

# Medical Advisor Job Description

## **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

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## **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

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## **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