



HEOR & Market Access Consultant

Angela Styhler



With 15 years of academic and industry experience and 10+ years in medical communications, Angela is an expert at developing impactful pieces and messaging that convey real-world meaning to payers. Angela has developed HTA (TLV, ZIN, KCE, SMC, etc) and AMCP dossiers. She has also conducted systematic literature reviews, including those used to support NICE HTA submissions in the UK, payer value decks, elevator pitches (targeted value messaging), and posters.

Tell us a bit about your area of expertise.

I have expertise in distilling complex data into compelling clinical and economic argumentation for HTA dossiers, helping clients secure reimbursement and ensuring patients have access to the best therapies at the right price.

What has been the highlight of your career so far?

The highlight of my career has been working on HTA dossiers for orphan diseases. Patients with rare diseases often have few treatment options, and innovative cell and gene therapies are expensive. It has been a great source of pride to be part of the process that sees treatments for rare disorders receive recommendations for reimbursement and to, ultimately, be made available to patients who so desperately need them.

In your expert opinion, what is the greatest obstacle in your field and what advice would you give to clients to overcome it?

The greatest challenge for market access is in ensuring that healthcare payers understand that there is value for money in reimbursing cell and gene therapies. This is a challenging task as these treatments tend to be costly and healthcare budgets are under more pressure than ever. The goal in market access is to convince payers of the value of reimbursing new and innovative therapies by clearly and concisely conveying the benefit to patients, the healthcare system, and sometimes even to society in general. This often means approaching economic models with a solid evidence foundation and applying a highly strategic lens to the market access plan. I would advise clients to partner with experts who have experience navigating these challenges as this expertise is invaluable in expediting reimbursement and patient access.

Is there something new in the field that you're really excited about?

I'm really excited about the current push to streamline approval processes as this will reduce the time it takes for HTA dossiers to be reviewed and, ultimately, get essential therapies to patients faster. It's wonderful to see effort being put into ensuring that new therapies are made available in an efficient and timely manner.