

Associate Director, Patient and Provider Analytics – Neuroscience

Job ID
REQ-10077615
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США

Сводка

Location
LI-#Hybrid

The Insights and Analytics team is dedicated to enabling improved decision making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. Reporting into Director, Patient and Provider Analytics Neuroscience, this role is crucial in shaping the strategic direction of patient and provider engagement within a major pharmaceutical company.

This role will support a cross-functional team to conduct the analysis to identify key influencers and opportunities within the healthcare landscape, ultimately contributing to improved patient outcomes through data-driven tailored engagement strategies. The role requires a visionary leader who understands the complexities of healthcare data, drive innovation in patient journey mapping, and prioritize patient pools to maximize growth opportunities. By aligning internal stakeholders with data-driven insights, the AD of Patient & Provider Analytics – Neuroscience will play a critical role in advancing the company's mission to deliver impactful healthcare solutions and drive sustainable business growth.

This position will be located at East Hanover, NJ or Cambridge, MA sites and will not have the ability to be located remotely. This position will require 15% travel as defined by the business (domestic and/ or international).

About the Role

Key Responsibilities:

- Lead the gathering, synthesis, and interpretation of secondary data (behavioral, attitudinal, clinical) to support strategic analysis of patient and provider cohorts.
- Oversee data quality, analytic approaches, and methodological rigor to ensure reliable segmentation and insight generation.
- Develop and guide advanced analyses to inform brand strategy, launch readiness, and key business decisions.
- Translate complex analytical outputs into clear summaries and recommendations for brand, insights, and leadership teams.
- Lead analyses of prescribing behavior, patient flow, access barriers, and drop-off points to identify sources of growth and risks.
- Partner with cross-functional teams (e.g., PMR, Decision Science, Brand, Data Strategy) to align on analytical objectives, inputs, and interpretation of findings.
- Guide the development and ongoing refinement of HCP-to-account mapping and targeting frameworks.
- Lead the creation and evolution of patient journey maps by integrating data, stakeholder input, and field feedback.
- Facilitate analytical discussions, workshops, and working sessions to support launch planning, market understanding, and prioritization.
- Review and provide strategic guidance on materials prepared for leadership meetings and key brand forums.
- Monitor progress across assigned initiatives and proactively adjust analytical plans based on changing business needs.
- Provide coaching and oversight to Managers and analysts, supporting skill development and ensuring consistent analytical quality.

Novartis seeks an individual with strong analytical skills and an extensive experience in leveraging pharmaceutical data -driven insights to drive strategic engagement initiatives. The candidate should have deep understanding of payer and provider data, behavioral, attitudinal, and clinical data in a healthcare network and proven track record of segmentation performed to inform personalized marketing strategies.

Essential Requirements:

- Bachelor's degree in related field is required; Master of Science and/or MBA strongly preferred Minimum
- Minimum 6+ years of experience in the pharmaceutical or healthcare industry, with a deep understanding of healthcare provider and patient behaviors, as well as market dynamics
- Minimum 3+ years of domain expertise in these areas are highly desired: secondary data analytics, data science, primary market research, field analytics and insights, market access and patient service analytics, or other related strategic analytics and management consulting
- Proven track record of enabling data-driven decision-making at a senior leadership level, including addressing complex business challenges and shaping organizational strategy particularly in therapeutic areas.
- Experience in creating and implementing segmentation models for HCPs and patients based on attitudes, behaviors, and beliefs
- Experience in creating end-to-end patient and provider journey maps
- Proven ability to develop and leverage human insights to inform strategic initiatives and engagement strategies
- Proficiency in data analysis and interpretation, with experience in handling complex datasets related to social determinants of health and ethnographic studies
- Strong analytical skills with proficiency in data analysis tools and software (e.g., SQL, R, Python, SAS)
- Experience with customer relationship management (CRM) systems and data visualization tools (e.g., Tableau, Power BI)
- Excellent communication skills, with the ability to present complex insights and strategies effectively to diverse audiences
- Proven ability to work effectively with cross-functional teams, including market research, marketing, and patient engagement, to drive strategic alignment
- Ability to thrive in a fast-paced, dynamic environment and adapt to changing business needs and priorities

Novartis Compensation Summary:

The salary for this position is expected to range between \$145,600.00 and \$270,400.00 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

Accessibility & Reasonable Accommodations

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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Business Unit
General Management
Место
США
Состояние
New Jersey
Сайт
East Hanover
Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation
Alternative Location 1
Cambridge (Massachusetts), Massachusetts, США
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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