

# Robert Kemp

VP of Market Access and HEOR at Consulate General of Canada (CTA Boston)

Boston, MA, US

Robert Kemp is an expert at developing value strategies using clinical and economic information.

---

## Biography

Originally from Canada, Robert brings extensive US and global experience in business development and patient/market access. His primary focus is on developing valued strategies based on evidence using clinical and economic information from clinical studies, real-world data and healthcare consumer (patient) experience. Robert utilizes new sources of information including mHealth, health information technology (HIT), and electronic health records. Robert believes that the key is to transition our approach to focusing on the healthcare consumer enabling the individual to have a voice in care, self-managing to attain their health and wellness goals. He believes that the solution for any company or organization is to balance business and health management objectives. According to Robert, every product, service or care invention needs to be focused on the individual healthcare consumer helping them to maintain the highest level of health & wellness Robert has international experience managing global & local country operations in business development, reimbursement & HEOR program, patient care and advocacy. He has worked in Canada, the US, Latin America, the EU, the Middle East, Japan, S Korea, Australia, Brazil, Russia, Indonesia, and China. Robert holds a Bachelor's degree and an MBA from McMaster University in Ontario.

---

## Industry Expertise

Advertising/Marketing, Biotechnology, Pharmaceuticals

---

## Areas of Expertise

Health Plans, Health Informatics, Medical Device, Outcomes Research, Strategic Leadership, Strategy Development, Health Economics, Patient & Institutional Research, Biotech/Pharmaceutical, Diagnostic, Health Providers

---

## Education

McMaster University

B.A. Economics & Microbiology

McMaster University

M.B.A. Health Economics & Research Methodology

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)