

Director, Patient and Provider Analytics (1 of 3 Roles)

Job ID
REQ-10053846

7月 08, 2025

USA

摘要

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.

About the Role

Job Purpose:

The Insights and Decision Science (IDS) team is dedicated to enabling improved decision making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. Reporting into ED, Patient and Provider Analytics, this role is crucial in shaping the strategic direction of patient and provider engagement within a major pharmaceutical company.

This role will conduct the analysis to identify key influencers and opportunities within the healthcare landscape, ultimately contributing to improved patient outcomes through data-driven tailored engagement strategies. The role requires a visionary leader who understands the complexities of healthcare data, drive innovation in patient journey mapping, and prioritize patient pools to maximize growth opportunities. By aligning internal stakeholders with data-driven insights, the Dir, Patient and Provider Analytics will play a critical role in advancing the company's mission to deliver impactful healthcare solutions and drive sustainable business growth

Key Responsibilities

- Assess unique features of patient / provider cohorts using secondary data (i.e. using behavioural, attitudinal, clinical data, level of access control and system complexity) and key analytical capabilities like segmentation, etc. to provide actionable insights to inform personalized marketing and engagement strategies
- Study the segments to inform personalized marketing strategies and tailored outreach, ensuring engagement is aligned to unique segment needs
- Deliver insights on potential factors that influence prescribing patterns, roadblocks, and drop-off points, with internal stakeholders to refine engagement strategies
- Assess key target HCPs / accounts based on propensity to prescribe (e.g., next best adopter modelling / breadth analysis) and patient opportunity (e.g., number of eligible patients / depth models) in collaboration with cross functional teams like Integrated Field insights team (Targeting, Planning)
- Ensure there exist a robust “HCP to account” mapping to enable accurate attribution of account-level sales
- Lead KOL identification through HCP influence, peer networks, reach, and expertise assessment
- Lead creation of detailed patient journey mapping to identify the key steps leading to diagnosis, treatment, other leakage points and touchpoints
- Lead patient pool prioritization at distinct points in a patient journey to drive growth

Essential Requirements:

Novartis seeks an individual with strong analytical skills and an extensive experience in leveraging pharmaceutical data -driven insights to drive strategic engagement initiatives. The candidate should have deep understanding of payer and provider data, behavioral, attitudinal, and clinical data in a healthcare network and proven track record of segmentation performed to inform personalized marketing strategies.

Education: Bachelor's degree in related field is required; Master of Science and/or MBA strongly preferred

- Minimum of 8 years of experience in the pharmaceutical or healthcare industry, with a deep understanding of healthcare provider and patient behaviors, as well as market dynamics
- 4+ years of domain expertise in these areas are highly desired: secondary data analytics, data science, primary market research, field analytics and insights, market access and patient service analytics, or other related strategic analytics and management consulting
- 4+ years of people management experience. Proven track record of enabling data-driven decision-making at a senior leadership level, including addressing complex business challenges and shaping organizational strategy particularly in therapeutic areas.
- Experience in creating and implementing segmentation models for HCPs and patients based on attitudes, behaviors, and beliefs
- Experience in creating end-to-end patient and provider journey maps
- Proven ability to develop and leverage human insights to inform strategic initiatives and engagement strategies
- Proficiency in data analysis and interpretation, with experience in handling complex datasets related to social determinants of health and ethnographic studies
- Strong analytical skills with proficiency in data analysis tools and software (e.g., SQL, R, Python, SAS)
- Experience with customer relationship management (CRM) systems and data visualization tools (e.g., Tableau, Power BI)

- Excellent communication skills, with the ability to present complex insights and strategies effectively to diverse audiences
- Proven ability to work effectively with cross-functional teams, including market research, marketing, and patient engagement, to drive strategic alignment
- Strong leadership skills in a team environment which requires negotiation, persuasion, collaboration, and analytical judgment
- Ability to thrive in a fast-paced, dynamic environment and adapt to changing business needs and priorities

The pay range for this position at commencement of employment is expected to be between: \$185,500.00 and \$344,500.00/year; however, while salary ranges are effective from 1/1/25 through 12/31/25, 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.

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>

EEO Statement:

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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 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.

部门
US

Business Unit
Universal Hierarchy Node

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USA

站点
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U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
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