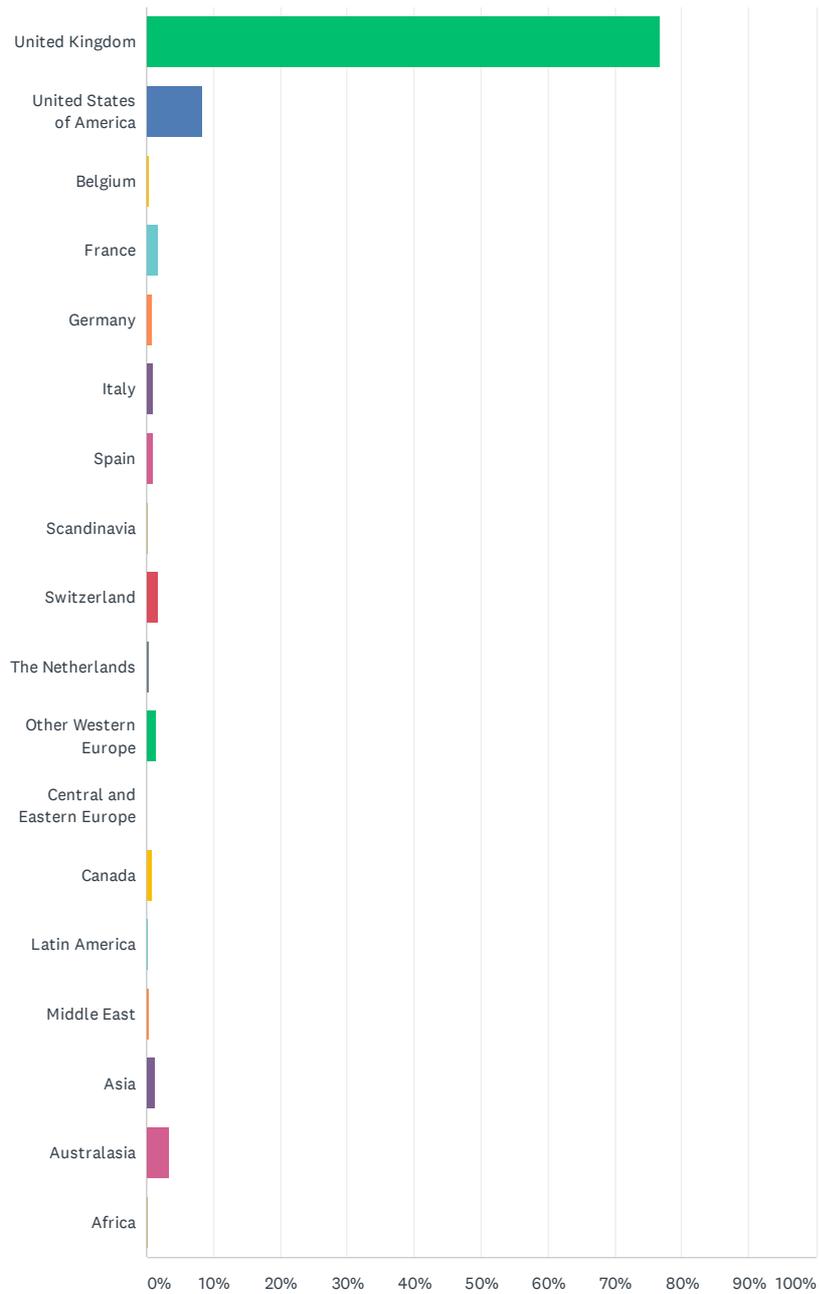


Q1 Where are you based (tick one answer)?

Answered: 528 Skipped: 0

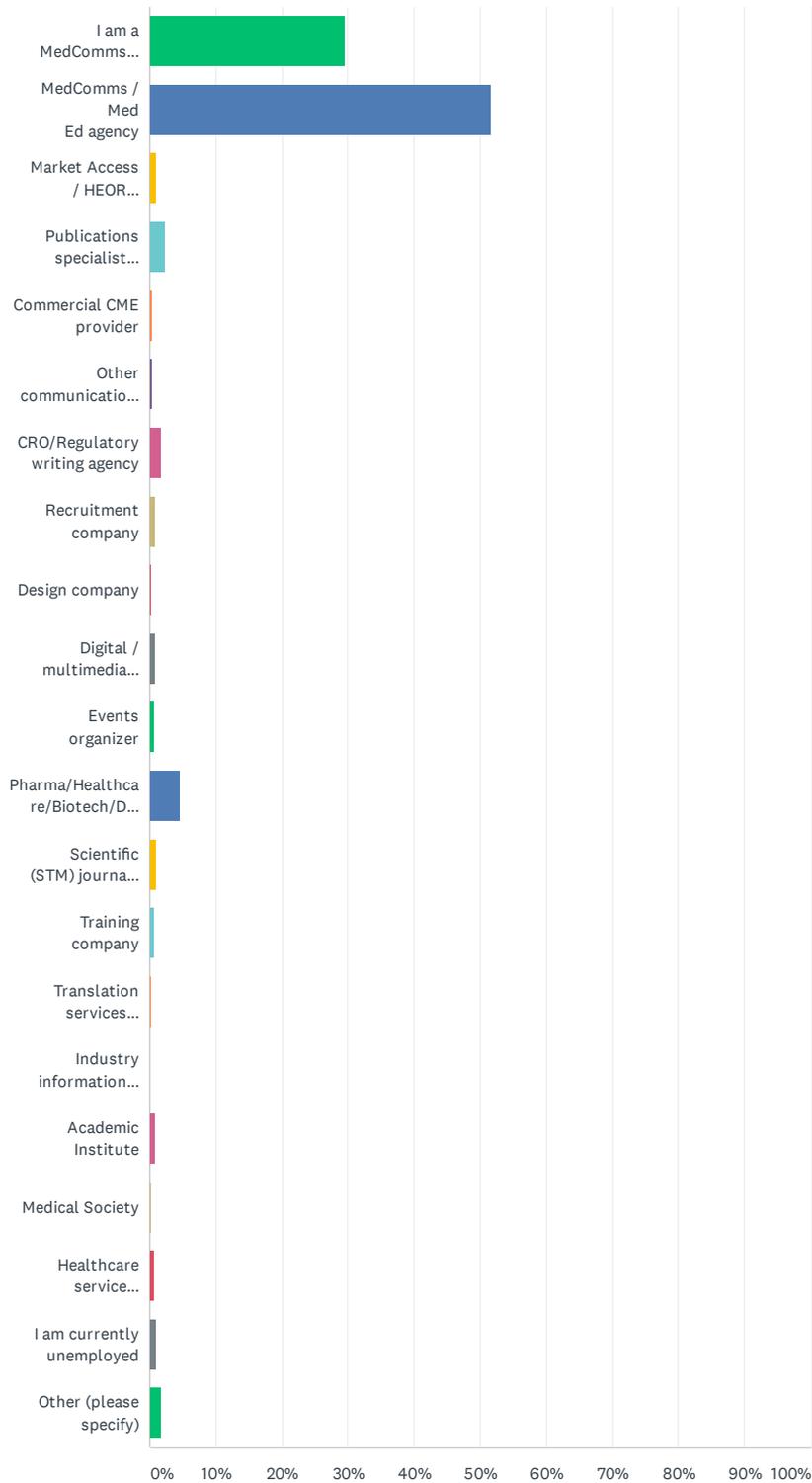


MedComms Networking Barometer 2020

ANSWER CHOICES	RESPONSES	
United Kingdom	76.70%	405
United States of America	8.33%	44
Belgium	0.38%	2
France	1.70%	9
Germany	0.76%	4
Italy	0.95%	5
Spain	1.14%	6
Scandinavia	0.19%	1
Switzerland	1.70%	9
The Netherlands	0.38%	2
Other Western Europe	1.52%	8
Central and Eastern Europe	0.00%	0
Canada	0.76%	4
Latin America	0.19%	1
Middle East	0.38%	2
Asia	1.33%	7
Australasia	3.41%	18
Africa	0.19%	1
TOTAL		528

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: 528 Skipped: 0



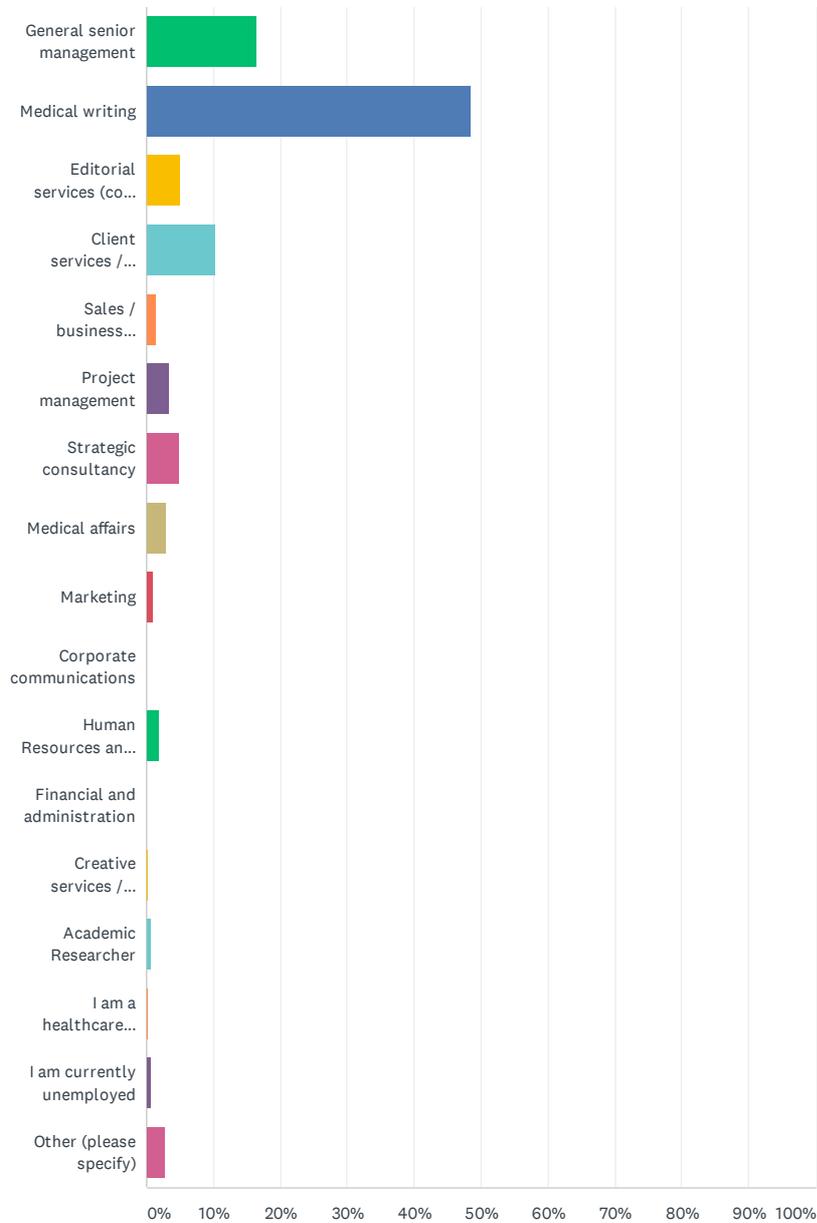
MedComms Networking Barometer 2020

ANSWER CHOICES	RESPONSES	
I am a MedComms freelancer / consultant / interim / independent	29.55%	156
MedComms / Med Ed agency	51.70%	273
Market Access / HEOR specialist agency	1.14%	6
Publications specialist agency	2.27%	12
Commercial CME provider	0.38%	2
Other communications agency (PR, branding etc)	0.38%	2
CRO/Regulatory writing agency	1.70%	9
Recruitment company	0.76%	4
Design company	0.19%	1
Digital / multimedia company	0.76%	4
Events organizer	0.57%	3
Pharma/Healthcare/Biotech/Devices company	4.55%	24
Scientific (STM) journals / books publishing company	1.14%	6
Training company	0.57%	3
Translation services provider	0.19%	1
Industry information services provider	0.00%	0
Academic Institute	0.76%	4
Medical Society	0.19%	1
Healthcare service organisation	0.57%	3
I am currently unemployed	0.95%	5
Other (please specify)	1.70%	9
TOTAL		528

#	OTHER (PLEASE SPECIFY)	DATE
1	Disabled - Patient / Health / Medical / Research / Pharma communications - Newsletters	1/29/2020 8:07 PM
2	Freelance journal editor	1/27/2020 10:00 AM
3	Freelance statistician	1/27/2020 9:43 AM
4	Freelance regulatory writer	1/23/2020 12:22 PM
5	I am a freelance science writer, interested in learning more about MedComms	1/7/2020 8:31 PM
6	Strategic Consultancy	1/5/2020 9:47 AM
7	Scientific consultant	1/4/2020 5:51 PM
8	I currently work for a medcomms agency, but have recently resigned to become a freelance medical writer	1/3/2020 9:38 AM
9	MedComms as part of a CRO	1/2/2020 3:35 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: 528 Skipped: 0



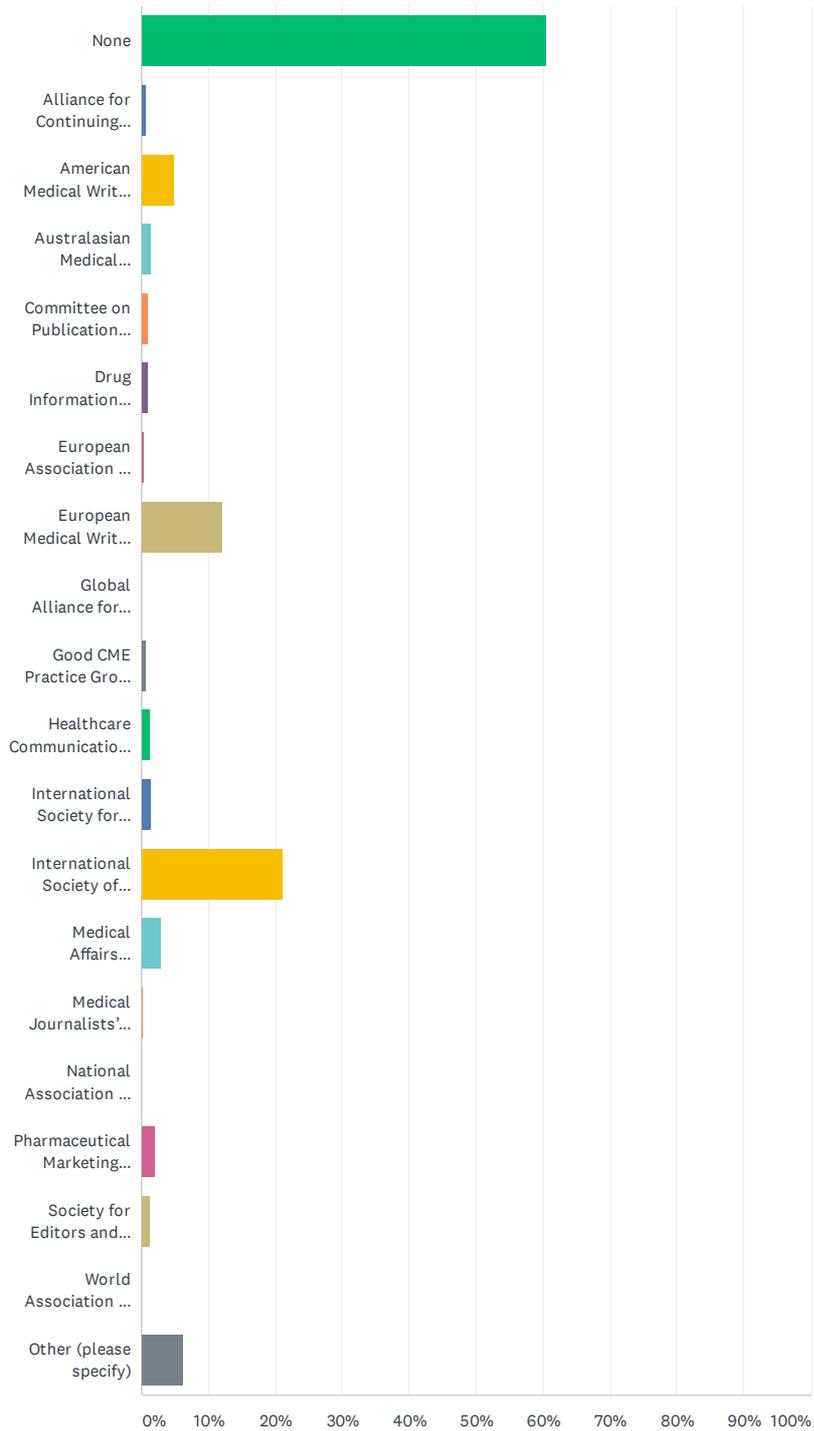
MedComms Networking Barometer 2020

ANSWER CHOICES	RESPONSES	
General senior management	16.48%	87
Medical writing	48.48%	256
Editorial services (copy / production editing / proof-reading)	5.11%	27
Client services / account management	10.23%	54
Sales / business development	1.52%	8
Project management	3.41%	18
Strategic consultancy	4.73%	25
Medical affairs	2.84%	15
Marketing	1.14%	6
Corporate communications	0.00%	0
Human Resources and recruitment	1.89%	10
Financial and administration	0.00%	0
Creative services / production / design	0.19%	1
Academic Researcher	0.57%	3
I am a healthcare professional	0.19%	1
I am currently unemployed	0.57%	3
Other (please specify)	2.65%	14
TOTAL		528

#	OTHER (PLEASE SPECIFY)	DATE
1	Disabled Freelance Patient Partner (+Advocate) who writes own articles but also runs a social media network for sharing Patient / Health / Medical / Research / Pharma communications - Newsletters	1/29/2020 8:07 PM
2	Typically a medical writer, but currently doing in-house (pharma) promomats support	1/28/2020 5:21 PM
3	Publications planning, execution, vendor management	1/27/2020 1:28 PM
4	Statistical analysis and reporting	1/27/2020 9:43 AM
5	I am working on breaking into health writing but currently unemployed.	1/27/2020 9:08 AM
6	Trainer	1/23/2020 12:34 PM
7	medical translation	1/22/2020 10:19 AM
8	Medical communications associate	1/20/2020 1:56 PM
9	Grant manager	1/13/2020 2:20 PM
10	Referencing / Veeva Vault Specialist	1/7/2020 2:01 PM
11	Hybrid role between medical writing and account management/client services	1/3/2020 3:36 PM
12	Scientific director of medical communications	1/2/2020 2:23 PM
13	Market access writer	1/2/2020 12:45 PM
14	Compliance and data protection	1/2/2020 12:35 PM

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

Answered: 528 Skipped: 0



MedComms Networking Barometer 2020

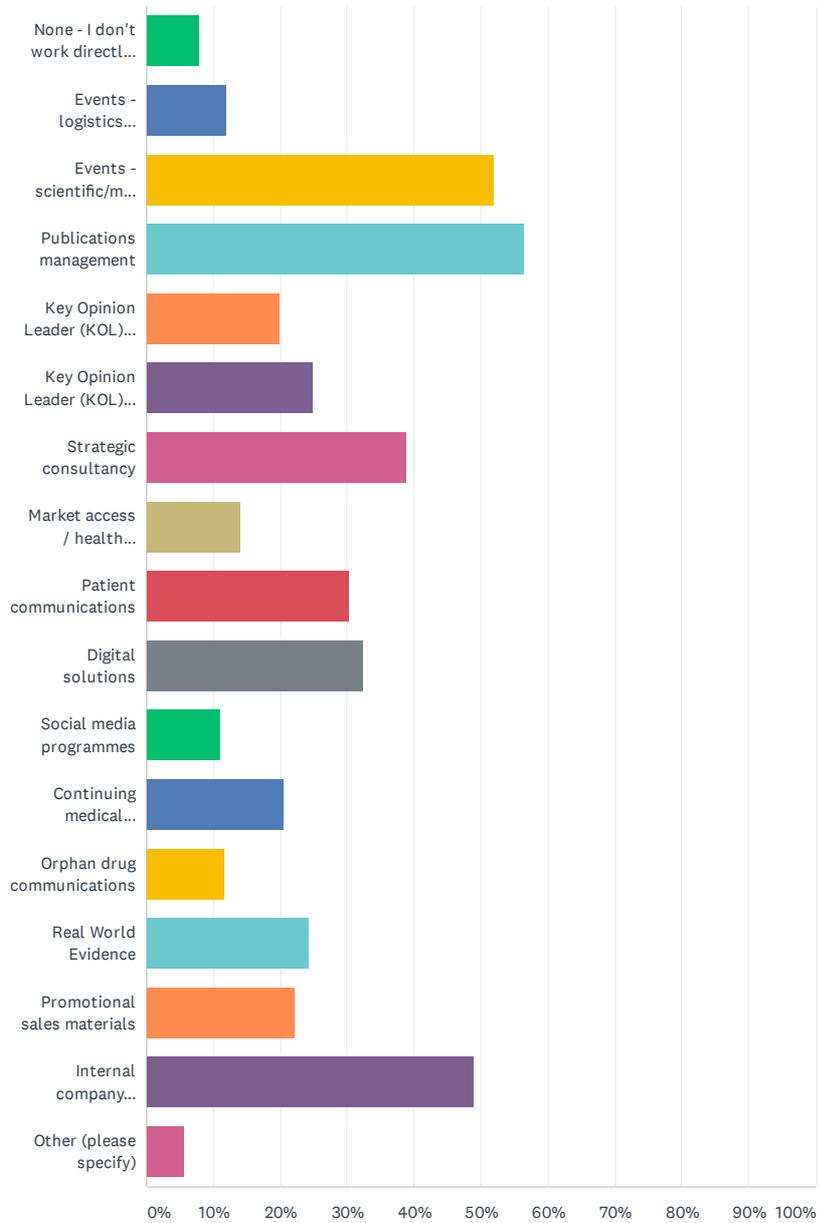
ANSWER CHOICES	RESPONSES	
None	60.42%	319
Alliance for Continuing Education in the Health Professions (ACEhp)	0.57%	3
American Medical Writers Association (AMWA)	4.73%	25
Australasian Medical Writer's Association (AMWA)	1.52%	8
Committee on Publication Ethics (COPE)	0.95%	5
Drug Information Association (DIA)	0.95%	5
European Association of Science Editors (EASE)	0.38%	2
European Medical Writers Association (EMWA)	12.12%	64
Global Alliance for Medical Education (GAME)	0.00%	0
Good CME Practice Group (gCMEp)	0.57%	3
Healthcare Communications Association (HCA)	1.33%	7
International Society for Pharmacoeconomics and Outcomes Research (ISPOR)	1.52%	8
International Society of Medical Publishing Professionals (ISMPP)	21.21%	112
Medical Affairs Professional Society (MAPS)	3.03%	16
Medical Journalists' Association	0.19%	1
National Association of Science Writers (NASW)	0.00%	0
Pharmaceutical Marketing Society (PM Society)	2.08%	11
Society for Editors and Proofreaders (SfEP)	1.33%	7
World Association of Medical Editors (WAME)	0.00%	0
Other (please specify)	6.25%	33
Total Respondents: 528		

MedComms Networking Barometer 2020

#	OTHER (PLEASE SPECIFY)	DATE
1	ARCS Australia Ltd (Association of Regulatory and Clinical Scientists) PIF (Patient Information Forum)	1/28/2020 11:13 PM
2	BELS, Board of Editors of Life Sciences	1/28/2020 4:46 PM
3	Editors Canada	1/28/2020 2:44 PM
4	Chartered Institute of Marketing	1/27/2020 11:11 AM
5	National Union of Journalists	1/27/2020 10:00 AM
6	Statisticians in the Pharmaceutical industry (PSI), Royal Statistical Society (RSS)	1/27/2020 9:43 AM
7	Procopywriters' Network; Authors' Licensing and Collecting Society (ALCS); The Alliance of Independent Authors; IPSE	1/23/2020 4:38 PM
8	IPSE	1/23/2020 7:43 AM
9	Spanish association of medical writers (Asociación Española de Redactores de Textos Médicos - AERTeM)	1/22/2020 10:00 PM
10	Société Française des Traducteurs (SFT)	1/22/2020 10:19 AM
11	British Pharmacological Society	1/14/2020 3:18 PM
12	None	1/14/2020 12:40 PM
13	European CME Forum	1/13/2020 2:20 PM
14	IPSE	1/8/2020 4:30 PM
15	National Union of Journalists	1/7/2020 3:55 PM
16	BHBLA	1/7/2020 1:43 PM
17	Member of Royal Pharmaceutical Society	1/7/2020 12:07 PM
18	RAPS	1/6/2020 7:18 PM
19	IoD	1/6/2020 10:22 AM
20	ARCS	1/4/2020 3:31 AM
21	Royal Pharmaceutical Society	1/3/2020 9:49 AM
22	Association of Microbiologists of India, Indian and International science writers association	1/3/2020 4:05 AM
23	Society of Inherited Metabolic Diseases, World Muscle Society, Genetic Metabolic Dietitian International	1/3/2020 1:11 AM
24	IPSE (association of independent professionals and the self-employed)	1/2/2020 7:12 PM
25	CIPD, BPS	1/2/2020 4:21 PM
26	International Association of Veterinary Editors	1/2/2020 4:06 PM
27	AAAS	1/2/2020 3:35 PM
28	EUPATI	1/2/2020 2:22 PM
29	American Society of Nephrology (ASN); National Kidney Foundation (NKF)	1/2/2020 2:19 PM
30	Guild of Health Writers	1/2/2020 2:18 PM
31	ISMTE	1/2/2020 1:51 PM
32	University of Barcelona Accreditation agency	1/2/2020 1:28 PM
33	CMI - EADPP - GDPR institut	1/2/2020 12:35 PM

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

Answered: 528 Skipped: 0



MedComms Networking Barometer 2020

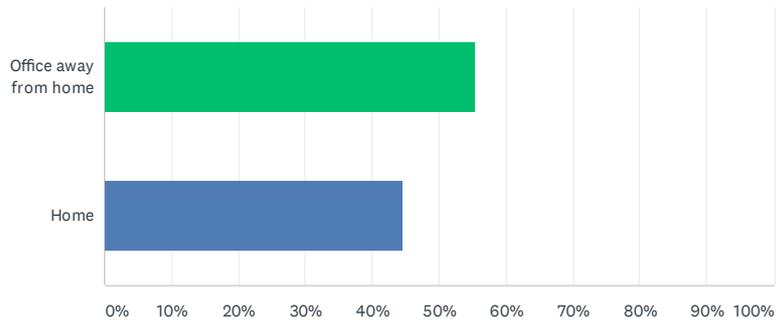
ANSWER CHOICES	RESPONSES	
None - I don't work directly in MedComms	7.95%	42
Events - logistics management	11.93%	63
Events - scientific/medical programmes and content development	51.89%	274
Publications management	56.44%	298
Key Opinion Leader (KOL) / external expert profiling and identification	19.89%	105
Key Opinion Leader (KOL) / external expert management	25.00%	132
Strategic consultancy	39.02%	206
Market access / health outcomes	14.02%	74
Patient communications	30.30%	160
Digital solutions	32.39%	171
Social media programmes	10.98%	58
Continuing medical education and professional development (CME / CPD)	20.45%	108
Orphan drug communications	11.74%	62
Real World Evidence	24.24%	128
Promotional sales materials	22.16%	117
Internal company training activities (MSLs, Reps and others)	48.86%	258
Other (please specify)	5.68%	30
Total Respondents: 528		

MedComms Networking Barometer 2020

#	OTHER (PLEASE SPECIFY)	DATE
1	Localisation	1/29/2020 5:25 PM
2	Congress coverage	1/28/2020 2:50 PM
3	Editorial work - can be many of the above	1/28/2020 1:23 PM
4	Competitive Intelligence	1/27/2020 2:37 PM
5	Drafting reviews, writing reports of satellite symposia and other congress events, writing short insight articles, writing website content, drafting questions and materials for podcasts/expert interviews	1/27/2020 11:13 AM
6	Stats input and advice on publications	1/27/2020 9:43 AM
7	Triaining in scientific communications	1/23/2020 12:34 PM
8	Non-promotional materials - manuscripts, slide decks, posters etc and documents for internal pharma use.	1/22/2020 3:41 PM
9	Regulatory submissions	1/22/2020 3:08 PM
10	Research	1/22/2020 2:07 PM
11	None	1/20/2020 5:58 AM
12	Regulatory writing	1/16/2020 11:32 AM
13	Clinical trial materials; ie materials to support patients and HCPs involved in clinical trials (patient consent aids, factsheets, quick reference guides, etc)	1/15/2020 9:06 AM
14	None	1/14/2020 2:35 PM
15	Medical education grants	1/13/2020 2:20 PM
16	Recruitment	1/9/2020 4:12 PM
17	Copyrights	1/8/2020 10:39 AM
18	Approval systems	1/7/2020 2:01 PM
19	All materials created by MedComms agencies in addition to those listed above -- from manuscripts for publication in learned journals, to slide decks and posters for confere4nces, marketing material, patient information, regulatory material [eg CVDs and GVDs], etc.	1/6/2020 7:25 PM
20	Not sure that the question is clear. None of the options apply	1/6/2020 1:27 PM
21	Non-CME Medical Education	1/6/2020 11:24 AM
22	A large proportion of my role is BD	1/6/2020 9:45 AM
23	X	1/3/2020 8:45 PM
24	Writing services for publications - posters, abstracts, journal articles, pub plans	1/3/2020 3:57 PM
25	Regulatory document preparation	1/3/2020 2:10 PM
26	Grants programme	1/2/2020 7:12 PM
27	Content development for peer-reviewed publications and congress presentations	1/2/2020 6:57 PM
28	Medical information letters	1/2/2020 5:41 PM
29	still waiting to secure my first job in MedComms	1/2/2020 2:27 PM
30	Agency training activities	1/2/2020 1:31 PM

Q6 Where do you work from primarily?

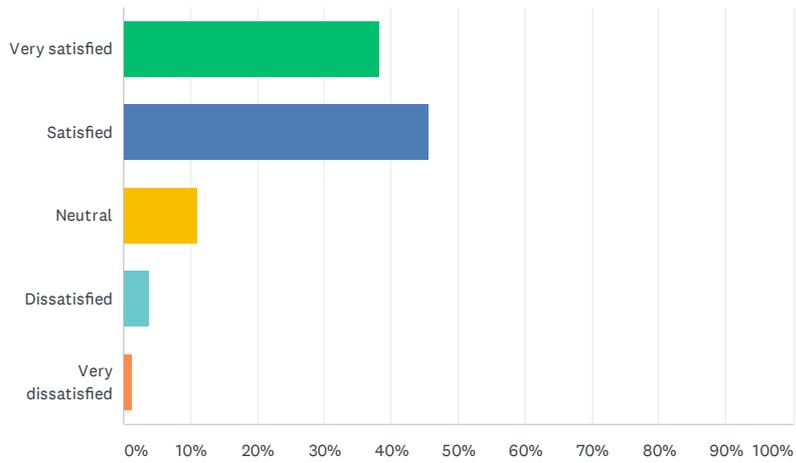
Answered: 528 Skipped: 0



ANSWER CHOICES	RESPONSES	
Office away from home	55.49%	293
Home	44.51%	235
TOTAL		528

Q7 How satisfied are you with your current job?

Answered: 528 Skipped: 0



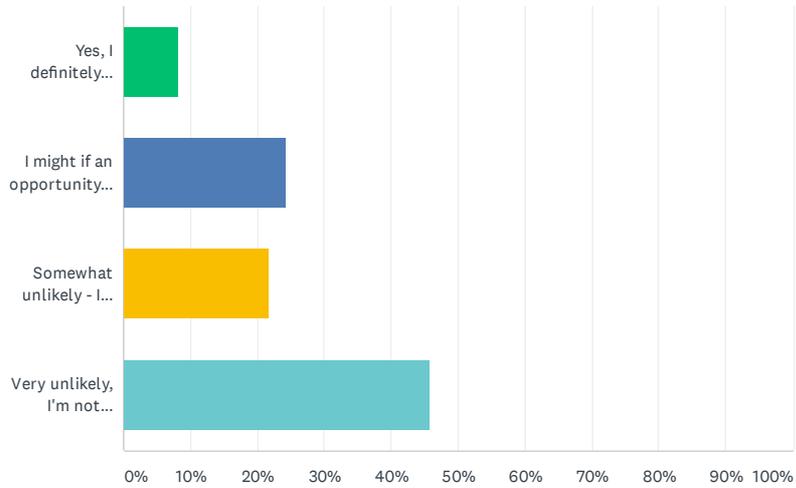
ANSWER CHOICES	RESPONSES	
Very satisfied	38.26%	202
Satisfied	45.64%	241
Neutral	10.98%	58
Dissatisfied	3.79%	20
Very dissatisfied	1.33%	7
TOTAL		528

MedComms Networking Barometer 2020

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	New to MedComms	1/29/2020 8:07 PM
2	I haven't looked back since going freelance. I enjoy the flexibility that an agency job can't offer, no matter how forward thinking an employer is. I'm able to work around my family and I get paid for every hour I do. Plus I get to work across a broad range of projects and therapy areas.	1/28/2020 2:40 PM
3	Working from home as a freelancer is flexible, convenient and less pressured than work as a full time employee (particularly in med comms agencies) but it is isolating with none of the additional financial benefits that come from employment	1/27/2020 11:13 AM
4	Always hard balancing finding new assignments as an independent, with delivering quality on existing briefs.	1/27/2020 9:18 AM
5	I haven't found a job yet.	1/27/2020 9:08 AM
6	Very frustrated with HMRC and clients over lack of clarity and advice on how new IR35 regulations will be implemented. Recruiters and clients are contacting me about contracts lasting >3 months with no indication of how they are likely to be viewed from an IR35 perspective.	1/23/2020 7:43 AM
7	I could get into specifics but haven't got all day! General gripes: work's often boring/impossible (freelancers get the work nobody else wants to do), briefs are usually rubbish/incomplete, tone of communication is often rude/impolite, and you're generally on the receiving end of comments about how expensive you are ('how dare you ask to be paid for working additional non-contracted hours' etc)	1/22/2020 2:30 PM
8	I really enjoy my job actually and there is a lot of scope and flexibility within it. The only thing I am not really comfortable about is that the nature of my job as a grants manager in medical education is competitive since we are a for-profit CME company, and I would much rather work collaboratively. But this is the way it goes in grants - there is a limited pool of funds and we are competing, however, I have really enjoyed becoming part of the MedComms community in which people go out of their way to be very supportive, engaged and collaborative even where there is always the knowledge that people are running their own businesses too. I have been very much welcomed and even though I don't describe myself as a 'medical writer' or a 'medcomms professional' since my role focuses on medical education grants, I do cross over quite a bit with medical writing and I am glad to be a part of this community. This is one of the things I have enjoyed about my job.	1/13/2020 2:20 PM
9	The job description does not meet reality. Feel I'm not being utilised to my full potential	1/12/2020 9:08 AM
10	I work in client services and it can be very pressured and stressful for a relatively low salary.	1/9/2020 4:40 PM
11	Toxic office environment, caused by incompetent account management	1/8/2020 3:02 PM
12	I complement Academia with Freelance Medical Writing and I am currently trying to have more assignments as a Medical Writer that is why I became a member of your organization	1/7/2020 1:47 PM
13	Love working from home, enjoy client interactions,	1/3/2020 2:10 PM
14	I will like to be employed again in publishing management and in a even better place	1/3/2020 4:05 AM
15	Seeking other activities in which I can add greater value.	1/2/2020 4:06 PM
16	Early days and I am still spending more than I earn.	1/2/2020 1:55 PM
17	Since I became a freelancer I have been able to enjoy the work much more, without needing to be involved in company development or politics	1/2/2020 1:36 PM
18	Poor definition of role; changing agency structure/management/ethos; change in my role without consultation/communication	1/2/2020 1:31 PM
19	Having been in the industry for <1 year, so far I am greatly enjoying it	1/2/2020 12:49 PM

Q8 How likely is it that you will look to change your employer in 2020 (freelancers, you are your own employer)?

Answered: 528 Skipped: 0



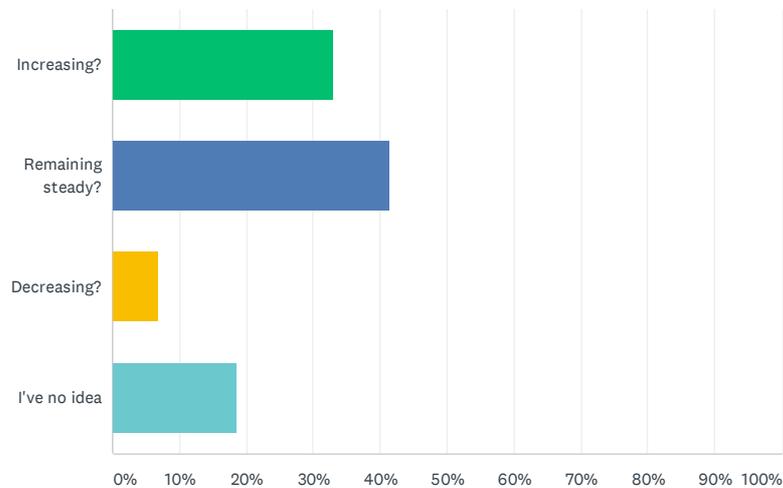
ANSWER CHOICES	RESPONSES	
Yes, I definitely intend to move	8.14%	43
I might if an opportunity arises	24.24%	128
Somewhat unlikely - I doubt it	21.78%	115
Very unlikely, I'm not expecting to move	45.83%	242
TOTAL		528

MedComms Networking Barometer 2020

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	From a freelance perspective, the nature of how we work will obviously change based on IR35; this has me considering whether full time employment may be a better option.	1/31/2020 2:13 PM
2	I'm my own boss	1/29/2020 8:07 PM
3	Despite the unknown factor regarding the impact of IR35 on my work, it's out of my hands. Until I hear concrete plans from my clients who have to implement this, I'm not expecting it too change too much. I have seen some contracts change slightly with regards to the clauses they've introduced. It may be that processes will change to provide clarity for both sides. But it's a watch and see approach I'm taking. I'll then consider if I change my status, raise fees or focus on my smaller clients.	1/28/2020 2:40 PM
4	Own my company	1/27/2020 7:31 PM
5	I think it would be difficult to go back to having a boss and experiencing the stress of employment in med comms environments.	1/27/2020 11:13 AM
6	However, depends on how work opportunities are affected by the new IR35 rules	1/23/2020 10:06 AM
7	Have moved continents! I've been freelancing for most of my career but an opportunity came up in a country I have wanted to live in for a while, so have decided to move back into a permanent role to see how it goes. It also gives me the opportunities to brush up on a few skills I haven't used in a while. I'm keeping an open mind. I'm also worried about how the IR35 is going to hit contractors so this will give me a chance to see how it goes. Although based in NZ, if I go back to freelancing later on, I still intend to use my limited business in the UK for work, hence my watch and wait approach to the IR35 rule.	1/14/2020 9:13 PM
8	I do some freelance work on the side and I have just picked up a major client that I will be working with hopefully over the next four years. While the hours are quite small to begin with, I'm hoping this will increase, so I don't plan to change employers as such but I do plan on changing to some degree what my role/s look like and how my time is spent.	1/13/2020 2:20 PM
9	I would like to go freelance	1/8/2020 3:02 PM
10	Considering going freelance, but concerned about the impact of IR35	1/7/2020 10:34 AM
11	IR35 may impact whether I remain working on a freelance basis	1/6/2020 9:37 PM
12	I am not expecting to stop being a freelancer	1/6/2020 7:25 PM
13	Looking for a ticket to work/live in an EU country, and willing to go perm for the opportunity; if that doesn't work out, then will be staying in the UK and continuing to contract	1/5/2020 10:43 PM
14	First time I have considered it but I am very concerned about what changes IR35 might bring and never thought I would say it, but if necessary if the right opportunity arose that was home-based I might consider an employed role	1/3/2020 3:36 PM
15	I have been a freelance medical writer for over 20 years and I do expect to continue as a freelancer until I retire. As MedComms becomes more demanding and faster paced, the ability I have to set my own hours and types of project worked on, is becoming increasingly important to me - and I am grateful for the consistency with which I am offered work.	1/3/2020 11:54 AM
16	Going freelance to better limit my hours	1/3/2020 10:53 AM
17	I start my new job in 1 months time	1/3/2020 9:51 AM
18	Intend to move to freelance	1/3/2020 9:49 AM
19	I am currently an intern, if the opportunity came up for full time employment I would take it	1/3/2020 9:42 AM
20	As I am searching for an opportunity	1/3/2020 4:05 AM
21	Currently freelance, but may go in-house depending on impending IR35 changes	1/2/2020 2:29 PM
22	not applicable	1/2/2020 2:27 PM
23	I'd only be interested in moving if I found an agency that withheld the same principles as my company and was closer to my family (shame all of MedComms in the UK is restricted to a couple of cities or at-home work)	1/2/2020 2:00 PM
24	I will only consider a permanent role again if freelancing opportunities dry up, or if IR35 turns out to be more of a headache than I thought	1/2/2020 1:36 PM
25	I might consider a move later in my career, but not currently	1/2/2020 12:49 PM
26	Not relevant	1/2/2020 12:33 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: 528 Skipped: 0

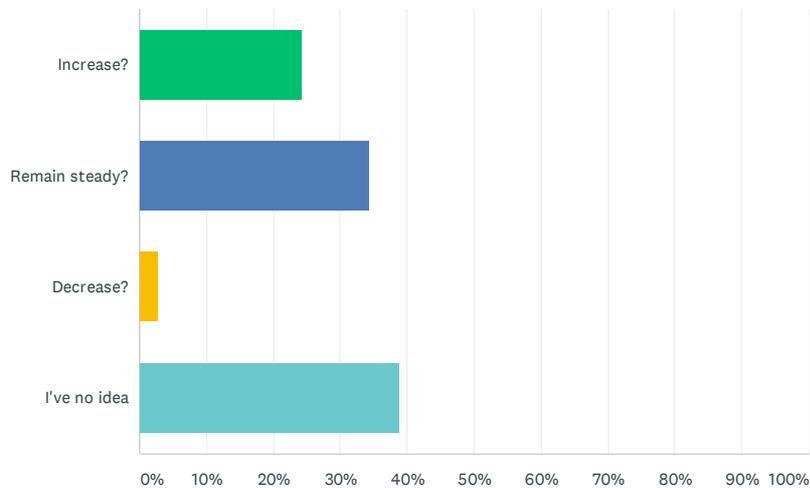


ANSWER CHOICES	RESPONSES
Increasing?	33.14% 175
Remaining steady?	41.48% 219
Decreasing?	6.82% 36
I've no idea	18.56% 98
TOTAL	528

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Answer relative to my current employer, which may not reflect the general status	1/31/2020 2:15 PM
2	From my own company's perspective yes, but i can't say elsewhere. IR35 is clearly an issue that is unfolding and in the immediate term may benefit a smaller agency such as ours.	1/30/2020 10:38 AM
3	My work involves sharing medcomms and healthcomms and the number of newsletters that land in my inbox has significantly increased this last 12 months.	1/29/2020 8:07 PM
4	This may relate more to the treatment area and growth of studies. Oncology is growing, other areas may not be as much.	1/27/2020 1:28 PM
5	There remains much med comms work coming from the pharma industry but there are also an increasing number of agencies chasing it. I don't think that pharma company's med comms budgets are increasing very much and winning contracts is challenging	1/27/2020 11:13 AM
6	with West European/UK-based agencies and freelancers while increasing with East European and non-Europe based supplied	1/27/2020 10:08 AM
7	From my own experience and those of freelance colleagues in medical writing as a whole, I'd say work was quieter than the previous 10 years or so I've been self-employed.	1/23/2020 4:38 PM
8	I am fairly new to this sector (one year in) so I couldn't really comment on trends and patterns over the years.	1/13/2020 2:20 PM
9	It is decreasing because budgets are becoming ingreasingly tight.	1/9/2020 4:40 PM
10	Hard to say. In 5 years, 2019 was my most sporadic/slowest year to date but 2020 is already off to a strong start, so maybe last year was just a blip	1/7/2020 2:57 PM
11	I believe IR35 will have an impact.	1/6/2020 9:19 AM
12	IR35 fears	1/5/2020 3:28 AM
13	Only around 12 months into freelancing	1/2/2020 7:54 PM
14	Use of PromoMats seems to have increased the referencing help needed	1/2/2020 7:12 PM
15	some concern about IR 35	1/2/2020 2:22 PM
16	I think it's increasingly but companies are being more selective about who they outsource the work to.	1/2/2020 2:18 PM
17	I wondered if it is decreasing due to increased use of AI but I really have no idea.	1/2/2020 1:55 PM

Q10 From your own perspective, comparing 2020 vs 2019 do you think the overall amount of consolidation/M&A activity amongst MedComms agencies will...

Answered: 528 Skipped: 0

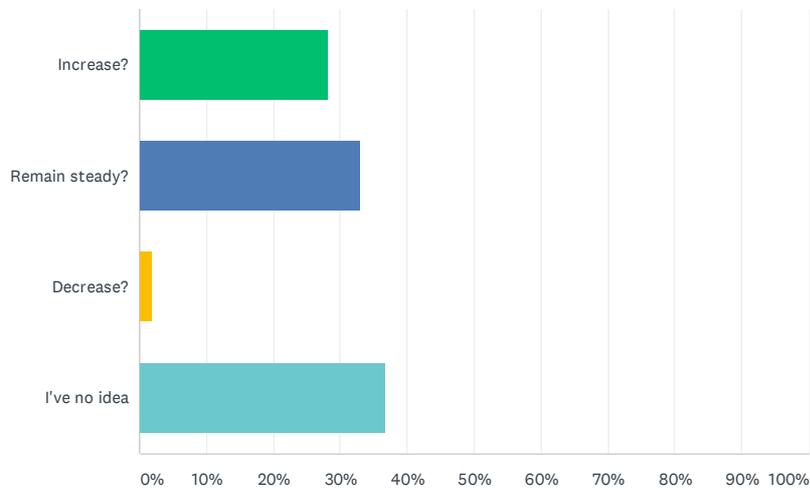


ANSWER CHOICES	RESPONSES
Increase?	24.24% 128
Remain steady?	34.28% 181
Decrease?	2.65% 14
I've no idea	38.83% 205
TOTAL	528

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Possible impact of Brexit 2021 onwards?	1/28/2020 1:23 PM
2	Private equity is giving companies the option to remain stand alone rather than having to be acquired by a network.	1/27/2020 7:21 PM
3	There are a great many med comms agencies out there and employment for medical writers is still abundant so if there is consolidation it is not affecting employment within the sector	1/27/2020 11:13 AM
4	I work in healthcare advertising, but we can see clients using us for more Med Ed and rep training type work. I think many agencies are branching out into different types of comms. Many of the writers employed have a variety of different backgrounds - so it makes sense to use this talent to increase the scope of work and agency can do	1/14/2020 9:13 PM
5	Unsure what, if any, impact Brexit will have this year on our European business.	1/14/2020 3:18 PM
6	surely there are not many more to merge!	1/7/2020 1:55 PM
7	Large companies have, not surprisingly, not recouped the purchase price of their acquisitions. Once the key drivers of the business leave and their people are absorbed, the lower motivated staff perform less well. Also big agency corporate culture cannot compete with small agency family style values. If you buy a company and then destroy its culture it turns to Ashes . Ash Med Comms!	1/4/2020 5:51 PM
8	Could the changes to IR35 affect this?	1/3/2020 3:36 PM
9	M&A activity? Peter, did you have this edited? ;-0	1/3/2020 9:51 AM
10	When there is Research only there will be health and health needs are growing following UN 2020 Millennium Development Climate Change convention focusing on health per se to global climate change	1/3/2020 4:05 AM
11	Don't know what consolidation/M&A is	1/2/2020 2:54 PM

Q11 From your own perspective, comparing 2020 vs 2019 do you think the overall amount of consolidation/M&A activity amongst Pharma/Healthcare/Biotech/Devices companies will...

Answered: 528 Skipped: 0

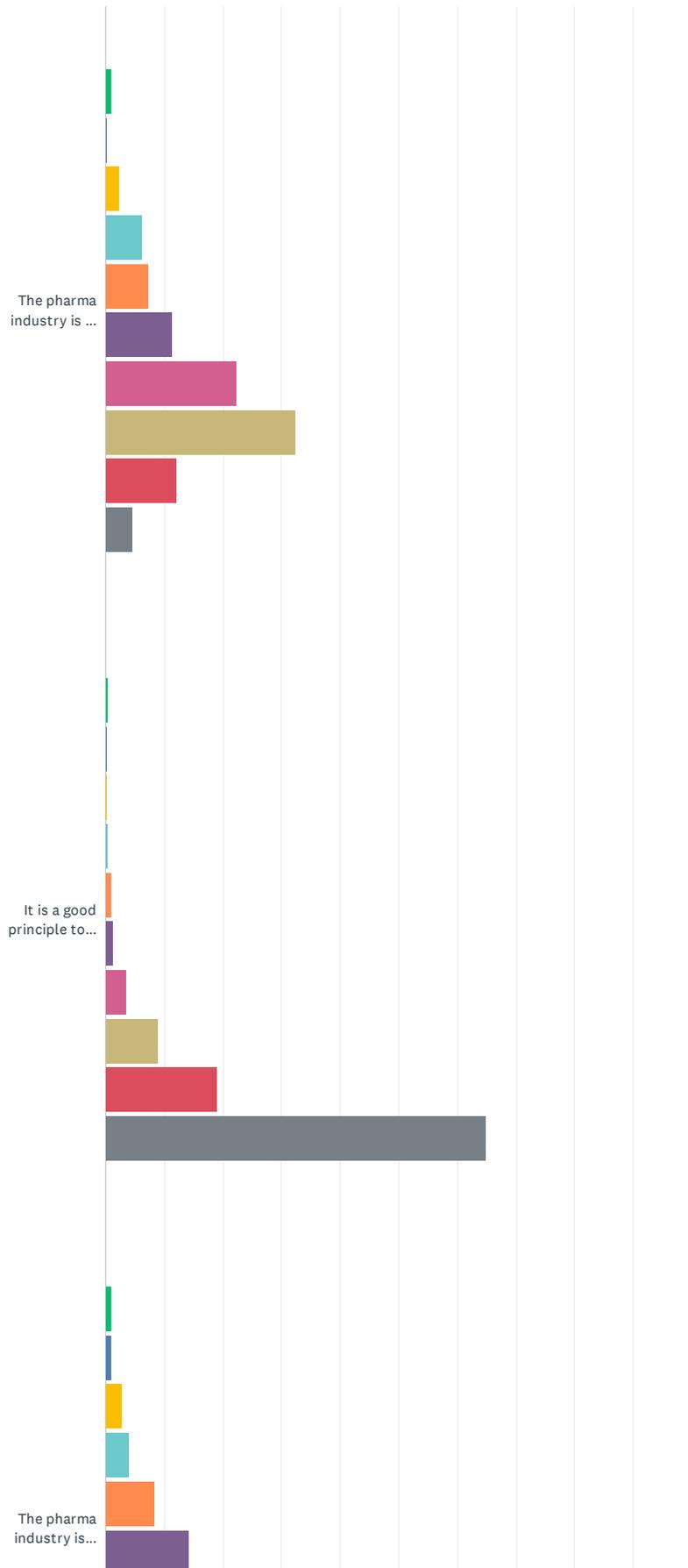


ANSWER CHOICES	RESPONSES
Increase?	28.22% 149
Remain steady?	33.14% 175
Decrease?	1.89% 10
I've no idea	36.74% 194
TOTAL	528

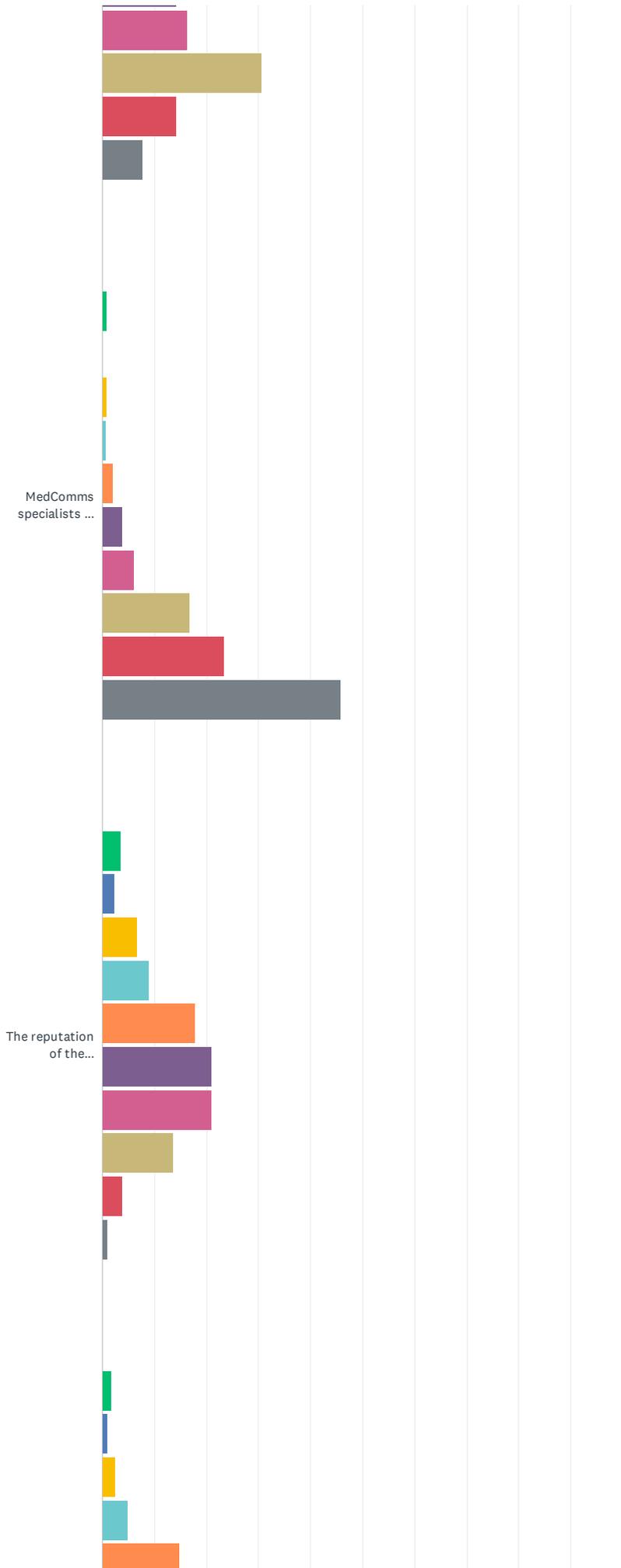
#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Possible impact of Brexit 2021 onwards?	1/28/2020 1:23 PM
2	There seems to be less appetite among the pharmaceutical players for large mergers - smaller ones may continue	1/27/2020 11:13 AM
3	Unsure what, if any, impact Brexit will have this year on our European business.	1/14/2020 3:18 PM
4	There no insight only press speculation	1/4/2020 5:51 PM
5	As above, will IR35 affect this?	1/3/2020 3:36 PM
6	Pharma will always seek to consolidate where they have gaps in their portfolio. They fear if they do not continue to grow in some way, they will fail	1/3/2020 1:05 PM
7	I had a chat with product manager of a pharma on job in flight and he shared this opinion with me pertaining to India	1/3/2020 4:05 AM
8	Don't know what consolidation/M&A is	1/2/2020 2:54 PM
9	M&A between big pharma and biotech will accelerate to allow the incorporation of new technologies such as gene therapy, RNAi, stem cells, etc into the larger organisation offerings and to fulfil the desire for increasingly personalised therapy.	1/2/2020 12:34 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).

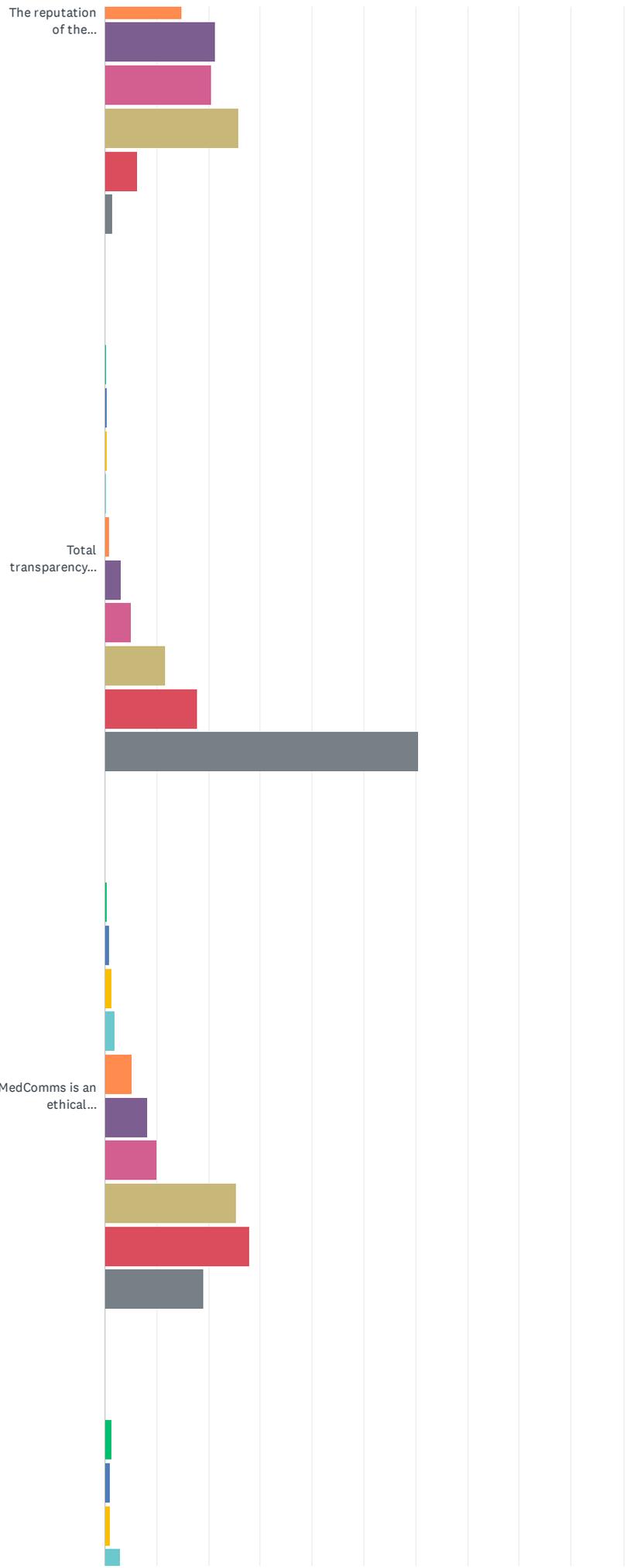
Answered: 528 Skipped: 0



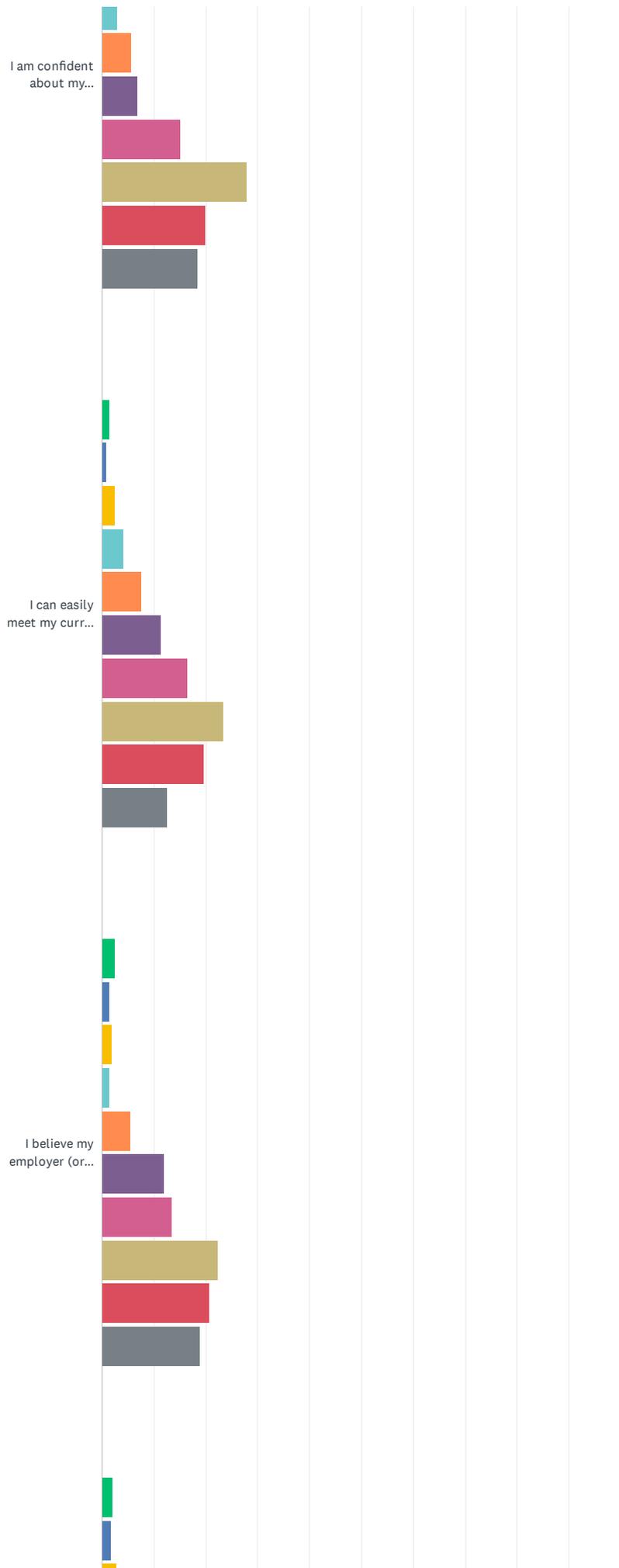
MedComms Networking Barometer 2020



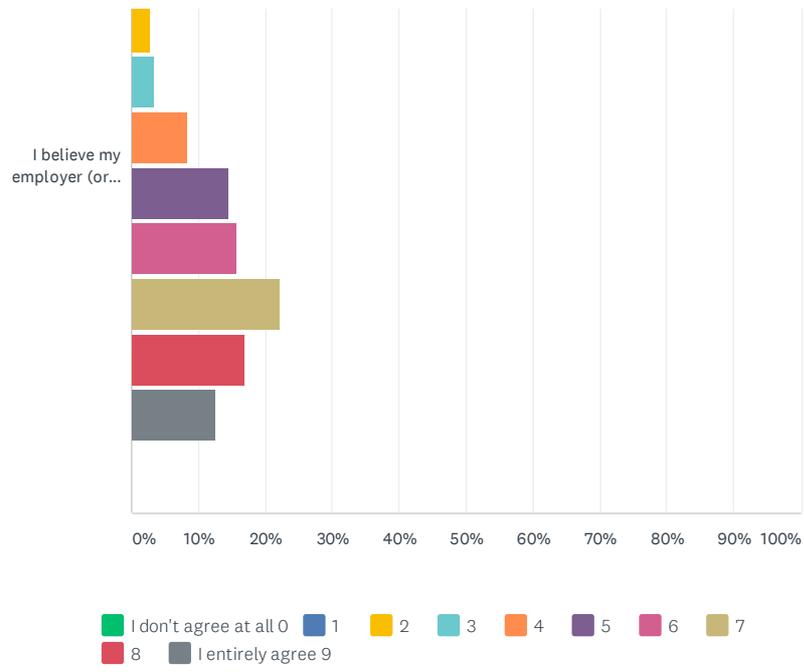
MedComms Networking Barometer 2020



MedComms Networking Barometer 2020



MedComms Networking Barometer 2020



MedComms Networking Barometer 2020

	I DON'T AGREE AT ALL 0	1	2	3	4	5	6	7	8	I ENTIRELY AGREE 9	TOT
The pharma industry is a credible and trusted source of information about medicines	1.14% 6	0.19% 1	2.27% 12	6.25% 33	7.39% 39	11.36% 60	22.35% 118	32.39% 171	12.12% 64	4.55% 24	5
It is a good principle to aim at, to publish all clinical trial data for all products	0.38% 2	0.19% 1	0.19% 1	0.38% 2	0.95% 5	1.33% 7	3.60% 19	9.09% 48	19.13% 101	64.77% 342	5
The pharma industry is indeed striving to publish all clinical trial data for all products	1.14% 6	0.95% 5	2.65% 14	3.98% 21	8.33% 44	14.20% 75	16.29% 86	30.49% 161	14.20% 75	7.77% 41	5
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	0.76% 4	0.00% 0	0.76% 4	0.57% 3	2.08% 11	3.79% 20	6.06% 32	16.67% 88	23.48% 124	45.83% 242	5
The reputation of the pharmaceutical industry is improving amongst the wider public	3.60% 19	2.27% 12	6.63% 35	9.09% 48	17.80% 94	21.02% 111	21.02% 111	13.64% 72	3.79% 20	1.14% 6	5
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	1.70% 9	0.95% 5	2.46% 13	4.73% 25	14.77% 78	21.40% 113	20.45% 108	25.76% 136	6.25% 33	1.52% 8	5
Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	0.19% 1	0.38% 2	0.38% 2	0.19% 1	0.76% 4	3.22% 17	4.92% 26	11.74% 62	17.80% 94	60.42% 319	5
MedComms is an ethical business	0.38% 2	0.76% 4	1.33% 7	1.89% 10	5.30% 28	8.14% 43	10.04% 53	25.38% 134	27.84% 147	18.94% 100	5
I am confident about my personal financial future	1.33% 7	1.14% 6	0.95% 5	3.03% 16	5.68% 30	6.82% 36	14.96% 79	27.84% 147	19.89% 105	18.37% 97	5
I can easily meet my current training needs	1.52% 8	0.76% 4	2.46% 13	4.17% 22	7.58% 40	11.36% 60	16.48% 87	23.48% 124	19.70% 104	12.50% 66	5
I believe my employer (or in the case of Freelancers - I) will increase revenues in 2020 compared with 2019	2.46% 13	1.52% 8	1.89% 10	1.52% 8	5.49% 29	11.93% 63	13.45% 71	22.35% 118	20.64% 109	18.75% 99	5
I believe my employer (or in the case of Freelancers - I) will increase profitability in 2020 compared with 2019	2.08% 11	1.70% 9	2.65% 14	3.41% 18	8.33% 44	14.39% 76	15.72% 83	22.16% 117	17.05% 90	12.50% 66	5

MedComms Networking Barometer 2020

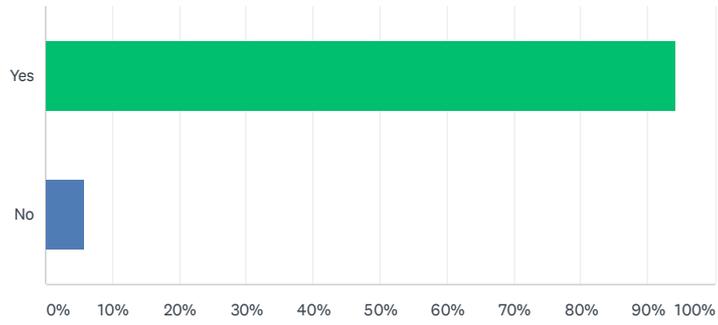
#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Pharma companies seem to be increasingly pushing down costs for MedComms support of publications and supporting materials. This along with factors such as Brexit and IR35 coming into play may in fact narrow the margin of profitability in 2020.	1/31/2020 2:13 PM
2	I think Med Comms would be an ethical business if everyone stuck to the rules that are in place. I don't think that happens in all med comms companies.	1/29/2020 4:40 AM
3	I'm unsure my employer will increase revenues/profits because we are a small company struggling to recruit experienced staff	1/28/2020 11:57 AM
4	Personal choice to take on less work this year, and perhaps the proposed changes to the IR35 rules will also have an impact	1/27/2020 12:54 PM
5	The pharma industry, to some extent, appears to be switching away from models of articles and meeting materials and is going for more online content which is affecting the type of work medical writers and med comms people do and the income they can derive from it.	1/27/2020 11:13 AM
6	I'm not sure of the relevance for pharma to win over the "wider" public (not achievable).	1/27/2020 10:24 AM
7		1/27/2020 9:43 AM
8	In question 1, 'credible' and 'trusted' should be separate questions	1/27/2020 9:34 AM
9	My feeling is that freelance rates / profitability have stayed at around the same level for 10 years or more - if not decreased - this probably reflects the general economy in the UK though	1/27/2020 9:24 AM
10	As an employee, it's difficult to predict if my company will increase revenue as the decision to hire is in the hands of the potential client. Unfortunately, the documentaries and some articles I've read paint a bleak picture of the industry to the public; there are many cases where the pharma company has put profits before patient health. We all have a responsibility to change this.	1/24/2020 12:26 AM
11	I think the impending changes to IR35 are already impacting work flow and more clients seem reluctant to pay an acceptable rate for experienced, qualified medical writers, more so in Med Comms than in Regulatory writing	1/23/2020 4:38 PM
12	I expect no difference in overall profitability (it's already very good and has been for many years)	1/22/2020 9:37 PM
13	Increased revenues and increased profitability will depend on IR35 regulations	1/22/2020 3:54 PM
14	1. Publishing all clinical trial data in journals is a nice idea but it's not realistic. What do you do after the 3rd rejection? 2. MedComms specialists COULD play a role in ensuring pharma (and med comms agencies for that matter) work to best standards, but my overwhelming impression is that most people (agency staff and freelancers alike) just turn a blind eye to stuff and keep their heads down rather than whistle-blow - they fear the consequences of being sticking their head above the parapet	1/22/2020 2:30 PM
15	Effect of IR35 changes	1/21/2020 7:02 PM
16	Not planning to increase revenues or profit because I am planning to work fewer hours this year	1/21/2020 3:10 PM
17	We have to bear in mind that profits are relative to, and offset by, overheads. While a company may increase overall revenue, profit may (counterintuitively) decrease if the company has to hire more staff to deliver the business. Conversely, staff attrition may contribute to a falsely high yearly profit.	1/17/2020 12:58 AM
18	No idea re profitability due to the potential effect of IR35 on availability of freelance work going forward.	1/9/2020 2:33 PM
19	Something I have little or no knowledge of is whether medcomms agencies ever/routinely question any dodgy practices, data manipulation etc. by their pharma clients.	1/6/2020 4:04 PM
20	I think med comms has had its head in the sand about the potential impacts of Brexit on workforce and talent, and that this year will be a challenge on that front	1/5/2020 10:43 PM
21	MedComms in providing ethical education to HCPs is entirely creditable. However it falls down when required by pharma clients to provide selective 'key messages' that are imbalanced. This is the entire reason why HCPs seek independant information sources. MedComms can only carry out the brief required, it cant change the brief. Therefore any criticism of communication bias gets levied at both pharma and their agencies	1/4/2020 5:51 PM
22	Recurring theme but concerned about the changes IR35 might bring	1/3/2020 3:36 PM
23	In 25 years work with pharmaceutical companies, I have only known them to have rose-coloured spectacles when it comes to their product. They very very rarely provide information to healthcare professionals which is the Good, the Bad and the Ugly. Rather it is always the Good Place.	1/3/2020 1:05 PM
24	None	1/3/2020 10:02 AM
25	I am searching for an opportunity and I had given ratings based on previous employment	1/3/2020 4:05 AM
26	The Medcomm industry is shrinking and there is a much stronger focus on consumer healthcare, patient oriented communication rather than high science.	1/2/2020 5:48 PM
27	In general, I value the flexibility to take time off when I want or need to rather than increasing earnings each year.	1/2/2020 2:25 PM
28	Already working at near max capacity.	1/2/2020 1:53 PM
29	There are many job opportunities in Medcomms, but it is not always easy to gain the skills that allow you to move. For instance if you have been working in pubs, but wish to try something like regulatory, employers will unlikely consider you for a more senior role unless	1/2/2020 1:36 PM

MedComms Networking Barometer 2020

you have related experience. And there is no way to get such experience when you are within a pubs role. So you get a bit stuck.

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

Answered: 528 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	94.13%	497
No	5.87%	31
TOTAL		528

MedComms Networking Barometer 2020

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	It seems there will always be a need for MedComms to support the volumes of clinical research.	1/31/2020 2:13 PM
2	If you can figure out a way in.	1/31/2020 10:27 AM
3	It depends on their backgrounds and career/personal goal.	1/31/2020 3:20 AM
4	Yes, but I think everyone should first be employed as a writer in an agency/publisher/pharma company for at least a little while before trying to freelance, in order to get some training.	1/29/2020 4:40 AM
5	I think the decision should rest with the individual. I'd be open and honest about the job: It can be tough, but rewarding, and you will never be out of a job - there's always positives and negatives, make an informed decision	1/28/2020 2:50 PM
6	Good money! Interesting work.	1/28/2020 1:23 PM
7	Med Comms is a great industry to work in. It offers a path to stay in science without being tied to a lab. It should be more widely known and I think work at school level would help increase the number of people moving in to the industry	1/28/2020 11:12 AM
8	I think that medical writing at least, is a good application of a scientific background/training. Some other med comms activities such as client/project directors are a less good use of such skills and require more managerial and salesmanship skills	1/27/2020 11:13 AM
9	Plenty of important caveats. Downsides need to be understood. Not for everyone.	1/27/2020 10:41 AM
10	Yes somewhat. The pace is faster and the area more difficult to penetrate than when I started	1/22/2020 9:37 PM
11	No way. Be a doctor.	1/22/2020 2:30 PM
12	But yes if I really think the person is suited and would like it - it's not for everybody	1/21/2020 3:10 PM
13	I think anyone considering a profession in MedComms should be aware of how the industry is likely to be affected by the confluence of AI and Big Data.	1/21/2020 11:23 AM
14	If you love science and love writing, it's great! There are currently so many opportunities in the UK for those more technically minded and those who love to be creative. It can be tough and stressful at times but you get so much out of it. Definitely a great career path.	1/14/2020 9:13 PM
15	It's less rewarding the higher up the pole you scramble. If you want to write - and not move beyond a middle management role - you might as well give up on a career. If you want to ascend to the more senior levels you'd be better off on the accounts side.	1/7/2020 3:55 PM
16	As a freelancer, the amount of freedom I have is nice.	1/7/2020 2:57 PM
17	I frequently recommend it to people	1/7/2020 2:01 PM
18	especially great for women as I find that it offers flex to wfh and work flexi hours so long as the work is done. More and more companies are getting on board with this and I think it's a great move for them to be part of	1/6/2020 3:31 PM
19	But bearing in mind that it can be stressful, and you must be able to take feedback well!	1/6/2020 9:47 AM
20	It's worthwhile, and getting better as med comms agencies begin to recognise that work/life balance results in higher productivity and better work, but they're only starting to move away from the old bums-in-seats mentality	1/5/2020 10:43 PM
21	MedComms provides a fascinating insight into key issues in drug development. The only downside is that if you work closely in a disease area ...and then by chance you or people close to you get that disease...you know too much..	1/4/2020 5:51 PM
22	If you work hard the career progression is swift and salary bands are big. There is a very clear career path so easy to see where you are going and the work is varied and interesting.	1/3/2020 5:16 PM
23	it really depends on what the individual wants to achieve, where they are starting from. If someone wanted to get into medical writing straight after they graduate in their early twenties for example, then I would absolutely recommend this. However, if someone was considering a career change later in life, possibly had a family already, then no, I would not recommend it.	1/3/2020 9:38 AM
24	I enjoyed the publishing and year end panel discussion. This showed me who and how people have different perspectives and work together in medical publishing	1/3/2020 4:05 AM
25	I do recommend MedComms as an option for budding medical writers, but I make sure to tell them about the downsides (being bottom of the food chain, low pay, long hours, generally exploited by agency management).	1/2/2020 7:46 PM
26	Proper career planning and budgeting for networking events are crucial, particularly for freelancers.	1/2/2020 4:06 PM
27	Wish I had known about it earlier. More needs to be done to promote this career path as an option to undergrads and grads involved in science majors	1/2/2020 2:19 PM
28	If Medcomms companies and agencies want to work with top freelancers, they need to offer them more flexibility, timely payments and professional respect, rather than treating them as dispensable.	1/2/2020 2:18 PM
29	It's a parasitical profession that adds little value while contributing to the astronomical price of drugs that largely do little for the populations they're supposed to treat. If I wasn't such a coward, I'd leave it in a heartbeat.	1/2/2020 2:03 PM
30	For those at the start of their career - the expectation to work well above the number of contracted hours should deter those with other commitments.	1/2/2020 1:51 PM
31	There are different roles for you to choose from which all contribute to the dissemination of scientific information: med writing, editorial, graphic design, project management, client	1/2/2020 1:36 PM

MedComms Networking Barometer 2020

services, analyst. However, working within MedComms is not always enough to get you a different role. Companies still insist upon asking even experienced writers to complete the dreaded writing test before offering you a writing position, which is nothing but a waste of time for all involved. Perhaps a strong reference would suffice? There is always a probationary period anyway. Membership of the professional body should be used more. At present I do not find it useful. I also feel that it may be necessary to try a few companies. They differ so greatly from one company to the next, it's difficult to predict which will be a good fit for you.

32	For job security, it beats staying in academia. Unfortunately this is at the expense of work-life balance and autonomy, which should be explained when recommending MedComms as a career	1/2/2020 1:31 PM
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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: 56 Skipped: 472

MedComms Networking Barometer 2020

#	RESPONSES	DATE
1	Lately I've seen the increase in agency "executives" who are largely managing processes and clients; it's not always the best model especially for smaller pharma companies with early stage products.	1/28/2020 4:46 PM
2	I wonder why levels of writers are not more standardized. For example, I feel like I've met medical writers that would be seniors at other companies (and vice versa). Would standardization help with staff turnover problems? (Why stay a medical writer at one place when you'd easily get a senior writer position elsewhere...?) Perhaps some way of uniformly grading/banding writers could help both sides of the equation...just a thought.	1/28/2020 2:50 PM
3	The questions about all clinical data from a study were answered as if they referred to all primary data from a study. Each study could have thousands of tables of data and I don't think all of that should go into a journal publication.	1/27/2020 1:28 PM
4	Med comms work appears to remain buoyant - I am continually approached by recruiters suggesting a plethora of opportunities for those who want them. The pharma industry is for the most part, profitable and I believe will continue to outsource med comms and regulatory work which will sustain our industry	1/27/2020 11:13 AM
5	Ongoing challenge with work-life balance for majority of med comms employees. It is not surprising to me that many go freelance.	1/27/2020 11:11 AM
6	IR35 - will freelancers need to increase their rates if their clients can't agree to contracts that are outside IR35?	1/27/2020 10:41 AM
7	It's a high pressure environment where people are expected to overwork with reimbursement. The work is often unrewarding and clients are demanding	1/27/2020 10:08 AM
8	poor work life balance as clients expect you to respond regardless of time	1/27/2020 9:59 AM
9	Publication of all clinical and device trials and should definitely be done, otherwise how will the research community learn from the data? I accept that it is not always easy. Medcomms must be inquiring as to the provenance of data and how they are reported, especially when only a small aspect of a particular trial is the key topic in a manuscript.	1/27/2020 9:43 AM
10	I hope MedComms reach the middle-east. Until they do, it takes tremendous effort to gain knowledge and skills about this field ;not to mention the lack of training. Please consider offering remote training programs (or even on the site ones) for aspiring medical writers for international applicants. You may find gems where you least expect to.	1/27/2020 9:08 AM
11	It is difficult to get a handle on the state of the pharma industry, as all the information is fragmented. Are there organisations that actually look at the industry as a whole?	1/24/2020 12:26 AM
12	No.	1/22/2020 4:51 PM
13	-	1/22/2020 4:01 PM
14	Ethics concerns me. GPP3 isn't being policed, therefore I am not convinced it is doing what it set out to do. It needs teeth. In the last 2 years I've seen med comms professionals proudly flashing around their CMPP post-nomials but behaving in a way that is completely inconsistent with either the letter of GPP3 or the spirit of transparency enshrined in it. It's not just pharma and agencies at fault - authors are at fault too. Most don't take their responsibilities seriously enough. They just want their name on the thing but don't bother properly reviewing it - and most don't know what the full data set is anyway so can't possibly know if there are important omissions.	1/22/2020 2:30 PM
15	IR35!	1/21/2020 3:10 PM
16	I suspect that in the next 5 years we will see changes in medical writing that will make data easier to aggregate from text, and that machine translation of such aggregated data may make research easier for the large majority of researchers whose native language is not English. It will be very interesting to see how today's professionals respond to those changes.	1/21/2020 11:23 AM
17	Plenty of work out there, but not as many skilled providers as perceived by industry. Most industry clients have been let down by their suppliers on more than one occasion. Good people to recruit are rare	1/16/2020 12:34 PM
18	It will be interesting to see how the implementation of IR35 in the private sector affects freelancing and contract roles in med comms in 2020, and how pharma and agencies plan to act on it.	1/16/2020 12:34 PM
19	The biggest issue for 202 will be the new IR35 rules. It remains to be seen how these will affect my business	1/15/2020 9:06 AM
20	So, I'm currently a freelancer. Mainly because I have a kid and want the flexibility to take more than 24 days off a year. I'd like to see more flexibility in terms of hours and days off. Most of us work more than our 7.5 hours a day and most of us can work well from home. I'd love to see introductions of 4 days week (I think Synergy have implemented this), or more working from home access - I think we need to look at how we can add flexibility into how we work.	1/14/2020 9:13 PM
21	It will be interesting to see what impact Brexit has on the industry	1/9/2020 1:43 PM
22	no	1/8/2020 2:50 PM
23	No	1/8/2020 1:40 PM
24	There is currently a high level of uncertainty around IR35 within MedComms companies leading to concern within the Freelance community about future contracts post March 31st - many organisations only renewing existing agreements until that date and not beyond.	1/7/2020 2:14 PM
25	I am grateful for this survey. I love the freedom of working from home and feel that it's a friendly, diverse and welcoming industry to be a part of.	1/7/2020 2:01 PM
26	I am just entering the Pharma Industry...	1/7/2020 1:47 PM

MedComms Networking Barometer 2020

27	24/7 working, stressful deadlines and last minute pressures are the new normal - makes planning very difficult	1/7/2020 10:55 AM
28	There is some good research and work being done in the industry to improve the credibility of the industry and share best practice. It would be good to see more people getting involved with groups like this e.g. The PM Society Interest groups (Patient Engagement, Market Access, Industry Agency Relations etc.). Perhaps a partnership could be done with the medcomms networking community or webinars.	1/6/2020 12:32 PM
29	The rise of virtual agencies is hugely positive for freelancers like me, providing opportunities to be part of large-scale project teams and high profile projects I wouldn't have the opportunity to work on on my own. The community which surrounds these agencies is also hugely beneficial.	1/6/2020 12:23 PM
30	Pitching has become commonplace for small pieces of work. Procurement is driving down price, regardless of value add. This is crippling smaller agencies. We need to e dry pressure on pharma companies to behave ethically with their suppliers.	1/6/2020 11:48 AM
31	Industry to face some challenges this year with further Brexit uncertainty, IR35 changes, and the growing focus on drug pricing, but further company proliferation, new exciting research areas being funded, and medical affairs gaining yet more control over bigger budgets, I am confident that we and the industry will continue to grow in 2020!	1/5/2020 3:28 AM
32	MedComms is best served by passionate dedicated people (eg Anne Clare Wadsworth) who have a real interest in the area and looking after their people rather than a main interest in making money and hitting targets. Therefore small agencies will always be the healthiest vibrant places to work. Once an agency is swallowed up by a stock market listed company all previously held values change overnight and the original managers turn into corporate puppets to hit the new financial targets. One thing I would like to see change in 2020 is an end to medcomms agencies posting endless marketing trash on linkedin such as ' We're all wearing coloured socks for asthma awareness day' or ' Heres our team with their poster at the XYZ conference in Boston'.... MedComms is great but dont disappear up your own bum! . Keep it small, keep it with passionate people who care about healthcare and people. Shun the corporate ! Also its worth remembering we all wear 3 hats we are 1) industry people and also 2) patients and 3) we want NICE to guide using the UK budget efficiently. So if we want to ultimately improve healthcare how as medcomms professionals can we help? Thats why we need passionate people who care! If you pesonally needed information as a patient or NICE what would you want / need and with what clarity?	1/4/2020 5:51 PM
33	I pray for all of us having to phase out our use of Zinc and get to grips with Veeva Vaults in 2020. What a pain! Otherwise, I think the state of med comms as a business is good, services are in demand, job security and wages feel good.	1/3/2020 5:16 PM
34	Many of the agencies I am working with have said they will make a decision on IR35 in January and let me know the outcomes. Having got work lined up with one of the larger agencies until June 2020, I have not even taken this account in my next 6 month planning as I am concerned, the outcomes of the larger agencies will be a blanket policy of not using contractors or only if they work through an umbrella company - will they then pay the increased hourly rate to account for the fees charged to do this?	1/3/2020 3:36 PM
35	Still very noticeable how Pharma heavily 'encores' positive findings at conferences and produces multiple papers on positive data yet is not so keen to disseminate negative or neutral findings in order to reach different regions and types of HCPs..etc etc. HCPs are equally culpable, this creating an inherent bias in what is being communicated. This is one of several examples where pharma in particular is harming its reputation.	1/3/2020 1:01 PM
36	No	1/3/2020 10:02 AM
37	MedComms agencies continue to struggle to recruit high-calibre staff in all roles and this is becoming a limitation to the ability of some agencies to grow and meet client expectations.	1/3/2020 9:44 AM
38	There are professional organisations for editors and writers, but why is there not one for MedComms professionals? There's a lot of common ground despite the varied job roles, and it can be hard to get opportunities to see what's going on in the industry outside your immediate surroundings. There are also many common challenges that MedComms professionals face, and it can sometimes be hard to know where to turn for inspiration or advice. At those times you can feel like you're on your own, but I'm sure there are others in other agencies who are in very similar situations.	1/3/2020 8:48 AM
39	Doctors in India believe they need to be helped to publish their case reports and is a business opportunity	1/3/2020 4:05 AM
40	More regulations regarding data sharing with publications and increased financial transparency and disclosures per ICMJE, as well as increased requirements for plain language summaries will help to improve transparency and communication between industry and HCPs and general public.	1/3/2020 1:11 AM
41	Satisfying client expectations (do more for less \$) and quicker project turnaround times (usually caused by poor planning), while allowing agency staff some measure of work/life balance, are essentially unsustainable, and also jeopardize agency profitability. Most clients have a poor grasp of the time and effort required to produce quality work.	1/2/2020 10:56 PM
42	A big constraint on growth of the MedComms industry is lack of experienced and talented medical writers. Agencies will continue to struggle to recruit and retain medical writers until fundamental changes are made to recognise and reward talent appropriately. It would help if senior management at agencies included more individuals from the scientific side of the business rather than commercial, as the latter often have little grasp of what it's like at the coalface, which can lead to uninformed decision-making.	1/2/2020 7:46 PM
43	Better known than when I joined. Poor consensus over where medcomms begins and ends, depending on who you talk to it can include or exclude pubs, patient materials, internal comms, PR or promotions. Med Ed slide decks are the only thing everyone seems to agree on.	1/2/2020 7:02 PM
44	I fear that outsourcing of Medcomms work by pharma companies to third parties might lead	1/2/2020 5:41 PM

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to a dip in quality of medical information documents being produced because the folks writing those documents aren't key opinion leaders but simply graduates with a science degree (or even an unrelated science degree to the area they are writing documentation for). The pharma companies risk introducing scientific inaccuracies into their literature this way. It would be better if all their medcomms work was done in-house, and they hired and trained outsiders to become KoLs in the fields they're being hired for. My honest two cents.

45	Challenges may arise if one is trying to make a transition between niches.	1/2/2020 4:06 PM
46	no	1/2/2020 2:27 PM
47	Seems to be more stable going into this decade vs the early 2010's	1/2/2020 2:19 PM
48	Pharma companies are more aware nowadays of the requirement to be open and honest about their behaviour, however they need prompting by med comms professionals on how to do this in reality rather than just in appearance.	1/2/2020 1:51 PM
49	I have looked around at a few roles in 2019 and I have been quite shocked at the writing tests that are being churned out, often with unreasonable deadlines for completion, poor briefs and many hours of work. When you are interested in finding out if a role might be suitable for you, having this as a hurdle as well can be very off-putting. One agency writing test has put me off ever applying for a job there again, which should be concerning as it's always very challenging to recruit writers.	1/2/2020 1:46 PM
50	I'm somewhat anxious what Brexit will bring for the industry	1/2/2020 1:42 PM
51	I think that wherever you are you will always find that people comment on your work, and change things you have spent hours writing. Don't feel disheartened. It's all part of the learning process.	1/2/2020 1:36 PM
52	The UK is doomed...	1/2/2020 1:31 PM
53	No comments	1/2/2020 1:28 PM
54	Pharma, and Med comms, is still stuck in an out-dated neoliberalism mindset, which needs to change.	1/2/2020 1:22 PM
55	?	1/2/2020 12:33 PM
56	n/a	1/2/2020 12:29 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: 65 Skipped: 463

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#	RESPONSES	DATE
1	Meet the publishers series is very informative.	1/31/2020 3:20 AM
2	I'm new, not young and can't work regularly due to disabilities, but would like to know more about training for certification etc, what options are there? and how to register with relevant professional organizations? are there mentorship programs for instance?	1/29/2020 8:07 PM
3	Impact factor/journal prestige (NEJM, Lancet, etc) vs targeted publications (eg, do more dermatologists read NEJM or Journal of the American Academy of Dermatology). Digital features (audio slides, interviews, etc) and workflow - reviews, approvals, etc	1/28/2020 4:46 PM
4	Workshop facilitation, how to train medical writers - perhaps aiming to a universal baseline standard, like a more junior version if CMPP	1/28/2020 4:22 PM
5	A course/collaborative event on how to design engaging workshops would be good! (A workshop about workshops, very meta!)	1/28/2020 2:50 PM
6	The future form of medical communications - will it be all electronic/online - is the print format dead? Are numerous large medical congresses sustainable - is it environmentally responsible for thousands of delegates and pharma/technical people to fly all over the world to attend such meetings? The rise of medical podcasts - are they preferable or complementary to written articles and what is the best content for them? How much influence should pharma companies have over the content and wording of the med comms activities they sponsor? (many don't seem to have awareness or pay much attention to the ABPI and other guidelines) Will separation from the EU diminish or hamper med comms activities in the UK and elsewhere? (Controversial!!)	1/27/2020 11:13 AM
7	How freelancers can agree contracts with agencies and pharma companies that allow freelancers to work outside IR35.	1/27/2020 10:41 AM
8	Well being, mental health, work life balance, compliance awareness and training	1/27/2020 10:08 AM
9	Wider awareness of statistical concepts; better use of graphics	1/27/2020 9:43 AM
10	I think I made this recommendation last year, but careers guides for people who do not come from academia, eg BSc graduates and those moving from other professions	1/27/2020 9:17 AM
11	Giving information about training or entry level jobs which accept international applicants.	1/27/2020 9:08 AM
12	Medcomms and Brexit. (Sorry.)	1/25/2020 2:12 PM
13	I'd like to see more content for medical writers already in the industry (you've got your first medical writing job. What now?) such as: career progression and types of roles available, more content about freelancing, transitioning from one type of medical writing to another (for instance, regulatory to medcomms and vice versa), more information about regulatory writing.	1/24/2020 12:26 AM
14	Copyright: copying, substantial alteration, etc.	1/23/2020 12:34 PM
15	Peter, thank you for all your efforts in providing networking opportunities for freelancers in 2019 - they are very valuable. I know that you have been making huge efforts to get freelancers to consider the potential effects of the IR35 legislation on their businesses and to get agencies to respond to them. I am hoping this survey in itself might prompt more questioning and discussion - and that you will provide a forum for those discussions to take place.	1/23/2020 7:43 AM
16	IR35.	1/22/2020 4:51 PM
17	-	1/22/2020 4:01 PM
18	IR35	1/22/2020 3:54 PM
19	The practical impact of new IR35 legislation following its introduction in April 2020 - how have freelancers and hirers been affected?	1/22/2020 3:41 PM
20	A Workshop/networking event/seminar on the topic of what professional bodies/associations are out there for MedComms freelancers, what they offer, and which ones to think of joining (and why and at what cost), could be useful I think.	1/22/2020 2:09 PM
21	Regulatory writing	1/21/2020 7:02 PM
22	Strategies for successful collaboration among freelancers and small MedCom companies.	1/21/2020 11:23 AM
23	Suggestions for advancing knowledge and career. For example, useful reading and courses.	1/20/2020 1:56 PM
24	Complex statistics - propensity scores, network meta-analysis multiple-criteria decision analysis etc.	1/16/2020 12:34 PM
25	As above, managing your business with the introduction of IR35 in the private sector (agency, pharma and freelance/contractor perspectives)	1/16/2020 12:34 PM
26	Regulatory writing topics	1/16/2020 11:32 AM
27	Overcoming isolation when working from home Maintaining good physical and mental health when working from home	1/15/2020 9:06 AM
28	I'd love to see how freelancers have made projects work when they've been travelling around - or working for companies remotely (when you're in a different country). I'd also love to see (I'm personally interested) how the rates for different types of med com professionals vary from country to country - so, for example, I know what I can charge as a freelancer in the UK, but if I am working for Singapore or Australia for example, what should I be charging. Also are there different 'ABPIs' for different countries - I think we are getting to the stage where, as writers, we don't just have to work for the country we live in - we should be branching out...	1/14/2020 9:13 PM
29	IR35 and working with contractors	1/14/2020 2:45 PM
30	Maybe something around MedComms in Europe - are there any face to face meetings or	1/13/2020 2:20 PM

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anything like that? I find that there tends to be a UK focus, fair enough since the majority of the jobs do seem to be in the UK, but I am wondering if there is something else over on this side of the water.

31	The role of the editor	1/9/2020 9:21 PM
32	More clarity on IR35 and impact on freelancers	1/9/2020 5:47 PM
33	Social media update	1/9/2020 3:12 PM
34	Impact of Brexit - what to expect	1/9/2020 1:43 PM
35	no	1/8/2020 2:50 PM
36	Professional memberships (discounts, offers, etc)	1/8/2020 1:40 PM
37	A thing I struggle with is scheduling due to ever changing and last minute deadlines. Since these are often caused by the agency's client sending things late, rather than it being the agency's fault (or so they tell me), I feel that I can't charge late fees even though I have lost out on work (and therefore money) on multiple occasions. I'd be very interested to find out how other freelancers deal with this kind of thing.	1/7/2020 2:01 PM
38	Welfare, time management, conflict management	1/7/2020 10:55 AM
39	The impact of IR35 on freelance workers	1/7/2020 10:34 AM
40	More insight on IR35 and how it will impact agency/freelancer working relationships; quick overview of using different referencing systems would be useful (it would also be useful to know if other writers have issues alternating between Endnote and Mendeley - e.g. I've encountered issues with the Mendeley add-in when using Endnote)	1/6/2020 9:37 PM
41	The old IR35 sole trader vs limited company status for freelancers once we know what's happening!	1/6/2020 4:04 PM
42	Ethical pharma ... partnering transparently with their agencies.	1/6/2020 11:48 AM
43	Compliance - especially wrt. patient engagement activities	1/6/2020 9:46 AM
44	Less focus on publications - I have done 1 solitary paper in 5 years as have many others. It would be interesting to discuss ideas for events & particularly how events can be less wasteful given the climate crisis - fewer flights, food wastage, less print material going straight in the bin etc.	1/3/2020 5:16 PM
45	IR35 - how to navigate it, what it really means (post April 2020), if a limited company and you are being affected by it, what can you do etc. APBI refresher/update How to effectively pitch for new business	1/3/2020 3:36 PM
46	No	1/3/2020 10:02 AM
47	MedComms is a difficult business, and there can be a lot of reinventing the wheel. Without compromising intellectual property or competitive advantage, it would be great to have more sharing of know-how in terms of helping everyone in the industry to learn from each other about how to do things well in a way that is conducive to a healthy career. A lot of people get burnt out putting in a lot of hours over time, and that's a real shame as they're generally the best people. How can we prevent that happening?	1/3/2020 8:48 AM
48	Further training events. For example, a workshop on ABPI guidelines.	1/3/2020 7:58 AM
49	Writing case reports as a freelancer	1/3/2020 4:05 AM
50	How current ICMJE regulations will be enforced, how groups are interpreting these requirements, how to maintain increased transparency with HCPs and general public	1/3/2020 1:11 AM
51	Will robots replace writers? AI/machine learning seems to be penetrating the regulatory writing field - is this likely to happen in medcomms as well? If so, what is its likely impact on the traditional role of the medical writer?	1/2/2020 7:46 PM
52	The impact of IR35, and for agencies to communicate what they're doing with regard to this	1/2/2020 7:12 PM
53	Hyphens and dashes. Would one symbol make life easier for everyone? Designing Comms that actually change behaviour. Knowing your audience. Examples of great audience-specific tweaks that help reach a key HCP. The clients' view, what are clients looking for in an agency, how do you get their attention. What wins or loses a pitch from their perspective.	1/2/2020 7:02 PM
54	Networking to recruit freelancers for medical writing and other editorial/communication activities	1/2/2020 5:48 PM
55	Topics on Regulatory Affairs for Medical Devices and the imminent enforcement of new Medical Device regulations in Europe would be appreciated.	1/2/2020 4:06 PM
56	Writing tests: how to handle it	1/2/2020 2:27 PM
57	Impact of AI; Digital trends among journals; Trends for journals to require Plain language summaries; Social media usage.	1/2/2020 2:23 PM
58	Training needs/keeping skills fresh for mid-career/more experienced professionals	1/2/2020 2:19 PM
59	Life in MedComms outside the UK and USA (i.e. rest of Europe/other parts of the world)	1/2/2020 1:42 PM
60	How to deal with feedback on your work Moving between areas, eg from pubs to regulatory The trade off between speed and accuracy Basic statistics Clinical trials	1/2/2020 1:36 PM
61	What do agency staff look for in an employer? We talk a lot about what the agencies want, but in a (good) candidate's market, surely we should be looking at what agencies can, and do, offer their staff. I'm not talking the usual, generic waffle about work-life balance, great colleagues etc - some honest differentiators that employers are willing to be accountable for delivering on are needed.	1/2/2020 1:31 PM
62	Still haven't seen any initiatives from dinosaur publishing houses to unify their activities (standardise manuscript submission requirements, formatting, styling, peer-reviewing, etc),	1/2/2020 1:22 PM

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all with the aim of speeding up scientific exchange. Nor has there been any initiative to standardise costs of permission requests.

63	the role of strategic support in the pharma industry Compliance in the pharma industry and what to be aware of	1/2/2020 12:58 PM
64	meeting more Pharma marketing people.	1/2/2020 12:46 PM
65	n/a	1/2/2020 12:29 PM