

# Pricing, Value & Access Lead

Job ID  
REQ-10022783  
Nov 20, 2024  
Kazakhstan

## Summary

The purpose of the role is to contribute to Emerging Markets vision and strategy and to lead the Value & Access team to implement the strategy, identifying tactics and frameworks in-line with Local, Regional and Global imperatives. This involves collaborating with Novartis functional leaders, influential payers, national and regional reimbursement and listings decision makers and opinion leaders and patient representatives to shape the market access environment and Novartis' approach to achieve sustained access to mature and launch brands for all eligible patients. It requires the coordination, resource allocation, coaching and development of Pricing, Value & Access people to analyze data, compile evidence, generate insights and identify coherent opportunities to jointly create value for customers, patients and Novartis.

## About the Role

### Major accountabilities:

- Contribute to and share Emerging Markets vision for sustainable patient access and communicate it within Value & Access and with stakeholders.
- Develop sustained patient access strategies & plans for mature and launching products based on meaningful market insights and anticipated changes in the healthcare environment.
- Ensure achievement of Pricing & Reimbursement objectives for new products, protection of mature brands and horizon scanning to anticipate significant future challenges.
- Ensure inclusion of priority brands in reimbursement lists. Lead and manage submission of listing and pricing dossiers and the process around it. Initiates, organizes, and participates at high-level events to support listing & reimbursement.
- Use Health Technology Assessment (HTA) evaluations to communicate product value
- Lead the development and early integration of V&A plans aligned with Emerging Markets priorities, into brand strategies throughout the product life cycle to enable sustained patient access.
- Lead the implementation of V&A strategy in Emerging Markets, ensuring proper resource allocation to achieve financial targets and enable sustained patient access.
- Lead V&A change initiatives that result from Patient Access insights and inputs.
- Ensure the V&A team delivers operational excellence and drives for superior results, by being proactive, planning and implementing projects/initiatives aligned with business priorities.
- Lead close collaboration between Value & Access and other functions (Sales, Marketing, Medical etc.). Conducts educational programs for the internal stakeholders on Market Access topics, when required / upon request.
- Initiates regular and ongoing analysis of the shifting socio-economic, political, and media environment in Kazakhstan in order to provide stakeholders with timely reports and information on potential opportunities and threats as relates to the Company's short and long-term business activities.

- Provide continuous V&A input into brand strategies.
- Build and sustain a strong network across functions locally and regionally that builds and implements value propositions with customers.
- Engage external customers to endorse and adopt innovative value propositions in their practice.
- Identify, attract, develop, and retain V&A talent considering best practices from other markets.
- Develop and align pricing strategy with cluster and global level
- Develop local market access strategy for each funding source
- Implement new procurement approaches and managed entry agreements approaches
- Ensure V&A of Novartis brands in private accounts
- Build up RWE to support expansion of reimbursement coverage

### **Key performance indicators:**

- Financial and Business Results:
  - Quality of dossiers for listing (no returns).
  - No. of listed products.
  - No. of successful applications vs total quantity.

#### Strategy/Market Focus:

- Developed Value & Access plan per each product (1-5 years depending on objectives). Strategy and PA plan existing and aligned 2 years before launch.
- Clear understanding of product positioning in channels, expected source of business (sales volume, % by channel), proper risk assessment, mitigation, and contingency plan. Stakeholders' feedback.
- Timely update on trends and changes, incl. competitor analysis.
- Mapping decision makers in different channels/ committee. Fully available relevant information, easy access to relevant stakeholders and building advocacy.

#### Operational Excellence:

- Regularly updated project plan on key activities;
- % of turnover within the team. Trustful & open culture within the team.
- Code of Ethics: compliance.

### **Minimum Requirements:**

**Education:** Bachelor's Degree required, legal or economic specialization

Master's degree in Business management is an advantage.

### **Experience:**

- Significant Market access experience in pharmaceutical industry (more than 5 years).
- People management experience.
- Strong business acumen. Deep knowledge of local pharmaceutical market, regulations and practices.
- Proven ability to lead complex projects and collaborate within and across cross functional teams and business units, in a matrixed environment.

### **Values and Competencies/Skills:**

- Proven competencies such as influencing skills, clinical research insights, business, and market knowledge
- Able to manage and supervise people
- Good leadership, management and planning skills
- Significant tolerance and ability to deliver under high ambiguity/uncertainty & complexity, resilience, ability

to manage crisis & turnarounds.

- Results driven, focused and problem solving
- Effective communication/presentation skills with all management levels
- Ability to prioritize
- Strong collaborator, networking and relationship management
- Strong analytical and leadership skills (qualitative and quantitative aspects)

**Languages:**

Russian, English fluent, Kazakh is an advantage

**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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Division

International

Business Unit

Innovative Medicines

Location

Kazakhstan

Site

Kazakhstan

Company / Legal Entity

KZP0 (FCRS = CH024) NPHS Almaty RO Kazakhstan

Functional Area

Market Access

Job Type

Full time

Employment Type

Regular

Shift Work

No

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