

# Pricing, Value & Access Lead

Job ID

REQ-10022783

Nov 20, 2024

Kazakhstan

## 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

## Role Requirements

**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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