



September 6, 2022

FOR IMMEDIATE RELEASE

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Real Endpoints' Chief Clinical Officer, Dr. Jane Barlow, named to PharmaVOICE 100

FLORHAM PARK, NJ. September 6, 2022 — Citing her creativity and ability to develop practical market access strategies, PharmaVOICE magazine has named Dr. Jane Barlow, Executive Vice President and Chief Clinical Officer of Real Endpoints, to the [PharmaVoice 100](#), an annual list that recognizes the most inspiring people in the life sciences industry. Jane is a national thought leader and critical voice on the development and implementation of innovative contracting models, as well as other existential issues around pharmaceutical pricing and reimbursement.

The recognition was announced on PharmaVOICE's website and in conjunction with its September issue. The PharmaVoice 100 has been published annually since 2005 to recognize life sciences executives who are making meaning contributions in their fields of influence, from the C-suite to the clinic.

A trained physician and former Air Force flight surgeon, Jane has held senior positions at IBM, Medco, and CVS Health, and serves as a senior advisor to the NEWDIGS Initiative at Tufts Medical Center. In these roles, Jane “gained deep knowledge of the pricing landscape and relationships between employers, payers, and PBMs,” PharmaVOICE wrote. “At Real Endpoints, Jane has built a particular reputation around value-based approaches, crafting novel arrangements that have won patients access to fundamental medical innovations.”

Jeff Berkowitz, CEO of Real Endpoints, said: “We’re delighted that Jane is being recognized for her pioneering work developing new reimbursement solutions for transformative therapies. Her leadership developing RE’s value-based contracting platform, RE Marketplace, is an example of her creative flair and industry-wide impact. She has an incisive mind and an unparalleled ability to cut through an issue’s complexity to focus on what really matters.”

“This honor is also particularly gratifying because it’s further recognition of the depth of expertise provided by Real Endpoints,” added Berkowitz. Jane is the company’s fifth PharmaVoice honoree since 2018. Real Endpoints’ other PharmaVOICE 100 members are Susan Raiola, the company’s president; Ryan Walsh, VP of client services; Roger Longman, the company’s founder and chair; and Jeff Berkowitz.

To read the article from PharmaVOICE, click on the following link:

<https://www.pharmavoice.com/news/pv100-pharma-industry-leaders-next-era/629818/>

About Real Endpoints

Real Endpoints is the leading market-access advisory and platform company in the US. Our solutions start from the premise that market access – getting patients the drugs they need – must be seen holistically, balancing and recognizing the interconnections between pricing, distribution, coverage, innovative contracting, patient and provider support, and even organizational design. We work with biotech and pharma on a wide range of access projects, taking an integrated view of market access informed by backgrounds as operators. Not traditional consultants, we’ve run major businesses at pharma, throughout the supply chain, and at payers where we learned the roadblocks and ways around them.

Website: www.realendpoints.com

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