

Medical Advisor

**Job Description and
Success Criteria**

Medical-Advisor-Job-Description-Success-Criteria
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**HEALTHCARE MARKETING
DR. UMBACH & PARTNER**
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Training + Consulting

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Overall Function: Medical Advisor

Provide a bridge between clinical research and the marketing & sales department.

Help realize the full medical value of prescription drugs.

Provide answers to medical and scientific questions and inquiries.

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General Competencies (The usual stuff)

Willing to educate colleagues from other departments

Keep up to date with new developments

Ability to provide and receive constructive feedback

Build and maintain relationships with colleagues

Share knowledge with other team members

Educate and train internal colleagues (SF?)

Work as part of a team to reach common goals

Deliver creative ideas for continuous improvement

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Typical Tasks and Specific Activities I

Act as member of the multidisciplinary brand team
Help guide the strategic direction in therapeutic areas
Distil clear content from the wealth of scientific data
Help create convincing communication concepts in cooperation with marketing and external partners
Contribute to the content of promotional materials
Approve promotional materials

Typical Tasks and Specific Activities II

Answer medical questions concerning products
Train sales force reps regarding medical aspects
Contribute to a flow of relevant publications
Create a review of relevant publications
Initiate and organize advisory boards
Contribute to a digital strategy
Help marketing and sales force drive the business
Help MSL regarding relationships with thought leaders

Success Criteria

Key Performance Indicators (KPIs)

I Input-Oriented

Can be measured easily

II Output-Oriented

Relevant

Input-Oriented I	Results?
<ul style="list-style-type: none"> - Number of identified new experts - Number of visits to new or established experts - Number of external presentations given - Number of internal presentations given - Number of conferences planned and supported - Number of publications supported - Has supported a web presence for a therapeutic area 	
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Input-Oriented II	Results?
<ul style="list-style-type: none"> - Has given at least two training sessions to sales force - Has established contact to a professional society - Has had a face-to-face conversation with a leader of a patient group or self-help group - Has initiated the draft of a continuing medical education program for physicians 	
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Output-Oriented	Results!
<ul style="list-style-type: none"> - Positive remarks from the marketing department - Positive remarks from the sales force reps - Positive remarks from external experts - Upcoming experts identified become important - Recommendations from experts to other experts - Encouraging conclusions in publications - Incorporation of new substances in guidelines <p style="font-size: small; color: blue;">www.medicaladvisorworkshop.com</p>	
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