

Head, Patient Advocacy

Job ID

REQ-10028394

Apr 01, 2025

Japan

Summary

Lead and drive the design and execution of an integrated patient advocacy strategy to create an optimal environment to foster relevant legislative and frame conditions for better patient access to Novartis business, therapy and medicines in Japan. Providing strategic direction to our business partners, seamlessly connected with interdependency with Country TA heads, TA communication, Public Affairs and Value and Access, this role will deliver country patient advocacy strategy of pre-launch, launch of priority brand and above product corporate brand 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. Build above brand patient strategy supporting reputation for Novartis within the country.

About the Role

- 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 strengthen corporate reputation, enhance our product adoption, advocacy and policy efforts and drive business growth within Japan.
- Expand, enhance and prioritize connection with relevant Patient communities and Advocacy groups to position Novartis Japan as a best partner to support patient access to the relevant TA.
- Partner closely with development, patient engagement, patient solutions team to ensure to build roadmap, common definition and implementation scheme of an adaptive and business impact focused patient advocacy strategy.
- Be an indispensable partner to the business and country leadership through developing and executing an audience-insight led, innovative and data-based PA strategy for prioritised business areas and medicines and above-brand corporate priorities and build reputation of Patient Advocacy team and it's benefits within the country team.
- Work closely with TA communications and corporate communications team on aligned objectives and priorities, facilitating seamless collaboration and role modelling one team mindset.
- In partnership with global/international team, leverage a central real-time data platform to generate insights, data, and analytics to predict trends and patient community stakeholders' views and needs, and consequently shape our strategies at the country level.
- Lead and maintain patient community stakeholder mapping efforts across the country and ensure strategic management of relationships with patient organizations, relevant groups and influencers
- Drive best practices sharing across International and the broader enterprise 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. Role

modeling of sharing knowledge and insights across countries and geographies and leading a team that leverages the power of our talent across the world.

- Build and cross-functionally embed guidance and recommendations of programmatic approach to engage with patient organizations and relevant groups in line with brand strategies
- Represent patient advocacy strategy with senior 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.
- Serve as a spokesperson for the company on patient advocacy issues, representing Novartis at conferences, events, and media opportunities.
- 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.
- Implementation of guidance for compliant governance and processes to engage with patient organizations and relevant groups.
- Accountability for budget of respective brand's patient advocacy strategies. Including governance and compliance of Patient Advocacy grants, sponsorships and reporting.
- 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.
- As Japan C&PA leadership member, implement cross team effort to realize a predictive mindset team – and build a solid team of patient advocacy practitioners, including coaching, performance management, etc.

Education:

- Bachelor's degree or above

Experience:

- 10-12 years diversified patient relations, patient advocacy.
- Policy shaping collaboration with public affairs
- Deep understanding of HC systems in Japan
- Fluent in policy discussions on health care systems, pharma industry and patient community
- Industry/ Business Exposure in matrixed organization
- Medical/Product/Disease Area Knowledge and Launch Excellence
- Crisis and issues management in expertise area
- Experience in International environment

Skills:

- Leadership & influencing capability.
- Proven ability to cultivate high performing teams - Team leadership and management.
- Provide direction, delegating and removing obstacles to get work done.
- High level strategic partnering skills with proven ability to engage and influence stakeholders at all levels both internal and external.

- Ability to prioritize & maximize resources.
- Excellent people & communication skills,
- Business and organizational awareness, enterprise perspective.
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.
- Excellent business level Japanese and English
- Strong business acumen

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>

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf

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Division

Corporate Affairs

Business Unit

CTS

Location

Japan

Site

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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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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