

January 2022

The business of medical communications

A guide to

*getting started
in account
management*

Written by Lindsey Heer

For more information about careers in MedComms see
www.FirstMedCommsJob.com

From 2 to 330 in 21 years

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In 2001, Richard Allcorn and Jenny Putin, two entrepreneurs working in medical education, created a vision for a global healthcare communications, consulting and learning business, which would blend scientific expertise with creative flair. The business, a self-funded start-up based in a spare room of a rented house, has grown steadily year on year and now comprises a global team of over 330 healthcare professionals who work with global pharmaceutical and biotechnology companies in some of the most complex and exciting areas of medicine. In spite of this growth, AMICULUM is proud to remain independent and guided by the very same values it was founded on, two decades ago.

Our family

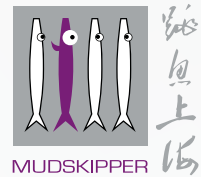
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LOUISE
Upton

Learning and development specialist
at AMICULUM

I'm part of the dedicated, in-house team at Curriculum, which ensures we offer employees easy access to both insights from colleagues and curated external resources. We are constantly building our content library and are always open to new ideas for creating learning resources and ways to deliver these to help everyone thrive at work. I believe that AMICULUM's approach to learning and development is world class and a real differentiator for us as a business

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Acknowledgements

Many thanks to the numerous members of the MedCommsNetworking.com Community and, in particular, to the sponsors of FirstMedCommsJob.com, who have contributed their thoughts and comments during the development of this publication. If you have any feedback please let us know.

Further copies are available to download directly if you visit www.FirstMedCommsJob.com

Printed copies of this guide are also available if you contact the publishers – support@networkpharma.com

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Foreword to 2022 edition



I've been running MedComms Networking activities for more than 15 years and along the way have collected together a wide range of free resources at www.FirstMedCommsJob.com to provide insights into the MedComms business and the working life of agencies. Medical writing is, of course, at the core of the business, and our careers guide, *From academic to medical writer: a guide to getting started in medical communications*, has been very successful; but it tells only part of the story. Managing and delivering projects on brief, on budget and on time through effective account management, the subject of this guide, first published in 2018, is crucial. We welcome your feedback.

Peter Llewellyn

For more information see: www.linkedin.com/in/networkpharma

About the author



After 4 years in the pharmaceutical industry, glimpses of agency life convinced me to move into medical communications in 2003, where I have happily resided ever since.

At Envision Pharma and 7.4 Limited, I embraced account management as an opportunity to help build a business, see the world and maintain my keen interest in healthcare. By working hard and learning from truly remarkable colleagues, I was leading the commercial team at 7.4 by 2012. As Client Services Director, I focused on line management, trainee recruitment and developing the team around me.

After a brief venture into freelancing, during which time I wrote this guide, I was keen to reignite my career progression. Now, as a Division Head in a much larger and more varied Envision Pharma Group than the one I left 10 years ago, it is clear that the diversification of our work into patient engagement, multichannel communications and health economics reflects the dynamic nature of healthcare, and there is plenty to challenge, interest and impress me each day.

That is the abridged story so far, and I am delighted to have this chance to offer the best guidance I can on starting out in account management, based on years of finding and working with many bright, capable and inspiring people... perhaps people just like you?

Lindsey Heer

For more information see: www.linkedin.com/in/lindseyheer

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Introduction

Medical communications (MedComms) agencies are contracted by pharmaceutical companies to provide specialist support in communicating data, primarily to healthcare professionals (such as doctors, nurses and pharmacists) and increasingly to patients and their healthcare givers. The agencies play an integral role in the companies' efforts to launch and sell their medicines. A wide range of communication channels, from publications in scientific journals and presentations at large congresses, to small workshops and state-of-the-art digital tools, are harnessed to build an understanding of health, and the prevention, diagnosis and treatment of disease worldwide.

MedComms agency careers therefore reflect a dynamic mix of science and business. This mix is a MedComms agency's strength as a workplace, requiring people with a wide range of skills and personalities. One element of the mix is a need to manage clients' projects effectively. In most agencies this responsibility rests with a dedicated account management and/or project management team (be aware, different agencies use different terminology). As a member of the account management team in a MedComms agency, one minute you will be discussing substantiation of marketing claims using citations from the scientific literature and how to fairly represent key data; the next minute you will be confirming flight times, budget revisions and pressing deadlines. The mix makes agency life interesting – full of challenges, career opportunities and friendships. If you work hard and well in a team, you will have the chance to liaise with clients, world-leading clinicians, academics and patient advocates in a rewarding, fast-paced environment, playing your part in better healthcare for all.

So, how do you start? Account managers in MedComms agencies are drawn from a wide range of backgrounds, and progression routes through the industry vary. Look for entry-level roles, job titles for which can include words such as co-ordinator, executive, assistant or trainee. However you start and whatever your initial title, a challenging and rewarding career lies ahead of you.

Medical communications provides consultancy services to the pharmaceutical industry to help raise awareness of medicines

About this guide

As we explain in this guide, the terminology, job titles and specific roles of account managers or project managers in MedComms agencies can vary, but effective account management is always critical. This guide helps explain how that happens in practice and provides you with an understanding of both the challenges and the rewards that come from a career in MedComms. We believe reading this guide will give you the edge to getting that first job.

For more information about starting out in MedComms and details of careers events, past and future, visit:

www.FirstMedCommsJob.com

Why is MedComms important?

Imagine a ground-breaking new medicine – Treatment X. Compared with what is already available for doctors to prescribe, Treatment X holds substantial potential to improve patients' daily lives. It might, for example, prevent infection, stop disease progression, or make debilitating symptoms or side effects manageable.

A pharmaceutical company has invested hundreds of millions of pounds in Treatment X's discovery and development. Their scientists have spent years testing and eliminating thousands of other potential candidate drugs from their research to get to this point. Clinical trials have been painstakingly conducted to clearly establish the risks and benefits associated with taking Treatment X. And on balance, it seems to work, which is a rare and therefore exciting situation.

By this point, Treatment X will be patented, but the patent life is limited. For the time being, no-one else can manufacture it, but the clock is ticking. When the patent expires, any company can try to make, license and sell their own version of Treatment X. As new companies won't need to conduct all the original research and development, they will be able to sell the same drug at a fraction of its original price.

So, the race is on to get this new medicine to patients as quickly as possible, and to recoup the pharmaceutical company's investment. In fact, Treatment X needs to generate enough income to enable future research and development – science and business are inextricably linked when it comes to new medicines.

*Medical research is meaningless
unless it is communicated well
to the right people*

In order for patients to receive Treatment X (assuming it can be manufactured and distributed on an appropriate scale, and in compliance with the necessary regulations), the pharmaceutical company now needs to work with clinical experts to plan, support and deliver well thought-out information and education to a variety of audiences.

So, this is why MedComms is important: whether data herald a paradigm shift in patient care, report a rare side effect, or explain that a new tablet gives the same results as an injection, medical research is meaningless unless it is communicated well to the right people.

Throughout this guide, 'pharmaceutical companies' is used as a general term for the clients of MedComms agencies. Strictly speaking, however, '**pharmaceutical**' refers to a drug manufactured from synthetic chemicals. Clients may also come from companies that market **medical devices** (e.g. stents used to open/strengthen arteries) or **biotechnological products** that are manufactured using living organisms such as bacteria or yeast (e.g. antibodies, gene therapy, vaccines). Once you join a MedComms agency, these companies will often be cumulatively referred to as '**the industry**'.

Where does MedComms fit in?

Pharmaceutical companies will instigate different communication plans during Treatment X's development and commercialisation. They will establish partnerships with a range of specialist agencies, to support the following.

1. Publications

As with any scientific research, when Treatment X's clinical trials are completed, the investigators will want their work published, providing new data for ongoing scientific debate, and adding context and discussion. Pharmaceutical companies work with the investigators to help ensure that data from the trials they have sponsored reach the widest audience possible, by providing professional editorial support and assisting with submissions to high-impact journals and presentations at medical congresses.

2. Medical education and scientific liaison

If healthcare professionals are to prescribe Treatment X, they need to understand how it differs from existing options and how it might fit into established protocols and guidelines for patient care. Pharmaceutical companies work closely with leading clinical experts, seeking advice on how best to engage the busy medical community with this information. Their plans will include a variety of projects from literature summaries, printed materials and online training, to live events with presentations and workshops, videos and animations.

3. Regulatory approval

To make Treatment X available to doctors and patients in any country, the company must secure a licence for that product from the relevant regulatory authority (e.g. the Food and Drug Administration [FDA] in the USA or the European Medicines Agency [EMA]). All available data are compiled into high-volume, high-stakes dossiers and submitted to regulatory authorities who assess the product's ability to fulfil an unmet clinical need, balancing benefits against risks, and consequently decide whether or not to grant marketing authorisation.

MedComms agencies tend to support publications, medical education and scientific liaison... although some certainly extend into other categories

4. Market access

Once Treatment X's efficacy and safety have been adequately demonstrated in patients, the pharmaceutical company needs to set a price and explain the drug's value to policy makers, budget holders and insurance companies in healthcare systems around the world. Cost effectiveness might, for instance, be demonstrated by patients missing fewer days at work, or avoiding more expensive treatments, admissions to hospital, surgery or follow-up care.

5. Advertising

Market research and the use of a creative advertising agency will help the pharmaceutical company build a strong and recognisable brand identity that aims to differentiate Treatment X from its competitors. Once the drug has a licence, the company will use that branding consistently in promotional activities to sell their product via their marketing and sales teams.

6. Public and/or professional relations (PR)

In many countries (including the UK), promoting prescription-only products to patients is strictly forbidden. Communicating with the public, however, can help raise awareness of diseases and the fact that treatments and support are available. Specialist medical PR agencies work through a variety of media channels to share their communications. They also manage issues, perceptions and industry support for patient- or charity-led activities.

On the whole, MedComms agencies tend to support publications, medical education and scientific liaison from this list, although some certainly extend into other categories depending on the skillset of their team and experience in the industry.

More careers guides available from www.FirstMedCommsJob.com

See also...

From academic to medical writer
A guide to getting started in medical communications

Making it my own business
A guide to being a freelance writer in MedComms

Evidence generation and communication
A guide to getting started in HEOR/market access medical writing

A writer's role in drug development
A guide to getting started in regulatory medical writing

Ensuring timely dissemination of research
A guide to working as a medical publications professional

Heer L. *The business of medical communications*. January 2022.
For more information about careers in MedComms, see www.FirstMedCommsJob.com

What do MedComms account managers do?

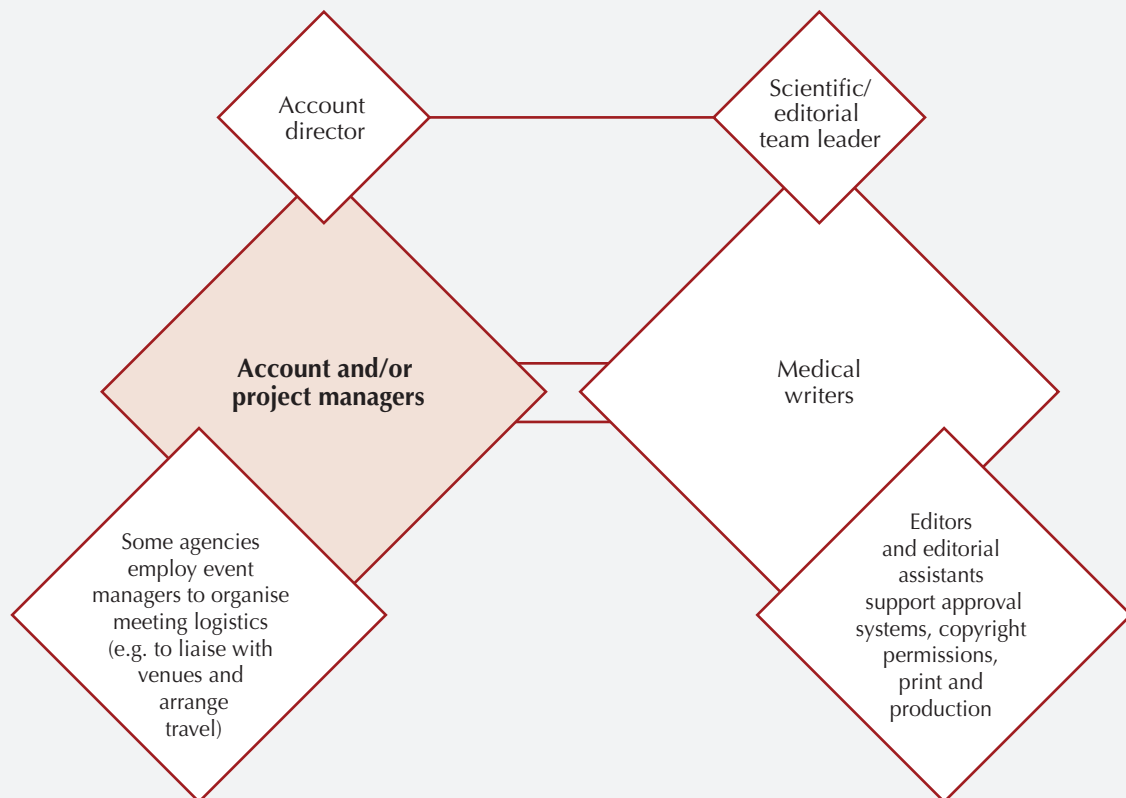
As well as using differing job titles, the way individual MedComms agencies are organised also varies. Often, however, agencies are structured according to **account teams**, where each 'account' refers to one pharmaceutical brand, such as Treatment X.

If you consider all the publications and medical education activities supported by pharmaceutical companies, it is easy to appreciate the need for professional medical writers in researching and summarising scientific literature, or meeting with clinicians to talk about key points to be conveyed in a conference presentation.

Now put those writers into an agency team delivering a vast array of projects, and you can picture a thriving business around them. Within each account team, or possibly alongside it, there will be people who specialise in a wide range of roles, including editors, designers, event organisers and digital programmers, as well as office operations, human resources and technical support. Crucially, in most agencies, there are also **account managers**.

Each account team will typically have commercial and scientific leadership, represented below by an account director and a scientific/editorial team leader. Account managers may work on one or more accounts at a time, depending on the volume of work involved.

Structure of a typical account team



In a nutshell, account managers support the day-to-day running of their account. They are the glue in a team who make sure projects are completed **on brief, on time** and **on budget**. As you learn the ropes, many tasks involve a substantial amount of administration – setting up and attending meetings, sharing minutes, mapping out timelines, conducting basic research, and preparing budgets and invoices. These are fundamental aspects of the business on which each account is built; mastering them will stand you in good stead for any commercial role.

Account managers are the glue in a team who make sure projects are completed on brief, on time and on budget

With experience comes increasing responsibility, independence and proactivity within the team. You will liaise with clients and the account team to:

- plan the best way to complete each project, work out how long each step will take, who will be involved and how much it will cost
- ensure all team members have a clear brief and understand their roles and responsibilities
- monitor progress – help others (clients and colleagues) to plan and prioritise their work; chase missing information, materials or decisions
- review processes upon project completion – was it successful? How could things be improved next time?

Increasing responsibility typically translates into **promotion** within a MedComms agency – from account executive, trainee, assistant or co-ordinator, to account manager, senior account manager, account director and beyond. As your role changes further, it may involve:

- working as an integral part of a client's brand team – sharing ideas, plans, recommendations and feedback based on your experience
- briefing account team members and suppliers; reviewing their work to ensure it is in line with its objectives, representing the brand and your agency well
- gradually shifting from managing individual projects to managing several projects, then leading an account and, ultimately, overseeing several accounts
- developing proposals and pitches to win new business
- strategic and tactical planning – defining overarching goals (and possibly financial targets) for your team and how they can be achieved
- managing agency resources, improving profitability and operational processes.

The ability to work effectively with people is a crucial skill in any team-based role

What remains is development of a crucial skill in any team-based role: **the ability to work effectively with people**. You will meet colleagues, clients and clinical experts driven by the big picture, minute details, results, personal interactions, recognition, creativity, science, career milestones and so on. To excel as an account manager, you will need to understand, respect and work with all of them. Once you accomplish this, your career prospects and options escalate. You can become an effective mentor, manager and leader... or even run your own agency one day.

What agencies look for when recruiting an account manager

To succeed as an account manager, a science degree is not always essential, although you will need to demonstrate several core skills throughout the application process.

Communication

As an account manager, much of your role will involve liaising with busy people via telephone, email, online platforms and in meetings. You will need to convey your points clearly and professionally, ask sensible questions, verbalise ideas and explain plans so that people will listen and understand. How you interact with potential employers – in person, on the telephone, online and in writing – is critical.

Attention to detail

Account managers need eagle eyes when checking correspondence, budgets and project-related materials. An agency will be put off by poor language skills, accidental typos or a lack of professionalism at any stage of your application. You have every opportunity to check your CV, cover letter and emails several times before hitting 'send,' so make sure you do.

Teamwork

As well as ensuring projects are completed efficiently and to a high standard, strong teamwork and good relationships between colleagues make work enjoyable. It's easy for anyone to say they 'work well independently or as part of a team,' so consider carefully some examples that will back that up in your CV or interview. Agencies are usually looking to develop account managers who are confident enough to share ideas and ask for help, who listen carefully and make the effort to understand how their role fits into a bigger picture, and who can adapt their approach to work effectively with a diverse range of people.

Organisation

Imagine a client calls you to say they are planning to take a week's holiday at short notice, just as a high-profile project is nearing completion. As an account manager, you don't panic; you spring into action and, because you are organised, you know exactly where to start. You have a status document or tracking tool that shows exactly what needs to be done by when. You know who is lined up to be involved in each step, so you can discuss the changes with them. You understand the impact of shifting deadlines on other projects, so you can re-prioritise tasks with the team and keep your client updated. Organisation has a pivotal role to play in MedComms, so your application needs to reflect it as one of your abilities.

When recruiting trainees, employers know that applicants will have little or no direct experience of MedComms or agency life. They can look for core skills in all manner of activities though, so include the social committee you joined, the hockey team you captained, the customer complaints call centre you worked in or the summer you spent volunteering. It all builds a picture of your strengths, interests and work ethic, which helps employers to identify outstanding applications.

How to become an account manager

Thriving agencies are often looking for new team members to support growth and changes in their business. Not all will take on candidates without agency experience though, so trainee or entry-level commercial roles can be hotly contested.

Online research, networking and participating in careers events will help guide your application. Here are some top tips for finding and applying for the right opportunities.

Online research, networking and participating in careers events will help guide your application

Research

FirstMedCommsJob.com

Read the content, sign up for email alerts, investigate the agency directory and see what entry-level jobs are currently available. The articles, links, interviews, information and videos shared here are specifically for people considering entry-level MedComms roles.

MedCommsNetworking.com

This site provides broader MedComms information, with links to resources, relevant events and further reading.

Agency websites

Gather a few agency names from FirstMedCommsJob.com and MedCommsNetworking.com, and dig deeper into the agencies' own websites to get a feel for differences between companies, their approach to their business, and whether they will consider speculative applications.

LinkedIn

Here you can find articles of interest and job advertisements; you can join groups and follow relevant organisations if you wish. Be aware, though, that any information or images you share publicly online will be viewed by others, including potential employers and, in this case, a plethora of recruiters. Your LinkedIn profile needs to represent your qualifications and ambitions well, standing up to professional scrutiny without openly sharing your direct contact details.

Networking

FirstMedCommsJob.com is associated with several popular **UK careers events** throughout the year, specific to MedComms and hosted near hubs for UK agency life, such as **London**, **Cheshire** and **Oxfordshire**. These events offer an unrivalled opportunity for you to talk directly to people working in different MedComms agencies, and to make a good first impression on potential employers.

Increasingly, agencies are seeing the value of hosting their own **open days**. These events aim to raise awareness of MedComms career options and entry-level training programmes. They also function as an efficient screening process to identify new recruits from a pool of candidates. Check FirstMedCommsJob.com and LinkedIn for details of upcoming open-day opportunities. Attendance may be conditional on completing a small task or passing a test.

Universities usually have general careers information and advice resources; Science Faculties are starting to form links with specialist agencies. University **careers events** might feature presentations by former students now working in MedComms or healthcare PR, for example. If not, it might be worth investigating whether something along these lines can be arranged. Better still, contact a few local agencies and arrange it yourself.

Specialist qualifications and work experience

Although certainly not an entry requirement for MedComms careers, **postgraduate** qualifications in **scientific communication** are available, providing opportunities to study a range of relevant topics, understand which career paths might be for you and, in some cases, forge links with industry partners.

Similarly, **work placements** and **internships** are becoming more commonplace. These should offer **genuine work experience** – opportunities to get involved in daily agency life on a short-term basis, and gain valuable insights and experience for future career decisions and job applications. These placements are rarely advertised by agencies and may require a number of speculative enquiries on your part before you can find a suitable role. It is also worth checking FirstMedCommsJob.com for relevant opportunities.

The recruitment process

Application

Most entry-level candidates will attain their first role in MedComms by applying directly to agencies. Specialist recruiters are active in this area and many will help if they can, but they are more typically engaged by agencies that are searching for experienced staff. Individual agencies may have online application forms for you to complete. Many will simply ask you to send them your CV. It can be difficult to know what a role entails until you are doing it, and therefore a challenge to know what to focus on in your CV. Reading this guide, doing some online research and participating in careers events are great places to start. These steps will highlight, for example, that your experience in a summer customer service job, a mentorship role you took on at university or a successful event you organised as part of a team is more relevant to your application than the assays you can run in a laboratory.

While your CV summarises your qualifications and experience, adding a short cover letter (whether one is specifically requested or not) gives you the chance to show your understanding and genuine enthusiasm for the role at stake by addressing some key questions.

- Why do you want to work in MedComms?
- Why are you applying to this particular agency?
- Why do you think you will be a good account manager?

Bear in mind that your CV and cover letter both reflect your ability to summarise information succinctly, present your work clearly and demonstrate top-notch attention to detail. For instance, once you have taken time to prepare and check your documents, it would be a shame to attach them to a hastily-written email, especially one that begins with 'Hi.'

Test

If your application impresses its recipients, you may be asked to complete a short task or test as a next step. This is standard practice for medical writer applications, but agencies may vary in their approach to recruiting account managers at entry level. Initial tests (either completed at home or when you visit the agency) may check your attention to detail or basic numeracy skills. If you reach later stages in the application process you may also be asked to prepare and give a short presentation, to check your ability to summarise and convey information clearly and with confidence.

Interviews

The number and style of interviews required to secure a MedComms role varies between agencies. You may have a telephone discussion at first, and then be invited to the office to meet senior managers, your potential line manager and colleagues, human resources team members and so on. There will usually be more than one interview, giving everyone concerned a chance to think carefully and have an opportunity to raise new questions during your return visit.

Common interview question topics

- Your understanding of MedComms and the role you have applied for
- What you know about the agency you have applied to
- What makes you suitable for a trainee account manager role
- The information you included in your CV and cover letter
- Examples of your ability to be organised, use your initiative, resolve conflict, contribute to a successful team
- What aspects of working/studying you are best at, and what you find challenging
- Your ambitions

Join the conversation...

#MedComms

What should you look for in an agency?

Not all agencies are the same. It is important to think about the types of work you are most interested in so that you can investigate various agency websites and target your applications accordingly. Here are a few things to consider.

The company

- What makes this agency different from others? Is it, for example, the work they deliver, their structure and goals, or their ethos and approach to business?
- Is the agency well established or starting up? Does it have a mix of accounts at different client companies?
- How many people work for the agency overall, and in the specific office that you would be joining?
- Where are the agency's clients based – in global headquarters or a local office?

Not all agencies are the same

The work

- What types of projects comprise most of the business? What does the agency specialise in?
- Are you likely to work on one or more accounts for the agency? In what field(s) of medicine?
- Will there be much international travel with the role?

Your support and development

- Is there an established induction scheme and/or formal training programme to help you get started if you join? Will this provide you with exposure to different roles and functions in the agency?
- What ongoing learning and skills development opportunities does the agency provide?
- Who will be your line manager? What is their role in the business?
- Are there opportunities for working with colleagues from different accounts/parts of the business?
- How is career progression managed?
- What makes the agency an enjoyable place to work? Are there activities organised outside the office environment, such as team-building days or social events?

Of course, you will also have personal considerations such as where you will live, how you will get to work and how much you will earn. Starting salaries vary between agencies, and depend upon your qualifications and experience. In the UK, entry-level account management roles tend to be in the £25–30K ballpark. Bear in mind that your starting salary is not an indication of your earning potential and increases depend on how you progress in your career.

Is there a future in MedComms?

If you have been reading any industry news, you may get the impression that it's becoming increasingly difficult for pharmaceutical companies to find new drug candidates and build promising pipelines of new treatments. It is also progressively more expensive to conduct clinical trials to meet thresholds for marketing authorisation. Meanwhile, product prices and promotional activities are heavily regulated, and pharmaceutical company procurement teams are tasked with minimising the cost of any services they request. So, does all this leave MedComms with a gloomy outlook?

Far from it! Despite its challenges, the pharmaceutical industry continues to grow – people are living longer than ever before and will unfortunately always need healthcare. Scientific advances, especially in preventative medicine, treatments targeted at specific subtypes of disease and digital healthcare tools, represent promising advances. The relative benefits, risks and value of new pharmaceutical products remain complex subjects requiring scientific understanding and clear communication through multiple channels. Furthermore, pharmaceutical companies need to stay lean and work efficiently – it makes financial sense for them to engage MedComms agencies. Perhaps one of those agencies is a good place for you to start too.

If account management is where your career is headed, take time to find a company where you think you will fit in well. Enjoyment largely comes as a result of the team around you, so choose carefully and then give it your very best shot.

*Take time to find a company
where you think you will fit in well*

Further reading

Careers support

- FirstMedCommsJob
www.firstmedcommsjob.com
- PharmiWeb Jobs
www.pharmiweb.jobs

Professional bodies

- Association of the British Pharmaceutical Industry
www.abpi.org.uk
- Healthcare Communications Association
www.hca-uk.org
- International Society for Medical Publication Professionals
www.ismpp.org

Pharmaceutical industry

- MedComms Networking
www.medcommsnetworking.com
- PharmaFile
www.pharmafile.com
- pharmaphorum
www.pharmaphorum.com
- PharmaTimes
www.pharmatimes.com
- Pharmaceutical Executive
www.pharmexec.com
- PMLiVE
www.pmlive.com
- The Publication Plan
www.thepublicationplan.com

Heer L. *The business of medical communications*. January 2022.

For more information about careers in MedComms, see www.FirstMedCommsJob.com



Alex Dutka

Scientific Project Leader Helios Medical Communications

The vision of my career evolved throughout the years, but one thing remained the same – I wanted to ‘do science’. After finishing my BSc in biology (where I quickly realised my interests primarily lay in human biology), I completed an MSc in advanced biology (immunology) at the University of Liverpool.

It had been my plan to pursue a PhD, but as I finished my MSc nothing posted struck a chord with me. A PhD is a significant commitment I knew I needed to be invested in; this, coupled with some health issues, meant I missed the opportunity to apply for that year’s round of projects. Reflecting on my options, I drew upon other skills that I have: organisation and creativity – I worked part time as a high-school science teacher and sold some of my artwork on the side. Of course, this could only stretch so far, and I was also desperate to ‘properly’ start my career (and pay my rent).

I caught up with a friend who recalled that my favourite assignments always involved writing and data visualisation. They had been a medical writer for a while at this point and thought it was a perfect match for me; as such, my career search expanded to include laboratory and MedComms work. After a tough year, I miraculously had four interviews in one week, and my pick of offers.

Day-to-day, I could be working on symposia, advisory boards, patient-centric materials, educational videos, engagement with external experts and everything in between

Honestly, I initially accepted the pharmaceutical role – the easy option, local, well-paid, familiar work. Helios was my last interview, and as such the last company I heard from. It was positive news, and while I should say I was torn – I would need to move, I was inexperienced and it was stepping away from my plan – I knew I *needed to be at Helios*.

One of the things that struck this chord was the culture I experienced even in my interview. I was amazed at how

enthusiastic the team was about my creative side and how we could utilise it. While we pride ourselves on being a great place to work, and I thoroughly enjoy having an active role in our wide range of social activities, it extends beyond that.

I had assumed, as many do, that I wanted to be a medical writer to keep ‘the science’. Joining as a scientific project co-ordinator (a role which blends project management with content generation), I figured I’d eventually follow the medical writer pathway.... Who was I kidding? I adored the variety and exposure to the industry I gained in this hybrid role. It allowed me to delve into a variety of therapy areas and content styles, while simultaneously thriving off the faster-paced world of project delivery and client liaison. Day-to-day, I could be working on symposia, advisory boards, patient-centric materials, educational videos, engagement with external experts and everything in between. I am now a scientific project leader, keeping my hybrid position, but knowing that should I have a preference to steer one way or the other, Helios will continue to support me.

I had joked for a while that if I could find a job that was scientific, creative and ‘involved lists’, I’d be set, and I couldn’t be more thankful that I found that place on my first try.



Robert Goodwin

Senior Account Manager Oxford PharmaGenesis

I stumbled across the MedComms industry more by accident than design in 2017. Having graduated from Oxford Brookes University in 2013 with a BSc in sport science and human biology, my first step into post-education life was at a recruitment consultancy. Although it was a steep learning curve, that role helped to underline my passion for project management.

I next worked in an operations role at a private tuition establishment, which enabled me to develop my project management skills further while also undertaking formal project management training. After completing a PRINCE2 course in 2016, I began to look for a role to use my new and refined skill set. Shortly afterwards, I was contacted about a project coordinator position at Oxford PharmaGenesis for the newly formed Patient Engagement Team.

With limited knowledge of the MedComms industry, I based my decision to take the role mainly on the feel of the team, the company and the people. I remember arriving early for my interview and being offered a cup of tea and a chat by a future colleague who happened to greet me at the door. This was not a planned element of the interview process, but exemplified the people-orientated culture at Oxford PharmaGenesis. I soon realised that the role also offered me the chance to apply my degree to my work, which was an added incentive.

*The huge variety of projects
and opportunities has really
surprised me*

I have now worked at Oxford PharmaGenesis for nearly 5 years, and have achieved personal success and contributed to the overall success of my team and the company. My career at Oxford PharmaGenesis has progressed from project coordinator to senior account manager, now working across two fantastic teams. I get to work with clients from right across the globe, including San Francisco, Melbourne, Moscow, Istanbul and Central Europe. As with all project management roles, there are points when the work is challenging, but at Oxford PharmaGenesis you're never on your own, and I've found that the team gets stronger from facing these challenges together.

It is a cliché, but no 2 days or projects are the same. The huge variety of projects and opportunities has really surprised me since I began working at Oxford PharmaGenesis, be it travelling around the world (to attend conferences or business development meetings), working on a gamified app for children that teaches them about antibiotic resistance, or even contributing to communications on the latest treatments and vaccines. Oxford PharmaGenesis provides you with a platform to drive your own development. If you're looking for a new challenge or career, then don't hesitate to explore it with Oxford PharmaGenesis.



Erika Kozlova

Delta Kn, an AMICULUM agency

After university, I found it very challenging to decide what I wanted to do as a career. I loved science, was very passionate about healthcare and found the business side of pharma particularly exciting, but none of these seemed quite right in isolation. Then, by pure chance, I discovered MedComms, which combined all three of these industries; I knew straightaway that this was THE place for me.

I applied for the role of an entry-level account executive at Delta Kn, one of the agencies within AMICULUM, and was fortunate enough to be offered the position. Based on the job description and my research, I knew the role would be very client facing and I'd be expected to lead projects and ensure they were delivered on time and on budget. Even though I was confident that this industry was exactly where I wanted to be, I was nervous that I'd be thrown into it straight away and would not have sufficient skills or experience to handle it. However, I was very wrong. From day 1, the environment was extremely supportive. Everyone here truly works as one team for one shared goal – delivering

*I knew straightaway that
this was THE place for me*

great-quality projects for our clients that will make a real-life difference to many patients. As a trainee, you'll be eased in with individual tasks (e.g. invoices, timelines and agendas). As you develop your skills and learn the intricacies of each project and client, you will gain more responsibilities, like leading client calls, making strategic decisions and participating in business development opportunities, to name just a few.

But even as your seniority grows, you will remain part of the team and have access to the expertise and experience of your wonderful colleagues – one of the many things I love about my job.

My other favourite aspect of the role is building relationships with both clients and internal teams. I love being their point of contact and someone they can turn to for help. The work itself is extremely varied and no day is truly the same. Having the drive and genuinely caring about the projects helps with becoming an extension of the client's team, which is the ultimate goal of any agency and is extremely rewarding.

Things here change quickly and often, so adaptability and resilience are essential. Feedback is also part of daily life, so viewing it as a learning opportunity instead of a negative experience helps with faster progression and development. Last, but definitely not least, it is a deadline-driven industry, so it can get a bit intense at times. However, the appreciation you get from your clients and the bond you build with your team really makes every late night and early morning 100% worth it.

Finally, you will never fully understand what this industry does until you are in it, regardless of how much research you do, but if the above excites you, don't be afraid to apply and enjoy the wonderful rollercoaster ride that is the world of MedComms!



Kathleen Leonard-Bedwell

Account Director Lucid Group

It's difficult to pinpoint the exact start of my journey into MedComms, but it was probably while I was studying for my undergraduate degree and quickly realised that lab work wasn't for me. I was lucky that my university offered the option of completing a science media project as an alternative to the typical final-year research project. This involved selecting a

scientific topic and developing communication pieces tailored to different audiences. Little did I know that I'd end up working in a field based on these exact principles!

After graduating in 2014, I secured an internship with a clinical research group. During my time there, I happened upon an advert for a graduate role in MedComms. This seemed like a perfect fit for me, marrying my passion for science and healthcare with an opportunity to work in a fast-paced business environment. I decided to take the leap and moved to London to start in my first role in the industry.

Account management isn't a career choice I had considered previously, but it's allowed me to hone my skills in so many areas: communication, time management, problem solving and financial management being just a few. Since starting out, I've had the opportunity to work on a range of projects: from coordinating activities at congresses across Europe to, more recently, supporting my clients with the switch to delivering medical education activities in a fully virtual world. Every day is different, and I love the variety my role brings.

One of the things that attracted me to join Lucid back in early 2020 was the company vision of transforming patients' lives. Since joining, I have really enjoyed partnering with clients to support with their strategic planning; getting to really understand their target audiences so we can tailor healthcare communication solutions to drive meaningful change. It's great to be involved in work that truly delivers life-transforming value through pioneering solutions that change behaviour, improve clinical practice and advance health outcomes.

We have fully embraced the world of hybrid working at Lucid. There's no pressure to be in the office a set number of days a week and I appreciate the control I have over my own working pattern. I'm lucky to work with an incredibly supportive (and brainy!) bunch of people, and it's been great to have the chance to get together with them in person more recently.

Looking to the future, I am keen to stretch myself into unfamiliar areas, whether that's a new therapy area or attempting to find an innovative solution to address an unmet clinical need. We talk a lot about embracing the fear zone at Lucid and we're actively encouraged to put our hands up for new opportunities, especially those that take us out of our comfort zone.

I would recommend MedComms as a career to anyone who's passionate about improving healthcare and is looking for a varied, fast-paced and rewarding role.

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Heer L. *The business of medical communications*. January 2022.

For more information about careers in MedComms, see www.FirstMedCommsJob.com



Ana Neumann

Senior Project Manager Fishawack Health

Choosing a career is never easy – at least, it wasn't for me! Growing up, I wanted to be a teacher, an actress, a businesswoman..., but the one consistency was my innate curiosity about things, particularly about nature. From there, I evolved an ever-growing passion for science, and a belief in the importance of an educated and communicative society. Growing up in Brazil I saw a lot of inequality; because of that I wanted security, a good salary and benefits, a job where I could relocate

if I needed or wanted to and, most importantly, a good work-life balance so that I could travel and once again have hobbies that I enjoyed growing up, like dancing and playing tennis.

When I had to make a choice, I decided to pursue science and nature. I ended up with a bachelor's degree in biology and a master's degree in microbiology and infection. I then began to search for work in the pharmaceutical industry, and this was when I came across MedComms. At first, I considered medical writing roles; however, it quickly became clear that a career in project management would be a better fit for me.

To me, a big part of finding the right path to pursue was to understand my own personality and how I function best in day-to-day life. I am the kind of person who always has to-do lists, who enjoys organising things, budgeting and multitasking. I have also always been the friend that

people come to for a chat and some advice, and although I can be shy sometimes, my favourite activities involve interacting in groups. I often find that other project managers have similar personalities to me – after all, the way I have just described myself is also how I would describe my job!

*A career in project
management is quite exciting
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A career in project management is quite exciting in the sense that each day in the job is never the same – some days you spend more time doing financial tasks, such as invoicing; other days you spend most of the

day liaising with all the different teams involved in your projects to make sure everything is going to plan; and other days your time goes into client calls, discussing ongoing and planned work, and their timelines.

As an industry, MedComms will always have a job for you. Most agencies offer good benefits, work-life balance and a progression path. However, I found that a lot of MedComms agencies have a fixed structure with a single-path progression and an overall hierarchical attitude towards work, where each individual has their own fixed role, with very little collaboration between different roles and opportunities to learn and progress only after you have been in a role for a number of years.

It was Fishawack's unique structure and team-approach to work that really stood out to me. Unlike most companies, Fishawack has what I see as a fluid and 'web-like' structure, where teams are tailored both to clients' needs and to team members' career interests and skills, resulting in a web of different roles and career paths. With tailored training and progression, and a collaborative approach to work, I feel I have really found the right career for me at Fishawack – as cheesy as this may sound, I am very happy and proud to be a part of this pack!



Michelle Souter

Senior Account Manager Envision Pharma Group

After spending many years working in social services I was craving a new challenge, something to get my teeth stuck into. My journey into the MedComms environment started with an office manager position within a MedComms agency, and I quickly found myself having job envy of those who were working directly with clients. This happily led me on to becoming a programme coordinator. Over the next 5 years I worked hard and made my way up through the ranks to gain a wealth of

knowledge and experience in project and account management, mainly in the publications space. I also provided support for advisory boards, forums, and the multichannel and digital deliverables that have become so important in recent years.

As a senior account manager (SAM) at Envision Pharma Group (EPG), I am responsible for the delivery of our client's publication plans in two different therapy areas. There are many teams in EPG, and between us we work on every type of MedComms project you can imagine. The teams I work with proudly focus on the development of abstracts, posters, presentations and manuscripts, and the digital enhancements that will help important clinical data reach target audiences in a memorable way.

No 2 days are the same. Generally, however, I take actions and make decisions to support publications in development and ensure compliance requirements are met, timelines are achieved and the next steps are clear to everyone involved. I run meetings with colleagues and clients to discuss ongoing and planned projects, and check team members have everything they need to complete their assigned tasks as I support them by addressing any queries they might have. Another important part of being a SAM is financial management – creating budgets, tracking spend and forecasting how much work each team will deliver and when – so that we can plan ahead as much as possible and be in a strong position when surprises turn up, which they usually do!

The most important part of my role is to develop and maintain strong working partnerships

I have a wonderful, experienced team around me to make sure our clients are receiving the highest standard of support for all their publication needs. I have been fortunate enough to mentor several team members to help them achieve their career aspirations and ensure that good practice is shared, which I find especially rewarding.

What makes publications special for me? I receive so much job satisfaction when I see the team around me supporting our clients, and in turn receiving kudos and thanks for a job well done! As a SAM, the most important part of my role is to develop and maintain strong working partnerships. Relationships underpin the highest standard of service and provide our clients with the confidence to come to us when they need reliable partners to achieve their own objectives, ultimately for the benefit of the patients we all serve.

I see my future continuing in MedComms at EPG, and plan to develop my skills and experience further so that I can continue to offer our clients a top-class service. I am proud to be able to say that I have a part to play in advancing medical knowledge to enhance the lives of others.



Isaac Tan

AMICULUM Asia

My entry into MedComms was somewhat accidental. I'd just joined the consumer products team at a marketing and public relations agency when the healthcare team issued a call for help. Initially only part of my time was seconded to the health team, but I loved the work so much I ended up joining it full time.

Since then, my MedComms journey has been varied, challenging and hugely rewarding. Over the past 7 years I have worked on advisory board meetings, videos, infographics, publications, product launches, medical education programmes, patient engagement and even a global marketing campaign for a consumer health brand.

I joined the Singapore office of AMICULUM Asia in early 2020. As an account director, I am the gateway through which clients access our various specialist teams in design, digital content, editorial, market access, healthcare learning and events. Often these clients come to us with only a rough idea of what they are trying to achieve. It is my job to understand their needs and help them find the best strategy and mix of tactics or content within a given budget and time frame. All of this also needs to remain compliant in a strict regulatory environment. If you like problem solving, I highly recommend a career in account management.

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One of the best things about being at AMICULUM is the breadth of projects that I get to work on. From medical affairs to market access, and from patient engagement to internal communications, I've been able to explore many facets of the healthcare ecosystem due to the wide range of specialisations across the company. I also work closely with colleagues in the UK and around the world, including Hong

Kong, Shanghai, Auckland, Dubai and the USA. Even after 7 years in the industry, I'm still finding new challenges and learning every day.

It is also a great time to be in MedComms. MedComms is a rapidly growing industry here in Singapore, as pharmaceutical companies increasingly turn their attentions towards Asia. The ways in which we communicate are also rapidly evolving in a hyperconnected world. Podcasts and WeChat content may be just as relevant to a doctor as a journal publication, or even more so. Patient and caregiver voices are increasingly important in defining clinical guidelines and policies. As medical communicators, we play a vital role in ensuring stakeholders are heard and their perspectives given the right consideration. It's a role that I've found greatly fulfilling over the years and I hope to see many more people taking it up in the future.



Sarah Thomas

VP, Client Services Development Director CMC Connect

It would be fair to say that I didn't enter the world of MedComms via a traditional route – I don't have a background in science, instead I have an arts degree. So how did I find myself at CMC Connect?

Early in my working life, I joined a leadership development consultancy in a project management role. The consultancy worked across a wide range of projects, including large-scale, face-to-face group training programmes, one-on-one coaching and e-learning delivered across a large client base, which included pharmaceutical companies. I learnt so much during my time at the consultancy that has been beneficial throughout my career, but the one thing that really had a huge impact on my career path was the opportunity it gave me to work with consultants who specialised in people development. I studied for a Chartered Management Institute-accredited Certificate in Management to help me to really understand the fundamentals of people management. My time at the consultancy truly lit a fire inside me and sparked my passion for professional learning and development, which remains with me today.

After leaving the consultancy I joined McCann Health Medical Communications. Initially my focus was on digital projects due to my prior experience with e-learning; however, over the course of my career at McCann Health Medical Communications, I have had the opportunity to work on the full suite of MedComms deliverables.

I've been here for 10 years and have progressed along the CMC Connect Client Services team career pathway. I have worked with a wide variety of clients and across a number of accounts. On some of the accounts I have worked on I have been the only Client Services team member, on others I have played a key role in leading large teams; it all depends on the size of the account and the needs of the client team.

*The Client Services role is
extremely varied*

My current role is VP, Client Services Development Director in CMC Connect. This is an important role for our business as it supports our Client Services team members with their onboarding and their ongoing learning and development, leading to fulfilling and rewarding careers. It's a varied role that allows me to work with Client Services team members across CMC Connect and with colleagues throughout our wider business. Through working with the wider McCann Health Medical Communications team, I have been involved in content development for, and delivery of, group training sessions. It's very exciting to be in this role and to get to work hands-on with people in a way that keeps my personal and business values at the forefront of everything I do!

If you're considering a career in MedComms, but are concerned that you don't have the right educational or vocational experience, don't be deterred. The Client Services role is extremely varied (it's no cliché when we say no two projects are the same) and there's plenty of opportunities for new starters to learn and develop on the job and to bring their individual strengths and experience into the role.



Rachel Twigg

Account Manager Ashfield MedComms

Like most people, MedComms was not something I had heard of whilst growing up, and it was only a couple of years ago that I came across the industry.

My degree was in politics and modern history. I chose this as I was unsure what career path was best suited to me and, even when I finished university, I was still uncertain. I started my career in human resources and internal recruitment, and in 2017 secured a job on the Talent Acquisition team at Ashfield

MedComms. I remember sitting in the interview confident about my recruitment skills but still unsure exactly what it was that the account teams did!

I spent the next two and a half years recruiting other people into client services and medical writing roles and began to understand the ins and outs of the industry. In 2018 I got an opportunity to do some shadowing in one of our agencies in the run up to an onsite meeting in Glasgow. I took the opportunity to find out a bit more about the day-to-day of the role and really enjoyed the challenge!

*If you're considering a job in MedComms
then go for it, I'm sure you'll love it just
as much as I do*

I moved across the Ashfield MedComms business into an Account Executive role in 2019 as a job vacancy had opened up. I thought it was too good an opportunity to miss and I haven't looked back! My role as an account executive has been really varied. I've had the opportunity

to work with multiple clients and lots of different Ashfield team members across a wide range of projects such as scientific academies, podcasts, symposia, animated videos.... The list goes on!

As part of the account team, I work to ensure that projects are delivered on time and to budget whilst ensuring the team and the client are happy! As I'm sure you can imagine, the last 18 months has been a little different due to the COVID-19 pandemic. My role has evolved to focus on the delivery of virtual projects from a home office, and yet I still feel close to my colleagues. Ashfield have continued to help nurture my career and help me to achieve my goals; they've supported me with the move across the business and more recently in my promotion to account manager.

I feel incredibly lucky that I got the chance to move into an account executive position and would recommend this industry to anyone that asks. The role is much more varied than a job description could convey and gives you the opportunity to think outside of the box and do something that makes a difference. If you're considering a job in MedComms then go for it, I'm sure you'll love it just as much as I do.

I work in MedComms...

"I work in MedComms as I want to be part of making a difference to patients' lives. It allows me to work with a wide range of people and get exposure to many different impactful stories and journeys. It's an ever-changing landscape that educates and challenges me daily and I love being part of a fast-paced environment that harnesses and integrates creativity with science."

Josefine Aberg, Account Manager at Lucid Group

"I work in MedComms because it allows me to put my project management and soft skills to use within a field that truly makes a difference to patients' lives."

Abi Ainscough, Account Manager at Ashfield MedComms

"I work in MedComms because I love the fast-paced environment and working with a great team to deliver excellence in everything we do! No day is ever the same and I enjoy the challenges that each day brings as well as building great relationships with both clients and internal teams to allow collaboration and innovation across all projects."

Samantha Anderson, Senior Account Director at Ashfield MedComms

"I work in MedComms. I've had a career spanning 20 years, but I trained as a nurse before moving into client services. A lot of the skills and behaviours around communication, organisation, time management, teamwork and leadership are transferable. And patients are at the heart of both roles. The things I love about my job are providing great client service, coaching less-experienced team members and generating new ideas/approaches to tackle challenges. It's diverse and very fulfilling and I have met some incredible people along the way."

Deborah Bailey, VP, Client Service Director at Caudex

"I work in MedComms as I want to work in a fast-paced environment where I can develop my project management and client service skills whilst maintaining a focus on improving health. The teamwork and support people give each other are greater than I could have imagined."

Simon Banner, Account Executive at Langland

"I work in MedComms and working in the client services side of MedComms has been the ideal path for me after initially starting my career in relationship management at a financial technology company. I wanted to move into working in a role that encompassed both the skills I learnt in my previous job and my science-based studies at university, and MedComms has proven to be exactly the right balance of both aspects. No 2 days are the same and it is great working in an industry that keeps you busy and interested at all times with varied projects and accounts."

Flora Belic Ford, Account Executive at CMC Affinity

"I work in MedComms because the pandemic made me re-evaluate my career path. In search of a robust industry with enough variation to suit a wide range of skills and personalities, I found a social, dynamic and immersive role as a client services executive. I am continually enthused by the extraordinary steps our clients in the pharma industry are taking, and working to support the project management is incredibly motivating."

Harry Bennett, Client Services Executive at Adelphi Communications

"I work in MedComms because I benefit from a caring company culture that nurtures a sense of belonging, and I am part of a team that actively supports each other and our clients. I believe my contribution is meaningful and that what I do, as part of an engaged account team, ultimately makes a difference to patients' lives."

Liza Bennett, Account Director at Ashfield MedComms

"I work in MedComms because it is a progressive and fast-paced industry. It's a privilege to be able to work with experts leading their therapeutic field and some of the top pharmaceutical companies in the world. The work is varied and can often be challenging, but it's also rewarding to know that you are working on projects and initiatives that will help to improve patients' lives."

James Bentley, Project Leader at Helios Medical Communications

"I work in MedComms because of the value we bring and the support we can provide to global pharmaceutical clients in achieving their goals to bring life-changing medicines to patients."

Jill Bowers, Senior Project Leader at Helios Medical Communications

"I work in MedComms because it is a career where I can combine my passion for science with my naturally organised personality. I love the fact that every day is different and involves a lot of problem solving and teamwork, and when a tricky project comes together – it's immensely rewarding!"

Alexandra Bradie, Account Manager at Lucid Group

"I work in MedComms because I get the chance to work with incredible people every day, as well as the opportunity to make new connections and deliver work that I know matters. The nature of MedComms means the next opportunity is never far away; you learn and develop continually as a person and in your team. It's a great feeling to be here."

Amy Bradley, Account Manager at Ashfield MedComms

"I work in MedComms because every day is an experience! Each day brings something different and new to learn."

Clare Brinsmead, Senior Account Manager at Ashfield MedComms

I work in MedComms...

"I work in MedComms because it allows me to be part of a process that can ultimately change a patient's life. Working in collaboration with our clients to reach this end goal is something I will always be proud of. MedComms is a fast-paced environment and can often be challenging; however, it brings with it great satisfaction in the knowledge that you are contributing to something meaningful. With no prior experience in MedComms or even science, it has certainly been a whirlwind, but I feel extremely lucky to work in this industry."

Harriet Bruzas, Senior Account Manager at Ashfield MedComms

"I work in MedComms and no 2 days are the same; there are always new projects to be working on and new challenges to be solved, and that's one of the things I love most about working in the industry. There is always something new to learn, and there are always lots of career development opportunities. I have always worked in client-facing roles and I knew this was always something I wanted to do, but since joining MedComms it has also been so rewarding knowing the projects that we are delivering make a meaningful difference to people's lives."

Lisa Butcher, Account Director at CMC Affinity

"I work in MedComms because I was looking for a new challenge to put my project management skills to the test. But, actually, what I've learnt is that I'm going to get so much more than a challenge. I'm only 2 months in, but being part of a world where my work really does make a difference and potentially supports lives already feels rewarding."

Jenny Byard, Associate Client Services Manager at Adelphi Communications

"I work in MedComms because I think it is a very exciting industry. I like that I get to use my scientific background, but in a fast-paced environment. As part of a client services team, you have the opportunity to work with many different people – across many different teams (internally and externally) and different therapy areas – which keeps things interesting!"

Hannah Charleston, Senior Account Director at Synergy Vision

"I work in MedComms because it truly impacts lives, which is such an honour to be a part of. Whether the project involves educating healthcare professionals through a global educational platform, discussing methods and experiences within a room full of doctors, or being able to discuss experiences from a patient first-hand, our MedComms agency strives to be the best so that patients around the world feel the benefit."

Bridget Curtin, Account Manager at LiNK Health Group

"I work in MedComms because it is an industry that allows me to work on a range of varied, fast-paced projects with like-minded individuals. I enjoy working as part of a high-performing team, delivering innovative projects that make a difference to patients' lives."

Harriet Fairhurst, Account Executive at Envision Pharma Group

"I work in MedComms because no 2 days are the same! It's a fast-paced environment that keeps you engaged and motivated, and constantly learning new skills. It's also an important industry and it feels great to be part of a team that makes a difference to patients' lives."

Deborah Foley, Account Director at inScience Communications

"I work in MedComms and enjoy it because of how versatile and unique each day, project and client can be! Having stumbled across the MedComms industry without a huge scientific background, I now couldn't imagine working in any other industry. It is very fast paced, and I am constantly expanding my knowledge from working alongside some incredibly talented individuals across many therapy areas. It is also very rewarding knowing that all our hard work makes a real difference to patients' lives."

Hollie Fox, Manager at dna Communications

"I work in MedComms because I'm involved in what I like to call 'purpose-led work'. Within this industry, we're playing a part in the distribution of (in some instances) ground-breaking research and knowledge within a range of therapeutic areas to healthcare professionals as well as the wider patient community. This is an industry I was fortunate enough to get access to as a fresh-faced grad (almost by accident), trying other industries within the wider communications space before focusing on MedComms as an area I wanted to specialise and develop my career in. I've managed to build an understanding of the importance of the work carried out by the pharmaceutical industry not just in drug development, but with key communications tactics through publications and medical affairs work, and want to continue on this journey of continuous learning to become a well-rounded client services and project management professional."

Derek Gondwe, Account Executive at Ashfield MedComms

"I work in MedComms and enjoy it for various reasons. For a start, it gives me the unique opportunity to be involved with science outside of the lab or a research context. Secondly, it gives me the satisfaction of contributing towards creating a positive outcome to patients' lives, which is a priceless feeling. Last, but not least, it provokes intellectual stimulation as I get to think of new ways of communicating fresh knowledge around ground-breaking and often controversial scientific discoveries."

Andreas Hadjicharalambous, Manager at dna Communications

"I work in MedComms because no day is the ever the same. The fast-paced environment provides the opportunity to continuously challenge myself in an ever-changing virtual and now hybrid landscape. It offers the chance to collaborate with fantastic colleagues and strategically partner with great clients across a number of different therapy areas, aiding the delivery and tactical planning of a broad range of projects at diverse stages of the drug development lifecycle, ultimately assisting in improving patient lives."

Simon Hartley, Account Director at Ashfield MedComms

For details of careers events, plus much more, visit: www.FirstMedCommsJob.com

"I work in MedComms because I get to keep up with exciting scientific developments that have the potential to have a real impact on patients' lives while simultaneously developing my project management skills thanks to the unique hybrid roles Helios offers."

Zoe Hine, Associate Scientific Project Leader at Helios Medical Communications

"I work in MedComms as I love the variety of both the people I work with and the projects in which I am involved. I enjoy working within teams to create excellent outputs while being part of an inclusive, fun culture."

Zoe Johnson, Associate Project Leader at Helios Medical Communications

"I work in MedComms because of the opportunity to be involved in a variety of projects with real impact on people's lives. It is a fast-paced industry with exposure to unique challenges that lie between bench and bedside, and it requires an exciting combination of scientific and creative skills."

Eyal Kalie, Account Director at Langland

"I work in MedComms because I can be creative whilst keeping up-to-date with the latest clinical advances. The most fulfilling part of account management is delivering a project, seeing all the ideas come to fruition and knowing that what we create will ultimately make a difference to people's lives. There is also never a boring day as the versatility and pace of the job keeps me on my toes!"

Sadiya Khan, Senior Account Manager at Synergy Vision

"I work in MedComms because I enjoy working in a fast-paced environment where no 2 days are ever the same, having to use a variety of my core skills such as organisation, adapting to changes and communication, plus having the opportunity to build lasting client relationships and develop account strategy."

Alex Komorowski, Senior Client Services Manager at Adelphi Communications

"I work in MedComms because I find it rewarding being able to support the pharmaceutical industry and their products and to know that I can contribute to a larger purpose."

Louise Leigh, Client Service Manager at Adelphi Communications

"I work in MedComms because there's always a new challenge or a new project around the corner that keeps you on your toes, and you're always refining or learning new skills, whichever career level you're at. The teams and clients that I work with are truly wonderful and I love celebrating our successes together. It's also rewarding to know that the work we do really helps people with the treatment and management of their illness."

Sophie Makki, Account Manager at Langland

"I work in MedComms because it is the point where science, business and creativity intersect. Working with a wide range of clients allows me to learn about new and exciting therapies. Managing large-scale, global projects has taught me invaluable project management skills, and I've had the opportunity to work on all kinds of deliverables from slide decks and infographics to animated videos."

Callum McCrone, Account Manager at Ashfield MedComms

"I work in MedComms and the reason that I have continued in this industry for so long, with a focus on publications, is because I am glad to be part of bringing important information to the scientific and patient communities, helping them to make informed decisions on healthcare and treatment."

Julie McGinley, Account Director at CMC Connect

"I work in MedComms because I really enjoy working with such fantastically talented, dedicated and passionate people. No 2 days are the same and we are always developing new skills and finding solutions to new challenges. The opportunities are endless and the camaraderie of striving towards the same goal of making a difference to patients' lives is extremely rewarding."

Sue McKernan, Client Services & Operations Director at Adelphi Communications

"I work in MedComms and working in MedComms has provided me with the perfect opportunity to actively utilise my degree in biological sciences whilst working simultaneously in a dynamic client-facing role, where I thrive interacting with clients and building meaningful relationships. I particularly enjoy thinking about the 'bigger picture' and how the changing treatment landscape can be best communicated to meet the needs of the client, at the same time as ensuring healthcare professionals, patients and carers are kept best informed with the latest research and data to improve the individual patient journey."

Hannah Michie, Senior Account Manager at CMC Affinity

"I work in MedComms, an ever-changing industry that bridges the gap between science and business. Our work is challenging and stimulating; every day is an opportunity to learn something new. MedComms involves a dynamic mix of expertise. I enjoy working with highly capable individuals towards a common goal – improving people's lives. I've been exposed to a myriad of experiences and opportunities in my role at Lucid and look forward to an exciting career ahead."

Leah Michie, Account Executive at Lucid Group

"I work in MedComms because I enjoy the variety and creativity in the broad range of projects we work on, and the challenge of delivering a high standard of work to tight deadlines. Ultimately, MedComms is about raising awareness of therapies and research that can transform and save lives, and it is extremely rewarding to work with both colleagues and clients who have such passion for these vitally important projects."

Amy Miller, Account Manager at Ashfield MedComms

I work in MedComms...

"I work in MedComms because it fulfils my biggest passions for helping and supporting people. As part of my role, I get to lead an amazingly talented team, whilst building strong partnerships with clients on programmes of work that will make an incredible difference to patients' lives, now and in the future."

Jo Moore, Programme Director at Adelphi Communications

"I work in MedComms because it brings together everything I ever hoped for in a career. I get to combine my love of science and health, eye for detail and enjoyment of collaboration while working in a fast-paced environment that always keeps me busy, thinking and growing. But, the biggest benefit of all, is knowing that what I have achieved that day may help a patient and make a difference somewhere in the world."

Ronan Muir, Senior Account Manager at Cuttisy + Cuttisy

"I work in MedComms because I love science and being able to see the clear tie between research and the improvement of patient lives. This industry allows me to stay closely involved with the science while encouraging me and my team to ideate innovative solutions to achieve our common goal. Every day presents a unique challenge and opportunity to think outside the box in order to solve a problem with potentially significant impact."

Victoria Noyes, Account Manager at LiNK Health Group

"I work in MedComms. It isn't for everyone. If you don't like staying at the forefront of science, or thinking creatively and strategically, or having a job with lots of variety then it probably isn't for you."

Rebecca Nunn, Senior Account Director at Langland

"I work in MedComms because it is a booming industry in which I find great job satisfaction. At Helios, you can find so many opportunities to make a career for yourself based on your strengths and likes – combining creativity, science and project management – all while building great relationships with clients and colleagues alike."

Yurie Oates, Senior Project Leader at Helios Medical Communications

"I work in MedComms because it is such a fast-paced and versatile environment with every work-day allowing me the opportunity to improve my skills. It gives me great fulfilment to know that what we do is making a difference to the health industry. I love interacting with a wide range of people and seeing a project to completion."

Hannah O'Grady, Account Executive at Langland

"I work in MedComms because this industry provides me with countless opportunities to develop professionally and collaborate with passionate people, all whilst working towards making individuals' lives better through science. With a biomedical sciences degree and a background working in fast-paced environments, a role in Client Solutions at Envision Pharma Group allows me to bring knowledge and experience together daily to support colleagues and clients to deliver on shared objectives."

Jay O'Toole, Project Assistant at Envision Pharma Group

"I work in MedComms because I get to apply my scientific background in a fun and creative way to develop materials and shape experiences that will ultimately make a positive impact on people's health!"

Anjani Patel, Associate Director at Langland

"I work in MedComms because I wanted to be part of an industry that makes a real difference. I work alongside an amazing team with a unique dynamic – working closely with medical services means I am constantly learning and developing my scientific knowledge. One key aspect is that you don't need to have a scientific background to have a fulfilling career in MedComms – there is ample opportunity to bring a unique perspective to the role. It is hugely rewarding to work on such a large variety of projects within an exciting therapy area and achieving real value for patients."

Dáire Peters, Account Executive at CMC Connect

"I work in MedComms because it is a blend of different things with a bit of science, logistics and a creative side. The variety of projects keeps me on my toes and there are always opportunities to get involved with things I find interesting."

Weronika Pietrzak, Associate Account Executive at CMC Connect

"I work in MedComms because every day is different, and I have a fab team working with me to deliver the highest standard of work for our clients."

Claire Pullen, Associate Client Services Director at Porterhouse Medical, part of the Porterhouse Medical Group

"I work in MedComms because I love collaborating, working within a team and challenging myself. I appreciate the diverse and fast-paced environment that enables me to work on a wide range of projects and tasks that combine creativity, business and science."

Liv Ray, Account Executive at Langland

"I work in MedComms because I get to work with brilliant and enthusiastic teams, assisting and guiding our clients to deliver ground-breaking projects. Each day is a little different, but what remains steadfast is the amazing team effort to keep projects on track and deliver results with a smile."

Elizabeth Rudder, Associate Account Manager at Ashfield MedComms

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"I work in MedComms because every day is different! After 20 years in the industry, I am still surprised that every client and project poses a new challenge and provides an opportunity for our amazing teams to apply fresh thinking, innovative ideas and new approaches. No two clients are the same and being in a position to help them navigate through their strategic challenges provides enormous satisfaction."

Myra Shepherd, VP Client Service Director at CMC Connect

"I work in MedComms because it gives me the chance to promote cutting-edge research and improve the patient experience."

Kit Sparrowhawk, Senior Account Executive at Porterhouse Medical, part of the Porterhouse Medical Group

"I work in MedComms to continue learning something new every day and working to improve patients' lives. Each day is different to the last and presents new challenges and problems, which I love to try and solve."

Dan Sproul, Account Manager at Langland

"I work in MedComms because I get to work with a great team of people at the same time as working to meet the needs and challenges of a wide range of client requests!"

Liv Sproston, Senior Client Services Manager at Adelphi Communications

"I work in MedComms because I love being a part of an industry that makes a difference to patients. Being a people-person, I really enjoy working with our clients to provide them with the best solutions, and working with my teams to pull it all together and deliver the best work!"

Jamia Sultana, Senior Account Manager at Langland

"I work in MedComms, which is an idyllic career for me. After university, I knew I wanted to combine my interest in project management with the scientific field, and my role in client services allows me to do this. It is rewarding to feel enthusiastic about our work and know that what we deliver makes a difference to people's lives."

Sophie Taylor, Account Executive at Caudex

"I work in MedComms because it combines two of the things I wanted most in my career: science and developing client relationships. I love the fast-paced lifestyle that comes with the job, and the fact that every day is fresh and different."

Pooja Thosani, Senior Account Manager at Prime Global

"I work in MedComms because my role allows me to work across many projects in different therapy areas, each with their own challenges, which means that each day is different."

Emily Tracey, Senior Account Manager at Porterhouse Medical, part of the Porterhouse Medical Group

"I work in MedComms and, when considering a transition into the industry (having worked in the third sector for 3 years), it was the person-focused, fast-paced nature of the client services roles that caught my attention. I wanted a position where I could use and improve my project management skills in an industry in which there is clear career progression and continuous opportunities for development – this is exactly what I got! It's a great choice for those (like me) who want to be 'in the thick of it', working within a team whilst being client-facing."

Harriette Travers, Account Manager at Caudex

"I work in MedComms because it allows me to tap into the best parts of my personality, through expressing my creative and administrative skills."

Faith Unuigboje, Account Executive at Ashfield MedComms

"I work in MedComms because no 2 days are ever the same. The variety of projects, therapy areas, clients and nationalities I work with never fails to amaze me. Knowing that the work we do really does improve and save patients' lives is one of the best reasons to come into work every day."

Amanda Whiston, Project Leader at Helios Medical Communications

"I work in MedComms and I never knew I wanted to work in MedComms until I worked in MedComms! Having a background in project and business management I wasn't sure how well my skills would translate into the world of medicine and science, but I can honestly say it's the most rewarding, challenging and supportive environment in which to develop both personally and professionally. The passion and knowledge of the team is infectious and everyone I work with is so skilled at translating high science into an easy-to-digest format suitable for all audiences. I have to admit, I've taken advantage of that on more than one occasion!"

Kristy Wiggans, Account Director at Caudex

"I work in MedComms because no 2 days are the same. I collaborate with all levels of agency personnel and various client contacts, and I enjoy seeing projects come to fruition when a poster/manuscript is submitted on my publication account. It's great to have an impact on the bigger picture as, ultimately, effective communication makes a difference to patients' lives."

Inna Yavorsky, Account Manager at Prime Global

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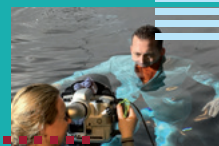


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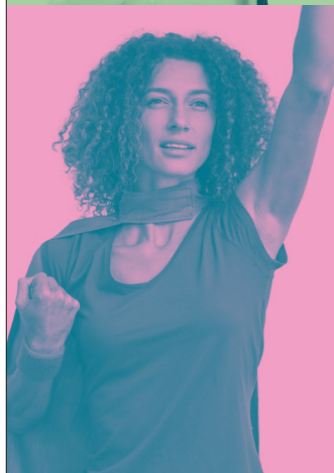
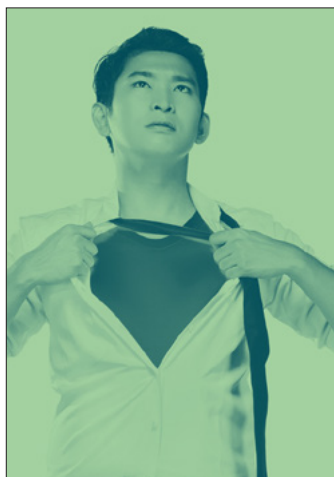
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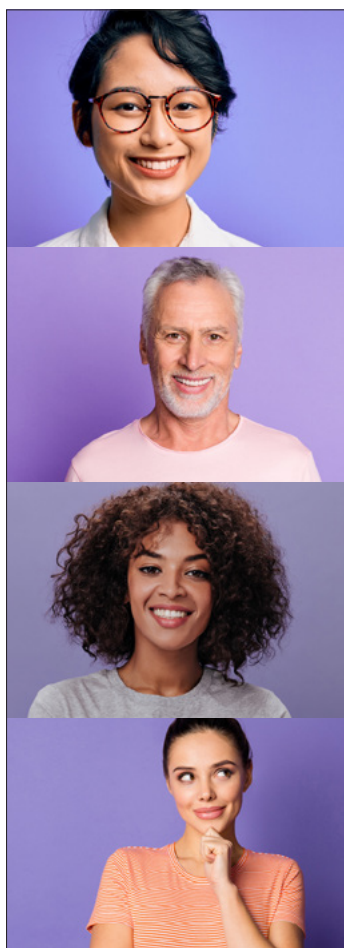
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