

# AD, NPS Design, Insights and Competitive Intelligence

Job ID  
REQ-10030169  
Nov 19, 2024  
USA

## Summary

Location: East Hanover, New Jersey

This position will be located at the East Hanover, New Jersey site and will not have the ability to be located remotely. This position will require travel as defined by the business (domestic or international).

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 Associate Director, Enterprise Design, Insights and Competitive Intelligence is responsible for maintaining and socializing our design standards and enterprise menus, supporting the design and execution of research/co-creation sessions and executing competitive intelligence diligence to inform capabilities development. The role is a critical pillar of our Enterprise NPS Strategy approach to design & manage our core offerings centrally using our Enterprise Design Standards.

## 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
- Continuously update relevant Enterprise Design standards, menus and playbooks for onboarding and adherence, free goods, 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
- Standardizes 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
- 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

- Partner closely with Director and Associate Director of Pipeline Strategy and Innovation 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 Novartis 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

### **Insights and Competitive Intelligence:**

- Execute all enterprise market research endeavors within Novartis policy and procedures. Codifies results and develops insights to share back with the broader business and leadership teams
- Partner 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, identify strategic moments that matter and synthesize strategic recommendations for the team
- Design co-creation and pull through on co-creation sessions to solicit insights/feedback directly from our end users (customers, patients and caregivers)
- Roll insights back into capabilities design and standards
- Maintains 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
- 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, social science, pharmaceuticals, patient services and marketing. Advanced degree preferred
- 6-8 years insights, consumer marketing and / or patient support services experience required
- Strategic design/services design experience preferred
- Insights/Market research or consulting background with focus on strategic qualitative and quantitative research
- Change management and project management experience
- Strong unstructured problem-solving skillsets and ability to work effectively without a blueprint
- 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 problem-solving skills and strong interpersonal skills to effectively convey management needs to colleagues and functions throughout the company

**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 \$144,000.00 and 216,000.00/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>

**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:**

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.

Division

US

Business Unit

Innovative Medicines

Location

USA

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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