

## Director, NPS Design, Insights and Intelligence -Remote

Job ID  
REQ-10030165

11月 19, 2024

USA

### 摘要

Location: Remote, East Hanover, NJ preferred

This position can be based remotely anywhere in the U.S (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. The expectation of working hours, and travel (domestic and/or international) will be defined by the hiring manager.

Over the next 4-years, Novartis is expected to launch up to 37 new medications and line extensions and our Novartis Patient Support team is on the forefront of transforming how the industry helps patients get access to treatment. Our ambition is high, but we are proud and not satisfied. If you 'd like to be part of our journey, then come join our team!

The Director of Design, Insights and Intelligence is a critical thought leader who will enrich the customer, patient and internal stakeholder experience delivered by Novartis Patient Support (NPS) programs across our portfolio. As NPS continues to develop transformative capabilities, this role is responsible for the strategy behind our enterprise capability design and serves as a champion to socialize and pull through on enterprise menus. This individual also drives the design and execution of all NPS enterprise research/co-creation sessions as well as competitive diligence to inform

capabilities development.

The role champions the enterprise mindset and serves as a critical player driving our NPS approach to design & managing our core patient offerings centrally, using the Enterprise Design Standards to unlock efficiencies, embed future forward technology and accelerate the delivery of simple, scalable, consumer experiences. The role requires a deft understanding of data-driven perspectives on what current “best practices” look like within Novartis Programs.

The ideal candidate has deep expertise with capabilities design within a CoE model and understands how to translate insights into actionable plans to standardize capability development. The role assumes experience and comfort working closely with external & internal stakeholders across functions in a typical large pharma environment. Successful candidates will have a strong background in patient services design & market research with high emphasis on designing experiences that simplify & modernize Patient Support Programs.

This individual will partner with a team of 2 Associate Directors to realize enterprise design, insights and intelligence goals.

## About the Role

Your responsibilities will include, but are not limited to:

### Design:

- Own and refine the approach to connecting NPS operational data and metrics to implications for the US IM business, partner closely with the NPS Data and Analytics team and represent voice of Enterprise & Life Cycle Management Strategy in ongoing efforts in the US business to harmonize data and business reporting assets
- Oversees continuous updates of relevant Enterprise design standards, menus and playbooks for enrollment, onboarding, adherence, free goods/copay, and clinical services
- Design interactive training to bring the design standards to life. Socialize and train a group of design champions from across the NPS organization
- Standardize pull through with disease state and center of excellence stakeholders, driving success for all upcoming launches, accounting for how the organization is evolving both internally and externally
- Partner closely with Director and Associate Directors of Pipeline Strategy and Innovation Excellence on assessing capabilities that relate to our playbooks and standards
- Partner with appropriate Center of Excellence teams within Novartis Patient Support for execution of Adherence & Copay programs, including but not limited to NPS Vendor Management, Novartis Contracting & Purchasing, Content Design, Patient Support Center, relevant business franchises, Novartis Legal, Privacy, and Ethics, Risk and Compliance
  - Continue to partner with NPS franchise teams across the IM portfolio for upcoming new to market launches to refine and crystallize Program footprints and required capabilities, enhance Enterprise understanding of needs for various drug archetypes (Retail, Specialty, Buy & Bill, Advanced modalities including Radio Ligand therapies)

- Integrate implications of external market and policy changes for NPS and evolve Design Standards and portfolio offering configurations to address emerging needs
- Scan and evolve the investment and configuration of onboarding, free goods and clinical services offerings to reflect the lifecycle management needs of our business
- Works within ethical and compliance policies to support a diverse and inclusive environment, adheres to Novartis policies and procedures, relevant state and federal laws and regulations and ensures that others around them do the same

#### Insights and Competitive Intelligence:

- Oversees strategy and execution of all enterprise market research endeavors in compliance with Novartis policy and procedures. Drives team that codifies results and develops insights to share back with the broader business and leadership teams
- Partners with disease state teams and CoE stakeholders and relevant subject matter experts within Novartis to design qualitative and quantitative research to solve for unmet needs, identifies strategic moments that matter and synthesizes strategic recommendations for the team
- Leads design, co-creation, and pull through to solicit insights/feedback directly from our end users (customers, patients and caregivers)
- Rolls insights back into capabilities design and standards
- Works with team to maintain a library of enterprise insights and becomes versed enough on historical research to advise on where we see duplicative work across the portfolio of asks
- Owns enterprise insights budget and partners with stakeholders across the ecosystem to prioritize NPS research objectives based on budget availability and pockets of unmet need
- Works closely with platform insights and analytics team to integrate disparate data sources and identify insights that inform strategic program design

What you 'll bring to the role:

#### Required Experience:

- Bachelor 's degree required in disciplines relevant to healthcare, pharmaceuticals, patient services and marketing. Advanced degree (Master 's or beyond) preferred
- 10+ years ' experience in large global pharmaceuticals or biopharma commercial functions or 10+ years of combined experience across biopharma consulting, pharma, health ecosystem, social sciences and advanced analytics with a record of increasing responsibility
- Strategic design/services design experience or degree in both design and health related field preferred
- Insights/Market research or consulting background with focus on strategic qualitative and quantitative research
- Strong understanding of medical, legal, regulatory and compliance environment and ability to work collaboratively
- Strong understanding of insights and competitive intelligence requirements for new product and indication launches
- Change management and project management experience
- Experience in the coordination of teams with diverse skill sets (e.g. technical, clinical, operations, etc.) and the execution of large scale, multi-disciplinary projects
- Strong unstructured problem-solving skills and ability to work effectively without a blueprint

- Strong interpersonal skills to effectively convey management needs to colleagues and functions throughout the company
- Major Accountabilities
  - Lead a core team of cross-functional NPS stakeholders focused on ongoing patient support program refinement and measurement specific to the post-prescription experience in partnership with Program Data Insights and Analytics Center of Excellence (starting and staying on appropriate therapy)
  - Serve as NPS subject matter expert on RLT and provide key inputs to Portfolio Strategy & Lifecycle Management Center of Excellence for program designs related to onboarding, co-pay, adherence, e-services, and hub operations to ensure reconciliation with product P&L and objectives
  - Drive integration of NPS priorities and program performance with identified product priorities, strategies and KPIs
  - Support the development of marketplace and competitive landscape assessments to inform future state of NPS support required for RLT
  - Collaborate with training, PSS Centers of Excellence, field reimbursement, market access and NPS Manager Program Operations to provide input into field reimbursement team training
  - Liaising with NPS Enterprise Intelligence and Insights team to gather insights on external and competitive benchmarking, scanning global best practices and liaising across network internal resources (manufacturing, logistics, quality, marketing, sales reps, patient coordinators, reimbursement managers)
  - Supports successful implementation of any new services launched/administered for PSS including planning, managing, budgeting and launching along with ensuring adequate staffing for operational support
  - Oversee the creation of patient access and reimbursement content and resources in partnership with NPS Content Development Center of Excellence to support field and HQ based execution of RLT programs

## Education

Minimum Requirement Bachelor 's Degree, Preferred (PharmD, RN or MBA a plus)

## Required Experience:

- 7+ Pharma commercial experience, with 3 of those years of experience operating in patient services space and/or market access is required
- Proven success in Hub Services
- Ability to connect commercial, financial, and clinical perspectives to develop enhanced value messages and strategies
- Comprehensive understanding of access journey for a patient with ability to diagnose issues and impact across comprehensive set of channel participants and vendors
- Strong written and verbal communication skills, including comfort level with senior management presentations
- Strong experience with sales force communication
- Proven track record leading across cross-functional teams

## Preferred Experience:

- In depth knowledge of specialty product distribution and service company business models
- In-depth knowledge and understanding of patient services challenges and opportunities
- Experience with specialty/buy and bill products
- Home office marketing experience
- Previous consultant or vendor experience

Why Novartis: Our purpose is to reimagine medicine to improve and extend people ' s lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here:

<https://www.novartis.com/about/strategy/people-and-culture>

You ' ll Receive:You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity & Inclusion: Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

Novartis Compensation and Benefit Summary: The pay range for this position at commencement of employment is expected to be between \$192,000.00 and 288,000.00/year; however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

## Attachments

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>

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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>

### EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers who are focused on building and advancing a culture of inclusion that values and celebrates individual differences, uniqueness, backgrounds and perspectives. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to fostering a diverse and inclusive workplace that reflects the world around us and connects us to the patients, customers and communities we serve.

### Accessibility & Reasonable Accommodations

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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Business Unit  
Innovative Medicines

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USA

站点  
East Hanover

Company / Legal Entity  
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1  
Remote Position (USA), USA

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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