

AD, Patient and Provider Analytics - IMM

Job ID
REQ-10058405

7月 25, 2025

USA

摘要

This position will be located in East Hanover, NJ and will not have the ability to be remote.

About the Role

Job Purpose:

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 Dir, Patient and Provider Analytics, this role is crucial in shaping the strategic direction of patient and provider engagement within a major pharmaceutical company.

This role will support a cross-functional team to conduct the analysis to identify 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 understands 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 AD, Patient and Provider Analytics will play a critical role in advancing the company's mission to deliver impactful healthcare solutions and drive sustainable business growth.

Major Accountabilities:

- Gather and organize secondary data (behavioral, attitudinal, clinical) to support the analysis of patient/provider cohorts
- Assist in maintaining databases and ensuring data quality for accurate segmentation and insights generation
- Provide preliminary analysis and summaries of data to assist in the development of personalized marketing strategies
- Compile reports on prescribing patterns, roadblocks, and drop-off points for review by the execution team
- Coordinate with cross-functional teams to gather necessary information for assessing key target HCPs/accounts
- Facilitate communication between the execution team and other departments to ensure alignment and information flow
- Assist in the development and maintenance of “HCP to account” mapping documentation
- Support the creation of detailed patient journey maps by gathering necessary data and feedback from stakeholders
- Organize meetings and workshops for KOL identification and patient journey mapping sessions

- Prepare materials and documentation for team meetings and presentations
- Track progress on various initiatives and provide regular updates to the execution team
- Assist in the preparation of performance reports and dashboards to support decision-making

Essential Requirements:

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.

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

- Minimum of 6 years of experience in the pharmaceutical or healthcare industry, with a deep understanding of healthcare provider and patient behaviors, as well as market dynamics
- Minimum of 3 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
- 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
- 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: \$132,300.00 and \$245,700.00/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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Accessibility & Reasonable Accommodations

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.

部门
US

Business Unit
Universal Hierarchy Node

地点
USA

状态
New Jersey

站点
East Hanover

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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