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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>	26th Nov 2018. Version 1
Title: <i>(E.g. Specialist, coordinator, project manager, Head of Department etc.)</i>	HEOR 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>	Head Office, Hurley (UK & Ireland)
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>	Director Market Access & External Affairs (MAEA)
Business responsibility (if applicable)	
No. of direct reports:	N/A
Financial magnitude: <i>(Budget owner, P/L, Sales and/or Cost)</i>	P/L, Sales and/or Cost.
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>The Health Economics & Outcomes Research (HEOR) manager is responsible for the development and execution of high quality HEOR strategic efforts to support optimal reimbursement and market access for LEOs innovative portfolio, with a focus on delivering robust evidence demonstrating the value of the product and , successfully impacting business objectives.</p> <p>Independently deliver strategic thinking from an HEOR perspective in support of our innovative portfolio</p> <p>Lead the execution of HEOR studies and projects in alignment with the global and local HEOR strategy to support and enhance the value proposition for the Market.</p>



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	<p>Provide input on humanistic and economic endpoints that can be Incorporated into clinical trials and observational studies across all phases of product development to build comprehensive trial-based evidence in line with overall medical strategy & access targets for our products .</p>
<p>Role and responsibilities: <i>(Short description of the tasks and responsibilities which are key to the role. List in prioritised order)</i></p>	<p>1) Evidence generation</p> <p><i>Strategically generate robust Real World evidence (e.g. treatment patterns, real world effectiveness, burden of illness, costing, epidemiology studies, etc.) that can be used proactively and/or reactively with decision makers (Payers, Health Care Policy makers, etc.), and support successful reimbursement and appropriate patient access for LEO products.</i></p> <p><i>Strategic forward planning to generate payer evidence that further strengthens the value proposition of LEO brands.</i></p> <p><i>Lead the development of appropriate data dissemination plans and communicate evidence generated via publications, conference presentations, and other appropriate channels</i></p> <p>2) Delivery of successful Health Technology Appraisals</p> <p><i>Demonstrate the value of LEO products from an economic perspective and present this evidence with clinical arguments to UK Health Technology Appraisal bodies: NICE, SMC, AWMSG and NCPE.</i></p> <p><i>Manage the full cross functional process of UK and Ireland HTA submissions from feasibility analysis through to dealing with outcomes post submission.</i></p> <p><i>Manage external HTA consultant/agency relations</i></p> <p><i>Manage business relationships with all relevant customers with regards to HTAs, including physicians, patient groups, academics, economists, HTA bodies</i></p> <p>3) Develop and implement innovative materials and tools for use by the field teams that demonstrate the brands value proposition</p> <p><i>Lead the timely development of Budget Impact or other economic models, and innovative tools to successfully support launch and post-launch activities for our medicines</i></p> <p><i>Work with Market Access colleagues in the development of key value messages for payers and purchasers</i></p> <p><i>Respond to requests from Medical Information or members of the field force regarding cost, cost effectiveness or budget impact of LEO brands.</i></p> <p><i>Provide training and support to the field teams to ensure effective use of health economic data, materials and tools.</i></p> <p>4) Develop and maintain a network of key national, regional and local NHS/HSE stakeholders who influence market access</p>



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	<p><i>Build strong relationships with medical and economic key opinion leaders, organisations and industry peers to strengthen LEOs image, competitive position and performance.</i></p> <p><i>Working with wider MA department support the development of a Market Access advisory network including health economic and clinical opinion leaders, and policy makers in the UK and Ireland</i></p> <p><i>Attend relevant conferences/meetings in order to network with and better understand the needs of the national, regional and local NHS/HSE stakeholder who influence access.</i></p> <p><i>Conduct advisory boards.</i></p> <p>4) Other</p> <p><i><u>Budget</u> – prepare an annual budget for consideration by the Director of Market Access& External Affairs</i></p> <p><i>As a Snr member of the team, support the Director of MAEA by deputising on key projects as and when required.</i></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><i>Numerous key NHS/HSE stakeholders</i></p> <p><i>Provider organisations (e.g. market access agencies, marketing agencies, market intelligence agencies)</i></p> <p><u>Internal</u></p> <p><i>Colleagues in -</i></p> <p><i>Marketing</i></p> <p><i>Sales</i></p> <p><i>Medical</i></p> <p><i>Comms</i></p> <p><i>Government Affairs</i></p> <p><i>Business Intelligence</i></p> <p><i>Commercial Development</i></p> <p><i>Corporate Marketing</i></p> <p><i>Corporate Patient Access</i></p>
<p>Job specific competencies</p>	
<p>Requirements to e.g.:</p> <ul style="list-style-type: none"> <i>professional</i> competencies (education, training, experiences) <i>business insights</i> (knowledge of the business and industry) 	<p><u>Essential</u></p> <p>Educated to undergraduate degree level or equivalent</p> <p>Health economics qualification</p>



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<ul style="list-style-type: none"> <i>behavioural</i> competencies (demonstrated behaviours - see Pulse for more info, here) 	<p>Proven track record in :</p> <p>Generation and publication of real world evidence for market access.</p> <p>Strong understanding & experience of UK & Irish HTA submission processes</p> <p>Sound understanding of Market Access, Pricing and Reimbursement</p> <p>Experience of operating in a cross functional matrix environment</p> <p>Project management of multidisciplinary teams (including external providers)</p> <p>Ability to interact effectively and influence all levels of internal and external personnel</p> <p>Ability to take initiative, work within existing management structure, and to consistently deliver high-quality work</p> <p>Strong team player both in terms of leading and being part of a team</p> <p>Have excellent presentation skills and be able to communicate technical HEOR concepts to colleagues that may not be experts in the field</p> <p>Driving licence</p> <p><u>Desired</u></p> <p>Previous experience of working in a highly specialised TA</p> <p>Worked in the pharmaceutical industry</p> <p>Understanding of HTA processes in Nordics & Australia</p> <p><u>Behavioural competencies</u></p> <p>Customer focus</p> <p>Drives results</p> <p>Communicates effectively</p> <p>Collaborates</p> <p>Action oriented</p>
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<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>
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Acknowledgement



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LEO Pharma reserves the right to make modifications to this job description as deemed necessary by changing position and business requirements.

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.