

## Therapeutic Area Strategy Access Manager

Job ID  
REQ-10078975

5月 25, 2026

India

### 摘要

-Leads the implementation of a sustainable Patient Access strategy at a local (CPO) level. Collects and analyze data to generate insights for Patient Access submissions that jointly create value for customers, patients and Novartis.

### About the Role

Location - Mumbai

About the Role:

This role drives Value & Access (V&A) strategy by identifying and prioritizing opportunities across brands, developing pricing and reimbursement approaches based on deep healthcare and payer insights, and ensuring aligned, compliant execution. It collaborates cross-functionally to embed V&A into brand plans, enabling sustainable access, strong payer engagement, and achievement of

commercial goals across the product lifecycle.

Key Responsibilities:

Access Strategy, Positioning, and Portfolio Impact

- Collect current access challenge from commercial and marketing team of brands/portfolio under scope
- Define baseline national access level for the brands/portfolio under scope
- Design and propose access, pricing, and reimbursement strategies per product and portfolio for all payors including but not limited to self-pay/private insurance/state/CARE accounts.
- Define alternative funding channels needed for the brand access strategy and deploy solutions around it
- Identify, evaluate, and prioritize V&A strategic choices that drive commercial growth as per prioritization matrix
- Translate global access guidance into locally relevant strategies
- Ensure V&A strategies are embedded within integrated brand and portfolio plans
- Align access strategies with product lifecycle stages, including launch and line extensions
- Adapt strategies based on healthcare system, policy, and payer dynamics

Essential Requirements:

- Generate in depth customer and system insights to shape V&A and Therapeutic Area (TA) strategies

- Translate insights into actionable V&A strategies and engagement models
- Monitor external environment changes and integrate learnings into strategy updates

#### Support Cross Functional Collaboration and coordination

- Collaborate closely with cross functional teams including Medical Affairs, Commercial TAs, and Finance, Strategic Account teams and Customer Experience roles
- Influence without formal authority to align stakeholders on V&A priorities
- Foster effective ways of working within matrix and portfolio environments

#### External Stakeholder Engagement and Negotiation

- Represent the organization in access related discussions and forums
- Integrate external stakeholder feedback into strategy refinement
- Adjust negotiation approaches based on market and policy context

#### Portfolio Maintenance & Lifecycle Management

- Support maintenance and evolution of the value proposition for in market brands

- Oversee and support lifecycle access activities
- Support contract renewals, pricing reviews, and access renegotiations

## Business Insight and Performance Management

- Provide V&A input into business cases and portfolio decisions
- Monitor access performance using defined Key Performance Indicators (KPIs)
- Track reimbursement, pricing, and listing milestones
- Share best practices and lessons learned across brands and teams
- Support continuous performance review and optimization

Key Performance Indicators (Suggested priority KPIs *\*italicized*)

Access Success & Coverage: Proportion of eligible patients having access to products

Speed to Access: Time taken from regulatory approval to reach desired brand access.

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Pricing Performance: Achieved price compared with the approved target price across the portfolio.

Commercial Impact of V&A Strategy: Revenue and portfolio growth enabled through successful access outcomes.

Quality & Effectiveness of V&A Delivery: on time delivery of V&A solutions and feedback from internal and external stakeholders.

Desirable Requirements:

Education:

- University degree in life sciences, economics, or related field
- Advanced degree is an advantage but not mandatory

Languages:

- English
- Country language required

#### Experience/Professional Requirement:

- 5-8 years in market access, pricing, or reimbursement roles
- Experience within pharmaceutical or healthcare environment
- Proven exposure to national access or payer negotiations
- Experience across product launch and lifecycle phases

#### Functional capabilities:

- Strong understanding of pricing and reimbursement systems
- Ability to translate evidence into access value propositions
- Experience working with HEOR (Health Economics and Outcomes Research)
- Solid project and stakeholder management skills

#### Leadership capabilities and mindset :

- Strategic and analytical thinking
- Ability to lead without direct authority

- Comfort managing complexity and ambiguity
- Influencing skills across internal and external stakeholders

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部门  
International

Business Unit  
Marketing

地点  
India

站点  
Mumbai (Head Office)

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

Functional Area  
Market Access

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
var config = { targetId: "kalturaplayer6a14ffe84f44e877789848", provider: { widgetId:
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sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", //
Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
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config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; } if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if (KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if (KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {}; config.plugins.googleTagManager.customEventsTracking = {}; config.plugins.googleTagManager.containerId = 'GTM-57RJQ5'; config.plugins.googleTagManager.customEventsTracking.custom = []; config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents: false, playlistEvents: false, castEvents: false } }; }
```

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try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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