

# New Products and RWE Manager

Job ID  
REQ-10034047  
Dec 13, 2024  
Portugal

## Summary

Prepare product assets for hand-over to launch teams with corresponding market access, pricing and commercial strategies and plans in alignment with local launch governance.

Drive and implement a successful Awareness Building & Early Market Access Shaping framework adopting a cross-functional approach including, Value & Access, Medical Affairs and Therapeutic Area (TA).

Lead and oversee activities of RWE (Real World Evidence) and Patient-Centered Outcomes (PCO) generation as well as the communicate of this evidence.

Drive the RWE and PCO capability building at a local level.

## About the Role

### Major Accountabilities

- Lead the New Products & RWE team to achieving highest standards of operational excellence in Value & Access.
- Develop the team and individuals, to realize their maximum performance and potential and encourage to think and do things differently to pioneer new ways of delivering the results to maximize impact.
- Establish a New Products governance at local level, deliver an Integrated Product Asset Strategy and resource allocation, aligned with Country Leadership Team decisions and global strategies.
- Ensure accurate qualitative and quantitative input into Budget and Strategic Planning, including a deep understanding of the competitive landscape.
- Accountable for the cross-functional evaluation of product assets prioritization, healthcare system readiness, data strategy and customer needs pertaining to therapeutic areas of concern, developing and execution on actionable strategies and plans to address pain points and data gaps identified.
- Drive cross-collaboration to deploying of strategies for Awareness Building (e.g., Create awareness around disease, Engage with patient groups, Initiate payer awareness building
- Mobilize KOLs) & Early Market Access Shaping (e.g., Establish reimbursement plans
- Stakeholder mapping, Early HCS and authorities' engagement).
- Closely work in collaboration HE&OR and Medical Affairs in data generation projects and produce deliverables to close specific data gaps for successful reimbursement/HTA and launch.
- Co-create a path with payers to mitigate access barriers and data gaps and determine key patient and economic outcomes required.
- Anticipate the challenges and the requirements of the different HCS stakeholders and bring innovative solutions to fill the gaps and public health needs.
- Identify access models that offers unique opportunities to meet access challenges by providing payers a more affordable option and Novartis guaranteed revenues.
- Identify new approaches to address implementation challenges, including integrating these new access models into traditional pricing, reimbursement, and health

technology assessment processes.

- Lead and shape the integrated evidence planning approach on Real World Evidence and Patient-Centered Outcomes (PCO).
- Identify evidence gaps (early assets, pipeline, portfolio) and provide early input to support reimbursement and access strategy.
- Drive tactical execution of RWE plans for both early pipeline products and strategic brands.
- Establish partnerships with multiple stakeholders in the health care system to create access to relevant health data and databases for insights and evidence generation (including but not limited to HCPs, authorities, insurances, and Societies)
- Build local Real World evidence generation capability and expertise.
- Build an internal global-regional-local network to share best practices.
- Establish and maintain a strong professional network with stakeholders.
- Interact with others in a positive and constructive way, being open to diversity and aligned with corporate guidelines, in order to guarantee Novartis has a working environment free from all forms of discrimination and harassment as well as contributing to a positive and inclusive working environment.
- Work within Integrity and Compliance policies and ensure those around him/her do the same, complying with job Excellence Standards to contribute to the alignment with Novartis Global procedures and objectives.

## **Additional Specifications**

### **Key Performance Indicators (KPIs)**

- Quality and capacity to establish a network with key national stakeholders who are important for advocating new Access Models.
- Capacity to identify opportunities and translate these into effective access pilots
- Feedback from internal and external stakeholders
- Recognition of effective collaboration
- Evidence of out-of-box thinking & entrepreneurial spirit

## **Ideal Background**

### **Education & Qualifications**

- University degree in Business Administration, Health Economics, Health Management, Science or health care related
- Develop strong partnerships, capability building with internal stakeholders in a crossfunctional framework to meet product needs.
- Solid understanding of the healthcare system.
- A positive and proactive mindset about developing new methods of RWE generation.

## **Languages**

- Local language
- Fluent in English

## **Experiences and requirements**

- Proven solid experience in market access (Min. of 5 years).

- Deep understanding of Portuguese health environment, including pricing and reimbursement processes and experience in interactions with reimbursement agencies or other healthcare decision makers.
- People management experience is an advantage.
- Proven track record of introducing transformative market strategies and innovative access solutions, with an agile way of working mindset.
- Strong stakeholder management experience with efficient negotiations and communication skills.
- Proven ability to lead in a matrix environment.
- Demonstrated success in ability to develop trust-based relationships with key stakeholders.

#### **Technical / Functional Skills & Knowledge**

- Excellent understanding of pharmacoeconomic models
- Proficient in real world evidence methodologies
- Sustained patient access strategy
- Priority setting
- Agile way of working mindset

**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

Portugal

Site

Sintra

Company / Legal Entity

PT05 (FCRS = PT005) PT Pharma

Functional Area

Market Access

Job Type

Full time

Employment Type

Regular

Shift Work

No

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