



Starting your career in med comms

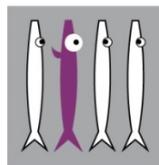
Jane Smith

altogether

different



SEVEN POINT FOUR



MUDSKIPPER



EVIDA



DELTA KN

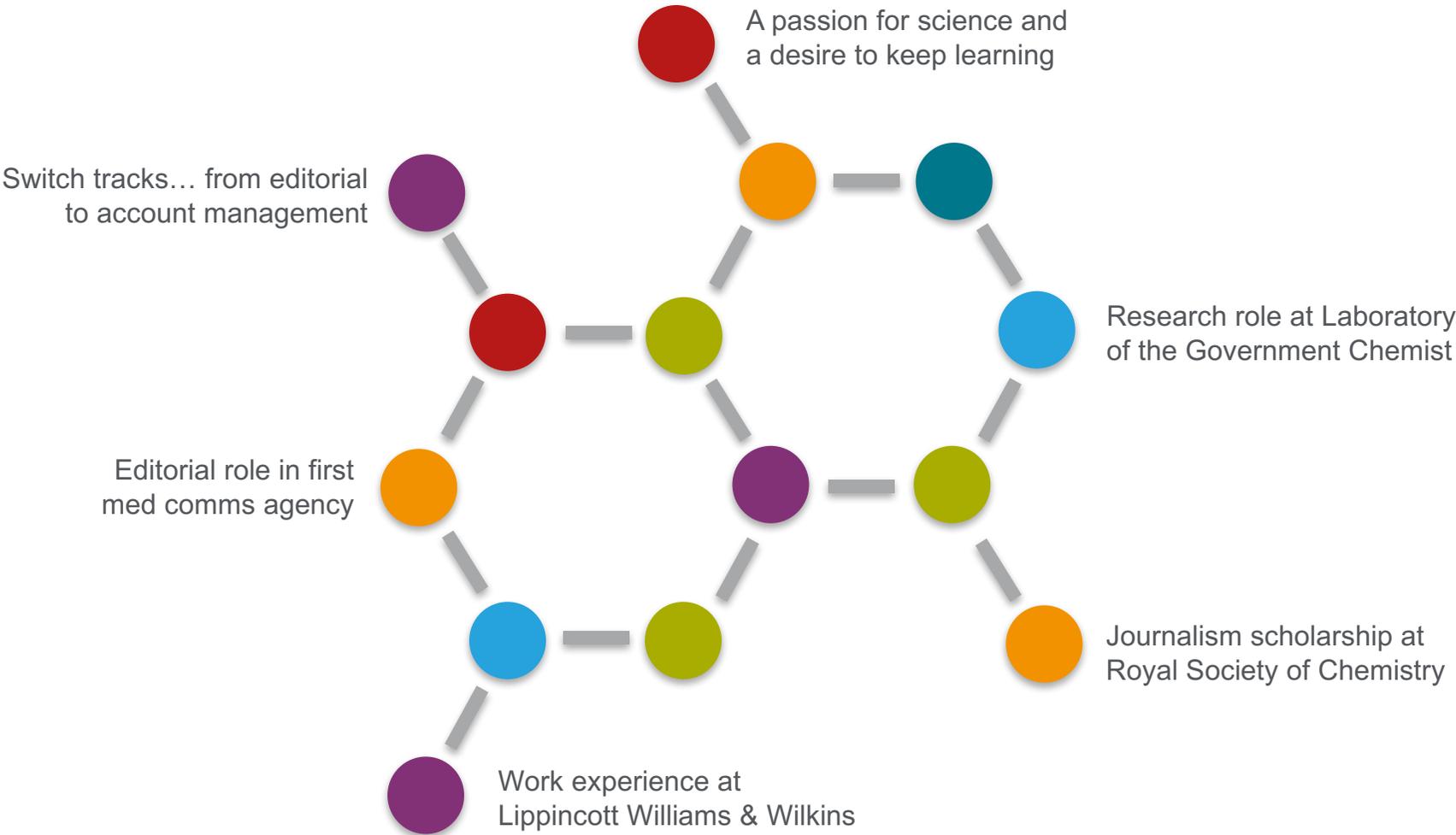


COMRADIS



DIGITAL

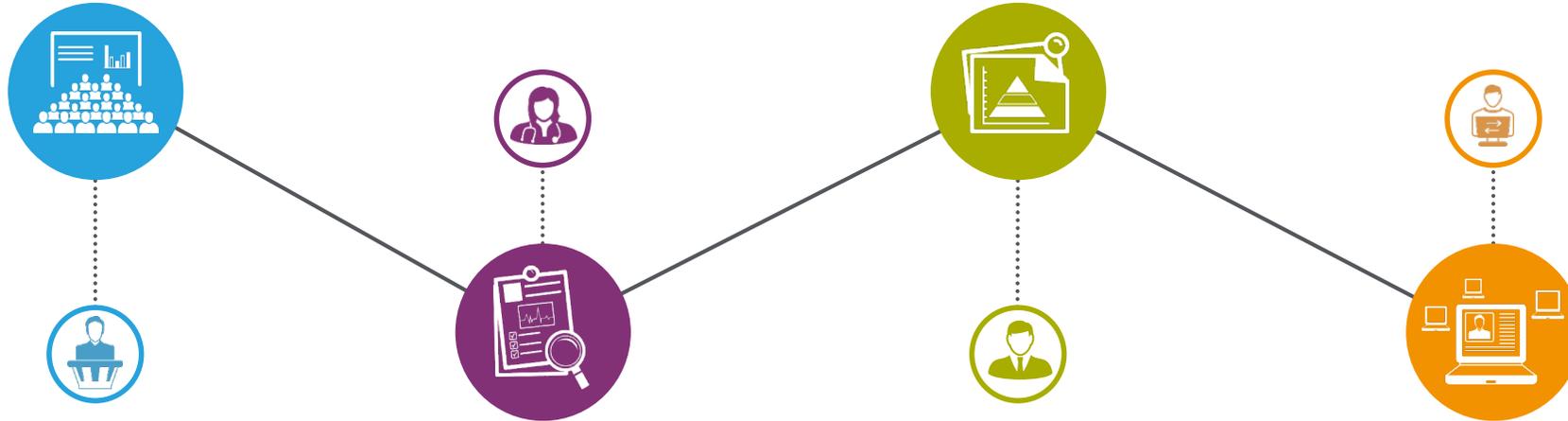
How did I get *here*?



So, what *is* med comms?



Types of projects



Meetings

- Satellite symposia
- Standalone meetings
- Advisory boards
- Speaker training

Medical affairs

- Slide kits
- Expert engagement
- Publications/pubs planning
- Literature reviews

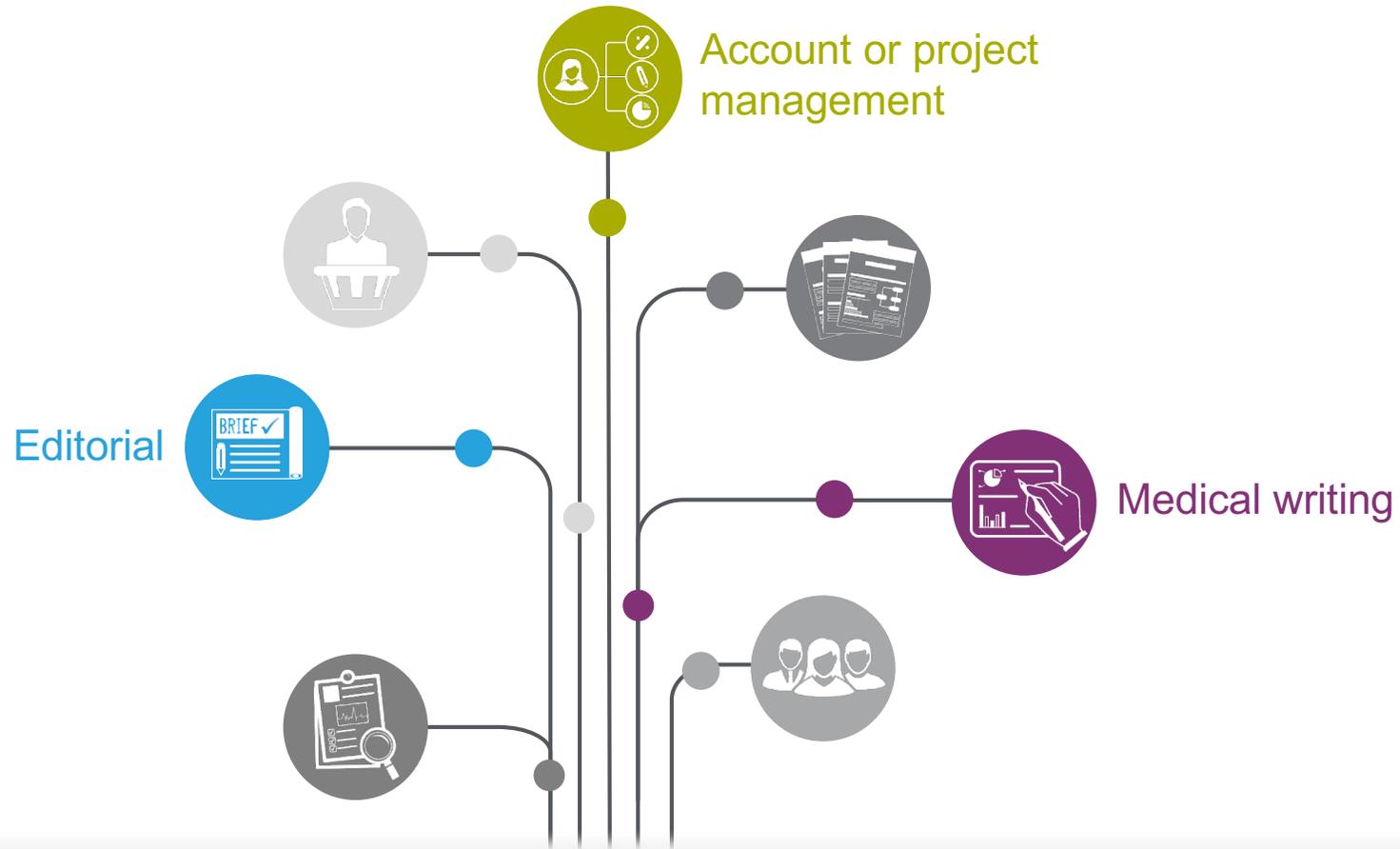
Commercial

- Promotional materials
- Objection handlers
- Internal training
- Market analyses

Digital

- Websites
- Apps
- E-learning
- Videos and animations

What are the entry opportunities?

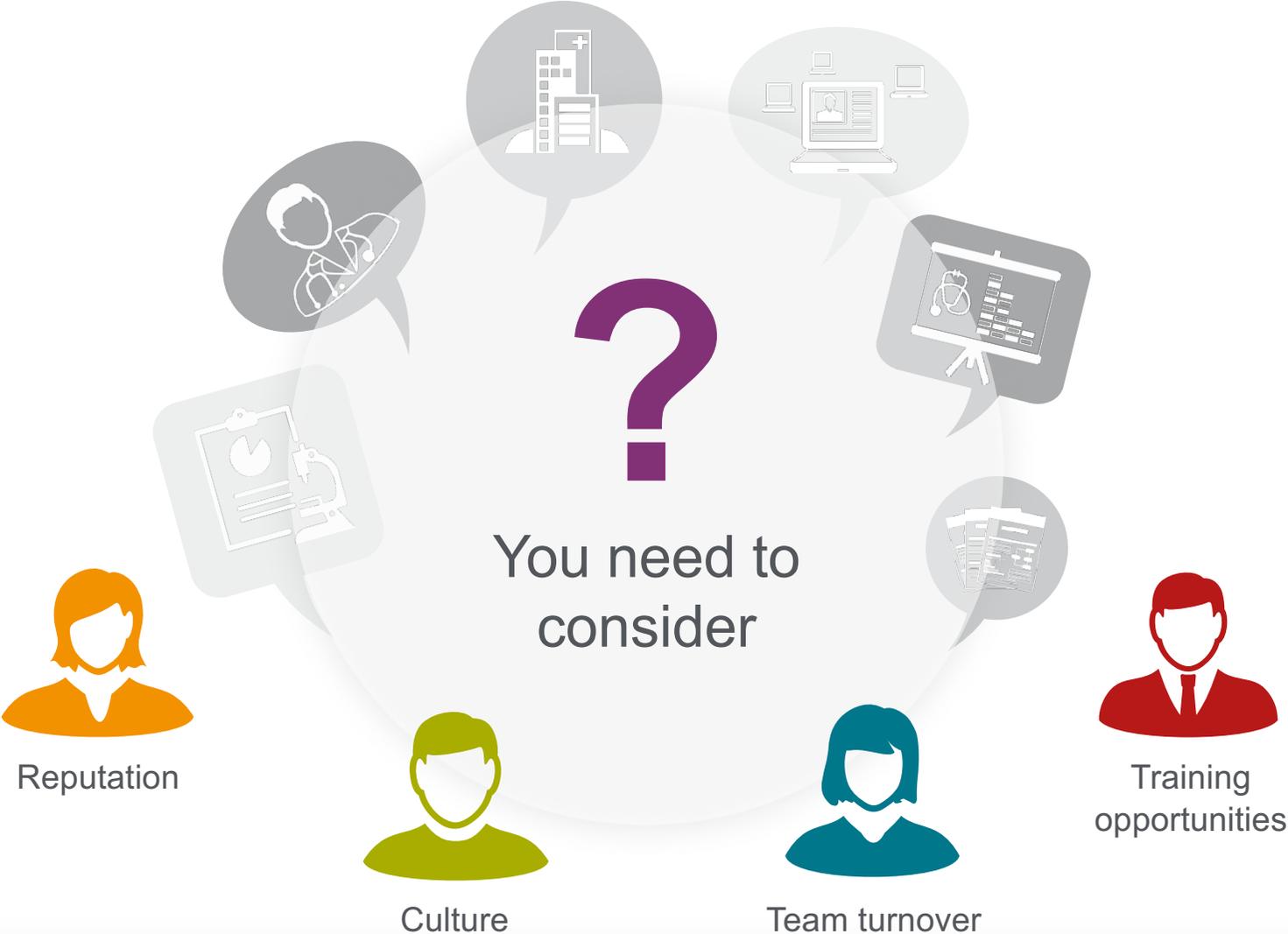


Key attributes for any role: Scientific knowledge, teamwork, eye for detail, organizational skills, good communication, eagerness to learn

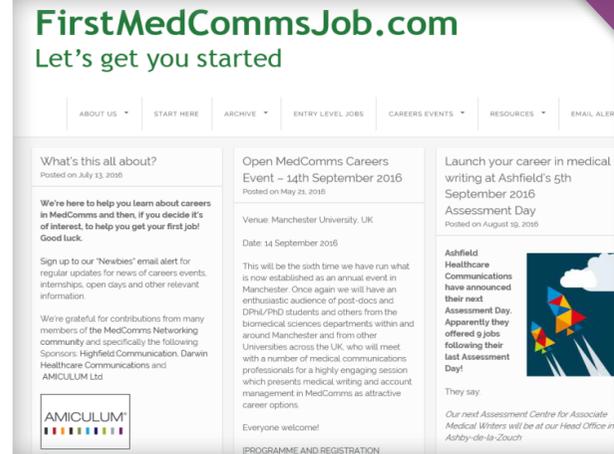
Choosing an agency – key criteria



Not all agencies are the same...



Sources of information



Company websites provide insights into agency life and culture
Check out Firstmedcommsjob.com for more specific information about landing your first job

Sources of information (cont)



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



Agency life

Dominika Bijos

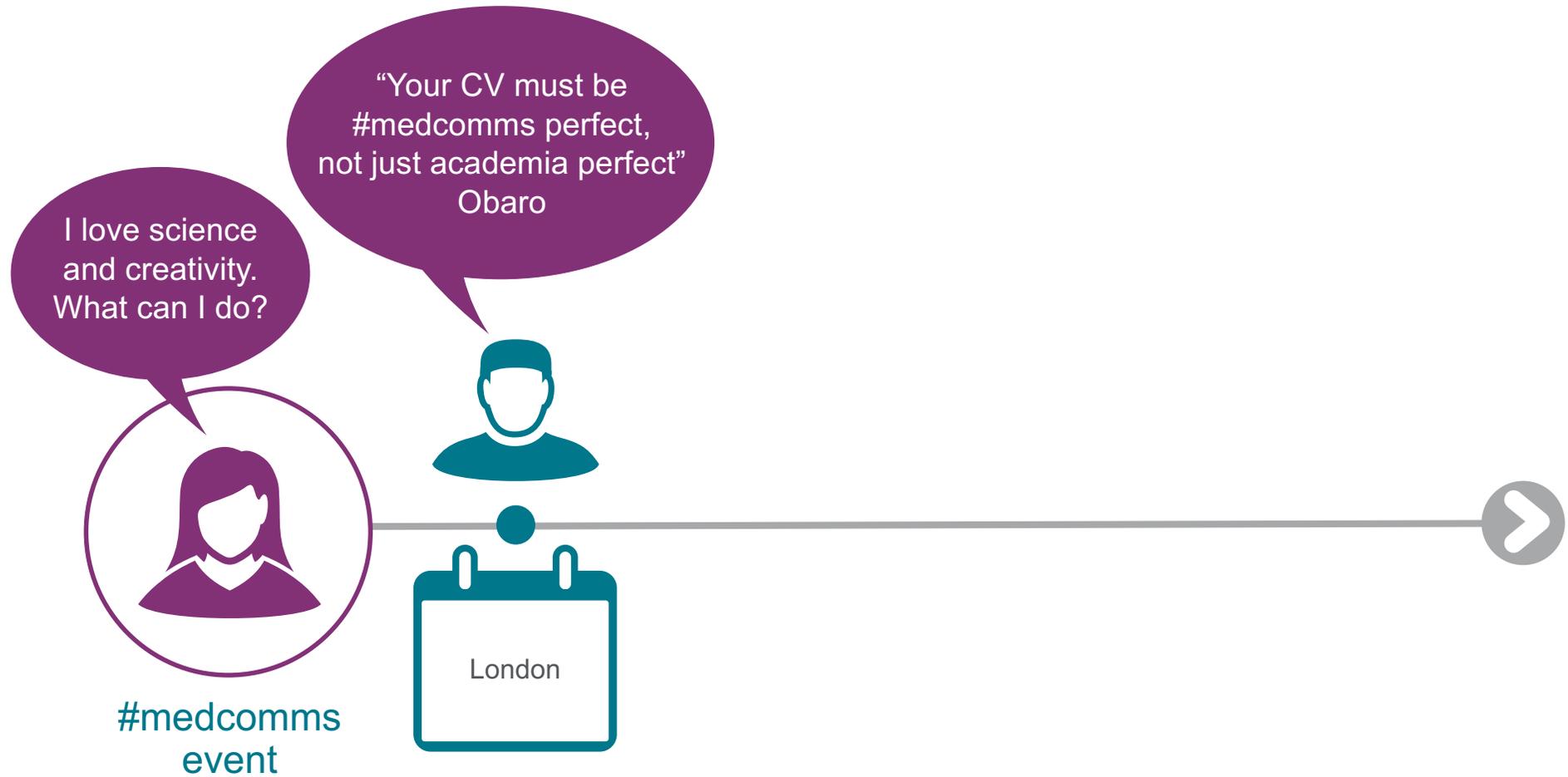
My path to my first #medcomms job



How did I get *here*?



My path to my first #medcomms job



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Transferable skills

Writer: Writing,
visualizing data, editing

Now 😊

Account/project manager

Writer: Meetings, symposia

New internal opportunity
Account/project manager
Writer

Dominika Anna Bijos, PhD

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07942058600

ACADEMIC WORK EXPERIENCE

2014–2015 **Postdoctoral researcher** at School of Physiology and Pharmacology,
University of Bristol
Project title: *Effects of Viagra on over- and underactive bladder problems*

Science communication:

- Writing and reviewing manuscripts (9 publications)
- Summarizing scientific literature in reviews
- **Visualizing research** concepts in comics, flow charts and figures
- Presenting medical research outputs in posters and STEM outreach
- **Editing** of a popular science review publication
- Winner of '3-minute thesis' in Bristol, TEDx speaker

RELEVANT EXPERIENCE

2012–2016 **Founder and organizer of an annual conference**,
'*Young Urology Meeting*'. Four meetings to date
(www.young-urology.org)

Event organization:

- **Managing** an organizational team of 4 people: **Arranging meetings, producing a yearly plan, distributing tasks**
- **Budget management** and strategic development: Raised over £20,000 over 4 years, reporting to sponsors
- Coordinating logistics and leading **on-site activities**: Organizing venue, travel, socials and delegate bags

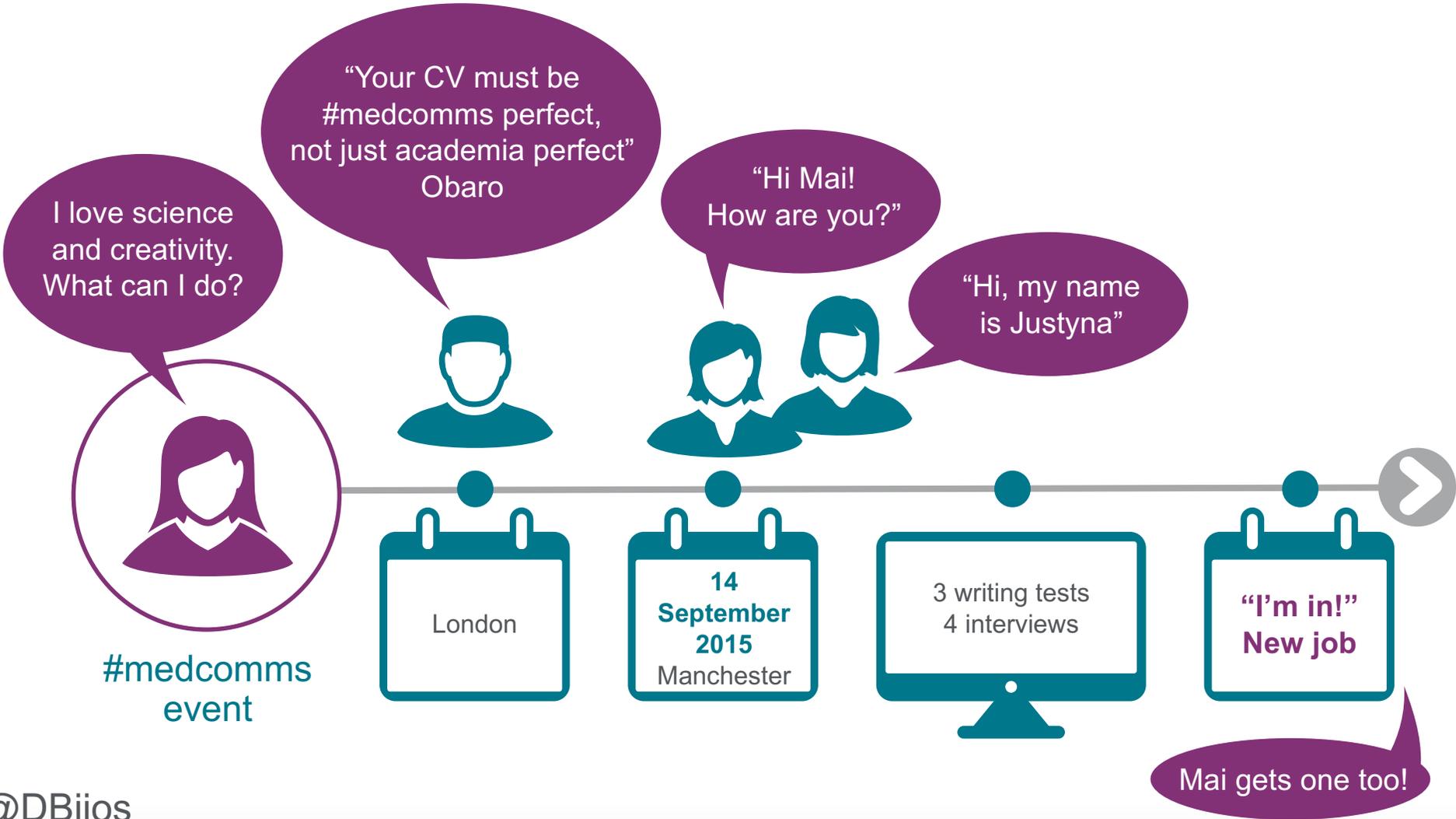
Communication:

- Developing event **branding**, **social media** activity and **web content**
- **Inviting key opinion leaders** and attendees, email communication
- Building a **network**: Creating relationships with key opinion leaders, medical researchers and pharma representatives

Communication
Collaboration

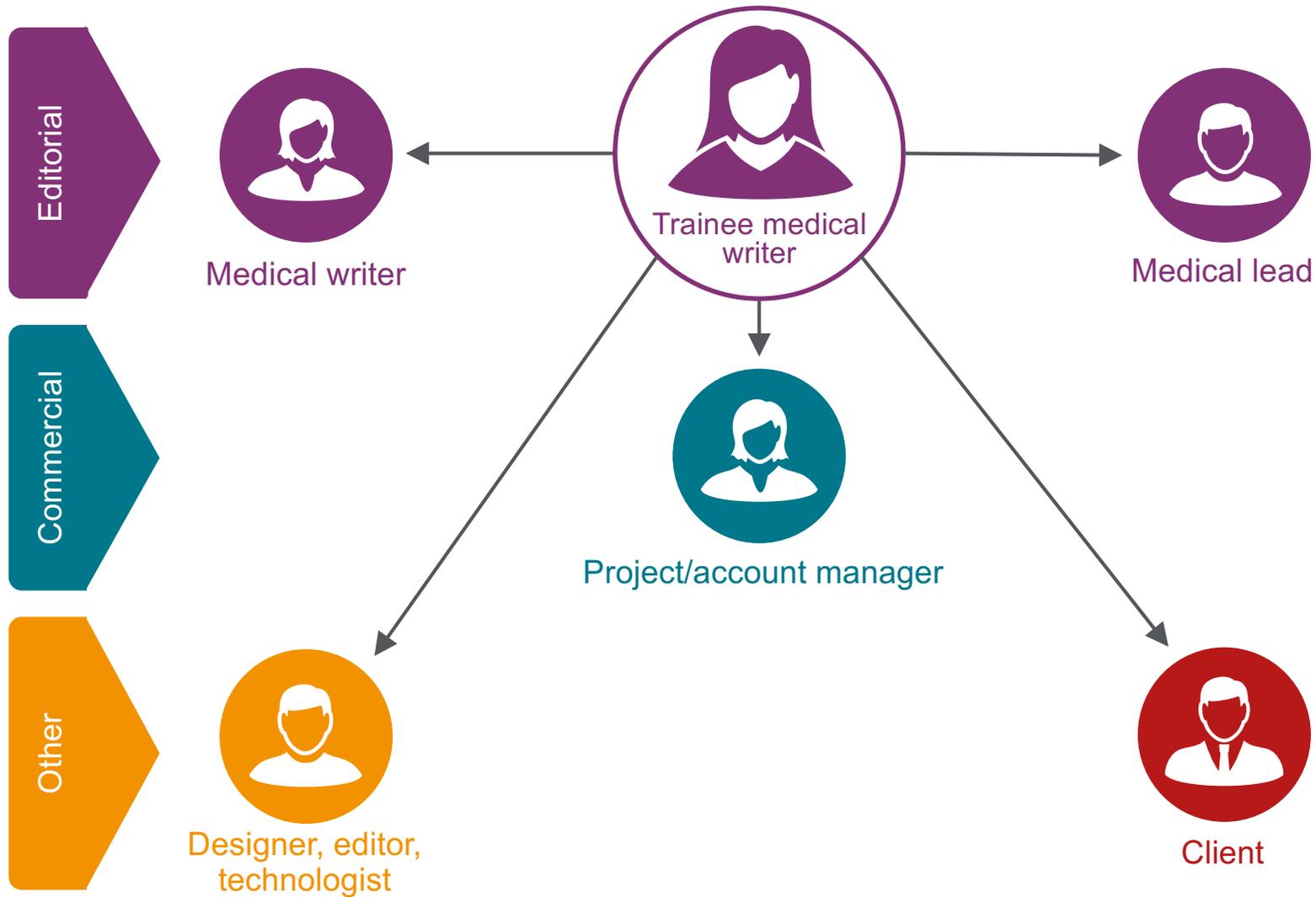


My path to my first #medcomms job



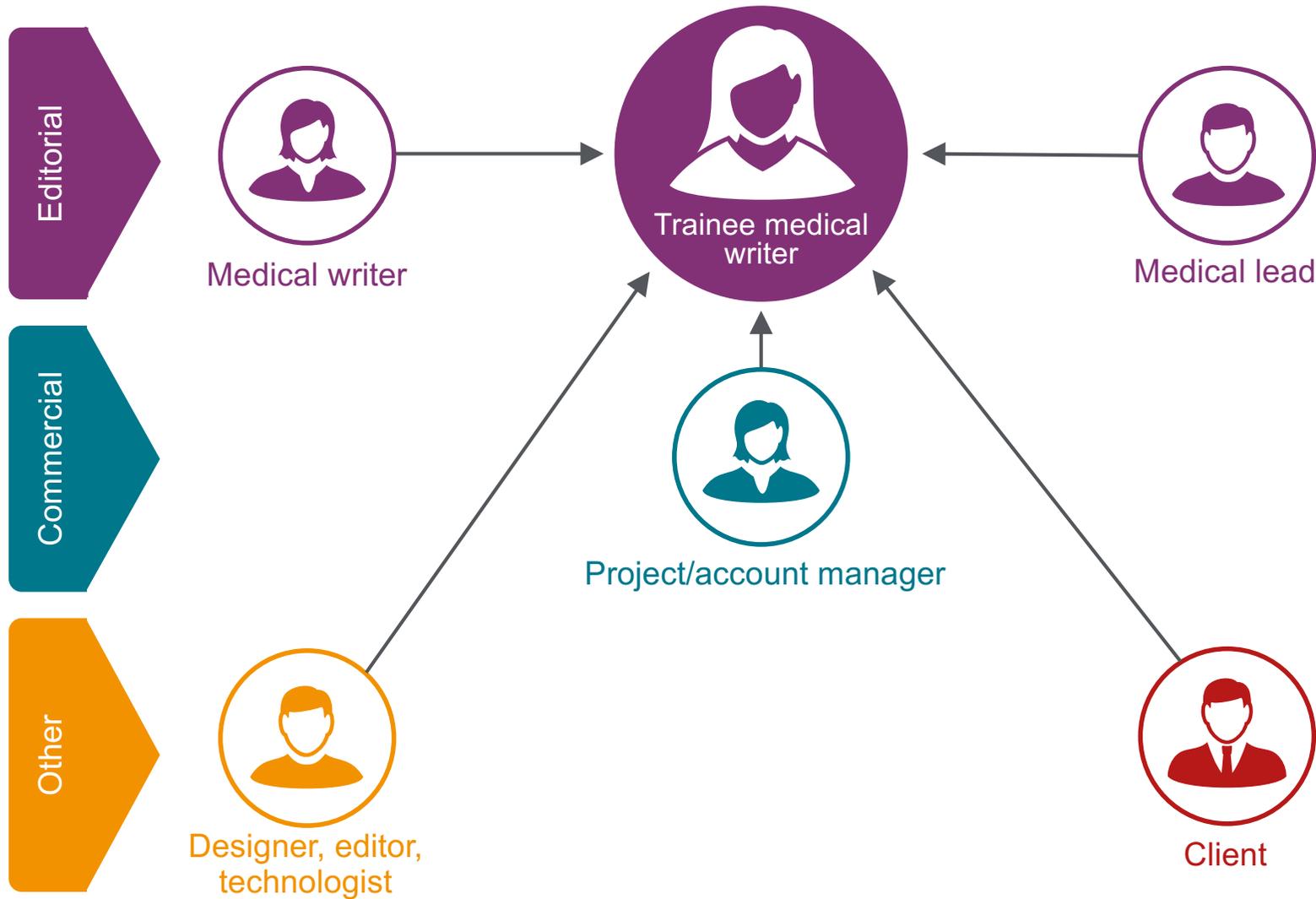
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What to expect?



You will be working as part of a team from day 1 to deliver projects

What is expected?



Be organized, work to deadlines, communicate clearly, focus on improving the quality of your work

How are you supported?

Inductions with senior members:

- Therapy areas
- Processes
- Ongoing on-the-job learning
- Tailored objectives

Training:

- ABPI/compliance training
- Monthly seminars
- Formal training

As a medical writer

Social learning and events:

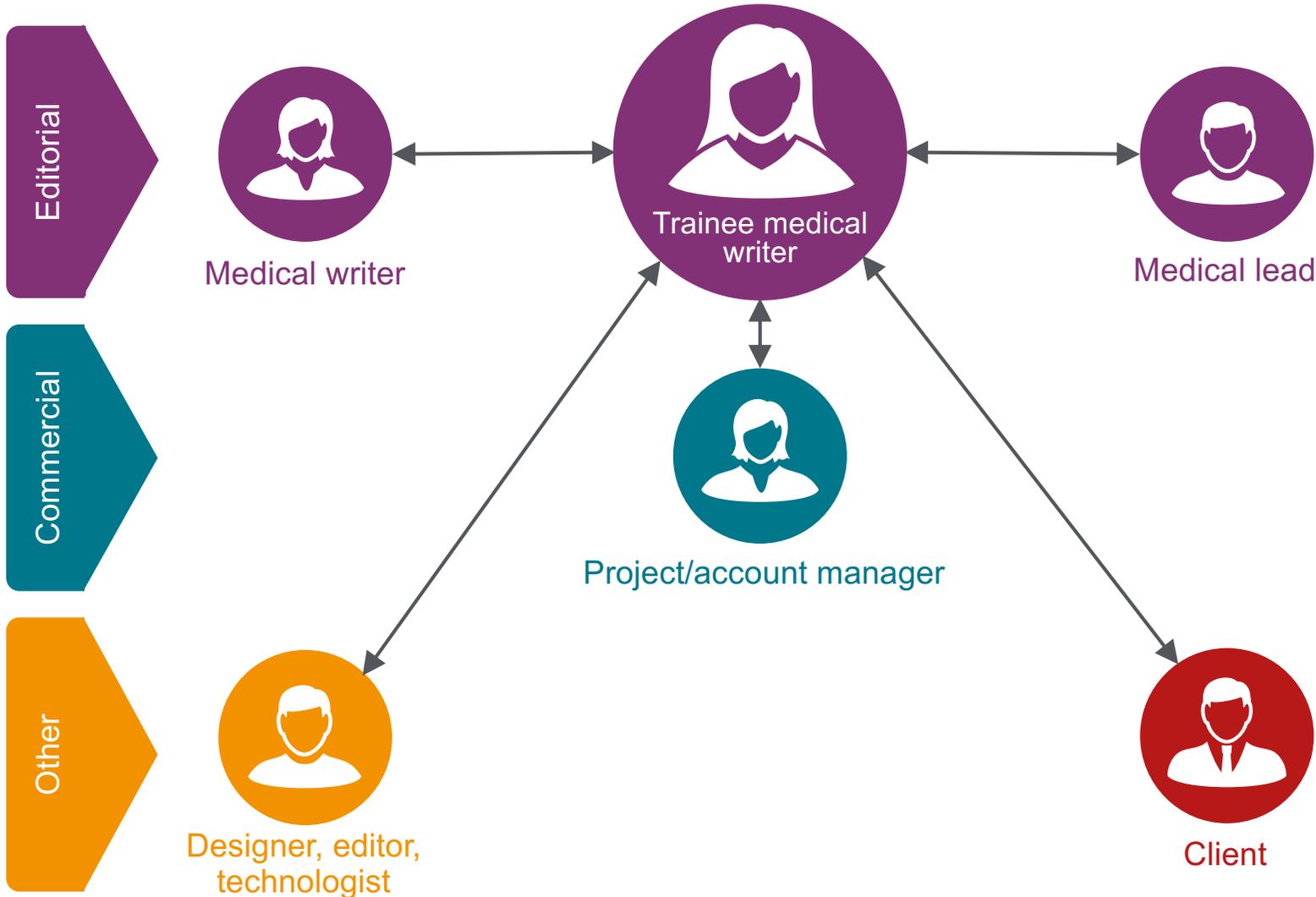
- Mentoring and feedback
- Social learning
- Industry events
- #medcomms, networkpharma.tv



- Weekly internal status meetings
- Client calls
- Best practice sharing
- Lunch & learn or tea & teach
- Company events

As a team member

You are part of the team



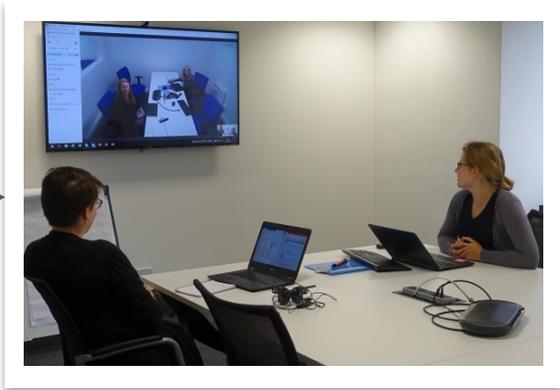
My recent project

“Training slide deck on monitoring methods in haemophilia A”

Client brief



Scope of work



Internal meeting

Research

How do coagulation assays work?

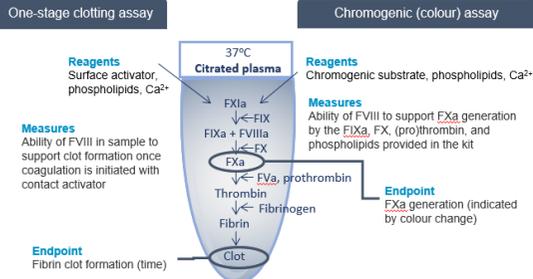
Diagnostic tools in haemophilia used for potency assignment and clinical monitoring:

- One-stage clotting assay measures the ability of FVIII in sample to support clot formation once coagulation is initiated with contact activator
 - Uses activator, phospholipid, Ca²⁺
 - Endpoint: Fibrin clot formation (time)
- Chromogenic assay measures the ability of FVIII in sample to support FXa generation by the FIXa, FX, (pro)thrombin, and phospholipid provided in the kit
 - Uses chromogenic substrate, phospholipids, Ca²⁺
 - Endpoint: Colour change indicating FXa generation

Review of content, team feedback

Send to client

How do coagulation assays work?



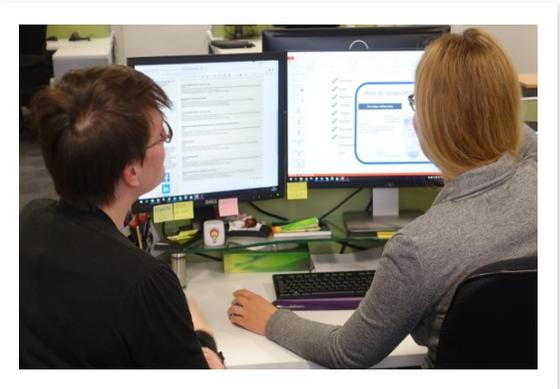
Polished slide

Edit



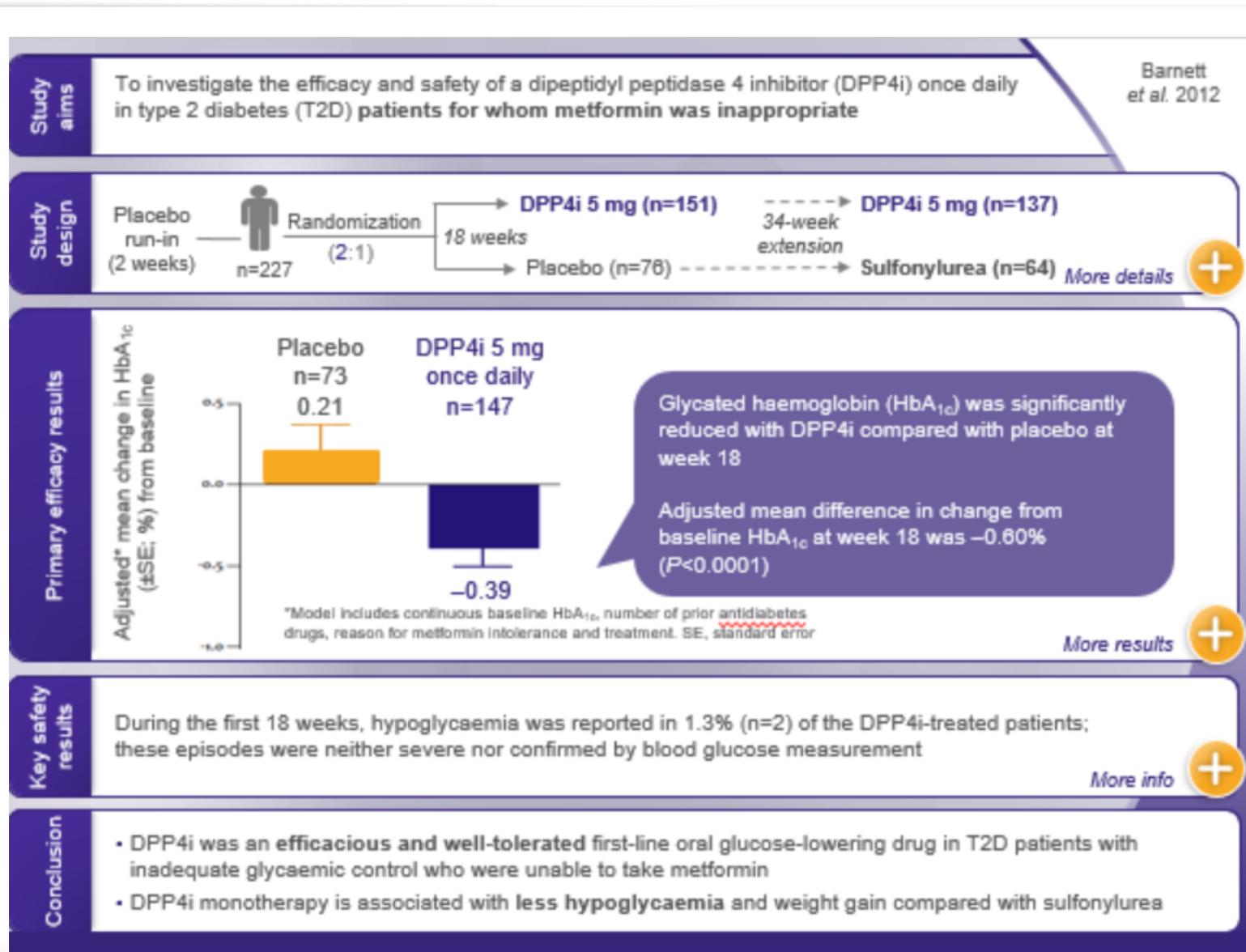
Design

Incorporating comments



Discussing comments

Feedback is a gift



Other #medcomms stories

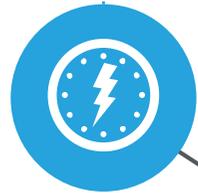


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Things I have learnt so far

Sweet point between perfection and efficiency

- How to be realistic with your time
- Perfectionism doesn't always work with budgets
- Even simple things can take far longer than expected



Agile

- It's OK to ask questions
- Sharing is caring – brainstorming can trigger fantastic ideas
- Feedback is a gift – faster review cycles can result in higher quality of work more quickly

“Team-orientated and collaborative approach”

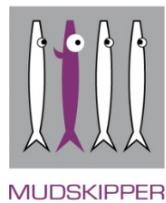
- We all work towards the same goal
- Share and ask for help without feeling protective of your work
- Briefing external teams – what if what was created doesn't match your vision?
- Everyone is good at something and we can learn from each other

“Exceptional attention to detail”

- I can recognise a double space
- I use hyphens, en dashes and em dashes
- I see pixel misalignments between slides
- I dug into 'half-life' until I discovered people meant 'terminal half-life'

altogether

different



Come and speak to the team at the AMICULUM booth