

Therapeutic Area Strategy Access Manager

Job ID

REQ-10078975

Jun 22, 2026

LOC_IN

About the Role

Location – Mumbai

About the Role:

This role drives Value & Access (V&A) strategy by identifying and prioritizing opportunities across brands, developing pricing and reimbursement approaches based on deep healthcare and payer insights, and ensuring aligned, compliant execution. It collaborates cross-functionally to embed V&A into brand plans, enabling sustainable access, strong payer engagement, and achievement of commercial goals across the product lifecycle.

Key Responsibilities:

Access Strategy, Positioning, and Portfolio Impact

- Collect current access challenge from commercial and marketing team of brands/portfolio under scope
- Define baseline national access level for the brands/portfolio under scope
- Design and propose access, pricing, and reimbursement strategies per product and portfolio for all payors including but not limited to self-pay/private insurance/state/CARE accounts.
- Define alternative funding channels needed for the brand access strategy and deploy solutions around it
- Identify, evaluate, and prioritize V&A strategic choices that drive commercial growth as per prioritization matrix
- Translate global access guidance into locally relevant strategies
- Ensure V&A strategies are embedded within integrated brand and portfolio plans
- Align access strategies with product lifecycle stages, including launch and line extensions
- Adapt strategies based on healthcare system, policy, and payer dynamics

Essential Requirements:

- Generate in-depth customer and system insights to shape V&A and Therapeutic Area (TA) strategies
- Translate insights into actionable V&A strategies and engagement models
- Monitor external environment changes and integrate learnings into strategy updates

Support Cross-Functional Collaboration and coordination

- Collaborate closely with cross-functional teams including Medical Affairs, Commercial TAs, and Finance, Strategic Account teams and Customer Experience roles

- Influence without formal authority to align stakeholders on V&A priorities
- Foster effective ways of working within matrix and portfolio environments

External Stakeholder Engagement and Negotiation

- Represent the organization in access-related discussions and forums
- Integrate external stakeholder feedback into strategy refinement
- Adjust negotiation approaches based on market and policy context

Portfolio Maintenance & Lifecycle Management

- Support maintenance and evolution of the value proposition for in-market brands
- Oversee and support lifecycle access activities
- Support contract renewals, pricing reviews, and access renegotiations

Business Insight and Performance Management

- Provide V&A input into business cases and portfolio decisions
- Monitor access performance using defined Key Performance Indicators (KPIs)
- Track reimbursement, pricing, and listing milestones
- Share best practices and lessons learned across brands and teams
- Support continuous performance review and optimization

Key Performance Indicators (Suggested priority KPIs **italicized*)

Access Success & Coverage: Proportion of eligible patients having access to products

Speed to Access: Time taken from regulatory approval to reach desired brand access.

Pricing Performance: Achieved price compared with the approved target price across the portfolio.

Commercial Impact of V&A Strategy: Revenue and portfolio growth enabled through successful access outcomes.

Quality & Effectiveness of V&A Delivery: on-time delivery of V&A solutions and feedback from internal and external stakeholders.

Desirable Requirements:

Education:

- University degree in life sciences, economics, or related field
- Advanced degree is an advantage but not mandatory

Languages:

- English
- Country language required

Experience/Professional Requirement:

- 5–8 years in market access, pricing, or reimbursement roles
- Experience within pharmaceutical or healthcare environment
- Proven exposure to national access or payer negotiations
- Experience across product launch and lifecycle phases

Functional capabilities:

- Strong understanding of pricing and reimbursement systems
- Ability to translate evidence into access value propositions
- Experience working with HEOR (Health Economics and Outcomes Research)
- Solid project and stakeholder management skills

Leadership capabilities and mindset :

- Strategic and analytical thinking
- Ability to lead without direct authority
- Comfort managing complexity and ambiguity
- Influencing skills across internal and external stakeholders

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Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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:

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Role Requirements

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Division

DIV_IM

Business Unit

Marketing

Location

LOC_IN

Site

Mumbai (Head Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

FCT_MA

Job Type

Full time

Employment Type

Regular

Shift Work

No

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