PMID: 31937249.
- Nordyke RJ**, Reichert H, Bylsma LC, Jackson JJ, Gage SM, Fryzek J, Roy-Chaudhury P, Lithgow T. 2019. Costs attributable to arteriovenous fistula and arteriovenous graft placements in hemodialysis patients with Medicare coverage. *Am J Nephrol* 50(4):320-328; doi: 10.1159/000502507. PMID: 31434095.
- Nicholson G, Gandra SR, Halbert RJ, Richhariya A, **Nordyke RJ**. 2016. Patient-level costs of major cardiovascular conditions: A review of the international literature. *Clinicoecon Outcomes Res* 21(8):495-506; doi: 10.2147/CEOR.S89331. PMID: 27703385.
- Wang A, Richhariya A, Gandra SR, Calimlim B, Quek RGW, **Nordyke RJ**, Toth P. 2016. Systematic review of LDL-C apheresis for the treatment of familial hypercholesterolemia. *J Am Heart Assoc* 5(7):e003294; doi: 10.1161/JAHA.116.003294.
- Kuan RK, Janssen R, Heyward W, **Nordyke RJ**. 2013. Cost-effectiveness of hepatitis B vaccination using HEPLISAVTM in selected adults compared to Engerix-B[®] vaccine. *Vaccine* 31(37):4024-32; doi: 10.1016/j.vaccine.2013.05.014. PMID: 23707166.
- Wang A, Halbert RJ, Baerwaldt T, **Nordyke RJ**. 2012. U.S. payer perspectives on evidence for formulary decision-making. *J Oncol Pract* 8(3 Suppl):22s-27s; doi: 10.1200/JOP.2011.000526. PMID: 22942820.
- Hess G, **Nordyke RJ**, Hill J, Hulnick S. 2010. Effect of reimbursement changes on erythropoiesis-stimulating agent utilization and transfusions. *Am J Hematol* 85(11):838-43; doi: 10.1002/ajh.21837. PMID: 20976794.
- Luo W, Nordstrom BL, Fraeman K, **Nordyke RJ**, Ranganathan G, Linz HE, Winterkorn A, Stokes M, et al. 2008. Adherence to guidelines for use of ESAs in patients with chemotherapy-induced anemia: Results of a retrospective study of an EMR database in the US, 2002-2006. *Clin Ther* 30(12):2423-35; doi: 10.1016/j.clinthera.2008.12.022. PMID: 19167601.
- Nordstrom BL, Weixiu L, Fraeman KH, Whyte JL, **Nordyke RJ**. 2008. Use of erythropoiesis-stimulating agents among chemotherapy patients with hemoglobin exceeding 12 grams per deciliter. *J Manag Care Pharm* 14(9):858-69; doi: 10.18553/jmcp.2008.14.9.858. PMID: 19006442.
- Nordyke RJ**, Chang CH, Chiou CF, Wallace JF, Yao B, Schwartzberg LS. 2006. Validation of a patient satisfaction questionnaire for anemia treatment, the PSQ-An. *Health Qual Life Outcomes* 4(May3):28; doi: 10.1186/1477-7525-4-28. PMID: 16672069.

- Peabody JW, **Nordyke RJ**, Tozija F, Luck J, Muñoz JA, Sunderland A, Desalvo K, Ponce N, McCulloch C. 2006. Quality of care and its impact on population health: A cross-sectional study from Macedonia. *Soc Sci Med* 62(9):2216-24; doi: 10.1016/j.socscimed.2005.10.030. PMID: 16289739.
- Tinkelman DG, Price DB, **Nordyke RJ**, Halbert RJ. 2006. Misdiagnosis of COPD and asthma in primary care patients aged 40 and over. *J Asthma*. 43(1):75-80; doi: 10.1080/02770900500448738. PMID: 16448970.
- Tinkelman DG, Price DB, **Nordyke RJ**, Halbert RJ, Isonaka S, Nonikov D, Juniper EF, Freeman D, et al. 2006. Symptom-based questionnaire for differentiating COPD and asthma. *Respiration* 73(3):296-305; doi: 10.1159/000090141. PMID: 16330874.
- Celli BR, Halbert RJ, **Nordyke RJ**, Schau B. 2005. Airway obstruction in never smokers: Results from the third National Health and Nutrition Examination Survey. *Am J Med* 118(12):1364-72; doi: 10.1016/j.amjmed.2005.06.041. PMID: 16378780.
- Fukuhara S, Nishimura M, **Nordyke RJ**, Zaher CA, Peabody JW. 2005. Patterns of care for COPD by Japanese physicians. *Respirology* 10(3):341-8; doi: 10.1111/j.1440-1843.2005.00717.x. PMID: 15955147.
- Ponce N, **Nordyke RJ**, Hirota S. 2005. Uninsured working immigrants: A view from a California county. *J Immigr Health* 7(1):45-53; doi: 10.1007/s10903-005-1390-0. PMID: 15744477.
- Tinkelman D, **Nordyke RJ**, Isonaka S, George D, DesFosses D, Nonikov D. 2005. The impact of chronic obstructive pulmonary disease on long-term disability costs. *J Manag Care Pharm* 11(1):25-32; doi: 10.18553/jmcp.2005.11.1.25. PMID: 15667231.
- van Schayck CP, Halbert RJ, **Nordyke RJ**, Isonaka S, Maroni J, Nonikov D. 2005. Comparison of existing symptom-based questionnaires for identifying COPD in the general practice setting. *Respirology* 10(3):323-33; doi: 10.1111/j.1440-1843.2005.00720.x. PMID: 15955145.
- Nordyke RJ**, Kim JJ, Goldberg GA, Shaw MS, Vendiola R, Batra D, Thomasson JW. 2004. Impact of anemia on hospitalization time, charges and mortality in patients with heart failure. *Value Health* 7(4):464-71; doi: 10.1111/j.1524-4733.2004.74009.x. PMID: 15449638.
- Barr ML, Schenkel FA, Van Kirk A, Halbert RJ, Helderma JH, Hricik DE, Matas AJ, **Nordyke RJ**. 2003. Determinants of quality of life changes among long-term cardiac transplant survivors: Results from longitudinal data. *J Heart Lung Trans* 22(10):1157-67; doi: 10.1016/s1053-2498(02)01224-x. PMID: 14550826.
- Nordyke RJ**. 2002. Determinants of PHC productivity and resource utilization: A comparison of public and private physicians in Macedonia. *Health Pol* 60(1):67-96; doi: 10.1016/s0168-8510(01)00192-0. PMID: 11879946.
- Nordyke RJ**, Peabody JW. 2002. Market reforms and public incentives: Finding a balance in the Republic of Macedonia. *Soc Sci Med* 54(6):939-53; doi: 10.1016/s0277-9536(01)00067-3. PMID: 11996027.