

# A Strategic Framework for Understanding the United States Healthcare Market Dynamics



## TIMOTHY SHEFLIN

Executive Director  
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Timothy Sheflin has 20 years of consulting experience assessing the reimbursement environment for medical devices, in vitro diagnostics, specialty drugs and biologics.

His work addresses the private and public payer product evaluation processes, as well as coverage policies and formulary analyses.

Mr. Sheflin is an expert at the design, conduct, and analysis of payer research that produces insightful and actionable strategies. Mr. Sheflin also designs tactical reimbursement launch plans and needs assessments for specialty drug companies whose products require physician reimbursement support services and payer accounts management. He has developed and produced over 100 payer research programs, facilitated in-person manufacturer and payer interactions, and participated in manufacturer presentations to commercial evaluation committees. Mr. Sheflin has extensive experience in developing market access strategies for tests that aid in early cancer detection, personalized drug treatment choices, identification of sexually transmitted diseases, women's health, and the detection of gastrointestinal disease. In addition, he has developed strategies for novel diagnostic imaging modalities used for detection, treatment planning, and surveillance.

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