

BRENDA CORDELL, MBA

Senior Healthcare Consultant

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Current Responsibility

Brenda Cordell is a senior healthcare consultant in the Indianapolis Health Practice of Milliman. She joined the firm in 2008 and is a lead in Milliman's life sciences consulting group. Brenda is also co-creator of Milliman DNA Gene and Cell Therapy Forecasting (Milliman DNA), a dynamic, web-based application that estimates the associated costs and cases for approved and pipeline gene and cell therapies.

[Milliman DNA Gene and Cell Therapy Forecasting](#)

Professional Work Experience

Since 2016 Brenda's consulting focus has been gene and cell therapy in the areas of market access and economic value.

Brenda leads the clinical, market, and economic research that form the baseline assumptions in Milliman DNA and its associated research repository. With over 25 years of experience in leadership roles within life sciences companies and at Milliman, Brenda's focus areas are market access, payer strategy, market intelligence, and financial analysis specifically in rare disease and novel therapies.

Brenda has authored several white papers and reports, some of which have been published by the Journal of Managed Care & Specialty Pharmacy (JMCSP). She has also presented at AMCP, Self-Insurance Institute of America (SIIA), and other conferences. She is a member of the SIIA Cell & Gene Therapy Task Force.

Professional Designations

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Education

BA, University of Northern Iowa MBA, The Ohio State University

Presentations and Publications

- How Pharmaceutical Pricing is Developed for New Molecules. AMCP 16th Annual Meeting and Showcase. San Francisco, CA. (February 2004)
- The U.S. Pharmaceutical Pricing and Access Environment for Retail Products. 4th Annual Pharmaceutical Pricing & Reimbursement Conference. New Brunswick, N.J. (July 2008)

- Pricing for Life: Customer Behavior and Lifetime Analysis. The 21st Annual Price X Event. Chicago, IL. (June 2008)
- Kuester, M., Runyan, B. (June 2017). Incidence rate of females with hemophilia may be underreported. Milliman white paper. [Incidence rate of females with hemophilia may be underreported \(milliman.com\)](#)
- Kuester, M.K., Jackson, E.A., Runyan, B.M., Pezalla, E.J., Nussbaum, S.R. The Effect of a Pediatric Rare Disease on Subscriber Retention Rates for Commercial Health Insurers in the United States. J Manag Care Spec Pharm. 2019;25(2):186-93.
- Bachler, R., Jackson, E., Naber, J., Runyan, B. (2020, January). Managing risks related to gene and cell therapies for self-insured employers with stop-loss coverage. Milliman white paper. [Managing risks related to gene and cell therapies for self-insured employers with stop-loss coverage \(milliman.com\)](#)
- Jackson, E., Naber, J., Runyan, B. (2020, January). Exploring the benefits of multi-year payment arrangements for self-insured employers and TPAs. Milliman white paper. [Exploring the benefits of multiyear payment arrangements for self-insured employers and TPAs \(milliman.com\)](#)
- Jackson, E.A., Runyan, B., Metz, L., Kenney, J. An analysis of member retention patterns for adult rare disease cohorts to support evaluating multiyear payment arrangements for novel therapies. J Manag Care Spec Pharm. 2021;27(6):753-59.
- Cordell, B. (September 2024). Complexities in forecasting eligible cases and associated costs of cell and gene therapy. Milliman report. [Complexities in forecasting eligible cases and associated costs of cell and gene therapy](#)
- Navigating Cost Management Strategies with a Gene Therapy Prior Authorization. AMCP 2025. Houston, TX. (March 2025)

Affiliations

SIIA Cell & Gene Therapy Task Force