

# Senior Manager, Patient Advocacy

Job ID

REQ-10033672

Jan. 21, 2025

Japan

## Zusammenfassung

With the Head of Patient Advocacy, drive the design and execution of an integrated patient advocacy strategy in Therapy Areas(TA) and Above Brand to create an optimal environment to foster relevant legislative and frame conditions for patient access to Novartis business in Japan. Providing strategic direction to our business partners, seamlessly connected with interdependency with Country TA teams, TA communication, Public Affairs and Value and Access, this role will deliver country patient advocacy strategy and actions by leveraging insights & analytics based on data modeling of the external environment and to predict stakeholder views, needs and behaviors. Builds long term engagement plans for patient communities, patient support communities and advocacy groups, relevant key industry groups and communities in service on mutually beneficial goals and builds beneficial relationships.

## About the Role

### Major accountabilities:

- Under the Head of Patient Advocacy ,in partnership with TA, TA Communications, Corporate Communications, Public Affairs, Value & Access, and key internal stakeholders, develop and implement strategic patient advocacy plan and key stakeholder relation building plan to help deliver strengthened corporate reputation, enhance our advocacy and policy efforts, and drive business growth within Japan for relevant TA.
- Be an indispensable partner to the stakeholders through developing and executing an audience-insight led, innovative and data-based PA strategy for prioritised business area and above-brand corporate perspectives.
- Work closely with TA communications and Corporate communications team on aligned objectives.
- In partnership with global/international team, leverage a central real-time data platform to generate insights, data, and analytics to predict trends and stakeholder views and needs, and consequently shape our strategies at the country level.
- Conduct stakeholder mapping efforts across the country and ensure strategic management of relationships between patient organizations and relevant groups so that it benefits our medicines life cycle management in line with business objectives.
- Drive best practices sharing that deliver and inspire a shift to embrace failure and learning, and to become a predictive function which delivers meaningful and mutually beneficial impact for the patient communities we serve as well as for our business.
- Build and cross-functionally embedded guidance and recommendations of programmatic approach to engage with patient organizations and relevant groups
- Approach to business leaders and partners, C&PA, Public Affairs and V&A teams, with a focus on strategic partnerships and coalitions.

- Establish and maintain partnerships with patient communities and patient support communities, advocacy groups, in service of shaping the environment to address HC systems issues, overall access policies, representing the needs of patients within the HC ecosystem.
- Identify opportunities to amplify Novartis' commitment to patients and caregivers to shape the healthcare environment and enhance Novartis reputation.
- Ensure understanding of Brand TA priorities and effectively shape strategy and coordinate with tactical decisions with TA communications for country activities.
- Partnering with Corporate Communications and Corporate Affairs colleagues, ensure sound management of issues.
- Follow and shape guidance for compliant governance and processes to engage with patient organizations and relevant groups.
- Accountability for budget building of respective brand's patient advocacy strategies. Including governance and compliance of Patient Advocacy grants, sponsorships and reporting.
- Strategic counsel and best practice sharing across Country comms & patient advocacy team, including, insights, measurement and execution learnings.
- Implementation of Objectives/Goals/Strategies/Measures framework, KPIs and Analytic& Insight measures to consistently monitor and predict and conduct performance management in alignment with International CA Strategy and Japan business objectives.

### **Ideal Background:**

#### **Education:**

- Bachelor's degree or above

#### **Experience:**

- 5+ years diversified patient relations, patient advocacy.
- Policy shaping experience in collaboration with public affairs
- Understanding of HC systems in Japan
- Fluent in policy discussions on health care systems, pharma industry and patient community
- Collaboration with relevant functions including communication, public affairs and medical.
- Medical/Product/Disease Area Knowledge and Launch Excellence
- Crisis and issues management in expertise area

**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>

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Abteilung

Corporate Affairs

Business Unit

CTS

Ort

Japan

Website

Toranomon (NPKK Head Office)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Please include the job requisition number in your message.

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

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