

# Patient Engagement Lead

Job ID  
REQ-10002313  
Sep 03, 2024  
Türkei

## Summary

Reporting to the Country Country Communications and Engagement Head, implement patient engagement activities (activation, education) and patient community advocacy relationship plan in line with the agreed disease area strategy reflecting local launch and cross functional franchise teams.

Key relationship manager (as determined within the global disease area patient organization mapping process) with local patient groups, patient communities and patient experts/influencers. Internal expert on how best to involve patient organizations and patient community.

Collaborate with regional/global disease area leads and cross functional franchise teams on major medical congresses & advocacy events taking into consideration the disease area PE strategy.

Serve as strategic advisor to the IM leadership teams and possible membership of PA LT.

Ensure understanding of existing patient insights across the disease areas and initiate new projects in cooperation with disease area leads to gather and deploy new patient insights.

## About the Role

### Major Accountabilities:

- Identify key patient advocacy and/or engagement priorities in alignment with disease area & business leaders, and develop, align and implement relevant Novartis patient engagement positions ensuring that the company establishes strong relationships with patient organizations.
- Develop balanced argumentations, to support patient engagement and patient advocacy priorities.
- Partner with regional patient engagement team and implement related project at country level.
- Responsible for developing the local teams in line with PE training and development strategy
- Responsible for ensuring that all patient insights are inputted into the Patient Insights Navigator

### Key Performance Indicators:

- Influence on patient organizations
- Acceptance of advocacy policies by internal/external stakeholders; recognition of their quality.
- Feedback from internal and external stakeholders.
- High-quality delivery of individual contribution within projects.
- High quality delivery of expected results in the regions or for the relevant therapeutic area(s) (as specified in job title).

## **Competencies / Skills & Knowledge:**

- Strategy development
  - People management
  - New product innovation
  - Organization, scope, scale & complexity
  - Financial management
  - Cross-unit collaboration
  - Geographic scope
  - Stakeholder engagement
  - Digital and tech savvy
  - Breakthrough analysis
  - Organizational savvy
- 
- Patient Acumen
  - Medical/Product/Disease area knowledge
  - Patient engagement & advocacy practices, guidance's and tools
  - Develop concise and clear messaging that drives engagement and behaviors
  - Issues / risk identification & assessment
  - Product and launch excellence
  - Managing across functions and boundaries
  - Stakeholder management & communication
  - Strategic thinking and planning
  - Pro-actively creating value with customers, healthcare providers, patients and policy makers.

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Division

Communications & Engagement

Business Unit

CTS

Standort

Türkei

Site

İstanbul Kavacık

Company / Legal Entity

TR01 (FCRS = TR001) Novartis Sağlık, Gıda ve Tarım Ürünleri San. Ve Tic. A.Ş.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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