Aida van Riel

aida@aidavanriel.com · +31 6 44229509 · linkedin.com/in/aïda-van-riel-08b9442a3 · www.aidavanriel.com

Profile

Health economist (MSc, Erasmus University Rotterdam) specialising in market access, HTA, and pricing & reimbursement, with hands-on experience in economic modelling and evidence synthesis across oncology, infectious disease, and global health. Led the **first Dutch cost-effectiveness evaluation of inavolisib**, independently assessed at Erasmus University Rotterdam as *"well-written, very impressive methodology and excellent description of the results"*. Combines quantitative depth with knowledge of national HTA systems and the EU and global access landscape (EU HTA Regulation / Joint Clinical Assessment); builds cost-effectiveness and budget impact models independently in R.

Education

Erasmus University Rotterdam · *MSc Health Economics · Cum Laude* — *June 2026 · Rotterdam, NL*
Vrije Universiteit Amsterdam · *BSc Health Sciences · Health Economics & Infectious Diseases* — *Amsterdam, NL*
University of Utah · *Exchange · Health Advocacy, Infectious Disease Epidemiology, Public Health* — *Salt Lake City, USA*

Project Experience

Research Project: Inavolisib · *PIK3CA+ HR+/HER2− Advanced Breast Cancer, Netherlands* — *2025–2026*

- Built the ***first Dutch cost-effectiveness evaluation*** of inavolisib using a ***partitioned survival model*** over a 20-year horizon from the societal perspective, intended to inform the forthcoming Zorginstituut Nederland (ZIN) appraisal
- Extrapolated survival from INAVO120 using parametric models; characterised decision uncertainty through probabilistic and deterministic sensitivity analyses and thirteen cost-utility scenarios
- Derived a ***value-based threshold price*** and a ***cost-based access price*** through the ***first application of the novel ASCERTAIN pricing model*** (not yet published in full text) in R, and built a five-year ***budget impact analysis*** (€105M at list price) — directly relevant to pricing and reimbursement strategy
- Commended by assessors for ***research independence***, attention to detail in data collection, and a modelling approach requiring no fundamental corrections; ***presented and defended*** the findings before an expert panel, fielding critical methodological questioning

"Outstanding … provided little reason for criticism" — project supervisor "Very impressive … across the board. The methodology is very impressive … many [projects] do just one or two of these" — independent assessor, Erasmus University Rotterdam

Cost-Utility Model: Second-Line Treatment in mCRPC · *Cabazitaxel vs. Mitoxantrone* — *2026*

- Developed a ***Markov cohort model*** from a Dutch payer perspective; fitted parametric survival curves to TROPIC trial KM data, computed ICERs against €20K–€80K per QALY thresholds, and ran ***Monte Carlo PSA*** with cost-effectiveness acceptability curves

Natural Experiment: Spousal Migration & Mental Health · *Rural China* — *2026*

- Designed a dual ***difference-in-differences*** framework using the 2008 Global Financial Crisis as an exogenous shock; translated significant gender-differentiated impacts on GHQ-12 scores into ***policy recommendations***

Health System Evaluation: India's RSBY Insurance Scheme — *2026*

- Assessed Karan, Yip & Mahal (2017); formulated ***policy recommendations*** on benefit design and cap adequacy

Experience

TBR Nederland · *Medical Reimbursement Specialist* — 2023–2025

- Worked ***directly with clients*** by phone and email to recover medication co-payments and reimbursements in the Dutch healthcare system, reviewing ***100+ claims per day*** end-to-end and building deep familiarity with reimbursement rules and real-world affordability barriers
- ***Trained and onboarded new recruits***, developing process guidance and acting as a key point of contact

Dementia Care Support · *Volunteer* — 2024

- Companionship and practical assistance to a client living with dementia — direct ***patient-facing experience***

Competencies

Health Technology Assessment: cost-effectiveness & cost-utility analysis, ICER, QALY, budget impact analysis, ZIN guidelines, Dutch WTP & severity-weighted (proportional-shortfall) thresholds, sluis procedure, EU HTA Regulation / Joint Clinical Assessment (PICO)
Economic Modelling: partitioned survival models, Markov cohort models, parametric survival extrapolation, probabilistic sensitivity analysis (Monte Carlo), access-based pricing (ASCERTAIN)
Market Access & Econometrics: payer landscape analysis, pricing & reimbursement strategy, real-world evidence interpretation, difference-in-differences, regression discontinuity, instrumental variables, survival analysis
Software: R (survival modelling, PSA, pricing models), Stata, Excel (model development), PowerPoint, SPSS
Languages: Dutch (Native) · English (C1) · Amharic (B1) · German (B1)
Affiliations: Member, ISPOR (International Society for Pharmacoeconomics and Outcomes Research)