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ASIA EDITION

Job Alert : Regional Market Access Director, APAC at Abbott

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The Market Access Director will lead all activities from assessing the market and potential of the product in a given geography, to map out the different enablers and barriers to entry and then formulate a plan



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The position works collaboratively with Sales, Marketing, Legal, Regulatory Affairs, Medical Affairs, Govt. Affairs, and Finance internally and various external stakeholders, to successfully position the Abbott ID value proposition and return long term business value to Abbott APAC.

Technical / Operational

- To strategize, develop and be responsible for execution of key market access activities in the region for both key current product as well as all future products of Abbott Infectious Diseases in APAC.
- Continually assess healthcare policy dynamics across APAC and makes adjustments to value propositions and reimbursement or pricing strategies as required.
- Play an active role in mapping out the regulatory environment and regulatory pathway for the key product portfolios.
- Directs payer and patient research activities to understand stakeholder requirements, key healthcare policies for chosen products and health technology/assessment hurdles across APAC.
- Provides input into clinical evidence generation strategies and plans
- Contribute to the development of proposals and concept papers that clearly convey the use case for Abbott Rapid Diagnostic Products current and future with accurate estimates of project budgets and associated timelines.
- Design and implement health outcomes and/or economic studies - from study concept stage to final report, including burden of illness studies, patient-reported outcomes studies, prospective or retrospective observational

epidemiologic or health resource utilization studies and database analyses
- Builds strong relationships with external stakeholders, policy makers and consultants.
- Cultivate effective working relationships with key government officials, payors (public and private), influential health care providers and other market influencers (i.e. Advocacy Groups, Coalitions, etc.)
- Participate in cross functional activities to ensure the commercial success in the region, such as business case preparations, offering strategic input to regulatory
- Innovative contracting to conclude reimbursement discussions Help design and structure agreements with the payers that honour the specifics of the test and allows for the specificities of the local market conditions
- Serve as a content resource and team lead for the development of clinical materials, market research reports, implementation of outcomes studies.
- Collaboration with pharma, diagnostics and other healthcare entities for business expansion.

Education

- Bachelors/Masters/PHD or equivalent in Public Health/HEOR/Market Access.
- Overall experience in Market Access roles of at least 12 -15 years with regional, multicounty operational proficiency with experience in key APAC countries – China, India, Korea, Indonesia, Vietnam, Thailand, Philippines, Pakistan and others.
- Good experience of strategic and operational Market Access in Healthcare domainin Infectious Diseases and IVD.
- High level of experience developing and executing launch plans into diverse market segments
- Experience in developing and leading market access strategies, robust value dossiers and HTA submissions.
- Demonstrated knowledge of payer decision-making, coverage, coding and payment for medical devices for both private and public payers.
- Experience with population and health outcome statistical analysis.

Technical/Operational

- Experience in a diagnostic laboratory/industry.
- Thorough understanding of project/program management techniques and method
- Ability to work independently and take responsibility for own actions.
- Ability to work cohesively and cooperatively in a team with local countries, APAC Regional teams and Global Product teams
- Organisational skills plus a good attention for detail.
- Sound written and oral communication skills.
- Proven ability in problem-solving.
- Ability to plan and prioritise work according to business needs and change focus when required.

Apply Now!