

# Sr. HEOR & Access Strategy Manager

Job ID  
REQ-10029995  
Nov 14, 2024  
China

## Resumen

About the role:

Value Access organization aims to establish long-term partnership with HCS stakeholders, systematically generate customer insights, maximize patient access, drive self-pay to reimbursement working with public and private stakeholders. We are looking for a HEOR and Access Strategy Senior Manager who will be responsible for the development and tactical execution of market access and pricing strategy for CV products.

## About the Role

### Key Responsibilities

- Develop pricing and market access and NRDL strategy for pipeline and inline products.
- Work closely with internal functional departments, global market access to ensure access strategy are aligned with local and global business objectives.
- Work with cross-functional team to develop stakeholder mapping and customer engagement strategy.
- Proactively monitor external environment, customers, and competitors to identify access opportunities
- Timely provide input to global and regional cross-functional teams based on local pricing and access policies.
- Develop HEOR evidence generation strategy, design and execute HEOR/RWE research, including disease burden, CEA, BIA, PRO and RWE research.
- Identify the gap of evidence and provide inputs to IEP.
- Develop study protocol, manage HEOR studies and facilitate publication.
- Compile product value dossiers, value messages and actively communicate/train relevant functions on key value messages.
- Provide inputs to global HEOR plan, HEOR model & RWE generation plan from China perspective. Support global to execute global relevant studies in China.

### Essential Requirements:

- Master's degree or above, specialty in clinical practice, medicine, public health, health economics and management preferred.
- Fluent in both written and spoken Chinese Mandarin and English.
- 5+ years' experience in Market Access, Pricing and HEOR in pharmaceutical industry or consultancy company, commercial background is welcomed.
- Solid experience in NRDL is preferred.
- Strong strategic thinking and market-oriented mindset.
- Strong knowledge of local payer systems and policies

## **Desirable Requirements:**

- Previous experience in NRDL is preferred.
- Strong strategic thinking and market-oriented mindset.

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Beijing (Beijing)

Company / Legal Entity  
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd  
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Functional Area  
Market Access  
Job Type  
Full time  
Employment Type

Shift Work

No

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