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Job Description

Please fill in this form and save it as described in SOP 000151.

Background information	
Name of employee: <i>(John Doe)</i>	LEO-id:
Revised: <i>(date and version)</i>	6th dec. 2018. Version 4
Title: <i>(E.g. Specialist, coordinator, project manager, Head of Department etc.)</i>	Senior Value and Access Manager
Department name: <i>(e.g. Patient Solutions Thrombosis)</i>	Market Access
Org. Unit ID (optional): <i>(e.g. 30030281)</i>	
Location: <i>(Country/State/Province/Region or City)</i>	<i>Split between Head Office, Hurley and field (UK & Ireland)</i>
Job type: <i>(e.g. Business Administration & Support, see Pulse for more info, here)</i>	Patient Access
Job Level: <i>(e.g. P3, see Pulse for more info, here)</i>	P5
Immediate manager title: <i>(Reports to e.g. Vice President Sourcing)</i>	Market Access & External Affairs Director (MAEA)
Business responsibility (if applicable)	
No. of direct reports:	N/A
Financial magnitude: <i>(Budget owner, P/L, Sales and/or Cost)</i>	<i>P/L, Sales and/or Cost.</i>
Authority: <i>(Areas where the position holder is accountable)</i>	Cost for programs they are responsible for commissioning.
Objectives and tasks	
Overall objective: <i>(Short description of the overall objective of the position - the purpose of the role)</i>	<p><i>To understand the drivers of the UK NHS and Irish Health Service Executive (HSE) and as a result ensure the timely development of co-ordinated market access strategies and tactics :</i></p> <ul style="list-style-type: none"> <i>To drive own direct engagement with key stakeholders at National & regional level</i> <i>For the field teams to access and engage with local NHS/HSE stakeholders who influence prescribing decision</i> <p><i>to ensure access, funding & uptake for all current and future LEO brands.</i></p>



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Role and responsibilities:

(Short description of the tasks and responsibilities which are key to the role. List in prioritised order)

1) Maintain and communicate relevant knowledge of the NHS/HSE environment

Ensure knowledge of the NHS/HSE and its' drivers is up to date and shared with relevant personnel within the company, along with implications for LEO Pharma.

Undertake regular field visits in strategic/key accounts to understand the local health economy.

Attend relevant external conferences/meetings to maintain knowledge and needs of the NHS/HSE.

Use network of known NHS/HSE stakeholders/external agencies to improve/validate knowledge.

Prepare bulletins regarding pertinent NHS/HSE information and distribute to relevant LEO personnel.

Secure 'slot' on regional meetings, brand meetings and national conference agendas to present NHS/HSE updates.

Use knowledge to support field teams with the development of account plans.

Develop and deliver, in conjunction with O& E, a sequential NHS/HSE training programme for the field teams (from ITC and beyond)

2) Develop and implement innovative strategies, projects , materials and tools that demonstrate the brands value proposition

Develop and manage the operational delivery of market access programmes and strategies, including development of appropriate tools for the delivery of brand value messages to payers and other market access stakeholders.

Identify opportunities to work with NHS Payers and NHS customers on win-win solutions which result in outcomes benefiting the NHS, patients and LEO

Represent market access on the cross-functional brand team, providing strategic market access input for the development and support of brand objectives

Contribute market access expertise to the development of commercial / tender offers.

With other market access colleagues, provide input and support to Health Technology Appraisals for the brands

Ensure that the field teams have appropriate materials and tools that demonstrate the value of our brands to local NHS/HSE stakeholders who influence prescribing.

Provide ongoing training and support to the field teams to ensure effective use of market access materials and tools.

Conduct market research and advisory boards, if required.

Commission insight/support from relevant external agencies as required.

Respond to requests from Medical Information or members of the field force re market access queries.



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	<p>3) Develop and maintain a network of key regional and local NHS/HSE stakeholders who influence prescribing</p> <p>Ensure LEO Pharma has good working relationships with key national, regional and local NHS/HSE stakeholders who influence prescribing.</p> <p>Attend relevant conferences/meetings in order to network with and better understand the needs of the regional and local NHS/HSE stakeholder who influences prescribing.</p> <p>Develop and maintain a comprehensive market access stakeholder map.</p> <p>Invite relevant stakeholders to company training days either to participate in role play or present on relevant aspects of their local health economy or present their job role</p> <p>Conduct advisory boards.</p> <p>Undertake regular field visits to meet and develop relationships with key strategic stakeholders.</p> <p>4) Other</p> <p>Prepare and manage budget allocated for programmes responsible for.</p> <p>Work in close collaboration with colleagues in Sales, Marketing, Medical, Communications and Corporate</p> <p>As a Snr member of the team, support MAEA director by deputising on key projects as and when required.</p>
<p>Key working relationships: <i>(Interface and cooperation with e.g. internal functions or external partners)</i></p>	<p><u>External</u></p> <p>Numerous key NHS/HSE stakeholders</p> <p>Provider organisations (e.g. market access agencies, marketing agencies, market intelligence agencies)</p> <p><u>Internal</u></p> <p>Marketing</p> <p>Sales</p> <p>Medical</p> <p>Comms</p> <p>Government Affairs</p> <p>Business Intelligence</p> <p>Global Marketing</p> <p>Global Patient Access</p>



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Job specific competencies	
Requirements to e.g.: <ul style="list-style-type: none"> • <i>professional</i> competencies (education, training, experiences) • <i>business insights</i> (knowledge of the business and industry) • <i>behavioural</i> competencies (demonstrated behaviours - see Pulse for more info, here) 	<p><u><i>Essential</i></u></p> <p>Educated to undergraduate degree level or equivalent</p> <p>Experience working as a National Market Access Manager (or equivalent role) in the pharmaceutical industry</p> <p>Project management of multidisciplinary teams (including external providers)</p> <p>Developing and implementing innovative tools for the field teams in the pharmaceutical industry</p> <p>Ability to interact effectively and influence all levels of internal and external personnel</p> <p>Knowledge of National and Local Commissioning funding process for medicines in UK and experience applying this to get the best outcomes for prescription growth and prescribing guidance</p> <p>Ability to prioritise work, pay attention to detail and successfully complete tasks on time</p> <p>Sound understanding of the UK and Irish (NCPE) HTA processes</p> <p>Strength in all facets of communication</p> <p>Driving licence</p> <p><u><i>Desired</i></u></p> <p>Knowledge of Health Economics techniques</p> <p>Worked in the NHS</p> <p><u><i>Behavioural competencies</i></u></p> <p>Customer focus</p> <p>Drives results</p> <p>Communicates effectively</p> <p>Collaborates</p> <p>Action oriented</p>
<p>Job description hereby understood and agreed:</p> <p>Date:</p> <p>_____</p> <p>Employee's signature</p>	<p>The correctness of the job description is hereby confirmed :</p> <p>Date:</p> <p>_____</p> <p>Manager's signature</p>

Acknowledgement
<p>LEO Pharma reserves the right to make modifications to this job description as deemed necessary by changing position and business requirements.</p> <p>The job description is a requirement under LEO Pharma's Quality Management System. It does not form part of the employment agreement between the employee and LEO Pharma and cannot be relied on in this respect.</p>