

Associate Director Patient and Provider Analytics

Job ID
REQ-10060870

9月 18, 2025

India

摘要

: Contribute to functional excellence and support the Patient & Provider Analytics function with a focus on Immunology, Neuroscience, and CRM therapeutic areas. Assist with the talent agenda through talent hiring, onboarding, career development, and retention planning. This role requires an individual who understands the complexities of healthcare data, supports innovation in patient journey mapping, and helps prioritize patient and provider pools to maximize growth opportunities. By contributing to improved patient outcomes through data-driven tailored engagement strategies, this role will be essential in supporting the advancement of company's mission to deliver impactful healthcare solutions and drive sustainable business growth

About the Role

Key Responsibilities

- Enhance / improve the ways of working and operational efficiency btw EH and HYD, continue

to build capabilities to increase offering and excellence (continue to strengthen the COE) and create strong culture of collaboration, accountability, challenge, excellence, innovation and continuous improvement

- Collaborate closely with the EH team in a high accountability role, ensuring delivery meets expected outcomes and focus on joint impact
- Analyze patient and provider groups using data to create personalized marketing and engagement plans.
- Provide insights to understand prescribing patterns and improve engagement strategies.
- Work with teams to identify key healthcare providers and accounts based on their prescribing habits and patient potential.
- Help create personalized marketing strategies and outreach plans to meet unique customer needs.
- Assist in mapping patient journeys to identify key steps and prioritize patient groups for growth.
- Ensure accurate tracking of account performance and execution.
- Lead a team of experts in Hyderabad for patient, provider and account related analytics and drive hiring, onboarding, and coaching team members to build a collaborative, high-performing culture.
- Oversee performance management of the team, including objective setting, regular check-ins, year-end appraisals, and career planning, leveraging GLINT metrics & feedback
- Lead efforts to upskill, mentor, and support the professional growth of the team members, ensuring their sustained development and alignment with organizational goals.
- Prioritize IDS efforts across inbound requests, foster collaboration and alignment across IDS functions.

Essential Requirement

- 10-12 years of experience in the pharmaceutical or healthcare industry, with a strong focus on HCP, patient and payer strategic insights and analytics
- 5+ years of domain expertise in these areas are highly desired: secondary data analytics, data science, field analytics and insights, primary market research, market access and patient service analytics, or other related strategic analytics and management consulting
- 10+ 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 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
- Strong analytical skills with proficiency in data analysis tools and software (e.g., SQL, R, Python)
- Excellent communication skills, with the ability to present complex insights and strategies effectively to diverse audiences
- Strong analytical background, strategic thinking and problem-solving skills, with the ability to translate complex data into actionable insights and aligning them with business priorities to drive impactful results
- 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

Desired Requirement

- Bachelor's degree in related field is required; Master of Science and/or MBA strongly preferred
- The ideal candidate will have 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 patient, physician and account data, behavioural, attitudinal, and clinical data in a healthcare network and a proven history of leveraging these to inform key decisions

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Business Unit
Universal Hierarchy Node

地点
India

站点
Hyderabad (Office)

Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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