Role Profile - Advisor, BMJ Best Practice US Advisory Panel

These terms of reference (Terms), describe the details of your role. Unless otherwise defined herein, expressions used in these Terms shall have the meaning set out in your Letter of Appointment. References to BMJ (us, our, we) shall mean BMJ Publishing Group Limited. References to this Agreement shall include the terms and conditions set out in: your Letter of Appointment, these Terms, the Role Profile, and any other documents and policies referred to in any of the above.

1. **Overview** During your appointment you shall:
   1.1 provide clinical advice on content relevant to your speciality for BMJ Best Practice topics;
   1.2 act as a second line of expert support to BMJ’s skilled team of section editors (supplementing advice provided by contributors to individual topics);
   1.3 assist BMJ’s section editors with clinical queries which may affect more than one topic area; and
   1.4 provide a second opinion on individual topics as may be required.

2. **Strategy** During your appointment you shall provide:
   2.1 strategic advice on the depth of content and scope of topics in those BMJ Best Practice topics which are relevant to your area of expertise;
   2.2 provide recommendations for the priority order of new topics; and
   2.3 input on strategic and tactical plans to promote BMJ Best Practice.

3. **Editorial** During your appointment you shall provide:
   3.1 clinical expertise to help ensure that content across all topics in your speciality section reflect best clinical practice;
   3.2 timely advice on the clinical implications of new evidence, particularly where it may have practice-changing implications across multiple topics;
   3.3 your expert opinion where evidence is conflicting or lacking and where there may be inconsistencies between topics on BMJ Best Practice;
   3.4 advice on key evidence sources to inform BMJ Best Practice’s content;
   3.5 notice to us of any upcoming significant developments in your speciality area that may impact upon BMJ Best Practice’s content; and
   3.6 assistance to enable us to address blockers within the commissioning process (including suggesting potential contributors and peer reviewers for topics that may be difficult to commission).

4. **Ambassadorship**

4.1 You shall act as a clinical ambassador to promote the best interests of BMJ Best Practice and its outreach.

4.2 You will lead by example and set a tone and manner for the Committee including any communication issued for or on its behalf (whether published online or other media formats) which is:
   4.2.1 respectful and polite;
   4.2.2 truthful, transparent and honest (for example, it should be clear who is making the statement and what their position is in relation to the Committee);
   4.2.3 accurate and substantial;
   4.2.4 appropriate – for example, the following will not be acceptable in any circumstances: (a) harassment or bullying; (b) obscenity; (c) anything which is discriminatory or which would otherwise contravene our policies on equality and diversity; (d) anything libellous (or which we reasonably believe could lead to legal action being taken against the Journal and/or us); and (e) anything which is in any way illegal (for example, inciting racial hatred, contempt of court, breach of intellectual property rights);
   4.2.5 sensitive of our stance concerning: (a) equality, diversity and inclusion; (b) editorial independence and the need to be completely transparent, particularly in relation to any commercial relationship between you and any third party (including advertising or sponsorship); (c) tobacco products (including products and services from tobacco companies, their foundations, or their wholly owned subsidiaries); (d) products making therapeutic claims which are not substantiated in a full length research paper published in a peer reviewed journals; and (e) breast milk substitutes.

4.3 You undertake not to participate in any media coverage without our prior written consent (to be determined by us in our absolute discretion). To the extent that we authorise or ask you to participate in any media coverage, you agree to work with our in-house media relations team and to follow their directions.

4.4 You agree to promptly refer to your POC any media enquiries and/or requests for third party use of BMJ Best Practice (or its content) which you may receive.