

Therapeutic Area Strategy Access Manager

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REQ-10078975
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Сводка

-Leads the implementation of a sustainable Patient Access strategy at a local (CPO) level. Collects and analyze data to generate insights for Patient Access submissions that jointly create value for customers, patients and Novartis.

About the Role

Location – Mumbai

About the Role:

This role drives Value & Access (V&A) strategy by identifying and prioritizing opportunities across brands, developing pricing and reimbursement approaches based on deep healthcare and payer insights, and ensuring aligned, compliant execution. It collaborates cross-functionally to embed V&A into brand plans, enabling sustainable access, strong payer engagement, and achievement of commercial goals across the product lifecycle.

Key Responsibilities:

Access Strategy, Positioning, and Portfolio Impact

- Collect current access challenge from commercial and marketing team of brands/portfolio under scope
- Define baseline national access level for the brands/portfolio under scope
- Design and propose access, pricing, and reimbursement strategies per product and portfolio for all payors including but not limited to self-pay/private insurance/state/CARE accounts.
- Define alternative funding channels needed for the brand access strategy and deploy solutions around it
- Identify, evaluate, and prioritize V&A strategic choices that drive commercial growth as per prioritization matrix
- Translate global access guidance into locally relevant strategies
- Ensure V&A strategies are embedded within integrated brand and portfolio plans
- Align access strategies with product lifecycle stages, including launch and line extensions
- Adapt strategies based on healthcare system, policy, and payer dynamics

Essential Requirements:

- Generate in-depth customer and system insights to shape V&A and Therapeutic Area (TA) strategies
- Translate insights into actionable V&A strategies and engagement models
- Monitor external environment changes and integrate learnings into strategy updates

Support Cross-Functional Collaboration and coordination

- Collaborate closely with cross-functional teams including Medical Affairs, Commercial TAs, and Finance, Strategic Account teams and Customer Experience roles
- Influence without formal authority to align stakeholders on V&A priorities
- Foster effective ways of working within matrix and portfolio environments

External Stakeholder Engagement and Negotiation

- Represent the organization in access-related discussions and forums
- Integrate external stakeholder feedback into strategy refinement
- Adjust negotiation approaches based on market and policy context

- Support maintenance and evolution of the value proposition for in-market brands
- Oversee and support lifecycle access activities
- Support contract renewals, pricing reviews, and access renegotiations

Business Insight and Performance Management

- Provide V&A input into business cases and portfolio decisions
- Monitor access performance using defined Key Performance Indicators (KPIs)
- Track reimbursement, pricing, and listing milestones
- Share best practices and lessons learned across brands and teams
- Support continuous performance review and optimization

Key Performance Indicators (Suggested priority KPIs **italicized*)

Access Success & Coverage: Proportion of eligible patients having access to products

Speed to Access: Time taken from regulatory approval to reach desired brand access.

Pricing Performance: Achieved price compared with the approved target price across the portfolio.

Commercial Impact of V&A Strategy: Revenue and portfolio growth enabled through successful access outcomes.

Quality & Effectiveness of V&A Delivery: on-time delivery of V&A solutions and feedback from internal and external stakeholders.

Desirable Requirements:

Education:

- University degree in life sciences, economics, or related field
- Advanced degree is an advantage but not mandatory

Languages:

- English
- Country language required

Experience/Professional Requirement:

- 5–8 years in market access, pricing, or reimbursement roles
- Experience within pharmaceutical or healthcare environment
- Proven exposure to national access or payer negotiations
- Experience across product launch and lifecycle phases

Functional capabilities:

- Strong understanding of pricing and reimbursement systems
- Ability to translate evidence into access value propositions
- Experience working with HEOR (Health Economics and Outcomes Research)

- Solid project and stakeholder management skills

Leadership capabilities and mindset :

- Strategic and analytical thinking
- Ability to lead without direct authority
- Comfort managing complexity and ambiguity
- Influencing skills across internal and external stakeholders

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Дивизион

International

Business Unit

Marketing

Место

Индия

Сайт

Mumbai (Head Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Market Access

Job Type

Full time

Employment Type

Regular

Shift Work

No

Accessibility and accommodation

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