NOVARTIS

(Senior) Hospital Access Strategy Manager

Job ID
REQ-10081882
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Китай

Сводка

1. To support HA Head developing hospital value access strategies and value solutions.
2. To conduct multi-dimensional analysis of successful factors and strategies of hospital access for industry blockbusters, and to formulate strategic recommendations.
3. To provide high-quality analytical reports to support headquarters and the China management team in making decisions on hospital access strategies in China.

About the Role

Major Accountabilities:

1. Industry Benchmarking and Analysis of Hospital Access Success Factors

- Conduct systematic research on the hospital access performance of industry benchmark blockbuster products in China over the past five years through desk research, industry reports, public information analysis, expert insights, and internal data integration.
- Perform multidimensional analysis of successful hospital access strategies and key influencing factors for leading products, including but not limited to access speed, hospital coverage, key hospital breakthrough pathways, regional differences, policy environment, payment conditions, clinical value proposition, and cross-functional collaboration models.
- Continuously monitor China's hospital access policies, healthcare institution management trends, healthcare payment reforms, pharmacy management changes, and competitive dynamics to generate business-relevant insights.

2. Hospital Access Benchmarking and Management Reporting

- Establish a benchmarking framework for hospital access speed, coverage, and access quality across different therapeutic areas and product types based on industry analysis.
- Develop high-quality bilingual analytical reports to support global headquarters and the China management team in assessing China's hospital access environment, formulating product access strategies, and making resource allocation decisions.
- Translate complex market, policy, and access information into clear, structured, and actionable business insights and strategic recommendations.
- Prepare high-quality presentation materials, strategy briefings, and ad hoc analytical reports according to management needs.

3. For newly launched products across different therapeutic areas, support the HA Head in developing hospital access strategies based on industry benchmark analysis and company strategy.

4. Support the HA Head in developing annual hospital value access strategies and value solutions.

5. Work closely with the company's Strategy Department to jointly advance strategic partnership projects with core hospitals.

6. Assist the HA Head in communicating hospital access strategies with internal cross-functional teams

Key Performance Indicators

- Deliver high-quality industry benchmark analyses and hospital access strategy reports.
- Support the development of clear and actionable hospital access strategies for key newly launched products.
- Support the development of annual hospital value access strategies and value solutions.
- Contribute to the strategic design and internal alignment of core hospital cooperation projects
- Provide timely, accurate, and insightful decision-making support to global headquarters and the China management team.

Minimum Requirements:

- Minimum of 3 years' experience in the pharmaceutical practice of a consulting firm， prior experience in HA-related projects is preferred.
- Fluent in English; candidates with overseas work or educational experience are preferred.
- Strong strategic thinking with a holistic perspective; strong PowerPoint development skills.

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Дивизион
International
Business Unit
Sales
Место
Китай
Сайт
Beijing (Beijing)
Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd
Functional Area
Продажи
Job Type
Full time
Employment Type
Regular
Shift Work
No

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