

Updated January 2023

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### ACADEMIC AND THINK TANK EXPERIENCE

- 4/22-present Visiting Fellow, USC-Brookings Schaeffer Initiative on Health Policy, The Brookings Institution
- 10/19-4/21 Consulting Professor and Deputy Director for Policy, Duke-Margolis Center for Health Policy, Duke University
- 9/07-10/08 Visiting Assistant Professor/Adjunct Professor of Marketing, Columbia Business School
- 7/02-6/08 Assistant Professor of Marketing, Harvard Business School

### GOVERNMENT EXPERIENCE

- 4/21-2/22 **Director, Bureau of Economics, Federal Trade Commission**
- Lead a bureau of 100 staff expert in economics of antitrust and consumer protection
  - Successfully implemented significant changes in the bureau's engagement with partners
  - Set a foundation for new rulemaking analysis capability for the agency
- 6/19-10/19 **Economic Advisor, U.S. Senate Finance Committee** (detail)
- Provided guidance on a bipartisan investigation on insulin drug pricing
  - Provided technical assistance on select drug pricing legislative proposals
- 4/16-10/19 **Chief Healthcare Economist, HHS Office of Inspector General**
- Coordinated cross-OIG engagement on drug pricing and opioids
  - Advised on OIG's rules, advisory opinions, audits, and evaluations
- 10/08-4/16 **Director for Economics Staff, FDA Center for Drug Evaluation and Research**
- Directed analyses of the impact of existing and proposed FDA policies on external stakeholders in a broad range of areas including cost of drug development, patient access, post-marketing safety, and generic drug competition
- 9/12-12/12 **Senior Economic Advisor, Food and Drug Administration** (detail)
- Co-authored an influential analysis of drug shortage causes, subsequently featured in the FDA [Drug Shortage Taskforce report](#) (2019) and the [White House report](#) on building resilient supply chains (2021)

## PROFESSIONAL SERVICE

- 12/20-4/21 Advisory Board Member, [COVID Act Now](#)
- 6/20-4/21 Committee Member, [Ad-hoc Committee on Security of America's Medical Product Supply Chain](#), National Academies of Sciences, Engineering, and Medicine
- 6/20-3/21 Advisory Board Member, [COVID Tracking Project](#)
- 6/20-12/20 Advisor, [COVID Exit Strategy](#)

## EDUCATION

- 1996-2002 Ph.D. in Economics, University of California at Berkeley
- 1991-1995 Bachelor of Science, Arizona State University, W.P. Carey School of Business

## GRANTS (PI status)

- Supporting Access to COVID-19 Therapeutics: Preparing for Shortages*, Arnold Ventures grant # 20-05042
- Overcoming the Impediments to Biosimilar Adoption in the U.S.: What Can Be Learned from the Success of Other Countries*, Commonwealth Fund grant #20202713
- Convener and Organizer of Activities and Engagements Focused on the Development of Medical Products and Related Processes, Surveillance, and Policies Relevant to Ongoing Public Health Activities*, Food and Drug Administration grant #5U01-FD006807
- Cooperative Agreement to Support Regulatory Research Related to the 2018 Prescription Drug User Fee Act and the 21st Century Cures Act*, Food and Drug Administration grant# 5U19-FD006602

## PEER REVIEWED PUBLICATIONS

- Nathan Miller, Steven Berry, Fiona Scott Morton, Jonathan Baker, Timothy Bresnahan, Martin Gaynor, Richard Gilbert, George Hay, Ginger Jin, Bruce Kobayashi, Francine Lafontaine, James Levinsohn, Leslie Marx, John Mayo, Aviv Nevo, Ariel Pakes, Nancy Rose, Daniel Rubinfeld, Steven Salop, Marius Schwartz, Katja Seim, Carl Shapiro, Howard Shelanski, David Sibley, Andrew Sweeting, **Marta Wosińska** (2022) "[On the Misuse of Regressions of Price and the HHI in Merger Review](#)," *Journal of Antitrust Enforcement*
- Marta Wosińska**, David Givens, Yan Lau, Doug Smith, Christopher Taylor and Benjamin Wallace (2021) "[Economics at the FTC: Multi-level Marketing and a Coal Joint Venture](#)," *Review of Industrial Organization*
- William Liu and **Marta Wosińska** (2017) "[The Landscape of Contact Manufacturing of Sterile Injectable Drugs: Who is Making What, Where, and for Whom](#)," *Therapeutic Innovation & Regulatory Science*
- Kirk Kerr and **Marta Wosińska** (2016) "[Patient Access in Restrictive Risk Management Programs: The Case of iPLEDGE](#)," *Therapeutic Innovation & Regulatory Science*

Janet Woodcock and **Marta Wosińska** (2013) "[Economic and Technological Drivers of Generic Sterile Injectable Drug Shortages](#)," *Clinical Pharmacology and Therapeutics*

Puneet Manchanda, Dick Wittink and others (2005) "[Understanding Firm, Physician and Consumer Choice Behavior in the Pharmaceutical Industry](#)," *Marketing Letters*

**Marta Wosińska** (2005) "[Direct-to-Consumer Advertising and Drug Therapy Compliance](#)," *Journal of Marketing Research*

Leslie Eldenburg, Benjamin Hermalin, Michael Weisbach, and **Marta Wosińska** (2004) "[Hospital Governance, Performance Objectives, and Organizational Form](#)," *Journal of Corporate Finance*

**Marta Wosińska** and Robert Huckman (2004) "[Generic Dispensing and Substitution Rates in Mail and Retail Pharmacies](#)," *Health Affairs*

#### WHITE PAPERS AND WORKING PAPERS

**Marta Wosinska**, Richard Frank (2022) "[Some Drugs That Improve Price Competition Fall through the Cracks of FDA User Fees](#)," *The Brookings Institution*

Rachel Sachs, **Marta Wosińska**, Richard Frank, Loren Adler (2022) "[The FDA Could Do More To Promote Generic Competition: Here's How](#)," *The Brookings Institution*

Nitzan Arad, Marianne Hamilton-Lopez, Rebecca Ray, Susan Dentzer, Adam Kroetsch, Mark McClellan, **Marta Wosińska** (2021) "[Realizing the Benefits of Biosimilars: What the U.S. Can Learn from Europe](#)," *Duke-Margolis White Paper*

**Marta Wosińska**, Anna Zavodszky, Morgan Romine, Mark McClellan (2021) "[Promising Practices for Promoting Utilization of COVID-19 Monoclonal Antibody Treatments](#)," *Duke-Margolis White Paper*

Marianne Hamilton-Lopez, Nick Fiore, Nitzan Arad, **Marta Wosińska**, Mark McClellan (2020) "[COVID-19 Monoclonal Antibodies: Paying for Administration and Better Evidence](#)," *Duke-Margolis White Paper*

Morgan Romine, **Marta Wosińska**, Adam Kroetsch, Anna Zavodszky, McClellan, Rob Califf (2020) "[COVID-19 Monoclonal Antibodies: Feasible Mechanisms for Generating Needed Evidence](#)," *Duke-Margolis White Paper*

**Marta Wosińska**, Anna Zavodszky, Stephen Colvill, Adam Kroetsch, Susan Dentzer (2020) "[Right Patient, Right Time, Right Place: A Critical Challenge of COVID-19 Monoclonal Antibodies](#)," *Duke-Margolis White Paper*

Morgan Romine, Mark McClellan, **Marta Wosińska**, Robert Califf, Hemi Tewarson, Nitzan Arad, Marianne Hamilton-Lopez, Nick Fiore, Anna Zavodszky, Adam Kroetsch (2020) "[COVID-19 Monoclonal Antibodies: Key Issues After Emergency Use Authorization](#)," *Duke-Margolis White Paper*

Kerra Mercon, Nirosha Mahendraratnam, Joy Eckert, Christina Silcox, Morgan Romine, Kathryn Lallinger, Adam Kroetsch, Huzyfa Fazili, **Marta Wosińska**, Mark McClellan (2020) "[A Roadmap for Developing Study Endpoints in Real-World Settings](#)," *Duke-Margolis White Paper*

Monika Schneider, Susan Dentzer, Sarah Sheehan, Karley Whelan, Christina Silcox, Marianne Hamilton Lopez, **Marta Wosińska**, Mark McClellan (2020) "[From Development to Market: Understanding COVID-19 Testing and Its Challenges](#)," *Duke-Margolis White Paper*

Isha Sharma, **Marta Wosińska**, Adam Kroetsch, Haley Sullivan, and Mark McClellan (2020) "[COVID-19](#)

[Manufacturing for Monoclonal Antibodies](#),” *Duke-Margolis Issue Brief*

**Marta Wosińska** (2002) “[Just What the Patient Ordered? Direct-to-Consumer Advertising and the Demand for Pharmaceutical Products](#),” HBS Marketing Research Paper No. 02-04

Hall, Bronwyn and **Marta Wosińska** (1999) “[The California R&D Tax Credit: Description, History, and Economic Analysis](#),” California Council on Science and Technology

#### INVITED ARTICLES

**Marta Wosińska** (2013) “[Solving Drug Shortages Requires Incentivizing Reliability, Infrastructure Quality](#),” *Bloomberg Brief, Healthcare Finance*

Janet Woodcock and **Marta Wosińska** (2013) “[How to Prevent Drug Shortages Yet Sustain Quality](#),” *Cleanroom Technology* (also published in *Manufacturing Chemist*, 2013)

Samuel Kina and **Marta Wosińska** (2009) “[Pharmaceutical Pricing](#)” chapter in the *Handbook of Research in Pricing*, ed. Vithala Rao

**Marta Wosińska** (2003) “Advertising to Acquire or Retain?” *DTC Perspectives*

#### BLOGS AND OP-EDS

Minje Park, Rena Conti, Ozlem Ergun, Erin Fox, Wallace Hopp, **Marta Wosińska** (forthcoming) “Building Resilience into United States Prescription Drug Supply Chains,” *Health Affairs*

Richard Frank and **Marta Wosińska** (2022) “[The Senate’s Plan on Insulin Drugs Is the Wrong Way to Solve the Affordability Problem](#),” *The Hill*

**Marta Wosińska** and Richard Frank (2022) “[To Prevent Public Health Crises, We Need to Update the Essential Medical Product List](#),” *The Brookings Institution*

Brystana Kaufman, Jeremy Yi, Sophie Hurewitz and **Marta Wosińska** (2020) “[We Must Protect Meat Packing Workers to Combat Community Spread of COVID-19](#),” *NC Policy Watch*

David Tawes and **Marta Wosińska** (2016) “[Divorcing Reimbursement from Real-World Prices: Medicare Still Uses 2003 AWP’s For Some Drugs](#),” *Health Affairs*

**Marta Wosińska**, Erin Fox and Valerie Jensen (2015) “[Are Shortages Going Down or Not? Interpreting Data from the FDA and the University of Utah Drug Information Service](#),” *Health Affairs*

**Marta Wosińska** (2012) “[Drug Shortages: Why a Government Stockpile Falls Short as a Solution](#),” *Health Affairs*

#### TEACHING MATERIALS

**Marta Wosińska** (2005) “[Marketing Promotions](#),” Harvard Business School Note 506-028

**Marta Wosińska** and Youngme Moon (2004) “[Propecia®: Making Hair Loss History](#),” HBS Case 505-035

**Marta Wosińska** (2004) “Propecia®: Making Hair Loss History: Teaching Note,” HBS Case 505-035

## **PUBLIC SPEAKING AND PRESENTATIONS (SELECTION)**

[Reimagining the Pharma Supply Chain](#) (11/2022) *The Hill* - panelist

[Recent Trends in Global Value Chains and Beyond](#) (9/2022) *The Brookings Institution* - panelist

[FDA Approval Pathways 101](#) (6/2022) *Alliance for Health Policy* - moderator

[Building a Resilient Supply Chain](#) (4/2021) *Duke-Margolis Center for Health Policy* - presenter

[Promising Practices for Improving the Use of COVID-19 Monoclonal Antibodies](#) (2/2021) *Duke-Margolis Center for Health Policy* - presenter

[Improving Equity and Access to COVID-19 Monoclonal Antibody](#) (2/2021) *Project ECHO* - presenter

[Scientific and Ethical Considerations for the Inclusion of Pregnant Women in Clinical Trials](#) (2/2021) *Duke-Margolis Center for Health Policy* – moderator

[Allocation of COVID-19 Monoclonal Antibody Therapies and Other Novel Therapeutics](#) (12/2021) *National Academies of Sciences Engineering and Medicine* - presenter

[Improving the Development and Implementation of Shared System REMS](#) (10/2020) *Duke-Margolis Center for Health Policy* - moderator

[Assessing and Incorporating Intervention Effectiveness in Systems Models of the Opioids Crisis](#) (10/2020) *Duke-Margolis Center for Health Policy* - moderator

[Data Sharing to Accelerate Therapeutic Development for Rare Diseases](#) (8/2020) *Duke-Margolis Center for Health Policy* - moderator

[Exploring Policy Options for Establishing Cannabidiol Safety Surveillance](#) (7/2020) *Duke-Margolis Center for Health Policy* - moderator

[Understanding How the Public Perceives and Values Pharmaceutical Quality](#) (2/2020) *Duke-Margolis Center for Health Policy* - moderator

[State of Biomedical Innovation](#) (3/2015) *The Brookings Institution* - presenter

## **MEDIA MENTIONS**

Outlets include Politico, Bloomberg, CNBC, NPR, The Hill, CNN, Nature, STAT, Axios, PBS, Modern Healthcare, US News & Health Report, and many local media outlets

## **SOCIAL MEDIA**

Twitter: @MWosinska

LinkedIn: <https://www.linkedin.com/in/marta-wosinska/>

## **CITIZENSHIP**

Naturalized US citizen (August 2000)

Polish citizen by birth