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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>	August 2019, version 2
Title: <i>(E.g. Specialist, coordinator, project manager, Head of Department etc.)</i>	Thrombosis Account Manager
Department name: <i>(e.g. Patient Solutions Thrombosis)</i>	Thrombosis
Org. Unit ID (optional): <i>(e.g. 30030281)</i>	
Location: <i>(Country/State/Province/Region or City)</i>	Field Force
Job type: <i>(e.g. Business Administration & Support, see Pulse for more info, here)</i>	Sales & Account Management
Job Level: <i>(e.g. P3, see Pulse for more info, here)</i>	P3
Immediate manager title: <i>(Reports to e.g. Vice President Sourcing)</i>	Regional Business Manager
Business responsibility (if applicable)	
No. of direct reports:	0
Financial magnitude: <i>(Budget owner, P/L, Sales and/or Cost)</i>	0
Authority: <i>(Areas where the position holder is accountable)</i>	
Objectives and tasks	
Overall objective: <i>(Short description of the overall objective of the position - the purpose of the role)</i>	Delivery of agreed sales and profit targets across user key accounts within a defined geographic territory for innohep® and products identified within the Thrombosis Portfolio
Role and responsibilities: <i>(Short description of the tasks and responsibilities which are key to the role. List in prioritised order)</i>	<p>1. Sales Management</p> <p>Responsibility and accountability for the delivery of agreed sales and revenue targets across user key accounts within a defined geographic territory for innohep® and products identified within the Thrombosis Portfolio.</p> <p>Development and implementation of key account plans, to include targeted KOL development plans in key clinical units in collaboration with the direct line manager and other internal stakeholders.</p> <p>Within identified key clinical units build a network of KOL advocates in support of innohep®. Develop partnership with these KOLs.</p>



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Develop and grow innohep® as LMWH of choice in relevant therapy area within user key accounts through key activities, for example Shared Care Protocols

Ensure appropriate use & implementation of all support provided for example, stakeholder management system, marketing initiatives, promotional materials, sales support programmes, medical education and the wider Thrombosis support team to grow territory sales of innohep® within identified user key accounts in defined geographical territories

Working in partnership with the network of KOLs to strengthen the brand, company legacy and heritage - positioning innohep® as the preferred LMWH of choice in the management of VTE.

Work in partnership with the relevant Thrombosis Commercial Account Manager to develop business relationships with clinical stakeholders in non-user accounts in order to support the drive of newly identified business opportunities towards a successful business outcome.

Treat Healthcare Professional's time with respect and always respect the policy for seeing Healthcare Professional's in each individual account

2. Key Performance Indicators (KPIs):

In-line with agreed KPIs - work with focused effort, productively, effectively, and smartly to achieve all identified targeted and intended results

Achieve agreed goals and objectives as outlined by Thrombosis Director UK/IE and line manager

Accurately record all relevant account/stakeholder information within the sales reporting system

Respond in a timely manner to all requests received for information from marketing/medical/sales management

Maintain up to date knowledge relating to innohep® and clinical therapy areas including competitor product knowledge

Utilise sales data in line with business plan to focus activities and achieve/exceed targets

Maintain a high standard of ethical conduct, implement and comply with all aspects of the ABPI Code, National Advertising Legislation and company policies and procedures

Endeavour to represent LEO Pharma in the most professional manner

Be familiar and compliant with all relevant LEO SOPs, WIs and policies

Complete required information updates Eg: Wellards/LEO Learn in a timely manner

Ensuring at all times that the rational use of the product(s) in the Thrombosis Portfolios are promoted across accounts within defined geographic territory.

The promotion of all medicinal products must be consistent with the terms of the product authorisation.

Ensure all appropriate exhibition stands and materials are in place at the venue for the relevant meeting when are responsible for attending or managing the event. This may involve working outside normal working hours.



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The territory is subject to change at any time depending on the needs of the business

3. Communication:

Communicate with the relevant departments outside of Sales and Marketing as required for work related queries (eg: IT, Patient Access, Business Intelligence, Medical Affairs, Medical Information, HR etc.) and inform your direct line manager as appropriate.

Attendance at all Business/Sales meetings and activities unless agreed in advance with direct line manager and Thrombosis Director UK/IE

Business/Sales meetings should be attended in business dress unless otherwise stated. Always attend in a professional manner, on time and fully prepared for the meeting.

Always attend each meeting in possession of all relevant territory business data and prepared to contribute to business discussions.

Contribute to meetings and Divisional morale by actively contributing to meeting content, planning and execution in collaboration with the RBM and other internal stakeholders

4. Reporting:

Feedback all relevant business intelligence to relevant personnel i.e. marketing/medical/sales teams in a timely manner.

Record and report information accurately and within defined timelines on pertinent identified information platform i.e. adverse events and reactions (ADRs) quality and safety issues, eLearning etc.

Respond promptly with a professional attitude when dealing with customer queries and requests

Responsibility for the accurate recording of data and maintenance of data on the relevant territory management system for the hospitals assigned to your territory.

Territory activity plans recorded, accurate and up to date on relevant territory management tool in line with KPI

Adhere to articles of the Data Protection Act when using and recording data

5. Personal Development:

Develop PDD in collaboration with direct line manager and Learning and Development team

Attend or complete identified Learning and Development activities to develop and maintain selling skills and product knowledge to the highest level

Demonstrate a clear progression and record of achievement on the measured parameters in KPIs, as well as the goals and objectives as set by your manager.

Demonstrate a high level of selling skills in accordance with the company sales strategy. In addition, demonstrate a thorough understanding of all sales materials and marketing activities

Demonstrate a thorough knowledge of the therapeutic area, relevant product(s) promoted and relevant competitor products. Training will be reviewed by the relevant manager within each Department (e.g. People, Sales & Marketing, Medical & Regulatory) at initial training, and at minimum on an annual basis. You will be assessed and any exam taken will require a pass rate as decided by



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	<p>the relevant manager to ensure clinical and product knowledge are fully maintained. Ensure fully competent in use of Territory Management System, e-mail, Microsoft packages and any other form of online communication supplied by the company</p>	
<p>Key working relationships: <i>(Interface and cooperation with e.g. internal functions or external partners)</i></p>	<p>Internal:</p> <ul style="list-style-type: none"> • Work under the direction and leadership of Regional Business Manager • Work in partnership with the relevant Commercial Account Manager <p>Communicate with the relevant departments outside of Sales & Marketing as required: Medical Affairs, Business Intelligence, Market Access PR & Communications, HR, L&D and Finance</p> <p>External:</p> <ul style="list-style-type: none"> • Develop business relationships and partnerships with relevant key stakeholders and key decision makers in identified accounts across both primary and secondary care 	
<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) • <i>behavioural</i> competencies (demonstrated behaviours - see Pulse for more info, here) 	<ul style="list-style-type: none"> • <i>Business Acumen and Driving Success</i> (able to organize, initiate and execute work to achieve goals and deliver results) • <i>Creating Innovation</i> (identifying and exploring possibilities, generating ideas, creating opportunities) • <i>Building Relationships</i> (networking, creating and maintaining positive impression and relationships) • <i>Interpersonal skills and Communicating Information</i> (able to communicate with impact, sharing information, influencing and convincing others) • <i>Structuring Tasks</i> (able to plan and manage tasks and standards) • <i>Strategic Thinking</i> (able to consider the medium and long term, the bigger picture, making relevant connections and able to perceive and act upon opportunities) • <i>Learning and Development</i> (demonstrates a commitment to the development of self and others, identifies and pursues opportunities to provide the knowledge, skills and competencies for the future) • <i>Customer Focus</i> (Ability to understand customer needs and to form mutually beneficial partnerships with customers and partners) 	
<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



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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.