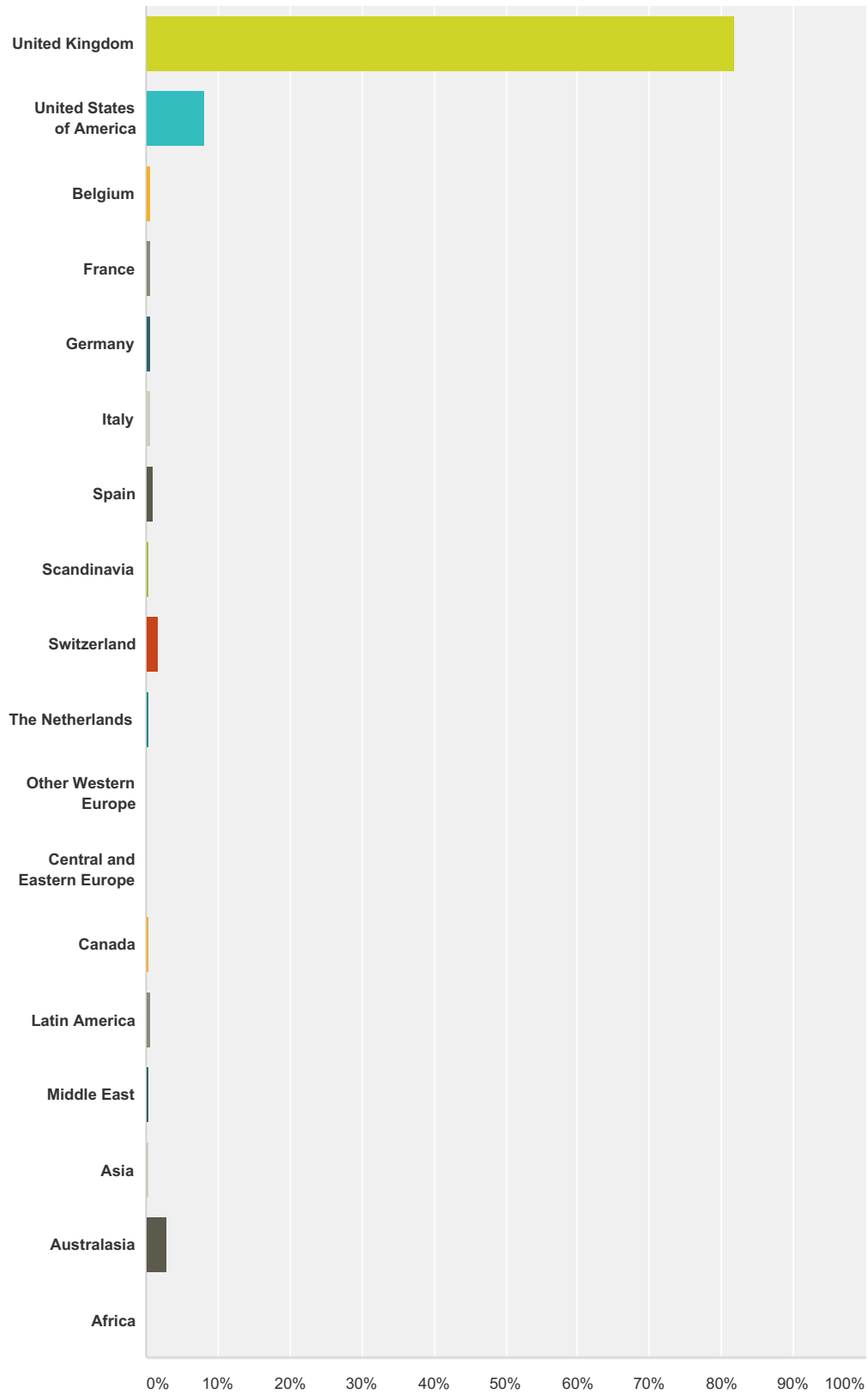


Q1 Where are you based (tick one answer)?

Answered: 318 Skipped: 0

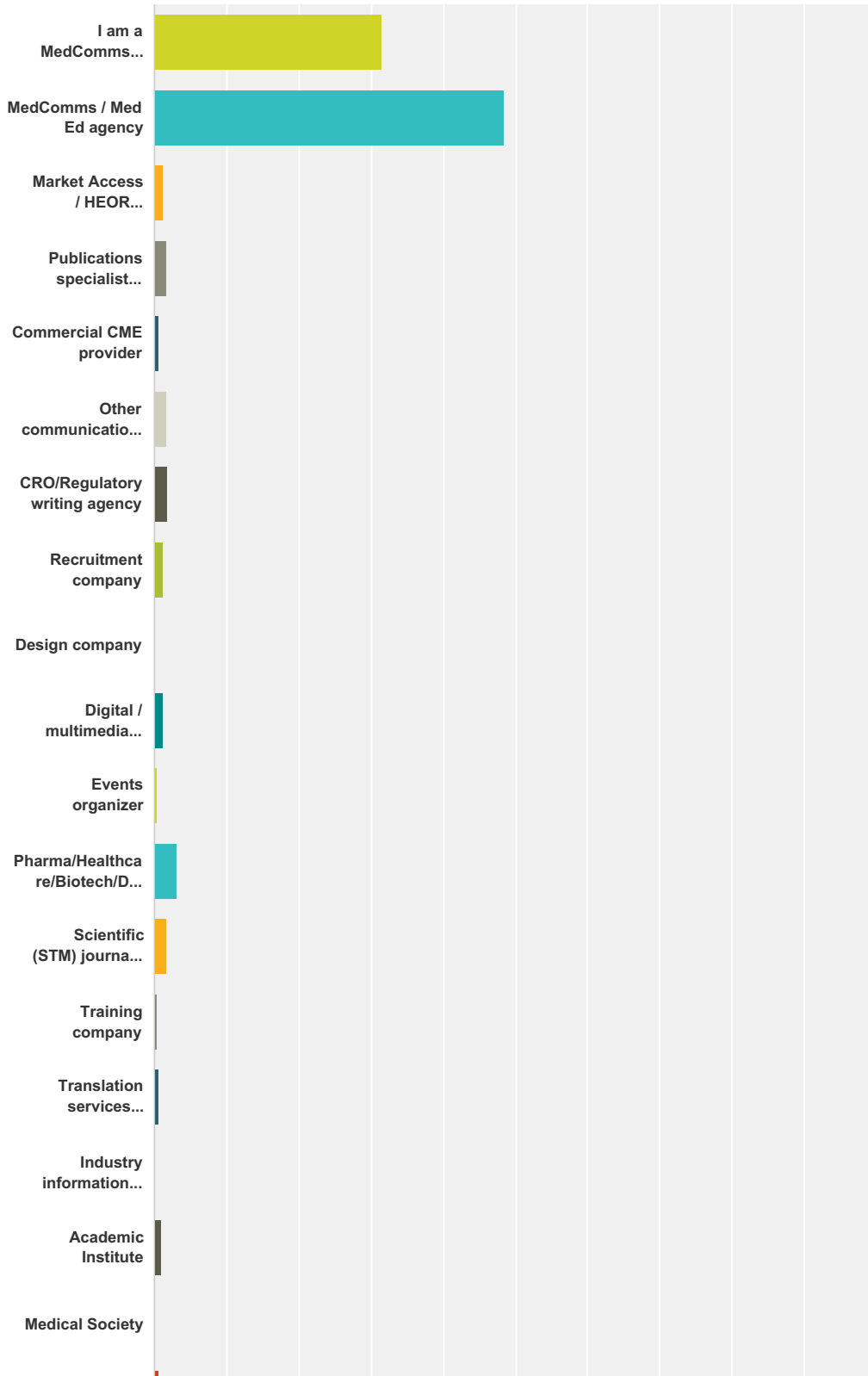


MedComms Networking Barometer 2017

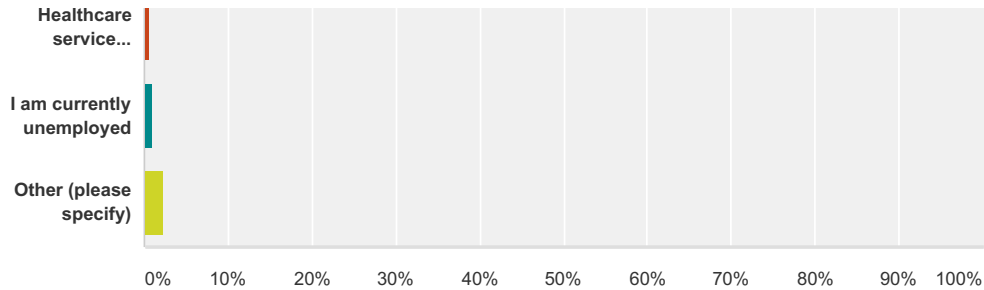
Answer Choices	Responses	
United Kingdom	81.76%	260
United States of America	8.18%	26
Belgium	0.63%	2
France	0.63%	2
Germany	0.63%	2
Italy	0.63%	2
Spain	0.94%	3
Scandinavia	0.31%	1
Switzerland	1.57%	5
The Netherlands	0.31%	1
Other Western Europe	0.00%	0
Central and Eastern Europe	0.00%	0
Canada	0.31%	1
Latin America	0.63%	2
Middle East	0.31%	1
Asia	0.31%	1
Australasia	2.83%	9
Africa	0.00%	0
Total		318

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: 318 Skipped: 0



MedComms Networking Barometer 2017



Answer Choices	Responses	
I am a MedComms freelancer / consultant / interim / independent	31.45%	100
MedComms / Med Ed agency	48.43%	154
Market Access / HEOR specialist agency	1.26%	4
Publications specialist agency	1.57%	5
Commercial CME provider	0.63%	2
Other communications agency (PR, branding etc)	1.57%	5
CRO/Regulatory writing agency	1.89%	6
Recruitment company	1.26%	4
Design company	0.00%	0
Digital / multimedia company	1.26%	4
Events organizer	0.31%	1
Pharma/Healthcare/Biotech/Devices company	3.14%	10
Scientific (STM) journals / books publishing company	1.57%	5
Training company	0.31%	1
Translation services provider	0.63%	2
Industry information services provider	0.00%	0
Academic Institute	0.94%	3
Medical Society	0.00%	0
Healthcare service organisation	0.63%	2
I am currently unemployed	0.94%	3
Other (please specify)	2.20%	7
Total		318

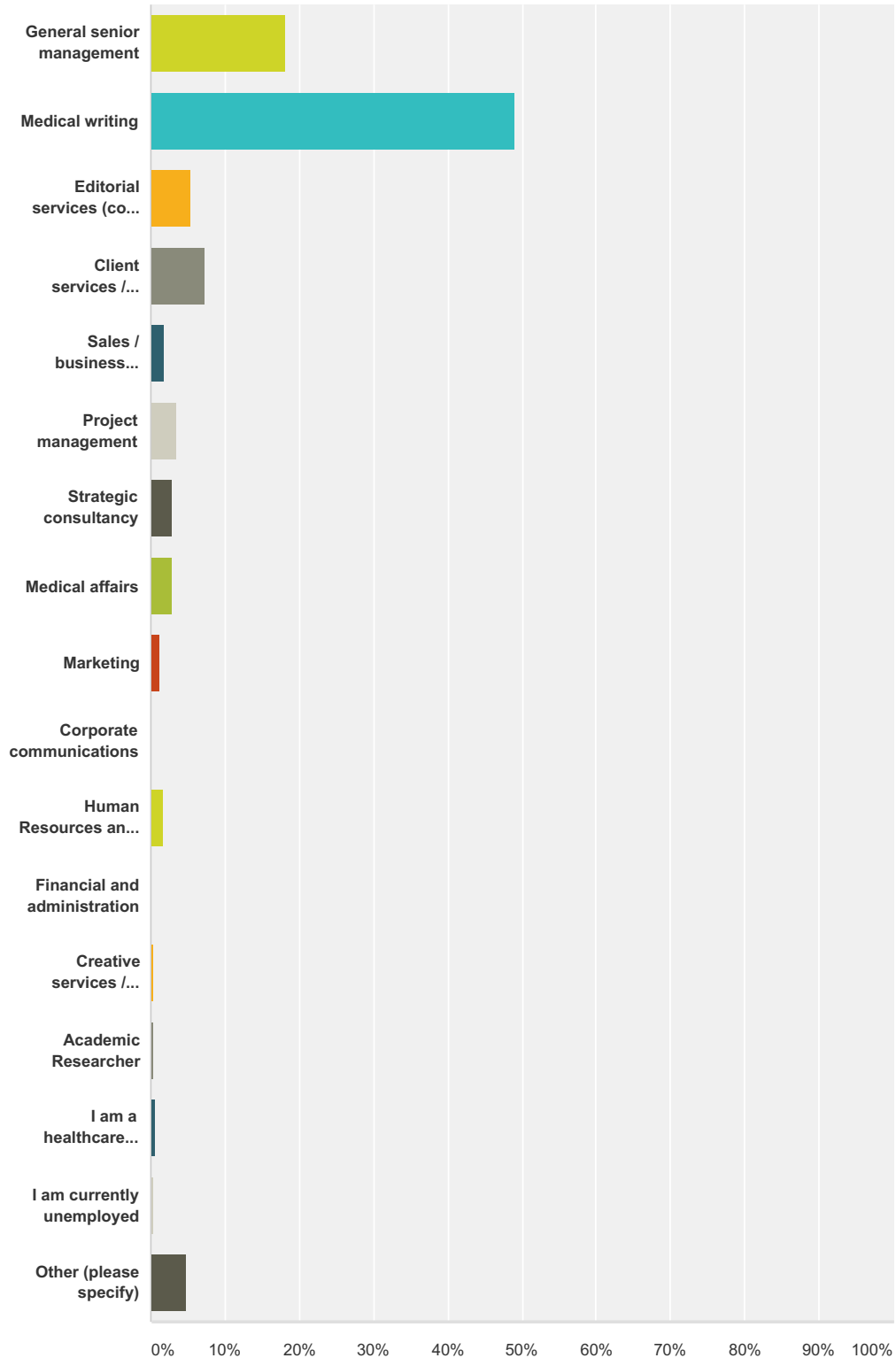
#	Other (please specify)	Date
1	Market research agency	2/28/2017 9:36 PM
2	Not sure whether I am classed as a freelancer or agency/company. I am independent but work at a limited company in med comms, specialising in dermatology. I often work with associates who I sometimes employ.	2/24/2017 3:51 PM
3	Fixed-term contract, between jobs.	2/9/2017 1:08 PM
4	M	2/9/2017 11:36 AM
5	I	2/7/2017 12:01 AM

MedComms Networking Barometer 2017

6	Pharma tech provider	2/6/2017 4:53 PM
7	K	1/31/2017 10:01 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: 318 Skipped: 0



MedComms Networking Barometer 2017

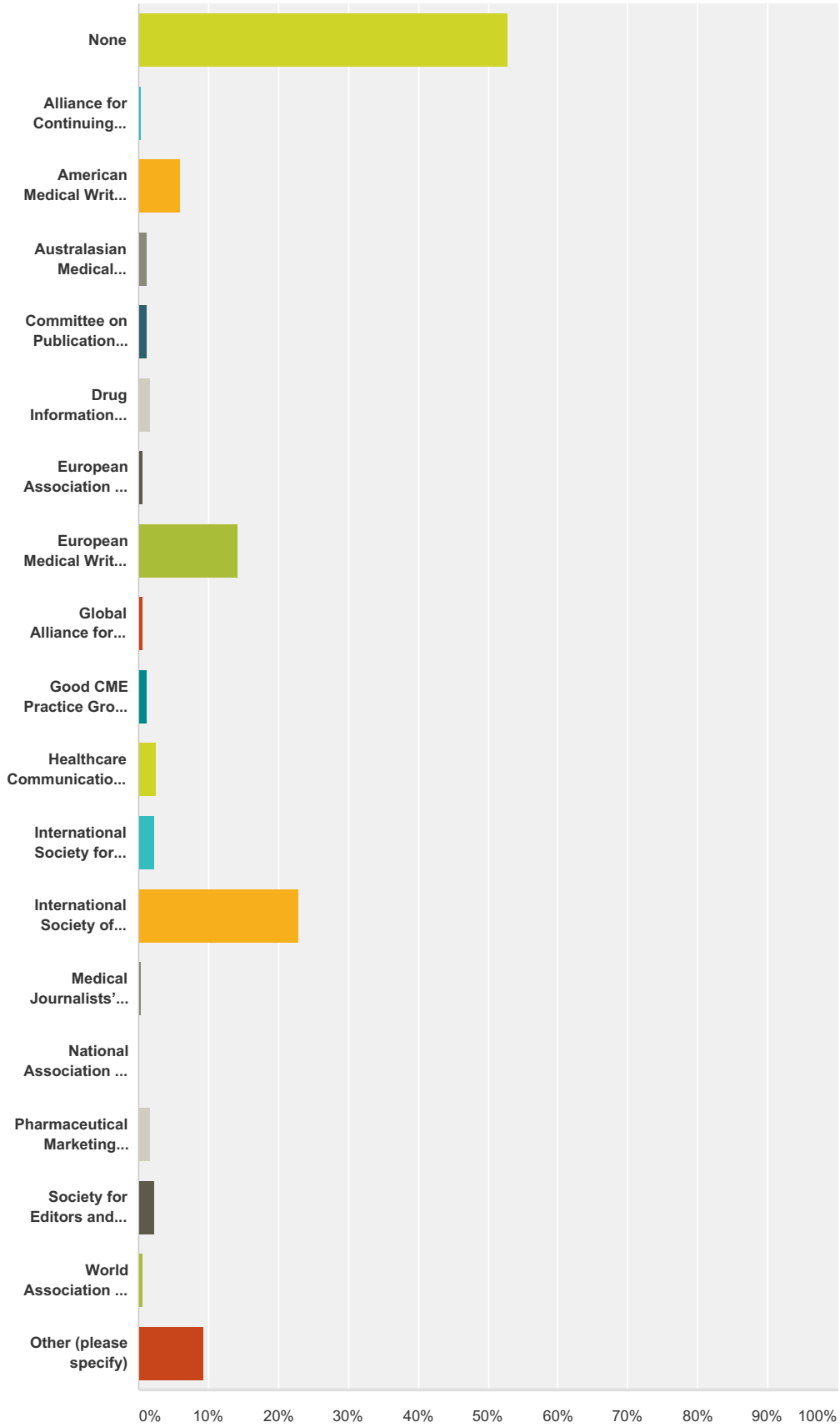
Answer Choices	Responses	
General senior management	18.24%	58
Medical writing	49.06%	156
Editorial services (copy / production editing / proof-reading)	5.35%	17
Client services / account management	7.23%	23
Sales / business development	1.89%	6
Project management	3.46%	11
Strategic consultancy	2.83%	9
Medical affairs	2.83%	9
Marketing	1.26%	4
Corporate communications	0.00%	0
Human Resources and recruitment	1.57%	5
Financial and administration	0.00%	0
Creative services / production / design	0.31%	1
Academic Researcher	0.31%	1
I am a healthcare professional	0.63%	2
I am currently unemployed	0.31%	1
Other (please specify)	4.72%	15
Total		318

#	Other (please specify)	Date
1	Information research manager	2/28/2017 9:36 PM
2	Publications Manager	2/28/2017 2:41 PM
3	Event Management	2/27/2017 5:09 PM
4	publication manager	2/24/2017 10:08 PM
5	Scientific Director	2/24/2017 4:35 PM
6	Data extraction/ Validation and General Quality Control	2/24/2017 11:34 AM
7	Compliance	2/24/2017 11:27 AM
8	Translation	2/24/2017 10:43 AM
9	Operations	2/16/2017 11:10 PM
10	N/a	2/15/2017 9:31 PM
11	Portfolio sci comm pubs lead	2/10/2017 2:44 AM
12	Translator and academic editor/language reviser	2/9/2017 7:42 AM
13	I am (was) a healthcare professional, but now working as vice president & director of medical writing - not sure which category is "best"	2/7/2017 8:01 AM
14	Zinc/Promomats Expert, Referencing	2/6/2017 9:55 PM
15	Instructional designer (type of medical writer)	1/31/2017 5:43 PM

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

Answered: 318 Skipped: 0

MedComms Networking Barometer 2017



Answer Choices	Responses
None	52.83% 168

MedComms Networking Barometer 2017

Alliance for Continuing Education in the Health Professions (ACEhp)	0.31%	1
American Medical Writers Association (AMWA)	5.97%	19
Australasian Medical Writer's Association (AMWA)	1.26%	4
Committee on Publication Ethics (COPE)	1.26%	4
Drug Information Association (DIA)	1.57%	5
European Association of Science Editors (EASE)	0.63%	2
European Medical Writers Association (EMWA)	14.15%	45
Global Alliance for Medical Education (GAME)	0.63%	2
Good CME Practice Group (gCMEp)	1.26%	4
Healthcare Communications Association (HCA)	2.52%	8
International Society for Pharmacoeconomics and Outcomes Research (ISPOR)	2.20%	7
International Society of Medical Publishing Professionals (ISMPP)	22.96%	73
Medical Journalists' Association	0.31%	1
National Association of Science Writers (NASW)	0.00%	0
Pharmaceutical Marketing Society (PM Society)	1.57%	5
Society for Editors and Proofreaders (SfEP)	2.20%	7
World Association of Medical Editors (WAME)	0.63%	2
Other (please specify)	9.43%	30
Total Respondents: 318		

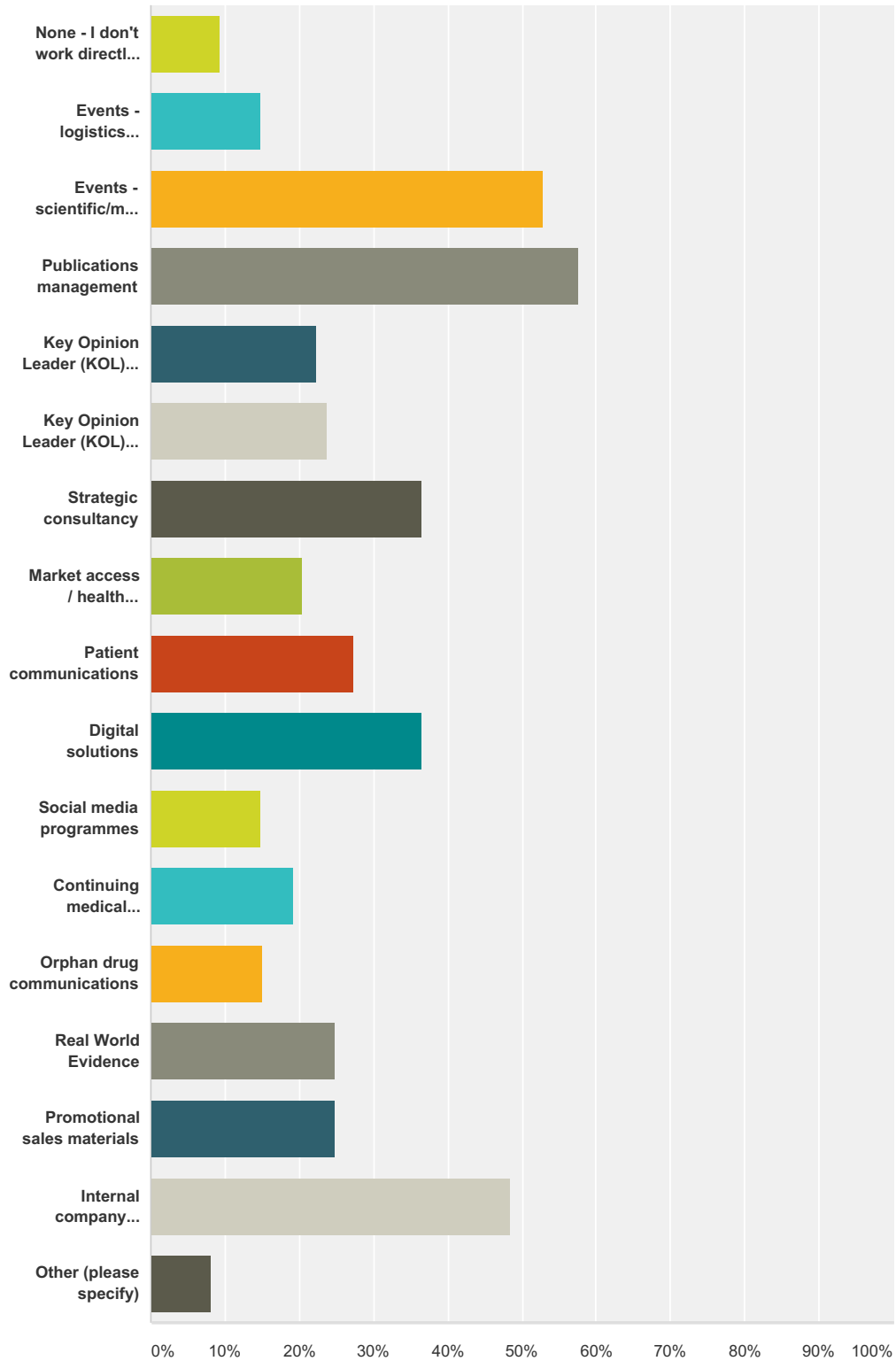
#	Other (please specify)	Date
1	Pharmaceutical Information and Pharmacovigilance Association (PIPA)	2/28/2017 9:36 PM
2	Medical Affairs Professional Society (MAPS)	2/27/2017 4:52 PM
3	None	2/27/2017 12:49 PM
4	MRPharmS	2/26/2017 6:06 PM
5	Institute of Clinical Research (ICR), British HIV Association (BHIVA)	2/25/2017 12:24 PM
6	Professional dermatology groups - BAD and BDNG	2/24/2017 3:51 PM
7	Healthcare Businesswomen's Association (HBA), New York Academy of Sciences (NYAS)	2/24/2017 2:02 PM
8	Board of Editors in the Life Sciences (BELS)	2/24/2017 1:56 PM
9	Royal Society of Medicine, Institute Clinical Research, European Forum Good Clinical Practice	2/24/2017 1:21 PM
10	Royal Pharmaceutical Society	2/24/2017 12:11 PM
11	CMI	2/24/2017 11:27 AM
12	NUJ	2/24/2017 10:56 AM
13	Association of British Science Writers	2/24/2017 10:52 AM
14	Institute of Translation and Interpreting (ITI)	2/24/2017 10:43 AM
15	ISPE, AHA, ADA	2/21/2017 3:42 PM
16	IPSE	2/21/2017 8:51 AM
17	BHBIA	2/16/2017 2:49 PM

MedComms Networking Barometer 2017

18	Guild of Health Writers	2/16/2017 10:20 AM
19	RAPS	2/15/2017 5:55 PM
20	Council of Science Editors (CSE)	2/15/2017 12:27 PM
21	Chartered Institute of Marketing, Institute of Healthcare Management, Royal Society of Medicine	2/14/2017 6:28 PM
22	Asociacion Española de Redactores de Textos Médicos (AERTeM)	2/11/2017 10:19 PM
23	Spanish Medical Writers Association	2/10/2017 2:29 PM
24	MedCommsNetworking (I presume it can be classified as professional so correct me if I am wrong), VGSD (Germany)	2/10/2017 9:47 AM
25	PIPA - Pharmaceutical Information and Pharmacovigilance Assoc	2/9/2017 11:50 AM
26	UK Institute of Translators and Interpreters (ITI), ITI Medical Network, Nordic Editors and Translators, Finnish Association of translators and Interpreters (SKTL)	2/9/2017 7:42 AM
27	Chartered Institutes of Public Relations	2/9/2017 6:58 AM
28	GPhC and Royal Pharmaceutical Society	2/7/2017 5:00 PM
29	CIPR	2/6/2017 5:50 PM
30	Royal Pharmaceutical Society	2/6/2017 4:52 PM

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

Answered: 318 Skipped: 0



MedComms Networking Barometer 2017

Answer Choices	Responses
None - I don't work directly in MedComms	9.43% 30
Events - logistics management	14.78% 47
Events - scientific/medical programmes and content development	52.83% 168
Publications management	57.55% 183
Key Opinion Leader (KOL) / external expert profiling and identification	22.33% 71
Key Opinion Leader (KOL) / external expert management	23.90% 76
Strategic consultancy	36.48% 116
Market access / health outcomes	20.44% 65
Patient communications	27.36% 87
Digital solutions	36.48% 116
Social media programmes	14.78% 47
Continuing medical education and professional development (CME / CPD)	19.18% 61
Orphan drug communications	15.09% 48
Real World Evidence	24.84% 79
Promotional sales materials	24.84% 79
Internal company training activities (MSLs, Reps and others)	48.43% 154
Other (please specify)	8.18% 26
Total Respondents: 318	

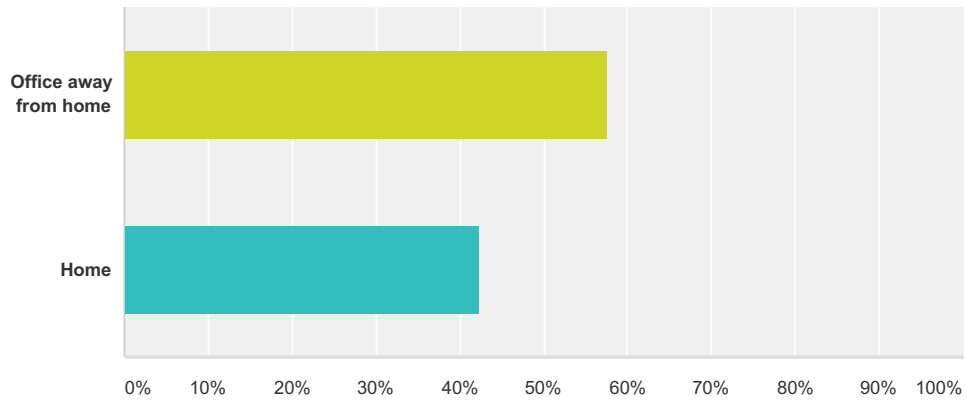
#	Other (please specify)	Date
1	systematic reviews	2/28/2017 9:36 PM
2	Ad boards	2/28/2017 4:58 PM
3	My latest job was in pubs management but currently job hunting	2/28/2017 2:32 PM
4	Market Research	2/26/2017 6:06 PM
5	Non-promo trial comms	2/26/2017 10:49 AM
6	Reviewing of scientific publicity briefings	2/25/2017 12:24 PM
7	Publications - manuscript writing	2/24/2017 4:49 PM
8	HCP education - on line and direct	2/24/2017 3:51 PM
9	Review articles and reports on specific pharmaceutical topics	2/24/2017 1:23 PM
10	Development of technical documentation	2/24/2017 11:08 AM
11	NHS Eng funded research	2/24/2017 11:01 AM
12	Editorial/copyrights/proof reading etc	2/21/2017 5:24 PM
13	Research design and analysis, epidemiology, HEOR	2/21/2017 3:42 PM
14	None of these categories apply. I would say Medical Communications but this isn't an option.	2/16/2017 7:52 PM
15	Clinical supply chain communications	2/16/2017 10:20 AM
16	Public affairs activities	2/15/2017 9:31 PM
17	Scientific publications	2/14/2017 2:13 PM
18	Regulatory writing for POM to P switches	2/13/2017 9:40 AM

MedComms Networking Barometer 2017

19	Scientific platforms, product strategy	2/10/2017 2:44 AM
20	Internal pharmaceutical corporate communications, eLearning programs, market research	2/7/2017 4:24 PM
21	HCP peer-to-peer communication	2/7/2017 8:01 AM
22	Overall, healthcare communications is PR	2/6/2017 5:50 PM
23	Recruitment for PR, Advertising, Med Ed- Digital Health and charity and public affairs	2/6/2017 4:52 PM
24	Author and psychiatric nurse trying to get med comms experience.	2/2/2017 9:01 AM
25	Developing publications, training new writers	1/31/2017 3:31 PM
26	Independent med ed	1/31/2017 3:03 PM

Q6 Where do you work from primarily?

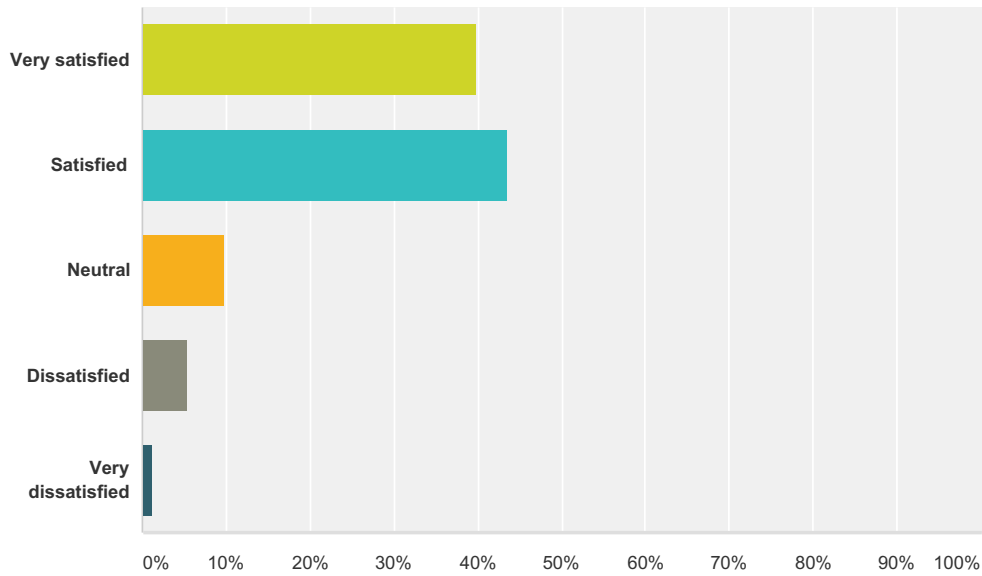
Answered: 318 Skipped: 0



Answer Choices	Responses	
Office away from home	57.55%	183
Home	42.45%	135
Total		318

Q7 How satisfied are you with your current job?

Answered: 318 Skipped: 0



Answer Choices	Responses
Very satisfied	39.94% 127
Satisfied	43.71% 139
Neutral	9.75% 31
Dissatisfied	5.35% 17
Very dissatisfied	1.26% 4
Total	318

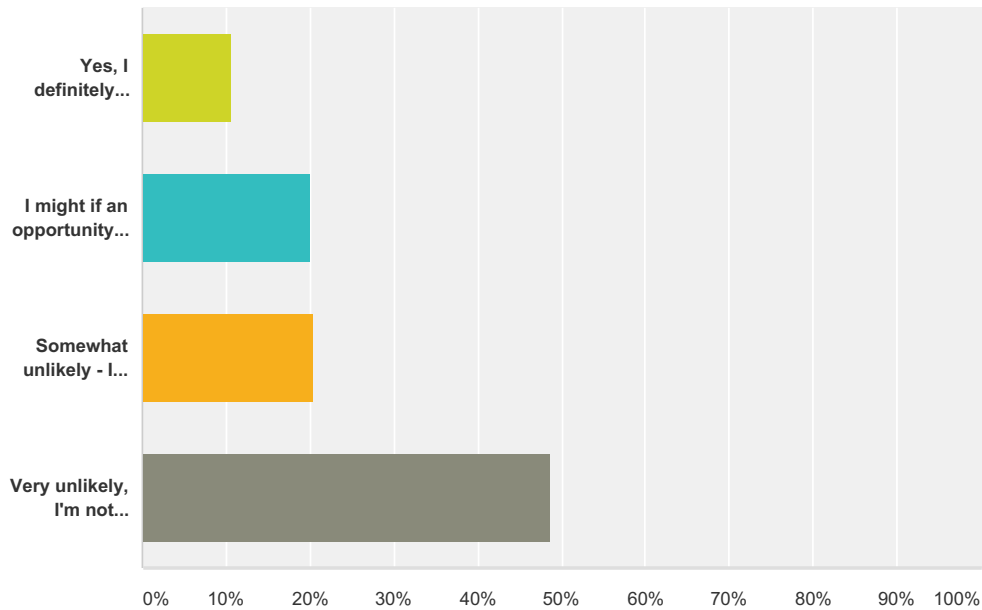
#	Please add any further insights here (remember the comments here will be made public)...	Date
1	On notice period	2/28/2017 9:33 PM
2	Med comms work has become increasingly short term and unreliable. A particular annoyance is being booked for a period of time and then employed for only a fraction of that. Contract agreements are also becoming more skewed towards the benefit of the company providing the work and away from protecting the writer.	2/28/2017 2:56 PM
3	I love the flexibility, but hate the uncertainty of what I do. Clients miss their slots and I am always rearranging my workload to accommodate this.	2/28/2017 2:33 PM
4	Very interesting and diverse portfolio of accounts in a young growing agency, with attendant challenges in resourcing and account management in terms of profitability	2/24/2017 1:36 PM
5	Working from home is very convenient but isolating	2/24/2017 1:23 PM
6	MedComms freelance life can be very unpredictable and challenging but I love the diversity and freedom of my work, and the ever-evolving pharma-healthcare industry. I'm very satisfied with my current position.	2/16/2017 10:20 AM
7	Being able to work remotely around the world	2/14/2017 2:23 PM
8	As a freelancer, I have the liberty to continue in my niche areas and expand in other types of writing. I definitely perceive an all-round growth in myself as a science writer since I've started freelancing. It is not all wine and cheese and there definitely are the negatives of freelancing to cope with but overall I am very satisfied with my decision to be my own boss.	2/10/2017 9:47 AM

MedComms Networking Barometer 2017

9	Love the flexibility of being self employed and home-based	2/9/2017 9:39 PM
10	Customers can be very demanding.	2/9/2017 11:59 AM
11	Love the interaction and work within multicultural environment	2/7/2017 5:00 PM
12	In a mixed MedComms/Healthcare communications agency, the medical writers often scrap amongst ourselves for a chance to write about the hard clinical data. We'd love more publications planning work!	2/7/2017 4:24 PM
13	I thoroughly enjoy what I do, although I have had quite a few quiet periods recently which worries me a bit.	2/7/2017 10:12 AM
14	Especially satisfactory is that I can work in a multifaceted way on a variety of indications, from concept development to collaboration with top experts, whilst gleaning the latest data from congresses. There is never a dull moment!	2/7/2017 8:01 AM
15	Wondering if grass is greener... and always want to learn more.	1/31/2017 5:43 PM

Q8 How likely is it that you will look to change your employer in 2017 (freelancers, you are your own employer)?

Answered: 318 Skipped: 0

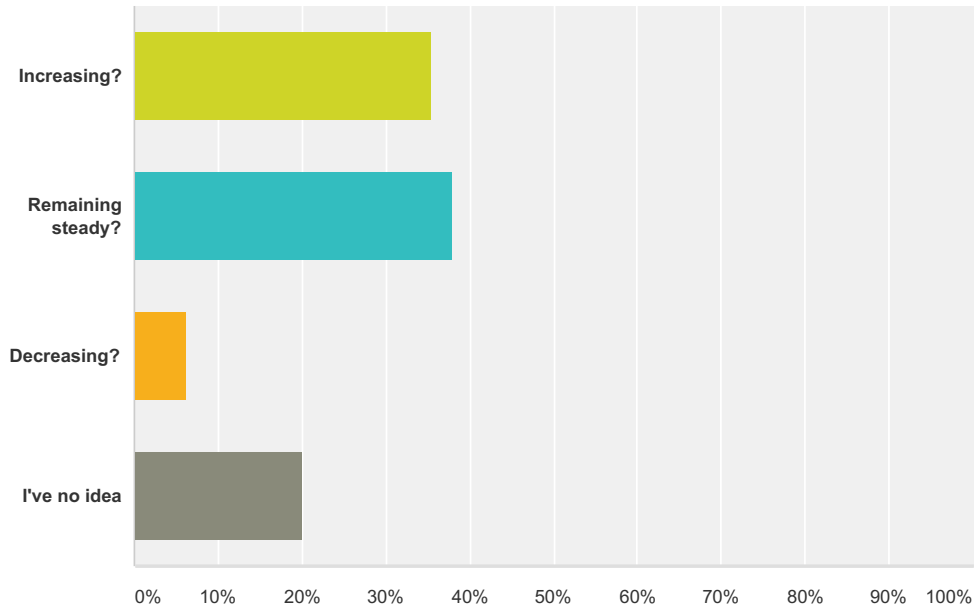


Answer Choices	Responses
Yes, I definitely intend to move	10.69% 34
I might if an opportunity arises	20.13% 64
Somewhat unlikely - I doubt it	20.44% 65
Very unlikely, I'm not expecting to move	48.74% 155
Total	318

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	I'm looking to move away from med comms work in the long run.	2/28/2017 2:56 PM
2	Contract will not be renewed	2/25/2017 12:42 AM
3	I enjoy the variety of work I get (mainly from one source) and the freedom to set my own agenda without corporate nonsense, appraisals and stifling dictatorial hierarchy/management. I also enjoy direct involvement in projects without being pushed aside by client service directors who can regard writers as 'worker ants' with no role in managing projects and developing new ones.	2/24/2017 1:23 PM
4	NK	2/24/2017 1:21 PM
5	My current contract ends in March 2017	2/24/2017 11:08 AM
6	Time for a change, possibly going freelance.	2/15/2017 9:31 PM
7	I'm really happy where I work, but am aware that career progression is served by experience across more than one agency, especially in early years	2/10/2017 5:56 PM
8	As a freelancer, I can't expect a more driven and yet a deeply understanding boss.	2/10/2017 9:47 AM
9	I won't be moving because I am a freelancer and I like it that way.	2/8/2017 8:44 PM
10	Never say never, right?	2/7/2017 8:01 AM

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: 318 Skipped: 0



Answer Choices	Responses	
Increasing?	35.53%	113
Remaining steady?	38.05%	121
Decreasing?	6.29%	20
I've no idea	20.13%	64
Total		318

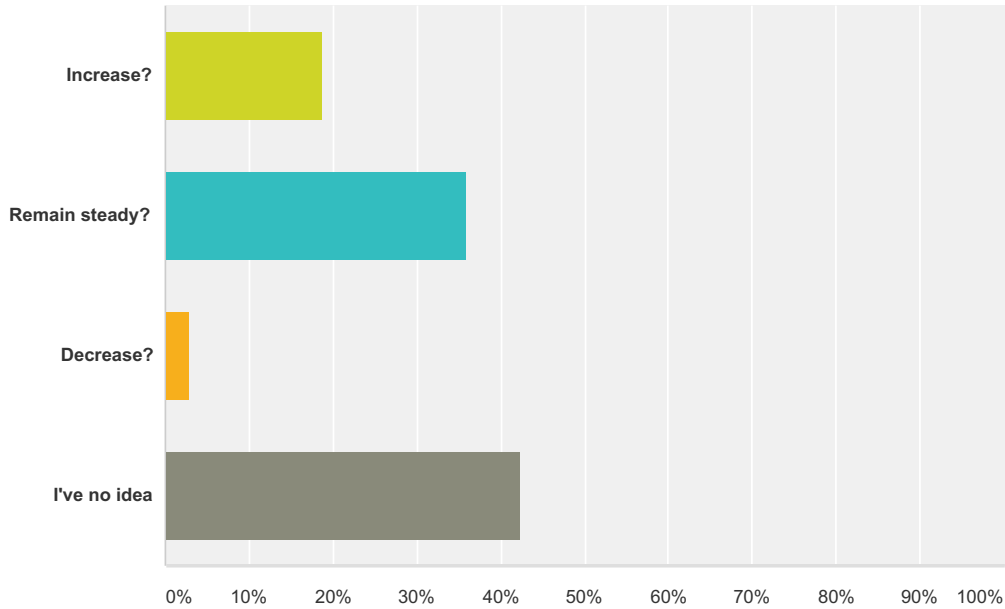
#	Please add any further insights here (remember the comments here will be made public)...	Date
1	I'm increasingly getting approaches from types of organizations that I've not previously had any involvement with, such as medical device manufacturers.	2/28/2017 5:11 PM
2	I used to be constantly employed, but now the work has become intermittent.	2/28/2017 2:56 PM
3	Some are taking more activity in-house, others are doing away with in-house functions and replacing with agencies. There are fewer blockbusters and smaller budgets, but we've been growing, so I've said increasing. but I really don't know!	2/27/2017 4:52 PM
4	reducing from a company perspective - timing issue related to drug development cycle	2/27/2017 1:17 PM
5	Very difficult to judge this	2/27/2017 12:49 PM
6	I am not sure if overall it is increasing, but I think the willingness of companies to employ freelancers instead of trophy agencies is growing.	2/25/2017 11:26 AM
7	I have found that this year regulation is getting tighter and tighter, pitching is now more frequent. I also have a unique problem, as despite not actually practising I keep being classed as ahCP rather than business owner.	2/24/2017 3:51 PM

MedComms Networking Barometer 2017

8	There is a lot of work out there in start-up and small early stage biotech/pharma/device companies; however, frequently these companies are not aware of what they need in the medcomms arena to improve their visibility and develop their drug development strategies	2/24/2017 1:36 PM
9	It is hard to say exactly because the work goes in fits and starts - i.e. feast and famine	2/24/2017 1:23 PM
10	I think the budgets available are similar but increasing audit trail demands and pharma approvals increases the cost for each project.	2/24/2017 11:35 AM
11	Depends upon client company e.g. move by Novartis to consolidate Med Comms in house (Dublin)	2/24/2017 11:23 AM
12	People in the industry, including prospective clients, tell me that they are outsourcing more, but I haven't actually seen it yet.	2/24/2017 11:15 AM
13	But greater competition among freelancers as the pool increases	2/14/2017 2:28 PM
14	Some companies moving med writing inhouse but clients are not pleased with quality	2/12/2017 1:58 PM
15	There's definitely a dearth of data on this but the word on the street is that while outsourcing may have increased or remained steady it has certainly changed geographically.	2/10/2017 9:47 AM
16	It varies so much -- clients who were keeing me super-busy in the summer have now gone quiet, while other clients who I hadn't heard from for months have been battering my door down with work in the past few months. I think it depends on how the in-house people are deployed, sickness, maternity leave, holidays, conferences taking people out of the office etc. Overall I think it is about the same as it was this time last year.	2/8/2017 8:44 PM
17	Our major client (top 3 pharmaceutical) is making a strong effort to take as much medical writing work in-house as possible.	2/7/2017 4:24 PM
18	Budgets within pharma companies seem to be falling.	2/1/2017 10:20 AM

Q10 From your own perspective, comparing 2017 vs 2016 do you think the overall amount of consolidation/M&A activity amongst MedComms agencies will...

Answered: 318 Skipped: 0

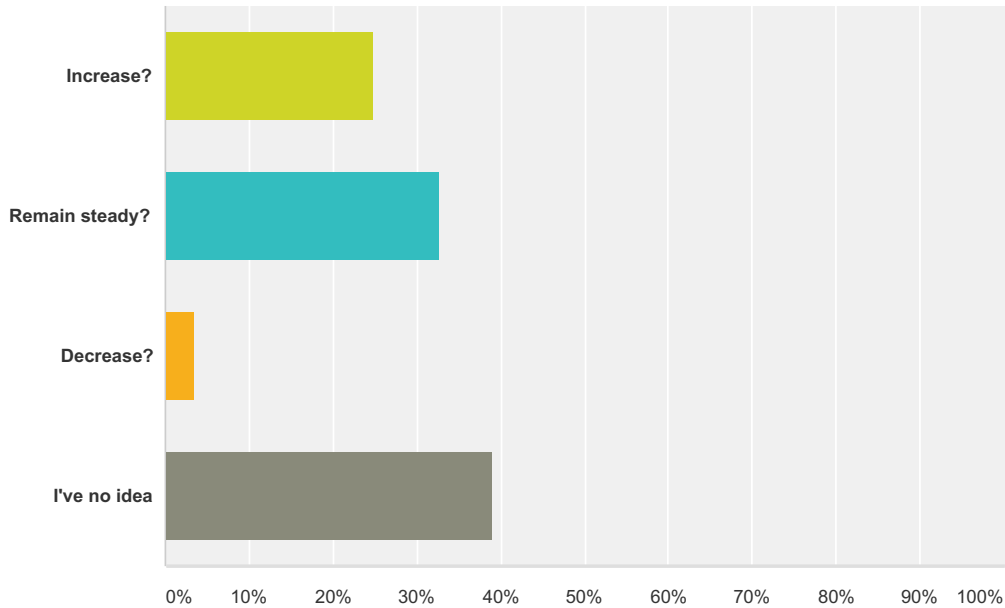


Answer Choices	Responses
Increase?	18.87% 60
Remain steady?	35.85% 114
Decrease?	2.83% 9
I've no idea	42.45% 135
Total	318

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	Big companies are constantly taking over smaller outfits, but start-ups are constantly appearing at the other end of the spectrum, therefore the mix of big and small probably remains the same.	2/25/2017 11:26 AM
2	The consolidation, especially where equity companies are involved in funding the M&A, is causing some upset in agencies due to inconsistencies in management and pressures to make financial targets, causing personnel to have concerns for their careers, resulting in agency retention difficulties	2/24/2017 1:36 PM
3	Don't understand the jargon. What is consolidation/M&A activity?	2/16/2017 7:52 PM
4	Although some MedComms agencies have merged, other attempts to merge have failed. There are pros and cons to both cases for the rest of us, and I think this situation will remain relatively steady for now.	2/16/2017 10:20 AM
5	The limited pool of experienced, competent medical writers significantly limits the growth of agencies. However, most agencies aren't willing to invest in training programmes for new writers, with some justification. Consequently, buying agencies simply to acquire writers may become increasingly popular.	2/9/2017 10:35 PM
6	Think we need to see what impact, if any Brexit will have.	2/9/2017 9:39 PM

Q11 From your own perspective, comparing 2017 vs 2016 do you think the overall amount of consolidation/M&A activity amongst Pharma/Healthcare/Biotech/Devices companies will...

Answered: 318 Skipped: 0

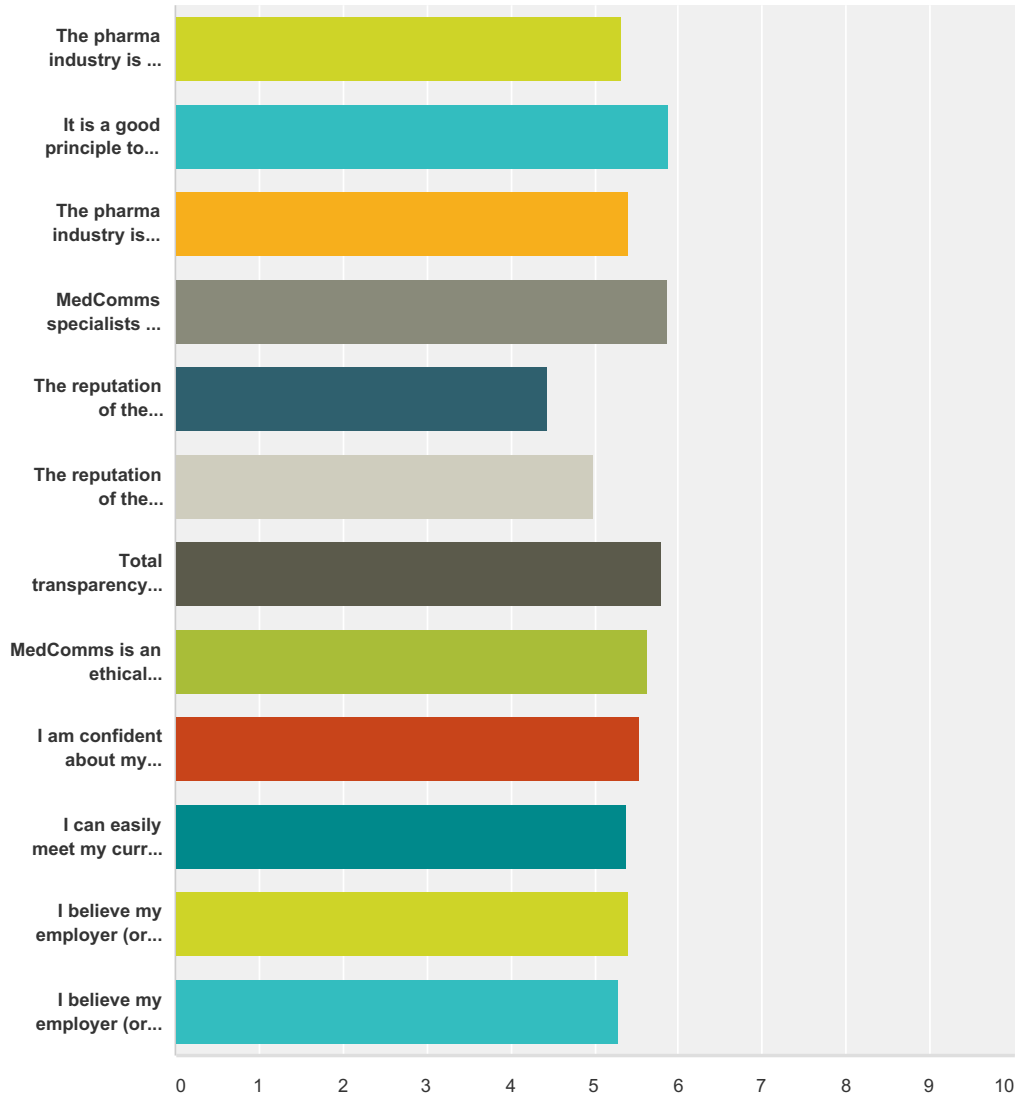


Answer Choices	Responses
Increase?	24.84% 79
Remain steady?	32.70% 104
Decrease?	3.46% 11
I've no idea	38.99% 124
Total	318

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	I think Brexit and Trump are still a somewhat unknown quantity here.	2/24/2017 9:50 PM
2	Big pharma's perennial lack of internal innovation means that they will continue to look to acquire biotechs for innovative products to develop	2/24/2017 1:36 PM
3	Pharma companies don't seem to be 'eating' each other as much now as they did within the past two decades. There is still a healthy demand for outsourcing of various functions that the industry does not want to provide in-house. Pharma profits are squeezed - this leads to less spend on publicity and congresses etc but cutting internal manpower can also lead to increased outsourcing -hence my belief that activity is remaining steady	2/24/2017 1:23 PM
4	Think we need to see what impact, if any Brexit will have.	2/9/2017 9:39 PM
5	Company valuations are too high	2/7/2017 10:11 AM
6	I don't know what M&A stands for?	2/6/2017 4:53 PM
7	I think the current reductive political stance will slow this market quite substantially.	2/2/2017 9:01 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: 318 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	1.26% 4	0.94% 3	3.77% 12	5.35% 17	7.23% 23	11.95% 38	24.84% 79	29.25% 93	13.21% 42	2.20% 7	318	5.32
It is a good principle to aim at, to publish all clinical trial data for all products	0.00% 0	0.00% 0	0.94% 3	0.31% 1	2.20% 7	1.57% 5	2.20% 7	12.89% 41	22.64% 72	57.23% 182	318	5.89

MedComms Networking Barometer 2017

The pharma industry is indeed striving to publish all clinical trial data for all products	0.94% 3	1.89% 6	3.14% 10	1.89% 6	7.23% 23	14.47% 46	22.01% 70	25.79% 82	16.04% 51	6.60% 21	318	5.41
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	0.00% 0	0.63% 2	0.31% 1	0.94% 3	1.89% 6	3.46% 11	5.03% 16	17.30% 55	28.93% 92	41.51% 132	318	5.86
The reputation of the pharmaceutical industry is improving amongst the wider public	3.77% 12	2.83% 9	7.55% 24	13.52% 43	16.35% 52	22.64% 72	17.61% 56	11.32% 36	3.77% 12	0.63% 2	318	4.44
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	2.83% 9	1.26% 4	4.09% 13	5.35% 17	14.78% 47	20.75% 66	20.13% 64	24.21% 77	5.66% 18	0.94% 3	318	4.98
Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	0.63% 2	0.63% 2	0.31% 1	0.94% 3	2.20% 7	5.66% 18	6.60% 21	13.21% 42	22.33% 71	47.48% 151	318	5.80
MedComms is an ethical business	0.00% 0	0.63% 2	1.89% 6	0.63% 2	9.12% 29	6.60% 21	9.43% 30	22.33% 71	29.25% 93	20.13% 64	318	5.63
I am confident about my personal financial future	0.31% 1	0.94% 3	3.14% 10	2.83% 9	5.66% 18	9.43% 30	13.52% 43	23.58% 75	24.84% 79	15.72% 50	318	5.53
I can easily meet my current training needs	0.31% 1	0.94% 3	4.40% 14	3.46% 11	6.29% 20	15.41% 49	18.24% 58	22.33% 71	16.98% 54	11.64% 37	318	5.39
I believe my employer (or in the case of Freelancers - I) will increase revenues in 2017 compared with 2016	1.57% 5	1.89% 6	2.52% 8	2.83% 9	7.23% 23	11.95% 38	11.95% 38	23.27% 74	18.55% 59	18.24% 58	318	5.40
I believe my employer (or in the case of Freelancers - I) will increase profitability in 2017 compared with 2016	1.89% 6	1.57% 5	3.14% 10	3.46% 11	9.43% 30	13.21% 42	15.09% 48	24.53% 78	15.09% 48	12.58% 40	318	5.29

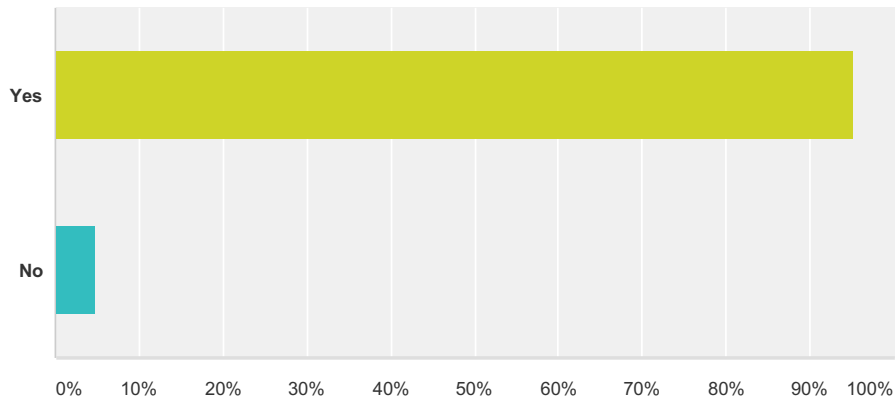
#	Please add any further insights here (remember the comments here will be made public)...	Date
1	I'm anticipating a decreased income as I'm gradually beginning to cut down my hours as a prelude to retirement.	2/28/2017 5:11 PM
2	The changes to the flat-rate VAT scheme in April will probably make most, if not all, VAT-registered writers de-register from the scheme. I fully expect the government to make further punitive tax changes towards contractors.	2/28/2017 2:56 PM
3	As last comment	2/24/2017 3:51 PM
4	The questions on increasing revenues/profitability presume that we all want to see an increase; while this is likely to be true for large companies, many freelancers (including myself) are content to have stable current revenue/profitability levels	2/24/2017 1:35 PM

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5	The pharma industry has tarnished its reputation with a few high-profile cases of misconduct. Most of the industry however, does behave responsibly. In my experience, some (not all) marketeers within the industry are inclined to push to make their messages within publication overly promotional and biased. Some forget that it is not within GPP3 and other guidelines for them to control the content and wording of a publication authored by experts.	2/24/2017 1:23 PM
6	So far this year I'm finding it a bit tricky as a freelancer to manage and plan workflow - agencies want to reserve your time but without guaranteeing that they will provide the work to fill it	2/24/2017 11:40 AM
7	I wasn't established with work in 2016 But needed to complete questions. - you may choose to disregard my the last answers	2/11/2017 9:40 AM
8	I hope so!	2/9/2017 9:39 PM
9	These questions do not distinguish 'publication' from 'availability'. CT data is increasingly available in databases and so on. But the publications, recent studies show, might not paint a full picture of the data in the databases. Databases lack context and analysis; so their value in term of prescribing decisions is moot. Availability is not synonymous with publication. In addition, the question asked about ethical, without defining terms. It's ethical in the sense we adhere (or should adhere) to rules, regulations and guidelines. But I suspect this isn't what the question is getting at: perhaps a broader sense of 'ethical' from a moral stance. It's certainly not unethical. In same way as the financial sector or indeed most conventional capitalist business models - I'd argue it's neutral and it's the action of the individual people that determine if it is ethical in particular circumstances. The question is too broad to have much meaning.	2/7/2017 4:49 PM
10	Pressure for operational excellence (cost cutting) and changes to the permitted mix of marketing/educational tactics means agencies must innovate and identify new efficiencies to grow	2/7/2017 10:11 AM
11	"MedComms is an ethical business" is a difficult question to answer. It SHOULD be an ethical business, but there are instances when it clearly is not.	2/7/2017 8:01 AM
12	I believe there is plenty of scope for increasing clients and profitability - the only limitation is time	2/6/2017 9:55 PM
13	Med comms and pharma are not yet as transparent as they could be and agencies are not always empowered to fully tackle compliance issues.	1/31/2017 10:01 PM
14		1/31/2017 3:11 PM

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

Answered: 318 Skipped: 0



Answer Choices	Responses	
Yes	95.28%	303
No	4.72%	15
Total		318

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	Depends on the individual!	2/28/2017 5:11 PM
2	Within an agency or pharmaceutical company, yes.	2/28/2017 2:56 PM
3	In the past, when I was in the thick of working for an agency, I would have heavily caveated a recommendation to work in MedComms with a note of caution about the hours and workload for medical writers in many agencies. However, in the longer term it has worked out well to pursue a career that lends itself so well to freelance work, so I on balance it was worth the years that felt like a hard slog, as an investment in building experience and contacts in preparation for a freelance career.	2/28/2017 12:35 PM
4	It's not for people who cant multi-task or are faint of heart!	2/27/2017 4:52 PM
5	It's definitely not for everyone. Requires a robust and thick-skinned personality type	2/27/2017 12:49 PM
6	I also try and publish med comms as a career to school pupils by discussing this career option and exhibiting at an annual school career fair. It is very interesting how teachers have a very low knowledge level of med comms as a career option.	2/24/2017 3:51 PM
7	Yes, but with caveats (it isn't an easy or soft option).	2/24/2017 1:44 PM
8	It is important to attract new talent and ideas into the industry particularly from the point of view of promoting ethical, transparent and easily understandable reporting of clinical data on new and existing drugs so that physicians and their patients and policy makers can make most beneficial decisions about medications	2/24/2017 1:36 PM
9	Having said yes, I'm not sure I would recommend life within all med comms agencies - my experience within four such places has been mostly negative and a lot of well-qualified writers like me end up going freelance. Med comms agencies tend to have a small number of key clients and become very dependent on them for their income. This leads to a limited range of work and a rather servile and sycophantic attitude by client service directors and salespeople within the agency towards the client and are inclined to bully, and mistreat writers especially when something goes wrong and expect them to work long hours for no additional reward. Most med comms agencies are owned by larger parent companies (many in the US) who are only interested in profits. This creates a pressured environment that can be very pressured and unpleasant to work in - hence my voting with my feet.	2/24/2017 1:23 PM
10	Yes but with proviso (please see below)	2/24/2017 1:21 PM

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11	Especially as a freelancer, I think it can be a unnecessarily pressured job in-house, with writers expected to 'jump' when the client says 'jump'. (For example, unrealistic deadlines.)	2/21/2017 2:29 PM
12	...but only if I think the person is capable of working hard! It's not a job for the work shy or people looking to have an easy life.	2/14/2017 2:16 PM
13	I do advise interested individuals to consider medcomms; however, I take care to give them the warts-and-all perspective.	2/9/2017 10:35 PM
14	Although there are many other area of growth e.g. Market Access	2/9/2017 11:50 AM
15	I think that the industry will change radically in the next 20 years, due to changing regulations and technology.	2/8/2017 9:34 AM
16	I have answered yes, but I think a good medical writer needs an appropriate skills set in terms of experience, training, scientific background, etc.	2/7/2017 1:21 PM
17	There are so many different areas that you can work you way into and you don't have to simply sit and write. MedComms is much more than that - it is a clever combination of seeking out the relevant resources, collating and making sense of the information available, formatting it and making it attractive, and especially targeting it to the end user. Working within a creative and dynamic multidisciplinary team is exciting and inspiring and especially as a medical writer, you can watch the contents you prepare take form and come to life.	2/7/2017 8:01 AM
18	Yes, but with the caveat that very few MedComms agencies seem to provide an appropriate work-life balance, or a working life which is sufficiently stress-free.	1/31/2017 3:25 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: 31 Skipped: 287

#	Responses	Date
1	Questions 10 and 11 are the same MedComms has grown so much since the 1yr and a half I've been working within it. It offers something different to those with the scientific knowledge but not wanting to pursue the lab. I would say it's one of the more fun industries to work in.	2/28/2017 4:07 PM
2	Please see above.	2/28/2017 2:56 PM
3	Transparency in pharma and medcomms is something we should strive to achieve; however, this doesn't mean that all clinical data from all RCTs should be published. Clinical data should only be published if the protocol on which it is based is of high quality to avoid any misinterpretation/abuse of the information in question.	2/28/2017 2:23 PM
4	I think big pharma is now mostly ethical and transparent, but I think the smaller, newer companies have a lot to learn about ethical guideline, etc.	2/27/2017 4:52 PM
5	Much remains to be done to dispel pejorative views of the medcoms business. We need more visible accreditation and independent verification of work.	2/27/2017 4:16 PM
6	How do we keep ourselves interesting? Our industry started in a very entrepreneurial mode then consolidated, accidentally building a broad consensus on how a lot of our work ought to be done. We now face a challenge of keeping ourselves fresh, not just competently turning the handle but pushing boundaries in ways that our clients can't do alone. The most recent area of focus, patient engagement, is a good example of where thinkers and doers are needed from our industry to help healthcare as a whole move on from the old model of market research and trial comms to a new model that could involve patients more deeply in development and use of medicines. Demand from our clients seems consistently greater than our resource as a whole industry can support. For some types of work, we are also successfully competing with other industries, such as management consultants and the huge professional services companies. On the other hand, revenue from bulk writing of manuscripts and pharma-sponsored med ed could well be squeezed by global outsourcing, publishing platform innovations and ever-greater focus on ethical, transparent practices. If we are brave, this has to be good news. With less reliance on the easier, commoditized work on which procurement loves to haggle, and with a focus on making sure we are the best people to call for the hard stuff, med comms will continue to be a thoroughly interesting career.	2/26/2017 10:49 AM
7	I am concerned about the 'Trump effect' in the USA and am already seeing an impact on my employer	2/25/2017 12:42 AM
8	Pharma often doing a lot of ill thought through, costly things. Several Pharma publications managers in my experience without the skills to do the job competently/lack of leadership.	2/24/2017 4:35 PM
9	Niche areas are the future...and the present for some.	2/24/2017 2:25 PM
10	The pharma industry and therefore by implication those industries related to it are undergoing a PR credibility dip due to pricing issues - they need to address this as soon as possible before legislators do it for them	2/24/2017 1:36 PM
11	Med comms work and medical writing is increasingly restricted by tightened rules and some pharma companies are limiting the amount of work they will allow from external providers and some won't sponsor articles or reports as they used to. Some of this is good in that it prevents the malpractice that went on in the past	2/24/2017 1:23 PM
12	The Medcomms industry is very worthwhile, especially when lives are saved by good communications. Unfortunately in my view Medcomms is very narrow in outlook and how it is resourced. It usually employs those with a PhD and agency experience which (1) limits the freshness of their approach and (2) results in a rather inward looking perspective. There is strong anecdotal evidence that timelines are too short to perform good quality work. I find recruitment agencies tend to be disorganised and difficult to communicate with. There appears to be a bias towards what I call "client worship" i.e. the client must be provided with what they want, not necessarily what they and most importantly what their target audience needs. It would be really helpful if there was more time for push-back and collaborative discussion regarding the brief. This would result in (1) the scope would be better defined (2) the message more effectively communicated (3) less time and money wasted by client and company alike.	2/24/2017 1:21 PM
13	I see a small part of the world, and an academic institution, do not see the device industry from inside at this stage of my career.	2/24/2017 11:22 AM

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14	There is an increasing need for true strategic consultancy within med comms as an offering. Commoditised offerings, with excellent grammar, spelling, and redraws, are fairly easy to come by, but often lacks strategic insight.	2/24/2017 11:11 AM
15	No	2/24/2017 11:04 AM
16	Becoming an academic discipline. This should be encouraged. Focus on patients and needs of HCPs sometimes forgotten. Colleagues need to sometimes be reminded about our important role and valuable contribution to science.	2/24/2017 11:01 AM
17	There seems to be an increased interest in using New Zealand-based freelancers.	2/21/2017 4:20 AM
18	People must remember that work-life balance is essential. Happy, well-rested workers will give better results.	2/15/2017 3:42 PM
19	MedComms, like almost all businesses right now, thinks that using Social Media and/or using digital technology is, in and of itself, "innovative." Neither is necessarily true, and usually neither is at all true. We have substituted "innovative" for "different" far too often.	2/14/2017 7:26 PM
20	We need more pre-competitive collaboration to change some of the focus around things like real world evidence and patient-centricity. Lot of talk in press and at conferences, but agencies could do more working together. Some conference organisers are driving change but are very Pharma company centric and not that interested in agencies. As a result, a good opportunity is missed.	2/14/2017 2:45 PM
21	Having started as an Associate Medical Writer only two weeks ago, I am very excited about my future career in this exciting field!	2/13/2017 12:01 PM
22	The buzz in the scientific community is not yet penetrating pharma (and therefore the support sector). Needs to fuel the big pharma beats, knocks to public reputation and other external factors offset the immensely promising and innovative bio-medical research that is increasingly being driven by the little guys.	2/13/2017 11:00 AM
23	MadComms need to find how to speak with a unified voice on commonly held beliefs and challenges. As does pharma	2/10/2017 8:09 AM
24	I would like to see more med-comms agencies in the North East	2/9/2017 1:08 PM
25	I am seeing the Pharma industry become more ethical, transparent and accountable and, as a MedComms writing professional, this makes my job easier and more rewarding.	2/9/2017 1:03 PM
26	I am not yet in the business (due to start as a trainee medical writer this October), but I would like to say that I think NetworkPharma is doing a great job of increasing awareness and understanding of MedComms as an industry/profession. It has been a great help in enabling me to secure a trainee post following completion of my PhD.	2/7/2017 12:13 PM
27	Pharma/biotech reputations were tarnished in 2016. Creating and demonstrating meaningful value to patients and healthcare systems is needed to regain trust.	2/7/2017 10:11 AM
28	MedComms has changed a lot over the past 15 years and Pharma has finally taken a huge step away from traditional marketing and promotional communication towards a more service-oriented approach, providing disease information, training, CME, and educational tools - not just for HCPs, but for patients and carers, too. This gives physicians and patients a more holistic approach to diseases and aims to improve not just the efficacy and safety of a single treatment, but the whole wellbeing of the patient relating to broader outcome criteria.	2/7/2017 8:01 AM
29	nil	2/7/2017 2:13 AM
30	I personally find the level of public distrust of the pharma industry rather alarming. The default position appears to be that big pharma is "evil" and "dishonest". As someone who lives in the US, I am also concerned about how the current political administration will impact the FDA approval process in terms of reducing regulations, which I wholeheartedly disagree with	2/6/2017 6:45 PM
31	I see little incentive to remain in one work place for longer periods of time as change is rewarded financially	1/31/2017 5:43 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: 38 Skipped: 280

#	Responses	Date
1	Systematic reviews guidance	2/28/2017 9:36 PM
2	RWE in context: is there a need to better define RWE and to establish standards of quality for this type of study	2/28/2017 2:23 PM
3	Would love to hear more about helping smaller pharma to get up to speed with transparency and GPP, etc.	2/27/2017 4:52 PM
4	A careers guide to cover commercial career paths in med comms.	2/27/2017 4:34 PM
5	Online expert communities - connecting all stakeholders to advance healthcare!	2/27/2017 4:16 PM
6	A view of agencies and partnerships from inside Pharma	2/25/2017 5:09 PM
7	I would be interested in attending events in Sydney	2/25/2017 12:42 AM
8	How about offering advice and consultancy to Pharma: what can we offer, what do they need, and can we improve the match? I'm thinking about publishing and presenting data, but it could go wider.	2/24/2017 4:49 PM
9	market access	2/24/2017 3:12 PM
10	Inter-agency cooperation models	2/24/2017 2:25 PM
11	More support for freelancers on training resources/sources, discussion of most widely used software and available internet resources, insurances (indemnity, other?)	2/24/2017 1:35 PM
12	Med coms vs Regulatory: Can medical writers transition between regulatory and med comms-type writing - what skills are needed in these different areas and how easy is it move between them? should medical writers always be trained in both? Death by PowerPoint: Is creating PowerPoint slides really medical writing? (for some agencies that's about all they do but to me writing actually involves whole sentences and paragraphs not just headings) Authorship: Should the medical writer always be an author on an article/poster etc that he or she has written? (their contribution frequently remains clandestine) Copyright: When do you need to obtain permission (and pay lots for it) and when don't you need it - to reproduce a figure or table - how much do I need to change a figure to escape copyright protection? -this remains a very grey area. Why do some publishers charge so much for permissions? Training: Should medical writers have specific writing qualifications (in addition to scientific skills) or should their experience on the job be the most important thing? - very little so-called 'training' in med writing topics has provides the actual technical skills needed in writing	2/24/2017 1:23 PM
13	How best to include the target audience so they are informed in a way that is best for them. Eg use of patient organisations, HCP panels etc if this doesn't happen already Many thanks!	2/24/2017 1:21 PM
14	Brexit impact on the industry	2/24/2017 11:23 AM
15	Good survey! No salary information here though. Keep up the good work.	2/24/2017 11:22 AM
16	The role of medical affairs in med comms	2/24/2017 11:11 AM
17	No idea	2/24/2017 11:04 AM
18	Training! For instance, Powerpoint training for medical writers (to include drawing complex graphs, formatting etc), or statistics for medical writers. I've been freelance for more than 10 years, and although I can 'get by', I do feel sometimes as if I'm not as up to date as I should be.	2/21/2017 2:29 PM
19	Ways to improve best practice and the standing of pharmaceutical companies in the eyes of the public	2/20/2017 6:20 PM
20	More training and events for senior members	2/17/2017 9:23 AM
21	Would be good to have more information on writing for a lay audience.	2/16/2017 10:58 AM

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22	Coverage of the increasing MedComms opportunities in the medical devices and diagnostics industry, as well as medical affairs. For example, specifically what types of content are clients/agencies looking for in each of these sectors?	2/16/2017 10:20 AM
23	Patient centricity versus patient engagement and public involvement - same thing different names?	2/13/2017 11:00 AM
24	More training baed	2/10/2017 5:56 PM
25	Agency prerequisites, procedures, and practices in recruiting freelancers. Collaborative working among freelancers Mentorship of newbies by senior freelancers	2/10/2017 9:47 AM
26	Good survey. It will be interesting to see the results. Thanks Peter!	2/10/2017 8:09 AM
27	Sub contracting work to other freelancers, do you need a confidentiality agreement? If you have signed one with the company, does that mean you have to do the work personally or that your business will do the work and you are able to pass some of the work load along? How do you determine what to pay whilst still ensuring you gain some financial benefit, if you are on an hourly rate etc.?	2/9/2017 9:39 PM
28	Whilst it's not a topic, I'd love to see some MedComms Networking events that I could geographically reach. I follow the communications eagerly, but am unable to participate. The local agencies on the eastern side of the country (Cambridge/Hertfordshire region) don't seem to interact, and there's little support by way of training or networking.	2/7/2017 4:24 PM
29	MedComms Networking is doing a great job.	2/7/2017 10:11 AM
30	nil	2/7/2017 2:13 AM
31	I think ethics and compliance would be great topics to cover	2/6/2017 6:45 PM
32	the impact and availability of technology that can help all aspects of medcomms	2/6/2017 4:53 PM
33	Making medcomms more accessible in the North of England - Cumbria and Tynedale.	2/2/2017 9:01 AM
34	As non-UK-based freelancer, the webcasts included on the MedComms Networking website are excellent way of keeping up to date. Thanks.	2/1/2017 1:21 AM
35	Standards for producing narrative reviews	1/31/2017 10:01 PM
36	Career development and progression, what happens to people who leave medcomms (own business, free lance or career change?)	1/31/2017 5:43 PM
37	Perhaps a workshop which is targeted at agency staff who are thinking about becoming freelancers? This is a career option I may be open to, but I am a little put off by having no idea about setting up, promoting, or running my own business. There seem to be a lot of MedComms Networking events targeted at established freelancers, but none which provide information for those thinking of moving into freelancing (apologies if this information is incorrect!), so that is my suggestion.	1/31/2017 3:25 PM
38	I'd like to see freelancer events spread across more of the UK - personally I find the current ones hard to reach	1/31/2017 2:40 PM