Influential Women Highlights Alyssa Foster: Building Strategic Reimbursement Pathways For Healthcare Innovation



MT PLEASANT, SC, UNITED STATES, October 1, 2026 /EINPresswire.com/ -- The Directive Strategy Group Founder and CEO Draws on Mentorship, Collaboration, and Practical Expertise to Help Life Sciences Organizations Navigate Complex Market Access Challenges

Mount Pleasant, South Carolina – Alyssa Foster is a reimbursement strategy and market access executive with deep expertise in medical device and pharmaceutical commercialization. As Founder and CEO of Directive Strategy Group, LLC, she works with life sciences organizations to design and execute reimbursement pathways for complex and novel technologies. Her work centers on translating highly technical payer and CMS policy requirements into clear, actionable strategies that support sustainable market access and successful product adoption.

Alyssa's career path is unconventional and has played an important role in shaping the perspective she brings to her work today. Initially trained in clinical psychology, she earned a Bachelor of Arts in Psychology from California State University, Chico, followed by a Master of Arts in Clinical Psychology from National University. She began her professional journey in mental health services, working with children, families, and underserved populations, including individuals experiencing homelessness and severe mental illness.

Although she was accepted into a PhD program, Alyssa ultimately decided to take her career in a different direction. She accepted a position with UnitedHealthcare, where she supported members with benefits navigation, prior authorization, and claims education. The experience

introduced her to the operational and commercial side of healthcare and sparked an interest that would eventually lead her into the pharmaceutical and biotechnology industries.

Alyssa later joined Genentech and entered a fast-paced commercial environment that solidified her interest in healthcare strategy and reimbursement. From there, her career developed through consulting and life sciences roles, including leadership work involving commercial launches and access strategy at scale. An unexpected corporate transition eventually led her into consulting again, this time launching her own firm, where she quickly found herself working directly with executive leadership and assuming expanded responsibilities.

What initially began as an independent consulting opportunity developed into a thriving firm supported by long-standing client relationships and referrals throughout the industry. Today, Alyssa continues to lead a network of collaborators while helping clients address reimbursement and commercialization challenges. At the center of her approach is a commitment to creating a professional environment built around expertise, trust, flexibility, and long-term partnership.

Alyssa attributes much of her success to mentorship. Early in her career, she was placed in a situation where she was given a lot of responsibility very quickly and needed guidance in order for the business to succeed. The CEO at the firm that she worked for took responsibility for teaching her where there were gaps while also giving her the grace to learn along the way. For Alyssa, that experience became an important example of what it means for someone to believe in another person before that person necessarily possesses all the knowledge or skills required for the role.

That pattern continued throughout her career. She considers herself fortunate to have had mentors who demonstrated the kind of leader and manager she now wants to be for others. The lessons she received from them remain part of her everyday work, and she can still recall the guidance of several former bosses when navigating professional decisions.

For Alyssa, mentorship is something that cannot simply be replicated through formal education or training. Having people who teach, believe in, support, and guide others can make a lasting difference in professional development. She has carried those lessons into the way she works with her own team, modeling the thoughtful mentorship that helped shape her career.

To this day, Alyssa's mentors still play an active role in her business decisions. When she sought advice about stepping away from her business partnership and refocusing on her independent firm, her mentors encouraged her to prioritize what truly mattered – which is having the freedom to grow professionally while also maintaining balance for her family.

Alyssa carries a similar philosophy into her advice for young women entering the industry. She encourages women not to automatically assume that having a career and having a family must conflict with one another. She recognizes that the workplace has changed considerably, particularly with the growth of work-from-home opportunities, and believes that women now

have opportunities to approach professional and family responsibilities differently than they may have a decade ago.

Earlier in her career, Alyssa worried that starting a family could prevent her from excelling professionally. She wondered whether she could continue traveling for work with a baby at home and questioned whether it would be possible to succeed in both areas. Having experienced it herself, she now knows that it can be possible.

Many of the women who work with Alyssa have children, and some are single mothers or primary breadwinners. Seeing them manage both professional and family responsibilities has reinforced her belief that women should not be afraid to explore a model that works for their individual circumstances.

She also emphasizes that there is no single approach that works for everyone. Some people may prefer a traditional 9-to-5 schedule, an office environment, and established childcare arrangements, while others may prefer a more flexible structure. Alyssa encourages women who do not want the traditional model to consider whether another approach could work for them.

Mentorship remains central to that advice. Alyssa believes her own growth would have been very different without the mentors who helped her throughout her career. She also recognizes that she still has more to learn. For her, professional development involves both finding people who can provide guidance and remaining open to new opportunities.

That willingness to grow and explore has become particularly important as technology continues to change the healthcare landscape. Alyssa identifies the rapid pace of technological development as one of the biggest challenges in her field. Developments are accelerating across both pharmaceuticals and medical devices, creating reimbursement questions for technologies that may not fit neatly within established payment models.

On the pharmaceutical side, gene therapy, cell therapy molecules, and similar developments can introduce complex questions around reimbursement. Payment models may not yet exist or may be evolving alongside the technology itself. For Alyssa, the challenge is often stepping into an environment where there is no established roadmap and determining what can be done with the tools and pathways that are currently available.

That may involve trying new approaches, engaging with government agencies, or working with insurance companies to identify possible solutions. Rather than being uncomfortable with the absence of an existing answer, Alyssa has reached a point in her career where she is comfortable exploring possibilities.

The medical device landscape presents another rapidly developing challenge as artificial intelligence becomes increasingly integrated into medical therapy. These technologies can raise fundamental questions about how reimbursement should work when the service or function is

performed not by a physician, but by a computer, program, or algorithm.

Alyssa describes this evolving environment as the “wild, wild west,” but she approaches the uncertainty with curiosity and a willingness to ask questions. She is not afraid to approach CMS, participate in meetings, or engage with medical societies and coding committees when a reimbursement pathway has not already been established. When clients ask whether something can be done, her instinct is often to ask why not and then explore what might be possible – which is another attitude she adopted from the fearless mentors that shaped her mindset in business.

This approach reflects the practical experience Alyssa has accumulated throughout her career. Her role requires her to translate complicated reimbursement requirements into strategies that clients can understand and use. Her professional credentials include Certified Outpatient Coder certification, membership in the American Association of Professional Coders, and experience as a monthly article writer for AAPC Magazine as well as an educational content creator for the training arm of her firm, coined Reimbursement 101.

Her relationship-focused approach is equally important. Alyssa places significant value on the relationships she develops with clients and believes that professional relationships do not require people to hide their humanity. A Zoom meeting does not need to be defined by everyone appearing perfectly formal. Her clients appreciate getting to know her as a consultant, but also as a person, and vice versa.

Small moments can help create that connection. Her clients often enjoy connecting by sharing stories about their families or other happenings in one another’s lives. Those interactions allow people to know one another beyond their professional titles while maintaining the professionalism and intelligence necessary to do the work effectively.

Alyssa believes that this genuine rapport has helped her maintain the professional network she has built over the years. She applies the same philosophy to her relationships with vendors, consultants, and other professionals in the industry. Rather than viewing other consultants as competitors who must be kept at a distance, she is comfortable collaborating, sharing resources, referring work, and asking others for help.

Other consultants may call Alyssa for a second opinion or a quick sanity check, and she is equally willing to reach out when she needs another perspective. The shared goal is to do good work and help one another solve problems. While those relationships can naturally lead to referrals, Alyssa sees referrals as a result of genuine collaboration rather than the primary objective.

She extends that same willingness to help to the people who work with her. Someone may need professional advice, want to talk through a difficult situation, need assistance finding another position, or be a subcontractor looking for additional work. Alyssa wants to be someone who can help when possible.

Her philosophy is grounded in the belief that there is enough opportunity to go around. Success does not have to come at someone else's expense, and professional relationships can be strengthened through generosity, collaboration, and trust.

For Alyssa, that underlying rapport with her network and professional community remains one of the most important parts of her work. Her career has taken her from clinical psychology and mental health services into healthcare operations, pharmaceuticals, biotechnology, consulting, and reimbursement strategy. Through every transition, mentorship and a willingness to learn have remained consistent themes.

Today, Alyssa continues to apply those lessons as she helps life sciences organizations navigate complex reimbursement and market access challenges. Her work requires technical knowledge, strategic thinking, and the willingness to enter unfamiliar territory when established pathways do not exist. Just as importantly, it requires relationships built on trust and a professional culture where people can learn, ask questions, collaborate, and grow.

Through Directive Strategy Group and her broader network of partners and collaborators, Alyssa continues to approach healthcare innovation with an open mind and a practical focus. Her career demonstrates how an unconventional professional path can become a foundation for specialized expertise, while the lessons gained from mentors can continue to influence not only an individual career but also the way that person supports others.

Learn More about Alyssa Foster:

Through her Influential Women profile: https://influentialwomen.com/connect/alyssa-foster

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