

Confidential Position Specification

**Director, Medical Science Liaisons &
Professional Communications**

**Chelsea Therapeutics
October 2010**

CONFIDENTIAL POSITION SPECIFICATION

Position	Director, MSLs and Professional Communications
Company	Chelsea Therapeutics
Location	Charlotte, North Carolina
Reporting Relationship	William Schwieterman, MD, CMO
Website	www.chelseatherapeutics.com

POSTION SUMMARY

Reporting to the Chief Medical Officer, the Director of MSLs and Professional Communications will play an important role in driving the company's future growth with responsibility for the strategic development of MSL objectives, leading efforts of the MSLs (8–12) and directing Chelsea's Professional Communications efforts to physician and patient groups, medical journals, and medical congress activities. These efforts will develop educational materials, through the use of internal and external experts and vendors, to advance the scientific knowledge of appropriate indications and use for Northera™ (droxidopa), the company's first product to be commercialized. This position will build a strong collaboration with the clinical team to educate physicians regarding the orphan indication of "neurogenic orthostatic hypotension" primarily with specialists who are treating autonomic nervous system disorders associated with multiple system atrophy, pure autonomic failure, and Parkinson's Disease. An understanding of current MSL landscape is essential as well as a full knowledge of compliance efforts will be essential for the integration of this leader into the highly collaborative and team-oriented culture at Chelsea.

KEY RESPONSIBILITIES

The Director, MSLs and Professional Communications will have strategic and tactical responsibilities as follows:

- Establish and manage a Medical Science Liaison Program for Chelsea Therapeutics
 - Working with management, develop a strategy and plan for implementation
 - Set & monitor budgets
 - Assess Northera KOL landscape and size the MSL team appropriately
 - Source and contract with MSL provider to hire and support contracted MSLs

- 8-12 total is the current assumption
 - Establish goals and objectives for hired MSLs; Assess goal achievement and manage MSL team Human Resource activities
 - NOH symptom awareness Diagnoses and Treatment options
 - Establish both the efficacy and, more importantly, the safety of droxidopa in NOH, particularly with the frail and elderly population
 - Position fall prevention as the ultimate goal of NOH therapy
 - KOL Development in Parkinson's treating physicians
 - Neurology KOLs treating neurogenic orthostatic hypotension
 - Monitor MSL effectiveness, influence, and adjust programming and personnel as needed
- Establish Speakers Bureau for Chelsea Therapeutics
 - Be prepared to PERSONALLY speak for Chelsea Therapeutics as necessary at medical seminars, conferences, etc.
 - Develop and work with KOLs - train them on compliance issues - prepare them to speak for Chelsea Therapeutics
 - Manage the fee and travel contracting with each consultant physician pre-launch
 - Create and manage the outreach programs to key patient and caregiver groups in the landscape of orthostatic hypotension (Parkinson's disease groups, Multiple System Atrophy groups, Dysautonomia groups, etc.)
 - Manage MSL efforts in this area
 - Work/ coordinate with Chelsea Public Relations Agency (Hill & Knowlton)
 - Work/ coordinate with Chelsea Advertising Agency
 - Set the Northera strategy and establish key medical messaging to be implemented/ communicated by Chelsea Therapeutics with national medical groups; congresses, etc.
 - Set the annual meeting/ congress attendance calendar for Chelsea
 - Set & manage budgets for sponsored symposia, meeting support, CME programs, etc.
 - Develop, manage, and execute the Northera publication strategy & plan for NOH...with the help of a publication planning vendor
 - Scene setting articles
 - NOH
 - Role of Norepinephrine
 - Pre-clinical/ Ph I/ II data
 - Ph III articles

- Review articles
- Set up and establish a working medical affairs department to support the needs generated by Northera clinical programs, public relations, etc. through the help and guidance of a vendor including:
 - 800 call center
 - physicians
 - patients
 - Medical inquiries
 - AE reporting
 - FDA compliance reporting
 - Respond to sales force inquiries
- Provide the leadership and vision required to attract, develop and motivate a superb, high performance MSL team.
- Actively participate in industry conferences to reinforce to assist Chelsea in further building awareness of Northera's role in treating NOH.
- Participate in sales meetings and field activities to communicate medical expertise to the sales force regarding key clinical or physician issues related to NOH or the use of Northera. After launch, direct the appropriate MSL, as needed, to assist specific sales representatives with physician practice needs. As required, joint calls on physicians should become an increasing part of the MSL role after launch.
- Establish collaborative, effective and trusting relationships with key internal functions including sales, R&D, legal, regulatory, finance and business development, marketing, and sales to ensure the free flow of information and ideas.
- Develop and lead the framing of medical messages to integrate droxidopa's current and potential broad range of new indications.
- Provide medical messaging regarding the neurotransmitter, norepinephrine, which will appropriately position droxidopa throughout subsequent life cycle management of new indications and dose forms.
- Understand the regulatory environment and comply with all legal and regulatory requirements, including those of the Food, Drug and Cosmetic Act, the Prescription Drug Marketing Act, the Pharma Code, the OIG codes, and ensure strategies and materials for promotion and marketing are only for approved indications of the company's products.

PROFESSIONAL EXPERIENCE / QUALIFICATIONS

Chelsea Therapeutics is seeking a Director of MSLs and Professional Communications who brings sophisticated and proven experience in the pharmaceutical or biotechnology industry. A record of accomplishment in specialty markets is required with some knowledge of the CNS market preferred. A solid understanding of the industry's complex regulatory requirements and an absolute commitment to competing on the highest ethical level are essential. This individual must possess strong leadership and team building skills.

- Demonstrated ability to lead and manage the medical communications needs of a successful therapeutic franchise.
- Experience with specialty products and the relevant safety and compliance considerations would be of material benefit.
- Creative problem solver able to address current diagnostic and treatment trends and anticipate issues in the CNS and movement disorder arena.
- An effective leader who inspires trust and confidence in his or her group and throughout the organization and who motivates employees to reach optimum performance and potential.
- Travel required as needed

CORE VALUES

Integrity

- Honestly, truthfulness, trustworthy, principled actions and leadership, business ethics and compliance; Handles confidential and sensitive information appropriately; Direct and honest in communication and feedback; Honors commitments to others; Demonstrates consistency between words and actions.

Collaboration

- Develops and sustains cooperative productive partnerships; Values the team and treat others on the team with respect; Works for the betterment of the group versus him/herself; Shares information, ideas and solutions with others.

Passion

- Excitement and enthusiasm re: job and company (i.e., improving patients' lives); Influences vision, "Can do" approach and results.

Pursuit of Excellence

- Continual improvement and value add; Commitment to high quality and standards; Always willing to take an extra step to make it better; Recognizes when optimal supersedes perfection.

Innovation

- Think beyond the obvious; Approach problems with curiosity and open-mindedness; Take educated risks; willing to explore new ideas and methods.

COMPETENCIES

Technical Skills and Knowledge

- Technical and/or business skills applicable to position. Demonstrates knowledge of what needs to be done and how to do it. Understands the work environment, job requirements and customer needs. Works to learn new technologies and to acquire additional job related skills and abilities.

Planning and Organization Skills

- Develops short and long range plans that are appropriately comprehensive, realistic and effective in meeting goals. Integrates planning efforts across work units. Develops appropriate systems and processes for accomplishing work. Allocates time efficiently and handles multiple demands and competing priorities. Manages execution well (delegates and coordinates as appropriate). Demonstrates appropriate attention to detail.

Communication Skills

- Speaks clearly in groups and one on one sessions; Fosters open communication, encouraging expression of ideas and opinions, and actively listens to others' points of view; Prepares and delivers clean, meaningful and productive presentations; Conveys information clearly and effectively through written documents, emails and presentations, etc.

Interpersonal Skills

- Builds and maintains productive relationships at all levels internally and externally; Develops effective give and take relationships with others, understanding their agendas while balancing the needs of the business (i.e., organizational savvy & emotional intelligence); Values diversity and sees differences in people as opportunities for learning and approaching things differently; Attempts to resolve conflict directly, openly and collaboratively.

Leading Skills

- Fosters the development of a common vision and provides clear direction and priorities, a sense of core purpose; Talks beyond today and about possibilities; Creates mileposts and symbols to rally support of vision and makes vision shareable by everyone; Can inspire, influence and motivates entire unit or organization; Mobilizes people to take actions; Creates environment where strong morale and team spirit is visible; Models all corporate values through actions, decisions and communications.

Business Acumen

- Understands the industry and keeps up to date on new and updated information related to the organization, the customer and the position; Demonstrates understanding of relevant issues to the broad organization and business as well as to own team; Has and uses cross functional knowledge; Establishes realistic budgets and uses financial and quantitative information effectively to manage.

Thinking (Analytic and Strategic) and Judgment Skills

- Considers a broad range of internal and external factors when solving problems and making decisions; Gathers relevant information systematically, grasping complexities and perceives relationships among problems or issues; Seeks input from others and uses logic in analysis; Identifies critical, high payoff strategies and prioritizes team efforts accordingly; Uses information from the market, customer and competitors in making decisions; Recognizes strategic opportunities for success; Makes timely and sound decisions and can make decisions under conditions of uncertainty as appropriate.

Self Management

- Is willing and able to adjust to multiple demands, shifting priorities, ambiguity and rapid change (adaptability/agility); Shows resilience in the face of constraints, frustrations or adversity; Demonstrates flexibility; Learns from experience and actively pursues learning and development; Seeks feedback and welcomes unsolicited feedback; Modifies behavior in light of feedback; Acts with integrity and builds trust with others through own authenticity and follow-through on commitments; Pursues aggressive goals and works hard to achieve them; Commits to quality.

Directing Skills

- Builds effective teams committed to organizational goals; Fosters collaboration among team members; Encourages and empowers others to achieve and excel, delegating both routine and important tasks and providing the information people need to do their jobs effectively; Accurately assesses strengths and development needs of employees and gives timely feedback and coaching; Provides challenging

assignments and opportunities for development, clearly assigning responsibility for tasks and decisions; Sets clear objectives and measures; monitors process, progress and results; Champions change by challenging the status quo and championing new initiatives, stimulating others to change as appropriate; Manages implementation effectively.

EDUCATION/EXPERIENCE

The ideal candidate will have an advanced degree with a Ph. D, Pharm D or MD preferred.

5-7 Years of Pharma Industry Experience in Medical Communications, Medical Science Liaison, or Publication Planning

Specialty/orphan drug market experience a plus
