



Job Title: Director Managed Care / Access Services
Reports to: Keith Schmidt, MBA, VP Marketing and Sales
Date: November, 2011
FLSA Exemption Status: Exempt

General Summary: Reports to the VP of Marketing and Sales, this position play an important role in driving the company's future growth by leading efforts to set a strategy for managed care and commercial and government payers, and providing patient access services related to the commercialization of Northera™ (droxidopa).

Principal Duties & Responsibilities:

- Working cross-functionally to create, implement and optimize all necessary national and regional account-level contracting, pull-through and sales initiatives
- Develop key contracting and selling relationships with strategic customers such as: National Long-term Care Facilities, National Extended Care Facilities, National Managed Care Organizations, State Medicaid Agencies, and National Specialty Pharmacies (as appropriate)
- Provide Chelsea with an in-depth knowledge of these key payers, institutions, and pharmacy customer groups. Provide in depth and actionable customer insights through the development of a framework for analyzing these customer groups. Further, develop analytics for assessing and understanding payers and strategic customers that can be utilized by the brand team, sales, marketing, and finance.
- Select, hire, and manage a team of Contracted Regional Account Managers (RAMs) in the fulfillment of key tactical responsibilities of contracting and pull-through.
- Manage/implement the standard activities related to customer pricing bid requests such as proposal profitability analysis and the drafting of any resulting contract terms and conditions.
- Assume accountability for the development of contract proposals for strategic customer classes
- Act as the primary liaison between Chelsea and the CMS, as well as all state and federal stakeholders.
- Collaborate with the sales management team to develop successful, compliant reimbursement, pricing and market access strategies.
- Establish collaborative, effective and trusting relationships with key internal functions including sales, R&D, legal, regulatory, finance and business development to ensure the free flow of information and ideas.
- Monitor performance against marketing forecasts, ensuring the achievement of results within budget.
- Understand the regulatory environment and comply with all legal and regulatory requirements, including: Food, Drug and Cosmetic Act, the Prescription Drug Marketing Act, the Pharma Code, the OIG codes, and ensure strategies and materials for promotion and marketing are for approved indications of the company's products.

Education and Work Experience:

The ideal candidate will have an advanced degree with an MBA preferred. Seven to ten years of pharma experience including setting managed care strategies, contracting and account management with specialty/orphan drug experience preferred.

Specialized Knowledge and Skills:

A record of accomplishment in highly competitive specialty markets is required, with some knowledge of the CNS market preferred; strong leadership and team-building skills. Demonstrated ability to lead and manage the contracting and reimbursement strategies of a successful therapeutic franchise, along with experience marketing premium-priced specialty products and the relevant safety and compliance considerations are of great benefit.

Work Environment and Physical Demands:

General office environment. Some travel (~25%) with occasional peak travel (>50%) should be anticipated and will be based on project requirements. No special physical demands required.

Disclaimer: The above declarations are not intended to be an *all-inclusive* list of the duties and responsibilities, skills and abilities required for the position. Rather, they are intended to describe the position's general nature.