

Grünenthal Ltd is a recently established affiliate of a German family owned pharmaceutical company. Specialising in pain management, their continued aim is to create a highly respected UK pharmaceutical company through the launch of products from their own strong product pipeline.

Following the successful launch of Versatis earlier in 2007, the company is now preparing for a further major product launch. These **newly formed** roles offer a tremendous opportunity to join a small pharmaceutical company at a very important time in its development to shape strategy and influence key decisions in order to build a truly customer focussed organisation.

Head Office is based in Stokenchurch, Bucks

Health Economy Liaison Manager (North)

Health Economy Liaison Manager (South)

Reporting to - Head of Health Policy

The Role:

The aim of these positions will be to address barriers to access for specific products and increase sales of existing products by identifying prescribers, influencers and decision making groups that have an influence on current provision of healthcare. There will also be responsibility for creating and implementing innovative solutions to breaking down the barriers to prescribing.

Overall Purpose of the Role

- To fully understand the current provision of NHS healthcare (local, regional and national) and anticipate how this is likely to change in the future particularly at territory level.
- Ensure this intelligence is shared with relevant internal and external customers.
- Maximise product usage, formulary inclusions and formulary status within the PCO's on territory, ensuring they take responsibility and are actively involved in the development of business plans.
- Work in close association with Regional Business Managers, through identification of key opportunities and key decision making groups within the territory.
- Liaise with senior members of the PCO's, Health Authorities and within hospitals consultants.

Responsibilities of Job / Limits of Authority

- Provide support to payer related interactions including use of materials for field force staff with payer responsibilities.
- Adapt Health Outcomes materials for local use (e.g. formulary application templates / business cases).
- Initiate and develop the company's relationships with Strategic Health Authorities and with PCO's
- Initiate and develop the company's relationships with PCO's
- Develop and maintain knowledge of disease area, products, and health economic cases for products and competition.
- Develop and maintain knowledge of NHS and impact on the company's business.
- Work closely with the company's sales, Health Policy and head office teams to ensure access is successful.
- Field based – North will be covering Midlands and upwards (England only) South will be everything below the Midlands. There will be the likelihood for some overseas travel. Wales, Scotland and Northern Ireland will be covered by the Head of Health Policy

Requirements / Skills of the Role

- Refined interpersonal skills with abilities to present to people at differing levels
- Significant working knowledge and experience with NHS / Health Development Management
- Selling skills with emphasis on payer NHS focus
- Detailed knowledge of the company's product and associate diseases
- Strong key account skills and previous people and project management experience
- Display effective team work in diverse groups
- Evidence of gaining formulary and guideline inclusion at hospital and PCT level
- Experience of communication to NHS payers, e.g. PCO's
- Demonstrable ability to sell at all levels with the proven ability to overcome barriers
- Excellent knowledge of NHS Policy is essential
- Full UK driving licence
- Appropriate information technology ("computer") skills and working knowledge / experience of standard software tools.

For all the above roles Grünenthal are looking for enthusiastic team players with a real desire to innovate & implement their own ideas and enjoy the many rewards that will come from being an integral part of a recently established, successful, customer focussed organisation.

Please apply in the first instance to Salvatore Picillo: salvatore.picillo@grunenthal.com

