



JOB TITLE:	Healthcare Development Key Account Manager (HD KAM)
REPORTS TO:	Head of Specialty Sales
BUSINESS AREA:	Commercial Specialities & Operations
DATE AMENDED:	October 2020

Zentiva Pharma UK Ltd is a leading manufacturer of generic, Specialty and Biosimilar pharmaceutical products throughout the UK and Europe. With more than 2,500 people across Europe and 3 production sites in Ankleswar, Prague and Bucharest we strive to be the champions of Generics and Biosimilar products to better support people's daily healthcare needs.

Zentiva is a producer of high-quality affordable medicines serving patients in Europe and beyond. With a dedicated team of more than 4,500 people and a network of production sites - including flagship sites in Prague, Bucharest and Ankleshwar - Zentiva strives to be the champion of branded and generic medicines in Europe to better support people's daily healthcare needs.

At Zentiva it is our aspiration that healthcare should be a right and not a privilege. More than ever, people need better access to high quality affordable medicines and healthcare. We work in partnership with physicians, pharmacists, wholesalers, regulators and governments to provide the everyday solutions that we all depend on.

Learn more about Zentiva on www.zentiva.co.uk

JOB PURPOSE

The HD KAM is responsible for the strategy and performance of the Zentiva Branded generics portfolio.

The HD KAM is accountable for the management & implementation of the Zentiva Branded Generics strategy within consortia groups & relevant procurement bodies – CCG's for England and Health Boards for the devolved nations (Scotland, Wales and Northern Ireland).

The successful candidate is required to cooperate transversally with the Commercial team, Supply Planning, Customer Service teams, Regulatory and other relevant teams. The role entails working with key procurement contacts in terms of pricing, volumes and supply to ensure optimal implementation of the strategy and growth of Zentiva branded generics.

KEY RESULTS/ACCOUNTABILITIES

Knowledge of the commercial environment

- To be an expert in the healthcare commissioning procurement environment by constantly keeping up-to-date with the changing commercial requirements in Zentiva and the external environment and the changing influences involved.
- To have a strong understanding of the Zentiva Branded Generics portfolio and understand future CCG/Health Boards opportunities.

KEY RESULTS/ACCOUNTABILITIES

- The ability to influence key stakeholders to improve the value of Zentiva Branded Generics portfolio

Develop and agree implementation of the Business Plan

- Demonstrates a strategic long term view based on a clear understanding of the customer's needs, the Zentiva internal operations plan, current budget, portfolio strategies over the annual and LRP time horizon.
- Accountable for designing, developing and integrating the account plan in line with the overall channel plan of CCG's/Health Boards.
- Shapes local customer opportunities to optimise incremental growth throughout the lifecycle of the portfolio.
- All channel plans should detail current situation, objectives, critical success factors, financial objectives and forecast including, actions, investments and timings.
- Leads or delegates local projects that fall out of the internal and external B strategic plan and facilitate their implementation.
- Undertakes regular analysis and reviews with the Channel Head and key stakeholders, making required alterations to the plan given changes in the environment.
- Achieves sales targets / contract adherence and other deliverables in line with the agreed plan

Lead on partnership opportunities and commercial connections

- Communicate an understanding of customers' current and future needs and the competitive environment to colleagues across the Zentiva organisation to ensure future business planning reflects current and future needs.
- Responsible for upholding the integrity of Zentiva's vision and aligning this with the Secondary care strategy
- Lead and demonstrates best practice and role model behaviour within the organisation consistent with the company values.
- Growth of Zentiva branded generic portfolio within the CCG/Health Board environment
- Identification of future pipeline branded generics against opportunities within the CCG/Health Board environment

Ownership of the channel

- Be seen as the "go to person" with regards to knowledge , networks, environmental conditions and changes regarding the CCG/Health Board and category C channel

Contribute to the development and delivery of Branded Generics portfolio and broader issue resolution

- Acting as a conduit for initiatives and resolving any issues in a timely manner and development of tracking and monitoring systems.
- Develop marketing communications for highlighting the Zentiva branded generics portfolio along with procurement efficiencies

Lead, develop & maintain relevant procurement relationships

KEY RESULTS/ACCOUNTABILITIES

- Develop strong relationships with Category leads, procurement pharmacists, HMM's, Prescribing leads and relevant procurement leads that have influence within the key therapeutic areas of the commercial portfolio.
- Key stakeholder management within NHS pharmacy purchasing and bodies associated with this (NHS CMU, Welsh Health, National Procurement Scotland, Northern Ireland Regional Stores, Consortia Groups, Procurement hubs, and other relevant procurement centres)
- Develop key relationships with GP practices (prescribing pharmacists, practice managers and key retail pharmacies) to ensure formulary decisions are executed at both prescribing and dispensing areas

Lead cross-functional Healthcare Commissioning and Category C projects.

- Provides proactive environmental evidence-based recommendations to engage appropriate resourcing, customer targeting and business planning.
- Responsible for the implementation of all approved commercial programmes, deals, and investments as part of managing the profitability of the CCG portfolio responsibility.
- Analyses and prioritises all available resources to achieve revenue, margin, distribution and product continuity goals.

KEY WORKING RELATIONSHIPS

INTERNAL

Regular, close contact with:

Head of Commercial & Specialities, Channel Head, Business Excellence, KAM's, Customer services, Supply Chain planners, Regulatory, Finance

Occasional contact with:

Marketing, IS support, Quality launch manager

EXTERNAL

Regular, close contact with:

- Area procurement leads, CCG prescribing leads and associated roles covering England and Health Board and Local Commissioning Group leads in the devolved nations (Scotland, Wales and Northern Ireland)
- CMU Category specialists & equivalent devolved nation roles.
- GP practices, practice prescribing pharmacists, practice managers and key retail pharmacies
- NHS agencies and governing bodies

SKILLS, EXPERIENCE & KNOWLEDGE REQUIREMENTS

Critical:

Demonstrable experience in the Healthcare Commissioning channel / commercial environment, delivering commercial results through business to business partnerships and negotiation

- Proven commercial and business acumen as demonstrated, by the ability to accurately assess and convey factual market intelligence to shape plans and targets.

SKILLS, EXPERIENCE & KNOWLEDGE REQUIREMENTS

- Demonstrated ability to influence relationships and leverage knowledge at all levels across a matrix structure, in line with the agreed joint business plan.
- Detailed knowledge of market, product supply routes and the associated financial structures and reimbursement
- Understanding of ABPI Code of Practice and all corporate policies and their practical application.
- Ability to rapidly and accurately assess and communicate business opportunities and capitalise upon them.
- Demonstrated innovation and courage in commercial proposals.
- Highly analytical
- IT competent

Desirable:

- Demonstrated project management skills.
- Fully conversant with meeting both in-market and in-house performance metrics.
- Demonstrated strength in designing, communicating and delivering easily adoptable account plans.
- Ability to anticipate change and demonstrate appropriate responsiveness.
- High level emotional intelligence and business integrity

Approved

Date:	October 2020
Job holder:	
Manager:	Head of Specialty Sales