

Associate Director, Patient and Provider Analytics – Neuroscience

Job ID

REQ-10077615

May 08, 2026

LOC_US

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 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.

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>

Benefits and Rewards: Learn about all the ways we’ll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

Division

DIV_IU

Business Unit

General Management

Location

LOC_US

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1

LOC_US

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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