



Job Description

Job Title: National Account Manager (NAM), Market Access

Department: Market Access

Reports to: Director, Market Access Field

Classification:

Date: March 31, 2017

Salary Grade:

Summary/Objective

The role of the National Account Manager is to ensure access to neratinib through coverage and reimbursement by public and private payers. Target customer groups include, but are not limited to, health plans, PBMs, Medicare Advantage plans, state Medicaid and managed Medicaid plans, and oncology state societies.

Essential Functions

- Cultivate and strengthen trust-based business relationships at multiple levels of every account including but are not limited to, the medical director, pharmacy director, and other senior levels of management.
- Develop strategic relationships with state oncology societies
- Ensure on-label coverage policies and appropriate formulary/tier placement.
- Educate managed care customers about the disease state and clinical benefits of neratinib.
- Develop account business plans in accordance with overall brand strategy.
- Communicate payer opportunities and threats to relevant internal strategy teams.
- Negotiate contracts and agreements, when necessary, with payers.
- Conduct regular business reviews to identify and provide updates on business opportunities
- Stay up-to-date on regional and national health care policy and trends as they pertain to local and national managed markets.
- Monitor and address payer activity with respect to HER2+ therapies, especially in the adjuvant and extended adjuvant settings.
- Work with Sales to garner support of KOLs and community oncologists to support payer coverage.
- Serve as liaison for local managed care and reimbursement activities, including reimbursement hub services, for the sales team.
- Educate Sales on patient support services and local managed care landscape.
- Support Sales as needed on reimbursement issues in physician accounts.
- May be required to call on key accounts during launch phase of commercialization of first product.
- Partner with peers, marketing, sales, and training personnel to; develop material or training tools, share information and implement strategies with channel partners.
- Lead cross-functional commercial initiatives as assigned.
- Ensure team's compliance with legal and regulatory requirements with respect to market access and reimbursement.
- Manage timelines, costs, resources, and report status and progress plan to management. Identify and review resource requirements.

Competencies

- Encourages ownership, accountability, initiative, and engagement within the entire team.
- Has excellent interpersonal, presentation and communication skills including leading or facilitating executive level discussions.
- Is able to build strong trust based relationships with leaders and influencers in customer organizations.

- Has a deep understanding of market access and payer environment at a national and local level.
- Demonstrated contract negotiation skills including achieving near-term and long-term objectives.
- Has strong clinical, financial and analytical skills and acumen.
- Identifies issues and opportunities and uses robust analytical rigor to frame situations, make decisions and incorporate new perspectives and ideas.
- Exhibits both a long-term, strategic view of the business and a focus on driving immediate results.
- Develops solutions to overcome internal and external obstacles in the strategic planning process.
- Is familiar with organizational structures and dynamics and can get things done through formal and informal channels.
- Experience developing and executing account plans.
- Impeccable ethics and integrity and a strong understanding of and compliance with legal and regulatory parameters.
- Consistent achievement of market access goals and objectives.
- Entrepreneurial drive in building and launching a product and a company.

Supervisor Responsibilities

This position does not have any direct supervisory responsibilities.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

The physical demands described are representative of those that must be met by an employee to successfully perform the primary functions of this position.

The physical demands of the office are normally associated with extended amounts of time sitting and using office equipment, including a computer, keyboard and mouse, which can cause muscle strain. While performing duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; and talk or hear. The employee must occasionally lift or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

Position Type/Expected Hours of Work

This is a full-time position. Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. This position regularly requires long hours and may require weekend work.

Travel

Travel is primarily local during the business day, although some out-of-area and overnight travel may be expected. Travel may be required (up to 50%).

Required Education & Professional Experience

- Bachelor's degree; MBA or other relevant advanced degree preferred
- Seven years' experience working with health plans, PBMs, GPOs, or other national/regional accounts (do you want more experience with this?)
- At least five years' experience in a sales or sales management role in the pharmaceutical, biotechnology, or related industry

Preferred Education & Experience

- Launch experience with a new bio/pharma company and preferably of a specialty oral product
- Oncology therapeutic market experience
- Experience in regional sales/account management position at a biopharma company.

Additional Eligibility Qualifications

- Broad functional experiences in the US specialty market (particularly sales/sales management and/or marketing, pricing/reimbursement distribution/specialty pharmacy and/or policy/government relations and/or patient advocacy/professional relations).
- Two (2) or more years of home office market access experience

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Equal Opportunity Employer

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