



Department	Marketing
Position	Market Access Specialist
Reports to	AVP – Business Development
Location	Whitefield, Bangalore

Spearheaded the development of a robust global affordability navigator and pricing business case model, meticulously considering the unique reimbursement scenarios, internal and external feasibility factors, and the competitive landscape across different countries. Propose impactful affordability strategies and actionable solutions. Furthermore, I took the lead in designing a cutting-edge pricing business case model and streamlining the process of creating impactful business cases for countries. Implement market access strategies to gain rapid and high-quality results and ensure high standard of compliance, to achieve the company’s business objectives

- Build access strategy for Bioplus products/indications and prepare/be responsible for reimbursement submission/negotiation.
- Identify patient access opportunities and/or issues/barriers and develop access solutions to address them and create access for patients for Bioplus innovations in self-pay market.
- Pipeline product prioritization: identify the primary focus of pipeline products for future new product planning efforts.

Key Deliverables/ Outputs

- Develop and implement market access strategies/solutions for strategic our products covering reimbursement pricing strategy, Pharmacoeconomics/HTA strategy, and policy-related strategy to create the patient access opportunities.
- Reimbursement Submission: Work cross functionally with PPOC, Marketing, and Medical stakeholders to develop reimbursement strategy and engagement plan with KOL and advocacy groups.
- Ensure payer relevant evidence is generated through clinical trials, health economic modeling, real-world evidence studies, systematic literature research and meta-analysis effectively to demonstrate the value comprehensively.
- Build new product access and pricing strategy from new product pre-launch till life cycle management period based on overall company portfolio to ensure sustainable* pricing strategy in various markets like USA, UK, Taiwan, China, EU, etc.
- Collaborate with the global team and other affiliates through the network to ensure alignment on the access and pricing strategy.
- Engage external stakeholders to remove access barriers and deliver value based discussion
- The Healthcare Access Specialist is an experienced member of the Market Access Team, with highly developed technical skills, a deep knowledge of the existing and evolving reimbursement system and HTA/health policies as well as good business acumen.

- The role is responsible for developing and advancing long-term relationships with non-traditional/non-PBS payors, to communicate the value of the Bioplus portfolio, to meet evolving payor needs and interest, and to identify new opportunities for increased and innovative value-based partnership across Bioplus portfolio.
 - The role works closely with other colleagues in Market Access, Medical and Commercial, Legal, Regulatory, Compliance, Finance, Policy to ensure a cross-functional approach that is aligned in both strategy and implementation.
 - The role involves leading engagement to build and maintain external relationships with a range of non-traditional and emerging payors and other stakeholders involved in market access for Bioplus medicines and vaccines, including engagement at the executive level of payor organizations.
 - The role requires a moderately high level of competency in literacy (written and verbal communication) and numeracy skills, a comprehensive knowledge of health systems, HTA and medicines funding policy and decision making, and an ability to understand and synthesize highly complex information and data.
1. As the leader of Access & Affordability Initiatives BY overseeing strategic efforts aimed at ensuring widespread reach and affordability of these life-saving treatments.
 2. With expertise in reach and affordability solutions, I develop innovative strategies to address access barriers and make treatments more affordable for patients in need.
 3. A key aspect of my role involves partnering with stakeholders to improve access, collaborating with organizations to implement programs that facilitate patient affordability.
 4. Expertise in innovative pricing solutions and designing patient assistance programs, tailored approaches that balance affordability and sustainability, ensuring that patients can access necessary treatments.
 5. Foster private payer partnerships, raising awareness and providing access solutions while demonstrating the economic value of products through HEOR modeling and value pitches.
 6. Engaging with government payers, I champion the creation and dissemination of compelling value pitches, showcasing the positive impact of treatments to advocate for access to the maximum number of eligible patients.
- Create value propositions to support the key stakeholders with access challenges and provide regional/local insights and anticipate future opportunities to support business performance
 - Participate in regular interactions with key stakeholders to keep abreast of the developments and changes in the market and customer landscape within the pharmaceutical

and healthcare domain to drive engagement and identify potential opportunities for Market Access initiatives within key therapy areas.

- Coordinate with the commercial team in developing market access initiatives and engage with the external partners in delivering of the initiatives defined for the new launches, as per schedule.
- Monitor and keep score of the market access initiatives and its impact on patients and publish information for supporting communication, government affair interactions and other initiatives.
- Development of Market Access Strategy for focus products in line with the business objectives across therapy areas across the different channels:

Patient Access:

- Identify opportunities; develop/ support and implement business case to increase patient access both in the government and private channels in collaboration with the CFT i.e. patient advocacy or patient support programs
- Liaising Role in Pricing for Market Access & Contribute in monitoring and evaluating the local prices, and support the institutional formulary inclusion
- Ensure all documentation and evidence of reimbursement dossier is properly prepared to maximize likelihood of success.

Education, Qualifications, Skills and Experience

- Bachelor's degree in relevant field (Marketing, Science, Economics or Finance) and experience in pharmaceutical
- Pharmaceutical reimbursement application and/or self-pay strategy experience is preferred.
- Experience of 4-5 years as Director/Manager level heading either of the functions- GA or MA or IB Head.
- Strong leadership skills: can build vision and strategy and lead others.
- Ability to understand business priorities and payers' needs; Able to understand and adapt to different stakeholders' agenda.
- Demonstrable record of creating innovative solutions
- Strategic agility: in-depth knowledge and broad experience in the pharmaceutical industry, with strong business acumen.
- Strong analytical skills, Strategic thinker and highly customer focused
- Strong influencing and negotiation skills – proven ability to influence without authority, good-networker, “the go between”
- Strong interpersonal & partnering skills: has proven abilities to work effectively and efficiently in cross-functional teams.
- Big picture oriented with the ability to understand the implications of reimbursement and market access trends that will affect commercial success.
- Proven track record of meeting or exceeding objectives and goals
- Outstanding organizational & project management skills
- Excellent communication, networking and negotiation skills and the ability to cold call and generate new opportunities.

- Proven track record working effectively in a cross functional team, able to work seamlessly across multiple teams and business units and across various levels of leadership, both locally and globally.
- Fluent written and verbal English

AZ Government Affairs And Market Access Skillsets

- Technical Skillsets: Pricing and reimbursement; Health economics (HEOR); Real-World Evidence; Pricing; HTA, etc.

Skills: Strategic Negotiations · Cross-functional Team Leadership · Landscape Assessment · Critical Thinking · HEOR · Opportunity Assessment · Problem Solving · Channel Partner Relations · Consulting · Team Leadership · Pricing Strategy · Strategic Partnerships