A) Overall Function
The Medical Advisor provides a bridge between clinical research and the marketing and sales department as well as the remaining departments within the organisation. He provides authoritative opinions and answers medically and scientifically based questions.

B) Background
The medical advisor often has a medical education or medical qualifications or is a biologist or chemist.

C) General Competencies
Willing to educate colleagues from other departments
Keep up to date with new developments
Ability to both provide and receive constructive feedback
Build and maintain relationships with colleagues
Share knowledge with other team members
Work as part of a team to reach common goals
Deliver creative ideas for continuous improvement
Develop good relationships with key opinion leaders
Help realize the full medical value of prescription drugs
D) Typical Tasks and Specific Activities

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
Develop good relationships with key opinion leaders
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 an advisory board
Contribute to a digital strategy
Help marketing and sales force drive the business
E) How to Measure Success

E.1) Key Performance Parameters
- 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
- 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

E.2) Soft Factors
- Positive remarks from the marketing department
- Positive remarks from the sales force reps
- Positive remarks from external experts
- Positive remarks from other stakeholders
- Encouraging conclusions in publications
- Incorporation of new substances in guidelines