



Napp Pharmaceutical Group Job Description



JOB TITLE: Medical Liaison Manager	SECTION:
DEPARTMENT: Medical Information	COMPANY: NPL
RESPONSIBLE TO: Head of Medical Information	DATE: May 2008

A. BROAD PURPOSE OF JOB:

1. Predominantly field based, the role is to lead, coach, and develop the medical liaison team to realise its full potential
2. Develop and maintain relationships with Key Opinion Leaders as well as providing non-promotional scientific information related to Napp products and related therapeutic areas to healthcare professionals in accordance with relevant legal, regulatory and ethical guidelines

B: SPECIFIC DUTIES & RESPONSIBILITIES:

1. Create and implement medical liaison strategies and policies
2. Lead, coach, and develop the medical liaison advisors to realise their full potential
3. Raise awareness on relevant disease areas via discussions with and presentations to healthcare professionals
4. Behave at all times in accordance with the UK PMCPA Code of Practice - this is a non-promotional role.
5. Discuss clinical trial details with potential investigators and help co-ordination of clinical investigator meetings
6. Support and present at advisory boards when required
7. Respond appropriately by providing high quality medical and/or scientific data to specific questions from healthcare professionals
8. Establish and maintain a full scientific, medical and commercial understanding of the company's products
9. Develop and maintain a strong network of key opinion leaders to support the successful launch of the company's products. This is in association with other Napp staff e.g. medical advisors.
10. Attend relevant scientific meetings and congresses to keep abreast of new developments and respond to any specific enquiries from healthcare professionals
11. Contribute to the development of brand plans and strategies by communicating his or her medical insight and knowledge about the product or disease area,
12. Work closely with the Medical Information and other departments to ensure early dissemination of clinical information for communication to healthcare professionals

13. In co-ordination with the health technology appraisal (HTA) manager develop a strategy to ensure delivery of timely information to key healthcare professional groups (eg UK Medicines Information, National Pharmaceutical Association)

14. Identify relevant current and future competitor products and communicate their developments to colleagues

15. Proactively contribute to the development of the Medical Liaison team

14. Undertake any training as required to fulfil the role.

15. Undertake any other reasonable tasks to help ensure that the Medical Liaison team operates efficiently on a day-to-day basis.