



Pharmaceutical Information & Pharmacovigilance Association

Competency Areas for Medical Information Professionals

Information management skills

- Knowledge of relevant information sources including: printed publications, unpublished sources, databases, web sites, company departments, external bodies
- Understanding of the principles of information storage and retrieval, and skill in their application
- Ability to search a range of relevant information sources
- Effective use of word processing, spreadsheet and other office software programs
- Effective use of web systems

Scientific knowledge

- Ability to understand in detail clinical, biomedical and scientific reports about pharmaceutical products and related subject areas

Analytical skills

- Ability to analyse and appraise clinical, biomedical and scientific reports in a systematic, fair and balanced way
- Makes informed decisions after finding the relevant facts
- Appreciates the potential risk of inaccurate or inappropriate information to the enquirer and the company

Communication skills

- Ability to communicate information effectively and clearly in written form and orally, and at levels appropriate to the needs of different customers

Understanding the wider context

- Knowledge of the business and of the pharmaceutical industry
- Understanding of the external environment: the NHS, Government policy, regulatory requirements

Understanding of relevant legal and related issues

- Medicines Act and Statutory Instruments
- Copyright
- Codes of Practice
- Data Protection legislation
- Liability

Ethics

- Understanding of and compliance with company policies, legal requirements, the ABPI Code of Practice and industry guidelines that are relevant to medical information
- Application of sound professional judgement to ethical issues

Workload Management

- Delivers work within agreed timelines
- Is able to prioritise, plan and organise work with the appropriate sense of urgency based on customer's and business needs

Management skills

- Team management and leadership skills (for team leaders and managers)
- Strategic planning (especially for managers)
- Interpersonal skills
- Understands the needs and priorities of the customer
- Uses questioning effectively to establish and understand requests
- Actively listens
- Team work
- Networking
- Courteous manner and considers others' views

Proactivity

- Providing alerts about news and new publications
- Keeping customers up to date with subjects of key interest to them
- Informing management of important issues as they arise which require their attention
- Actively promoting medical information services to colleagues and customers in appropriate ways

Accountability

- Setting and fulfilling objectives
- Use of appropriate performance measures
- Compliance with appropriate standards, using PIPA guidelines as minimum standards
- Compliance with standard operating procedures and company policies

Continuous development

- Developing and improving knowledge and skills
- Keeping abreast of developments in relevant therapeutic areas
- Keeping abreast of developments in information systems
- Developing role in line with company's and customers' needs
- Identifying and implementing improvements in ways of working - for self and for team/department

Contact us:

Address: PIPA, PO Box 254, Haslemere, Surrey, GU27 9AF

Telephone: Administrator: 07726 221239, Operations Support / Sponsor Liaison: 07726 211148

General enquiries: pipa@pipaonline.org