

Executive Director, Patient and Provider Analytics

Job ID
REQ-10043992

3月 17, 2025

USA

摘要

The Insights and Decision Science (IDS) team is dedicated to enabling improved decision making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. Reporting into VP, Head, Human Insights & Analytics, this role is crucial in shaping the strategic direction of patient and provider engagement within a major pharmaceutical company.

This role is crucial in identifying key influencers and opportunities within the healthcare landscape, ultimately contributing to improved patient outcomes through data-driven tailored engagement strategies. The role requires a visionary leader who can navigate the complexities of healthcare data, drive innovation in patient journey mapping, and prioritize patient pools to maximize growth opportunities. By aligning internal stakeholders with data-driven insights, the Patient and Provider Insights and Analytics Lead will play a critical role in advancing the company's mission to deliver impactful healthcare solutions and drive sustainable business growth.

About the Role

Key Responsibilities:

- Develop the frameworks that can be leveraged to assess unique features of patient / provider / caregiver cohorts using secondary data (i.e. behavioural, attitudinal, clinical data, level of access control and system complexity) and key analytical capabilities to provide actionable insights to inform personalized marketing and engagement strategies that can influence prescribing patterns, and address roadblocks and drop-off points
- Build and maintain strong relationships with cross-functional teams (both internal to IDS and part of the wider NVS business) to facilitate data and insight sharing between team members and bring latest findings to product level IDS POD team
- Support the identification and prioritization of insights from different analyses (Segmentation, Journey Mapping, HCP & Account network analysis) to that address key business problems and work to improve engagement strategies
- Champion the adoption of new methodologies, or data sources to enhance the analysis and quality of insights
- Lead and mentor the team comprising of dedicated TA and cross-portfolio Directors and Associate Directors responsible for data analysis and insights generation, fostering a culture of continuous learning and improvement

Essential Requirements:

Education (minimum/desirable):

Bachelor's degree in related field is required; Master of Science and/or MBA strongly preferred

Novartis seeks an individual with strong analytical skills and an extensive experience in leveraging pharmaceutical data -driven insights to drive strategic engagement initiatives. The candidate should have deep understanding of payer and provider data, behavioral, attitudinal, and clinical data in a healthcare network and proven track record of segmentation performed to inform personalized marketing strategies.

Additional qualifications are as follows:

- 10+ years of experience in the pharmaceutical or healthcare industry, with a deep understanding of healthcare provider and patient behaviors, as well as market dynamics
- 5+ years of domain expertise in these areas are highly desired: secondary data analytics, data science, primary market research, field analytics and insights, market access and patient service analytics, or other related strategic analytics and management consulting
- 5+ years of people management experience. Proven track record of enabling data-driven decision-making at a senior leadership level, including addressing complex business challenges and shaping organizational strategy particularly in therapeutic areas.
- Experience in creating and implementing segmentation models for HCPs and patients based on attitudes, behaviors, and beliefs
- Experience in creating end-to-end patient and provider journey maps
- Proven ability to develop and leverage human insights to inform strategic initiatives and engagement strategies
- Proficiency in data analysis and interpretation, with experience in handling complex datasets related to social determinants of health and ethnographic studies
- Strong analytical skills with proficiency in data analysis tools and software (e.g., SQL, R, Python, SAS)
- Experience with customer relationship management (CRM) systems and data visualization tools (e.g., Tableau, Power BI)
- Excellent communication skills, with the ability to present complex insights and strategies effectively to diverse audiences
- Proven ability to work effectively with cross-functional teams, including market research, marketing, and patient engagement, to drive strategic alignment

- Strong leadership skills in a team environment which requires negotiation, persuasion, collaboration, and analytical judgment
- Ability to thrive in a fast-paced, dynamic environment and adapt to changing business needs and priorities

The pay range for this position at commencement of employment is expected to be between \$204,400.00 and \$379,600.00 a year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a 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? <https://www.novartis.com/about/strategy/people-and-culture>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

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The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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US

Business Unit
Universal Hierarchy Node

地点
USA

状态
New Jersey

站点
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Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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