Role Profile - Advisor, BMJ AI & Healthcare Advisory Board

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 advice relevant to your speciality on artificial intelligence (AI) in healthcare topics;
1.2 act as a second line of expert support to BMJ’s skilled team of staff;
1.3 assist BMJ with queries relating to AI in healthcare; and
1.4 provide an opinion on AI healthcare topics and commercial proposals as may be required.

2. Strategy During your appointment you shall provide input on strategic advice and recommendations relevant to your area of expertise concerning BMJ’s position in relation to AI in healthcare and particularly with regard to the use of AI in BMJ’s products and services.

3. Editorial During your appointment you shall provide:

3.1 expertise to help ensure that BMJ’s position on AI in its products and services promote best clinical practice;
3.2 timely advice on the clinical implications of AI in BMJ’s products and services, particularly where it may have practice-changing implications;
3.3 your expert opinion where evidence is conflicting or lacking;
3.4 advice on key evidence sources to inform BMJ position in relation to AI;
3.5 notice to us of any upcoming significant developments in your specialty area that may impact upon BMJ’s position on AI or the use of AI in any of BMJ’s products and/or services; and
3.6 assistance to enable us to address blockers within BMJ’s processes.

4. Media & communication

4.1 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:

4.1.1 respectful and polite;
4.1.2 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);
4.1.3 accurate and substantial;
4.1.4 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);
4.1.5 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.

4.2 You undertake not to participate in any media coverage related to the Committee or its work 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.

4.3 You agree to promptly refer to your POC (point of contact) any media enquiries and/or requests relating to BMJ or any of BMJ’s products and/or services which you may receive.