



JOB DESCRIPTION

I. POSITION SUMMARY:

The Director of Market Access will lead the development and execution of strategic marketing plans within Market Access to secure optimal payer coverage/policy and physician/patient access for assigned products. This individual will act as the strategic and tactical market access lead for assigned products responsible for the development and implementation of Payer value proposition and promotional/non-personal tools and tactics for use with third party payers, including Managed Care organizations, Government agencies, and Hospital Institutions.

DUTIES AND RESPONSIBILITIES:

- Identify opportunities to collaborate with Payers to ensure members have access to providers where product has proven to deliver high quality care.
- Manage agency and vendor relationships in developing promotional programs and materials aligned with access/brand strategy.
- Implement strategies and tactics to support appropriate, formulary/pathway placement, reimbursement (coverage, coding, payment and patient access) across payer customers
- Negotiate cost effective contracts that allow access to products by providers and their patients.
- Maintain ongoing market access/segment level situational assessment and understanding for assigned products through market research, payer account feedback, direct customer interactions, published industry reports, policy updates and/or payer analytics tools to identify any potential market access threats or opportunities.
- Create and oversee annual Market Access Marketing budgets and ensure that individual programs and tactics are delivered on time and within forecasted budget.
- Perform other duties as assigned.

SKILLS AND ABILITIES:

- Broad technical knowledge of managed markets/market access.
- Excellent analytical, communication (oral and written) and organizational/planning skills.
- Ability to apply appropriate interpersonal styles and communications methods to influence and build effective relationships with business partners (e.g. peers, functional partners, external vendors and alliance partners).
- Ability to skillfully negotiate in tough situations with both internal and external groups.
- Ability to effectively manage competing priorities with strong sense of urgency.
- Demonstrated problem-solving capabilities.

MINIMUM REQUIREMENTS:

- Bachelor's Degree in Business/Marketing required; Advanced degree (MHA, MPH, MBA) with clinical and/or business focus preferred.
- 5+ years of experience in managed markets/market access marketing within the pharmaceutical industry with direct managed care experience.

II. COMPLEXITY OF WORK:

Requires good verbal and written communication skills, tact, accuracy, and the ability to prioritize work and work well under extreme pressure. Ability to work independently and interface with various levels of administration and management. Must maintain all levels of confidentiality and have a professional, positive attitude towards the job.

III. SUPERVISION OF OTHERS:

Yes.

IV. RESPONSIBILITY FOR CONFIDENTIAL INFORMATION:

The majority of information processed by the Director of Market Access is extremely confidential and requires utmost discretion in handling. In addition, the Director of Market Access is often referred unusual and sensitive requests for information, which may involve other office staff. The Director of Market Access is required to keep this information confidential and not discuss it with the other staff members in the office.

V. UNUSUAL JOB REQUIREMENTS:

May be required to perform other duties as appropriate to the needs of Emmaus Medical that are not listed and in addition to this job description.