Lead Medical Affairs- Brazil

PURPOSE:

To effectively lead the Medical Affairs and Medico marketing activities in Brazil, providing effective business enablement and high edge scientific activities towards achieving disease and therapy area leadership and enhancing access of products in disease and therapy areas of interest. Help in evaluation of New Products for therapy prominence working with global medical affairs, strategy team and marketing team. Build connect with KOLs in shaping Therapy understanding and molecule understanding. To have scientific activities that are considered differentiated and purposeful for targeted audience. Guide marketing teams in ensuring proper medical inputs and activities are delivered as per compliance. Provide the desired interpretation of Pharmacovigilance requirements to ensure full compliance with pharmacovigilance SOPs and regulations.

Responsibilities:

A. Insight Generation and Stakeholder Management

1. Establish regular KOL Connect and support stakeholder management
2. Increase the depth of insight generation through thought leader interactions to create tangible and impactful strategies
3. To deepen the relationship with thought leaders towards creating advocates
4. Obtain deep insights through well planned advisory boards

B. Conduct High Quality Medical Education Activities towards Shaping therapy areas of Interest

1. Identify Knowledge gaps through robust insight generation
2. Develop high quality medical education activities in form of ISPs, CMEs, RTMs, FGDs, Academy's, Conclaves, Symposium etc aligned to brand and divisional strategy.
3. Leverage technology to enhance reach of medical education activities
4. Develop a pool of high profile thought leaders as speakers for the medical education activities
5. Drive the global initiatives and programs in the country

C. Conduct High Quality Evidence Generation Activities and Publications to fulfil Data Gaps

1. Effectively identify Data gaps in products, disease and therapeutic areas of interest through robust insight generation in the country
2. Effectively design robust evidence generation activities through development and execution of but not limited to epidemiological, observational/interventional/Real World Evidence/Patient reported outcomes/ pharmaco-economic/Drug Utilization studies etc. to fulfil data gaps for launched products
3. Design robust studies for post approval commitments (PMS/Phase IV) and ensure seamless and timely execution

4. Identify effective partner CROs for seamless execution of all planned studies within stipulated budgets and timelines and in-compliance with organizational and local regulations and guidelines
5. Ensure to develop and effectively execute a high-quality publication plan including but not limited to review articles, position papers, consensus statements, guidelines, treatment protocols, surveys etc towards effectively addressing the data gaps.

D. New Product Evaluation

1. Evaluate new products identified by portfolio and ideation team providing brazil perspective through customer interactions
2. Conducts a medical need – gap analysis on a continuous basis for all the responsible disease areas and Identify and recommend opportunities fulfilling the unmet need and first to launch opportunities
3. Identify trends and provides recommendations to enter new disease areas and new therapeutic areas based on the current disease trend analysis using the epidemiological data as well as projected trends for future.

E. Medico-marketing support

1. Support and provide inputs for effective marketing communication for the focus brands
2. Approval of promotional materials ensuring medical inputs and activities are delivered as per compliance
3. Training of KAMs to ensure their therapy knowledge and help

F. New Product Launch excellence

1. Identify and differentiate market creation and market capture attributes for products
2. Develop a robust prelaunch plan for all market creation products with at least T - 9 duration
3. Ensure seamless execution of all prelaunch activities for a market creation product.
4. Ensure development of optimal baseline TL advocacy for the market creation product to be launched

Eligibility:

- MD with 7 to 8 years of relevant experience in Oncology and Haematology therapy area is must