

Value & Access Lead

Job ID
REQ-10020678
Sep 03, 2024
Saudi-Arabien

Summary

To support the Head of Market Access & Government Affairs (MA & GA) in developing and implementing the strategy for all access, listing, pricing and reimbursement activity for the CPO; to implement P&MA strategies for assigned therapeutic areas (TAs), drugs or brands and to achieve optimal market access on listing, price and reimbursement status; to support in developing/implementing Health Economics and Outcomes Research models to support our product value proposition; to plan and prepare applications for tenders (economic evaluations & prices alignment) along with the preparation of the Saudi FDA (SFDA) pricing applications and market access submissions; to build effective relationships with key influencers and decision makers in order to facilitate bringing new medicines to the market in a timely, consistent and efficient manner; to provide advice to internal customers (local BFs, local senior management, Head Office) on local pricing issues as required.

About the Role

Strategy Development

- Formulates and implements the CPO Pricing & Market Access (P&MA) strategy and operational plan for assigned TA, drugs or brands.
- Supports the Head of MA & KAM in defining the broader CPO P&MA requirements for new and existing products.
- Supports the Head of MA & KAM in implementing Global Pricing Strategies in the CPO, accurately reflecting the local environment.
- Develops assumptions of price and economic measures for strategic plans and budgets.

Operational Delivery

- Develops and implements high quality P&MA plans for assigned TA, drugs or brands.
- Develops & Implements local Value Proposition & Health Economics and Outcomes Research models (budget impact models, cost effectiveness models,

etc.) to support our value proposition through highlighting Cost effectiveness and positive budget impact of our products.

- Delivers training as needed on the Global/Local HEOR tools and models, objection handling etc. to the KAM team and cross-functional team.
- Supports the Head of MA & KAM in identifying and analysing key stakeholders for new existing products.
- Support Head of MA & KAM in Strategic Pricing through ensuring best launch and in-market prices according to the market situation, aligned with country management decisions and global strategies.

- Prioritizes and motivates the activities of cross-functional resources in support of P&MA plans as instructed.
- Prepares the application for tenders by running economic evaluations and price alignments in accordance with published guidelines as instructed.
- Prepares the SFDA pricing applications, all related pricing, and market access submissions to the SFDA. Shaping of reference price decisions.
- Assures timely updates of the CPO Prices in NVS internal system (mainly PricePRO), accountable to keep NVS pricing database up to date, assures accurate updates of local CPO pricing events on PricePRO, responsible for raising/submitting all business cases and price requests on PricePRO for endorsement.
- To work in teams with different internal stakeholders to help prepare price requests and business cases.
- The provision of advice on local pricing and listing issues to colleagues and senior management as required.
- Ensure qualitative and quantitative input into the annual Integrated Product Strategy.
- Support the sustainability of long-term customer partnerships with Pharmacoéconomie departments members, Clinical pharmacists and KDMs in Key Accounts that create mutual value by running projects that develop win-win situations.
- Support the implementation and management of commercial programs and agreements to maximize sales benefit to Novartis.
- Competitive Intelligence, identification & feedback of commercial threats & opportunities through market changes.

Business Partnering

- Establishes strong working relationships with key CPO colleagues, including Heads of Marketing, KAM, Sales, DRA, Business Franchise Heads and Head of Medical/Public Affairs.

Ethics and Compliance

- Works within Ethics and Compliance policies and ensures those around him/her do the same.
- Works to ensure a diverse and inclusive environment free from all forms of discrimination and harassment.

Ideal background and Minimum requirements:

- A minimum of a bachelor's degree in Economics, Health Science or Business Marketing.
- Graduate degree (MBA, Masters or PhD) in Natural/Health sciences, Pharmacoéconomie or business studies.
- A minimum of 3-4 years of work experience, in market access related role in the pharmaceutical

industry or HEOR development.

- Significant commercial understanding
- Strong analytical skills and strategic thinking
- A time and quality conscious, assertive personality, team worker with good computer knowledge.
- English & Local languages, strongly desirable.

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community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?
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Division

Innovative Medicines International & Chief Commercial Office

Business Unit

Innovative Medicines

Standort

Saudi-Arabien

Site

Riyadh

Company / Legal Entity

SA01 (FCRS = SA001) Novartis Saudi Arabia Ltd

Functional Area

Market Access

Job Type

Full time

Employment Type

Regular

Shift Work

No

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