

# Emma M. Cousin, PharmD

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## PROFESSIONAL SUMMARY

Dedicated Health Economics and Outcomes Research (HEOR) professional with 4+ years of experience in pharmaceutical policy, drug pricing, and the Medicare Drug Price Negotiation Program (DNP). Integrates clinical training (PharmD) with advanced quantitative research methods in policy analysis and economic modeling to inform evidence-based decision-making. Published in leading peer-reviewed journals and invited to brief Congressional and Centers for Medicare & Medicaid Services (CMS) stakeholders on federal drug pricing reform.

## EDUCATION

### Doctor of Philosophy (PhD), Health Economics and Outcomes Research Anticipated graduation: Aug 2026

The CHOICE Institute, University of Washington School of Pharmacy | Seattle, WA

*Dissertation Chair:* Sean D. Sullivan, BScPharm, PhD

*Dissertation Title:* Forecasting Medicare Part B drug selection, initial price offers, and Medicare and patient spending under the DNP for Initial Price Applicability Year (IPAY) 2028.

### Doctor of Pharmacy (PharmD) Jun 2022

University of Washington School of Pharmacy | Seattle, WA

### Bachelor of Science (BS) in Molecular, Cellular, and Developmental Biology Jun 2017

University of Washington | Seattle, WA

## ACADEMIC AND PROFESSIONAL EXPERIENCE

### Research Assistant (Project Lead) Sep 2023 – Present

*Informing Medicare Drug Price Negotiations, UW CHOICE Institute | Seattle, WA*

*Advisors:* Sean D. Sullivan, BScPharm, PhD; Inmaculada Hernandez, PharmD, PhD; Kristi Martin, MA, MPA

- Lead research projects from study design through publication, managing research execution, mentoring junior researchers, and disseminating findings through publications and presentations.
- Develop predictive models for DNP drug selection, correctly identifying 13 of 15 drugs using Medicare Part B and D spending datasets (2020 – 2022).
- Estimate price benchmarks and evaluate therapeutic alternatives for selected DNP drugs, using Medicare claims data, clinical guidelines, and a novel pricing algorithm to inform initial price offers.
- Led analyses published in leading peer-reviewed journals, presented to 400+ stakeholders, and used in Congressional staff and CMS briefings to inform policy decision-making.

### Research Associate May 2022 – Present

*Curta, Inc. | Remote*

*Manager:* Lisa Bloudek, PharmD, MS

- Led development of early cost-effectiveness and pricing models to support client launch and pricing strategy.
- Collaborated on statistical analysis plans and technical reports for stakeholders participating in the DNP.
- Conducted systematic literature reviews, network meta-analyses, and targeted literature reviews in oncology and metabolic diseases to inform economic modeling decisions and payer submissions.

### Health Policy Summer Scholar Jun 2024 – Sep 2024

*National Pharmaceutical Council, Research Division | Remote*

*Advisors:* Jon Campbell, PhD; Julie Patterson, PharmD, PhD

- Conducted benchmarking analysis of the 2024 Medicare Part D coverage, utilization management, and formulary tiering of therapeutic alternatives to DNP-selected drugs.
- Collaborated with a multidisciplinary team to advocate for employers on pharmacy benefit manager misalignment.

## Research Assistant

Apr 2021 – May 2022

Cure Sickle Cell Disease (SCD) Initiative, UW CHOICE Institute | Seattle, WA

Advisors: Beth Devine, PharmD, PhD; Zizi Elisi, MS, BPharm; Kate Johnson, PhD

- Screened literature for meta-analysis assessing prevalence of acute and chronic comorbidities in SCD patients.
- Performed data validation and risk of bias assessment for a systematic literature review (SLR) evaluating medical and nonmedical costs of SCD, treatment complications, productivity, and lifetime income.

## Market Access

Jun 2021 – Aug 2021

Adaptive Biotechnologies | Seattle, WA

Manager: Anthony Hewitt, MBS

- Led a comprehensive literature review to support the value of clonoSEQ®, a next-generation sequencing assay used to assess minimal residual disease in lymphoma.
- Developed a clonoSEQ® dossier to submit to a health technology assessment body covering 20+ million lives.

## Inpatient Pharmacy Intern

Jun 2018 – May 2021

University of Washington Medical Center (UWMC) – Montlake | Seattle, WA

Manager: Deborah Frieze, PharmD, BCOP

- Adjusted vancomycin dosing regimens and counseled patients on anticoagulation medications at discharge.
- Performed sterile hazardous and non-hazardous IV compounding in oncology and ICU satellite pharmacies.
- **Leadership roles:** Pharmacy intern social coordinator and first-year student mentor.
- **Independent project:** Retrospectively characterized fentanyl prescribing habits within UWMC-Montlake to evaluate provider adherence to safe prescribing recommendations.

## PUBLICATIONS

1. **Cousin EM**, Martin K, Hansen RN, Coster J, Sullivan SD. Drugs anticipated to be selected for Medicare price negotiation in 2026 for implementation in 2028. *JMCP*. 2026;32(1):3-13. doi:[10.18553/jmcp.2025.25253](https://doi.org/10.18553/jmcp.2025.25253)
2. Li KH, **Cousin EM**, Gabriel N, Sullivan SD. Integrating Price Benchmarks and Comparative Clinical Effectiveness to Predict Initial Price Offers for Medicare Drug Price Negotiation (Initial Price Applicability Year 2027). *Value Health*. Published online October 1, 2025. doi:10.1016/j.jval.2025.09.3054
3. Martin K, **Cousin EM**, Sullivan SD. Blockbusters And Loopholes: Expanding Exemptions In Medicare Drug Price Negotiations. *Health Affairs Forefront*. doi:[10.1377/forefront.20250827.726892](https://doi.org/10.1377/forefront.20250827.726892)
4. Sullivan SD, **Cousin EM**, Li KH, Gabriel N, Martin K. Selected drugs, therapeutic alternatives, and price benchmarks for IPAY 2027 Medicare drug price negotiation. *J Manag Care Spec Pharm*. 2025;31(10):968-981. doi:10.18553/jmcp.2025.25199
5. Wouters OJ, Sullivan SD, **Cousin EM**, Gabriel N, Papanicolas I, Hernandez I. Drug Prices Negotiated by Medicare vs US Net Prices and Prices in Other Countries. *JAMA*. 2025;333(1):85-87. doi:10.1001/jama.2024.22582
6. **Cousin EM**, Sullivan SD, Hansen RN, Gabriel N, Kirihennedige AS, Hernandez I. Drugs anticipated to be selected for the Medicare Drug Price Negotiation Program in 2025. *J Manag Care Spec Pharm*. 2024;30(11):1203-1210. doi:10.18553/jmcp.2024.24167
7. Hernandez I, Wouters OJ, **Cousin EM**, Kirihennedige AS, Sullivan SD. Interpreting The First Round Of Maximum Fair Prices Negotiated By Medicare For Drugs. *Health Affairs Forefront*. doi:[10.1377/forefront.20240830.863408](https://doi.org/10.1377/forefront.20240830.863408)
8. Sullivan SD, Wouters OJ, **Cousin EM**, Kirihennedige AS, Hernandez I. Integrating Price Benchmarks and Comparative Clinical Effectiveness to Inform the Medicare Drug Price Negotiation Program. *Value Health*. 2024;27(10):1348-1357. doi:10.1016/j.jval.2024.08.001
9. Hernandez I, **Cousin EM**, Wouters OJ, Gabriel N, Cameron T, Sullivan SD. Price benchmarks of drugs selected for Medicare price negotiation and their therapeutic alternatives. *J Manag Care Spec Pharm*. 2024;30(8):762-772. doi:10.18553/jmcp.2024.24153
10. Hernandez I, **Cousin EM**, Wouters OJ, Gabriel N, Cameron T, Sullivan SD. Medicare Drug Price Negotiation: The Complexities of Selecting Therapeutic Alternatives for Estimating Comparative Effectiveness. *J Manag Care Spec Pharm*. Published online December 13, 2023. doi:10.18553/jmcp.2023.23277

11. Floyd AS, Silcox J, **Cousin E**, Irwin AN, Gray M, Bolivar D, Bratberg J, Arnold J, Al-Jammali Z, Hansen RN, Hartung DM, Green TC. Readiness of community pharmacies to implement an opioid safety intervention. *J Am Pharm Assoc*. 2023;63(1):275-283.e1. doi:10.1016/j.japh.2022.10.031
12. Shree R, McCartney S, **Cousin E**, et al. Umbilical Cord Maternal Microchimerism in Normal and Preeclampsia Pregnancies. *Reprod Sci*. 2023;30(4):1157-1164. doi:10.1007/s43032-022-01080-0
13. Baldwin Z, Jiao B, Basu A, Roth J, Bender MA, Elsis Z, Johnson KM, **Cousin E**, Ramsey SD, Devine B. Medical and Non-medical Costs of Sickle Cell Disease and Treatments from a US Perspective: A Systematic Review and Landscape Analysis. *Pharmacoecon Open*. 2022;6(4):469-481. doi:10.1007/s41669-022-00330-w
14. Kanaan SB, Delaney C, Milano F, Scaradavou A, Van Besien K, Allen J, Lambert NC, **Cousin E**, Thur LA, Kahn E, Forsyth A, Sensoy O, Nelson JL. Cord blood maternal microchimerism following unrelated cord blood transplantation. *Bone Marrow Transplant*. 2021;56(5):1090-1098. doi:10.1038/s41409-020-01149-x.
15. Shree R, Harrington WE, Kanaan SB, Forsyth A, **Cousin E**, Lopez A, Nelson JL, Gammill HS. Fetal microchimerism by mode of delivery: a prospective cohort study. *BJOG*. 2019;126(1):24-31. doi:10.1111/1471-0528.15432.
16. Kanaan SB, Gammill HS, Harrington WE, De Rosa SC, Stevenson PA, Forsyth AM, Allen J, **Cousin E**, van Besien K, Delaney CS, Nelson JL. Maternal microchimerism is prevalent in cord blood in memory T cells and other cell subsets and persists post-transplant. *Oncoimmunology*. 2017;6(5):e1311436. Published 2017 Mar 31. doi:10.1080/2162402X.2017.1311436

## RELEVANT PRESENTATIONS

- **Cousin EM**. *Predicting Medicare Part B and D Drugs for IPAY 2028*. Presented to **Congressional Budget Office, Congressional staff (Ways and Means, Senate Finance Committees), CMS**. August 4<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup>, 2025. Remote.
- **Cousin EM**. *Predicting Medicare Part B and D Drugs for IPAY 2028*. Presented to **UW Health Tech Fund**. September 10<sup>th</sup>, 2025. Seattle, WA.
- **Cousin EM**. *Dissertation Proposal Defense: Selecting and Negotiating Medicare Part B Drugs for IPAY 2028*. Presented to UW CHOICE faculty and students. May 21<sup>st</sup>, 2024. Seattle, WA.
- **Cousin EM**, Sullivan SD. *Introduction to Inflation Reduction Act: Inflation Rebates, Benefit Redesign, and Drug Price Negotiation Program*. Presented to PhD, MS, and PharmD students in HEOR 545: Methods in Pharmaceutical Policy Analysis. April 22<sup>nd</sup>, 2025. Seattle, WA.
- **Cousin EM**, Dayer T. *Drug Pricing and Reimbursement: Medical Benefit, 340B, and IRA*. Presented to pharmacy students in HEOR 505: Managed Care Pharmacy: Principles and Practice. October 29<sup>th</sup>, 2024. Seattle, WA.
- **Cousin EM**. *The Next Set of Drugs Anticipated for Medicare Price Negotiation Program*. Presented to UW Corporate Advisory Board. September 9<sup>th</sup>, 2024. Seattle, WA.
- **Cousin EM**, Sullivan SD, Hernandez I. *The Next Set of Drugs Anticipated for Medicare Price Negotiation in 2025*. Presented to **400+ ISPOR members**. July 11<sup>th</sup>, 2024. Webinar.
- **Cousin EM**, Sullivan SD. *Estimating the Maximum Fair Price in Medicare Price Negotiation Program*. Presented to CHOICE students and faculty in HEOR 597: Graduate Seminar. March 25<sup>th</sup>, 2024. Seattle, WA.
- **Cousin EM**. *US Health Insurance*. Presented to 100+ 1st year UWSOP students. October 12<sup>th</sup>, 2023. Seattle WA.
- **Cousin EM**. *Estimated Utility Values for Patients Using Preventive Services Stratified by Insurance Status*. Presented to students in HEOR 531: Assessing Outcomes in Health and Medicine. March 7<sup>th</sup>, 2023. Seattle, WA.

## POSTERS & ABSTRACTS

- **Cousin EM**, Hernandez I, Wouters OJ, Gabriel N, Cameron T, Sullivan SD. *Medicare Drug Price Negotiation: The Complexities of Selecting Therapeutic Alternatives for Estimating Comparative Effectiveness*. Poster presented at 2024 ISPOR. May 7 – 11, 2024. Atlanta GA.
- **Cousin EM**, Meeker E. *Characterizing Fentanyl Patch Prescribing Habits at UWMC-Montlake*. Poster presented at 2021 WSPA Northwest Pharmacy Convention. June 9 – 11, 2021. Remote.
- **Cousin EM**, Wulf K, Chang K, Dangler, M. *Emerging Landscape of Digital Therapeutics: Payers Perspective*. Poster presented at AMCP Annual Meeting 2021. April 12 – 16, 2021. Remote.

## LEADERSHIP EXPERIENCE

### Student Liaison

*UW CHOICE Curriculum Committee | Seattle, WA*

**Oct 2024 – Sep 2025**

- Represented student interests by collaborating with students and faculty to enhance curriculum design, ensuring alignment with student and program goals.

### Director of Public Relations

**Jun 2020 – Jun 2021**

*Academy of Managed Care Pharmacy (AMCP) UWSOP Chapter | Seattle, WA*

- Collaborated with AMCP board to provide innovative industry and managed care experiences to UWSOP body.
- Maintained effective communication between UWSOP faculty and students regarding upcoming events.

### Senior Liaison

**May 2020 – Jun 2021**

### Junior Liaison

**May 2019 – May 2020**

### Legislative Day Chair

**Sep 2018 – May 2019**

*WSPA UWSOP Chapter | Seattle, WA*

- Co-led 130+ students to advocate for pharmacy and healthcare policies to support the pharmacy profession at the Washington State Capitol Building in Olympia.
- Served on the WSPA Board of Directors to represent the UWSOP in ongoing pharmacy advocacy discussions.
- **Teaching experience:** Served as an educational assistant and co-lecturer for the Pharmacist Advocacy: Legislative and Grassroots Affairs course for 50+ students during Fall and Winter quarters of 2019 – 2021.

## TECHNICAL SKILLS

**Programming:** Excel (advanced), R (intermediate), SAS (intermediate)

### Methods:

- *Economic Modeling:* State transition, decision tree analysis, partitioned survival, and budget impact models.
- *Statistical Analysis:* Parametric regression models, methods related to causal inference including but not limited to difference-in-differences, matching methods using propensity scores.

**Data Sources:** Medicare claims data, Medicare Part B and D Spending by Drug datasets, ASP pricing files, Medicare Quarterly Prescription Drug Plan Formulary and Pharmacy Network files, University of Washington Medicine electronic health records, Medical Expenditure Panel Survey Home, National Health and Nutrition Examination Survey.

## AWARDS & ACHIEVEMENTS

- JMCP Most Read Article: 3<sup>rd</sup> Place | DOI 10.18553/jmcp.2024.24153 **Jan 2025**
- JMCP Most Read Article: 4<sup>th</sup> Place | DOI 10.18553/jmcp.2024.24167 **Jan 2025**
- PhRMA Foundation Manuscript Challenge Award **Dec 2023**
- WSPA Pharmacy Student of the Year **Oct 2021**
- UWSOP Wallace Endowed Scholarship **Sep 2021**
- AMCP National P&T Competition Honorable Mention Semi-Finalist **Mar 2021**
- UW AMCP Local P&T Competition First Place **Jan 2021**
- UWMC-Montlake Inpatient Pharmacy Intern of the Month **Nov 2020**
- UWSOP George & Evelyn Benson Endowed Scholarship **2019 & 2020**