

# Therapeutic Area Partner - Breast Cancer UAE

Job ID

REQ-10040575

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Emirats arabes unis

## Résumé

Through successful interactions with healthcare professionals on specific therapy areas, drive agreed forecast, advocacy and market access.

## About the Role

### Major Accountabilities

- Develops stakeholder mapping for Therapeutic Area. Has deep understanding of the emerging multi-stakeholder environment and develops and maintains a comprehensive knowledge of customer needs, maintains customer engagement plan, networks, and knowledge of products and environment.
- Continue to identify customers, map the accounts and patient journeys, and educate key stakeholders on the assigned disease areas.
- Can analyze and interpret clinical and forecast data for therapy area.
- Works collaboratively with support functions to determine which resources best fits the customer and/or circumstances.
- Accountable for achieving agreed forecast, productivity and performance targets within agreed budgets and timescales.
- Achieve agreed contact, coverage and frequency targets through omnichannel engagement.\
- Develop business plans and implement related activities like customer events, business excellence and marketing campaigns, forecast presentations necessary to achieve agreed objectives.
- Have a deep understanding in the respective therapeutic area and priority products. Maintain and enhance knowledge of products, product strategy, positioning, key messages, programs, company developments, customers, and competitors.
- Ensure customer satisfaction and best in class customer relationship.
- Handle enquiries and complaints quickly and professionally and in accordance with company procedures.
- Contribute positively to the Commercial Excellence and Marketing team through co-operative relationships & collaborative efforts to achieve team and company objectives.
- Provide input into effective use of promotional funds & territory forecasting.
- Deliver exceptional customer experience through orchestrating the Omni-channels' customer engagements leveraging all touchpoints (F2F, Offline & Digital) / channels delivering personalized content (Right message/content, Right channel, Right time) to address the customer needs within the specific customer journey.
- Follow all adverse events guidelines, and Code of Conduct Guidelines as promoted by Novartis.
- Demonstrate Behavior in accordance with Novartis code of practice.

### Additional responsibilities

## Key Account Management

- Develop account mapping as per therapeutic area to enable catered and customized plans per account.
- Define a specific value proposition per account as per therapeutic area through developing strategies, tactics and plans to address the needs per account.
- IMS understanding and analysis for therapeutic area.

## Patient Access

- Understanding reimbursement and competitive landscape.
- Understanding of new launch enlisting process through different accounts.
- Mapping the external stakeholders according to access models opportunities.
- Identify patient/market access barriers in collaboration with V&AL and working on potential solutions.
- Basic understanding of PAP and PSP.

## Medical

- Provide and discuss scientific knowledge and on label medical data relevant to the Therapy Area with HCPs.
- Provide scientific and educational information to HCPs on specific patient critical issues.
- Support scientific exchange to advance understanding of novel research trends, and current scientific debate.
- Involve HCPs when a need is identified to provide support / advice / participate in specific medical and scientific activities e.g. education of HCPs, etc.

## Key Performance Indicators

- Achievement of forecast revenue and market share targets vs plan
- Responsible for budget allocated to cover customer activities
- Customer Satisfaction and Customer relationship building
- Maintenance of Key Accounts
- Forecast Planning and Reporting
- Level of medical expert engagement / contributions for programs and products.

## Requirements:

- **Degree/education** in relevant discipline.
- **Solid Tumor Experience in UAE is preferred**
- **Proven successful performance track record**
- **Solid communication skills, analytical skills and presentation skills.**
- **Established experience in successfully managing and engaging TMEs.**

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Division

International

Business Unit

Innovative Medicines

Emplacement

Emirats arabes unis

Site

Dubai

Company / Legal Entity

AE01 (FCRS = AE001) Novartis Middle East FZE (Representative Office)

Functional Area

Ventes

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

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