

# AD, NPS Pipeline Strategy and Innovation Excellence

Job ID  
REQ-10030167  
Nov 19, 2024  
USA

## About the Role

Your responsibilities will include, but are not limited to:

### Pipeline Strategy:

- Needs Assessment: Reads clinical pipeline to understand emerging needs. Understands clinical trial design for emerging NPS portfolio, risks, requirements and how they will likely translate into product label.
- Competitive Positioning: Compares Novartis asset therapeutic profiles to emerging competitive set to assess competitive positioning and payer dynamics. Evaluates the design on competitive tactics to inform Novartis Patient Support strategy
- Strategic Foresight: Develops 3-year strategic roadmap and benchmarks for patient services capabilities, leveraging design menus to understand where capabilities already exist and where we need to learn more
- Accelerate: Creates accelerator packages to equip and train Disease State Teams and LaunchEx stakeholders as they pick up work on an asset in the T-18 timeframe. Examines existing offerings within NPS to prioritize areas of capability evolution
- Ecosystem Landscaping: Researches available offerings from other ecosystem players (e.g. Payers, Specialty Pharmacies, Health Systems and advocacy) and marries with patient insights to determine optimal design of manufacturer investments
- Disseminate Findings: Partners with Insights, Innovation and Design team members to socialize findings and build the optimal strategy for transition to Launch Excellence and Disease State Teams
- Effectively Partners: Works across cross functional matrix (access, marketing, medical affairs, market research) to gather data inputs to inform early patient support strategy

### Innovation Excellence:

- Intake Unmet Needs: Continuously monitors customer needs and competitor activity to ID risks, opportunities and associated new, patient support innovation
- Opportunity Assessment: Partner with procurement, attend congresses, and understand the capabilities and new, innovation offerings for our current NPS partners. Prepare initial analysis to assess whether a new product or program idea delivers adequate incremental value. Develop understanding for whether this is something that our product team aspires to buy or build
- Business Case Development: Determine best way to measure technology and build business case for investment. Secure Quantum, PSOC, MIST governance approvals and partner with legal, data privacy, ERC and patient safety teams to issue spot and de-risk investment

- Experimental Design and Pilot: Structure test and measure exercises, partner with OP/Ex, Launch Ex, Quality/Performance Excellence and DDIT, patient support center as well as consulting partners, including ERC and Legal to execute pilots and document findings/risks
- Go/No Go Recommendation: Update business cases with pilot results and align Leadership team and Governance stakeholder on go/no go recommendations
- Hypercare and Product Integrations: Seamlessly transition work to vendor management, product and disease state stakeholders/patient support center at the appropriate time in the evolution in the program
- 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.

What you'll bring to the role:

Required Experience:

- Bachelor's degree required in disciplines relevant to healthcare, pharmaceuticals, patient services and marketing. MBA in healthcare marketing or healthcare consulting preferred
- Launch marketing or pipeline and launch strategy experience desired in the late clinical space
- Experience with patient support benchmarking, through publicly available data and market research
- 6-8 years pharmaceutical, consumer marketing and/or patient support services experience required
- Strong understanding of medical, legal regulatory and compliance negotiations and how to partner with stakeholders on early risk spotting to drive approvals
- Change management and project management experience
- Strong unstructured problem-solving skills and ability to work effectively without a blueprint
- Experience in understanding technology and software capabilities that connect to deliver superior patient and customer experiences in pharma and healthcare
- 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>

## 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>

**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>

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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