



Joana Nassa is Mercer's east market pharmacy leader, based in the Norwalk, CT office. In this role she is responsible for a team of 12 consultants who support various efforts including vendor procurements, new solution development, specialty pharmacy trend management and other market leading strategies to control pharmacy costs. Joana advises clients on pharmacy market trends, strategies and alternatives to mitigate rapidly rising pharmacy costs.

Prior to joining the pharmacy practice at Mercer, Joana was a general H&B consultant supporting clients in their overall medical strategy.

Joana has worked on a cross-section of projects in the following areas:

- Establishment of pharmacy collectives with over 1 million members
- Specialty redesign
- Pharmacy Benefit Manager (PBM) procurements
- PBM contract negotiations
- Employer Group Waiver Plan (EGWP) implementations
- Plan design development and evaluation
- Leveraging use of in-house pharmacies

Joana graduated from Tufts University with a degree in Economics and International Relations.