



Rory Martin
Gross to Net Analytics &
Thought Leadership
[IQVIA](#)

Rory Martin specializes in applying real-world data to healthcare analytics and health policy analysis. Over the past five years, he has published more than 20 studies examining the 340B program, including its cost to employers and workers, its benefits to patients, the potential impact of 340B eligibility expansion on program size, and the estimated 340B revenue flowing to for-profit stakeholders. His recent work has focused on the financial impact of rebate models used in the 340B program and the effectuation of maximum fair price in Medicare Part D.

He holds a PhD in mathematics, has been an invited speaker at the FDA's Center for Drug Evaluation and Research (CDER), and has authored several analytics texts.