

MARIANNA POLONSKY

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PROFESSIONAL EXPERIENCE

INNOSIGN BIO

March 2024 - Present

Vice President Business Development, Commercial Strategy and Market Access

- Part of the Executive Leadership Team and Secretary of the Board of Directors
- Assist CEO in fundraising activities and investor engagement
- Develop and lead overall reimbursement and commercial accounts receivable strategy for the organization for both current and emerging products.
- Evaluate and advise on the revenue impact of long-range planning, introduction of new programs/strategies and regulatory action.
- Lead business development strategy of InnoSIGN products through engagement with diagnostic and CRO partnerships, PBM prior authorization initiatives, pharma partnerships laying the groundwork for broader adoption goals and scale
- Lead the development of messaging and value proposition tools for biopharma and industry partner channels
- Identify and evaluate market fit for InnoSIGN's technology across biopharma, industry enrichment and PBM space for the development and enhancement of the organization's data platform algorithm with revenue and implementation success in mind.
- Engagement with board of directors on strategy positioning and accountability for BD, commercial and market access strategies
- Lead internal team focused on delivery and development of CPA services for the US commercial market

GRAIL

October 2022 – March 2024

Director, Payer Strategy Development

Government Affairs Team

- Responsible for being the subject matter expert in the ins-and-outs of the diagnostic industry and its requirements.
- Responsible for the supporting Grail's long- and short-term strategy for coverage and reimbursement of a multi-cancer early detection test
- Responsible for building out reimbursement pathway options for new products in development within the precision medicine space of early detection and early management of cancer.
- Heavily involved in ongoing medical policy work and Medicare NCD development for early detection in cancer and management of outside consultants
- Responsible for consulting and advising organizational functions on strategy options, market requirements, product positioning, coding, and pricing.
- Responsible for developing an internal, cross functional collaboration to develop a cohesive strategy for Grail's product utilization, payer pilot strategy development across payers, health systems and providers.

- Responsible for identification of fast-paced integration options for new product with no current broad coverage, concurrently with longer term traditional reimbursement efforts and pathways.
- Responsible for cross collaborative efforts in the creation and development of market access materials including Payer Messaging, Payer Value Proposition, Payer focused, Payer economics modeling, development of Pilot strategy focused on payer trials of newly emerging early detection products.
- Responsible for leading an internal cross-functional groups focused on what evidence, clinical trials, health economics and publication needs exist to drive future adoption of early detection tests.
- Support government affairs teams in value prop messaging in their government policy effort
- Responsible for the education of internal stakeholders around Market Access processes and efforts as well as diagnostic industry trends and challenges

BOSTONGENE CORP
Senior Director, Market Access Strategy & Payer Relations

May 2021 –Sept 2022
Head of Market Access

- Responsible for being the subject matter expert and the development of the overall Market Access Strategy for Boston Gene and its products in a startup environment.
- Responsible for building and leading a team focused on Payer Market Access, including Account Directors, Health Policy and Outcomes, Health Economic Impact, Payer Marketing, and other Market Access function and support roles.
- Responsible for the development of Reimbursement Strategies including options and oversight for FDA/CMS submissions, PLA code strategy, as well as other options for the future benefit of BG's products to position the organization for coverage and reimbursement success.
- Responsible for consulting and advising executive leadership on strategy options, market requirements, product positioning, coding and pricing, as well as the overall Market Access
- Led the effort for developing clinical evidence dossier from start to finish
- Developed a 1st in-class, payer focused Health Economics model showing savings to health plan in wasted spend that could be realized through the adoption of company's product
- Responsible for the creation, development and oversight of market access materials including Payer Messaging, Payer Value Proposition, Clinical Product Dossier, Health Economics Modeling, Comparative Evidence Development, Decision Impact Survey Creation and Implementation, and the development of the overall payer focused efforts
- Responsible for identification of payer targets, strategy development for such targets, payer target pipeline creation, as well as the development of focused efforts for each target, including medical policy review and applicability
- Responsible for creation of new category of payer coverage for company's product as well as maximizing on existing payer coverage
- Responsible for work and value creation of various payer channels- particular focus on PBM approach, large payers, tech assessment organizations, payer KOL development, Medicare Efforts (Local and National), Large Employers, IDNs, GPOs, etc
- Responsible for the education of internal stakeholders around Market Access processes and efforts as well as the overall Market Access market space. Stakeholders include executive leadership, sales, medical directors, bioinformaticians, clinical leads, etc

GP4 CONSULTING
Founder

May 2021 – Present
Precision Medicine Diagnostics

- Provide a portfolio of services to assist investors with the evaluation of potential opportunities. From the lens of achieving revenue and reimbursement, we provide an in-depth review of the presented technologies and market access strategies.
- Consulting Diagnostic Companies in entering the US healthcare space for commercial and reimbursement strategies, evidentiary development and economic impact of products
- Consulting Precision medicine diagnostic organizations in strategy and development of the Market Access and Reimbursement function providing coverage and payment for services in the US Healthcare Payer Space

- Consulting expertise in value-based care arrangements with Payers, Accountable Care organizations and Tech Integration bringing awareness on how diagnostics impact total cost of care and better patient outcomes

SCIPHER MEDICINE
Director, Market Access

June 2020 – May 2021
National, Southeast and International Coverage

- Responsible for participation in the launch of PrismRA, a first-in-class precision medicine assay in autoimmune disease, into the market with the focus on generating coverage and payment for the novel assay
- Responsible for identification of novel strategies to pursue coverage of PrismRA outside of the usual market access model with payers
- Responsible for developing the strategy and to execute on that strategy for market access into a variety of channels within the payer market including, National and Regional Payers, PBMs, LBMs, Employer Groups, GPOs Benefit Design Brokers, B2B, Government Sectors and International Opportunities
- Particular focus on PBM efforts and development of HECON modeling to show value of diagnostics to PBMs focused on optimizing drug spend
- Responsible for working with National Payers and PBMs as well as regional Blues to create a strategy for coverage through the pharmacy, innovation, population health and medical policy channels within a health system
- Responsible for the development of strategy for bringing PrismRA to the VA and DOD and developing a comprehensive market analysis as well as strategic plan to gain access and provide PrismRA services into the VA and DOD
- Responsible for EX-US efforts and the development of strategy to promote the launch and sale of PrismRA internationally
- Responsible for the development of strategy and gaining access to large employer groups and benefit design brokers to promote the inclusion of PrismRA into the health benefit designs of some of the largest employers in the country

FOUNDATION MEDICINE, INC.
Associate Director, Payer Relations & Reimbursement

August 2015- June 2020
Southeastern US and National

- Responsible for Regional and National Payer accounts, specifically surrounding payer related policy issues, working with payers to develop new and edit existing medical and pharmacy policies, negotiating INN contracting and developing internal and external processes and pull through plans to ensure ROI achievement towards the company bottom line.
- Responsible for working to *change medical policy* and gain inclusion and secure plan coverage on I&E products via medical reviews with Medical Directors, Pharmacy Directors
- Responsible for working with and presenting a real-time, customizable Health Economics Model to senior payer leadership showing the impact on drug cost and PPM costs of providing coverage and inclusion for FMI services
- Responsible for revenue cycle management as it relates to managing and growing ASP for real time claims via a variety of strategies including Prior Authorization Programs, LOAs, coverage inclusion programs, etc. ASP is calculated via growth of average revenue collected per claim
- Responsible for working with self funded employer groups to secure service coverage and leverage their support towards the greater goal of commercial payer coverage
- Responsible for generating forecasts to determine projected return on closed contracts, including estimates of anticipated orders to management, as well as estimates of market potential by product/service/geographic area
- Responsible for analyzing regional and national payer customers' near-term and longer-range requirements and promoting consideration of new or refined company services to meet such requirements
- Responsible for pull through on Medicare Advantage programs of national and regional payers to secure appropriate coverage and revenue collection per the given CMS reimbursement rate for FMI services

- Responsible for participation with senior management and/or multiple decision-makers in order to conclude a contract negotiation, including legal redlines, pricing strategies and other necessary negotiations
- Responsible for the development and maintenance of positive working relationships with key influencing organizations such as regional and national payer trade associations, Specialty Pharmacy, Professional Society, Disease Management, Employers/Brokers and other higher level strategic relationships
- Promoted from Manager to Associate Director, Payer Relations & Reimbursement
- President Club Winner 2019- for work with large national payers

CLARENT, INC. – A GE HEALTHCARE COMPANY.
Strategic Partnerships ***North America***

August 2011- August 2015 *Regional Manager of*

- Responsible for developing the strategic direction for the Strategic Partnerships Group, including creation and execution of the company process for National Accounts and Managed Care
- Responsible for negotiating and executing contracts with Large National Payers, GPOs, IDNs, as well as National and Regional Health Systems
- Responsible for managing the East Region, consisting of 9 Account Executives, in contract implementation and overall revenue goal achievement
- Responsible for identifying and introducing potential collaborative relationships for several arms of business including Commercial, Business Development and BioPharma
- Promoted from Account Executive to National Account Manager in 2013
- Promoted from National Account Manager to Regional Manager of Strategic Partnerships in 2014
- Responsible for identifying, securing and maintaining complex national account contracts, client relationships, as well as forecasting and developing partnerships in large strategic accounts.
- Responsible for the development of an implementation plan and managing the execution of delivered contracts

C.R. BARD- DAVOL, INC.
Corporate Biologic Specialist (Pilot position, realigned)

State of Florida

January 2010 – December 2010

- Responsible for working with key corporate accounts to develop better surgeon education, hospital contract compliance, providing clinical resources, and case coverage
- Responsible for the business development and promotion of AlloMax and XenMatrix, a surgical regenerative tissue matrix for breast reconstruction and abdominal wall reconstruction to Plastic, Trauma, and General Surgeons within the state of Florida
- Part of the Corporate Bio-Franchise Team involving Product Managers, R&D, Scientists, and Corporate Biologic Specialists working together to advance marketing and product development to build future market share and pilot new corporate strategies

LIFECELL CORPORATION
Territory Manager (Pilot position, division eliminated)

State of Florida

January 2009 – December 2009

- Responsible for the business development and promotion of Strattice®, a surgical regenerative tissue matrix for the revision of breast augmentation surgery and breast reconstruction, to Plastic Surgeons within the state of Florida
- Sales in an Operating Room environment requiring consulting physicians on application techniques, suture and material requirements, as well as the development of techniques for new breast revision procedures. • Top 5 Sales Results for 2009

MYRIAD GENETIC LABORATORIES
Oncology Product Specialist

June 2005- September 2008
Pittsburgh, PA and Southeast Florida

- Promoted from Account Executive to Oncology Product Specialist
- Top 15% in FY08
- President's Club FY07
- MVP for Q2FY07
- Achieved one of the first 5 \$2mil dollar territories in the company
- Responsible for development of Florida team's business analysis and coaching teammates to promote better business strategies and implementation
- Responsible for the promotion of genetic testing for hereditary cancer syndromes in Breast, Ovarian, and Colorectal cancers to Medical Oncologists, Breast Surgeons, Gynecological-Oncologists, and Colorectal Surgeons within both clinical and hospital environments.

ELI LILLY & COMPANY
Field Sales Representative

June 2004 – May 2005
Philadelphia, Pennsylvania

- Responsible for the promotion of pharmaceutical drugs to urologists and PCPs consisting of a 3-drug portfolio including oral and inject-able products
- Achieved significant increase in market share of lead product ranging from 9% at baseline to 24% as documented by continuous weekly data and increase of individual key doctor's market share from 1% at baseline to as high as 40%.

EDUCATION

University of Pittsburgh

Bachelor of Science in Business Administration - Marketing
Bachelor of Arts - Communications

Pittsburgh, Pennsylvania
April 2004
April 2004

Harvard Extension School

Essential Management Skills for Emerging Leaders

2018

Joseph M. Katz Graduate School of Business

University of Pittsburgh

Executive MBA Candidate

Pittsburgh, Pennsylvania
August 2024- April 2026

ADDITIONAL EXPERIENCE

President of the Board of Directors- Home Owner's Association made up of 241 homes

2020-2022

Secretary of the BOD for InnoSIGN, non-voting member

2025