

# External Affairs Manager

Job ID  
REQ-10037197  
Mar 03, 2025  
Sweden

## Summary

Location: Sweden, field based.  
Territory: Mellansverige

The External Affairs Manager (EAM) is responsible for driving regional access strategies and implement access tactics for priority brands by engaging with regional healthcare decision-makers, payers, and policymakers. The role focuses on overcoming patient access barriers, optimizing pricing opportunities, and shaping regional market conditions in alignment with national healthcare policies and HTA processes. The EAM ensures effective implementation of managed entry strategies to secure timely and sustainable patient access to innovative medicines.

The position reports to the Head of Regional Access.

## About the Role

### Your Key Responsibilities:

Your responsibilities include, but not limited to:

- **Regional Access Leadership:** Develop and execute regional strategies & tactics by driving clear activities to optimize regional patient access to priority brands, ensuring the inclusion and accessibility of priority brands within the healthcare regions. Securing structural, process-related, and treatment follow-up barriers are managed in the regions. Demonstrate excellent collaborative and strategic mindset in exploring gaps and finding new opportunities and solutions to barriers in regional patient access.
- **Stakeholder Engagement:** Build and maintain strategic relationships with key regional stakeholders, including but not exclusive to, payers, healthcare providers, and civil servants, to influence decision-making and policy shaping. Fostering strategic partnerships with Lif (Läkemedelsindustriföreningen) .
- **Cross-Functional Collaboration:** Work closely with internal teams such as Healthcare Managers, Medical Leads, Public Affairs, Value and Access Managers (VAM), Pricing and Tender Managers (P&TM), and Strategic Partnership Leads to align regional activities with national access strategies.
- **Funding & recommendations:** Drive and execute the regional, account funding, hospital listings & recommendation processes, to maximize market opportunities for priority brands.
- **Advocacy & Communication:** Lead regional communication strategies, developing clear value propositions and ensuring consistent messaging to stakeholders responsible for healthcare budget allocation and patient access.
- **Strategic Insights & Planning:** Provide actionable insights and input from regional access work to the Brand Team and Country Impact Plan, contributing to the strategic direction of products. Analyze, identify, and address access barriers within the One Impact Plan (OIP) and Tactical Plans (TP) to

improve patient access to Novartis Priority Brands across Swedish regions. In this role, the selected candidate can serve as External Affairs Lead for selected brands, bearing responsibility for advancing key access deliverables. This includes coordinating knowledge sharing across Swedish regions, regularly updating and following up on trackers, and ensuring initiatives align with strategic objectives.

- **Performance Monitoring:** Analyze and address regional access challenges, incorporating findings into the One Impact Plan (OIP) and Tactical Plans (TPs) to ensure optimized patient access.

## Essential Requirements:

- Education: Bachelor's or Master's degree in a relevant field such as Business, Health Economics, Public Affairs, Political Science, or related areas.
- Min. 3 years of experience in pharmaceutical market access, external affairs and/or public policy.
- Proven experience in engaging with regional healthcare decision-makers, including payers, and civil servants.
- Excellent communication and negotiation skills with the ability to influence policy decisions and advocate for patient access.
- Proficient English and Swedish, both written and spoken.
- Strong strategic mindset with a focus on collaborative engagement across functions.
- In-depth understanding of Swedish healthcare, regional HTA processes, and managed entry schemes.

## Desirable Requirements:

- Cardiology therapeutic area knowledge.

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Division

International

Business Unit

Innovative Medicines

Location

Sweden

Site

Kista

Company / Legal Entity

SE06 (FCRS = SE006) Novartis Sverige AB

Functional Area

Market Access

Job Type

Full time

Employment Type

Regular

Shift Work

No

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