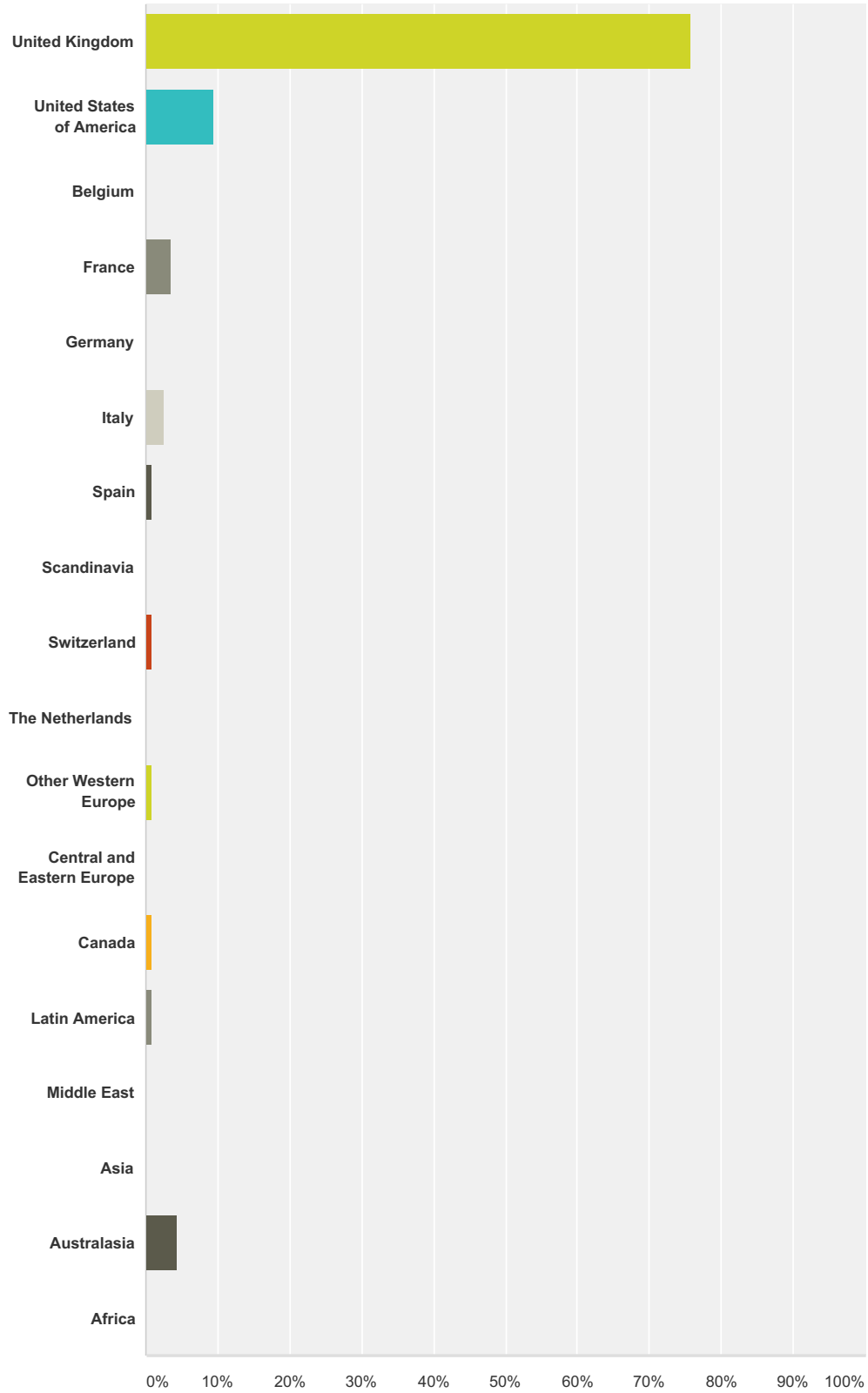


### Q1 Where are you based (tick one answer)?

Answered: 116 Skipped: 0



Answer Choices	Responses
----------------	-----------

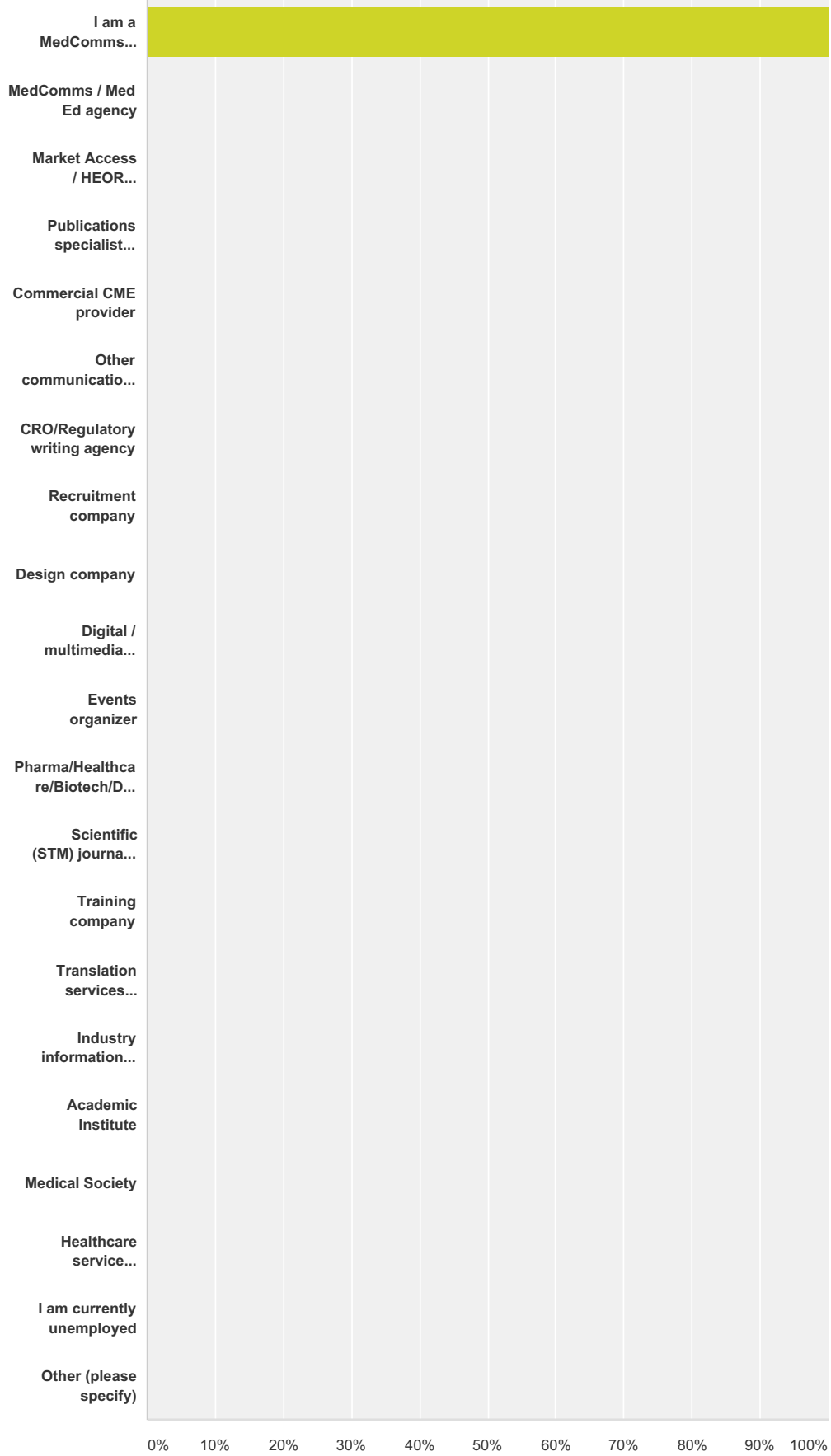
## MedComms Networking Barometer 2016

United Kingdom	75.86%	88
United States of America	9.48%	11
Belgium	0.00%	0
France	3.45%	4
Germany	0.00%	0
Italy	2.59%	3
Spain	0.86%	1
Scandinavia	0.00%	0
Switzerland	0.86%	1
The Netherlands	0.00%	0
Other Western Europe	0.86%	1
Central and Eastern Europe	0.00%	0
Canada	0.86%	1
Latin America	0.86%	1
Middle East	0.00%	0
Asia	0.00%	0
Australasia	4.31%	5
Africa	0.00%	0
<b>Total</b>		<b>116</b>

**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: 116 Skipped: 0

# MedComms Networking Barometer 2016



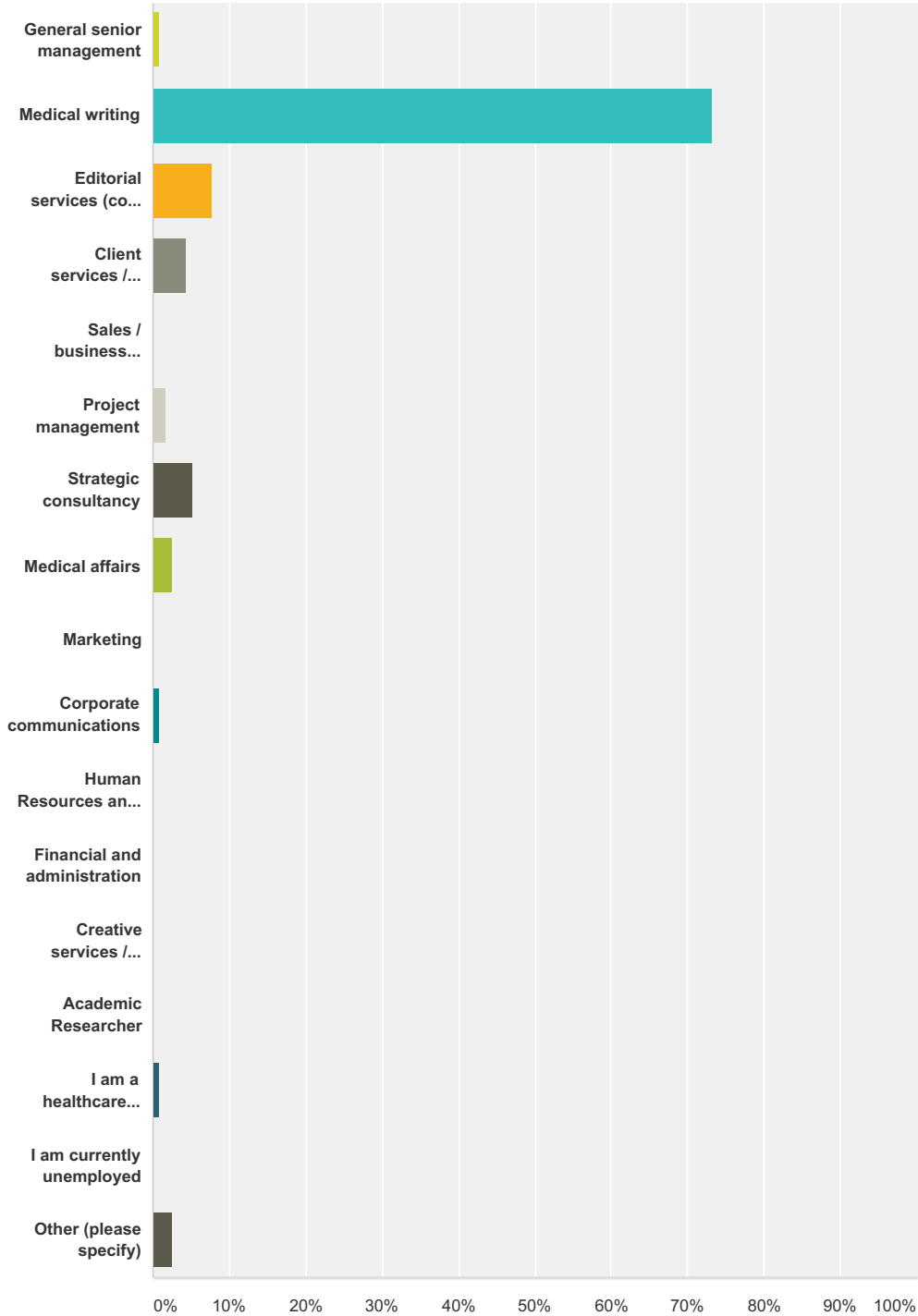
## MedComms Networking Barometer 2016

Answer Choices	Responses	
I am a MedComms freelancer / consultant / interim / independent	100.00%	116
MedComms / Med Ed agency	0.00%	0
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
<b>Total</b>		<b>116</b>

#	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: 116 Skipped: 0



Answer Choices	Responses
General senior management	0.86% 1

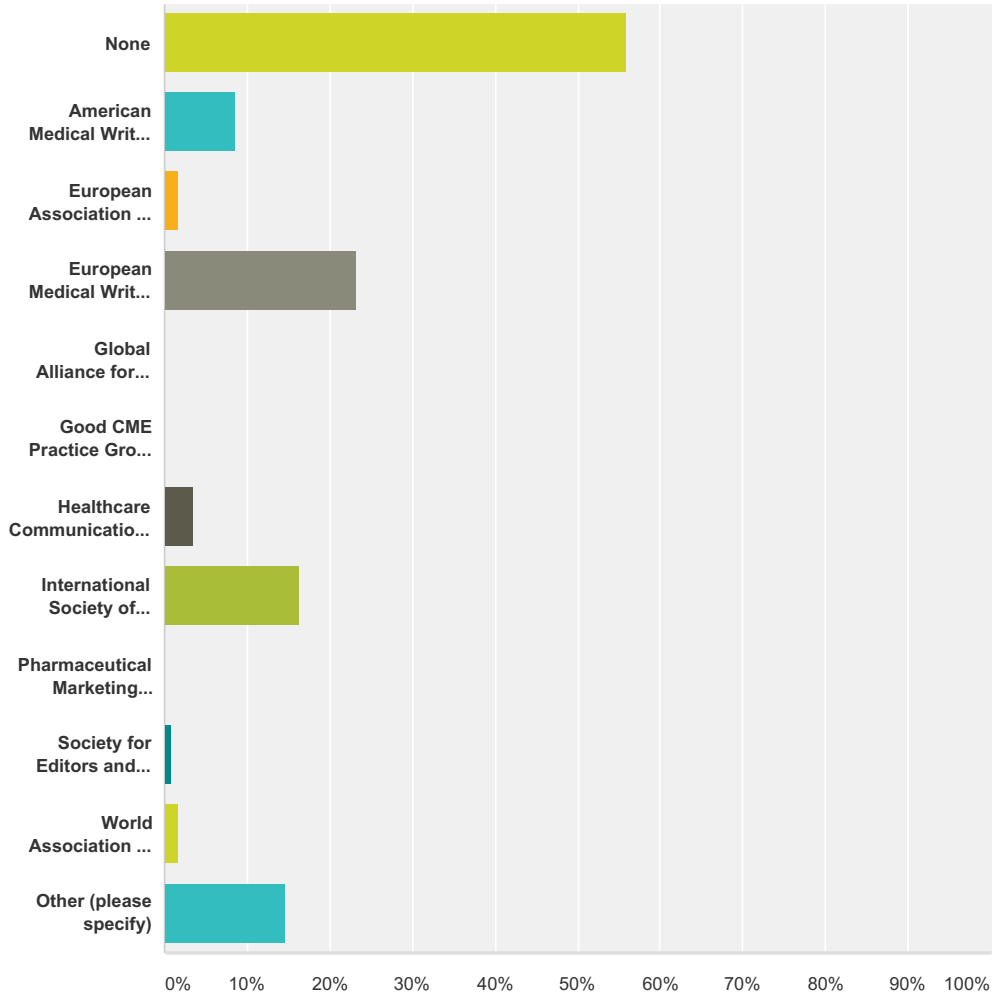
## MedComms Networking Barometer 2016

Medical writing	73.28%	85
Editorial services (copy / production editing / proof-reading)	7.76%	9
Client services / account management	4.31%	5
Sales / business development	0.00%	0
Project management	1.72%	2
Strategic consultancy	5.17%	6
Medical affairs	2.59%	3
Marketing	0.00%	0
Corporate communications	0.86%	1
Human Resources and recruitment	0.00%	0
Financial and administration	0.00%	0
Creative services / production / design	0.00%	0
Academic Researcher	0.00%	0
I am a healthcare professional	0.86%	1
I am currently unemployed	0.00%	0
Other (please specify)	2.59%	3
<b>Total</b>		<b>116</b>

#	Other (please specify)	Date
1	Medical journalist/editor, medcomms consultant	1/12/2016 3:43 PM
2	healthcare advocacy communications	1/5/2016 2:04 PM
3	Training	1/5/2016 1:45 PM

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

Answered: 116 Skipped: 0



Answer Choices	Responses	
None	56.03%	65
American Medical Writers Association (AMWA)	8.62%	10
European Association of Science Editors (EASE)	1.72%	2
European Medical Writers Association (EMWA)	23.28%	27
Global Alliance for Medical Education (GAME)	0.00%	0
Good CME Practice Group (gCMEp)	0.00%	0
Healthcare Communications Association (HCA)	3.45%	4
International Society of Medical Publishing Professionals (ISMPP)	16.38%	19
Pharmaceutical Marketing Society (PM Society)	0.00%	0
Society for Editors and Proofreaders (SfEP)	0.86%	1



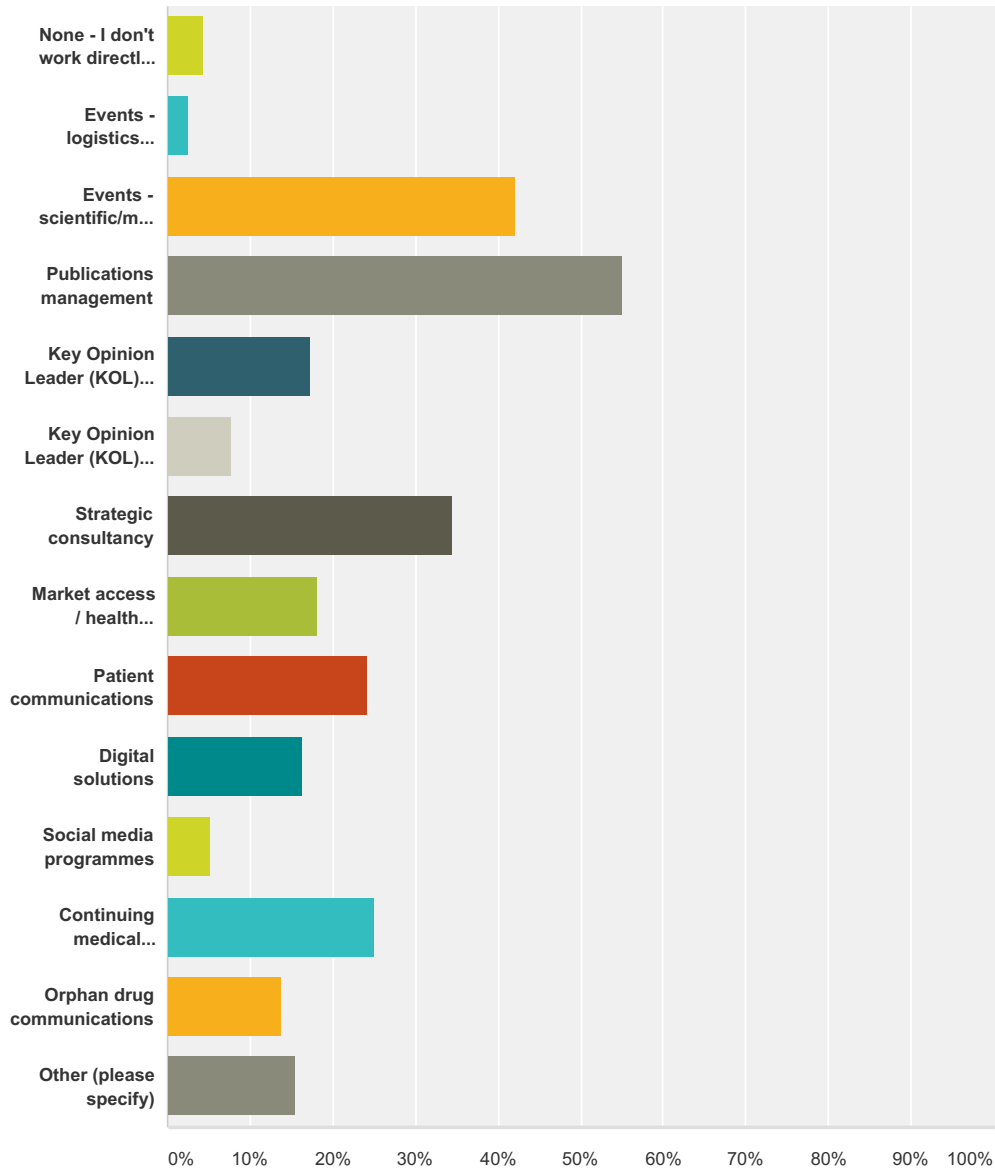
## MedComms Networking Barometer 2016

World Association of Medical Editors (WAME)	1.72%	2
Other (please specify)	14.66%	17
<b>Total Respondents: 116</b>		

#	Other (please specify)	Date
1	Drug Information Association	1/27/2016 2:39 PM
2	Council of Science Editors	1/27/2016 2:38 PM
3	COPE	1/26/2016 4:26 PM
4	Royal Society of Biology	1/26/2016 3:43 PM
5	ISMTE	1/13/2016 10:36 AM
6	Medical Journalists Association	1/12/2016 4:23 PM
7	Will be joining at least one of the above this year.	1/12/2016 3:43 PM
8	Medical Journalists' Association, COPE (associate member)	1/12/2016 3:43 PM
9	National Association of Science Writers (NASW)	1/12/2016 3:41 PM
10	IPSE	1/12/2016 10:00 AM
11	NUJ	1/12/2016 8:22 AM
12	Australasian Medical Writers Association	1/12/2016 1:39 AM
13	Australasian Medical Writer's Association	1/10/2016 9:08 PM
14	Australasian Medical Writers Association	1/7/2016 9:10 AM
15	ISPOR	1/5/2016 2:04 PM
16	Council of Science Editors	1/5/2016 1:45 PM
17	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: 116 Skipped: 0



Answer Choices	Responses
None - I don't work directly in MedComms	4.31% 5
Events - logistics management	2.59% 3
Events - scientific/medical programmes and content development	42.24% 49
Publications management	55.17% 64
Key Opinion Leader (KOL) / external expert profiling and identification	17.24% 20
Key Opinion Leader (KOL) / external expert management	7.76% 9
Strategic consultancy	34.48% 40

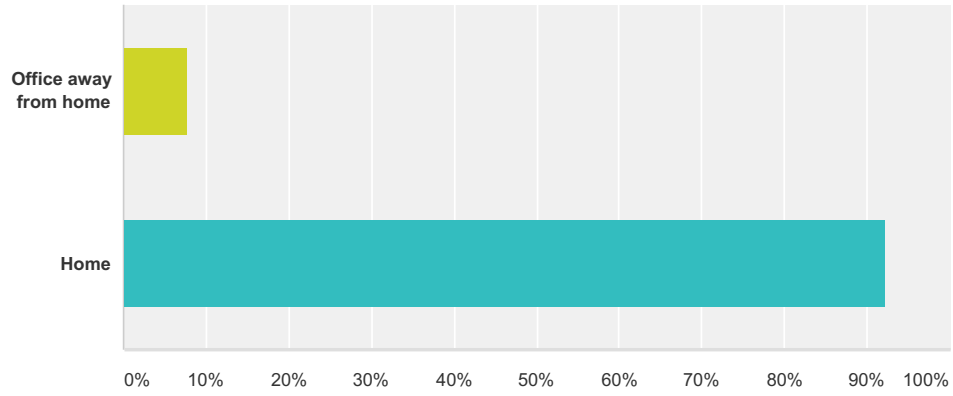
## MedComms Networking Barometer 2016

Market access / health outcomes	<b>18.10%</b>	21
Patient communications	<b>24.14%</b>	28
Digital solutions	<b>16.38%</b>	19
Social media programmes	<b>5.17%</b>	6
Continuing medical education and professional development (CME / CPD)	<b>25.00%</b>	29
Orphan drug communications	<b>13.79%</b>	16
Other (please specify)	<b>15.52%</b>	18
<b>Total Respondents: 116</b>		

#	Other (please specify)	Date
1	None applies.	1/27/2016 10:01 PM
2	sales training, corporate communications	1/27/2016 3:26 PM
3	Nedical Excellence training	1/27/2016 2:36 PM
4	I edit material for any area of MedComms/medical publishing	1/20/2016 5:15 PM
5	E.g Slide presentations for companies internal training	1/20/2016 1:05 PM
6	Medical writing!	1/19/2016 9:11 AM
7	Publications - scientific/medical content development	1/13/2016 8:05 AM
8	Journalism/editorial	1/12/2016 3:43 PM
9	Brand positioning, training slide sets,, meeting support	1/12/2016 3:15 PM
10	MSL training materials	1/12/2016 1:38 PM
11	None of the above	1/12/2016 1:39 AM
12	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
13	Documents for internal use by pharma companies (training materials, literature searches, publication summaries etc)	1/5/2016 3:12 PM
14	Peer-reviewed manuscripts	1/5/2016 2:47 PM
15	Publications writing	1/5/2016 2:12 PM
16	healthcare advocacy communications	1/5/2016 2:04 PM
17	Regulatory writing (CSRs, protocols)	1/5/2016 1:39 PM
18	Advertising	1/5/2016 1:37 PM

### Q6 Where do you work from primarily?

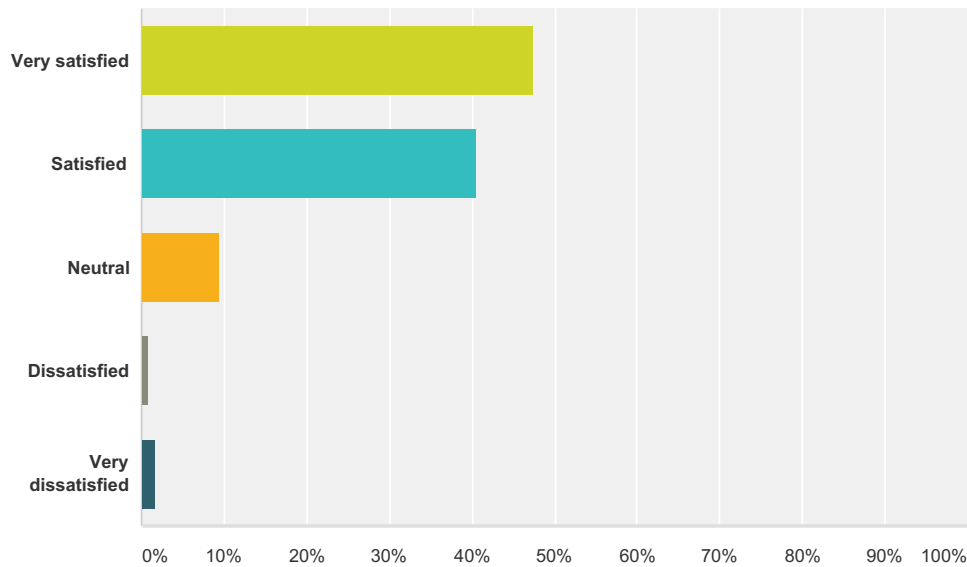
Answered: 116 Skipped: 0



Answer Choices	Responses	Count
Office away from home	7.76%	9
Home	92.24%	107
<b>Total</b>		<b>116</b>

## Q7 How satisfied are you with your current job?

Answered: 116 Skipped: 0

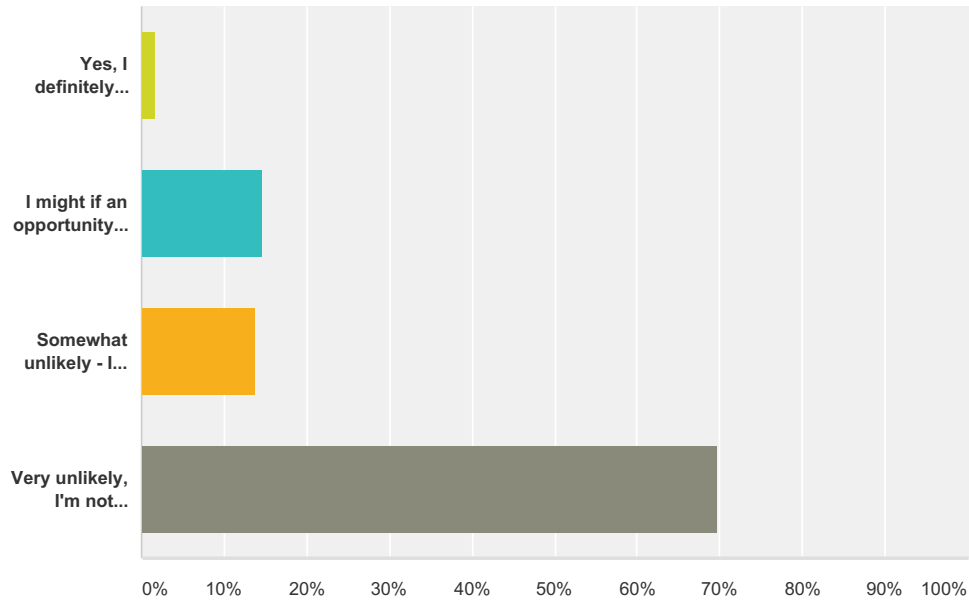


Answer Choices	Responses	
Very satisfied	47.41%	55
Satisfied	40.52%	47
Neutral	9.48%	11
Dissatisfied	0.86%	1
Very dissatisfied	1.72%	2
<b>Total</b>		<b>116</b>

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	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
2	• 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
3	Like the flexibility that being an independent consultant brings.	1/26/2016 3:15 PM
4	It is difficult to strike the right work/life balance.	1/19/2016 12:57 PM
5	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
6	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
7	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
8	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: 116 Skipped: 0

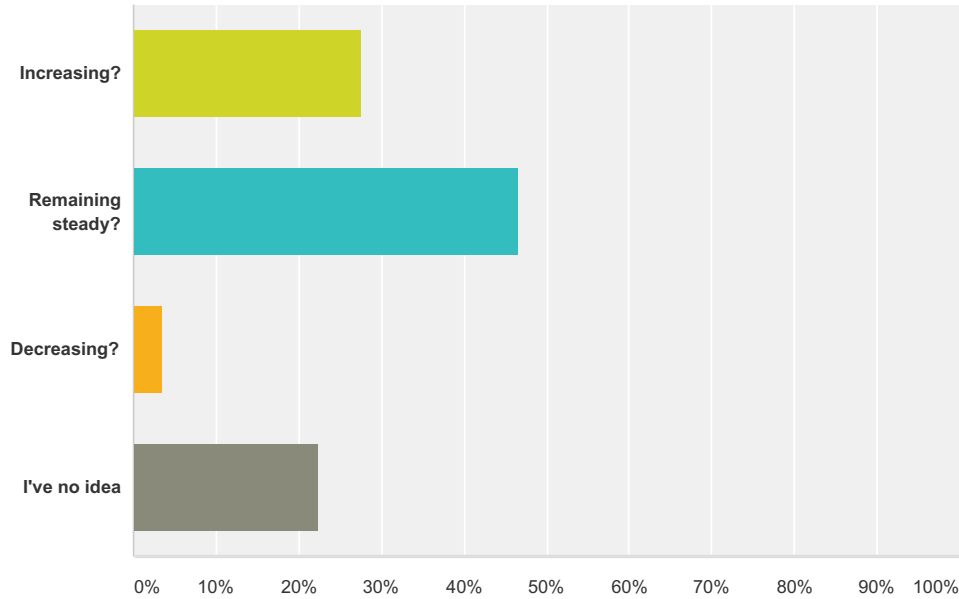


Answer Choices	Responses
Yes, I definitely intend to move	1.72% 2
I might if an opportunity arises	14.66% 17
Somewhat unlikely - I doubt it	13.79% 16
Very unlikely, I'm not expecting to move	69.83% 81
<b>Total</b>	<b>116</b>

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	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
2	I like being freelance. I wouldn't wish to move back to being an employee.	1/20/2016 5:15 PM
3	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
4	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
5	not relevant since I run the company	1/5/2016 2:04 PM
6	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: 116 Skipped: 0



Answer Choices	Responses
Increasing?	27.59% 32
Remaining steady?	46.55% 54
Decreasing?	3.45% 4
I've no idea	22.41% 26
<b>Total</b>	<b>116</b>

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	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
2	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
3	2015 was a very good year for me, especially the last quarter	1/27/2016 3:26 PM
4	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
5	Wanted to tick 2, it seems to remain steady but then at times feel it is decreasing	1/18/2016 11:37 PM
6	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
7	Increased outsourcing to India, but teams still require input from more experienced sectors in the UK	1/12/2016 7:41 AM

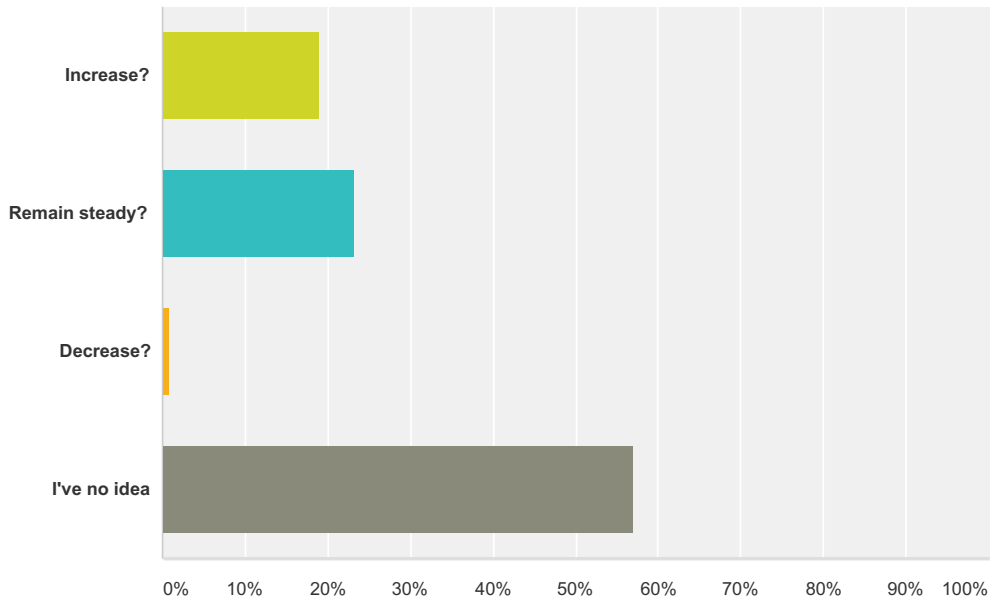
## MedComms Networking Barometer 2016

8	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
---	---	-------------------



**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: 116 Skipped: 0

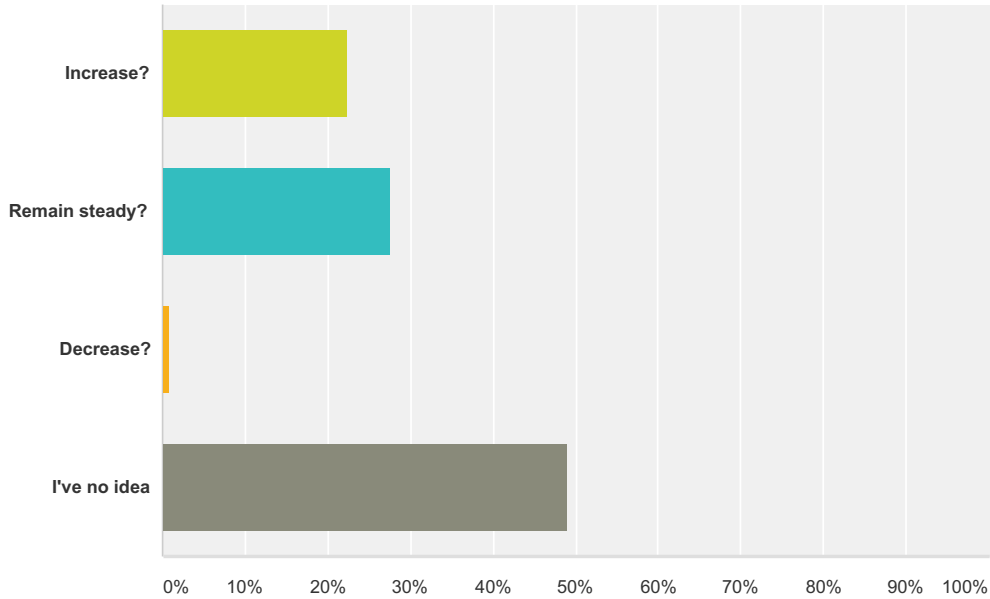


Answer Choices	Responses
Increase?	18.97% 22
Remain steady?	23.28% 27
Decrease?	0.86% 1
I've no idea	56.90% 66
<b>Total</b>	<b>116</b>

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	The start-ups I am aware of don't appear to be likely candidates for consolidation.	1/27/2016 3:26 PM
2	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

**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: 116 Skipped: 0

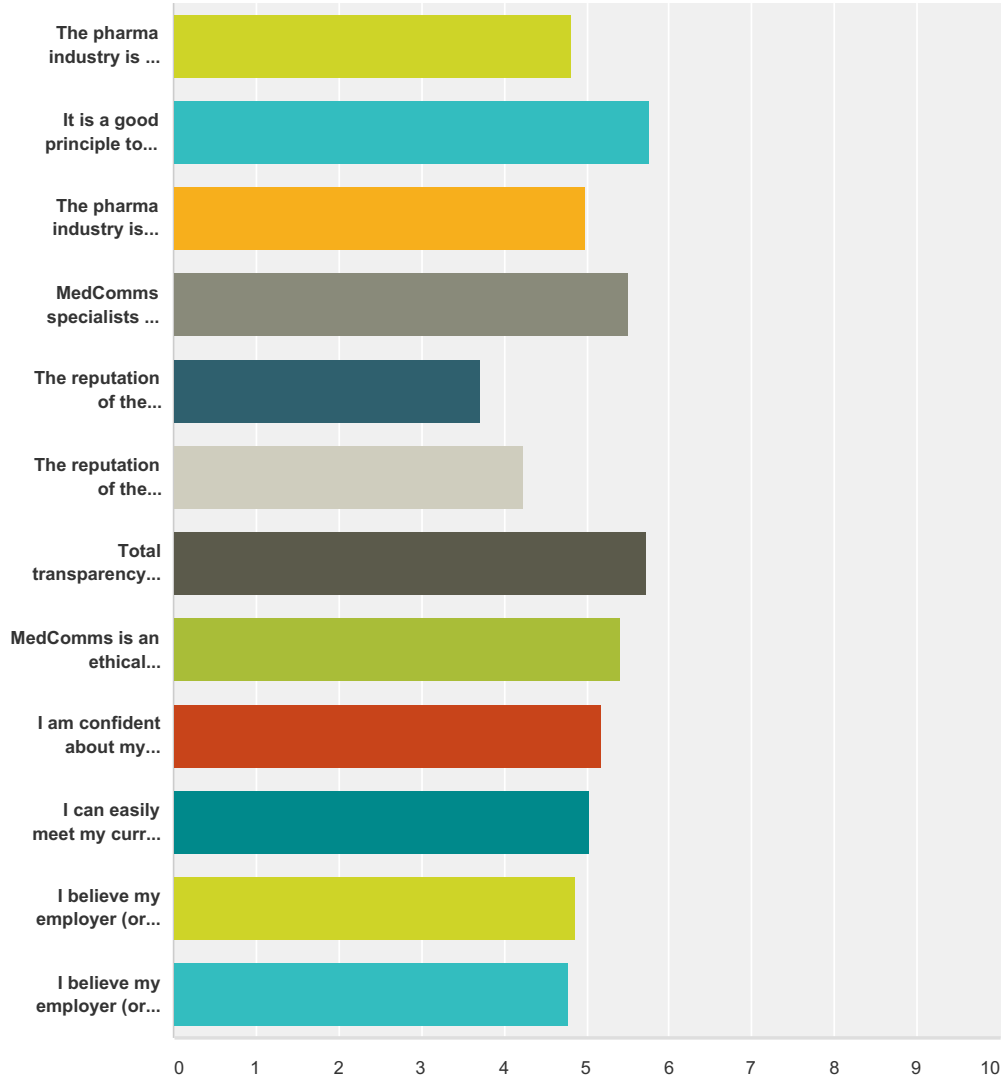


Answer Choices	Responses
Increase?	22.41% 26
Remain steady?	27.59% 32
Decrease?	0.86% 1
I've no idea	49.14% 57
<b>Total</b>	<b>116</b>

#	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	I see an increase in ad boards and communications from conferences	1/20/2016 8:53 AM
3	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

**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: 116 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	0.86% 1	4.31% 5	7.76% 9	8.62% 10	10.34% 12	18.10% 21	18.97% 22	22.41% 26	7.76% 9	0.86% 1	116	4.83
It is a good principle to aim at, to publish all clinical trial data for all products	0.00% 0	0.00% 0	3.45% 4	1.72% 2	0.86% 1	3.45% 4	2.59% 3	12.93% 15	19.83% 23	55.17% 64	116	5.76

## MedComms Networking Barometer 2016

The pharma industry is indeed striving to publish all clinical trial data for all products	2.59% 3	6.03% 7	2.59% 3	4.31% 5	12.93% 15	14.66% 17	24.14% 28	22.41% 26	6.03% 7	4.31% 5	116	4.99
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	0.00% 0	2.59% 3	5.17% 6	2.59% 3	2.59% 3	4.31% 5	7.76% 9	17.24% 20	20.69% 24	37.07% 43	116	5.52
The reputation of the pharmaceutical industry is improving amongst the wider public	4.31% 5	10.34% 12	16.38% 19	12.07% 14	24.14% 28	16.38% 19	11.21% 13	1.72% 2	3.45% 4	0.00% 0	116	3.71
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	0.86% 1	8.62% 10	12.93% 15	6.03% 7	25.00% 29	17.24% 20	15.52% 18	7.76% 9	5.17% 6	0.86% 1	116	4.24
Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	0.00% 0	0.86% 1	1.72% 2	3.45% 4	2.59% 3	0.86% 1	3.45% 4	16.38% 19	17.24% 20	53.45% 62	116	5.73
MedComms is an ethical business	0.00% 0	0.86% 1	2.59% 3	5.17% 6	8.62% 10	13.79% 16	13.79% 16	23.28% 27	20.69% 24	11.21% 13	116	5.40
I am confident about my personal financial future	0.86% 1	2.59% 3	6.03% 7	8.62% 10	5.17% 6	7.76% 9	12.07% 14	25.86% 30	16.38% 19	14.66% 17	116	5.17
I can easily meet my current training needs	1.72% 2	2.59% 3	8.62% 10	6.90% 8	4.31% 5	14.66% 17	12.93% 15	17.24% 20	18.10% 21	12.93% 15	116	5.03
I believe my employer (or in the case of Freelancers - I) will increase revenues in 2016 compared with 2015	0.86% 1	5.17% 6	1.72% 2	10.34% 12	14.66% 17	21.55% 25	9.48% 11	12.07% 14	16.38% 19	7.76% 9	116	4.86
I believe my employer (or in the case of Freelancers - I) will increase profitability in 2016 compared with 2015	1.72% 2	3.45% 4	3.45% 4	10.34% 12	18.10% 21	17.24% 20	9.48% 11	16.38% 19	12.93% 15	6.90% 8	116	4.79

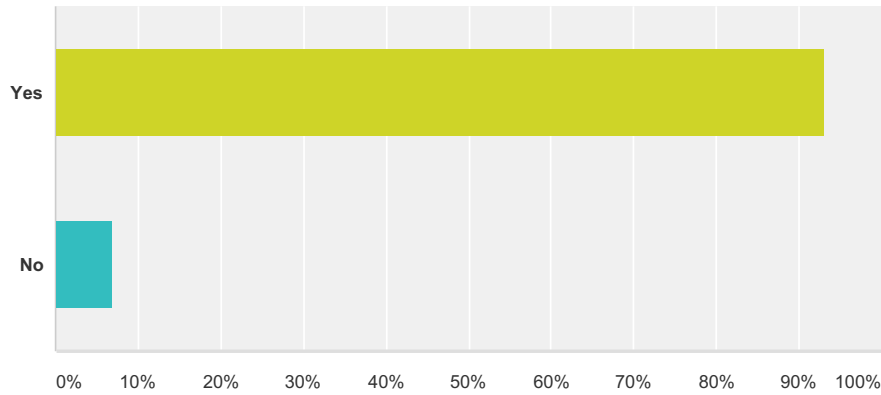
#	Please add any further insights here (remember the comments here will be made public)...	Date
1	My income will reduce as I take on less work...now in my 60s.	1/28/2016 9:59 AM
2	As a freelancer/consultant, it is difficult to accurately predict my financial future; however, the flexibility is priceless	1/27/2016 4:30 PM
3	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
4	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
5	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

## MedComms Networking Barometer 2016

6	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
7	Training is a big problem for me as a freelancer	1/12/2016 3:15 PM
8	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
9	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
10	Last 2 questions - I do not wish to or need to increase my revenues or profitability	1/6/2016 8:59 AM

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

Answered: 116 Skipped: 0



Answer Choices	Responses	
Yes	93.10%	108
No	6.90%	8
<b>Total</b>		<b>116</b>

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	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
2	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
3	• 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
4	Although it is quite a demanding sector to work in.	1/27/2016 2:37 PM
5	Being purely selfish, I don't want more competition to win business!!	1/26/2016 3:56 PM
6	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
7	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
8	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
9	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

## MedComms Networking Barometer 2016

10	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
11	It pays the bills, but it's not a particularly fulfilling or respected career and never will be	1/5/2016 1:54 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: 17 Skipped: 99

#	Responses	Date
1	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
2	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
3	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
4	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
5	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
6	No	1/20/2016 11:01 AM
7	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
8	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
9	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
10	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 sccond job?	1/12/2016 3:43 PM
11	One of he 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
12	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
13	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
14	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
15	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



## MedComms Networking Barometer 2016

16	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
17	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: 19 Skipped: 97

#	Responses	Date
1	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
2	Transparency in acknowledgements, impact of new technologies on publication options	1/27/2016 4:30 PM
3	More freelance discussion; greater appreciation that freelancers are often at least as good as those employed by Agencies	1/27/2016 4:08 PM
4	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
5	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
6	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
7	Anything training around publications, compliance, and digital advances.	1/24/2016 9:09 AM
8	None	1/20/2016 11:01 AM
9	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
10	Another freelancer-specific meeting would be good (building your business, financial planning etc).	1/19/2016 9:44 AM
11	Statistics	1/13/2016 9:20 AM
12	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
13	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
14	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

## MedComms Networking Barometer 2016

15	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
16	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
17	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
18	Patient centricity - practical solutions, not just talk!	1/5/2016 1:52 PM
19	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