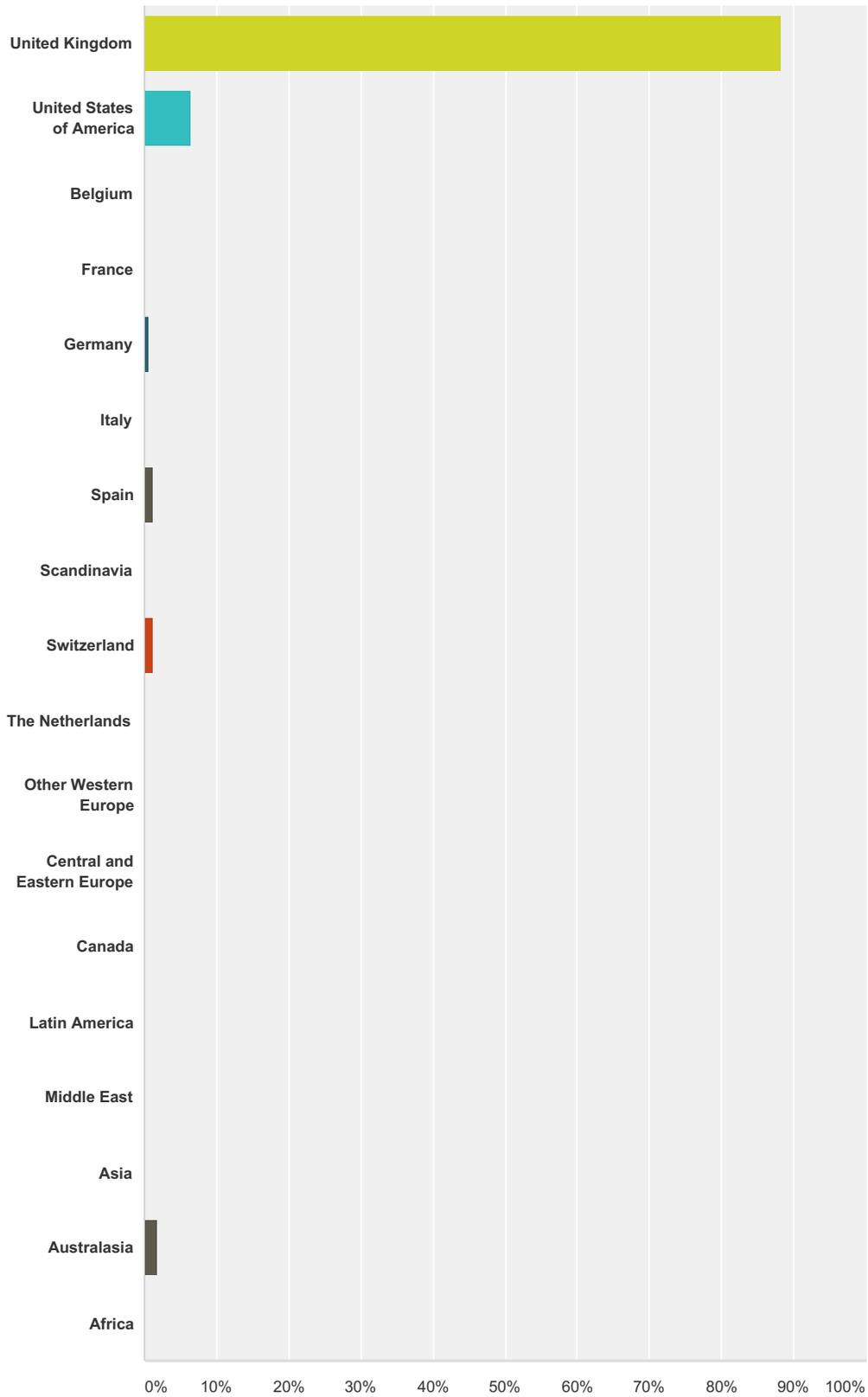


### Q1 Where are you based (tick one answer)?

Answered: 154 Skipped: 0

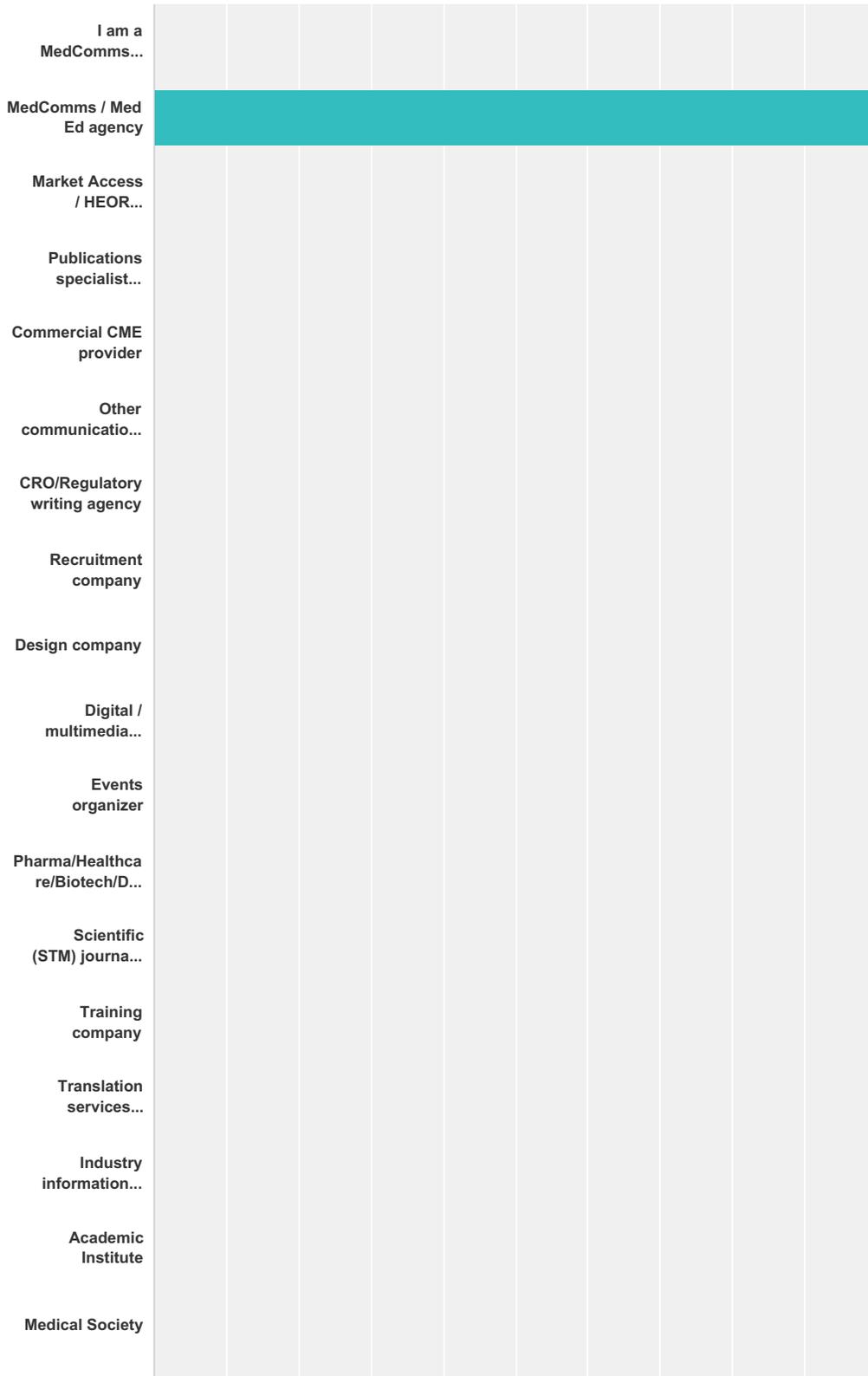


## MedComms Networking Barometer 2017

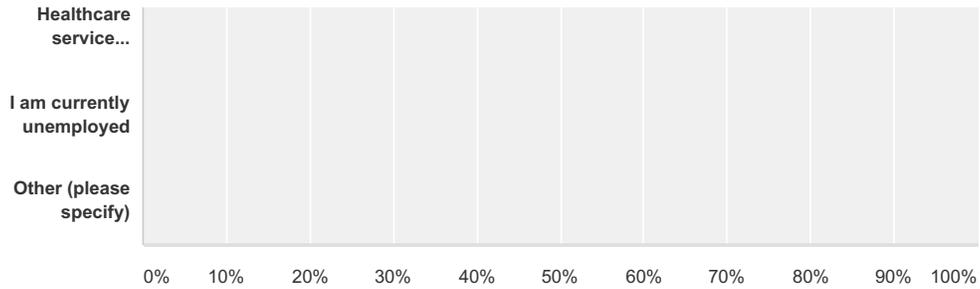
Answer Choices	Responses	
United Kingdom	88.31%	136
United States of America	6.49%	10
Belgium	0.00%	0
France	0.00%	0
Germany	0.65%	1
Italy	0.00%	0
Spain	1.30%	2
Scandinavia	0.00%	0
Switzerland	1.30%	2
The Netherlands	0.00%	0
Other Western Europe	0.00%	0
Central and Eastern Europe	0.00%	0
Canada	0.00%	0
Latin America	0.00%	0
Middle East	0.00%	0
Asia	0.00%	0
Australasia	1.95%	3
Africa	0.00%	0
<b>Total</b>		<b>154</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: 154 Skipped: 0



## MedComms Networking Barometer 2017

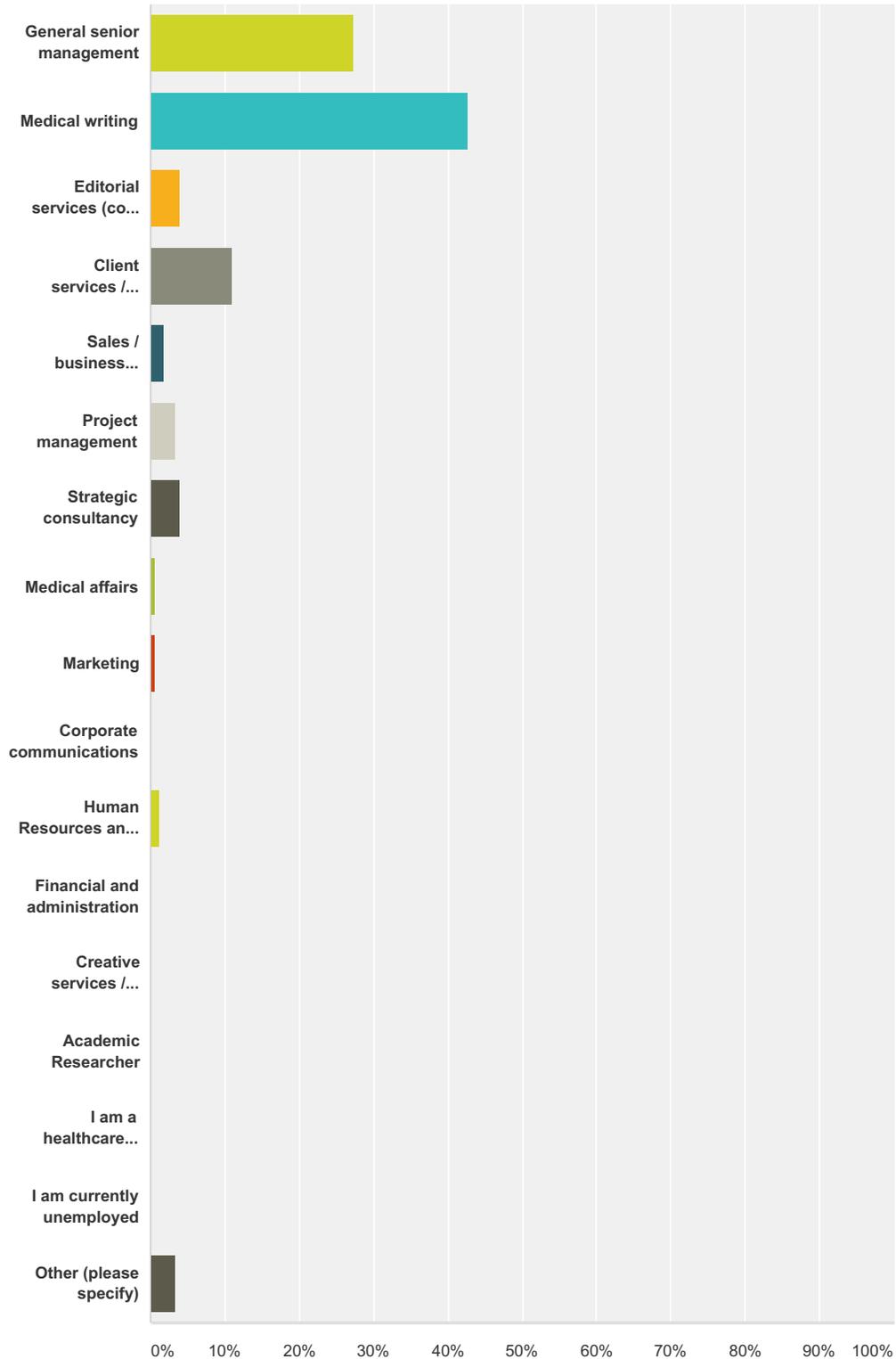


Answer Choices	Responses
I am a MedComms freelancer / consultant / interim / independent	0.00% 0
MedComms / Med Ed agency	100.00% 154
Market Access / HEOR specialist agency	0.00% 0
Publications specialist agency	0.00% 0
Commercial CME provider	0.00% 0
Other communications agency (PR, branding etc)	0.00% 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>154</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: 154 Skipped: 0



## MedComms Networking Barometer 2017

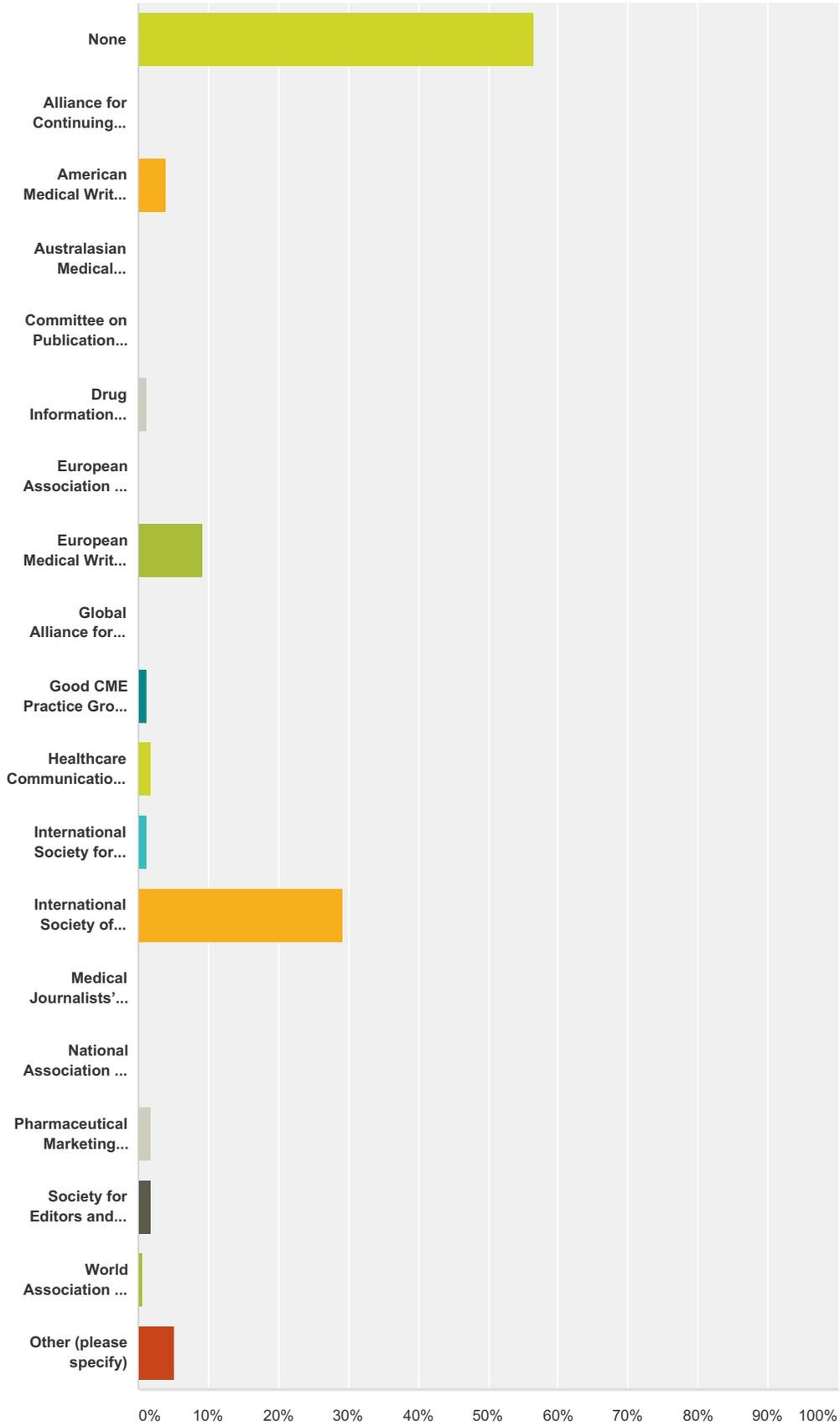
Answer Choices	Responses
General senior management	27.27%      42
Medical writing	42.86%      66
Editorial services (copy / production editing / proof-reading)	3.90%      6
Client services / account management	11.04%      17
Sales / business development	1.95%      3
Project management	3.25%      5
Strategic consultancy	3.90%      6
Medical affairs	0.65%      1
Marketing	0.65%      1
Corporate communications	0.00%      0
Human Resources and recruitment	1.30%      2
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)	3.25%      5
<b>Total</b>	<b>154</b>

#	Other (please specify)	Date
1	Scientific Director	2/24/2017 4:35 PM
2	Compliance	2/24/2017 11:27 AM
3	Operations	2/16/2017 11:10 PM
4	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
5	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: 154 Skipped: 0

# MedComms Networking Barometer 2017



Answer Choices	Responses
None	56.49% 87

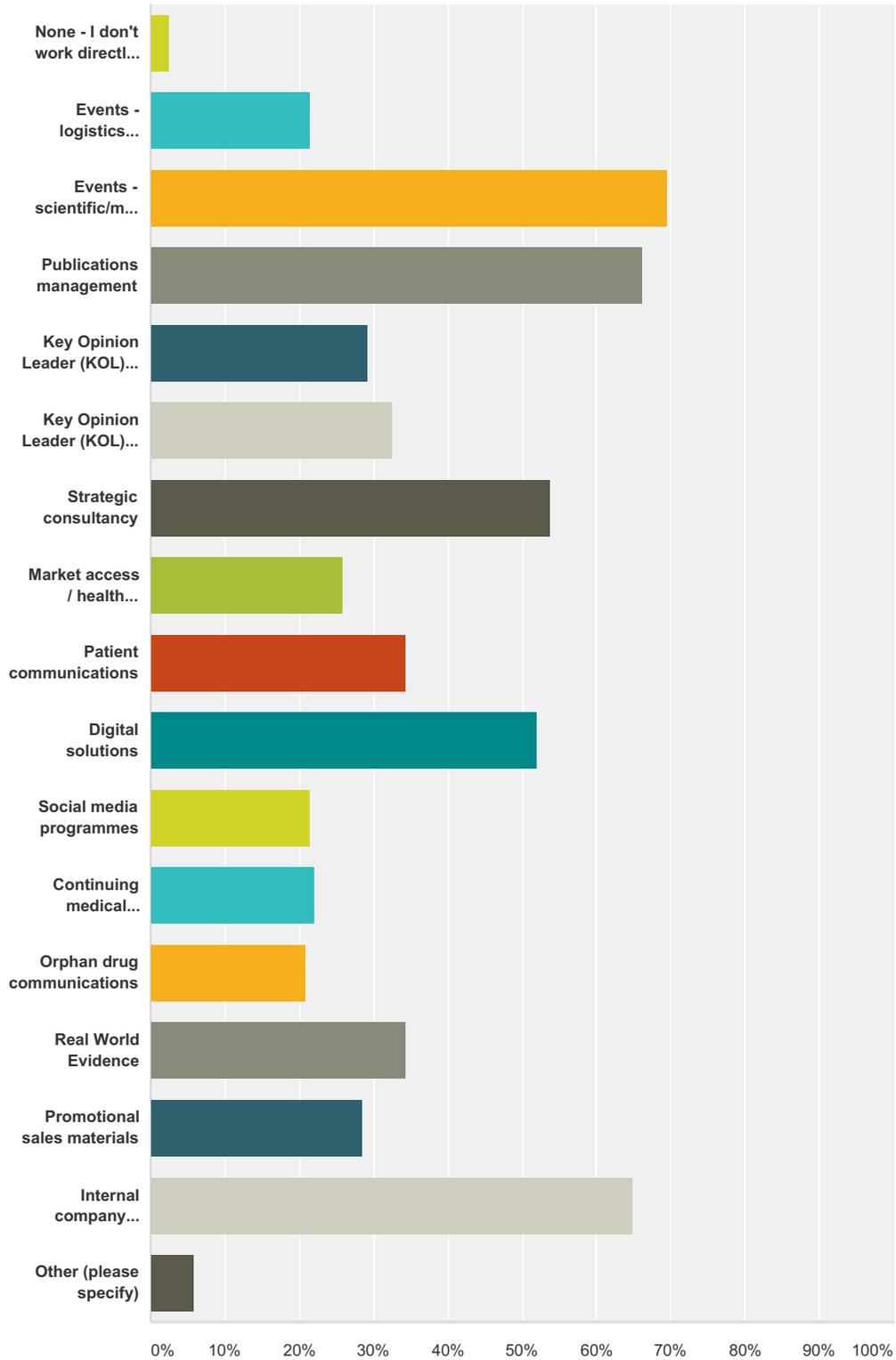
## MedComms Networking Barometer 2017

Alliance for Continuing Education in the Health Professions (ACEhp)	0.00%	0
American Medical Writers Association (AMWA)	3.90%	6
Australasian Medical Writer's Association (AMWA)	0.00%	0
Committee on Publication Ethics (COPE)	0.00%	0
Drug Information Association (DIA)	1.30%	2
European Association of Science Editors (EASE)	0.00%	0
European Medical Writers Association (EMWA)	9.09%	14
Global Alliance for Medical Education (GAME)	0.00%	0
Good CME Practice Group (gCMEp)	1.30%	2
Healthcare Communications Association (HCA)	1.95%	3
International Society for Pharmacoeconomics and Outcomes Research (ISPOR)	1.30%	2
International Society of Medical Publishing Professionals (ISMPP)	29.22%	45
Medical Journalists' Association	0.00%	0
National Association of Science Writers (NASW)	0.00%	0
Pharmaceutical Marketing Society (PM Society)	1.95%	3
Society for Editors and Proofreaders (SfEP)	1.95%	3
World Association of Medical Editors (WAME)	0.65%	1
Other (please specify)	5.19%	8
<b>Total Respondents: 154</b>		

#	Other (please specify)	Date
1	Medical Affairs Professional Society (MAPS)	2/27/2017 4:52 PM
2	None	2/27/2017 12:49 PM
3	Healthcare Businesswomen's Association (HBA), New York Academy of Sciences (NYAS)	2/24/2017 2:02 PM
4	Royal Pharmaceutical Society	2/24/2017 12:11 PM
5	CMI	2/24/2017 11:27 AM
6	RAPS	2/15/2017 5:55 PM
7	Spanish Medical Writers Association	2/10/2017 2:29 PM
8	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: 154 Skipped: 0



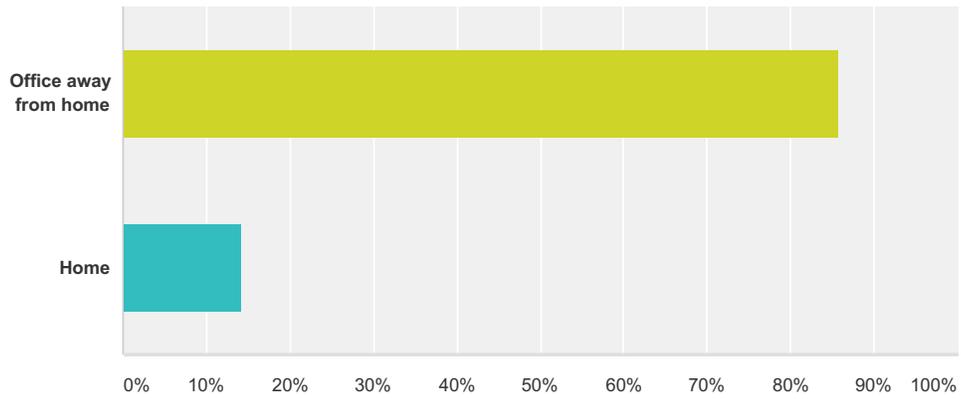
## MedComms Networking Barometer 2017

Answer Choices	Responses
None - I don't work directly in MedComms	2.60%      4
Events - logistics management	21.43%      33
Events - scientific/medical programmes and content development	69.48%      107
Publications management	66.23%      102
Key Opinion Leader (KOL) / external expert profiling and identification	29.22%      45
Key Opinion Leader (KOL) / external expert management	32.47%      50
Strategic consultancy	53.90%      83
Market access / health outcomes	25.97%      40
Patient communications	34.42%      53
Digital solutions	51.95%      80
Social media programmes	21.43%      33
Continuing medical education and professional development (CME / CPD)	22.08%      34
Orphan drug communications	20.78%      32
Real World Evidence	34.42%      53
Promotional sales materials	28.57%      44
Internal company training activities (MSLs, Reps and others)	64.94%      100
Other (please specify)	5.84%      9
<b>Total Respondents: 154</b>	

#	Other (please specify)	Date
1	Ad boards	2/28/2017 4:58 PM
2	Non-promo trial comms	2/26/2017 10:49 AM
3	NHS Eng funded research	2/24/2017 11:01 AM
4	Editorial/copyrights/proof reading etc	2/21/2017 5:24 PM
5	Regulatory writing for POM to P switches	2/13/2017 9:40 AM
6	Internal pharmaceutical corporate communications, eLearning programs, market research	2/7/2017 4:24 PM
7	HCP peer-to-peer communication	2/7/2017 8:01 AM
8	Developing publications, training new writers	1/31/2017 3:31 PM
9	Independent med ed	1/31/2017 3:03 PM

### Q6 Where do you work from primarily?

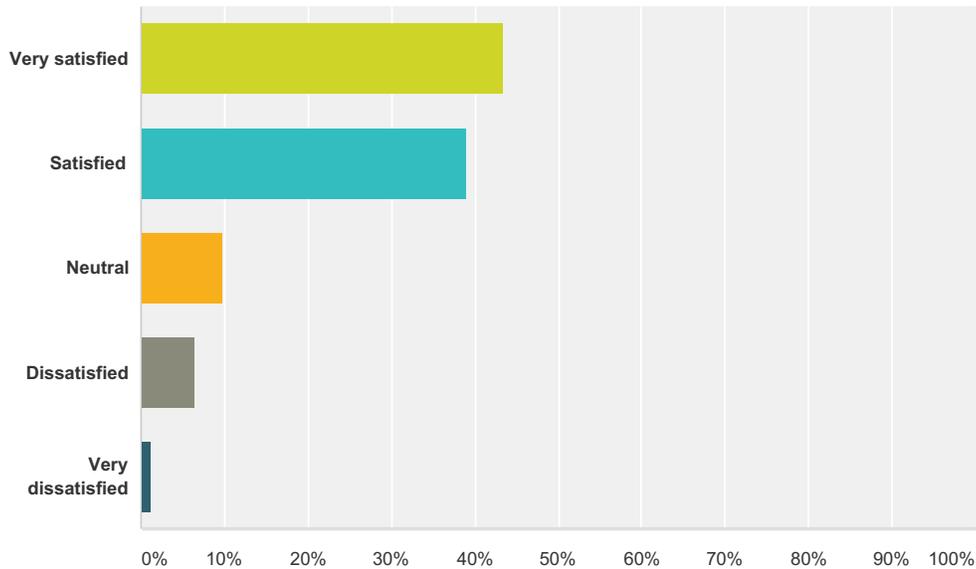
Answered: 154 Skipped: 0



Answer Choices	Responses	
Office away from home	85.71%	132
Home	14.29%	22
<b>Total</b>		<b>154</b>

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

Answered: 154 Skipped: 0

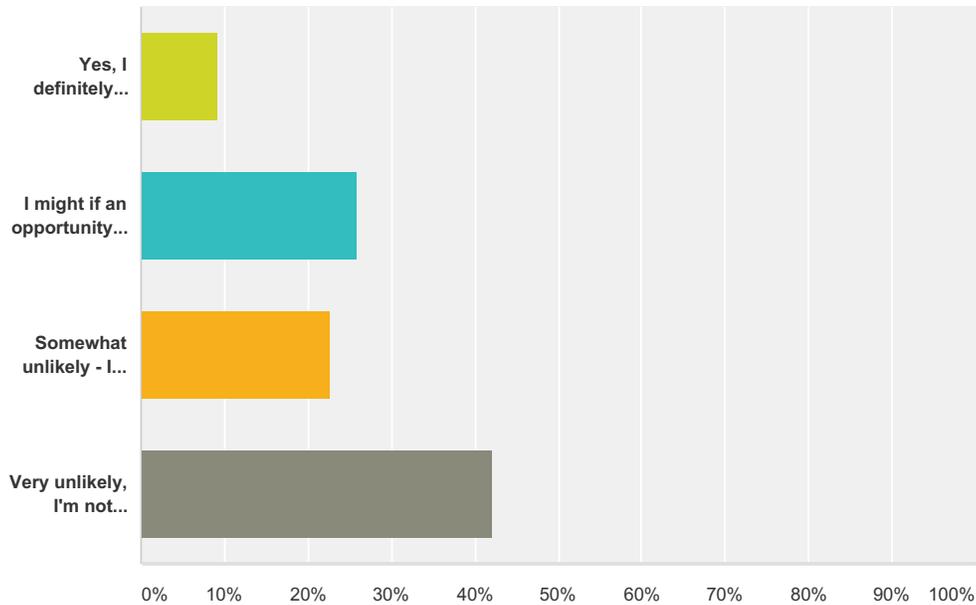


Answer Choices	Responses	
Very satisfied	43.51%	67
Satisfied	38.96%	60
Neutral	9.74%	15
Dissatisfied	6.49%	10
Very dissatisfied	1.30%	2
<b>Total</b>		<b>154</b>

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	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
2	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
3	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
4	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: 154 Skipped: 0

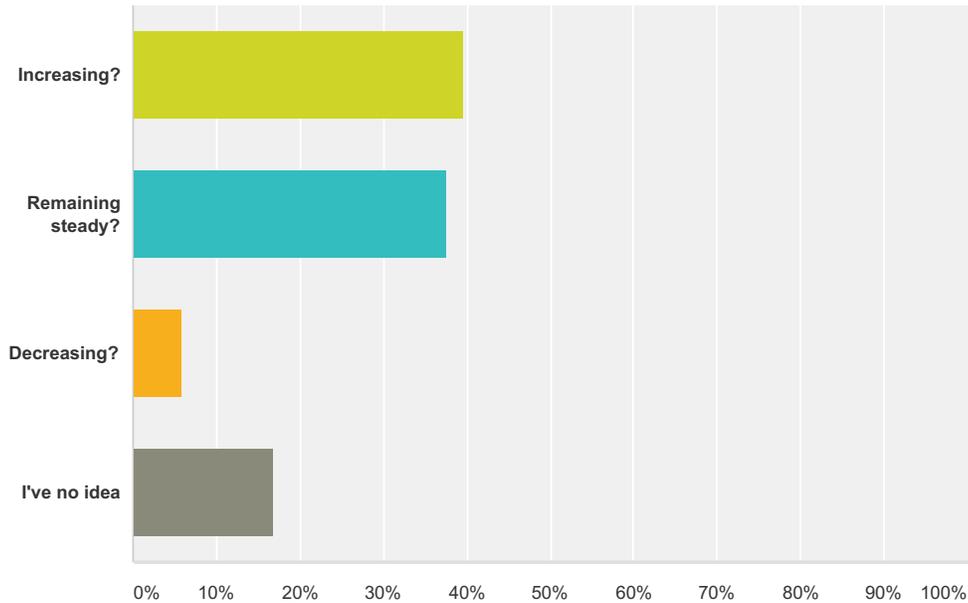


Answer Choices	Responses
Yes, I definitely intend to move	9.09% 14
I might if an opportunity arises	25.97% 40
Somewhat unlikely - I doubt it	22.73% 35
Very unlikely, I'm not expecting to move	42.21% 65
<b>Total</b>	<b>154</b>

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	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
2	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: 154 Skipped: 0

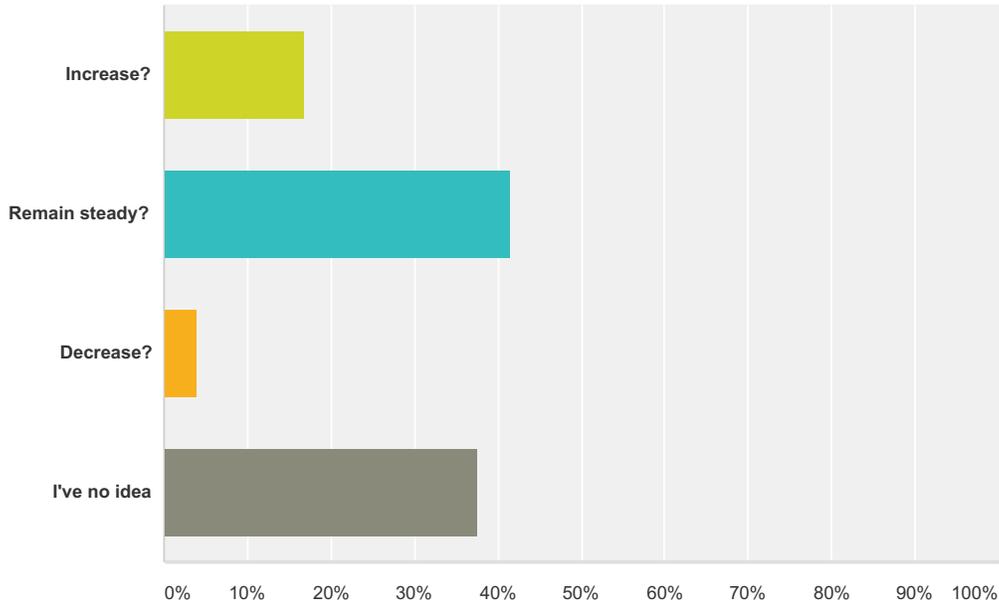


Answer Choices	Responses	
Increasing?	39.61%	61
Remaining steady?	37.66%	58
Decreasing?	5.84%	9
I've no idea	16.88%	26
<b>Total</b>		<b>154</b>

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	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
2	Very difficult to judge this	2/27/2017 12:49 PM
3	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
4	Depends upon client company e.g. move by Novartis to consolidate Med Comms in house (Dublin)	2/24/2017 11:23 AM
5	Some companies moving med writing inhouse but clients are not pleased with quality	2/12/2017 1:58 PM
6	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
7	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: 154 Skipped: 0

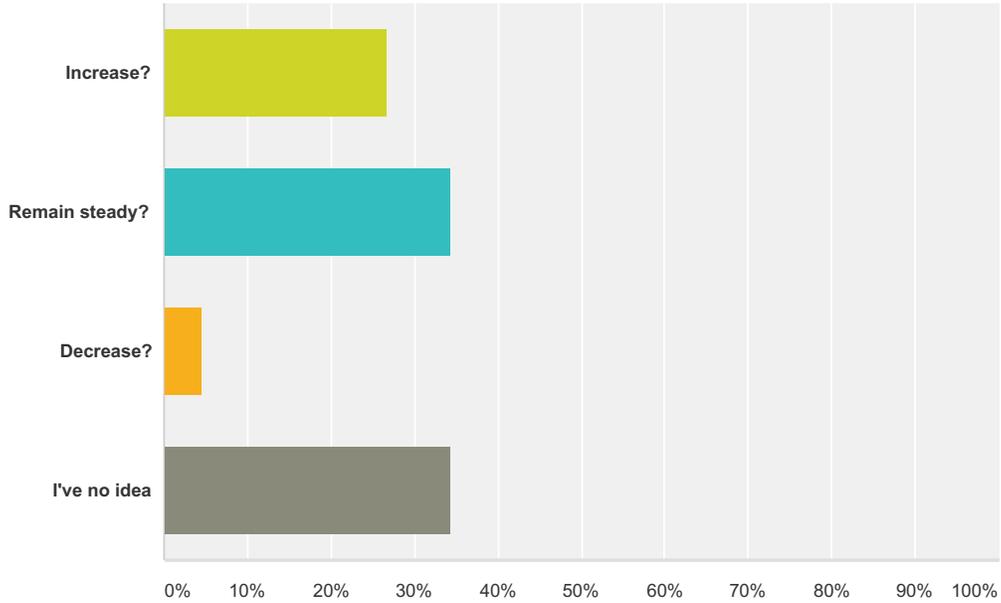


Answer Choices	Responses
Increase?	16.88% 26
Remain steady?	41.56% 64
Decrease?	3.90% 6
I've no idea	37.66% 58
<b>Total</b>	<b>154</b>

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	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

**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: 154 Skipped: 0

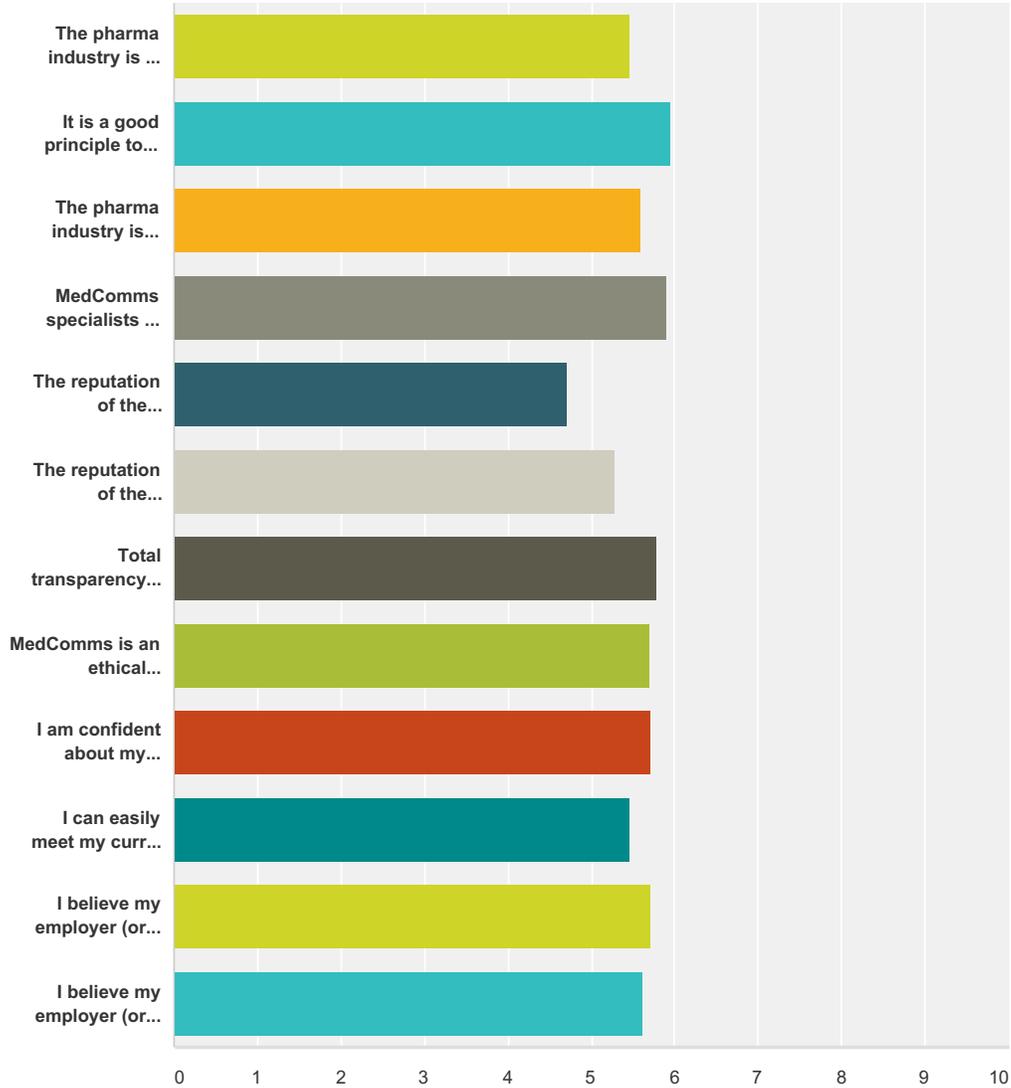


Answer Choices	Responses
Increase?	26.62% 41
Remain steady?	34.42% 53
Decrease?	4.55% 7
I've no idea	34.42% 53
<b>Total</b>	<b>154</b>

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	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

**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: 154 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	0.00% 0	0.00% 0	3.25% 5	4.55% 7	8.44% 13	9.74% 15	24.68% 38	32.47% 50	14.29% 22	2.60% 4	154	5.47
It is a good principle to aim at, to publish all clinical trial data for all products	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.95% 3	1.95% 3	2.60% 4	11.69% 18	23.38% 36	58.44% 90	154	5.94

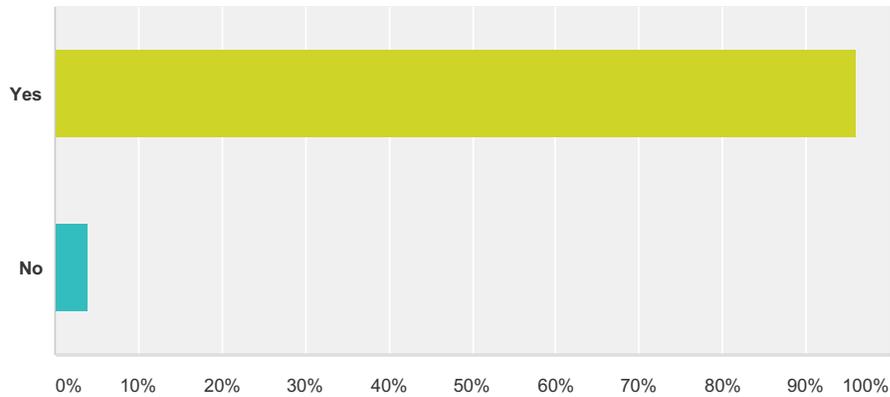
## MedComms Networking Barometer 2017

The pharma industry is indeed striving to publish all clinical trial data for all products	<b>0.65%</b> 1	<b>0.65%</b> 1	<b>1.95%</b> 3	<b>1.30%</b> 2	<b>5.19%</b> 8	<b>12.99%</b> 20	<b>18.18%</b> 28	<b>34.42%</b> 53	<b>16.23%</b> 25	<b>8.44%</b> 13	154	5.59
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.65%</b> 1	<b>0.65%</b> 1	<b>0.65%</b> 1	<b>3.25%</b> 5	<b>3.90%</b> 6	<b>12.99%</b> 20	<b>26.62%</b> 41	<b>51.30%</b> 79	154	5.91
The reputation of the pharmaceutical industry is improving amongst the wider public	<b>0.65%</b> 1	<b>1.95%</b> 3	<b>3.90%</b> 6	<b>17.53%</b> 27	<b>14.94%</b> 23	<b>20.13%</b> 31	<b>25.97%</b> 40	<b>11.69%</b> 18	<b>2.60%</b> 4	<b>0.65%</b> 1	154	4.71
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	<b>0.65%</b> 1	<b>0.00%</b> 0	<b>1.95%</b> 3	<b>4.55%</b> 7	<b>12.99%</b> 20	<b>20.78%</b> 32	<b>24.03%</b> 37	<b>27.92%</b> 43	<b>5.84%</b> 9	<b>1.30%</b> 2	154	5.29
Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	<b>0.00%</b> 0	<b>0.65%</b> 1	<b>0.65%</b> 1	<b>0.65%</b> 1	<b>2.60%</b> 4	<b>8.44%</b> 13	<b>6.49%</b> 10	<b>14.29%</b> 22	<b>24.03%</b> 37	<b>42.21%</b> 65	154	5.79
MedComms is an ethical business	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>2.60%</b> 4	<b>1.30%</b> 2	<b>4.55%</b> 7	<b>6.49%</b> 10	<b>6.49%</b> 10	<b>20.13%</b> 31	<b>31.17%</b> 48	<b>27.27%</b> 42	154	5.70
I am confident about my personal financial future	<b>0.65%</b> 1	<b>0.65%</b> 1	<b>1.30%</b> 2	<b>1.30%</b> 2	<b>1.95%</b> 3	<b>9.09%</b> 14	<b>9.74%</b> 15	<b>27.27%</b> 42	<b>28.57%</b> 44	<b>19.48%</b> 30	154	5.72
I can easily meet my current training needs	<b>0.65%</b> 1	<b>0.65%</b> 1	<b>4.55%</b> 7	<b>0.65%</b> 1	<b>5.84%</b> 9	<b>14.94%</b> 23	<b>18.18%</b> 28	<b>22.73%</b> 35	<b>18.83%</b> 29	<b>12.99%</b> 20	154	5.47
I believe my employer (or in the case of Freelancers - I) will increase revenues in 2017 compared with 2016	<b>0.65%</b> 1	<b>0.65%</b> 1	<b>0.65%</b> 1	<b>1.30%</b> 2	<b>3.90%</b> 6	<b>7.79%</b> 12	<b>11.69%</b> 18	<b>23.38%</b> 36	<b>24.03%</b> 37	<b>25.97%</b> 40	154	5.72
I believe my employer (or in the case of Freelancers - I) will increase profitability in 2017 compared with 2016	<b>0.65%</b> 1	<b>0.65%</b> 1	<b>1.30%</b> 2	<b>1.30%</b> 2	<b>5.84%</b> 9	<b>12.34%</b> 19	<b>18.18%</b> 28	<b>24.03%</b> 37	<b>18.83%</b> 29	<b>16.88%</b> 26	154	5.61

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	"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
2		1/31/2017 3:11 PM

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

Answered: 154 Skipped: 0



Answer Choices	Responses	
Yes	96.10%	148
No	3.90%	6
<b>Total</b>		<b>154</b>

#	Please add any further insights here (remember the comments here will be made public)...	Date
1	It's not for people who cant multi-task or are faint of heart!	2/27/2017 4:52 PM
2	It's definitely not for everyone. Requires a robust and thick-skinned personality type	2/27/2017 12:49 PM
3	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
4	...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
5	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
6	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
7	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: 13 Skipped: 141

#	Responses	Date
1	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
2	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
3	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
4	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
5	Niche areas are the future...and the present for some.	2/24/2017 2:25 PM
6	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
7	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
8	People must remember that work-life balance is essential. Happy, well-rested workers will give better results.	2/15/2017 3:42 PM
9	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
10	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
11	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
12	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
13	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: 13 Skipped: 141

#	Responses	Date
1	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
2	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
3	A careers guide to cover commercial career paths in med comms.	2/27/2017 4:34 PM
4	A view of agencies and partnerships from inside Pharma	2/25/2017 5:09 PM
5	Inter-agency cooperation models	2/24/2017 2:25 PM
6	Brexit impact on the industry	2/24/2017 11:23 AM
7	Ways to improve best practice and the standing of pharmaceutical companies in the eyes of the public	2/20/2017 6:20 PM
8	More training and events for senior members	2/17/2017 9:23 AM
9	More training baed	2/10/2017 5:56 PM
10	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
11	I think ethics and compliance would be great topics to cover	2/6/2017 6:45 PM
12	Career development and progression, what happens to people who leave medcomms (own business, free lance or career change?)	1/31/2017 5:43 PM
13	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