

ReCor Medical

Ultrasound Denervation Therapies

Director Market Access

Department: Marketing

Reporting to: Sr Director Market Access

Location: Palo Alto, CA

About ReCor Medical

ReCor Medical, headquartered in Palo Alto, CA, is an innovative medical technology company focused on transforming the management of hypertension, the leading cardiovascular risk factor in the world. ReCor has pioneered the innovative, minimally invasive use of ultrasound in renal denervation to lower blood pressure in patients with hypertension. The company is focused on investing in high quality product development efforts, as well as rigorous clinical studies to create a strong foundation for future clinical adoption.

ReCor Medical is a wholly owned subsidiary of Otsuka Medical Devices Co., Ltd. Otsuka Medical Devices focuses on the global development and commercialization of endovascular therapies that provide new therapeutic options in areas where patient needs cannot be met through pharmaceutical treatment. Otsuka Medical Devices Co., Ltd. is a subsidiary of Otsuka Holdings Co., Ltd., a leading global healthcare group listed on the Tokyo Stock Exchange (JP 4578). With operations in pharmaceuticals, nutraceuticals, medical devices and other health-related businesses, the group generated worldwide sales of approximately US\$13 billion in the fiscal year ending December 2021 and has a market capitalization of approximately US\$19 billion.

<http://www.omd.otsuka.com/en/> <http://www.otsuka.com/en/>

Position Summary

The Director Market Access will have significant experience in the areas of Market Access, Policy and Healthcare Economic Outcomes Research (HEOR). Candidates should have a proven track record of success, including direct contributions in securing access for novel technologies, participation within the CMS rule making process, and a legacy of strategy development within the medical device market. Experience with influencing private pay coverage policies is required and successful payor communication tools and messages essential. The role will also incorporate communication to, and with, third party payers, government entities and other market access partners and trade associations. Strong capabilities in areas such as influence, communication, collaboration and partnership working are critical to this position. Executing with a sense of urgency and using outstanding communication skills, the candidate will demonstrate the ability to present information to a broad and diverse group of key stakeholders in easily accessible formats. The role will be critical in the development and execution of patient access, reimbursement (Coding, Coverage & Payment) and adoption

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strategies in the United States. As a subject matter expert with proven track record of functional success, the Director will inform access policy with support and collaboration with key constituencies within and outside of the company. Working closely with internal stakeholders, this individual will further inform product development, from conception and throughout the product life cycle. Experience engaging with key decision makers and expertise working with agencies including the U.S. Centers for Medicare & Medicaid Services is required. The role will suit candidates who enjoy developing and executing strategies within complex health systems and payer systems.

Responsibilities and Duties

- **Global Access Support & Thought Partnership:** Understand and anticipate global data requirements, supporting data development and value analyses relevant to diverse economic stakeholders & payer systems.
- **Access Policy & Rule Making:** Monitor health policy and regulatory developments that impact the reimbursement of ReCor Medical products. Inform and collaborate with internal and external stakeholders in the formation of access policies affecting portfolio interests.
- **U.S. CMS Expertise:** Proactively engage in the U.S. CMS rule making process, work through others including Government Affairs and support activities including reimbursement and rate setting, value-based health care initiatives, demonstration projects, insurance coverage and analyses, and related Medicare, State Medicaid, as well as U.S. Military Health initiatives while informing business planning and decision making.
- **Reimbursement Preparations & Filings:** Anticipate and lead in the preparation of relevant submissions enabling timely access to novel as well as established medical and data analytics technologies (e.g. coding applications, coverage submissions, HTA evaluations, funding resources, applications to innovation funds and innovation coverage/others).
- **Develop Practical Reimbursement Strategies:** Lead development and execution of practical strategies to secure optimal reimbursement for ReCor Medical products and procedures, with a focus beyond commercial payers, such as Medicare, Medicaid, employer groups, case management and patient advocacy. Familiarity with patient advocacy development preferred.
- **HEOR Publication Planning:** Contribute to the development & writing of clinical and economic outcomes research, value analyses and publications relevant to access strategies across the portfolio and pipeline.
- **Stakeholder Engagement:** Build relationships in key markets with government, physician, hospital, and third-party payer influencers and decision makers. Lead functional advisory boards, access insights and collaborate on relevant public affairs campaigns through ReCor or external coalitions. Facilitate Key Opinion Leader (KOL) & Clinical Society engagement.

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- **Stakeholder Education & Awareness:** Lead functional educational and awareness campaigns relevant to internal and external stakeholders.
- **Value Analyses & Messaging:** Collaborate with cross-functional teams in the development and communication of economic value messages to support product adoption.
- **Support Product Development:** Provide functional input to portfolio and business development decisions to ensure health economics and market access needs are incorporated into product development plans and timelines.
- **Inform Strategic Pricing:** Support strategic pricing activities in collaboration with commercial leaders within the organization.
- **Functional Representation:** Actively participate within teams and communities of interests, presenting information and strategies aligned with business plan expectations.
- **Upskilling/Training:** Manage provision of reimbursement support to sales force, marketing, clinical, regulatory and key external stakeholders (e.g., hospitals, clinicians, investigator sites, professional societies) as appropriate.
- **Strategy Development:** Manage the development and implementation of market access strategies for the US including gathering health economics & budget impact evidence for products to promote market growth and adoption.
- **Support Commercial Launch:** Set up the prior authorization materials and process and field team services and managing the services to give customers world-class support.
- **External Landscape Monitoring:** Analyze health care policy to ensure the environment supports the market launch of the Paradise system and the future pipeline of technologies.
- **Internal Collaboration:** Foster a close and effective working relationship across all relevant departments and teams, especially sales & marketing, regulatory and clinical/scientific affairs. Prepare and update Market Access presentations for use by ReCor partners and internal organization.
- **Knowledge Development:** Keep up to date on clinical trials, both investigator initiated, internal and external studies, that can be used to improve clinical and health economic value messaging for ReCor Medical products or categories.
- Assume and perform other duties assigned by the Global Senior Director Market Access.



Requirements

- Ability to effectively work and communicate across multiple cultures and a breadth of functions and levels
- Analytical competencies to structure complex issues, synthesize key points, communicate and present in an easily understandable manner
- Strong organization and planning skills
- Self-motivated with excellent time management skills
- Ability to work effectively with minimum supervision essential
- Ability to grow with the organization and willingness to assume additional responsibilities over time
- Competence and credibility to build relationships of trust with physicians and associated professional staff at clinical centers
- Strong communication, interpersonal and problem-solving skills
- Ability to forge strong working relationships with other departments
- Strong computer skills & competencies in Word, Excel, PowerPoint & Outlook
- Enthusiastic, positive, and professional team player
- English language fluency (written and spoken) required, additional languages desirable
- Open to travel 50%

Education

Master's Degree required. Master's (MA; MSc; MPH, MBA) in relevant field (Health Economics, Health Policy, Public Health, Business) is required.

Experience

Minimum of 10+ years related medical device industry experience and/or training; or equivalent combination of education and market access experience.

Direct experience working with U.S. public health authorities, including CMS, State Medicaid and Military Health systems is required

Preferred experience working with national and regional, commercial health plans, third party utilization management organizations, HTAs as well as U.S integrated delivery care systems and payer systems. A strong understanding of data and operational requirements of the economic stakeholder will be needed and demonstrated ability to develop and execute access strategies for innovative medical technologies. A deep knowledge of U.S. hospital, ambulatory surgery centers and physician office financial and practice management systems will be necessary. Disease state (hypertension) and related cardiovascular disease insight is desired.

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Language Skills

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

Travel

It is anticipated that this role will require travel around the United States ~50% of the time, with occasional trans-Atlantic travel in addition to US commitments.

COVID-19 vaccination requirements

At ReCor Medical, we care, we collaborate, we challenge, and we create. Pursuant to these core values, we are focused on the health and safety of our employees, as well as the teamwork essential for innovation of our pioneering technology. **COVID-19 vaccines will be required for all ReCor US office employees effective June 10, 2021, as well as all new US office employees joining our company.** Fully vaccinated persons are those who are ≥ 14 days post-completion of the primary series of an FDA-authorized COVID-19 vaccine. **This is a full-time office position** (hybrid remote may be possible; minimum of three days in the office, as permitted by law and company policy).

Equal Employment Opportunity

At ReCor Medical, we value bringing together individuals from diverse backgrounds to develop new and innovative solutions for patients. As an equal opportunity employer, we do not discriminate on the basis of race, color, religion, national origin, age, sex (including pregnancy), physical or mental disability, medical condition, genetic information gender identity or expression, sexual orientation, marital status, protected veteran status, or any other legally protected characteristic.