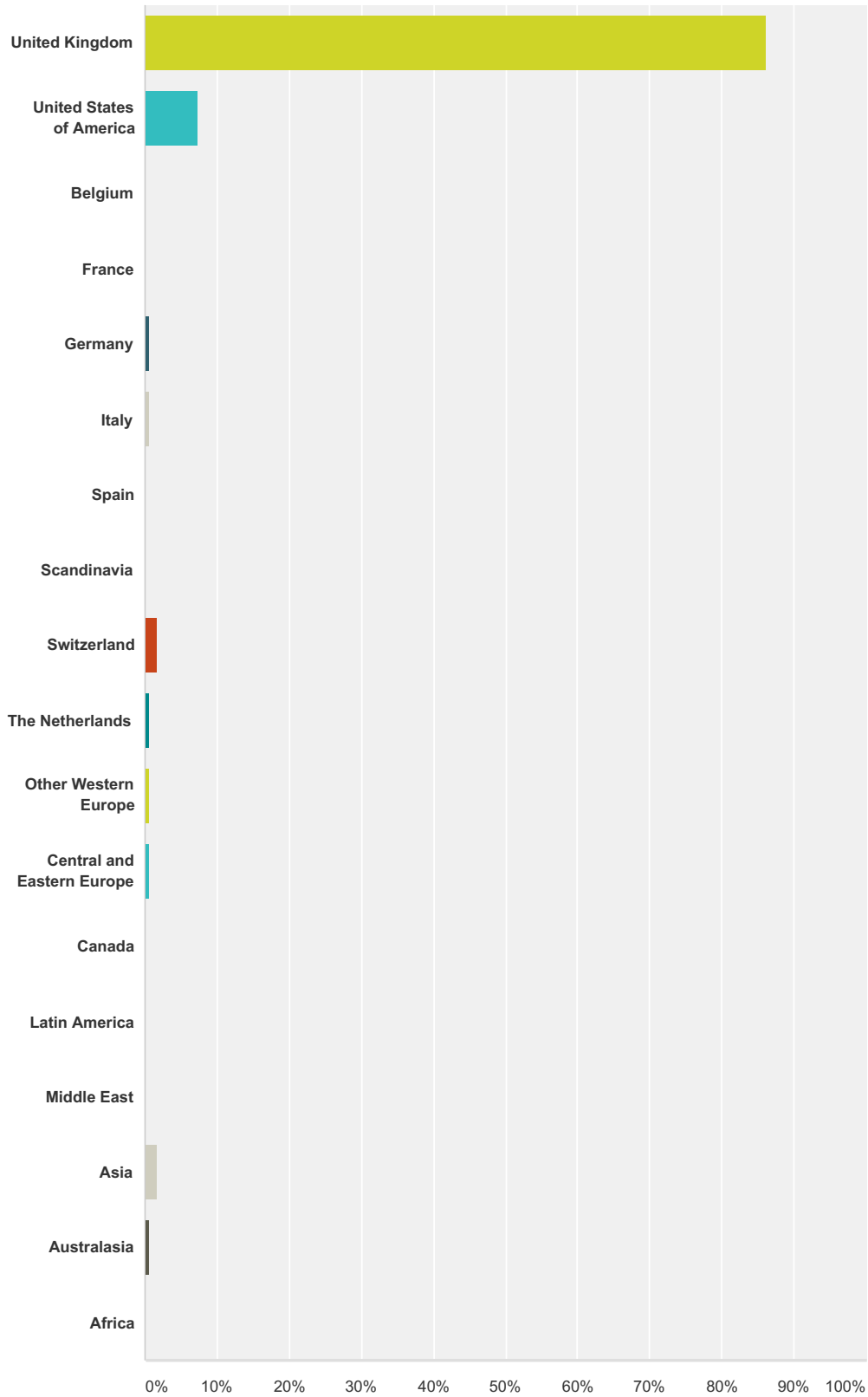


Q1 Where are you based (tick one answer)?

Answered: 190 Skipped: 0



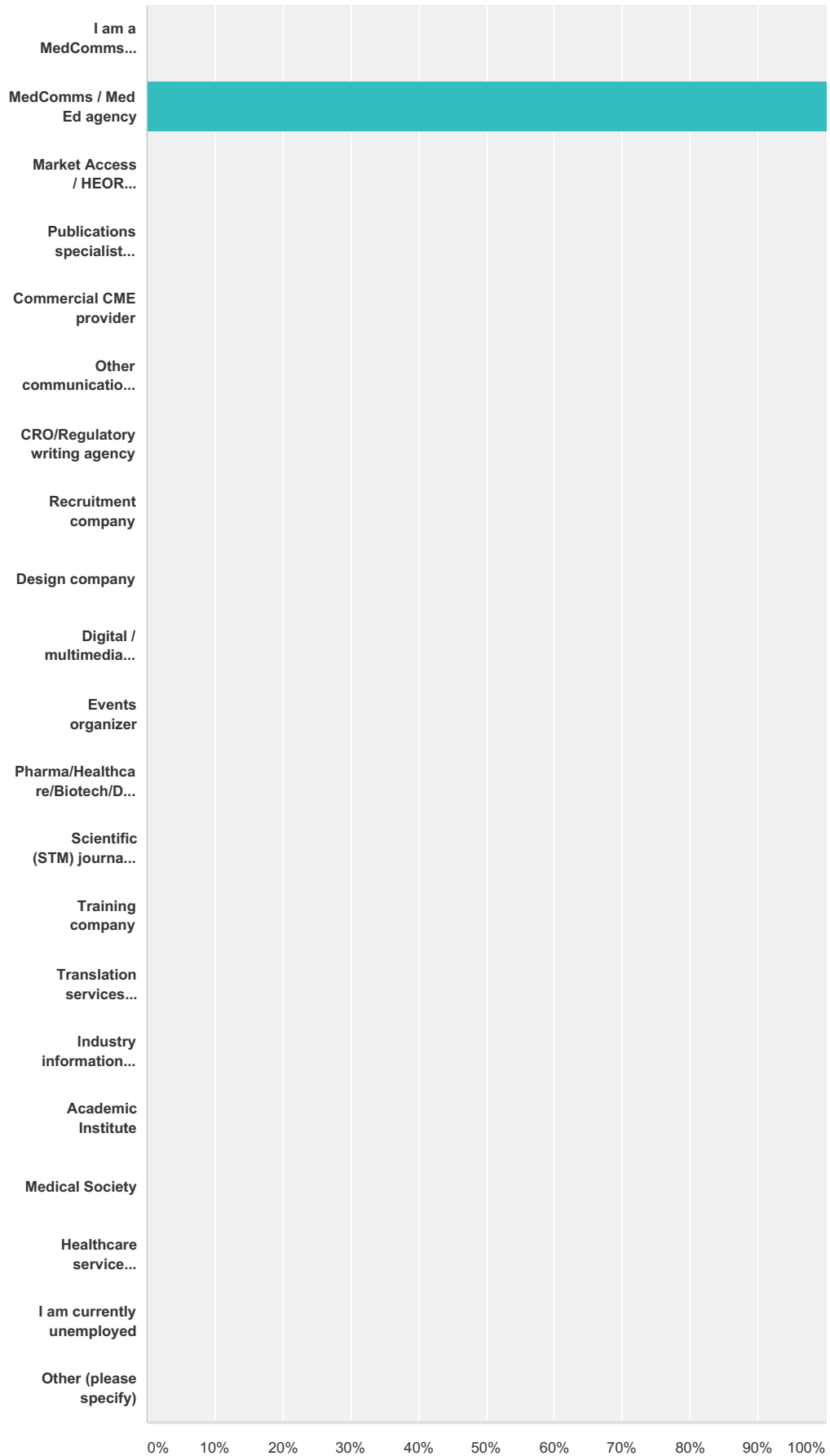
MedComms Networking Barometer 2016

Answer Choices	Responses	
United Kingdom	86.32%	164
United States of America	7.37%	14
Belgium	0.00%	0
France	0.00%	0
Germany	0.53%	1
Italy	0.53%	1
Spain	0.00%	0
Scandinavia	0.00%	0
Switzerland	1.58%	3
The Netherlands	0.53%	1
Other Western Europe	0.53%	1
Central and Eastern Europe	0.53%	1
Canada	0.00%	0
Latin America	0.00%	0
Middle East	0.00%	0
Asia	1.58%	3
Australasia	0.53%	1
Africa	0.00%	0
Total		190

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: 190 Skipped: 0

MedComms Networking Barometer 2016



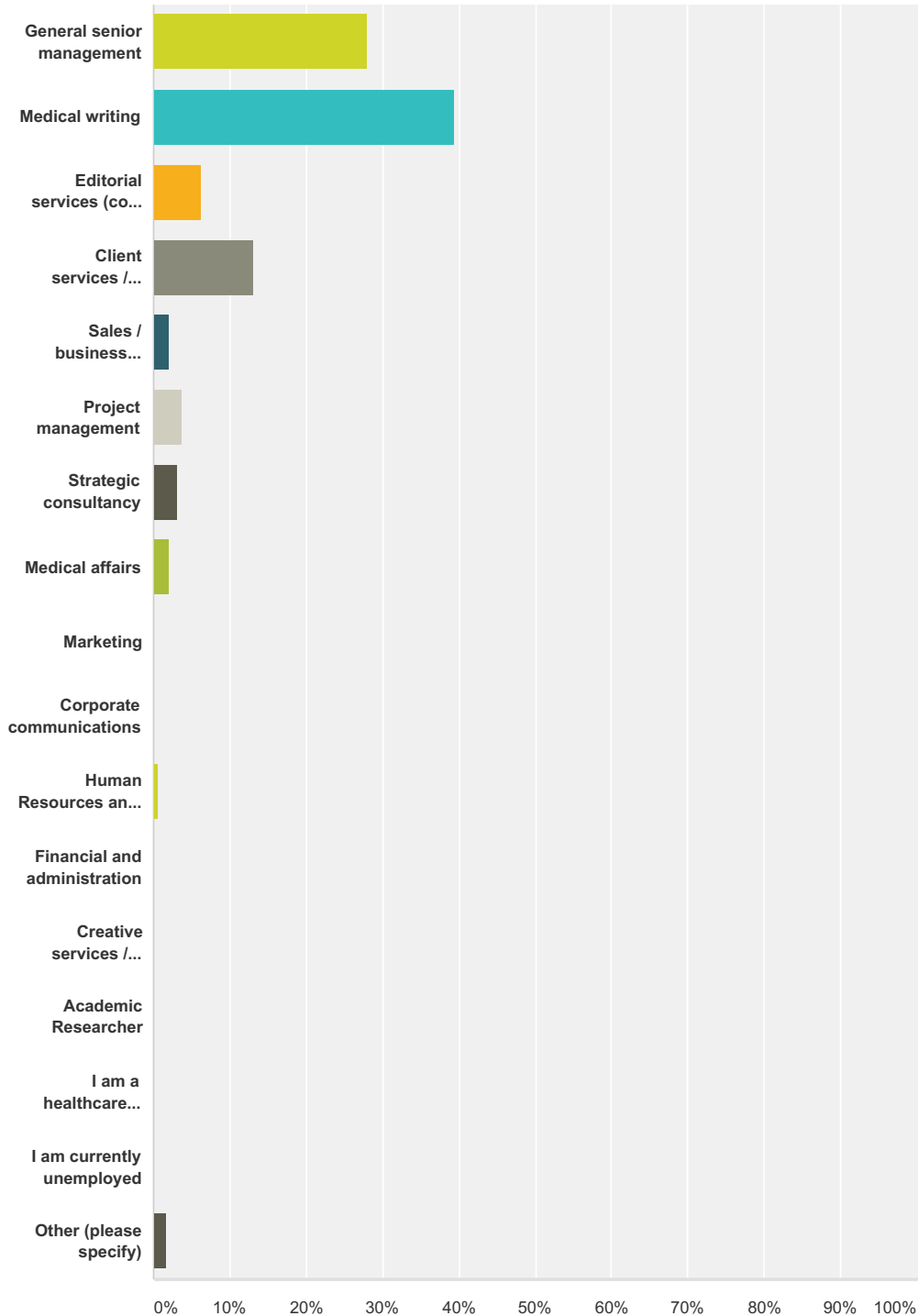
MedComms Networking Barometer 2016

Answer Choices	Responses
I am a MedComms freelancer / consultant / interim / independent	0.00% 0
MedComms / Med Ed agency	100.00% 190
Market Access / HEOR specialist agency	0.00% 0
Publications specialist agency	0.00% 0
Commercial CME provider	0.00% 0
Other communications agency (PR, branding etc)	0.00% 0
CRO/Regulatory writing agency	0.00% 0
Recruitment company	0.00% 0
Design company	0.00% 0
Digital / multimedia company	0.00% 0
Events organizer	0.00% 0
Pharma/Healthcare/Biotech/Devices company	0.00% 0
Scientific (STM) journals / books publishing company	0.00% 0
Training company	0.00% 0
Translation services provider	0.00% 0
Industry information services provider	0.00% 0
Academic Institute	0.00% 0
Medical Society	0.00% 0
Healthcare service organisation	0.00% 0
I am currently unemployed	0.00% 0
Other (please specify)	0.00% 0
Total	190

#	Other (please specify)	Date
	There are no responses.	

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: 190 Skipped: 0



Answer Choices	Responses
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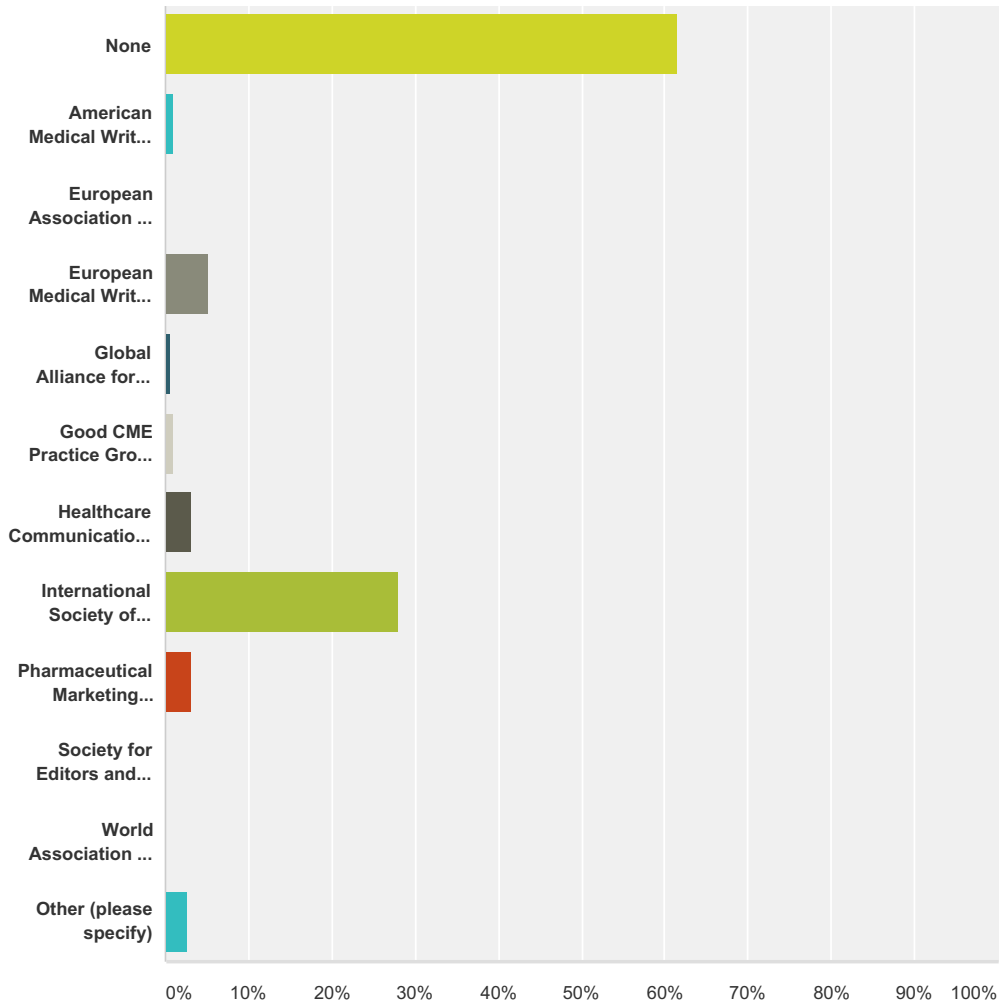
MedComms Networking Barometer 2016

General senior management	27.89%	53
Medical writing	39.47%	75
Editorial services (copy / production editing / proof-reading)	6.32%	12
Client services / account management	13.16%	25
Sales / business development	2.11%	4
Project management	3.68%	7
Strategic consultancy	3.16%	6
Medical affairs	2.11%	4
Marketing	0.00%	0
Corporate communications	0.00%	0
Human Resources and recruitment	0.53%	1
Financial and administration	0.00%	0
Creative services / production / design	0.00%	0
Academic Researcher	0.00%	0
I am a healthcare professional	0.00%	0
I am currently unemployed	0.00%	0
Other (please specify)	1.58%	3
Total		190

#	Other (please specify)	Date
1	Medical and commercial information research and analysis	1/27/2016 7:20 PM
2	Scientific Director	1/27/2016 3:14 PM
3	Information resources	1/27/2016 2:42 PM

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

Answered: 190 Skipped: 0



Answer Choices	Responses
None	61.58% 117
American Medical Writers Association (AMWA)	1.05% 2
European Association of Science Editors (EASE)	0.00% 0
European Medical Writers Association (EMWA)	5.26% 10
Global Alliance for Medical Education (GAME)	0.53% 1
Good CME Practice Group (gCMEp)	1.05% 2
Healthcare Communications Association (HCA)	3.16% 6
International Society of Medical Publishing Professionals (ISMPP)	27.89% 53
Pharmaceutical Marketing Society (PM Society)	3.16% 6
Society for Editors and Proofreaders (SfEP)	0.00% 0

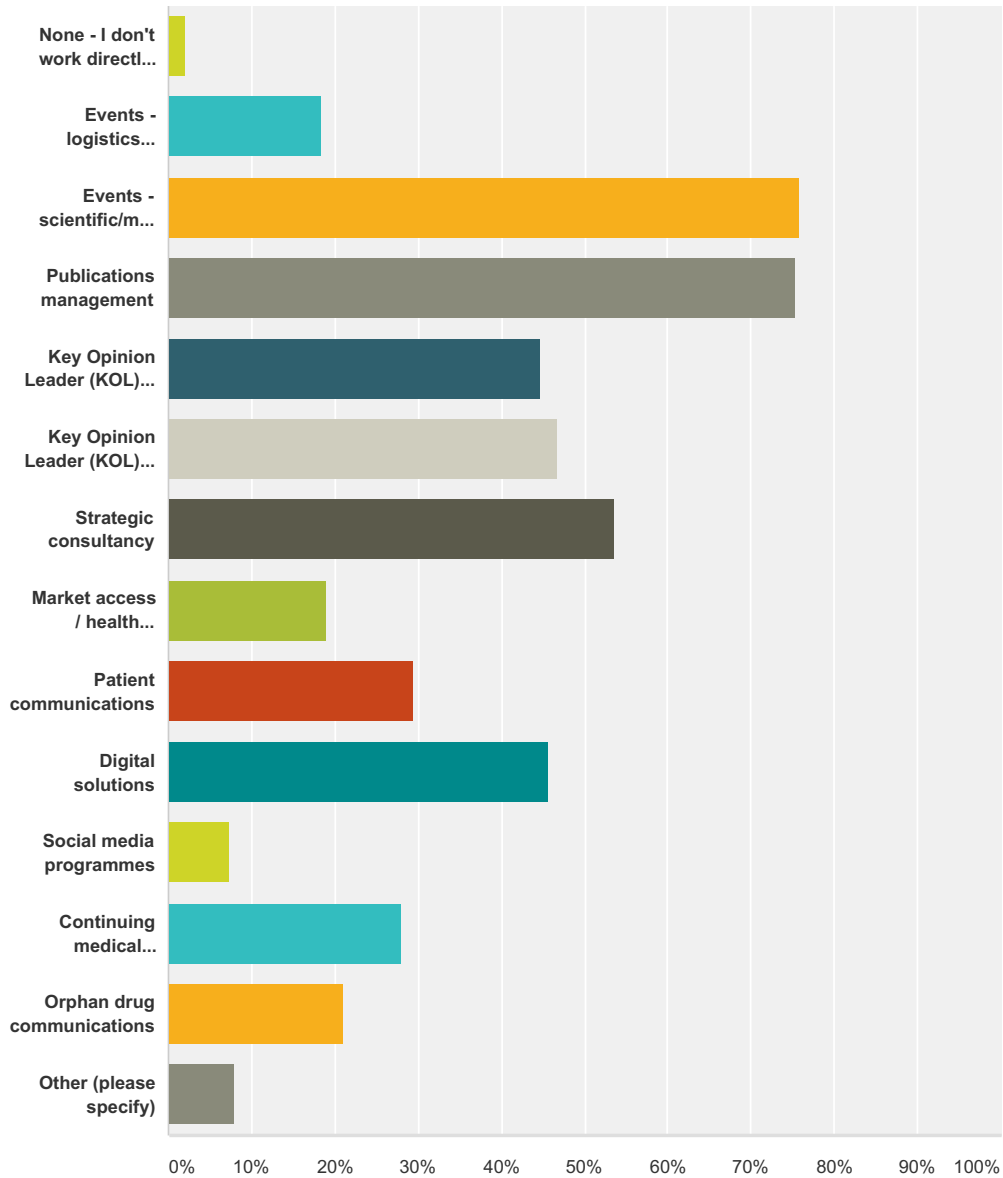
MedComms Networking Barometer 2016

World Association of Medical Editors (WAME)	0.00%	0
Other (please specify)	2.63%	5
Total Respondents: 190		

#	Other (please specify)	Date
1	ISPOR	1/28/2016 3:54 PM
2	Pharmaceutical Information and Pharmacovigilance Association (PIPA)	1/27/2016 7:20 PM
3	Society of Human Resources Management	1/19/2016 10:15 AM
4	NASW AHCJ	1/13/2016 11:01 AM
5	PRIME (Pharmaceutical Research, Innovation and Marketing Excellence) Awards Advisory Board member	1/12/2016 3:08 AM

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

Answered: 190 Skipped: 0



Answer Choices	Responses
None - I don't work directly in MedComms	2.11% 4
Events - logistics management	18.42% 35
Events - scientific/medical programmes and content development	75.79% 144
Publications management	75.26% 143
Key Opinion Leader (KOL) / external expert profiling and identification	44.74% 85
Key Opinion Leader (KOL) / external expert management	46.84% 89

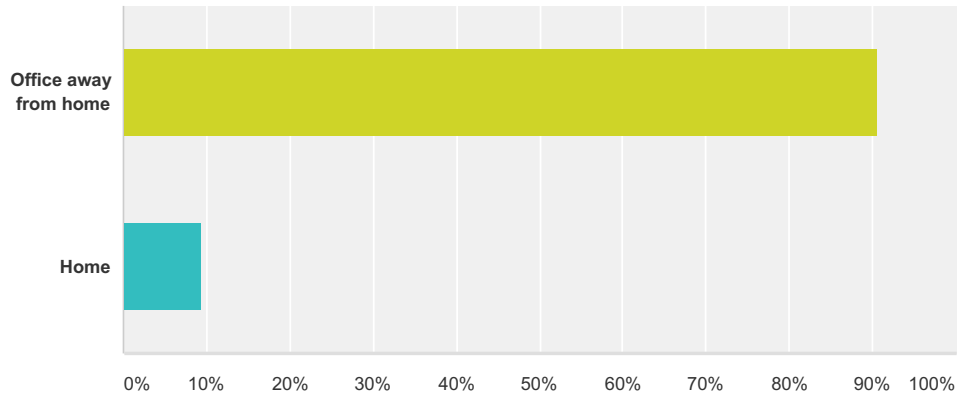
MedComms Networking Barometer 2016

Strategic consultancy	53.68%	102
Market access / health outcomes	18.95%	36
Patient communications	29.47%	56
Digital solutions	45.79%	87
Social media programmes	7.37%	14
Continuing medical education and professional development (CME / CPD)	27.89%	53
Orphan drug communications	21.05%	40
Other (please specify)	7.89%	15
Total Respondents: 190		

#	Other (please specify)	Date
1	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
2	Work across all areas	1/27/2016 2:38 PM
3	Real-world evidence	1/27/2016 2:34 PM
4	Sales materials Internal communication materials (for pharma client)	1/26/2016 3:56 PM
5	HR	1/19/2016 10:15 AM
6	Editorial support and research on most of the above	1/19/2016 9:59 AM
7	training junior staff	1/14/2016 10:56 AM
8	Healthcare blog	1/13/2016 11:01 AM
9	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
10	Corporate communications	1/12/2016 8:27 AM
11	Promotional materials development	1/12/2016 3:08 AM
12	Internal (for pharma) materials development	1/5/2016 6:58 PM
13	Promotional and non-promotional materials for healthcare professionals via various communication channels	1/5/2016 3:57 PM
14	Development of resources for clients (e.g. for use by MSLs, reps, etc.)	1/5/2016 3:55 PM
15	Medical education, promotional material, key message development	1/5/2016 1:37 PM

Q6 Where do you work from primarily?

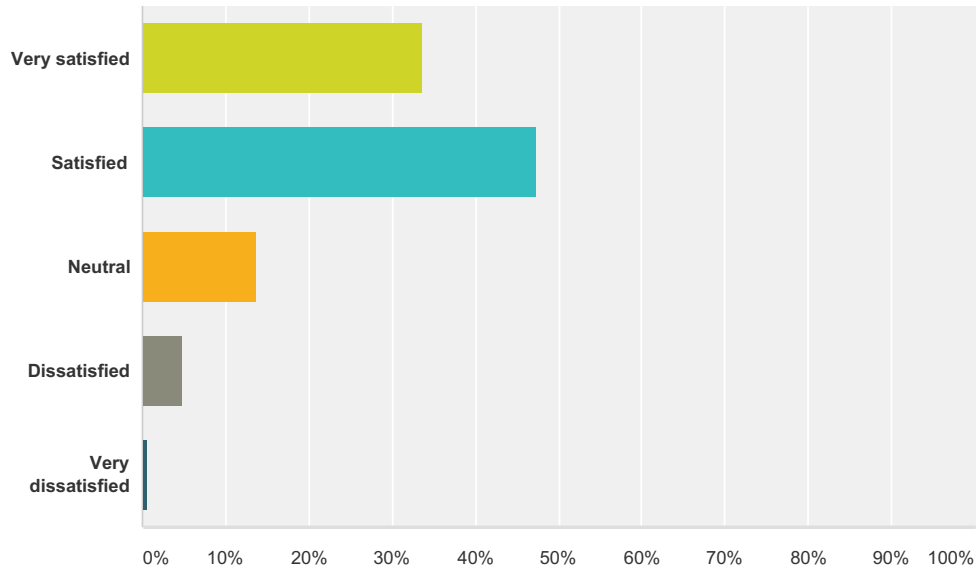
Answered: 190 Skipped: 0



Answer Choices	Responses	
Office away from home	90.53%	172
Home	9.47%	18
Total		190

Q7 How satisfied are you with your current job?

Answered: 190 Skipped: 0

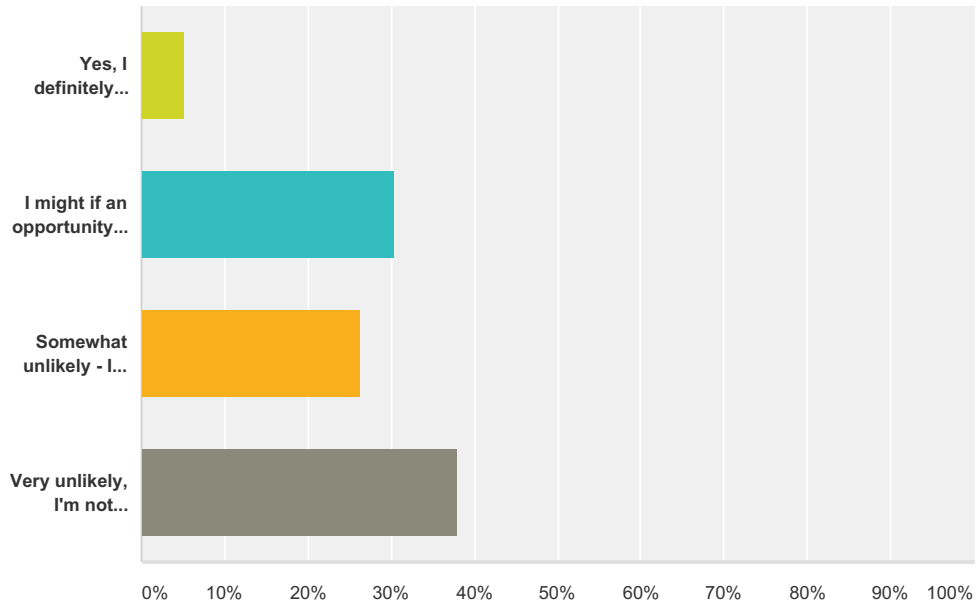


Answer Choices	Responses
Very satisfied	33.68% 64
Satisfied	47.37% 90
Neutral	13.68% 26
Dissatisfied	4.74% 9
Very dissatisfied	0.53% 1
Total	190

#	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	Love the job. Would like to be paid a bit more!	1/13/2016 3:19 PM
3	Fragmented structure Lack of decision making	1/5/2016 3:41 PM

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

Answered: 190 Skipped: 0

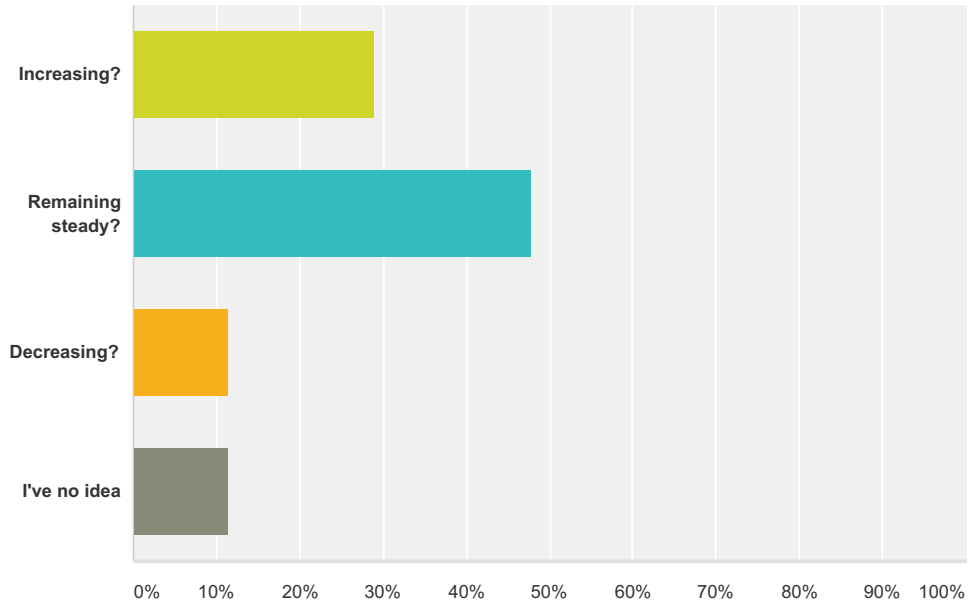


Answer Choices	Responses
Yes, I definitely intend to move	5.26% 10
I might if an opportunity arises	30.53% 58
Somewhat unlikely - I doubt it	26.32% 50
Very unlikely, I'm not expecting to move	37.89% 72
Total	190

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	Never hurts to keep your options open!	1/27/2016 3:55 PM
2	Just moving in February	1/27/2016 2:45 PM
3	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
4	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
5	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
6	I own the company, so will not be leaving.	1/5/2016 2:07 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: 190 Skipped: 0

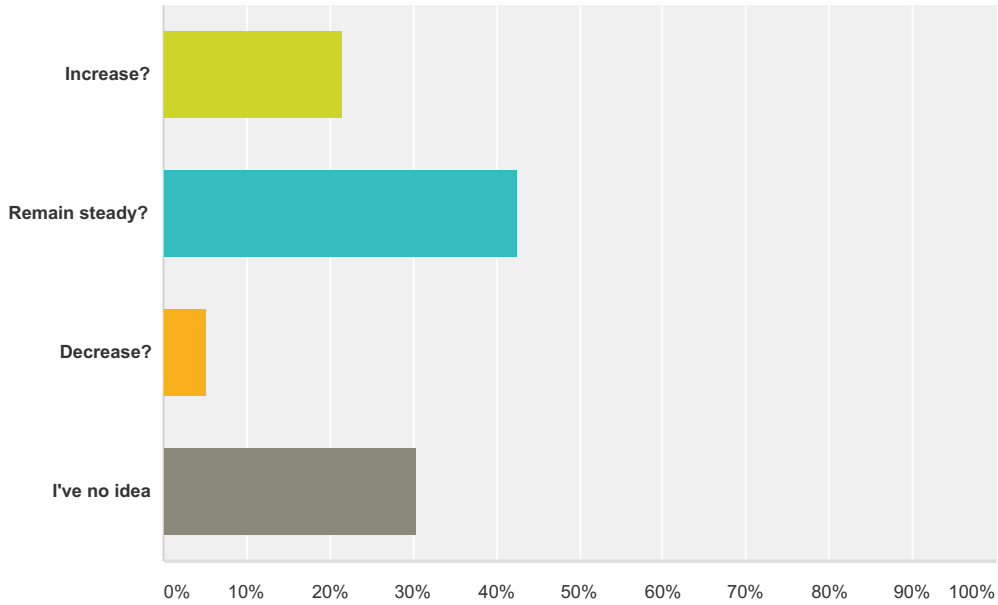


Answer Choices	Responses	
Increasing?	28.95%	55
Remaining steady?	47.89%	91
Decreasing?	11.58%	22
I've no idea	11.58%	22
Total		190

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	Increasing volume due to staff cuts in Pharma, decreasing willingness to pay due to budget cuts in Pharma!	1/27/2016 3:55 PM
2	Some clients outsourcing more, some taking work in house more than, say 18 months ago	1/26/2016 2:59 PM
3	N/A - joined Medcomms Jan 2016!	1/21/2016 3:14 PM
4	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
5	In Australia, federal cost pressures are currently limiting the re-imbursement 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
6	Probably about steady, as we see whole chunks of work disappearing, and new streams coming on line.	1/5/2016 3:02 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: 190 Skipped: 0

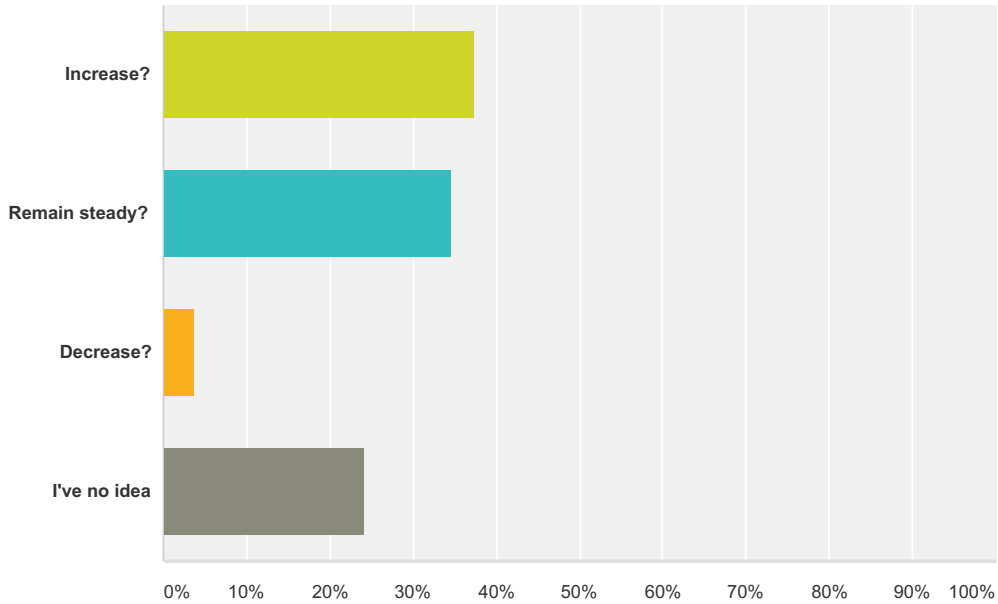


Answer Choices	Responses
Increase?	21.58% 41
Remain steady?	42.63% 81
Decrease?	5.26% 10
I've no idea	30.53% 58
Total	190

#	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	N/A - joined Medcomms Jan 2016!	1/21/2016 3:14 PM
4	Definite trend towards larger agencies and away from the Boutique agencies of the recent past.	1/12/2016 10:53 AM
5	sadly it will increase.	1/5/2016 2:07 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: 190 Skipped: 0

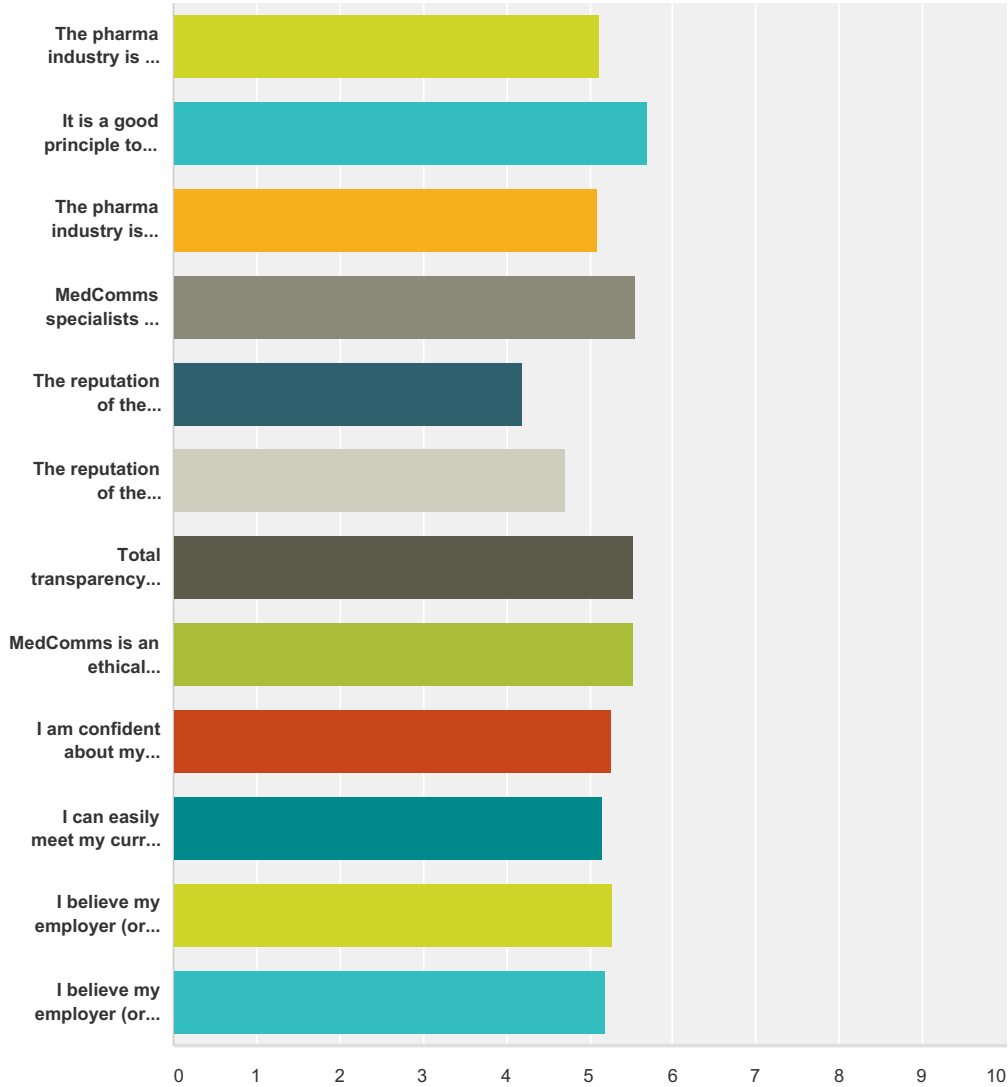


Answer Choices	Responses
Increase?	37.37% 71
Remain steady?	34.74% 66
Decrease?	3.68% 7
I've no idea	24.21% 46
Total	190

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	N/A - joined Medcomms Jan 2016	1/21/2016 3:14 PM
2	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
3	There will continue to be high levels of activity, but possibly not of the same size as 2015	1/5/2016 1:45 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: 190 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	1.05% 2	5.79% 11	2.63% 5	7.37% 14	7.89% 15	11.05% 21	26.84% 51	21.05% 40	14.74% 28	1.58% 3	190	5.12
It is a good principle to aim at, to publish all clinical trial data for all products	0.00% 0	0.00% 0	4.74% 9	2.63% 5	1.05% 2	1.05% 2	5.26% 10	10.00% 19	21.05% 40	54.21% 103	190	5.70

MedComms Networking Barometer 2016

The pharma industry is indeed striving to publish all clinical trial data for all products	1.58% 3	4.74% 9	4.74% 9	3.16% 6	10.53% 20	13.68% 26	15.79% 30	22.63% 43	18.42% 35	4.74% 9	190	5.10
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	0.53% 1	1.58% 3	4.74% 9	3.16% 6	1.58% 3	3.16% 6	6.84% 13	16.32% 31	17.89% 34	44.21% 84	190	5.56
The reputation of the pharmaceutical industry is improving amongst the wider public	4.74% 9	5.26% 10	12.11% 23	11.05% 21	17.89% 34	18.42% 35	16.84% 32	10.53% 20	2.63% 5	0.53% 1	190	4.19
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	2.11% 4	4.21% 8	3.16% 6	10.00% 19	17.89% 34	22.11% 42	14.21% 27	22.11% 42	2.63% 5	1.58% 3	190	4.72
Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	1.05% 2	1.05% 2	4.21% 8	3.16% 6	4.21% 8	1.58% 3	6.84% 13	17.37% 33	23.68% 45	36.84% 70	190	5.54
MedComms is an ethical business	0.00% 0	1.58% 3	4.74% 9	2.63% 5	4.74% 9	3.68% 7	12.11% 23	22.11% 42	25.79% 49	22.63% 43	190	5.54
I am confident about my personal financial future	1.58% 3	1.58% 3	5.26% 10	6.32% 12	5.26% 10	7.89% 15	12.63% 24	26.32% 50	22.63% 43	10.53% 20	190	5.27
I can easily meet my current training needs	1.58% 3	3.68% 7	6.32% 12	4.21% 8	7.37% 14	8.95% 17	15.26% 29	23.16% 44	19.47% 37	10.00% 19	190	5.16
I believe my employer (or in the case of Freelancers - I) will increase revenues in 2016 compared with 2015	2.11% 4	2.63% 5	4.74% 9	2.63% 5	7.89% 15	7.89% 15	11.58% 22	20.53% 39	23.68% 45	16.32% 31	190	5.28
I believe my employer (or in the case of Freelancers - I) will increase profitability in 2016 compared with 2015	1.58% 3	2.63% 5	4.74% 9	4.21% 8	9.47% 18	12.11% 23	16.32% 31	20.53% 39	14.74% 28	13.68% 26	190	5.19

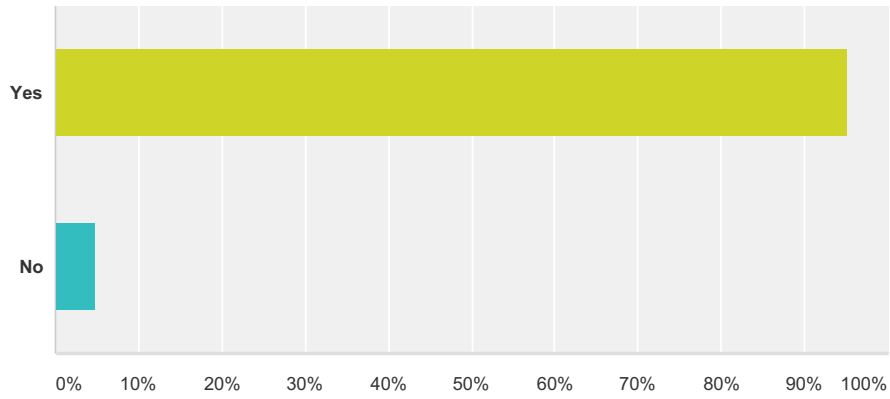
#	Please add any further insights here (remember the comments here will be made public)...	Date
1	My personal finance is private and of no value to this questionnaire so while being required to make an answer to that question I have just answered 'I don't agree at all'	1/26/2016 3:00 PM
2	Pharma is increasingly 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
3	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
4	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

MedComms Networking Barometer 2016

5	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
6	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: 190 Skipped: 0



Answer Choices	Responses
Yes	95.26% 181
No	4.74% 9
Total	190

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	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
2	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
3	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: 13 Skipped: 177

#	Responses	Date
1	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
2	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
3	N/A	1/27/2016 2:58 PM
4	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
5	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
6	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
7	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
8	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 roubleshooting and whisle-blowing when needed	1/12/2016 10:33 AM
9	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
10	Pharma needs to get better at demonstrating the real value delivered by its products as pricing is unsustainable.	1/12/2016 5:53 AM
11	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
12	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
13	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

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: 17 Skipped: 173

#	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	N/A	1/27/2016 2:58 PM
3	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
4	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
5	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
6	get together for early recruits	1/17/2016 5:56 PM
7	Emerging markets. Payer and HCP relationships	1/14/2016 1:16 PM
8	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
9	Procurement and how to negotiate with them!	1/12/2016 6:11 PM
10	How to become a freelancer. Steps to take, problems that will be encountered	1/12/2016 4:50 PM
11	More inter-agency networking in a none competitive way	1/12/2016 10:33 AM
12	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
13	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
14	Strategic planing for med com agencies. Integration of digital Career planning	1/12/2016 3:15 AM
15	Medcomms Networking events should also be held in India.	1/7/2016 5:30 AM
16	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
17	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