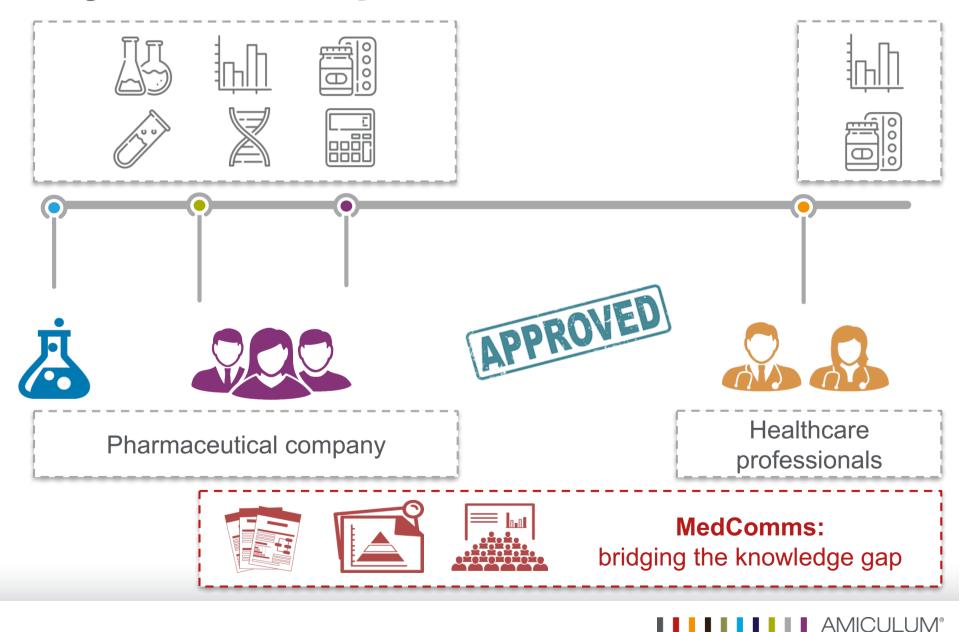


Jane Smith

What is MedComms?



Why is it so important?



How do we bridge the knowledge gap?

Strategic



Brand planning



Market and competitor analyses



Communications strategy development

Tactical

Meetings

Satellite symposia

Standalone meetings

Advisory boards

Booth content

Virtual events

Expert engagement

Scientific content

Slide sets

Publications

Literature reviews

HEOR and market access materials

Patient communications

Training materials

Promotional materials

Objection handlers

Speaker training

Visual aids and detail aids

e-Learning

Digital

Websites/apps

Videos and animations

Infographics

Social media

VR and AR

What does MedComms mean to me?



MedComms agencies work
with pharmaceutical clients to
raise awareness of diseases
and treatments, educating
and informing healthcare
professionals about the benefits
and risks of new therapies,
supported by clinical and
economic data









Intellectually stimulating and rewarding



Chance to expand scientific understanding

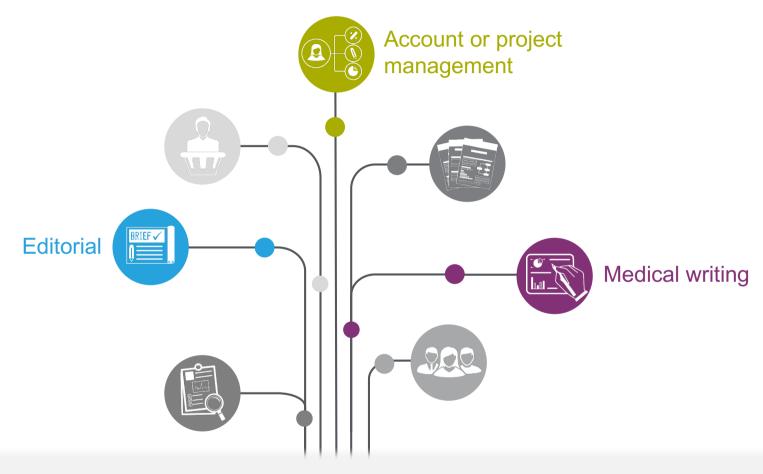


Opportunity for development and growth



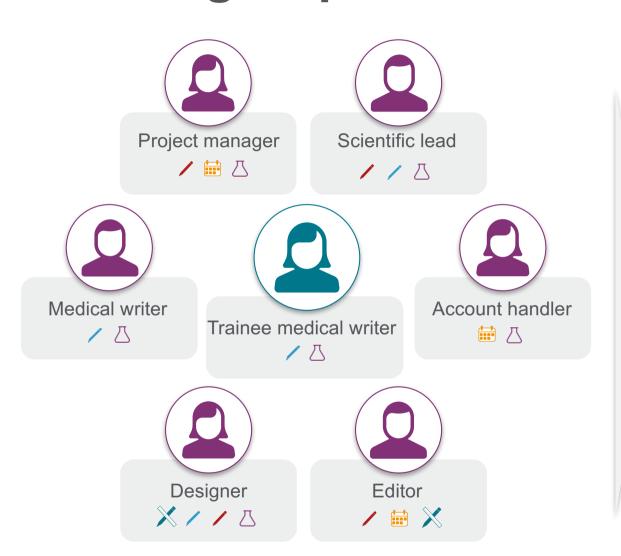
May involve travel to meet clients/KOLs

What are the entry opportunities?



Key attributes for any role: scientific knowledge, teamwork, eye for detail, organizational skills, good communication, adaptability and eagerness to learn

Working as part of a team



Advisory board

Objectives and briefing calls Agenda Venue logistics Attendee travel plans Slide presentations Pre-reading materials Signage and materials Slide rehearsals/tech checks Onsite attendance Post-meeting report **Evaluation forms**













Choosing an agency – key criteria

Size and structure

Smaller, nimble independent business or large international network organization?

Reputation

Strong heritage? High-quality deliverables? Positive team morale? High team retention rate?





No two agencies are the same – you need to find the best fit for you

Sources of information



Websites, networking events, internships/work experience are all invaluable sources of information to ensure that you are prepared for the interview **and** for your first day on the job



NZ • CHINA • SINGAPORE • UAE • SWITZERLAND • UK • USA

My journey into MedComms

Mary Thorp



This time last year...





Scientific research

- · Stem cell research project
- Academic poster
- Written literature review and dissertation



Teamwork

- · Ladies' Rugby
- Choir
- Orchestra



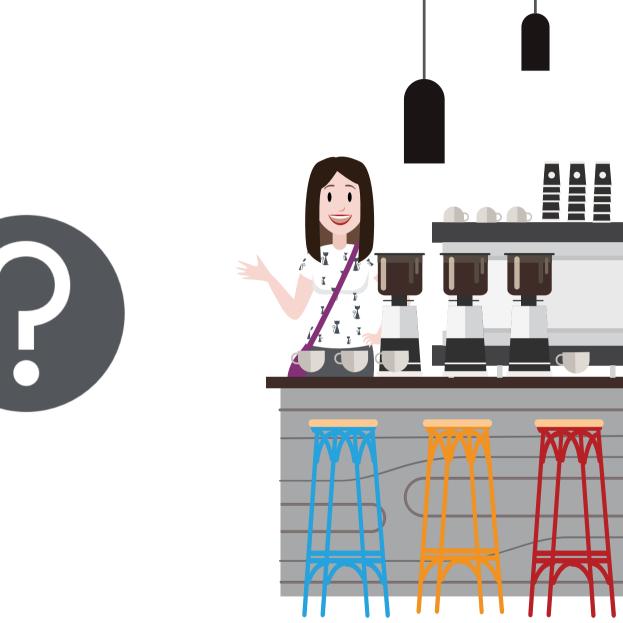
Communication skills

- Volunteering with young adults with disabilities
- Waitressing
- Laboratory work



Responsibility

- President of Sheffield University rugby team
- · Section leader of King's school orchestra
- · Camp counsellor





MedComms vacancy



Q

Vacancy

Trainee medical writer
AMICULUM Limited

Location: Bollington

Throughout my Master's degree, I regularly produced **posters and presentations** and enjoyed the challenge of making these visually impactful and accessible to scientists and non-scientists alike. I have also demonstrated both **teamwork** and

leadership through my role as Club President for my Ladies' Rugby team.



Unsuccessful application

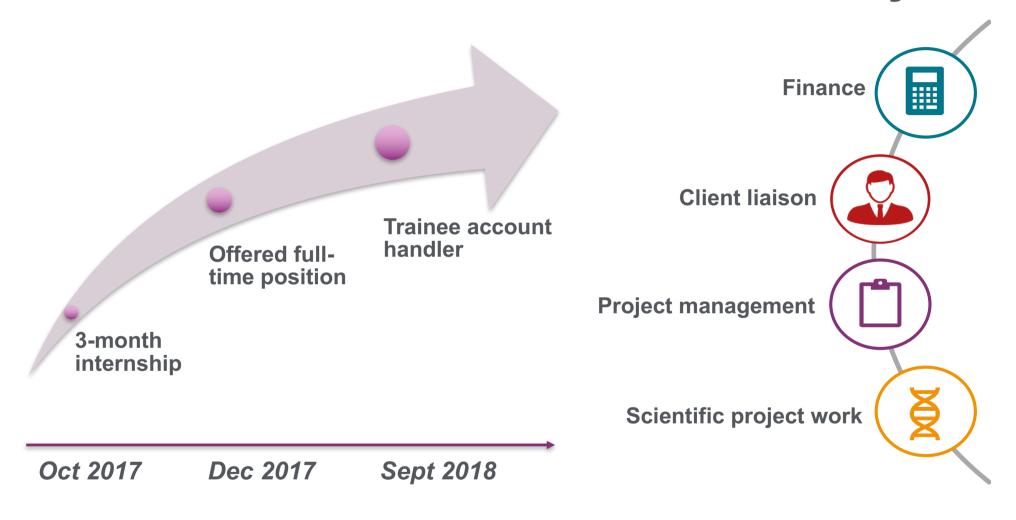


New internship vacancy

The interview



From the interview to the current day



What skills have I developed?



Communication



Financial acumen



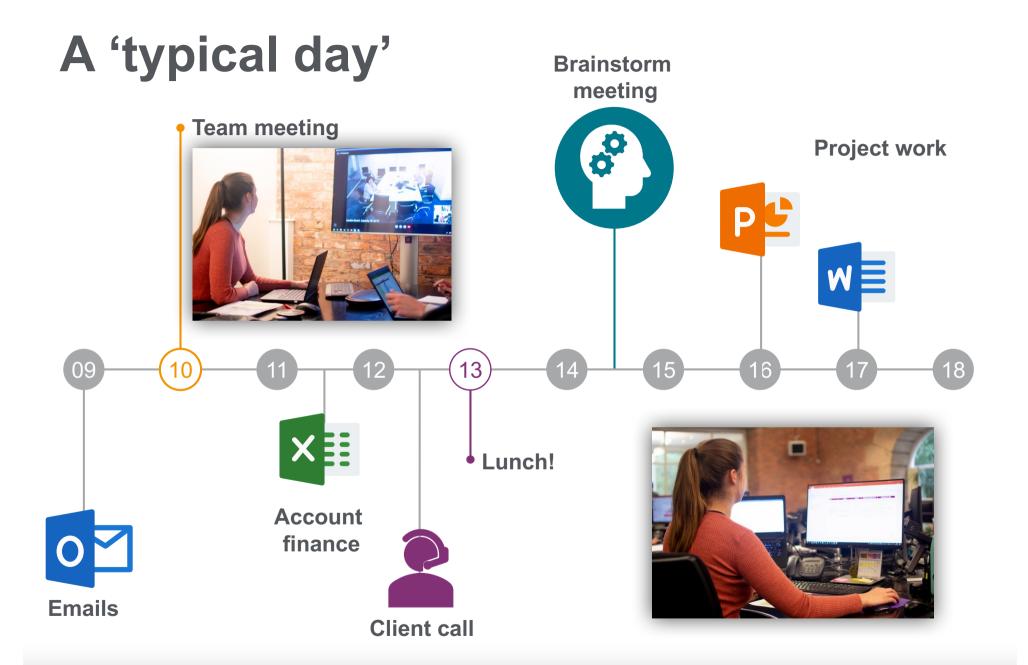
Organization and prioritization



Industry knowledge



Relationship development



What I've learned



Work in MedComms is extremely varied



Effective prioritization of work is key

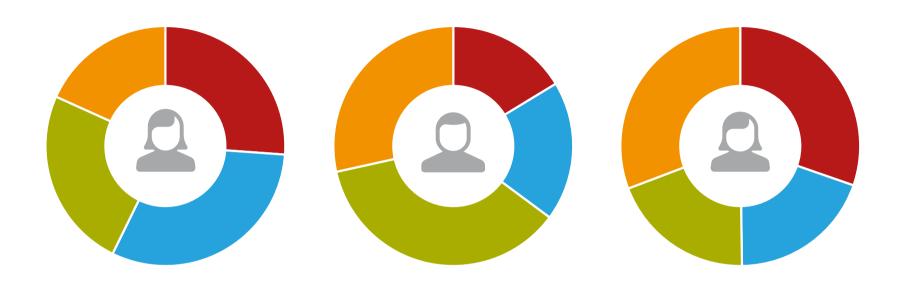


All work is done as part of a team



New ideas and creativity are valued

Strength in diversity



Analytical Expressive Driver Amiable ✓ Decisive Organized Relationship building Spontaneous Inquisitive Direct and efficient Team player Multi-tasking ✓ Administrative skills ✓ Problem-solver ✓ Counselling skills Enthusiastic

Why MedComms?

One year on...

