

Associate Director, Payer Insights

Job ID
REQ-10062932

10月 17, 2025

India

摘要

The AD Payer Insights drive functional excellence in translating complex brand and market data into actionable Payer and Access Strategy Insights. This role will be responsible for leveraging advanced analytics to drive informed decision-making and optimize payer strategies. By conducting comprehensive assessments and impact analyses, the Lead identifies key opportunities to enhance access and address customer needs. This role involves collaborating with stakeholders to develop robust pricing strategies and assess the implications of emerging policies and regulations. Through scenario modelling and data-driven insights, the Lead ensures that the organization remains agile and responsive to market dynamics, ultimately enhancing product uptake and revenue performance. The role will also drive talent agenda in HYD through talent hiring, onboarding, career development and retention planning.

About the Role

Location - Hyderabad #LI Hybrid

About the Role:

The AD Payer Insights drive functional excellence in translating complex brand and market data into actionable Payer and Access Strategy Insights. This role will be responsible for leveraging advanced analytics to drive informed decision-making and optimize payer strategies. By conducting comprehensive assessments and impact analyses, the Lead identifies key opportunities to enhance access and address customer needs. This role involves collaborating with stakeholders to develop robust pricing strategies and assess the implications of emerging policies and regulations. Through scenario modelling and data-driven insights, the Lead ensures that the organization remains agile and responsive to market dynamics, ultimately enhancing product uptake and revenue performance. The role will also drive talent agenda in HYD through talent hiring, onboarding, career development and retention planning.

Key Responsibilities:

- Serve as one of the IDS HYD point of contact for payer and access strategy insights and support US payer and access strategy leads in driving broader IDS coordination and access for teams under respective TAs.
- Provide thought leadership to the ARIA TA PODs specializing in development of payer and access strategy.
- Drive drafting of detailed workplan and enable deployment of HYD resources to generate analyses, incorporating into an integrated narrative.
- Drive analytics related to pricing and contracting to support comprehensive payer and pricing strategies
- Conduct assessments to identify key insights across priority accounts, leveraging data from major PBMs to inform market access payer and pricing strategies
- Perform impact analysis of patient support programs on gross-to-net performance, assessing patient assistance impact
- Work with Market Access stakeholders to assess and identify the types of support needed for payer and pricing strategies
- Utilize analytical tools, market research, and other resources to identify key opportunities to increase access and understanding of market access customer needs
- Conduct rebate payment and payer data analysis to track gross-to-net performance, identifying discrepancies, patterns, and opportunities for optimizing rebate strategies
- Share insights on the potential impact of emergent policy and regulation (e.g., IRA, value-based pricing, PBM regulation) on pricing models and profitability
- Model key scenarios to make informed decisions, mitigate risks, and uncover opportunities while optimizing pricing and profitability under new regulations
- Conduct analysis to help stakeholders understand the impact of practice economics (e.g., buy-and-bill models) on prescribing behavior trends and assess implications on product uptake and revenue performance.
- Actively engage with NVS stakeholder to facilitate development of payer strategy by working closely with other IDS teams to identify and document requirements, ensuring seamless integration with business processes and alignment with KPIs.
- Own professional development and growth of team members, fostering a culture of innovation and continuous improvement.
- Support development of detailed GTM strategies for respective TAs to establish cross-team co-dependencies and identify streamlining / efficiency opportunities.
- Support proactive payer insights workstream to enable development of new capabilities that

support field decision-making.

- Support teams in developing novel solutions using AI/ML models for improved payer and access solutions.
- Lead efforts to upskill, mentor, and support the professional growth of the team members, ensuring their sustained development and alignment with organizational goals.
- Lead a team of experts in Hyderabad and drive hiring, onboarding, and coaching team members to build a collaborative, high-performing culture.
- Oversee performance management, 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

Essential Requirements:

- Bachelor's degree in related field is required; Master of Science and/or MBA strongly preferred
- The ideal candidate must have deep understanding of pharmaceutical landscape, with thought leadership in developing payer and access strategies considering comprehensive market assessment, role and capability requirements, JTBD and data enablement
- The ideal candidate should have a proven track record of effectively deriving actionable insights and collaborating with market access stakeholders
- The role requires a leader who fosters collaboration across cross-functional teams and drives a culture of innovation and thought leadership.
- The candidate must champion Novartis 's values and behaviours and establish best practices that elevate organizational impact through analytics and thought leadership.
- Bachelor's degree in related field is required; Master of Science and/or MBA strongly preferred
- The ideal candidate must have deep understanding of pharmaceutical landscape, with thought leadership in developing payer and access strategies considering comprehensive market assessment, role and capability requirements, JTBD and data enablement
- The ideal candidate should have a proven track record of effectively deriving actionable insights and collaborating with market access stakeholders
- The role requires a leader who fosters collaboration across cross-functional teams and drives a culture of innovation and thought leadership.
- The candidate must champion Novartis 's values and behaviours and establish best practices that elevate organizational impact through analytics and thought leadership.

Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Accessibility and accommodation:

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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>

部门
US

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

[Apply to Job](#)

Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.



Job ID
REQ-10062932

Associate Director, Payer Insights

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10062932-associate-director-payer-insights>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Associate-Director--Payer-InsightsREQ-10062932-1
5. <mailto:diversityandincl.india@novartis.com>
6. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Associate-Director--Payer-InsightsREQ-10062932-1