

Embrace Account

Position Purpose

The Embrace Account supports the implementation of the strategies defined by the Embrace Franchise to improve GP knowledge and awareness on chronic diseases in which Novartis can support appropriate treatment with its products.

His/her main objective is to sustain the overcoming of clinical inertia, helping GPs to optimize patient journey, from diagnosis to treatment of chronic patients.

The Account is responsible to support the access time reduction to visits with specialist and to appropriate treatments, developing awareness and understanding around chronic diseases, with prompt diagnosis and open collaboration between GP and Specialist in the co-management of the patient.

He/she should leverage the collaboration with other Franchises REPs, in order to guarantee effectiveness in his/her territory and to achieve business objectives through a series of innovative and measurable activities, services, projects aimed to optimize the patient journey.

Major Accountabilities

- Delivers scientific information to GPs and relevant Pharmacies on the agreed pathologies,
- Creates awareness about the diseases, symptoms, comorbidities, diagnosis paths and different treatments management
- Supports the identification of patients who need to be referred to a Specialist evaluation
- Works in close collaboration with other Franchises Field functions (REP, CMM, MSL, KAM), in order to facilitate links between GPs and reference Hospital centers/clinicians, to effectively implement local projects and initiatives, to support the organization of mini-meetings from specialist clinicians with GPs association
- Suggests and supports the development of awareness initiatives on Pharmacies in collaboration with Trade Marketing Manager, working mostly on screening and compliance
- Works with Multichannel Marketing Managers and CMMs to exploit all digital based solutions to get in touch with his/her targets
- Analyzes environment/healthcare trends and suggests the development of impactful activities to overcome clinical inertia
- Ensures P3 (country's legislation), the Farmindustria Code of Conduct and all internal regulations and processes are respected
- Shares with colleagues "best practices" and supports business objectives through the development of ad hoc strategies and programs
- Acquires and consolidates awareness of the area thorough market knowledge, customers' networks, key dynamics of the business, main competitors and when is possible their best practice
- Strong attitude to digital tools to offer the most appropriate solutions to each physicians and reach the maximum number of GPs

KPI

Delivery of agreed targets with respect to referral to centers, time to treatment and therapy compliance

Background

Education: Degree in scientific subjects (in line with D.Lgs. n°219/06)

Experience: less than one year experience in any pharmaceutical company or working in pharmacies

Curious approach, high learning agility, humility to start collaboration with Field colleagues

Language: Fluent knowledge of local language and English (spoken and written)

Contract:

"Contratto di Apprendistato"