



Position: Director, Market Access Strategy and Marketing

Job #: 03-222

Reports to: Vice President, Market Access

Location: Waltham, MA

Company Summary:

Deciphera Pharmaceuticals is a clinical-stage biopharmaceutical company focused on improving the lives of cancer patients. We have used our proprietary drug discovery platform to develop a diverse pipeline of drug candidates designed to improve outcomes for patients with cancer by enhancing the quality and durability of their responses to treatment. We currently retain global development and commercialization rights to our drug candidates, including three programs in clinical development. Deciphera (NASDAQ: DCPH) is a publicly traded company headquartered just outside Boston in Waltham, Massachusetts. Our state-of-the-art research facility is located near the University of Kansas School of Pharmacy in Lawrence, Kansas.

We offer an outstanding culture and opportunity for personal and professional growth based on these key principles:

- Providing a collaborative, energized and fun work environment where people are empowered and supported in the achievement of their career goals
- Surrounded by diverse, multi-disciplinary, dedicated and talented workforce who are passionate about achieving excellence in all they do
- Driven by a work environment that allows employees to balance their priorities
- And above all else, focused on doing the right thing for the patients and their caregivers

Our Drug Discovery Engine – Kinase Switch Control Platform

Our proprietary drug discovery platform is based on our deep insight into the biology of kinases, which are regulated by control of their shape, or conformation. The transformation of a kinase from an inactive to an activated state is dependent upon the interaction of one region of the kinase called the activation switch with an area called the switch pocket; a mechanism of activation that is common among all kinases. While this activation mechanism is common among kinases, the molecular structure of the activation switch and the switch pocket varies. At Deciphera, we take advantage of this activation mechanism by engineering inhibitors that selectively bind the switch pocket, preventing activation of the kinase. By directly targeting the switch pocket, we can engineer novel kinase inhibitors that are highly selective but also broadly active against the target kinase, covering both wild-type and many or all known mutant or amplified forms.

We believe no other kinase inhibitors on the market or active in clinical development directly target the switch pocket region, making Deciphera the only biopharmaceutical company that is currently developing kinase inhibitors using this approach. Our kinase switch control inhibitors interact at a molecular level in a way that is distinct from other kinase inhibitors and are designed to generate higher and more durable rates of response. Using our kinase switch control inhibitor platform, we have developed a diverse pipeline of differentiated, wholly owned, orally administered drug candidates that include three clinical-stage and two research-stage programs.

Position Summary:

The Director, Market Access Strategy and Marketing is a newly-created role within Deciphera's Commercial organization. This role reports to the Vice President of Market Access and it will have a tremendous impact in bringing Deciphera's first oral cancer therapy to market for patients with gastrointestinal stromal tumors (GIST).

The Director, Market Access Strategy and Marketing will lead development of a comprehensive reimbursement, pricing, health economic value and access strategy to ensure success of the company's oral oncology therapies. The Director will focus at all times on how to reduce real and perceived barriers to access and ensure that patients receive the Deciphera therapies they have been prescribed. He/she will be responsible for working closely with internal stakeholders to include but not limited to finance, legal, accounting, operations, payer field team, patient support services and HEOR.

Responsibilities:

Access Strategy

- Develop cross functional market access strategies that tie together all aspects of reimbursement, pricing, health economic/value and commercial distribution of the company's therapies.
- Apply deep understanding of national and local reimbursement trends, policies, guidelines, and evolving health care delivery models to develop access strategies with commercial and government payers, IDNs, and other account segments such as OCM providers.
- Monitor state and federal policy and market reimbursement trends to ensure Deciphera's access strategies evolve appropriately, are innovative and compliant.
- Understand and communicate how changes in the reimbursement and policy environment can impact Deciphera's development plans, sales execution, financial forecasting, and corporate messaging.
- Be a key partner to the Deciphera legal team to ensure that risk profile of access programs is understood.
- Lead innovation in the access and reimbursement space for Deciphera's therapy's; bring new ideas forward that will enhance the company's reputation with payers, patients, and providers as a partner in the access space.
- Be the internal expert in access policies issues and work with relevant internal stakeholders to understand the implications; be prepared to advocate how to engage the environment to successfully improve patients access to therapy.

Access Marketing

- Lead development of US value messages to communicate the story of Deciphera's therapy's to payers, healthcare providers, patients and other decision-makers.
- Develop marketing materials for field-based reimbursement teams to improve customer and patient access and help payers recognize the economic burden of disease in GIST and the value of Deciphera therapy's and solutions.

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- Create support materials for patients and providers outlining hub and other patient support offerings and channel options; development of materials across all channels; personal and non-personal, web and print.
- Develop access marketing materials to support pull-through of coverage with field sales teams.
- Identify the need for, and drive the selection of, external agency partners. Manage agency partners for creation of access materials and affordability solutions for on-time delivery within scope/budget.
- Be the content expert working in partnership with the head of training and development to broaden the understanding of access challenges and opportunities to the broader internal stakeholders.
- Lead development of external access and pricing messaging to non-customer stakeholders like investors, media, and government agencies.

General

- Determine best approach to National organizations (e.g. ACCC, COA, NCODA), payer organizations (AMCP, PCMA, etc.) and state societies (e.g. FLASCO and MSHO) and lead efforts to partner with these organizations.
- Build effective working relationships with key external advisors in partnership with Medical Affairs and patient organizations in partnership with the Head of Patient Advocacy.
- Partner closely with the Director of Patient Support Services, to ensure patient needs are understood and there is alignment of affordability programs with access strategies.
- Partner with Deciphera's Legal Team ensure compliance to applicable laws and regulations.

Qualifications:

- Proactive, results oriented, self-starter motivated by the desire to do the right thing for the patients and their caregivers
- 10+ years of working in the pharma/biotech space, with at least 5+ years working in market access.
- In-depth knowledge of managed care and impact on therapy access as with external partners and vendors.
- Strong oral and written presentation skills and executive presence.
- Oncology and/or Rare disease experience desired.
- Ability to work in a fast-paced, highly visible and dynamic environment is critical; able to work effectively with ambiguity and incomplete information.
- Ability to influence and lead across functions; operate in a matrix environment.
- Must be a true team player – authentic, humble, able to build a positive team spirit and lead through the ups and downs of drug development, puts success of team above own interests and support everyone's efforts to grow and develop
- Ability and willingness to work effectively and seamlessly at multiple "altitudes" within the organization. Maintains a "no job is too big or too small" attitude necessary to succeed in a startup environment
- Must adhere to Deciphera's core values, policies, procedures and business ethics

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This is a wonderful opportunity to join Deciphera's select team in a leadership position and become part of an emerging success story that is driven by the company's unwavering commitment to patients and to its employees. Deciphera offers competitive compensation, including equity-based compensation, and a comprehensive benefits package that includes medical, dental, vision, 401(k) retirement plan, life insurance and a flexible spending account for either health care and/or dependent care.