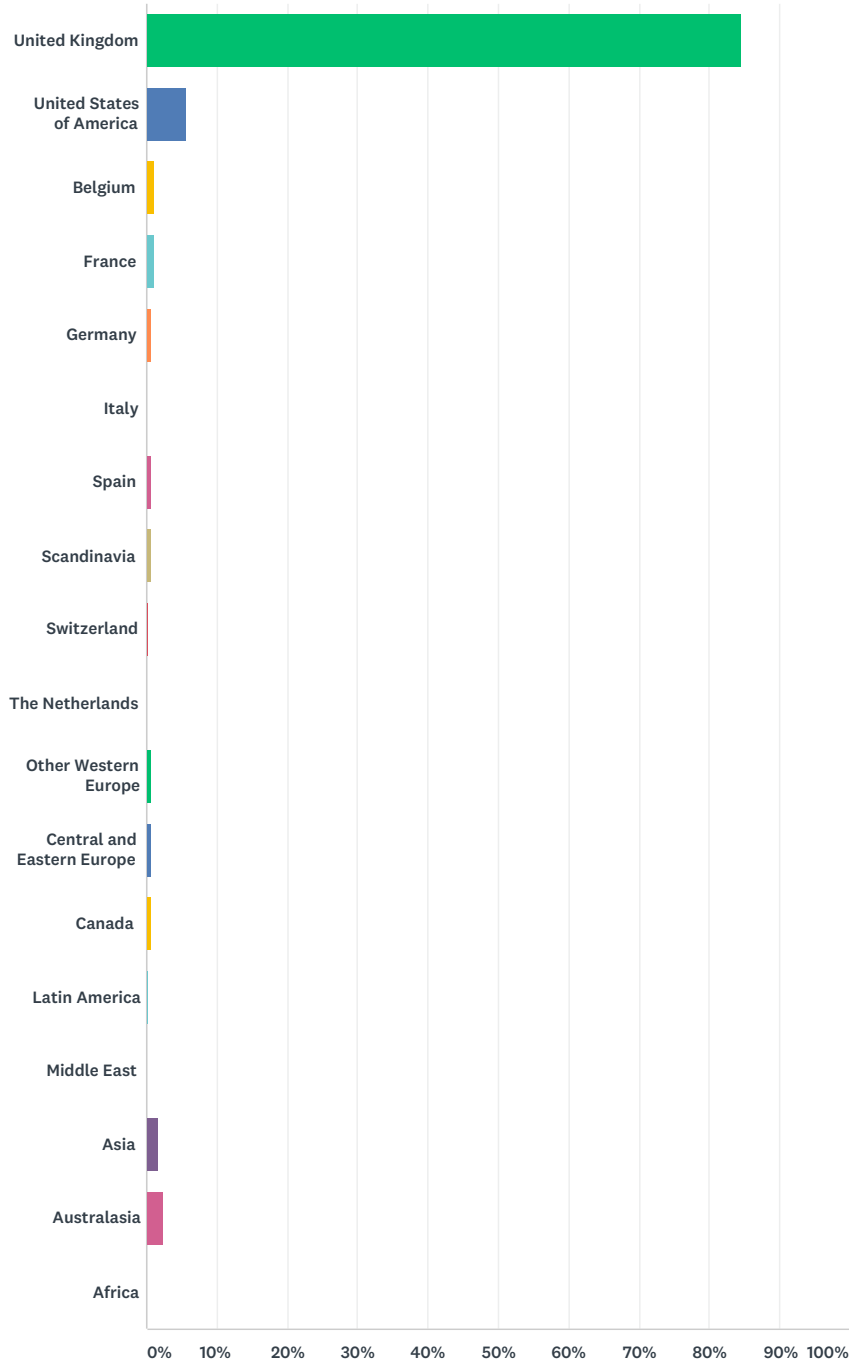


Q1 Where are you based (tick one answer)?

Answered: 376 Skipped: 0



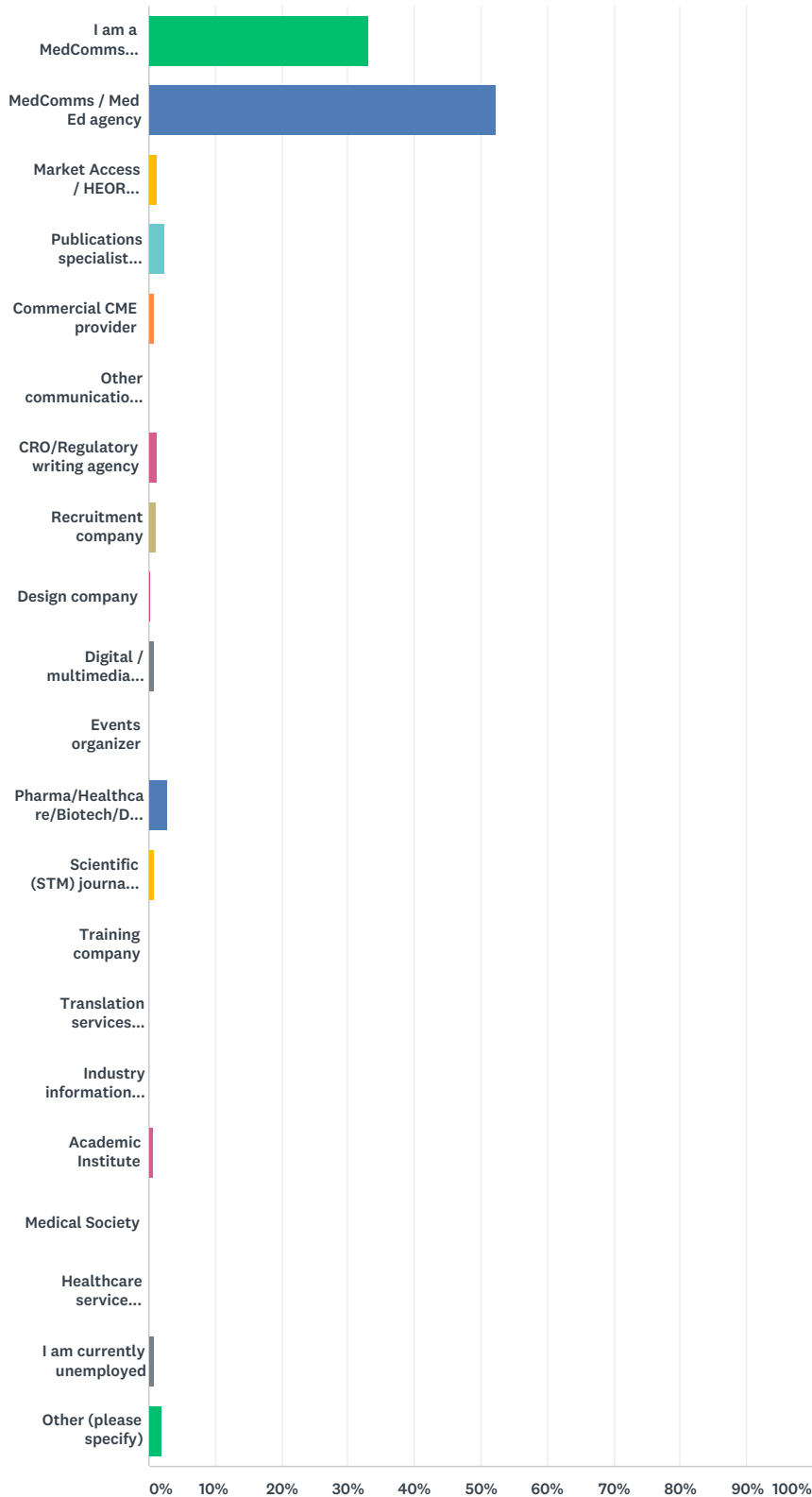
ANSWER CHOICES	RESPONSES	
United Kingdom	84.57%	318
United States of America	5.59%	21
Belgium	1.06%	4
France	1.06%	4
Germany	0.53%	2
Italy	0.00%	0

## MedComms Networking Barometer 2018

Spain	0.53%	2
Scandinavia	0.53%	2
Switzerland	0.27%	1
The Netherlands	0.00%	0
Other Western Europe	0.53%	2
Central and Eastern Europe	0.53%	2
Canada	0.53%	2
Latin America	0.27%	1
Middle East	0.00%	0
Asia	1.60%	6
Australasia	2.39%	9
Africa	0.00%	0
TOTAL		376

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: 376 Skipped: 0



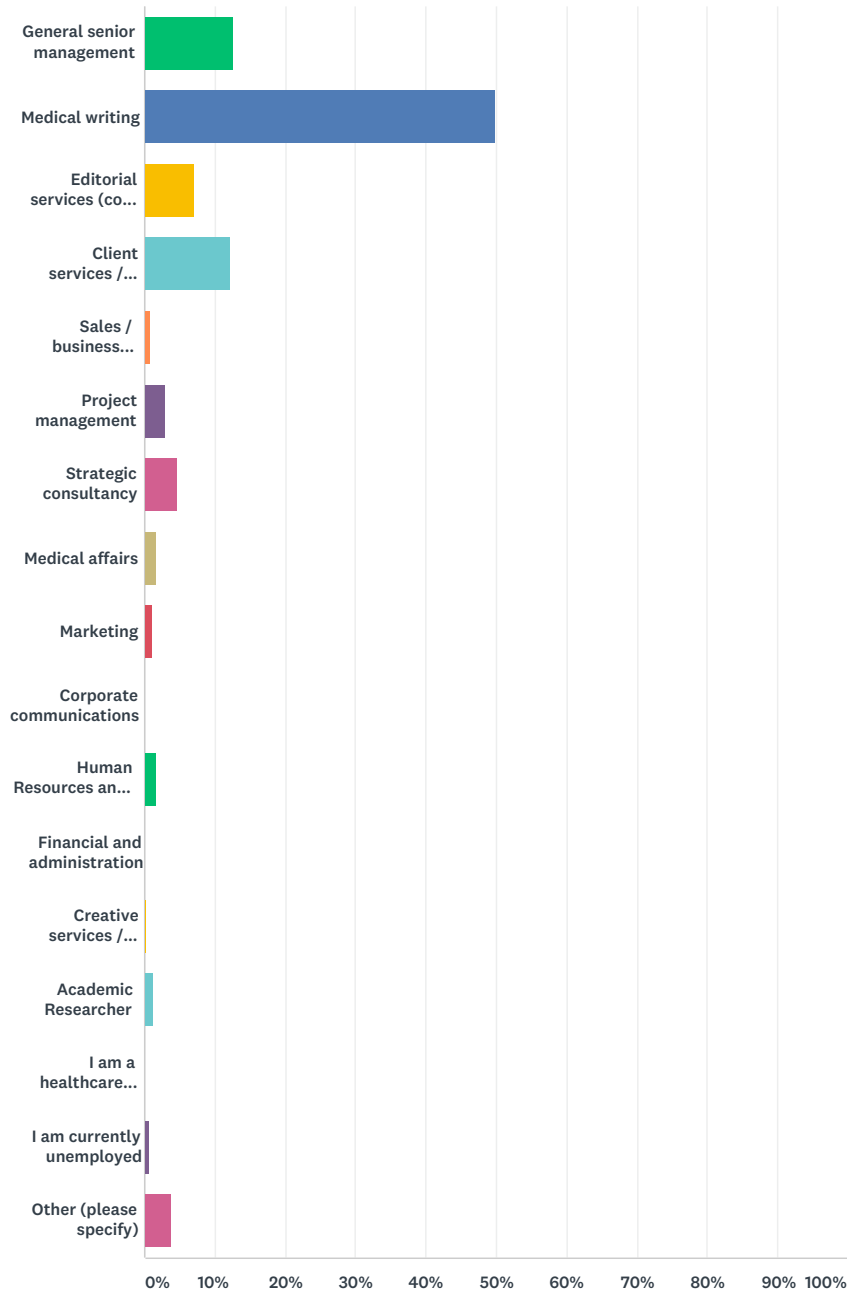
## MedComms Networking Barometer 2018

ANSWER CHOICES	RESPONSES	
I am a MedComms freelancer / consultant / interim / independent	32.98%	124
MedComms / Med Ed agency	52.39%	197
Market Access / HEOR specialist agency	1.33%	5
Publications specialist agency	2.39%	9
Commercial CME provider	0.80%	3
Other communications agency (PR, branding etc)	0.00%	0
CRO/Regulatory writing agency	1.33%	5
Recruitment company	1.06%	4
Design company	0.27%	1
Digital / multimedia company	0.80%	3
Events organizer	0.00%	0
Pharma/Healthcare/Biotech/Devices company	2.66%	10
Scientific (STM) journals / books publishing company	0.80%	3
Training company	0.00%	0
Translation services provider	0.00%	0
Industry information services provider	0.00%	0
Academic Institute	0.53%	2
Medical Society	0.00%	0
Healthcare service organisation	0.00%	0
I am currently unemployed	0.80%	3
Other (please specify)	1.86%	7
<b>TOTAL</b>		<b>376</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Technology company	1/30/2018 5:26 PM
2	Technology company, provider of meeting management software and services to pharma and medcomms	1/29/2018 5:41 PM
3	Non-profit museum	1/22/2018 5:01 PM
4	2nd Year Biomed Student (Salford University)	1/16/2018 7:39 PM
5	Healthcare Communications Recruitment	1/9/2018 2:33 PM
6	Post-grad considering a career in medical writing	1/2/2018 11:26 PM
7	Market research/desk research agency	1/2/2018 3:07 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: 376 Skipped: 0



ANSWER CHOICES	RESPONSES	
General senior management	12.50%	47
Medical writing	49.73%	187
Editorial services (copy / production editing / proof-reading)	7.18%	27
Client services / account management	12.23%	46
Sales / business development	0.80%	3
Project management	2.93%	11

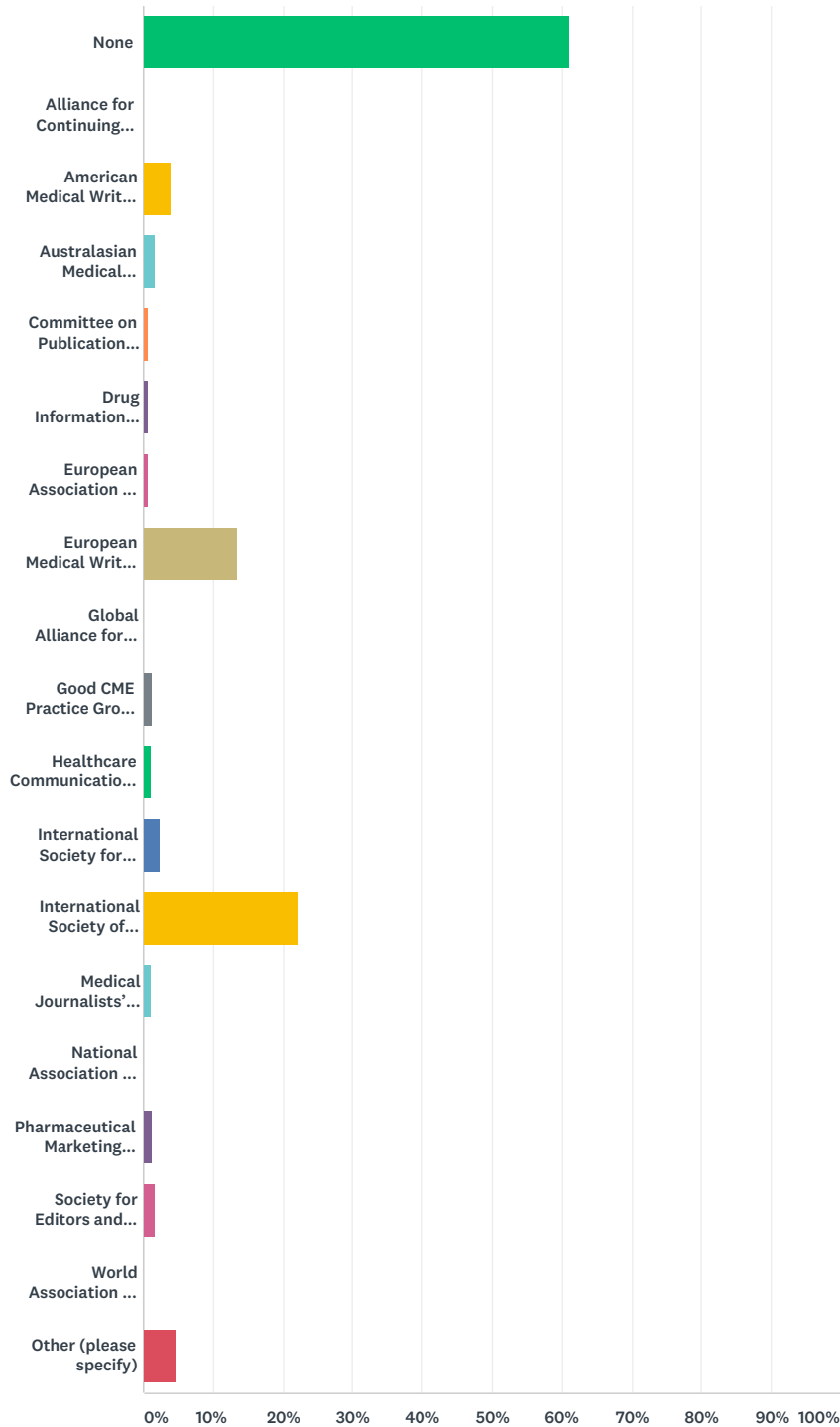
## MedComms Networking Barometer 2018

Strategic consultancy	4.52%	17
Medical affairs	1.60%	6
Marketing	1.06%	4
Corporate communications	0.00%	0
Human Resources and recruitment	1.60%	6
Financial and administration	0.00%	0
Creative services / production / design	0.27%	1
Academic Researcher	1.33%	5
I am a healthcare professional	0.00%	0
I am currently unemployed	0.53%	2
Other (please specify)	3.72%	14
<b>TOTAL</b>		<b>376</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	This is hard to answer since these roles do not overlap: medical writing approximately 80%, healthcare professional 20% of my time.	1/31/2018 10:12 PM
2	Training, advisory and medical writing	1/31/2018 6:13 PM
3	Multimedia health communications	1/30/2018 5:25 PM
4	Publication lead	1/30/2018 2:42 PM
5	Medical Director - management, shareholder and responsible for medical strategy and content development	1/30/2018 10:39 AM
6	Scientific Director	1/29/2018 3:59 PM
7	Therapeutic area and medical writing training.	1/25/2018 12:53 PM
8	I	1/23/2018 8:41 PM
9	Healthcare writing including websites, marketing literature, patient support materials etc	1/23/2018 12:36 PM
10	science communication through informal teaching	1/22/2018 5:01 PM
11	About to start as an MLA in an NHS lab (1 shift per week) & work as a nursery nurse.	1/16/2018 7:39 PM
12	Quality & compliance	1/16/2018 3:55 PM
13	Compliance and Data protection	1/3/2018 10:52 AM
14	information research (healthcare/pharmaceutical)	1/2/2018 3:07 PM

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

Answered: 376 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	61.17%	230
Alliance for Continuing Education in the Health Professions (ACEhp)	0.00%	0
American Medical Writers Association (AMWA)	3.99%	15
Australasian Medical Writer's Association (AMWA)	1.60%	6

## MedComms Networking Barometer 2018

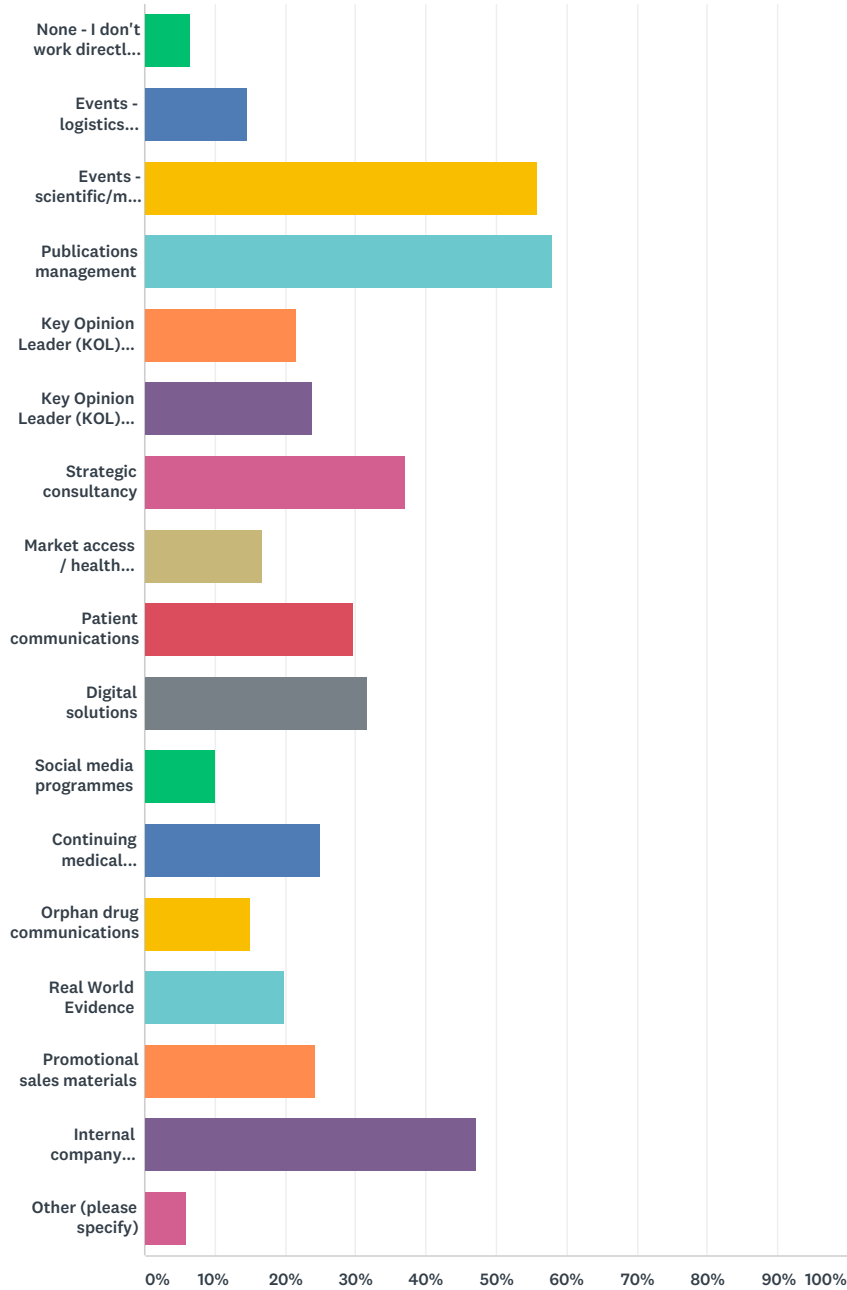
Committee on Publication Ethics (COPE)	0.53%	2
Drug Information Association (DIA)	0.53%	2
European Association of Science Editors (EASE)	0.53%	2
European Medical Writers Association (EMWA)	13.30%	50
Global Alliance for Medical Education (GAME)	0.00%	0
Good CME Practice Group (gCMEp)	1.33%	5
Healthcare Communications Association (HCA)	1.06%	4
International Society for Pharmacoeconomics and Outcomes Research (ISPOR)	2.39%	9
International Society of Medical Publishing Professionals (ISMPP)	22.07%	83
Medical Journalists' Association	1.06%	4
National Association of Science Writers (NASW)	0.00%	0
Pharmaceutical Marketing Society (PM Society)	1.33%	5
Society for Editors and Proofreaders (SfEP)	1.60%	6
World Association of Medical Editors (WAME)	0.00%	0
Other (please specify)	4.52%	17
Total Respondents: 376		

#	OTHER (PLEASE SPECIFY)	DATE
1	BAD, BDNG, RCN	1/31/2018 6:13 PM
2	Previously ISMPP and EMWA	1/31/2018 5:10 PM
3	Chicago Women in Publishing	1/30/2018 3:32 PM
4	ESMO, AHA, ADA, SER, ISPE	1/30/2018 3:04 PM
5	TOPRA	1/30/2018 12:14 PM
6	Medical Affairs Professional Society (MAPS)	1/29/2018 4:05 PM
7	no, though keep in touch with several	1/29/2018 3:42 PM
8	RPSGB Ordem dos Farmaceuticos	1/23/2018 5:19 PM
9	Guild of Health Writers	1/23/2018 12:36 PM
10	Royal Pharmaceutical Society	1/19/2018 2:33 PM
11	NUJ	1/17/2018 10:01 AM
12	Spanish medical writers association (AERTeM - Asociación española de redactores de textos médicos)	1/16/2018 3:24 PM
13	Royal Pharmaceutical Society	1/10/2018 8:42 AM
14	NUJ Royal Society of Biology	1/9/2018 2:25 PM
15	IPSE	1/9/2018 11:02 AM
16	CMI	1/3/2018 10:52 AM
17	Royal Society of Chemistry	1/2/2018 2:10 PM



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

Answered: 376 Skipped: 0



ANSWER CHOICES	RESPONSES
None - I don't work directly in MedComms	6.38% 24
Events - logistics management	14.63% 55
Events - scientific/medical programmes and content development	55.85% 210
Publications management	57.98% 218
Key Opinion Leader (KOL) / external expert profiling and identification	21.54% 81
Key Opinion Leader (KOL) / external expert management	23.94% 90
Strategic consultancy	36.97% 139

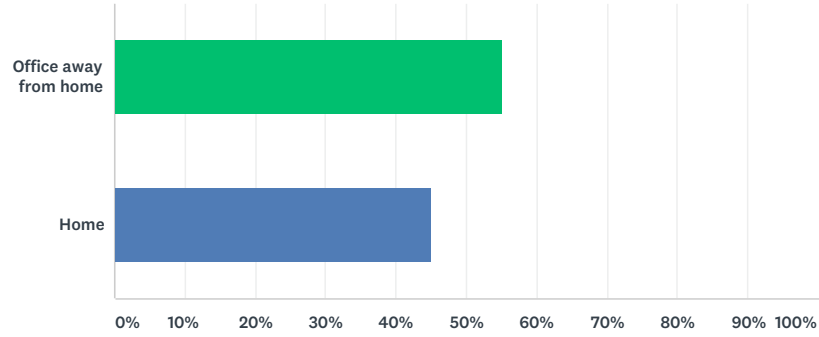
## MedComms Networking Barometer 2018

Market access / health outcomes	16.76%	63
Patient communications	29.79%	112
Digital solutions	31.65%	119
Social media programmes	10.11%	38
Continuing medical education and professional development (CME / CPD)	25.00%	94
Orphan drug communications	15.16%	57
Real World Evidence	19.95%	75
Promotional sales materials	24.20%	91
Internal company training activities (MSLs, Reps and others)	47.07%	177
Other (please specify)	5.85%	22
Total Respondents: 376		

#	OTHER (PLEASE SPECIFY)	DATE
1	I edit any and all documents produced by MedComms agencies ranging from papers for submission to journals, to slide decks, posters, regulatory material, CVDs, GVDs and so on.	1/31/2018 6:54 PM
2	Publications -- writing	1/31/2018 1:56 PM
3	PR	1/31/2018 1:25 PM
4	BD	1/31/2018 12:30 PM
5	Just starting out in freelancing, but have worked across patient communications and orphan drug communications in my previous roles.	1/31/2018 10:59 AM
6	I	1/31/2018 7:56 AM
7	Y	1/30/2018 5:00 PM
8	Medical education materials and communications	1/30/2018 4:29 PM
9	Training in publication ethics, research ethics, bioethics	1/29/2018 4:06 PM
10	Scientific platform/value story development Landscape assessments/evidence gap analyses Clinical program support: for HCPs/patients Advisory boards/peer-to-peer programming: live and virtual	1/29/2018 4:05 PM
11	Other on line communications and in bound marketing content.	1/29/2018 4:02 PM
12	Journal manuscripts	1/29/2018 8:18 AM
13	Exhibition Stands and Exhibit Programmes	1/22/2018 12:31 PM
14	Compliance	1/10/2018 4:26 PM
15	Scientific writing	1/10/2018 9:10 AM
16	Competitor intelligence	1/9/2018 2:24 PM
17	life cycle management, phase IV support	1/8/2018 2:31 PM
18	None of these but potentially all of these. I edit what I am asked to edit by MedComms agencies. Some material is promotional, some is market access etc, some is any of the above, but lots is none of the above, ie mainly papers for publication, regulatory material, and slides/posters for conferences	1/4/2018 7:09 PM
19	Compliance against codes & Data Protection (GDPR)	1/3/2018 10:52 AM
20	Publications	1/2/2018 8:09 PM
21	Publication writing	1/2/2018 2:44 PM
22	I	1/2/2018 12:52 PM

### Q6 Where do you work from primarily?

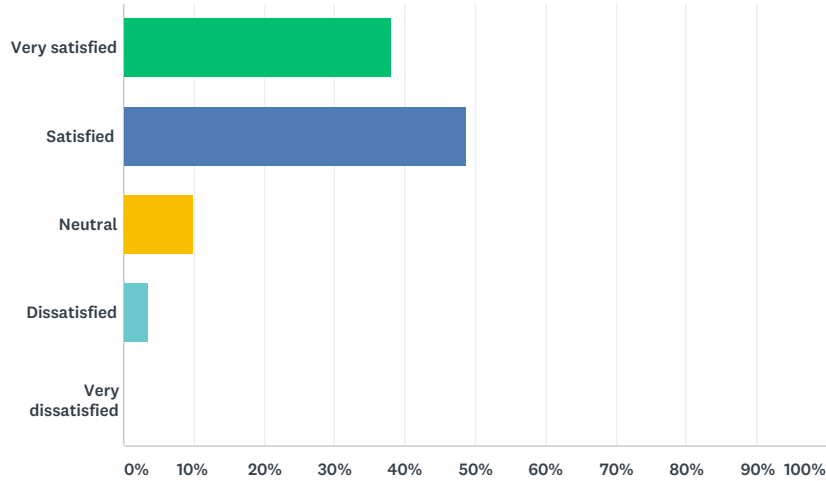
Answered: 376 Skipped: 0



ANSWER CHOICES	RESPONSES	
Office away from home	55.05%	207
Home	44.95%	169
TOTAL		376

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

Answered: 376 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very satisfied	38.03%	143
Satisfied	48.67%	183
Neutral	9.84%	37
Dissatisfied	3.46%	13
Very dissatisfied	0.00%	0
<b>TOTAL</b>		<b>376</b>

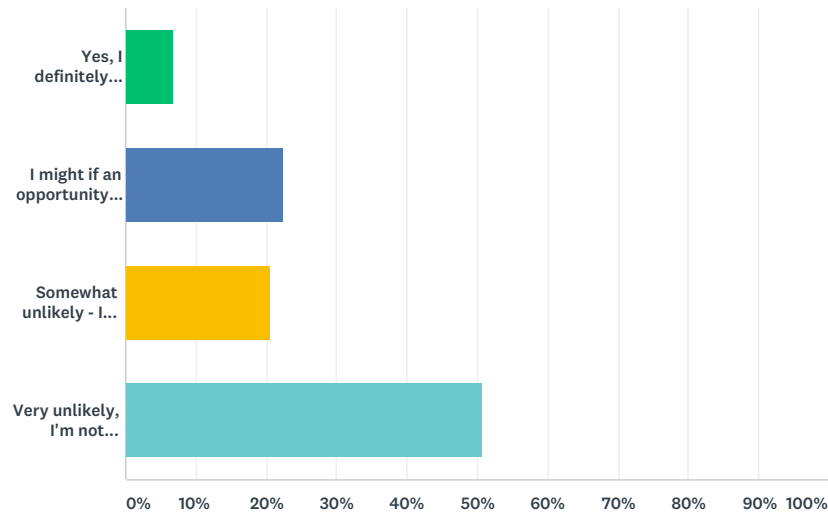
#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	I'd prefer better work flow, particularly agencies actually delivering documents when we have scheduled them and not moving the goalposts of what they want done or by when after I've begun, but I accept that a lot of the problems associated with late delivery of material to me is outside their control and/or are the reason they need freelance support. On balance it's acceptable.	1/31/2018 6:54 PM
2	Just starting out as a freelancer	1/31/2018 10:59 AM
3	It can be both beneficial and difficult balancing work from multiple clients in multiple editorial styles.	1/30/2018 3:32 PM
4	Am currently working notice.	1/30/2018 12:54 PM
5	Great work-life balance	1/30/2018 12:14 PM
6	I love the variety and flexibility of being a freelancer. I have forged good relationships with trusted clients, so I still have the benefits of feeling like part of a team - without the daily commute!	1/30/2018 9:30 AM
7	Work is slow and projects lack depth/continuity. Am applying for permanent part-time work... not easy to find vacancies like this, however, especially home-based. Never been this quiet in 19 years of freelancing	1/29/2018 3:43 PM
8	Overall, working for myself in medcomms gives me the flexibility to keep a well-balanced life, to keep improving my insight into diverse pharma areas, and gives me control to dive into projects I'm interested in. It's never boring.	1/29/2018 3:15 PM
9	Being a freelancer gives you great flexibility but it can also be lonely - you don't get the interaction with colleagues that you get working for a company - so, it has pros and cons	1/29/2018 8:18 AM
10	I am currently a senior PhD student who wants to transition into medical writing.	1/23/2018 12:08 PM
11	Love the flexibility of freelancing, but miss the camaraderie of working in a company. Plus I don't particularly like the admin side (accounts, sorting out a pension, etc.)	1/23/2018 9:18 AM
12	My current position lacks intellectual scientific stimulation and has not much of a career progression	1/22/2018 9:52 PM
13	I would like to venture more into written communications. Previous internships gave me a taste of the lifestyle and I think that would mesh better than speaking engagements.	1/22/2018 5:01 PM
14	Enjoy my work but am busier than I would like and striving to achieve a better work/life balance	1/22/2018 2:23 PM

## MedComms Networking Barometer 2018

15	As a freelancer I am in (almost) full control of my work/life balance and the type of work that I agree to undertake	1/21/2018 1:41 PM
16	I have recently started my position in my current company, after leaving my previous agency where I stayed for 2 years. I'm very happy with my current employer as they treat their writers with respect.	1/13/2018 12:38 PM
17	Too much bureaucracy compared to 10 years ago, some for the better, some for the worse	1/9/2018 4:04 PM
18	I want to rise to a management level position quickly, but currently I am unclear as to how to reach that within the agency I work in.	1/9/2018 2:24 PM
19	I've recently made the leap from in-house PMW to freelance medical writer, and really appreciate the increased flexibility and variety of work.	1/3/2018 9:31 AM
20	Working at home allows me to be flexible around family commitments. I am in regular communication with subcontractors and clients and feel that I have the best of both worlds in terms of the social and collaborative aspect of working in a office, and in terms of the freedom and flexibility of freelancing.	1/2/2018 3:24 PM
21	I love my role, I am constantly offered new opportunities to network and develop. I am able to work from home whenever I need to, I am able to carry out charitable work during office hours and I engage with a large variety of clients both internally and externally.	1/2/2018 2:53 PM

## Q8 How likely is it that you will look to change your employer in 2018 (freelancers, you are your own employer)?

Answered: 376 Skipped: 0

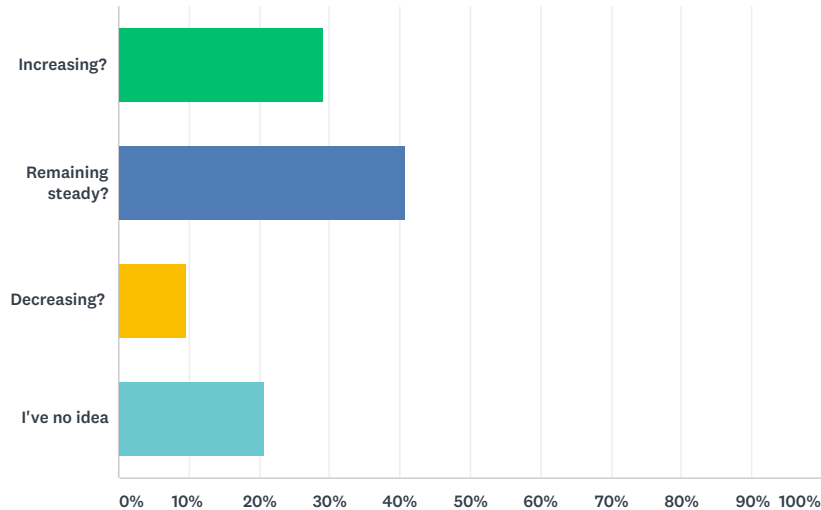


ANSWER CHOICES	RESPONSES	
Yes, I definitely intend to move	6.65%	25
I might if an opportunity arises	22.34%	84
Somewhat unlikely - I doubt it	20.48%	77
Very unlikely, I'm not expecting to move	50.53%	190
<b>TOTAL</b>		<b>376</b>

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	I'm freelance and am happy freelancing. I can't imagine choosing to go back in-house after all this time.	1/31/2018 6:54 PM
2	Would move if offered better pay.	1/30/2018 9:42 PM
3	There are so many opportunities that current employers have to compete through a variety of methods to retain staff. So many recruiters and med comms agencies approach staff through LinkedIn these days. Demand for good staff is high!	1/30/2018 8:26 PM
4	Am moving to a new role in March 2018.	1/30/2018 12:54 PM
5	I am very unlikely to go back into agency life or return to a pharmaceutical company, being a freelancer really suits me (this is the job I have had longest in my whole working life!)	1/30/2018 9:30 AM
6	Continuing to take on/expand role/responsibilities within current agency	1/29/2018 4:05 PM
7	I wish there had been a button to say 'I hope so' - this is my personal stance on the situation (more than 'I might' but not quite 'I definitely'... I am not sure if anyone wants me!	1/29/2018 3:43 PM
8	I've now been freelance for 3.5 years, and while I'm doing OK, financially it is up and down. I'm due to relocate from southern to northern England before May. If things are still a bit uncertain financially by Christmas I may look to go back into full-time employment in 2019.	1/25/2018 2:29 PM
9	I can volunteer to learn the craft but not work as a freelancer since my visa wouldn't permit as I am an international graduate student	1/23/2018 12:08 PM
10	Accepted an offer for another position	1/23/2018 6:53 AM
11	See answer to previous question	1/22/2018 9:52 PM
12	Looking at moving to Europe before Brexit, and am considering all options, freelance and employed.	1/13/2018 2:48 PM
13	Will be starting in a freelance capacity	1/9/2018 12:32 PM
14	Love being a freelancer and would only change if my hand were forced and there was no other choice	1/2/2018 9:50 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: 376 Skipped: 0



ANSWER CHOICES	RESPONSES	
Increasing?	28.99%	109
Remaining steady?	40.69%	153
Decreasing?	9.57%	36
I've no idea	20.74%	78
<b>TOTAL</b>		<b>376</b>

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	The nature of the deliverables is evolving, but the volume is similar	1/31/2018 11:51 PM
2	Although many of our clients are experiencing cuts to their budgets...	1/31/2018 10:04 PM
3	The peaks and troughs seem more marked so perhaps it's not that they're outsourcing less but that it's less well spaced out.	1/31/2018 6:54 PM
4	My perspective is individual; but as I am a registered HCP (although currently not practising), I am now no longer ablate do med comms freelancing work, which I have been doing for pharma companies for the last 10 years!	1/31/2018 6:13 PM
5	Publications are down, meetings are up!	1/31/2018 4:54 PM
6	I think it depends on individual companies and their policies; cycles of restructuring and outsourcing seem commonplace in large pharma.	1/30/2018 9:30 AM
7	Colleagues across multiple agencies seem as busy as ever and most companies seem very active in recruitment, suggesting there must be continuing growth in the industry	1/29/2018 4:07 PM
8	However, the increase in mergers is starting to result in fewer opportunities for client expansion Most med comms business growth coming from mid-sized, biotech-focused companies rather than large pharma due to limitations on outsourcing to a few approved vendors	1/29/2018 4:05 PM
9	Hopefully increasing! In our experience they never get it quite right when they do it themselves...	1/29/2018 3:56 PM
10	But companies are consolidating their med comms work to fewer agencies	1/29/2018 3:52 PM
11	It seems to me that there was a blip of pharma taking more on in-house and that this has reversed - briefly looking like an increase but actually	1/29/2018 3:48 PM
12	I have seen a drop-off in the CME grants for a major client (so their whole business is affected), and I have a client who has challenged my not-inappropriate day rate - last three jobs have gone extremely well but at invoicing the client has asked me to 'revise' my invoice downwards despite being within quote. Very disheartening	1/29/2018 3:43 PM

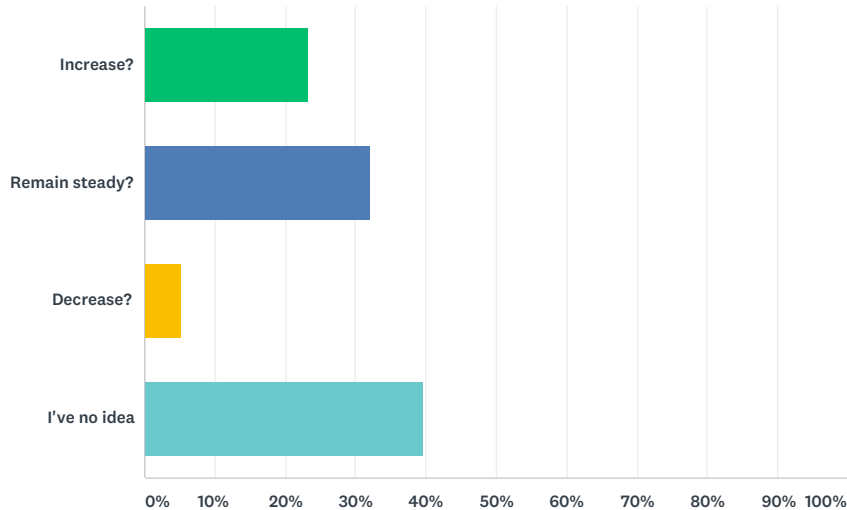
## MedComms Networking Barometer 2018

13	I've gradually received more freelance enquires from smaller med-comms agencies, hospitals and specialist healthcare companies. They may see freelancers as way to save money instead of employing a medical writer fulltime.	1/29/2018 3:15 PM
14	After a dip for a few years, work seems to be on the increase again	1/23/2018 8:41 PM
15	There is an increasing volume of digital assets being requested	1/23/2018 8:10 AM
16	Only the higher management talks/deals with MedComms in Biotech/Pharma	1/22/2018 9:52 PM
17	I have not worked in the field	1/16/2018 7:39 PM
18	It is variable. In the past 12 months I have had periods of insane business when I could have filled my time four or five times over, and periods of nothing at all. Much less steady than previous years.	1/4/2018 7:09 PM
19	There has certainly been a change this year, it seems to have become a lot more competitive for med comms agencies to get on procurement lists, and a lot of the pharma companies seem to be taking more work in house	1/2/2018 9:50 PM
20	My own work is increasing and my answer is only my impression/anecdotal but I get the feeling from my clients that their workload is higher than ever and that they have fewer 'troughs' than ever and rely on freelancers to assist.	1/2/2018 3:24 PM



Q10 From your own perspective, comparing 2018 vs 2017 do you think the overall amount of consolidation/M&A activity amongst MedComms agencies will...

Answered: 376 Skipped: 0

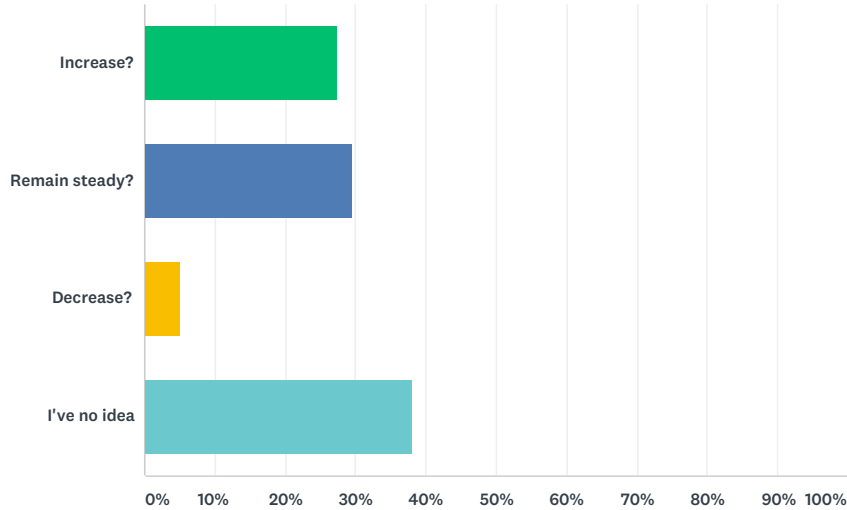


ANSWER CHOICES	RESPONSES	
Increase?	23.14%	87
Remain steady?	31.91%	120
Decrease?	5.32%	20
I've no idea	39.63%	149
<b>TOTAL</b>		<b>376</b>

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	As long as we keep up the pace and don't churn out the same old... thing	1/31/2018 11:51 PM
2	From my perspective this side of my business has to increase to fill the gap from a steady pharma work, which has now diminished	1/31/2018 6:13 PM
3	Pharma seems to be moving med comms resourcing in-house	1/30/2018 2:54 PM
4	not sure what 'consolidation/M&A' refers to	1/30/2018 1:35 AM
5	It's always hard to gauge what will happen each year, but active M&A always seems offset by new startup organisations	1/29/2018 4:07 PM
6	There seems to be a push for service expansion into other related areas (eg, clinical operations, patient education, social media/digital) through M&A among med comm agencies	1/29/2018 4:05 PM
7	I have seen a drop-off in the CME grants for a major client (so their whole business is affected), and I have a client who has challenged my not-inappropriate day rate - last three jobs have gone extremely well but at invoicing the client has asked me to 'revise' my invoice downwards despite being within quote. Very disheartening	1/29/2018 3:43 PM
8	Increasing need for competencies across board, which smaller Med Comms will find challenging to provide; working with other non-aligned agencies always a challenge. Therefore smaller agencies may come together to get critical mass across spectrum, irrespective of the massive conglomerate agencies continuing to hoover up bespoke agencies.	1/29/2018 3:42 PM
9	It would be nice to reword the question for clarity	1/22/2018 10:28 AM
10	I don't know what M&A means?	1/2/2018 4:00 PM

Q11 From your own perspective, comparing 2018 vs 2017 do you think the overall amount of consolidation/M&A activity amongst Pharma/Healthcare/Biotech/Devices companies will...

Answered: 376 Skipped: 0

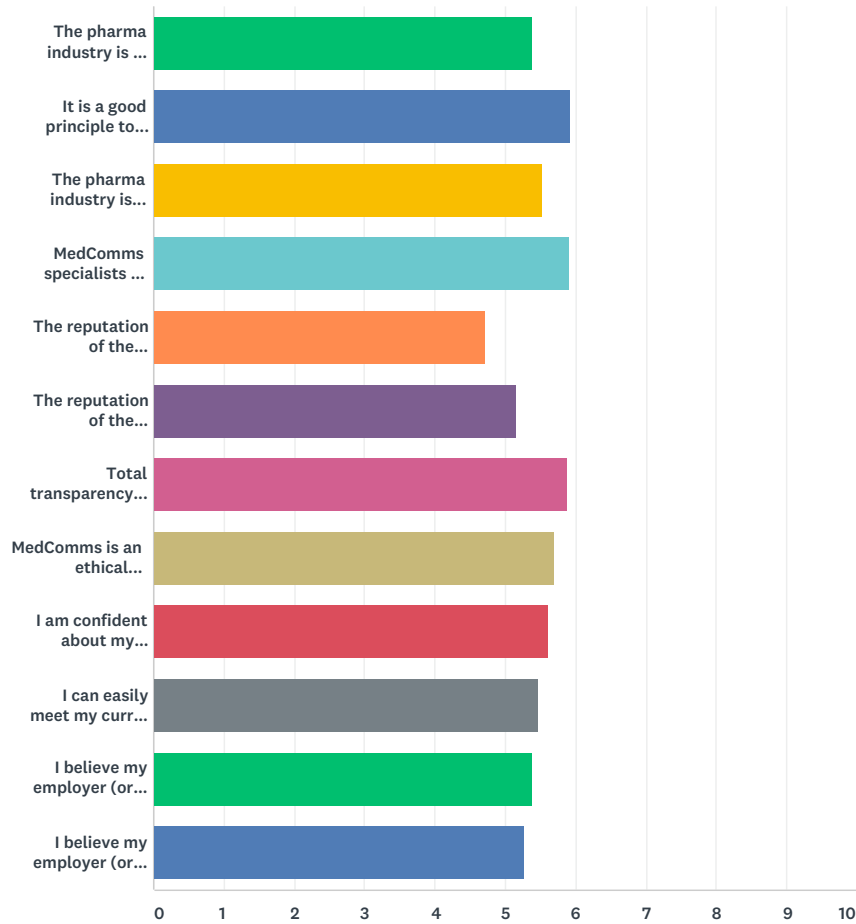


ANSWER CHOICES	RESPONSES	
Increase?	27.39%	103
Remain steady?	29.52%	111
Decrease?	5.05%	19
I've no idea	38.03%	143
<b>TOTAL</b>		<b>376</b>

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	See answer to question 9	1/31/2018 6:13 PM
2	Definitely the trend towards acquisitions to complement/strengthen/expand existing portfolios	1/29/2018 4:05 PM
3	It would be nice to reword the question for clarity	1/22/2018 10:28 AM
4	Change to tax laws in USA	1/10/2018 8:42 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: 376 Skipped: 0



	I DON'T AGREE AT ALL 0	1	2	3	4	5	6	7	8	I ENTIRELY AGREE 9	TOTAL
The pharma industry is a credible and trusted source of information about medicines	1.60% 6	0.53% 2	2.39% 9	5.05% 19	7.18% 27	12.50% 47	22.07% 83	31.91% 120	11.44% 43	5.32% 20	376
It is a good principle to aim at, to publish all clinical trial data for all products	0.00% 0	0.27% 1	0.27% 1	0.53% 2	0.80% 3	1.60% 6	2.39% 9	8.78% 33	24.20% 91	61.17% 230	376
The pharma industry is indeed striving to publish all clinical trial data for all products	0.27% 1	0.00% 0	1.60% 6	3.46% 13	7.71% 29	14.89% 56	19.15% 72	27.39% 103	20.21% 76	5.32% 20	376
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	0.27% 1	0.27% 1	0.53% 2	0.27% 1	1.60% 6	2.66% 10	5.85% 22	18.62% 70	21.54% 81	48.40% 182	376

## MedComms Networking Barometer 2018

The reputation of the pharmaceutical industry is improving amongst the wider public	2.13% 8	1.60% 6	6.65% 25	10.11% 38	17.29% 65	20.74% 78	19.95% 75	13.83% 52	6.38% 24	1.33% 5	376
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	1.33% 5	0.53% 2	1.60% 6	6.38% 24	15.96% 60	18.62% 70	24.20% 91	20.74% 78	9.57% 36	1.06% 4	376
Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	0.27% 1	0.00% 0	0.00% 0	0.80% 3	2.93% 11	2.39% 9	3.46% 13	14.36% 54	21.54% 81	54.26% 204	376
MedComms is an ethical business	0.00% 0	0.00% 0	1.60% 6	1.86% 7	5.32% 20	7.45% 28	10.37% 39	23.94% 90	28.99% 109	20.48% 77	376
I am confident about my personal financial future	0.53% 2	1.06% 4	1.86% 7	2.39% 9	4.79% 18	7.98% 30	15.69% 59	27.39% 103	23.94% 90	14.36% 54	376
I can easily meet my current training needs	0.27% 1	1.60% 6	1.60% 6	5.32% 20	7.45% 28	10.11% 38	18.09% 68	24.20% 91	16.76% 63	14.63% 55	376
I believe my employer (or in the case of Freelancers - I) will increase revenues in 2018 compared with 2017	1.33% 5	0.80% 3	2.66% 10	5.05% 19	6.91% 26	12.77% 48	12.50% 47	22.87% 86	17.55% 66	17.55% 66	376
I believe my employer (or in the case of Freelancers - I) will increase profitability in 2018 compared with 2017	1.86% 7	2.13% 8	2.13% 8	4.52% 17	9.84% 37	12.50% 47	14.36% 54	22.07% 83	17.82% 67	12.77% 48	376

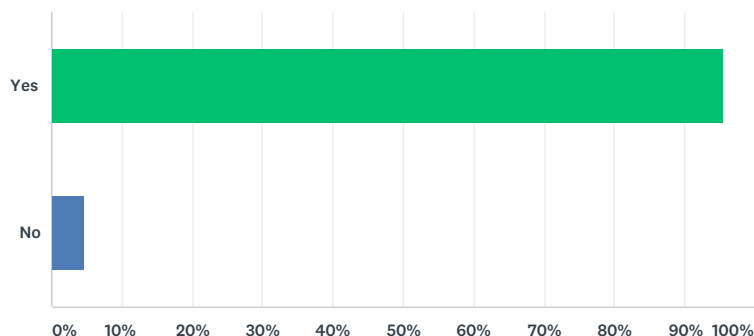
#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Can't mitigate for random single client changes, but across the board this will be true	1/31/2018 11:51 PM
2	Sadly, my income has reduced this year and may reduce again, as my rates are being cut - due to 'fair market rates' - which are based on HCP honorarium, not freelance income	1/31/2018 6:13 PM
3	Removal of flat rat VAT for consultants (Ltd company) acts as a pay cut	1/31/2018 1:42 PM
4	Loss of a big account will affect 2018 revenue	1/30/2018 2:54 PM
5	From research we have carried out with healthcare professionals, the overall reputation of the pharma industry has improved (largely due to ABPI rule changes), but no one is in any doubt as to where their priorities lie in the healthcare system versus healthcare professionals	1/29/2018 6:37 PM
6	I hope my employer will not increase profitability, as they have stated their goal is to maintain current, healthy profitability	1/29/2018 4:07 PM
7	Publishing all trials is a bit subjective - eg publishing every annual flu vaccine immunogenicity assessment is a bit OTT. Also, what is publishing? Full results can now be made publicly available on sites like clintrials.gov so is it worth battling to get negative or uninteresting results 'published' in peer review journals when the journals don't want them?	1/29/2018 3:48 PM
8	As a freelancer it is not easy to know exactly how much you will earn from year to year	1/29/2018 8:18 AM
9	Training is an issue, there are little offerings for therapeutic area training sessions and taking time out for professional training as a freelancer is difficult.	1/25/2018 12:53 PM
10	I have only just started my freelance career after several years break to have family so the last 2 questions are difficult to answer	1/23/2018 9:29 AM
11	Personal circumstances have changed so I have no intention to try to make more money this year.	1/22/2018 9:24 AM
12	publishing 'all' clinical trial data is not a realistic aspiration - it would be more important and practicable to ensure publication all data associated with all predefined endpoints (according to the statistical analysis plan/study protocol) for all clinical trials - i.e. to include historic trials (within reasonable time limits, TBC) for all medicines that have undergone phase 2 study (at least)	1/21/2018 1:41 PM
13	In 2018 we wil face further increased pressures to keep costs down.	1/9/2018 4:04 PM

## MedComms Networking Barometer 2018

14	Regarding training/CPD, I would like to improve my knowledge of statistics relevant to clinical studies but short of enrolling in a full blown university course, I'm not sure what alternatives are available.	1/9/2018 3:08 PM
15	The sector is obviously biased and thus cannot by definition be a "credible and trusted source of information"	1/9/2018 2:25 PM
16	I am cutting down on my workload this week as I am now in my early 60s	1/2/2018 5:03 PM

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

Answered: 376 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	95.48%	359
No	4.52%	17
<b>TOTAL</b>		<b>376</b>

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Great for people with a scientific background that want an exciting career outside of the lab	1/31/2018 10:04 PM
2	No, and here's why: I've never before had the thoroughly off-putting experience of having enjoyed a personal interview and then hearing nothing back despite the verbal assurance that we'd soon be contacted (interviewees). Thank you email was sent followed by gentle enquiry to HR to follow up after a few days. Nothing. I eventually discovered that some of the other interviewees also heard nothing. This tells me that the employer does not value people as much as it says it does. I have applied for and secured work in different countries in a variety of rewarding roles and interviews were always conducted with the common decencies expected everywhere.	1/31/2018 6:39 PM
3	Great experiences and exposure to different things	1/31/2018 4:56 PM
4	From my experience MedComms is a frantic, pressured industry where MedComms agencies often over-promise due to the need to remain competitive but then generally under-deliver in terms of quality at the expense of churning out material. This work ethos erodes confidence in the industry and significantly reduces the work satisfaction of employees. There is little time to reflect on the correct approach to deliver high quality innovative solutions to clients. There is also limited time to really focus on training new medical writers and other agency staff as MedComms staff are often working way beyond capacity. It seems that often client expectations are not managed effectively and client / agency communication could be so much better.	1/31/2018 2:36 PM
5	Lots of caveats though. It only suits some people and is demanding (indeed, frequently too demanding).	1/31/2018 2:04 PM
6	Flexibility and control	1/31/2018 1:56 PM
7	I don't know	1/31/2018 10:05 AM
8	none in healthcare	1/31/2018 8:46 AM
9	But it's s stressful job and they pay is not great.	1/30/2018 9:42 PM
10	I would recommend this career path to people who enjoy science and communicating it. Less serendipity than lab work, but tighter deadlines. Less 'glory' as one is not in the lab making 'breakthroughs' and it can be monotonous/isolating, working from a computer, if one is not a 'self-starter' and good at organising one's time.	1/30/2018 9:36 PM
11	MedComms suits a particular sort of person, with particular strengths and real drive. It can be incredibly demanding - of one's talent, time and energy.	1/30/2018 4:29 PM
12	Although major change will (and needs to) happen e.g. publishing of trials in a way that has hardly changed for 100 years.	1/29/2018 5:54 PM
13	As a freelancer, I don't want more competition for freelance work!	1/29/2018 4:18 PM
14	Plenty of people have jobs they do for an income - we are lucky to work in an industry where, despite the stresses, we all really enjoy what we do and have a passion for doing it well.	1/29/2018 4:07 PM
15	Always tempered with the suggestion to focus on digital platform knowledge and skills as this is the wave of the future	1/29/2018 4:05 PM

## MedComms Networking Barometer 2018

16	BUT - with all the caveats ... so only for the right person	1/29/2018 3:48 PM
17	With ISMPP and other similar Med Com specific training I think the credibility of the profession will increase in the next decade	1/29/2018 3:43 PM
18	But the landscape is changing. Compliance is becoming ever tighter so that projects are harder to agree and move forward. Also continual mergers and buyouts are a challenge among pharma clients.	1/29/2018 3:42 PM
19	It depends on which agency and what role. There are still agencies which don't consider work/life balance but overall agency life is better now than 10 years ago	1/23/2018 8:41 PM
20	Having had a career break of 6 years, I am very happy to be back into medical writing and so would definitely recommend it. Having had professional training for medical writing plus many years experience also allows me to get back into a role where I can also earn a reasonably good salary (as opposed to having to retrain in a different career).	1/23/2018 9:29 AM
21	Considering they have the right motives/mindframe	1/22/2018 9:52 PM
22	There is a decreasing ability to achieve a good worklife balance in medcomms. I see too many colleagues suffering with stress related illness that i would never recommend this industry	1/22/2018 9:34 AM
23	Yes, although it's tough and not for everyone...	1/20/2018 5:18 PM
24	Career path, hard work but very rewarding	1/11/2018 8:44 PM
25	Yes, but for writers only those with the right sorts of backgrounds	1/5/2018 9:14 AM
26	Work in MedComms can provide fantastic synergy between the scientific and the creative, with excellent opportunities for travel, professional development and learning. I love that no two days are the same!	1/3/2018 9:31 AM
27	I often meet people I feel would be a good fit for the industry (and vice versa) and recommend it to them. I'm yet to produce any converts though!	1/2/2018 3:24 PM

## MedComms Networking Barometer 2018

**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: 33 Skipped: 343

#	RESPONSES	DATE
1	Worried that cuts to pharma budgets will have a negative impact on the industry.	1/31/2018 10:04 PM
2	Worried about the scale of the opioid problem in the US and who is to blame for that?	1/31/2018 6:39 PM
3	Complete frustration from my perspective with the change in pharma working - but I am positive and have to move with the times and look for new business channels	1/31/2018 6:13 PM
4	Being part of a big agency is very pressurised ... and target driven. Shareholders set the pace too much	1/31/2018 4:56 PM
5	Nothing in particular at this stage.	1/31/2018 3:55 PM
6	There are too many agencies doing the same thing. Differentiation is very difficult.	1/31/2018 2:36 PM
7	No	1/31/2018 10:05 AM
8	The culture varies in different MedComms agencies, so it is important to work in an agency that is a good fit. It is vital to take control of one's own career. Highlight to the boss any issues with unrealistic deadlines, inappropriate projects, or any queries with the brief.	1/30/2018 9:36 PM
9	Clients want greater strategic support and scientific senior leadership. Budgets have to be fought harder for and there has to be good differentiation between agency offerings. Pharma is adopting aggressive commercial strategies	1/30/2018 8:26 PM
10	Am excited and enthusiastic about the increasing involvement and voice for patients. It is critical and long overdue - here's hoping the role for patients will only increase!	1/30/2018 4:29 PM
11	Many pharma companies often detrimentally restrict their options in choosing quality MedComms agencies by adhering to their preferred provider list with the false belief that this is cost-saving. This is making it increasingly harder for smaller and even mid-sized agencies that can offer more innovative insights and tailored solutions for specific indications and resources (not to mention the importance of a more consistent and personal service) to compete with the international conglomerates. Pharma should keep the doors open to all agencies if they really want to move forward and offer something exciting and different rather than sticking with a standardized approach that every other company follows.	1/30/2018 10:39 AM
12	No	1/30/2018 9:10 AM
13	Worried about Impact of AI - especially for more routine reg type documents reducing Pharma outsourcing needs	1/29/2018 7:14 PM
14	Pharma is trying itself in compliance and regulatory knots at a time when big data companies are about to revolutionise the provision of healthcare.	1/29/2018 5:54 PM
15	Publications seems to be less siloed from overall medical communications within client base, highlighting the trend towards truly integrated communications strategies of which publications are a part. Same holds true for HEOR - once marginalized, now becoming more integrated in overall evidence-generation planning and recognized as critical to the overall value story. Med Comms in general is becoming more focused on outcomes (eg RWE) and access (eg, payer communications), underscoring the need for a more integrated approach to scientific communications that addresses multiple stakeholder audiences.	1/29/2018 4:05 PM
16	From my point of view the pinch for competitive pricing has increased recently (although this could just be because as a freelancer I have widened the scope of agencies I work with). Many agencies seem to pitching with ludicrously low rates and fixed project prices (such as manuscripts) but still promising excellent quality with bells and whistles. Some of the work I am asked to do comes with completely unrealistic time lines which means a big compromise on quality. (I'm fairly confident that it's not just me getting less efficient!)	1/29/2018 3:48 PM
17	It's an exciting time to be in MedComms!	1/29/2018 3:47 PM
18	Is there ageism in the medcomms industry? Many pharma companies/med-comms agencies are looking for creative PhDs graduates to join their companies. But is that excluding more experienced professionals, who may have the knowledge but not the fresh creativity?	1/29/2018 3:15 PM
19	As a freelancer, I am disappointed by the increasing trend of companies to not want to deal with sole traders. I do not want to become a limited company and would prefer not to become involved with umbrella companies. As a proofreader, this seems to be something that many companies overlook (or at least, do not outsource often).	1/25/2018 2:29 PM
20	Improve your job it's not mobile friendly, hard to search and feels like it's straight out the 90s	1/24/2018 6:16 PM



## MedComms Networking Barometer 2018

21	Trust in pharma remains tarnished by the continuing drip feed of negative stories around hidden data, inappropriate promotion, misguided physician interactions and occasionally outright dishonesty. Pharma will remain predominantly distrusted while these types of stories continue to surface.	1/23/2018 9:50 PM
22	I think the MedComms business must focus efforts on improving digital offerings as this is the future. Particularly virtual meetings, apps, web portals.	1/23/2018 11:42 AM
23	Loyalty is not rewarded - for promotions and salary increase - move jobs! Very sad.	1/22/2018 11:19 AM
24	It would be great if career opportunities in MedComms would be positioned as possible career development path in academia (to students, PhD students and postdocs).	1/22/2018 10:28 AM
25	Training on client facing roles is very limited in the MedComms business. People should be trained in both writing and project management so that they can make more informed decisions about their career path.	1/16/2018 4:31 PM
26	2017 was another bad year for drug company PR. Pharmaceutical and medical device companies must do more to prove their products are worth the high prices levied on payers.	1/9/2018 4:04 PM
27	I am a freelancer working in the UK. Given that MedComms output from the UK is a British export, I do wonder what impact Brexit is likely to have on our sector and whether this is something that we need to worry about and protect ourselves from.	1/9/2018 3:08 PM
28	Very heartening to see, as predicted, increased homebased work.	1/9/2018 2:24 PM
29	I think this is an increasing sector and thus provides good employment opportunities for the future	1/9/2018 2:24 PM
30	I think in general, pharma clients are expecting 'more for less' from MedComms agencies. This can have a knock-on effect on working conditions for employees in terms of expected productivity, work intensity, salary and unpaid overtime etc.	1/3/2018 9:31 AM
31	As said, I think pharma companies are taking more work in house than before and they are also cost saving. This year all pitches I've attended have all been won by the current agency and it was a cost saving, procurement exercise only which is at great expense to med comms agencies and freelancers.	1/2/2018 9:50 PM
32	Joining the MedComms industry has been a real eye opener, it has made me more interested in news topics related to Pharma, such as new drug discoveries, financial information about drug companies and clinical trials as a whole. It has also made me more aware of the need to make information readable for patients to keep them more informed about treatment options/medicine options	1/2/2018 2:53 PM
33	More people interested in med comms as a career, but true quality is still difficult to find	1/2/2018 2:21 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: 37 Skipped: 339

#	RESPONSES	DATE
1	Statistical analyses Updates on any new/revised guidelines or issues within the industry	2/1/2018 6:02 AM
2	Staff retention	1/31/2018 11:51 PM
3	Positive stories from individuals that have got into MedComms, coming from other backgrounds. Success stories about people's careers.	1/31/2018 10:04 PM
4	Brexit issues related to medcomms.	1/31/2018 6:39 PM
5	All Med comms events are fantastic and I find them a great support and wonderful networking opportunity. Thank you, Peter	1/31/2018 6:13 PM
6	working with procurement	1/31/2018 3:59 PM
7	Is there opportunity for some kind of sharing best practice? Forums for discussion?	1/31/2018 9:37 AM
8	Variations in writing styles between patient leaflets, articles for mainstream readers and clinical articles for a professional readership. How to design and write a Package Leaflet. A guide on how to write SOPs and MAAs. Writing styles for use in blog campaigns. General grammar tips.	1/30/2018 9:36 PM
9	Writing for Digital (including UX principles etc.) Interest talks held in London	1/30/2018 2:46 PM
10	Training for MedComms recruiters - please, please, please! There is a distinct lack of understanding by some recruiters on what constitutes medical writing in the different spheres. I am constantly being harassed for work (contract and perm) for pharma companies on trial dossiers, CSR development etc., which is outside my area of expertise. I think that training recruiters to understand the differences would improve their reception with potential candidates whilst also providing a better service to their clients.	1/30/2018 9:30 AM
11	Impact of brexit on UK Pharma	1/30/2018 9:10 AM
12	Anything- but more in the North!	1/29/2018 7:14 PM
13	The new model for scientific publishing.	1/29/2018 5:54 PM
14	Pricing and market access	1/29/2018 4:02 PM
15	Engaging your teams - how to motivate junior members of staff to prevent continual cycle of team members between agencies	1/29/2018 3:51 PM
16	Needs to be more to 'train' the old hands in new technology and new writing skills - I feel there are changes in HOW to construct copy that go against what us old hands might want to do! Also extends to more training in social media, use of dropbox, Excel and other tools/software that is not necessarily familiar to very established freelancers	1/29/2018 3:43 PM
17	Specialist face-to-face training sessions - advanced powerpoint for medical writers, digital communication	1/29/2018 3:34 PM
18	Current medComms freelancer rates/project quotes: are these rising, falling or remaining the same compared with the past few years? What is influencing these changes?	1/29/2018 3:15 PM
19	How to deal with clients.	1/25/2018 12:53 PM
20	Advice on transitioning between regulatory medical writing and medical communications	1/24/2018 1:47 PM
21	Peer-to-peer clinical education	1/23/2018 8:24 AM
22	How does one transition into the field when you are out of academia and industry?	1/22/2018 5:01 PM
23	more external CPD and training links please	1/22/2018 11:19 AM
24	Advances in digital and multi-channel communications Commercial materials and their perception by HCPs, patients, competitors Thank you for consideration!	1/22/2018 10:28 AM
25	Innovative presentation ideas	1/16/2018 5:06 PM
26	How to estimate/manage workload of medical writing projects and/or how to measure medical writing productivity in a team.	1/16/2018 3:24 PM
27	How agencies can provide structured training programmes for medical writers.	1/13/2018 12:38 PM
28	Data protection and GDPR as it impacts the kind of work we do	1/10/2018 4:26 PM
29	Patient Lay Summaries	1/10/2018 8:42 AM
30	Best practices in reporting real-world evidence -- particularly where study designs and outputs don't match guidelines (RECORD/STROBE), so the guidelines are difficult/impossible to apply	1/9/2018 4:41 PM

## MedComms Networking Barometer 2018

31	More content geared towards medical devices companies. More activities outside the UK to grow the community internationally. Opinions on what people in the industry are doing to prepare for Brexit.	1/9/2018 4:04 PM
32	Real World studies Health-Economic studies	1/9/2018 3:08 PM
33	Expediting the efficiency of scientific exchange by harmonising and/or simplifying the ridiculous, unnecessary and petty differences in medical journal 'Instructions to Authors' between different publishers and individual journals.	1/3/2018 4:03 PM
34	The content is always relevant - keep up the good work Peter!	1/3/2018 12:44 PM
35	Any updates relating to industry regulations/compliance guidelines/codes of conduct and what they mean to MedComms would be appreciated.	1/3/2018 9:31 AM
36	More info on changes to IR35, tax changes, how as a freelancer to secure new work - do people work through med comms agencies or do they go direct to the pharma company and if so who do they approach?	1/2/2018 9:50 PM
37	I have trouble attending since I have limited childcare and need to fill those hours with paid work but I do see the importance of them. I would be interested in discussion best practice or tips for referencing (including Zinc and Veeva). I notice that agencies use different systems or methods (sometimes client driven sometime not). Perhaps a speaker from Veeva in Oxford might provide a 'tips' session	1/2/2018 3:24 PM