

Healthcare Manager

Job ID
REQ-10035489
jan 10, 2025
Finlande

Résumé

Location: North region, 70% on the field.

The Novartis HealthCare Manager acts with a triple-win* mentality and will collaborate with internal and external partners to achieve business and growth objectives through measurable field activities, and projects.

Represents the future of healthcare engagement and is the key field-based role, accountable for the cross-functional account management, leveraging a diverse set of strategies (among others a deep understanding of the health care system and on-label scientific discussions for on market products) to drive business growth and enhance patient care standards.

Additionally, the HCM orchestrates and executes brand tactics across the customer journey, ensuring internal efforts are synchronized to achieve business and growth objectives. This role brings strategic thinking to executional excellence and is instrumental in accelerating time to treatment, increasing product utilization, and improving the overall patient experience within targeted therapeutic areas and geographies.

This position is reporting to the Customer Engagement Director.

About the Role

Your Key Responsibilities:

Your responsibilities include, but not limited to:

- **Lead Orchestrator & Comprehensive Account Management:** Act as the primary orchestrator of HCP engagement in prioritized key accounts. Manage all aspects of the HCPs interaction with the company, ensuring prompt and effective response to their needs. Leverage a broad toolbox of on-label medical and commercial strategies to develop and execute robust tactical account plans that integrate scientific knowledge with commercial execution, ensuring more patients are experiencing the benefit from our products, thereby delivering improved sales targets, and market development objectives.
- **Strategic Cross-Functional Collaboration:** Starting launch phase, lead the account level coordination of all customer-facing initiatives across various customer facing roles in marketing, medical (including support to the Medical Leads in evidence generation activities as well as the identification of opportunities for evidence generation related to implementation and real-world usage of Novartis approved medicines), partnership & access. Ensure alignment on strategy and execution, as well as experience sharing, to maximize patient outcomes and drive business success.
- **Customer Journey Architect:** Map opportunities to optimize the customer and healthcare system journeys, ensuring a seamless experience that aligns with the company's broader strategy and encourages positive

changes in customer performance. Identify key touchpoints for engagement to drive better outcomes for both patients and our brands.

- **Medical Education on Therapeutic Topics:** Lead and execute initiatives that provide high-quality medical education on on-label scientific therapeutic topics, promoting best practices and advancing standards of care for patients.
- **Implementation of Tailored Solutions in Partnership:** Identify and address the needs of customers and the healthcare system by orchestrating the cross-functional implementation of targeted solutions, both digital and non-digital, to reduce barriers to the use of Novartis products and improve patient outcomes.
- **Data-Driven Decision Making:** Regularly provide and utilize market insights and CRM data relevant to account plans, monitor progress, and make necessary adjustments to tactics as necessary to ensure sustained success.
- **Digital & Omnichannel Focus:** Own, drive and execute digital tactics related to HCP engagement, expanding the use of digital tools and integrating virtual opportunities into customer engagement and account planning. Ensuring a modern, efficient, and comprehensive approach to customer engagement
- **Regulatory Compliance & Reporting:** Ensure full compliance with regulatory requirements, including the timely reporting of Adverse Events (AEs) and Product Complaints within 24 hours. Maintain high standards of operational excellence.

Desired Requirements

- **Education:** Master's or Bachelor's degree in Natural Science and/or Business/Economics.
- Min. 2 years of experience as an MSL or KAM from healthcare industry.
- Good understanding of the Finnish healthcare system.
- Proficient Finnish and English, both written and spoken.
- Scientific knowledge.
- Strong negotiation, and relationship-building skills.
- Solid track record in driving sales growth and exceeding targets through innovative customer-centric activities.
- A strong understanding of the changing dynamics of the pharmaceutical industry, broad market insights, and competitor knowledge.

Desirable Requirements:

- Existing network in Cardiology.

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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International

Business Unit

Innovative Medicines

Emplacement
Finlande
Site
Espoo
Company / Legal Entity
FI02 (FCRS = FI002) Novartis Finland Oy
Functional Area
Ventes
Job Type
Full time
Employment Type
Regular (Sales)
Shift Work
No
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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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