

# Therapeutic Area Partner

Job ID  
REQ-10036148  
Jan 08, 2025  
Utd.Arab Emir.

## Summary

Job Purpose: Through successful interactions with healthcare professionals on specific therapy areas, drive sales, advocacy and market access.

## About the Role

### Major Accountabilities

### Global Role Profile

- Develops stakeholder mapping for Therapeutic Area. Has deep understanding of the emerging multi-stakeholder environment and develops and maintains a comprehensive knowledge of customer needs, maintains customer engagement plan, networks, and knowledge of products and environment.
- Continue to identify customers, map the accounts and patient journeys, and educate key stakeholders on the assigned disease areas.
- Can analyze and interpret clinical and sales data for therapy area.
- Works collaboratively with support functions to determine which resources best fits the customer and/or circumstances.
- Accountable for achieving agreed sales, productivity and performance targets within agreed budgets and timescales.
- Achieve agreed contact, coverage and frequency targets through omnichannel engagement.
- Develop business plans and implement related activities like customer events, sales and marketing campaigns, sales presentations necessary to achieve agreed objectives.
- Have a deep understanding in the respective therapeutic area and priority products. Maintain and enhance knowledge of products, product strategy, positioning, key messages, programs, company developments, customers, and competitors.
- Ensure customer satisfaction and best in class customer relationship.
- Handle enquiries and complaints quickly and professionally and in accordance with company procedures.
- Contribute positively to the Sales and Marketing team through co-operative relationships & collaborative efforts to achieve team and company objectives.
- Provide input into effective use of promotional funds & territory sales forecasting.
- Deliver exceptional customer experience through orchestrating the Omni-channels' customer engagements leveraging all touchpoints (F2F, Offline & Digital) / channels delivering personalized content (Right message/content, Right channel, Right time) to address the customer needs within the specific customer journey.
- Follow all adverse events guidelines, and Code of Conduct Guidelines as promoted by Novartis.
- Demonstrate behavior in accordance with Novartis code of practice.

## **Additional responsibilities**

### **Key Account Management**

- Develop account mapping as per therapeutic area to enable catered and customized plans per account.
- Define a specific value proposition per account as per therapeutic area through developing strategies, tactics and plans to address the needs per account.
- IMS understanding and analysis for therapeutic area.

### **Patient Access**

- Understanding reimbursement and competitive landscape.
- Understanding of new launch enlisting process through different accounts.
- Mapping the external stakeholders according to access models opportunities.
- Identify patient/market access barriers in collaboration with value & access lead and working on potential solutions.
- Basic understanding of patient affordability and support programs.

### **Medical**

- Provide and discuss scientific knowledge and on label medical data relevant to the Therapy Area with HCPs.
- Provide scientific and educational information to HCPs on specific patient critical issues.
- Support scientific exchange to advance understanding of novel research trends, and current scientific debate.
- Involve HCPs when a need is identified to provide support / advice / participate in specific medical and scientific activities e.g. education of HCPs, etc.

### **Key Performance Indicators**

- Achievement of sales revenue and market share targets vs plan
- Responsible for budget allocated to cover customer activities
- Customer satisfaction and customer relationship building
- Maintenance of key accounts
- Sales planning and reporting
- Level of medical expert engagement / contributions for programs and products.

### **Job Dimensions**

#### **Number of Direct Reports:**

-

#### **Financial responsibility:**

(Budget, Cost, Sales, etc.)

Sales achievements vs target and vs previous year

Market share (IMS where available)

Hospital consumption / liquidation

**Impact on the organisation:**

High

**Ideal Background**

**Education:**

University degree in Science, Medical, Pharma, or Veterinarian Sciences

**Languages:**

Written & spoken English essential. Arabic is a plus.

**Experience:**

A minimum of 3-5 years of pharmaceutical sales experience, with a strong background in the renal therapeutic area, is essential

Established network with healthcare professionals specializing in renal diseases is desirable

**Technical Knowledge & Skills:**

- Stakeholder management
- Insights generation
- Market analysis
- Business acumen
- Accountability and ownership
- Clear, impactful communication
- External business intelligence
- Innovative lead generation and account management
- Interpersonal skills (verbal and non-verbal communication, listening, negotiation, problem-solving, decision-making, assertiveness)
- Partnering mindset
- Solutions-oriented mindset
- Analytical thinking
- Predictive modelling
- Multi-disciplinary experience and knowledge
- Diverse project experience
- Varied work experience
- Partnering across the healthcare system

**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?

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Division

International

Business Unit

Innovative Medicines

Location

Utd.Arab Emir.

Site

Dubai

Company / Legal Entity

AE01 (FCRS = AE001) Novartis Middle East FZE (Representative Office)

Functional Area

Sales

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

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