

Starting your career in MedComms





Jane Smith



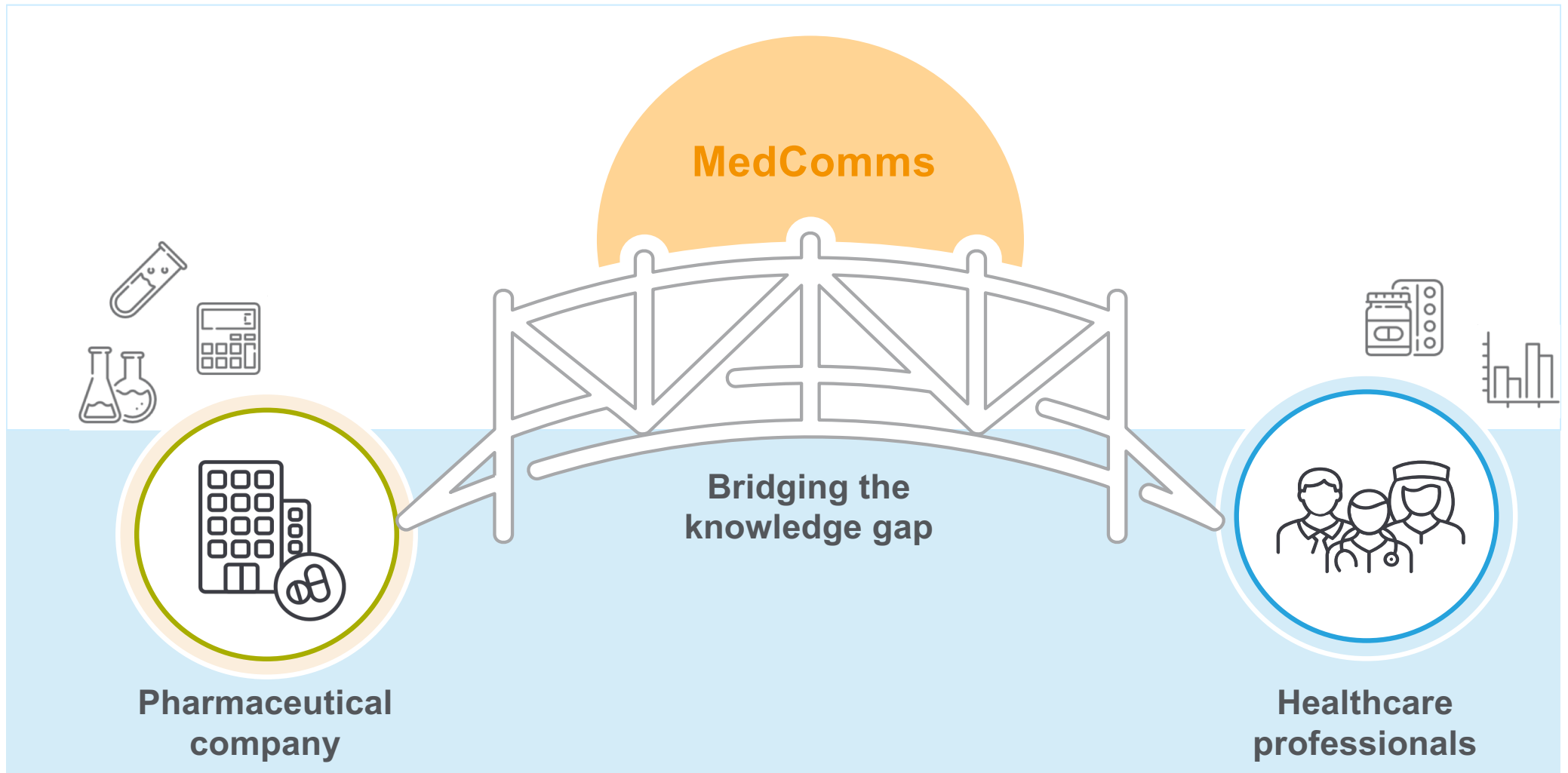
Jack Bills

What is MedComms?

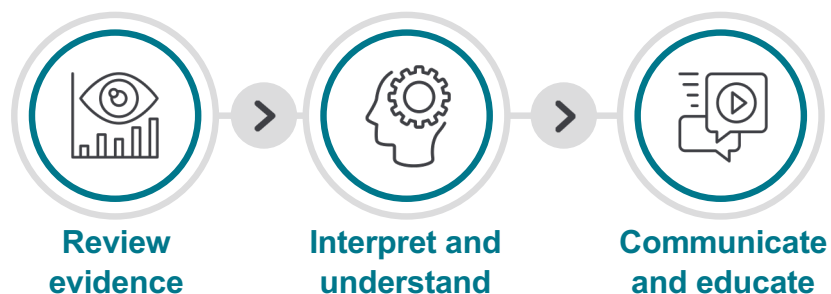
MedComms agencies work with **pharmaceutical clients** to **raise awareness** of diseases and treatments, **educating** and informing **healthcare professionals** about **the benefits and risks** of new therapies, supported by clinical and economic **data**



Why is it so important?



How do we bridge the knowledge gap?



Strategic input

Brand planning
Market and competitor analyses
Strategy development
Consultancy projects

Meetings

Congress symposia
Standalone meetings
Advisory board meetings
Exhibition booth content
Virtual events

Scientific content

Slide sets
Publications
HEOR and market access materials
Promotional materials
Patient communications

Training materials

Objection handlers
Speaker training
e-Learning
Infographics

Digital

Websites/apps
Videos and animations
Social media
New technologies

What does MedComms mean to me?



Intellectual
stimulation
and reward



Expand
scientific
understanding



Professional
and personal
development



Travel
opportunities



Teamwork and
collaboration

What are the entry opportunities?

Medical writing
Account and project management
Editing

Key attributes for any role:

- Scientific knowledge
- Teamwork
- Eye for detail
- Organizational skills
- Good communication skills
- Adaptability
- Eagerness to learn



Medical writing

Medical writers play a key role in communicating scientific data to a variety of different audiences

A flair for transforming complex scientific information into clear and engaging content is important. In addition, you need to demonstrate a desire to work as part of a team and to high standards of scientific and technical accuracy



Working as part of a team



Project manager



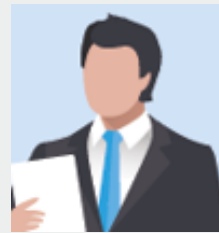
Scientific lead



Medical writer



Trainee medical writer



Account handler



Designer



Editor

Advisory board meeting

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

Account and project management

Account and project managers play an essential role in liaising with all parties to ensure that projects are delivered in line with the client's brief, on time and on budget

Good communication and organizational skills are essential for this role. You also need to be adaptable, be able to juggle priorities, and work effectively as part of a team



Editing support

Editors work in collaboration with the wider team to check the technical accuracy and editorial quality of all materials at each stage of development

To thrive in this role you need a keen eye for detail, good organizational skills and the ability to work to deadlines



Choosing an agency – key criteria

Type of work

Full service (eg publications, digital, training, meetings) or specialist?

Market focus

Supports Global HQ clients or an individual market/region?

Size and structure

Smaller, nimble independent business or large international network organization?



Choosing an agency – key criteria

Reputation

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

Culture

Supportive? Friendly? Collaborative?

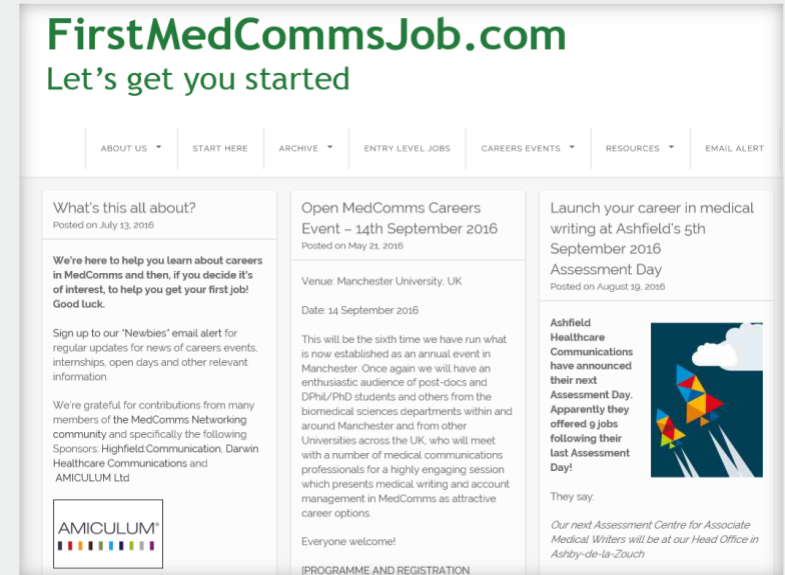
Career progression

Formal training or tailored support?



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

altogether

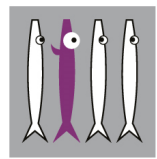
different



COMRADIS



EVIDA



MUDSKIPPER

上海



DIGITAL



SEVEN POINT FOUR



SEQUES



DELTA KN



DESIGN

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



AMICULUM®

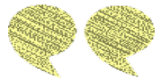
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How did I get here?

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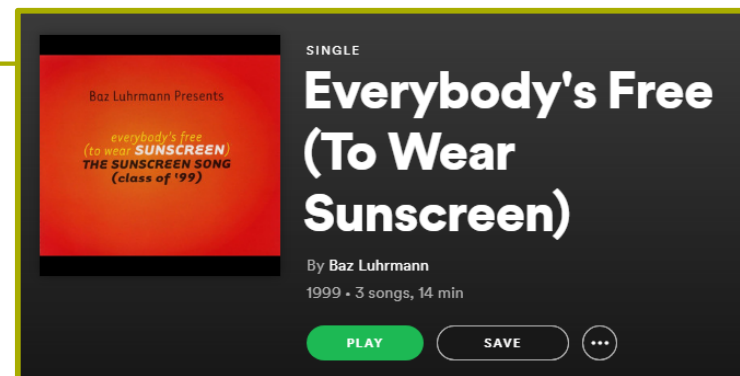


Wear sunscreen



*“If I could offer you only one tip for the future....
sunscreen would be it.*

*The long-term benefits of sunscreen have been proven
by scientists whereas the rest of my advice has no basis
more reliable than my own meandering experience...”*



A little about me...



BSc (Hons) Genetics

- CRISPR gene editing dissertation
- Breast cancer research project
- 12-month industrial placement at GSK



Work experience

- University Admissions Team
- Royal Air Force reserves
- Opticians



Extra curricular

- Volunteering projects in Africa and Asia
- Leader of the Staffordshire Youth Orchestra
- Halle Youth Orchestra



Job hunt – Part I



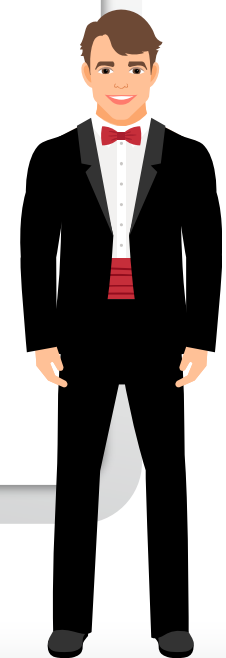
What I wanted:

- A permanent job
- To utilise the content and skills from my degree
- To help improve patient access to information on science and medicine
- To move from lab research towards a patient-focused role

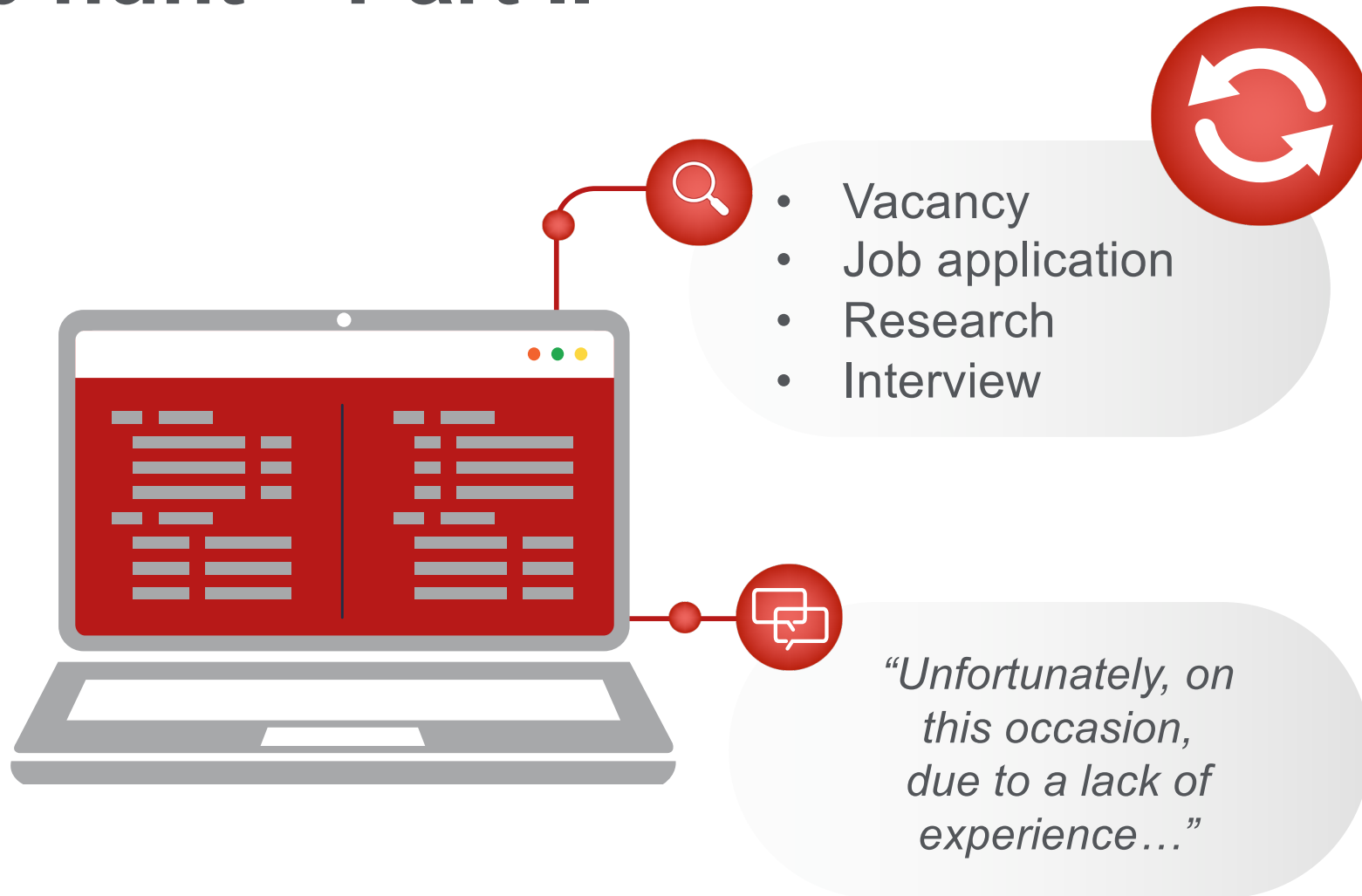


What I got:

- A temporary job
- Hospitality
- No intellectual stimulation
- No use of my degree



Job hunt – Part II

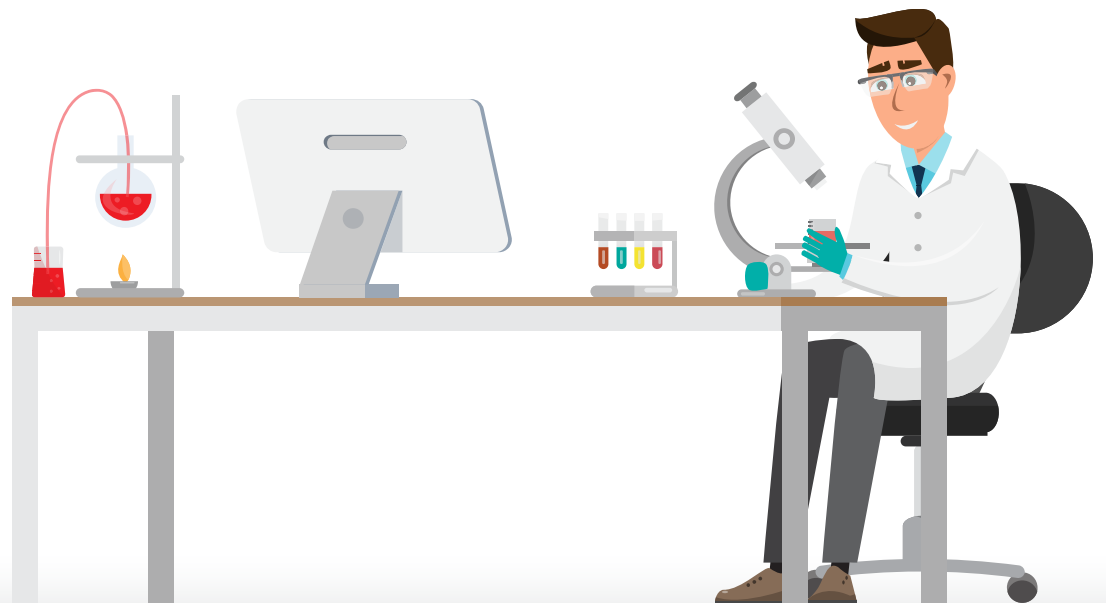


*"Remember the compliments you receive, forget the insults.
If you succeed in doing this, tell me how"*

My route into MedComms



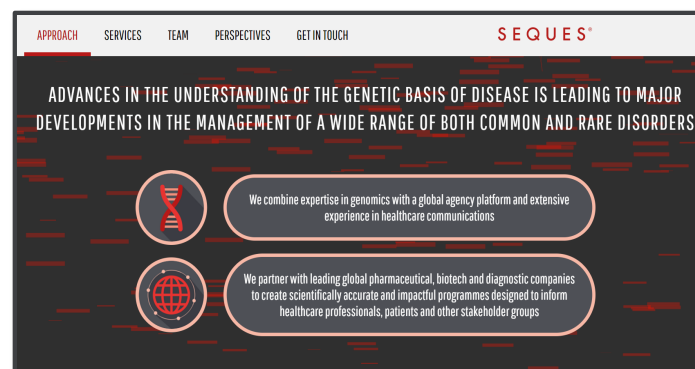
*“Have you considered
MedComms? AMICULUM is
advertising a commercial
internship”*



Researching MedComms



Company websites



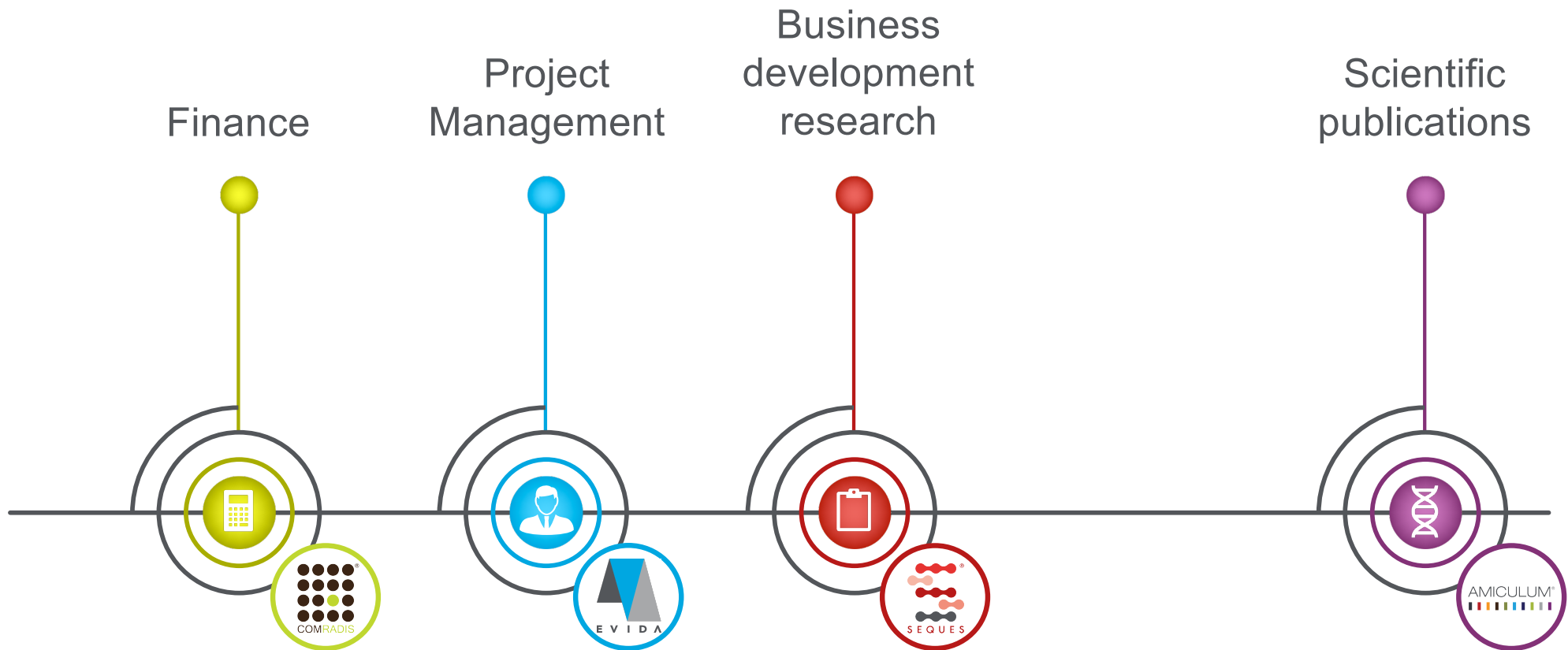
YouTube



Related articles

- <http://medcommsnetworking.com/>
- <https://firstmedcommsjob.com/>

The Internship



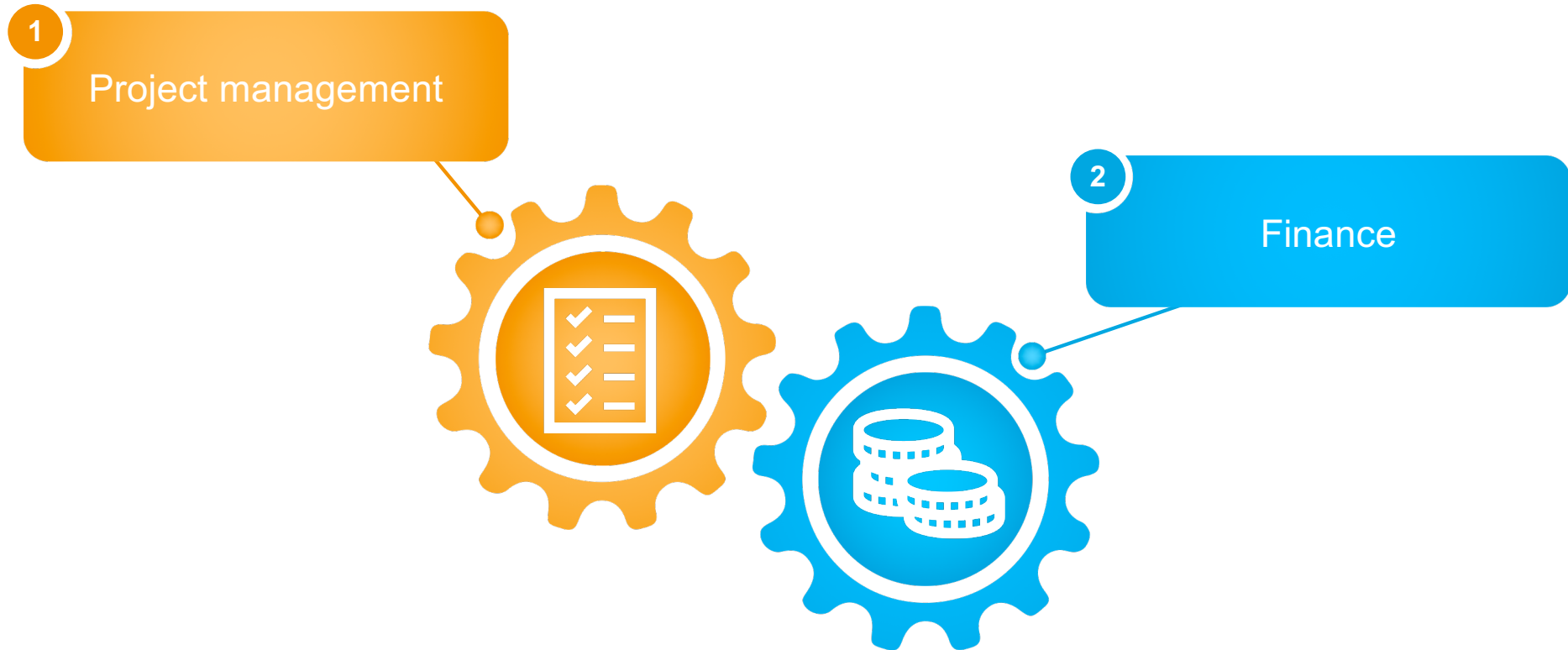
3-month internship

Permanent job offer: Trainee Account Executive



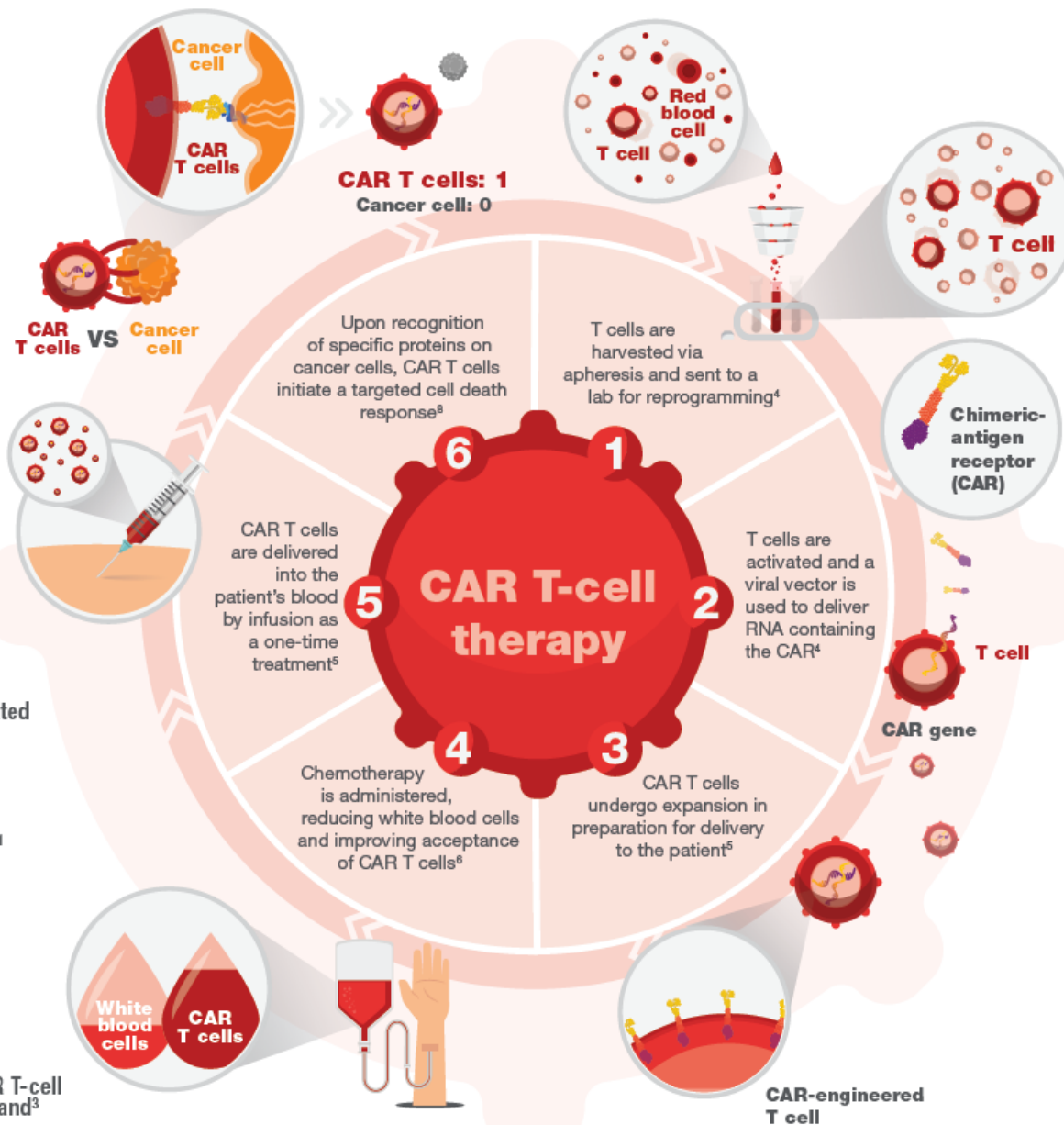
"Whatever you do, don't congratulate yourself too much or berate yourself either, your choices are half chance, so are everybody else's"

What do I *actually* do?



And a whole lot more...

- 1961 Origin of T cells discovered¹
- 1992 T cell engineering begins¹
- 1993 Development of first-generation chimeric antigen receptors (CARs)¹
- 1998 Co-stimulation shown to boost T-cell activity¹
- 2002 First effective CAR T cells developed¹
- 2003 Second-generation CARs built, targeting CD19¹
- 2013 First CAR T clinical trial data published¹
- 2014 CAR T-cell therapy designated as 'breakthrough' therapy by the FDA¹
- 2017 Gene editing using CRISPR shown to be compatible with CAR T-cell production¹
- 2017 FDA approval of CD19-directed CAR T cells¹
- 2018 European approval for CAR T-cell therapy²
- 2019 First child treated with CAR T-cell therapy on the NHS in England³



1. Memorial Sloan Kettering Cancer Centre. CAR T Cells: Timeline of Progress <https://www.mskcc.org/timeline/car-t-timeline-progress> Date accessed: 20 February 2019 2. Medscape. First CAR T Cells Approved in Europe <https://www.medscape.com/viewarticle/901231> Date accessed: 20 February 2019 3. BBC News. First child given pioneering CAR-T cancer therapy <https://www.bbc.com/news/health-47059099> Date accessed: 20 February 2019 4. Fennak A, Lin C, Siegel DL et al. CAR-T cell therapies from the transfusion medicine perspective. *Transfus Med Rev* 2010;30:139-45 5. Levine BL, Miskin J, Wonnacott K et al. Global manufacturing of CAR T cell therapy. *Mol Ther Methods Clin Dev* 2017;4:92-101 6. Hucsey A, Louis CU, Savoldo B et al. CAR T cells administered in combination with lymphodepletion and PD-1 inhibition to patients with neuroblastoma. *Mol Ther* 2017;25:2214-24 7. Davis ML, Brentjens R, Wang X et al. How do CARs work? Early insights from recent clinical studies targeting CD19. *Oncotarget* 2012;1:1577-83 8. The Scientist. CAR and Gene Therapy Tracker: Global CAR T Cells Trials <https://www.the-scientist.com/inographics/car-and-gene-therapy-tracker-64450> Date accessed: 20 February 2019

My advice?



Research and network

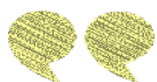
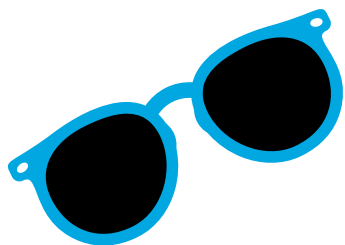


Don't get disheartened



Seek opportunities





“Trust me on the sunscreen”

