

Aerin Medical, Inc.
Market Access Director

Primary Job Function:

Work in conjunction with cross-functional team to develop and implement market access strategies to secure coverage and payment for Aerin Medical products

Position will establish and leverage critical relationships with key market access stakeholders, developing key physician relationships, and establishing mutually beneficial partnership opportunities with payers

Position will interact directly with Aerin's commercial team and physician/account customers to assist with reimbursement as needed

Major Accountabilities:

- Develop a comprehensive perspective of the US payer landscape as it relates to Aerin Medical products
- Develop and execute a payer-engagement strategy within target geography to secure reimbursement and patient access to Aerin Medical products, including identifying (and mobilizing) cross-functional contributions
- Understand and prioritize most relevant (influential, accessible) market access stakeholders (payers, governmental bodies, industry associations, professional associations and other stakeholders) within assigned geography
- Build trust and strategic relationships with key stakeholders to influence payer reviews and coverage, including management of direct KOL engagement with payers to influence coverage decisions
- Develop messaging and materials communicating Aerin's value proposition, considering the specific needs of payers and reimbursement-related stakeholders and identify mutually beneficial partnering opportunities
- Maintain an in-depth understanding of the US payer landscape, analyzing market access trends / health policy changes and mapping reimbursement requirements by payer type for Aerin Medical products to make proactive recommendations on payer targets and strategies
- Understand customer reimbursement challenges and work with sales and customers to solve
- Identify opportunities to assist sales and customers with reimbursement and coding needs
- Assess individual customer reimbursement landscapes and educate customers on opportunities

Qualifications

REQUIRED: Bachelor's degree in health or business related major

PREFERRED: Master's Degree

EXPERIENCE REQUIRED:

- At least 8 years experience in reimbursement, coding, and influencing payer coverage decisions, with strong relationships with leadership of public and private payers
- At least 8 years experience in medical device industry, health policy or related functions of payers
- Track record of using product attributes, clinical evidence, and health economic considerations to generate compelling messages that influence coverage policy decisions
- Broad knowledge of government and private payer reimbursement
- Existing network to local market access stakeholders
- Ability to analyze information and assess risk potential

EXPERIENCE PREFERRED:

- Experience in ENT market

TECHNICAL SKILLS/TRAINING REQUIRED:

- Ability to assess impact of reimbursement policies
- Ability to develop impactful strategies & action plans to mitigate reimbursement challenges
- Skills and acumen to build collaborative relationships with relevant decision makers and key opinion leaders
- Ability to execute and impact on reimbursement decisions
- Strong written and verbal communication skills

TECHNICAL SKILLS/TRAINING PREFERRED:

- PowerPoint/ Excel/ Word

Travel

- This role requires up to 60% domestic travel