



JOB DESCRIPTION

Job Title:	ABPI Regional Partnership Manager	Date:	28 th October 2011
Reporting to:	NHS Partnership Manager		
Department:	Commercial	Location:	London
<p>1. Job Purpose and Background</p> <p>We represent innovative research-based biopharmaceutical companies, both large and small, leading an exciting new era of biosciences in the UK. We are recognised by Government as the industry body negotiating on behalf of the branded pharmaceutical industry, for statutory consultation requirements.</p> <p>Our industry, a major contributor to the economy of the UK, brings life-saving and life-enhancing medicines to patients. Our members supply 80 per cent of all medicines used by the NHS, and are researching and developing over two-thirds of the current medicines pipeline, ensuring that the UK remains at the forefront of helping patients prevent and overcome diseases.</p> <p>Reporting to the NHS Partnership Manager, the new role has been created for an ABPI Regional Partnership Manager who will work on a regional basis in the following priority areas of the Commercial agenda –</p> <ul style="list-style-type: none"> • To be the regional face of Industry and position Industry as a partner to the NHS and an integral part of the solution • Responsible for shaping and improving the regional environment for Industry, to enable rapid access and uptake of innovative medicines by working with member companies and NHS stakeholders • Develop and establish strong, sustainable relationships with key regional NHS market access stakeholders (SHAs, PCTs, CCGs) and member companies <p>This is a very interactive field based role that will involve working closely with regional NHS stakeholders, ABPI member companies, and ABPI colleagues. The role will operate at an Industry level not at an individual company or product level. The work of the ABPI Regional Partnership Managers linked to the ABPI Implementing Quality Outcomes working group. The individual will be required to live on territory.</p>			
<p>2. Principal Objectives / Responsibilities</p> <p>The specific accountabilities of the role are as follows -</p> <ul style="list-style-type: none"> ◆ Responsible for shaping and improving the regional environment for Industry, to enable rapid access and uptake of innovative medicines by working with member companies and NHS stakeholders ◆ To scope, develop and deliver optimum Industry market access plans for the region 			

- Connection of national policy (eg NICE guidance) to local implementation
- Implementation of agreed solutions within the NHS Chief Executive Innovation Review
- To develop, deliver and roll out regional partnership projects
- ◆ Develop and establish strong, sustainable relationships with key regional NHS market access stakeholders (SHAs, PCTs, CCGs) and member companies
 - Communication of key Industry messages to position Industry as a partner and part of the solution and reposition medicines as an integral part of the patient pathway (eg importance of medicines and impact on outcomes, medicines bill key facts, rights of patients to NICE recommended medicines, funding , adherence to NICE guidance/guidelines)
- ◆ To undertake appropriate research to support the development of regional market access
- ◆ Highlight and expose regional variation in funding and implementation of national guidance
- ◆ Identification and removal of regional Industry barriers/blockers to access and uptake
- ◆ To analyse on a continuous basis the current situation and impact of activity to achieve demonstrable improvements in the market access environment for Industry
 - Collection of evidence to illustrate issues and barriers to uptake and examples of success
 - Share learnings across NHS organisations and regions
- ◆ Visiting NHS stakeholders to discuss and influence the above agenda and set up relevant meetings with stakeholders
- ◆ Attend relevant regional NHS meetings
- ◆ Timely completion of agreed paperwork and reports on regional progress and activities

General

- ◆ Supports NHS Partnership Manager in preparation for the IQO Working Group meetings
- ◆ Attendance at relevant stakeholder meetings with NHS Partnership Manager
- ◆ Maintains appropriate expert networks and builds strong relationships in order to ensure effective industry and stakeholder engagement and representation
- ◆ Attends ABPI Commercial meetings in ABPI offices London as and when appropriate

3. Experience and skill set

Experience profile

- ◆ Scientific or business degree
- ◆ ABPI qualified
- ◆ Broad pharmaceutical sector experience – ideally across both primary and specialist care sectors .
- ◆ Pharmaceutical Industry commercial experience is essential
- ◆ Experience in a high-level relationship building/environmental understanding role working at a SHA/PCT level is essential. This may include market access, NHS liason , Healthcare development roles

- ◆ Government policy experience is desirable
- ◆ A thorough understanding of the pharmaceutical industry environment , industry challenges and key access and uptake policies
- ◆ Thorough understanding of the NHS environment and likely changes over the next 2-3 years

Skills/competencies

- ◆ Proven ability to execute initiatives and to get positive results. Strong focus on delivery. Organised approach and attention to detail.
- ◆ Able to build positive relationships and influence stakeholders at a senior regional level across the NHS and with ABPI member companies. Proven networker.
- ◆ Ability to bring together and influence the right stakeholders, shape environments , remove barriers and enable progress/change
- ◆ Demonstrates ability to achieve results in a complex environment where it has been necessary to collaborate cross-functionally.
- ◆ Excellent verbal and written communication skills.
- ◆ Strong presentation and interpersonal skills, ability to build credibility and trust at a senior level within the industry, ABPI and NHS.

4. Performance Criteria

Performance criteria aligns to our values: Communication, Collaboration, Innovation, Empowerment, Trust & Integrity

Agreed by Job Holder

Name:

Signature:

Agreed by Line Manager

Name:

Signature: