



focus.
do what's important, work with purpose and passion

ingenuity.
invent a better way

tenacity.
get it across the goal line

transparency.
engender trust, build credibility

fun.
have lots of it

Title: (Associate) Director, Payer Marketing

The Company:

Flexion Therapeutics is a specialty pharmaceutical company focused on the development and commercialization of novel, local therapies for the treatment of patients with musculoskeletal conditions, beginning with osteoarthritis (OA), a type of degenerative arthritis. The company is currently advancing a drug candidate that has the potential to provide rapid, powerful, and durable pain relief compared with existing therapies.

Our lead product candidate, Zilretta™ (also known as FX006) is a sustained-release, intra-articular, non-opioid investigational treatment in late-stage development for patients with moderate to severe OA pain.

The Role:

As we continue our growth during this critical period, we are expanding the commercial team and looking for a strategic and dynamic (Associate) Director of Payer Marketing. This role will work closely with the Market Access team to create and implement the payer strategy for Zilretta across all relevant stakeholders, including Commercial and Government payers, Pharmacy Benefit Managers and Specialty Pharmacy Providers. This position offers an extraordinary opportunity to collaborate with brand teams, US Market Access, Market Research, Training and other departments as necessary to develop materials and tactics which enable the market access account team to optimize coverage and reimbursement for the product. This role will also create and drive payer pull-through initiatives with the MD sales team. This role will also have the critical role to ensure integration of payer marketing with physician and patient marketing initiatives. This position will report to the VP, Marketing and offers an opportunity to be part of the creation of a world-class commercial organization.

Responsibilities:

- Provide strategic leadership for the brand payer strategy while maintaining cross-functional alignment brand.
- Develop, test and refine payer positioning and messaging.

- Collaborate with HEOR colleagues to optimize the economic support for Zilretta.
- Develop value proposition, associated messages and support materials/programs for the payer account team which effectively convey the value of Zilretta and optimize coverage and reimbursement for the product.
- Lead and implement strategy and tactics to increase share of voice with payer customers through non personal, sponsorships, journal advertising, and field based materials.
- Champion materials and programs through the MLR review process.
- Work closely with the training department to train the account team and optimize roll-out of initiatives to both payer account and physician sales teams.
- Serve as a contact for Flexion engagement with relevant Payer Advocacy organizations, associations & meetings (AMCP, NAMCP, PCMA, etc.)
- Work closely with the market access team to optimize payer pricing contracting.
- Create and execute field based pull-through initiatives.
- Lead the development and implementation of best in class payer learning curriculum for all customer facing teams.
- Work with cross-functional team to create and review performance dashboards, identifying opportunities for advancing the business.
- Manage appropriate vendors and agencies to ensure alignment to brand strategy while operating in a cost effective manner.

Requirements:

- 7-10+ years of managed market experience with significant time spent in payer marketing specific roles.
- Experience and proven success in launching new, transformational products.
- Proven understanding of the US commercial and government payer landscape for Part B products. Knowledge of US Medicare, Medicaid and commercial payers including reimbursement methodologies, pricing/reimbursement authorities' decision-making process, and current reimbursement issues.
- Previous experience in osteoarthritis or pain is strongly preferred, as are previous experience with MD administered specialty injectables and markets with combination buy and bill and specialty pharmacy reimbursement.
- Strong leadership skills with the ability to champion the brand and align internal cross-functional stakeholders and achieve results through collaboration.
- Ability to develop and implement tactical executions that have high impact (e.g., marketing materials, special programs, etc.)
- Ability to clearly and effectively communicate strategy and ideas, both verbally and written, across sales, marketing, matrix partners as well as external advocate community.
- Strong analytical and interpersonal skills, proven track record of effectively and efficiently driving performance, strong ability to build alignment and collaborative working relationships, proven project management experience, demonstrated success in managing multiple priorities, knowledge and experience in navigating the MLR approval process.
- Strong sense of professionalism, accountability, urgency and ability to decide and act.
- Reliable and responsible management of budgets and expenses.

Education:

- B.S. required. MBA preferred.