

Access Strategy Manager

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Марокко

Сводка

The Access Strategy Manager for Morocco operates within the country, reporting directly to the Patient Access Head MTA. This position does not have any direct reports. The primary purpose of the role is to support the Market Access department in its operations, focusing on unlocking access both "beyond the pill" and overcoming traditional reimbursement challenges. Additionally, the role ensures the integration of healthcare system strengthening into broader access strategies.

About the Role

Market Access Leadership

The Access Strategy Manager leads all Market Access initiatives within Morocco. Core responsibilities include conducting pricing analyses, overseeing Health Economics & Outcomes Research (HEOR), and managing access contracts. The role requires acting as the primary liaison with health authorities and key decision-makers to secure optimal market access for new product launches and maintain access for the existing portfolio.

Value Proposition Development

A crucial component of the role involves designing and delivering robust pharmacoeconomic dossiers that highlight both the clinical and economic value of products. This supports successful market access and reimbursement discussions.

Launch Excellence

The Access Strategy Manager ensures timely and successful product launches by collaborating closely with global and cluster teams. This includes strategic planning and execution of market access strategies, aligning these with medical, regulatory, and marketing teams to optimize launch outcomes.

Market Intelligence

The role is responsible for monitoring and analyzing market trends, regulatory changes, and competitive dynamics. This intelligence is essential for adapting market access strategies and maintaining a competitive edge.

Patient Access Programs

As the owner of Patient Access Programs (POP), the manager is responsible for the design, planning, and execution of these programs, ensuring adequate resources and time are allocated for all activities. Regular interaction with the POP Champion and the Pharmacovigilance Responsible (PVR) is essential to discuss POP and ESP performance, maintain compliance, and follow up on non-compliance cases. The manager collaborates on appropriate actions and risk mitigation, including addressing deviations and corrective and preventive actions (CAPAs).

Compliance with all local laws and regulations is mandatory. The manager supports internal and external audits and inspections as needed and ensures proper handover of activities in the event of leaving the role or during planned absences, coordinating closely with the POP Champion.

The role also involves implementing Patient Assistance Programs (PAP) and Early Access Programs (EAP), providing patients with necessary access to treatments.

Pricing & Reimbursement

The Access Strategy Manager defines and implements pricing and reimbursement strategies with the aim of maximizing product value and competitiveness. The manager leads negotiations for pricing and reimbursement agreements with payers and relevant authorities, prepares comprehensive pricing business cases, and anticipates factors that may impact tariff reviews or reimbursement decisions. Additionally, the manager is responsible for creating pricing forecasts for financial exercises, ensuring accuracy in planning and accounts.

Tendering & Contracting

The manager serves as the backup for the tender and Key Account Management (KAM) manager, supporting tendering and contracting activities as required.

Strategic Projects & Partnerships

The Access Strategy Manager leads strategic initiatives, manages partnerships with identified institutions, and ensures impactful execution of joint projects. The role drives cross-functional collaboration and guarantees timely delivery of project milestones, while also monitoring key performance indicators (KPIs) and reporting progress to organizational leadership.

Qualifications & Experience

- University degree required in Pharmacy, Health Economics, Public Health, or a related field.
- Open to both early-career and experienced profiles; prior experience in Market Access, Pricing, or Health Policy is an advantage but not mandatory.
- Strong interest in healthcare systems, market access, and health economics, with willingness to learn and develop expertise in these areas.

- Knowledge or exposure to Morocco's (or regional) healthcare landscape, regulatory environment, and payer dynamics is a plus.
- Dynamic, innovative, and proactive mindset, with the ability to work in complex and evolving environments.
- Strong communication, analytical, and problem-solving skills, with the ability to engage stakeholders and contribute to strategic thinking.

Language Requirements

- Fluency in both French and English is mandatory.

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