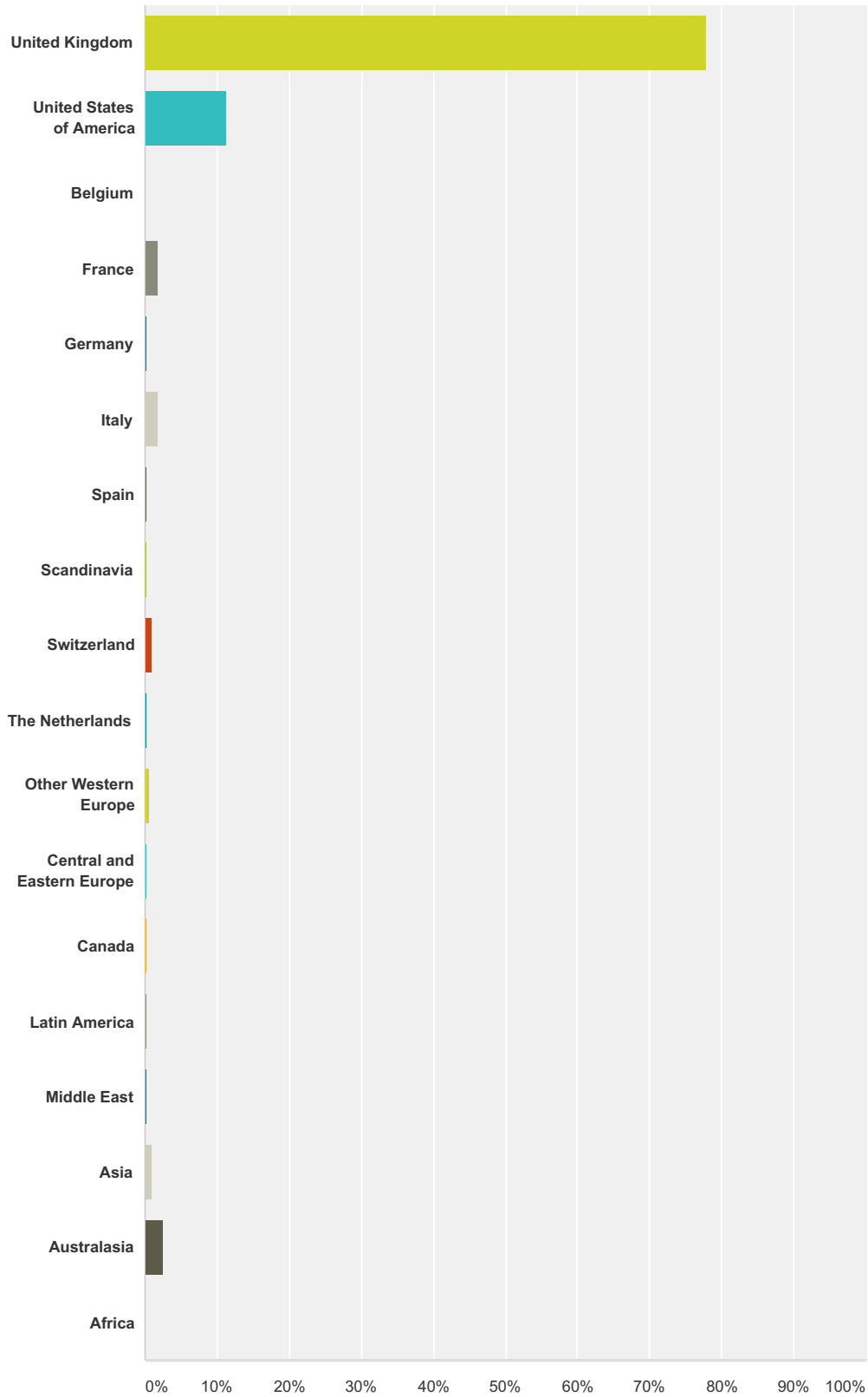


Q1 Where are you based (tick one answer)?

Answered: 374 Skipped: 0



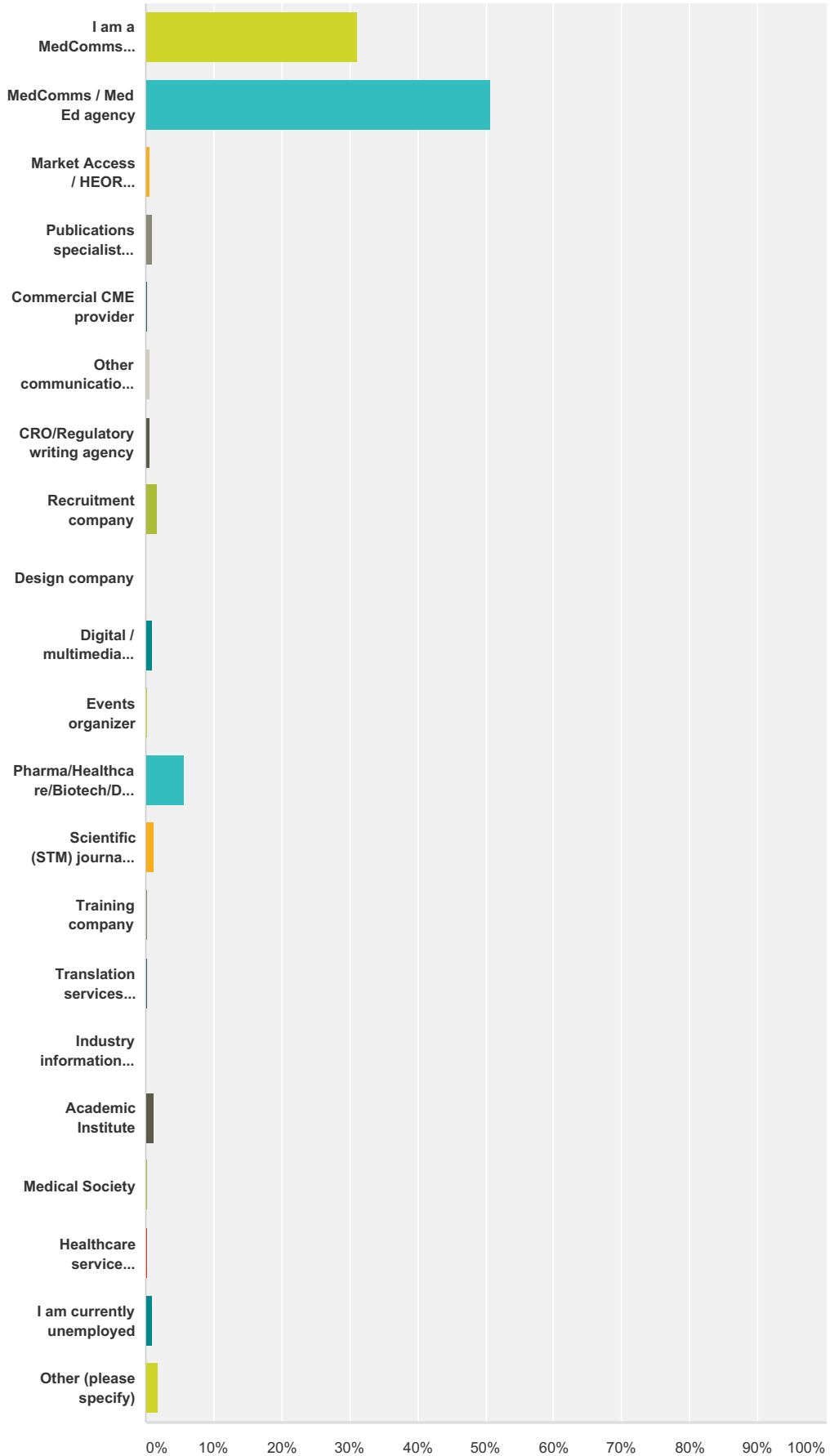
MedComms Networking Barometer 2016

Answer Choices	Responses	
United Kingdom	77.81%	291
United States of America	11.23%	42
Belgium	0.00%	0
France	1.87%	7
Germany	0.27%	1
Italy	1.87%	7
Spain	0.27%	1
Scandinavia	0.27%	1
Switzerland	1.07%	4
The Netherlands	0.27%	1
Other Western Europe	0.53%	2
Central and Eastern Europe	0.27%	1
Canada	0.27%	1
Latin America	0.27%	1
Middle East	0.27%	1
Asia	1.07%	4
Australasia	2.41%	9
Africa	0.00%	0
Total		374

Q2 What best describes where you currently work (we appreciate there will be some overlap of roles and nomenclature but please tick one “best” answer)?

Answered: 374 Skipped: 0

MedComms Networking Barometer 2016



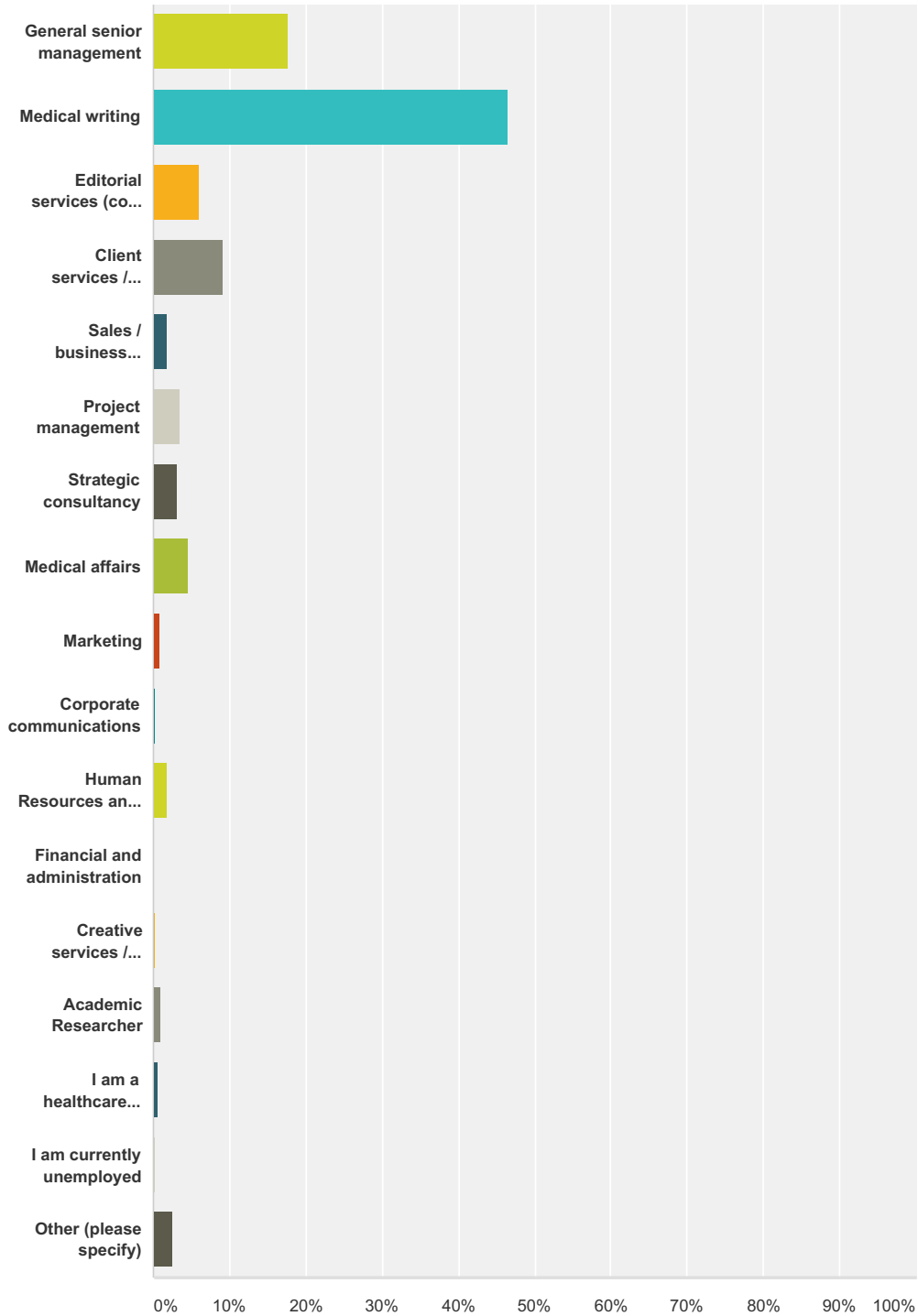
MedComms Networking Barometer 2016

Answer Choices	Responses
I am a MedComms freelancer / consultant / interim / independent	31.02% 116
MedComms / Med Ed agency	50.80% 190
Market Access / HEOR specialist agency	0.53% 2
Publications specialist agency	1.07% 4
Commercial CME provider	0.27% 1
Other communications agency (PR, branding etc)	0.53% 2
CRO/Regulatory writing agency	0.53% 2
Recruitment company	1.60% 6
Design company	0.00% 0
Digital / multimedia company	1.07% 4
Events organizer	0.27% 1
Pharma/Healthcare/Biotech/Devices company	5.61% 21
Scientific (STM) journals / books publishing company	1.34% 5
Training company	0.27% 1
Translation services provider	0.27% 1
Industry information services provider	0.00% 0
Academic Institute	1.34% 5
Medical Society	0.27% 1
Healthcare service organisation	0.27% 1
I am currently unemployed	1.07% 4
Other (please specify)	1.87% 7
Total	374

#	Other (please specify)	Date
1	Medical writing and statistics agency	1/27/2016 11:31 PM
2	Publications specialist (writer/editor) at a government agency	1/27/2016 4:58 PM
3	Marketing consultant in healthcare	1/27/2016 3:45 PM
4	Market Research AND Design Agency	1/27/2016 3:19 PM
5	Information Security company	1/27/2016 2:36 PM
6	G	1/7/2016 7:18 PM
7	We also provide MedComms support to clients as described below in Q5	1/5/2016 3:20 PM

Q3 What is the best fit, broad description, of your primary role (we appreciate there will be some overlap of roles and nomenclature but please tick one “best” answer)?

Answered: 374 Skipped: 0



Answer Choices	Responses
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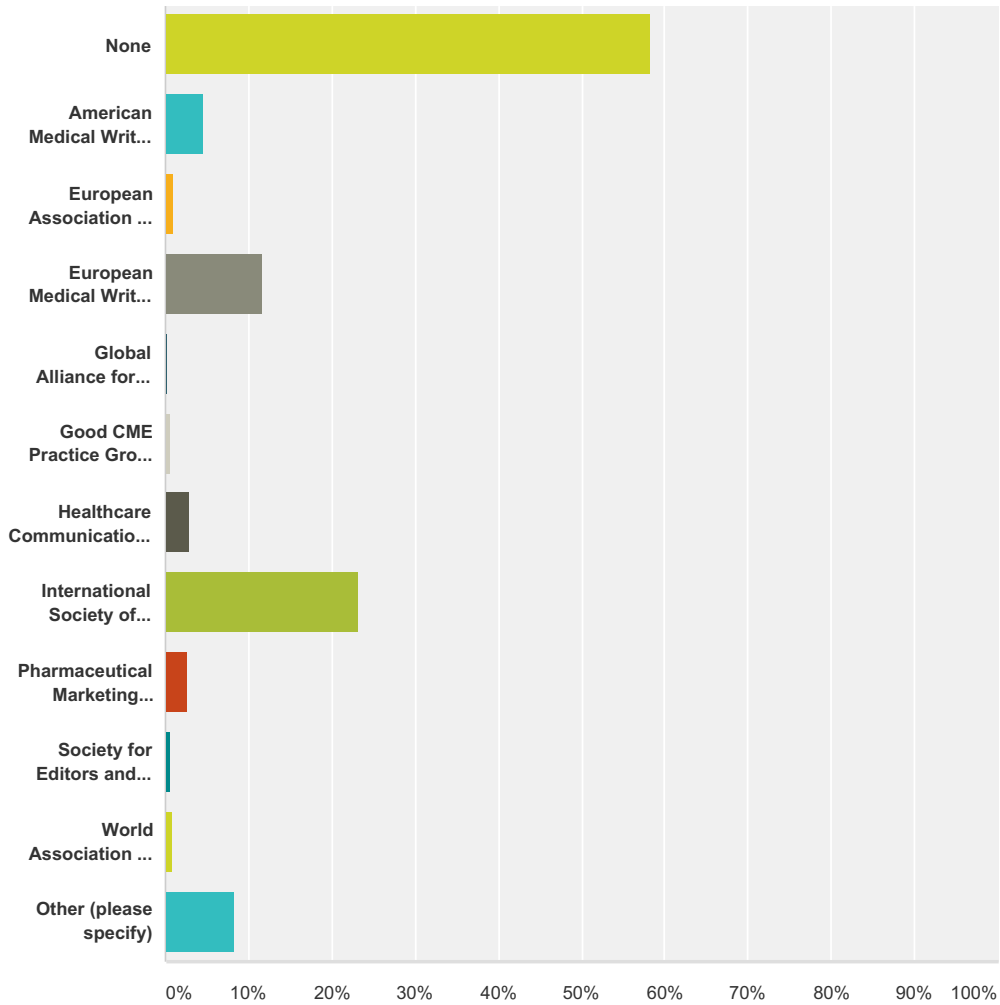
MedComms Networking Barometer 2016

General senior management	17.65%	66
Medical writing	46.52%	174
Editorial services (copy / production editing / proof-reading)	6.15%	23
Client services / account management	9.09%	34
Sales / business development	1.87%	7
Project management	3.48%	13
Strategic consultancy	3.21%	12
Medical affairs	4.55%	17
Marketing	0.80%	3
Corporate communications	0.27%	1
Human Resources and recruitment	1.87%	7
Financial and administration	0.00%	0
Creative services / production / design	0.27%	1
Academic Researcher	1.07%	4
I am a healthcare professional	0.53%	2
I am currently unemployed	0.27%	1
Other (please specify)	2.41%	9
Total		374

#	Other (please specify)	Date
1	Medical and commercial information research and analysis	1/27/2016 7:20 PM
2	patient groups relations	1/27/2016 3:21 PM
3	Scientific Director	1/27/2016 3:14 PM
4	Information resources	1/27/2016 2:42 PM
5	Medical journalist/editor, medcomms consultant	1/12/2016 3:43 PM
6	Careers Adviser	1/12/2016 2:49 PM
7	Uhdhdhdhdfhdhdud	1/7/2016 7:18 PM
8	healthcare advocacy communications	1/5/2016 2:04 PM
9	Training	1/5/2016 1:45 PM

Q4 What relevant professional organizations are you a member of (tick all that apply)?

Answered: 374 Skipped: 0



Answer Choices	Responses
None	58.29% 218
American Medical Writers Association (AMWA)	4.55% 17
European Association of Science Editors (EASE)	1.07% 4
European Medical Writers Association (EMWA)	11.76% 44
Global Alliance for Medical Education (GAME)	0.27% 1
Good CME Practice Group (gCMEp)	0.53% 2
Healthcare Communications Association (HCA)	2.94% 11
International Society of Medical Publishing Professionals (ISMPP)	23.26% 87
Pharmaceutical Marketing Society (PM Society)	2.67% 10
Society for Editors and Proofreaders (SfEP)	0.53% 2

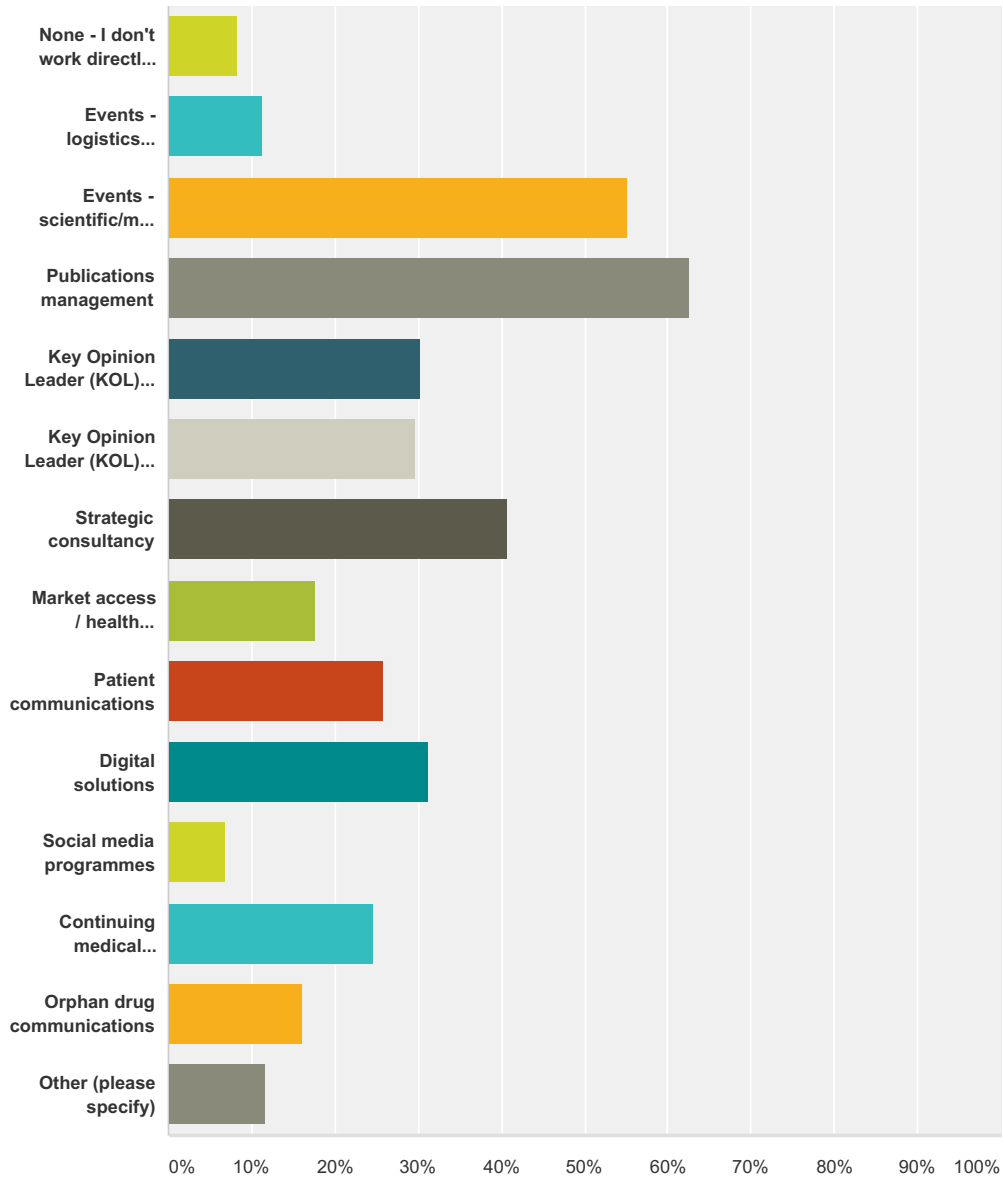
MedComms Networking Barometer 2016

World Association of Medical Editors (WAME)	0.80%	3
Other (please specify)	8.29%	31
Total Respondents: 374		

#	Other (please specify)	Date
1	ISPOR	1/28/2016 3:54 PM
2	CIPD	1/28/2016 9:11 AM
3	Australian Medical Writing Association (AMWA); ARCS Ltd; SSAI	1/27/2016 11:31 PM
4	Pharmaceutical Information and Pharmacovigilance Association (PIPA)	1/27/2016 7:20 PM
5	Drug Information Association	1/27/2016 5:17 PM
6	Drug Information Association	1/27/2016 4:58 PM
7	Alliance for Continuing Education in the Health Professions (ACEhp)	1/27/2016 4:40 PM
8	Drug Information Association	1/27/2016 2:39 PM
9	Council of Science Editors	1/27/2016 2:38 PM
10	ANSI, ISO, IEEE, SMPTE	1/27/2016 2:36 PM
11	COPE	1/26/2016 4:26 PM
12	Royal Society of Biology	1/26/2016 3:43 PM
13	Society of Human Resources Management	1/19/2016 10:15 AM
14	NASW AHCJ	1/13/2016 11:01 AM
15	ISMTE	1/13/2016 10:36 AM
16	Medical Journalists Association	1/12/2016 4:23 PM
17	Will be joining at least one of the above this year.	1/12/2016 3:43 PM
18	Medical Journalists' Association, COPE (associate member)	1/12/2016 3:43 PM
19	National Association of Science Writers (NASW)	1/12/2016 3:41 PM
20	Career Development Institute	1/12/2016 2:49 PM
21	IPSE	1/12/2016 10:00 AM
22	European Press Federation	1/12/2016 9:08 AM
23	NUJ	1/12/2016 8:22 AM
24	PRIME (Pharmaceutical Research, Innovation and Marketing Excellence) Awards Advisory Board member	1/12/2016 3:08 AM
25	Australasian Medical Writers Association	1/12/2016 1:39 AM
26	Australasian Medical Writer's Association	1/10/2016 9:08 PM
27	Australasian Medical Writers Association	1/7/2016 9:10 AM
28	Ismpp	1/6/2016 10:38 PM
29	ISPOR	1/5/2016 2:04 PM
30	Council of Science Editors	1/5/2016 1:45 PM
31	ISPOR	1/5/2016 1:35 PM

Q5 Which of the following specialist MedComms areas are you currently active in (tick all that apply)?

Answered: 374 Skipped: 0



Answer Choices	Responses
None - I don't work directly in MedComms	8.29% 31
Events - logistics management	11.23% 42
Events - scientific/medical programmes and content development	55.08% 206
Publications management	62.57% 234
Key Opinion Leader (KOL) / external expert profiling and identification	30.21% 113
Key Opinion Leader (KOL) / external expert management	29.68% 111

MedComms Networking Barometer 2016

Strategic consultancy	40.64%	152
Market access / health outcomes	17.65%	66
Patient communications	25.94%	97
Digital solutions	31.28%	117
Social media programmes	6.95%	26
Continuing medical education and professional development (CME / CPD)	24.60%	92
Orphan drug communications	16.04%	60
Other (please specify)	11.76%	44
Total Respondents: 374		

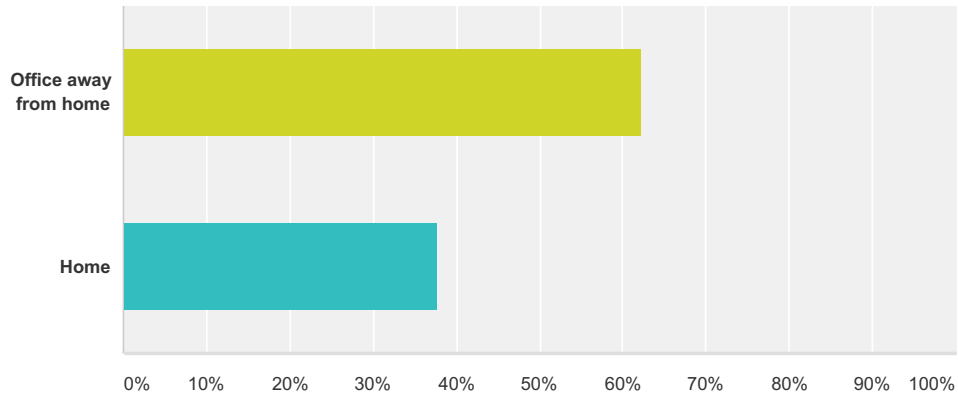
#	Other (please specify)	Date
1	Asian Pharmacogenomics Research Network Society communication support	1/28/2016 1:29 AM
2	Regulatory and health economic application development	1/27/2016 11:31 PM
3	None applies.	1/27/2016 10:01 PM
4	Literature searches (journal publications and congress abstracts) Journal selection Congress selection Article metrics Social media analysis Commercial landscape analysis	1/27/2016 7:20 PM
5	Scientific platforms, medical affairs strategy	1/27/2016 3:35 PM
6	sales training, corporate communications	1/27/2016 3:26 PM
7	Primary market research in the patient point of view/patient experience/engagement	1/27/2016 3:19 PM
8	Team leader integrating goals of care conversations for palliative care	1/27/2016 2:49 PM
9	Work across all areas	1/27/2016 2:38 PM
10	Nedical Excellence training	1/27/2016 2:36 PM
11	Standards and Security Solutions	1/27/2016 2:36 PM
12	Real-world evidence	1/27/2016 2:34 PM
13	Sales materials Internal communication materials (for pharma client)	1/26/2016 3:56 PM
14	I edit material for any area of MedComms/medical publishing	1/20/2016 5:15 PM
15	E.g Slide presentations for companies internal training	1/20/2016 1:05 PM
16	HR	1/19/2016 10:15 AM
17	Editorial support and research on most of the above	1/19/2016 9:59 AM
18	Medical writing!	1/19/2016 9:11 AM
19	Advertising	1/14/2016 8:56 PM
20	training junior staff	1/14/2016 10:56 AM
21	Healthcare blog	1/13/2016 11:01 AM
22	Publications - scientific/medical content development	1/13/2016 8:05 AM
23	Journalism/editorial	1/12/2016 3:43 PM
24	Brand positioning, training slide sets,, meeting support	1/12/2016 3:15 PM
25	MSL training materials	1/12/2016 1:38 PM
26	Preparation of printed commercial materials for HCPs, content development for internal training for Pharma companies e.g. Sales force	1/12/2016 8:52 AM
27	Corporate communications	1/12/2016 8:27 AM
28	Promotional materials development	1/12/2016 3:08 AM
29	None of the above	1/12/2016 1:39 AM

MedComms Networking Barometer 2016

30	Unemployed seeking entry-level medcomms position	1/11/2016 8:37 PM
31	Not quite sure that I understand this question, or rather where I fit in as a straightforward freelance medical writer, so my answer may not be accurate.	1/8/2016 12:57 PM
32	F	1/6/2016 10:38 PM
33	MSL training, Development of MSL field tools and resources	1/6/2016 5:01 PM
34	Internal (for pharma) materials development	1/5/2016 6:58 PM
35	Promotional and non-promotional materials for healthcare professionals via various communication channels	1/5/2016 3:57 PM
36	Development of resources for clients (e.g. for use by MSLs, reps, etc.)	1/5/2016 3:55 PM
37	Documents for internal use by pharma companies (training materials, literature searches, publication summaries etc)	1/5/2016 3:12 PM
38	Peer-reviewed manuscripts	1/5/2016 2:47 PM
39	Publications writing	1/5/2016 2:12 PM
40	Editorial/publishing	1/5/2016 2:06 PM
41	healthcare advocacy communications	1/5/2016 2:04 PM
42	Regulatory writing (CSRs, protocols)	1/5/2016 1:39 PM
43	Advertising	1/5/2016 1:37 PM
44	Medical education, promotional material, key message development	1/5/2016 1:37 PM

Q6 Where do you work from primarily?

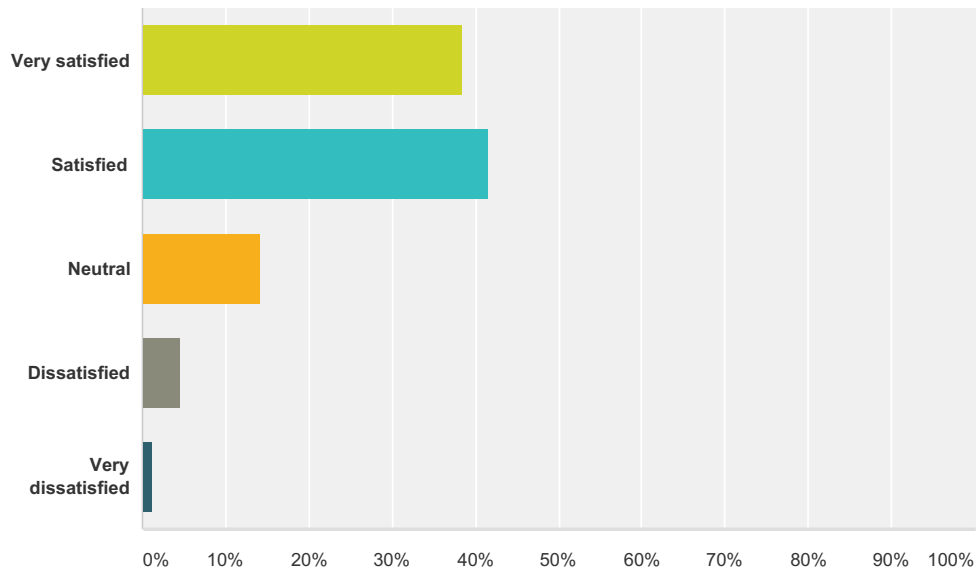
Answered: 374 Skipped: 0



Answer Choices	Responses	
Office away from home	62.30%	233
Home	37.70%	141
Total		374

Q7 How satisfied are you with your current job?

Answered: 374 Skipped: 0



Answer Choices	Responses
Very satisfied	38.50% 144
Satisfied	41.44% 155
Neutral	14.17% 53
Dissatisfied	4.55% 17
Very dissatisfied	1.34% 5
Total	374

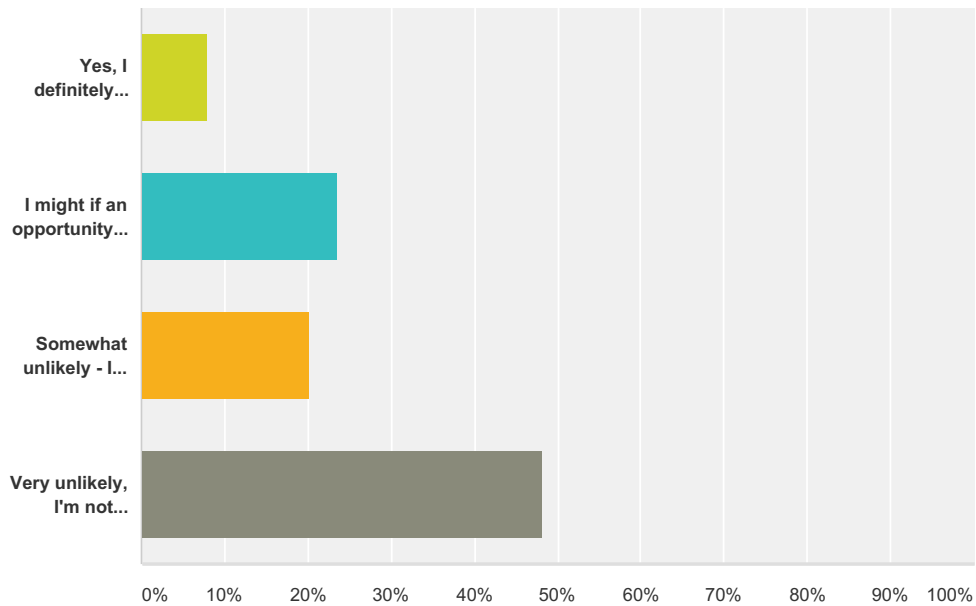
#	Please add any further insights here (remember the comments here will be made public)...	Date
1	Range of work = Very satisfied Number of working hours = Very dissatisfied	1/28/2016 12:35 AM
2	Since my role is part-time, I also do substantive editing on manuscripts for other researchers outside the agency.	1/27/2016 4:58 PM
3	Working from home as a freelancer is isolating but it beats commuting and dealing with the types of bosses and management I've encountered in med comms companies	1/27/2016 3:49 PM
4	Unclear roles and responsibilities; under-resourced in staffing	1/27/2016 3:35 PM
5	• Work flow is unpredictable; worked every day the last four months of 2015 including all holidays, but have not worked one day yet in 2016 • Client direction is often incomplete, illogical, or not thought through	1/27/2016 3:26 PM
6	Deeply frustrated with how accurately and thoroughly marketers can describe the patient point of view but then structural industry requirements, innovation-averse reviewers and "but-we've-always-done-it-this-way" intransigence prevent that point of view from guiding communications.	1/27/2016 3:19 PM
7	Very satisfied with job but salary and pay level at many big pharma undervalues the skill set required to be successful; senior level opportunities less available	1/27/2016 2:44 PM
8	Like the flexibility that being an independent consultant brings.	1/26/2016 3:15 PM
9	It is difficult to strike the right work/life balance.	1/19/2016 12:57 PM
10	Overall, I feel that medical writers are treated somewhat poorly in the agency environment - not just by clients but, more importantly, by agency management in terms of career progression and fair remuneration.	1/17/2016 11:32 PM

MedComms Networking Barometer 2016

11	Love the job. Would like to be paid a bit more!	1/13/2016 3:19 PM
12	Sometimes I love it, sometimes I hate it! All depends on the job I'm working on - if I have a friendly client who is able to provide an excellent brief, in a therapeutic area I enjoy, then I love my job.	1/12/2016 3:43 PM
13	Work as a self-employed freelancer allows full autonomy in the choice of work, timing and number of hours worked per day/week/month, resulting in a high level of satisfaction for me personally	1/12/2016 9:52 AM
14	Very pleased to be able to work from home around my childcare needs. Extremely fortunate to be in an industry with high demand, and am conscious of the need for very high quality output, bearing in mind the industry is flooded with freelance medical writers at present, some good and some not so good.	1/12/2016 7:41 AM
15	Inadequate options provided for this question - I'm unemployed	1/11/2016 8:37 PM
16	Fragmented structure Lack of decision making	1/5/2016 3:41 PM
17	I have felt that in my current role, I currently have poor training and development and see little way of career advancement.	1/5/2016 2:41 PM
18	I would like to work smarter. Just work on stimulating projects that wil make a difference rather than just shopping lists from clients for more of the same!	1/5/2016 1:52 PM

Q8 How likely is it that you will look to change your employer in 2016 (freelancers, you are your own employer)?

Answered: 374 Skipped: 0



Answer Choices	Responses
Yes, I definitely intend to move	8.02% 30
I might if an opportunity arises	23.53% 88
Somewhat unlikely - I doubt it	20.32% 76
Very unlikely, I'm not expecting to move	48.13% 180
Total	374

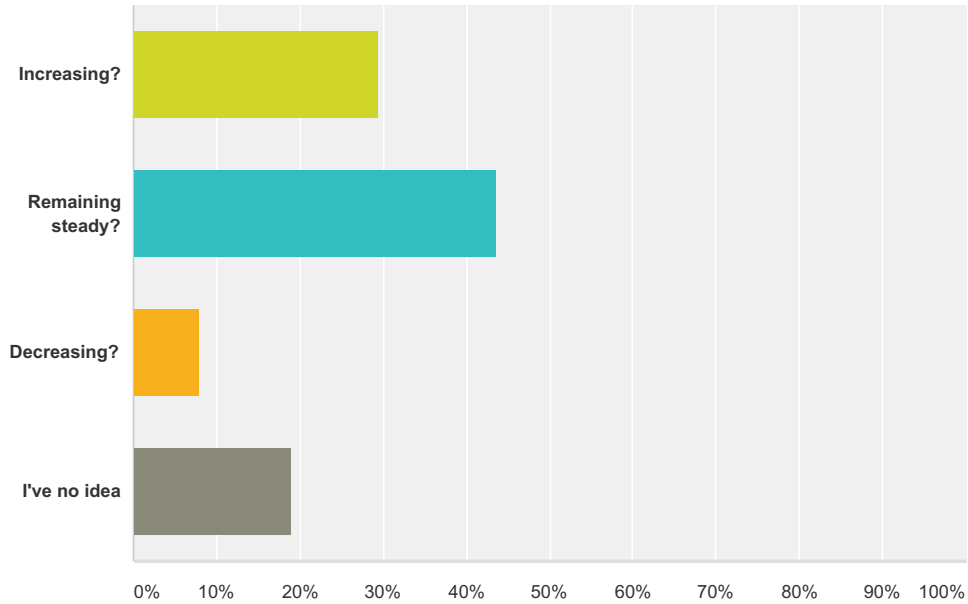
#	Please add any further insights here (remember the comments here will be made public)...	Date
1	I am a interim HR Recruiter and will move to another opportunity when my current contract ends.	1/28/2016 9:11 AM
2	Never hurts to keep your options open!	1/27/2016 3:55 PM
3	As a medical writer, I'm pursued by a lot of recruiters but they are offering the types of jobs I want to escape from i.e. stressful jobs working in a US-owned med comms company who are constantly trying to get more work out of their employees for the same pay.	1/27/2016 3:49 PM
4	Seeking Salary and growth opportunities	1/27/2016 2:49 PM
5	Just moving in February	1/27/2016 2:45 PM
6	I like being freelance. I wouldn't wish to move back to being an employee.	1/20/2016 5:15 PM
7	Self employed but regular business from one agency but if the right opportunity arose I would increase my work load	1/18/2016 11:37 PM
8	I aim to move from freelance to permanent basis and if the T&C are not right I will stay freelance	1/14/2016 10:56 AM
9	Would have to be a step forward in my career and with a company that is aligned with my approach to both work and work:life balance	1/13/2016 11:11 AM
10	Too many benefits of freelancing to want to give it up. Plus, as I'm in my early 50s, I think it would be difficult to find a job elsewhere offering the hours I currently work. I think that pharmaceutical marketing and its associated industries are a young person's world.	1/12/2016 3:43 PM

MedComms Networking Barometer 2016

11	N/A -- self employed	1/12/2016 9:08 AM
12	Inadequate options provided for this question - I'm unemployed	1/11/2016 8:37 PM
13	The ongoing move to put all of Omnicom into one location may create new stresses or opportunities – remains to be seen how it will work – but this is expected to stimulate some turnover at Omnicom agencies.	1/5/2016 3:11 PM
14	I intend to find a workplace where training and development are intrinsic to allow staff to develop their skills.	1/5/2016 2:41 PM
15	I own the company, so will not be leaving.	1/5/2016 2:07 PM
16	not relevant since I run the company	1/5/2016 2:04 PM
17	I'm self-employed and happy to stay that way	1/5/2016 1:45 PM

Q9 From your own perspective, do you think the overall amount of MedComms activity that the Pharma/Healthcare/Biotech/Devices industry is outsourcing year on year is currently...

Answered: 374 Skipped: 0



Answer Choices	Responses
Increasing?	29.41% 110
Remaining steady?	43.58% 163
Decreasing?	8.02% 30
I've no idea	18.98% 71
Total	374

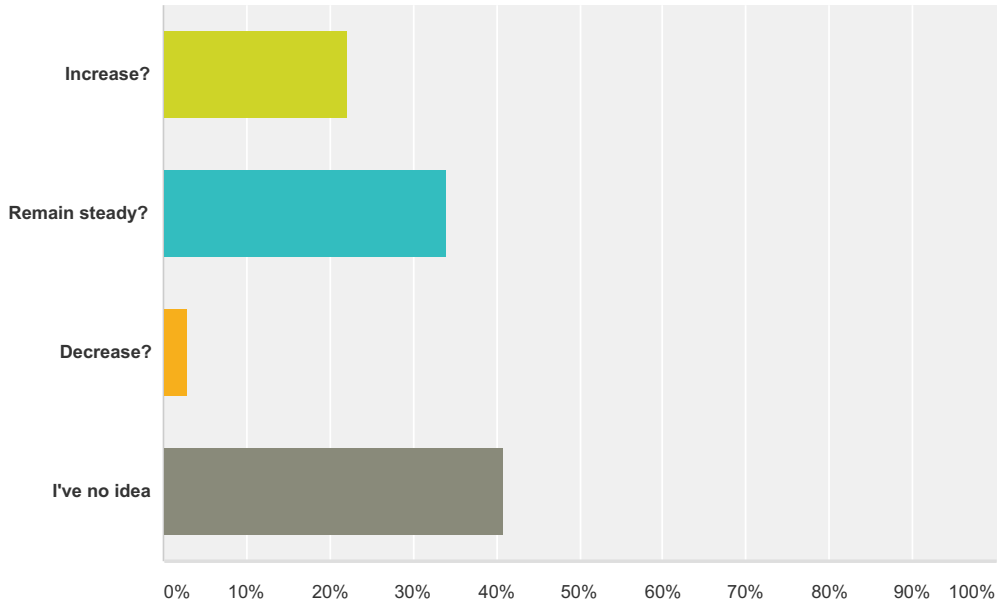
#	Please add any further insights here (remember the comments here will be made public)...	Date
1	We are a 'virtual company' and heavily outsource already	1/28/2016 11:25 AM
2	In Australia there has been a significant shift in favour of using freelance medical writers by both pharma and medcomm agencies over the past 8 years	1/27/2016 11:04 PM
3	Increasing volume due to staff cuts in Pharma, decreasing willingness to pay due to budget cuts in Pharma!	1/27/2016 3:55 PM
4	Many pharma companies are outsourcing so my impression is more work is available but that is not from a statistically valid sample. As pharma companies are squeezed by downward pressure on drug costs this amount of work is likely to stabilize or even decrease	1/27/2016 3:49 PM
5	2015 was a very good year for me, especially the last quarter	1/27/2016 3:26 PM
6	Pharma industry jobs not growing; pubs departments are shrinking and medical writers are dying breed in industry. Those positions get outsourced. Senior level positions are harder to find	1/27/2016 2:44 PM
7	Some clients outsourcing more, some taking work in house more than, say 18 months ago	1/26/2016 2:59 PM

MedComms Networking Barometer 2016

8	Work from long-standing, regular clients has remained steady; however, it seems harder than ever to secure any work from new clients	1/26/2016 12:48 PM
9	N/A - joined Medcomms Jan 2016!	1/21/2016 3:14 PM
10	Wanted to tick 2, it seems to remain steady but then at times feel it is decreasing	1/18/2016 11:37 PM
11	Steadiness does not mean it won't change. More engagement of long-term contract work that's project (or task) focused. We aim to manage most of the quick turnaround jobs in house by soaking up internal resource efficiently	1/14/2016 10:56 AM
12	I have had issues in reduced activity as a sole trader, as I am a registered HCP (due to regulation HCPs are either not to be paid for services with pharma or on a scale depending on their profession). This has reduced my rates to zero or minimal wage! I have rectified this by becoming a limited company, so can now be classed as a supplier.	1/12/2016 3:24 PM
13	Increased outsourcing to India, but teams still require input from more experienced sectors in the UK	1/12/2016 7:41 AM
14	In Australia, federal cost pressures are currently limiting the re-imburement of new products and new indications, hence the opportunity and role of med ed and med comms is becoming restricted - and will worsen in the future.....	1/12/2016 3:08 AM
15	The agencies that I work with seem to be sending the same quantities (and types) of work to me, so I assume that the amount of work outsourced to them is also fairly steady.	1/7/2016 10:55 AM
16	With fewer resources available in pharmacy, I see more outsourcing going on	1/6/2016 10:38 PM
17	Decreasing slightly...	1/6/2016 5:01 PM
18	... but so are the number of MedComms providers/freelancers. I believe therefore that competition between providers will also increase which places the pharma companies very firmly in the driving seat. As a result, I am not convinced that the point made in Q12 below (MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards) will necessarily be part of the decision-making process when pharma appoints its MedComms providers.	1/5/2016 3:20 PM
19	Probably about steady, as we see whole chunks of work disappearing, and new streams coming on line.	1/5/2016 3:02 PM
20	I've noticed a number of organisations now accept that this is the way the tide is turning. A number of colleagues have come from previous pharma roles.	1/5/2016 2:41 PM
21	Not relevant as I don't work directly in Med Comms	1/5/2016 1:44 PM

Q10 From your own perspective, comparing 2016 vs 2015 do you think the overall amount of consolidation/M&A activity amongst MedComms agencies will...

Answered: 374 Skipped: 0



Answer Choices	Responses
Increase?	22.19% 83
Remain steady?	33.96% 127
Decrease?	2.94% 11
I've no idea	40.91% 153
Total	374

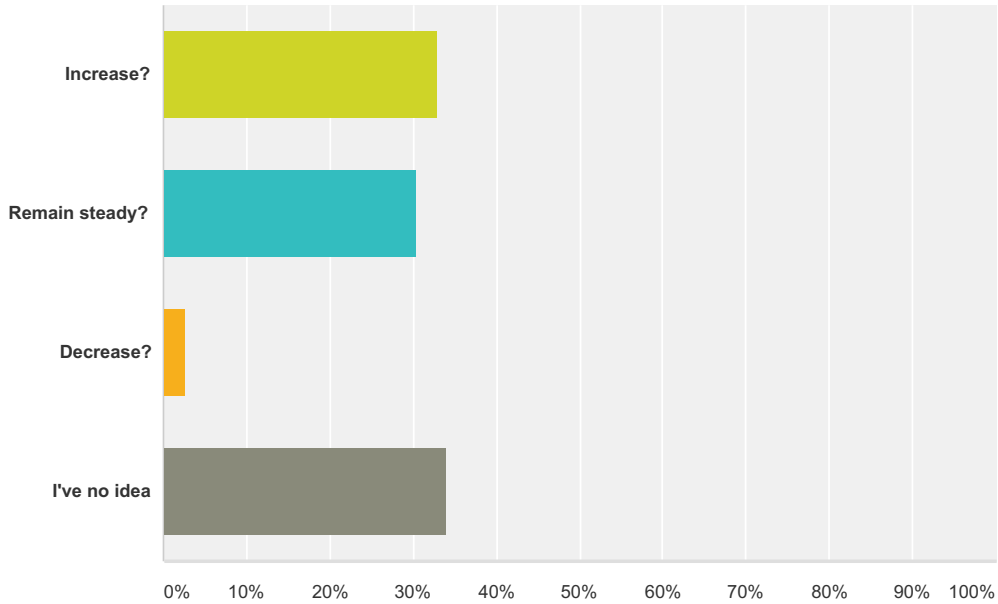
#	Please add any further insights here (remember the comments here will be made public)...	Date
1	or potentially decrease. Budgets seem to be very tight	1/27/2016 9:48 PM
2	I don't know what m&a activity is..	1/27/2016 7:45 PM
3	The start-ups I am aware of don't appear to be likely candidates for consolidation.	1/27/2016 3:26 PM
4	N/A - joined Medcomms Jan 2016!	1/21/2016 3:14 PM
5	sorry, only recently signed up to MedComms emails and only recently working in a job role with these interests so don't have any prior knowledge	1/12/2016 2:49 PM
6	Definite trend towards larger agencies and away from the Boutique agencies of the recent past.	1/12/2016 10:53 AM
7	The industry as we know it is dead, and it's not coming back. It was too slow to react to the social turn in communications, offered too little in terms of novel value propositions, and assumed an entrenched position which has ushered in its demise. However, medcomms itself is thriving -- but as a smaller, nimble, low FTE-based industry whose proponents are flourishing and growing in number. Relationships, exceptional service, honesty and trust are everything.	1/12/2016 9:08 AM

MedComms Networking Barometer 2016

8	2016 vs 2015 should that be 2015 vs 2014? . Today is 11 Jan 2016 - the year is less than 2 weeks old - too little to sense any trend for 2016	1/11/2016 8:37 PM
9	From a selfish point of view, as a freelancer the prospect of further consolidation gives me some cause for concern - it could mean the disruption of established working relationships and increased competition (either through larger freelance pools or former employees joining the freelance ranks).	1/7/2016 10:55 AM
10	sadly it will increase.	1/5/2016 2:07 PM
11	Not relevant as I don't work directly in Med Comms	1/5/2016 1:44 PM

Q11 From your own perspective, comparing 2016 vs 2015 do you think the overall amount of consolidation/M&A activity amongst Pharma/Healthcare/Biotech/Devices companies will...

Answered: 374 Skipped: 0

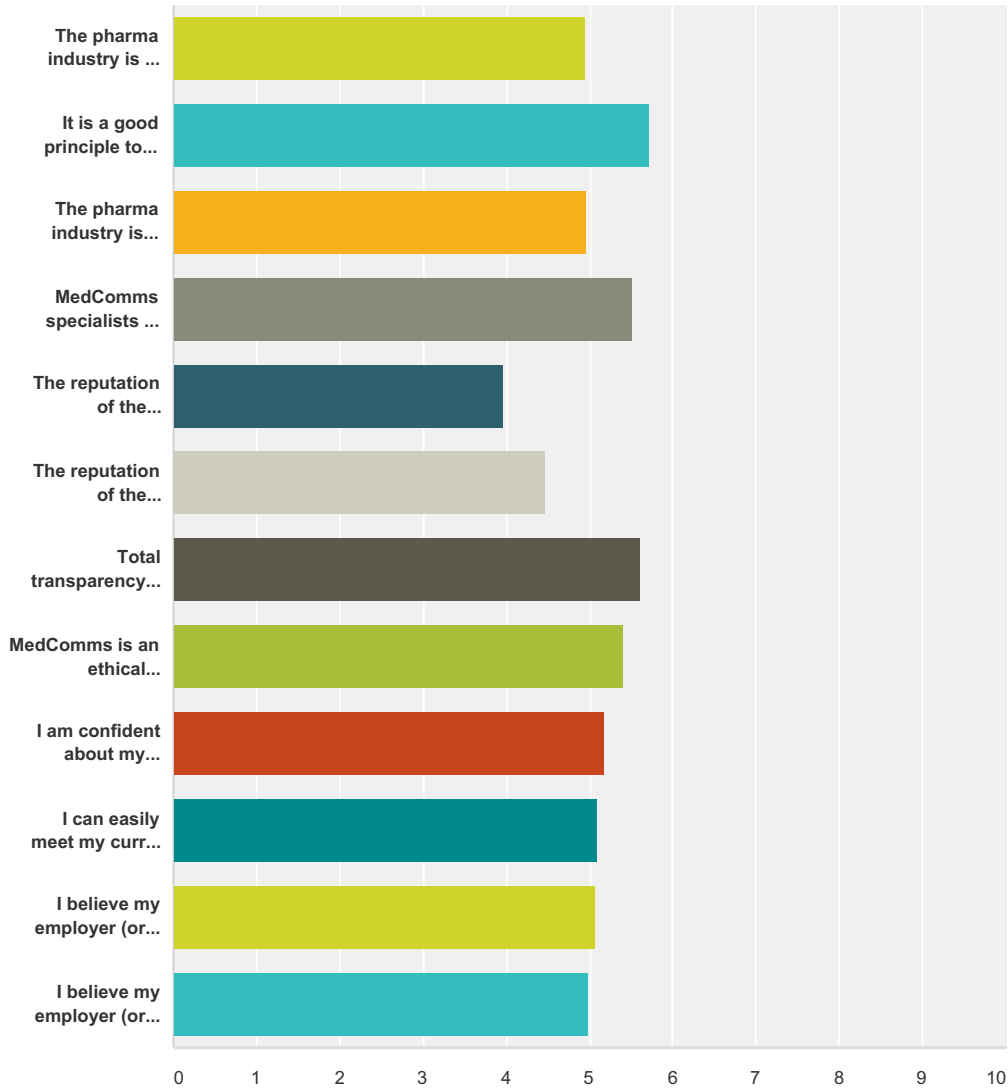


Answer Choices	Responses
Increase?	32.89% 123
Remain steady?	30.48% 114
Decrease?	2.67% 10
I've no idea	33.96% 127
Total	374

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	Have no access to decision makers at this level.	1/27/2016 3:26 PM
2	N/A - joined Medcomms Jan 2016	1/21/2016 3:14 PM
3	I see an increase in ad boards and communications from conferences	1/20/2016 8:53 AM
4	Big companies will buy-out the biotech start-ups. Also mergers will be driven by tax-inversion, rather than commercial rationale.	1/12/2016 10:53 AM
5	2016 vs 2015 should that be 2015 vs 2014? . Today is 11 Jan 2016 - the year is less than 2 weeks old - too little to sense any trend for 2016	1/11/2016 8:37 PM
6	There have been several (successful and unsuccessful) moves in the last 18 - 24 months that make me think that another round of M&A activity is on its way.	1/7/2016 10:55 AM
7	There will continue to be high levels of activity, but possibly not of the same size as 2015	1/5/2016 1:45 PM
8	Not relevant as I don't work directly in Med Comms	1/5/2016 1:44 PM

Q12 How much do you agree with the following statements? Please answer from a personal viewpoint (read carefully - tick one answer for each statement).

Answered: 374 Skipped: 0



	I don't agree at all 0	1	2	3	4	5	6	7	8	I entirely agree 9	Total	Weighted Average
The pharma industry is a credible and trusted source of information about medicines	1.87% 7	5.08% 19	5.35% 20	8.29% 31	7.75% 29	13.64% 51	21.93% 82	22.73% 85	11.50% 43	1.87% 7	374	4.95
It is a good principle to aim at, to publish all clinical trial data for all products	0.00% 0	0.00% 0	4.01% 15	2.14% 8	1.60% 6	2.14% 8	4.01% 15	10.70% 40	20.32% 76	55.08% 206	374	5.72

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The pharma industry is indeed striving to publish all clinical trial data for all products	2.94% 11	5.08% 19	4.28% 16	4.55% 17	11.23% 42	14.71% 55	18.45% 69	19.52% 73	13.37% 50	5.88% 22	374	4.97
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	0.27% 1	2.14% 8	4.81% 18	2.67% 10	3.21% 12	5.08% 19	7.22% 27	16.58% 62	20.05% 75	37.97% 142	374	5.51
The reputation of the pharmaceutical industry is improving amongst the wider public	5.88% 22	7.49% 28	13.37% 50	12.03% 45	18.72% 70	16.31% 61	14.97% 56	7.75% 29	3.21% 12	0.27% 1	374	3.97
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	3.21% 12	6.15% 23	6.42% 24	9.63% 36	19.52% 73	19.52% 73	13.90% 52	15.24% 57	5.35% 20	1.07% 4	374	4.46
Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	0.80% 3	0.80% 3	2.94% 11	3.21% 12	3.48% 13	2.41% 9	5.88% 22	16.04% 60	21.93% 82	42.51% 159	374	5.62
MedComms is an ethical business	0.53% 2	1.60% 6	3.48% 13	4.28% 16	7.49% 28	9.09% 34	10.96% 41	21.12% 79	24.06% 90	17.38% 65	374	5.40
I am confident about my personal financial future	1.60% 6	2.67% 10	4.81% 18	6.95% 26	7.22% 27	8.56% 32	12.03% 45	25.13% 94	19.25% 72	11.76% 44	374	5.18
I can easily meet my current training needs	2.14% 8	2.94% 11	6.95% 26	5.61% 21	6.68% 25	10.96% 41	12.83% 48	21.39% 80	18.72% 70	11.76% 44	374	5.09
I believe my employer (or in the case of Freelancers - I) will increase revenues in 2016 compared with 2015	2.14% 8	4.01% 15	3.48% 13	5.08% 19	11.76% 44	12.57% 47	9.63% 36	17.91% 67	20.59% 77	12.83% 48	374	5.08
I believe my employer (or in the case of Freelancers - I) will increase profitability in 2016 compared with 2015	2.14% 8	3.48% 13	4.01% 15	5.61% 21	14.44% 54	13.37% 50	12.83% 48	18.45% 69	14.44% 54	11.23% 42	374	5.00

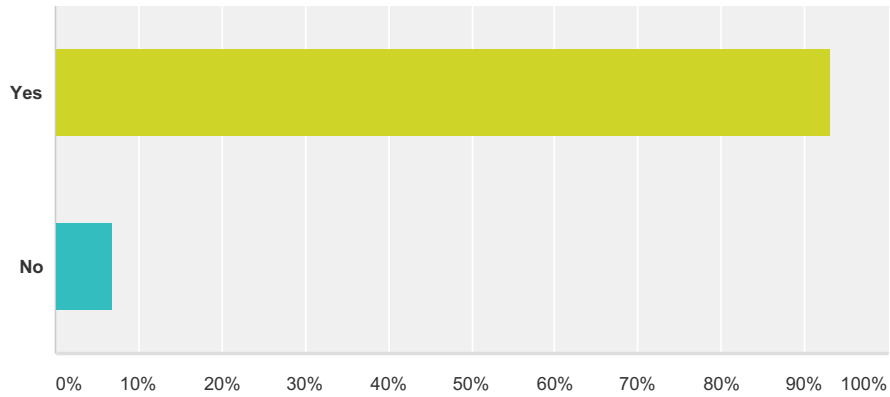
#	Please add any further insights here (remember the comments here will be made public)...	Date
1	Industry trials are more credible than investigator initiated trials because GxP is more rigorously applied, but the industry is not trusted and sometimes seems to exist to be reviled. I think that all clinical trials should be published but I don't think that all of the data should be until this becomes the scientific standard (ie applies to all scientific endeavor). At the moment the Pharmaceutical Industry is being held to a higher standard.	1/28/2016 11:25 AM
2	My income will reduce as I take on less work...now in my 60s.	1/28/2016 9:59 AM
3	As a freelancer/consultant, it is difficult to accurately predict my financial future; however, the flexibility is priceless	1/27/2016 4:30 PM
4	The costs of doing business are fairly constant for me as a freelance medical writer, so any changes in revenues will directly affect my profitability.	1/27/2016 3:26 PM

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5	The recent cost increases of many products and lack of ethical responsibility in product pricing for elders is abominable	1/27/2016 2:49 PM
6	Pharma has improved in the UK due to ABPI rules but I don't think they have changed their overall attitude and hence the suspicion from HCPs	1/27/2016 2:41 PM
7	My personal finance is private and of no value to this questionnaire so while being required to make an answer to that question I have just answered 'I don't agree at all'	1/26/2016 3:00 PM
8	This year I'm going to try and stick to my business plan hours per week, so am aiming to reduce not increase my workload. I would like training opportunities but at a cost that I can afford.	1/24/2016 9:09 AM
9	Regarding finances, since 2015 I have gone part time, so expect revenue and profitability to decrease - but only because I have chosen to work fewer hours per week.	1/19/2016 9:44 AM
10	With respect to publishing all study data -- it's not enough to publish if the publication is buried or not directly tied to the study that generated the data. All journals and all conferences must require that a publication/presentation include the trial identifier (eg, NCT) and this must be included in the published manuscript or abstract. Further, all publications/presentations should be reported to the appropriate trial registration authority so that they can be listed in the trial record.	1/12/2016 3:41 PM
11	Training is a big problem for me as a freelancer	1/12/2016 3:15 PM
12	I don't plan to be more profitable or increase revenues; I plan to do enough to to pay the bills and have a holiday, and not work too hard!	1/12/2016 10:14 AM
13	I	1/11/2016 8:37 PM
14	Is medcomms an ethical business? In theory there is no reason why it shouldn't be - we have good guidelines. In practice ... well I still very occasionally come across situations where originating companies and their medcomms agencies don't live up to those standards.	1/7/2016 10:55 AM
15	Last 2 questions - I do not wish to or need to increase my revenues or profitability	1/6/2016 8:59 AM
16	Pharma is increasingly squeezing med comms agencies, and in order to retain profitability, agencies are having to evolve rapidly in terms of how they operate and the services they offer.	1/5/2016 7:11 PM
17	Q1. The pharma industry is a credible and trusted source of information about medicines. I believe this to be completely true but the perception amongst HCPs and the general public is low which is why I have provided low scores for pharmaceutical company reputation	1/5/2016 3:20 PM
18	The Martin Shkreli case has made a significant impact on the public perception of pharma. Lone asshat he may be -- to the public however he's just a particularly clear example of the kind of unscrupulous price gouging that they expect everyone is up to.	1/5/2016 3:11 PM
19	With the low amount of training I have received, and the poor client management I have seen at a senior level, I am sceptical that there would be any ability for someone at my level to improve practice standards.	1/5/2016 2:41 PM
20	It's the turn of publishing houses to take a look at themselves to ask, can we do this better.	1/5/2016 2:25 PM
21	I think keeping revenue and profitability steady in 2016 is a reasonable target, given the fluctuations in the world economy	1/5/2016 1:55 PM
22	It's hard to gauge if pharma reputation is improving or not; scandalous headlines always grab more attention - such as the "price-gouging" story in the USA...	1/5/2016 1:45 PM

Q13 If asked, do you recommend MedComms to others as a worthwhile career option?

Answered: 374 Skipped: 0



Answer Choices	Responses
Yes	93.05% 348
No	6.95% 26
Total	374

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	But with caveats - its very stressful, the hours can be long, and you meet some difficult people (both colleagues and clients)	1/28/2016 12:34 PM
2	Never asked this	1/28/2016 11:25 AM
3	For mums absolutely! It provides the flexibility needed with having children, allows for career progression as it exposes you to more opportunities that you otherwise may not have in company employment and at the same time ensures financial security	1/27/2016 11:04 PM
4	It is a great place providing constant exposure to new things (at edge of science, new challenges, new clients, new compounds, new indications, new People) nurishing personal development and allowing to rapidly expand personal and business experience.	1/27/2016 4:59 PM
5	But I would NOT recommend all of them. I would approach people within any organisation first and question them. I have had bad experiences with some med comms companies and would not want to repeat them!	1/27/2016 3:49 PM
6	I may recommend based on a clear understanding of the person's wants/needs so that their expectations can be managed accordingly. MedComm is not an "easy" job on the agency or pharma side. The pay may be good, but this needs to be balanced with the understanding that an advanced degree does not provide entitlement - simply a foot in the door. You have to work hard, be at the top of your mental game at all times, be adaptable, be a technical AND strategic asset, and be able to survive the never-ending politics within teams, companies, and clients. Processes change by company, and the process that works at one place will likely not be what works at the next - so always be ready for change. If you are up for the challenge, this is a great place for you to be...but it is important to go into this career with your eyes open!	1/27/2016 3:35 PM
7	• This industry is not monolithic. Some companies are more professional and trustworthy than others. • There is an underrepresentation of females at the top of MedComms, perhaps reflective of the underrepresentation of females at the top of pharmaceutical companies. Hopefully this is changing. As a rule, my female clients have been better project partners than my male clients.	1/27/2016 3:26 PM
8	New entrants must be psychologically prepared for perverse incentives for providers that cause them to act in ways contrary to the best interests of patients while fully believing that they are doing the opposite. (For example, surgeons who block the adoption of a device that enables lower cost, non-surgical cure while arguing that surgery is the best option for the patient and CME courses that have to be approved by a committee of doctors, ensuring that nothing critical of doctors will ever make its way into CME).	1/27/2016 3:19 PM

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9	All college journalism majors should consider medical writing path; pay is better than newspapers or other print/online (although still undervalued within most companies and probably agencies).	1/27/2016 2:44 PM
10	Although it is quite a demanding sector to work in.	1/27/2016 2:37 PM
11	Being purely selfish, I don't want more competition to win business!!	1/26/2016 3:56 PM
12	But I do think the working environment of medcomms companies needs to change. If people work over their set hours per week they should be recompensed. A profit margin of 20-25% in medcomms companies is massive for a company; they only achieve it because over the course of a year many employees may end up working ~2-3 months for free.	1/24/2016 9:09 AM
13	I have recently spoken with a friend who is a clinical scientist, she is looking to change her career as there are a number of redundancies being made in her company. I think it is a very good career choice for scientists wanting to move away from the lab; the wide range of options allow you to use your training and knowledge, whilst also developing new skills (such as marketing, publication planning etc). Career progression and pay are good compared with other industries, with scope to work for yourself if desired.	1/19/2016 9:44 AM
14	I only recommend a medcomms career as a last resort for someone with a biomedical degree who has few other options. Overall, there is too much stress and overwork - and too little upside (including salary) - for this to be a career that I would choose if I had my time all over again. Most medical writers are smart enough to be physicians, so that is a career track that I would point such individuals at.	1/17/2016 11:32 PM
15	I don't even think about it but, in fact, for medics or scientists who don't want to go into research, it's actually a good career option with lots of benefits.	1/12/2016 3:43 PM
16	There's a great deal of regulatory uncertainty at the moment. It's likely that pharma will reduce the amount of directly-sponsored content generation. Plus fewer face-to-face meetings at the global or regional level.	1/12/2016 10:53 AM
17	Work as a self-employed freelancer allows full autonomy in the choice of work, timing and number of hours worked per day/week/month, resulting in a high level of job satisfaction, provided the desired number of working hours can be achieved - I would recommend this highly for any MedComms professional with several years of experience in the industry. However, it remains difficult for new graduates to enter MedComms, so my recommendation for them is to start off in Industry/research	1/12/2016 9:52 AM
18	This is a provisional yes -- provisional upon not following traditional routes into the industry (e.g. job fairs etc.) I'd encourage anyone looking at getting into medcomms to join a small shop of no more than ten people, and then go solo as soon as they feel confident enough to do so (4-5 years). There are innumerable niches to fill in the industry, and everyone can find a space to occupy and a service to provide within it outside of the context of the legacy players. The latter are cooling corpses that don't appear to know they're dead yet.	1/12/2016 9:08 AM
19	I think it can be helpful (especially for writers) to have experience in other areas (e.g. pharma industry, biomedical research) before moving into MedComms.	1/5/2016 3:12 PM
20	It's a better option for someone as opposed to a career in research, unless you are lucky. I wouldn't expect it to be amazing when you go in, I've been quite underwhelmed by standards.	1/5/2016 2:41 PM
21	It pays the bills, but it's not a particularly fulfilling or respected career and never will be	1/5/2016 1:54 PM
22	Only if I think it would suit them, it's obviously not everyone's cup of tea	1/5/2016 1:47 PM

Q14 Do you have any general comments at all to offer about the current state of the MedComms business, the Pharma industry, this survey or about life in general? All comments welcomed. Please remember the comments here will be made public.

Answered: 39 Skipped: 335

#	Responses	Date
1	I think that the field is moving forward and in the right direction. I think that there may be harms from over-disclosure of data in an uncontrolled way.	1/28/2016 11:25 AM
2	Professional organisations have a responsibility to ensure publication practices are followed, and have a role in educating newer medical writers on the ethics of responsible development of publication.	1/27/2016 11:31 PM
3	In my experience, most companies strive to uphold high ethical standards; however, public and even professional perceptions of the MedComms and Pharma are not always positive	1/27/2016 4:30 PM
4	Chronic understaffing of Med Comms agencies remains a serious issue with Medical Writers in particular being at very high risk of burn-out and mental health issues as a result of this.	1/27/2016 3:55 PM
5	The med comms business has certainly expanded over the past few years and can be a worthwhile and interesting place for people with biomedical backgrounds to work. The problem is that med comms agencies really function as advertising agencies and are completely subservient to their clients. This creates a one-sided relationship in which medical writers can be abused and over worked by client service directors and others in their zeal to please. In my experience, sociopaths and minor dictators seem to find ready employment working in med comms management.	1/27/2016 3:49 PM
6	For future updates on GPP3, a sincere plea to stay away from ambiguity statements. Please take a stand on what is recommended for best practice. There will always be exceptions, but if you highlight all possibilities in the guidelines, people wanting to make exceptions a reality (when that actually creates risk - ergo, why it is an exception) will pounce on it and use it to say we can do it as a norm. Guidelines should be just that - specific recommendations based on knowledge of real-world experience, current environment, and risk assessment that stands as a stand-alone guide for its users. Be specific so there is minimal risk of different interpretations.	1/27/2016 3:35 PM
7	I see many MedComms start-ups try their hand at the business who are basically brokers with no real skills other than a contact at a pharm company who is willing to give the MedComm a project that they pass off to freelancers while they pocket their profit. I've been at this for 32 years; at least in the past people in MedComms seemed to know what they were doing.	1/27/2016 3:26 PM
8	The corruption, fraud, featherbedding and waste of our current system of multi-payer, regional insurance company "managers" of Medicare payments (as if that were needed in this age of computerized transactions) and variable-income providers, could not possibly be worse than the fraud, corruption, featherbedding and waste under a single-payer, provider-salaried system. In fact, since we would *expect* these evil things in a single-payer system, we might be more diligent in rooting them out.	1/27/2016 3:19 PM
9	Generally, it seems that delivering med comms has become too complex. Time for all stakeholders to consider how to play a part in streamlining, simplification of processes. It also seems that we need to realise that the guidelines that medcomms generally follows are not well known or understood by academic authors or many journal editors. So, we are trying to work to standards that they are unfamiliar with. GPP3 would be one example.	1/27/2016 3:14 PM
10	N/A	1/27/2016 2:58 PM
11	Pharma seems to be very tightly regulated now, while academic institutions still seem to be a law unto themselves when it come to publications practice.	1/27/2016 2:58 PM
12	More focus on truly educating and motivating patients to better health while positioning pharmaceuticals as one small part of achieving overall wellness would help increase the trust of clinicians in the industry	1/27/2016 2:49 PM
13	In the 10 years I've been freelancing, I think the estimated time given to complete the work I receive from Med Comms Agencies has slowly decreased - i.e., they expect the work to be done to the same high standard but in less time than a few years ago.	1/26/2016 3:56 PM
14	Big pharma companies as a general rule seem to be moving in a more ethical and transparent direction but individuals within big pharma still do not seem to 'get it'. Certainly around GPP. And small pharma companies are still struggling to firewall medical affairs from marketing when you often have individuals within those companies wearing multiple hats.	1/26/2016 3:27 PM

MedComms Networking Barometer 2016

15	Transparency and ethics are improving, but there's still some way to go before public perceptions believe those changes.	1/24/2016 9:09 AM
16	No	1/20/2016 11:01 AM
17	I would like to see the quality of clinical research and reporting continue to improve in the future. I would also like to see that valuable expert experience is documented - perhaps in areas where evidence -based research is impractical.	1/20/2016 8:53 AM
18	I think demand for good Medical Writers remains high. There is a constant need for people who can bring editorial and scientific expertise, but also help clients with good ethical practice and current industry guidelines.	1/19/2016 9:44 AM
19	As someone interested in joining MedComms from an academic post I feel that there are very limited opportunities for someone without experience. I also live in Scotland where there appears to be next to no opportunities or training for those wishing to start out.	1/15/2016 10:17 AM
20	Need to develop hours-based permanent contracts that suit people who don't want to work full time. E.g. termtime only contracts. Need to develop apprenticeships in writing (postgraduate) and account management (16+).	1/14/2016 10:56 AM
21	MedComms is thriving, which presents challenges, particularly in terms of resourcing. The result is that it seems to be harder to ensure that the quality of projects delivered is maintained	1/13/2016 11:11 AM
22	I have recently become a freelance medical writer (after many years working within an agency environment) and, while I realised it would be quieter over the Christmas period, I have been surprised by how much workload has tailed off throughout Dec and the first part of Jan (definitely one to factor in to future planning)	1/13/2016 10:01 AM
23	You have to have nerves of steel to be a freelancer in MedComms - you're only as good as your last piece of work and competition (amongst medical writers) is fierce. Nevertheless, the flexibility offered by freelancing is fantastic - to choose when you work, which therapeutic areas you work in, which clients to work for etc. Of course, if you don't work, you don't get paid!! I'm wondering if some freelancers have to have a second job?	1/12/2016 3:43 PM
24	One of the survey questions asked about ethics in our profession. A year ago I might have rated this a 9, this year I gave it an 8. I'm seeing an increasing number of people with a sales/marketing background moving into positions previously held by individuals with medical/scientific training. The perspectives of these 2 groups are different - both are needed - we need to be careful not to blur the lines.	1/12/2016 3:41 PM
25	We have a long way to go to build trust in this industry and med comms agencies and freelancers should not be afraid to step up and push the pharma companies in the right direction, including troubleshooting and whistle-blowing when needed	1/12/2016 10:33 AM
26	It is REALLY difficult to find good mid-level/experienced candidates in med comms at the moment. I haven't been impressed by any candidates I have seen in the last year - where have the good ones gone?	1/12/2016 9:10 AM
27	Pharma needs to get better at demonstrating the real value delivered by its products as pricing is unsustainable.	1/12/2016 5:53 AM
28	Considering that we are in a global recession, there appears (based on the number and breadth of writing jobs offered in the MedComms Workbook) to be an increase in medical writing jobs being outsourced both directly and by an increasing number of MedComms agencies.	1/8/2016 12:57 PM
29	Pharma needs to be more approachable, to champion itself and promote its values.	1/7/2016 7:18 PM
30	I'm looking forward to seeing the results of the survey - both as a snapshot of current opinion and as the foundation for measuring changes in opinion in the future - great idea Peter.	1/7/2016 10:55 AM
31	The public generally lump all pharma companies under the banner of "big pharma", yet many of the biggest issues that appear to be undermining public trust in pharma come from small-to-medium sized pharma, not the truly BIG pharma. Likewise, it is these small-to-medium companies who are often reluctant to engage a med comms specialist, and even then they are likely to have a limited budget and/or be reluctant (or sometimes downright opposed) to take on board some of the advice an agency may give, particularly regarding compliance matters and transparency.	1/7/2016 9:10 AM
32	MedComms is a lucrative business. India has a huge potential to tap this business and I am confident that the coming years will see more MedComms professionals from India.	1/7/2016 5:30 AM
33	Medcomms work seems to continue to grow	1/6/2016 10:38 PM
34	Pharmaceutical Companies have very clear brand messages that they wish to convey. Sometimes, as a writer and medic, it is difficult to simply build on their brand messages without presenting the whole clear picture to the medical world.	1/5/2016 5:22 PM
35	I think medical writers in Medcomms have to be prepared to take on a range of outputs, particularly internal pharma company work.	1/5/2016 4:14 PM
36	Too many very large agencies offering everything under one roof In larger agencies too many layers of management - decision making difficult	1/5/2016 3:41 PM

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37	It's a great industry to be in, and it works well with someone who has the skills of a PhD. However, I have found that you do have to contend with the pharma industry, which is poorly organised and lacks any leadership at times when it comes to standards. I'd also say that it can be a struggle to feel that you are able to develop your career in the industry unless you fight for training and development.	1/5/2016 2:41 PM
38	Pharma waste so much time and money not following efficient processes or re-briefing mid-project because not all stakeholders were involved at initial stage.	1/5/2016 1:52 PM
39	We don't do enough to explain what publication professionals do and the efforts (good) companies go to, to ensure research is responsibly published. When did you last see a drug company discussing this?	1/5/2016 1:45 PM

Q15 What, if any, thoughts have you about topics you would like to see covered by MedComms Networking events over the coming 12 months? All suggestions welcomed. Please remember the comments here will be made public.

Answered: 45 Skipped: 329

#	Responses	Date
1	Social media use in the world of pharma, also the changing nature of med comms (science and creativity becoming equally important in content delivery).	1/31/2016 8:15 PM
2	I'd be interested to know more about professional organisations that may be worth joining, and about training. It'd be useful to have more of a feel for where the industry is at present, so an overview meeting: 'Where are we at and where do we want to be?'	1/29/2016 4:22 PM
3	Transparency in acknowledgements, impact of new technologies on publication options	1/27/2016 4:30 PM
4	More "coverage" of issues relating to people based primarily in an academic setting as writers/research associates responsible for all aspects of academic publishing in peer-reviewed venues.	1/27/2016 4:08 PM
5	More freelance discussion;greater appreciation that freelancers are often at least as good as those employed by Agencies	1/27/2016 4:08 PM
6	Copyright issues -when do I actually need permission?, Is medical writing, as practiced by med comms agencies, ethical? To what extent can med comms output be promotional?, Managing clients and their expectations, Creating good slide sets, The increasing role of video content and podcasts in medical communication -and how to create and disseminate good content for it, Update to the Sunshine Act and other related legislation and how it affects med comms activity, Pressures on the pharma industry that restrict publicity and promotional activities.	1/27/2016 3:49 PM
7	Perhaps an ongoing forum on the emerging role of social media in pharmaceutical marketing: what works, what doesn't work; oversight considerations; implications for staffing and resource allocation; overall impact on the industry in coming years.	1/27/2016 3:26 PM
8	How to prepare and cope with Medical-Legal Review of proposed communications so that more innovative pieces and programs can be adopted. Can we have seminars/lectures/workshops for MedComms to study directly FDA regulations and the latest liability legislation? If we have more thorough and nuanced understanding, we can be more successful.	1/27/2016 3:19 PM
9	N/A	1/27/2016 2:58 PM
10	Insights into the real reasons that patients do not and cannot comply with treatment regimens-involve former pharma and MedComm insiders now clinicians like myself in educating marketers and MedComms about the real issues so that the industry can enhance real health solutions and thus increase ethical and reputational status	1/27/2016 2:49 PM
11	The ICMJE request for even greater clinical data disclosure 6 months after publishing data in member journals	1/27/2016 2:44 PM
12	I would appreciate a more detailed look at publication strategies for case reports and case series, as separate from sponsored 'real world data' studies. I work with a number of orphan drugs, and this is a definite publications gap. At the moment, receptive publication avenues comprise mainly of open-access journals, which is really just a revamped pay-journal option. It is often unnecessarily difficult to get important real-world, single-patient reports published in disease- and audience-specific journals, which by their own admission is due to the lack of case report publications on journal impact factors. However, these reports can be a goldmine of information in orphan diseases. I can cite a number of pertinent examples just from my own experience last year. Screening of the publishers who exhibited at the ISMPP meeting in London demonstrated very little awareness of, or emphasis on, this issue. In my opinion, this is an important missing link between industry and bedside care. Ask your jobbing medic in the canteen what they most often look at in the issue of BMJ (or whatever) that they are flipping through during lunch, and I would bet that truthfully, they often pay most attention to a case report of an interesting patient who turned up at the emergency room or other relevant clinic (often a rare condition). Okay, rant over :)	1/26/2016 5:27 PM
13	The practical differences between working with big pharma versus small pharma, and how to help those clients remain compliant with laws, guidelines and industry recommendations.	1/26/2016 3:27 PM
14	I'd like to wave a magic wand so that more medical, marketing, compliance, HEOR, purchasing, publications individuals from pharma companies engage with these events and activities	1/26/2016 2:59 PM

MedComms Networking Barometer 2016

15	Anything training around publications, compliance, and digital advances.	1/24/2016 9:09 AM
16	None	1/20/2016 11:01 AM
17	How can Med comms professionals support Pharma to improve the quality of medical communication to health professionals and the general public.	1/20/2016 8:53 AM
18	Journal permissions have become far more expensive, and in some cases more long winded to obtain, since Copyright Clearance/Rightslink have been involved. In the interests of scientific data sharing their monopoly on the permissions process should be questioned by both researchers who publish the data and those who wish to reuse it.	1/19/2016 9:59 AM
19	Another freelancer-specific meeting would be good (building your business, financial planning etc).	1/19/2016 9:44 AM
20	get together for early recruits	1/17/2016 5:56 PM
21	Something/anything in Scotland please!	1/15/2016 10:17 AM
22	The client-agency relationship	1/14/2016 8:56 PM
23	Emerging markets. Payer and HCP relationships	1/14/2016 1:16 PM
24	Systems support and data safety for freelancers; proactive project management and delivery; marketing yourself and your business; streamlining business administration; developing apprenticeships in MedCom	1/14/2016 10:56 AM
25	Statistics	1/13/2016 9:20 AM
26	Procurement and how to negotiate with them!	1/12/2016 6:11 PM
27	How to become a freelancer. Steps to take, problems that will be encountered	1/12/2016 4:50 PM
28	career development related	1/12/2016 2:49 PM
29	More inter-agency networking in a none competitive way	1/12/2016 10:33 AM
30	The long term implications of the Sunshine Act and its European equivalent(s) The RFI/RFP/Pitch process - Is it a waste of time/effort/money 80% of the time? The value of Procurement departments in Pharma	1/12/2016 10:29 AM
31	Content management within pharma companies, and how agencies/freelancers can help keep content up to date and available to company stakeholders (MSLs, etc).	1/12/2016 10:14 AM
32	I'd like to see some stuff about work/life balance for agencies, I think more senior people in agencies need to understand the pressures on their junior staff better, particularly those that own their own agency. This relates to 14 above.	1/12/2016 9:10 AM
33	More training opportunities and events in London for freelancers. I appreciate that this is very niche, and you already run events, but I would love to see some more. Eg digital agency offerings, lunch and learn similar to those you run in Oxford. Very much appreciate all you are doing for the MedComm community at present Peter :-)	1/12/2016 7:41 AM
34	Strategic planing for med com agencies. Integration of digital Career planning	1/12/2016 3:15 AM
35	Digital hype versus reality in healthcare	1/7/2016 7:18 PM
36	It would be good to have more events attended/driven by representatives of the pharma, devices and biotech industries. I went to a fantastic meeting about procurement a couple of years ago, which really seemed to engage the medcomms audience. I would think that that was something that could be repeated periodically. Perhaps also an event around pitching to pharma (etc) companies - agencies can invest a lot of time in this, but do their prospective clients always get what they want from the process? Can companies do more to ensure that pitches address all of their interests and concerns? From a freelancer point of view, the workshops are great fun and very useful - more please!	1/7/2016 10:55 AM
37	Medcomms Networking events should also be held in India.	1/7/2016 5:30 AM
38	GPP/ICMJE How pharma companies and medcomms agencies see the future of medcomms evolving in the light of GPP3, ICMJE updates, and the Sunshine Act.	1/5/2016 4:14 PM
39	The impact of advances in technology on the type of activities that MedComms agencies are asked to support (e.g. distance learning, interactive on-line meetings)	1/5/2016 3:12 PM
40	The impact – both already demonstrated and predicted to come – of the FDA Physician Payments Sunshine Act, EFPIA Disclosure Code, etc. Does it increase/decrease public opinion of the industry? Does it deter some HCPs from receiving paid work? Will it drive a resurgence in grant-supported (rather than directly funded) work?	1/5/2016 3:11 PM
41	I'd like to have an event for early careers (you may already do this, apologies if so), which gives you some guidance when you have been in the industry for a bit of time but feel like you are treading water. I have felt very anxious to move on, but I'm at a loss at where to go next.	1/5/2016 2:41 PM
42	ABPI etc. updates for specific scenarios Teaching pharma the digital process. Teaching pharma the creative process. NICE speaker The future of CCGs	1/5/2016 1:52 PM

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43	Patient centricity - practical solutions, not just talk!	1/5/2016 1:52 PM
44	Current guidelines e.g. GPP3 and how to apply them in everyday life How to communicate with lay audiences	1/5/2016 1:47 PM
45	Is increased use of text-matching software by journals throwing up unreasonable accusations of 'self-plagiarism' (eg in introductions or methods)? Are journals becoming any less resistant to dealing directly with publications professionals (if they're not authors)?	1/5/2016 1:45 PM