



# Starting your career in med comms

Jane Smith

# altogether

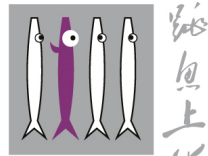
different



COMRADIS



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MUDSKIPPER



DIGITAL



SEVEN POINT FOUR



SEQUES



DELTA KN



DESIGN

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# So, what *is* med comms?



# Types of projects



## Meetings

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

## Medical affairs

- Slide kits
- Publications
- Literature reviews
- HEOR/market access
- Expert engagement

## Commercial

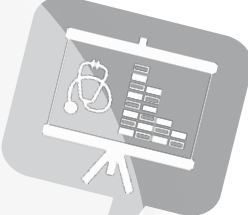
- Promotional materials
- Objection handlers
- Strategy development
- Market and competitor analyses

## Digital

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



# What does med comms mean to me?



Work with the pharmaceutical industry 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



Teamwork and collaboration



Chance to expand scientific understanding

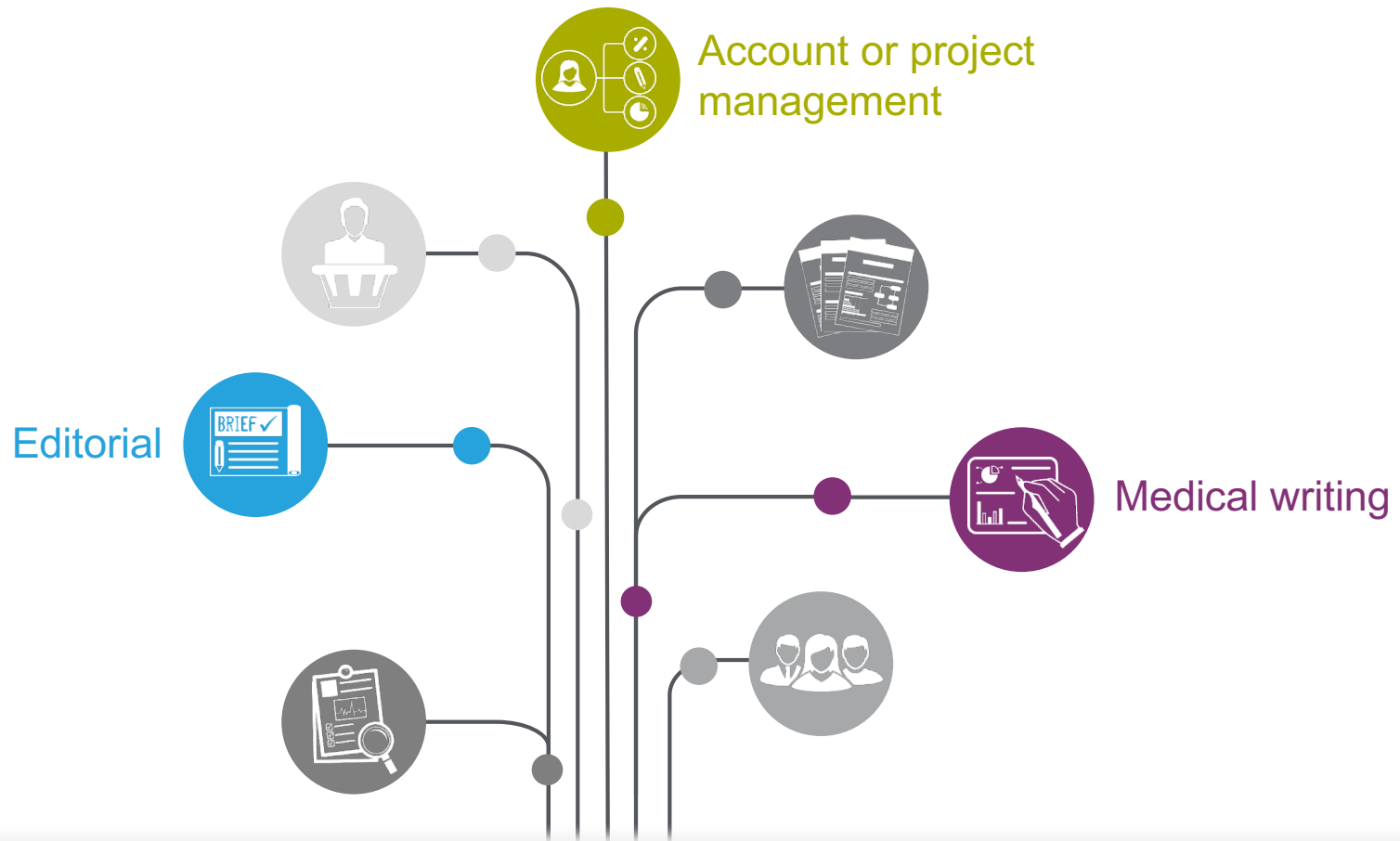


Opportunity for development and growth



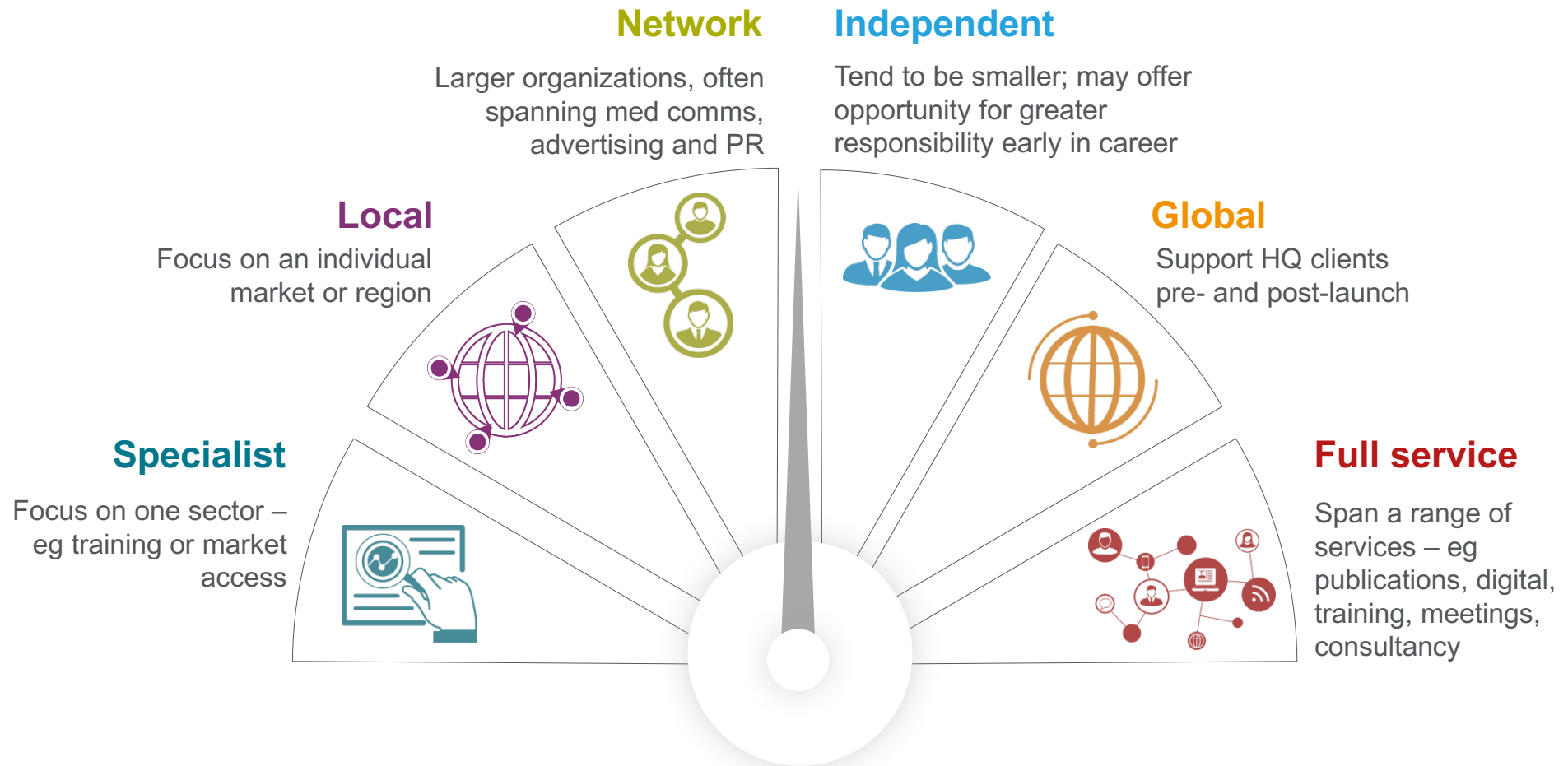
May involve travel to meet clients/KOLs

# What are the entry opportunities?

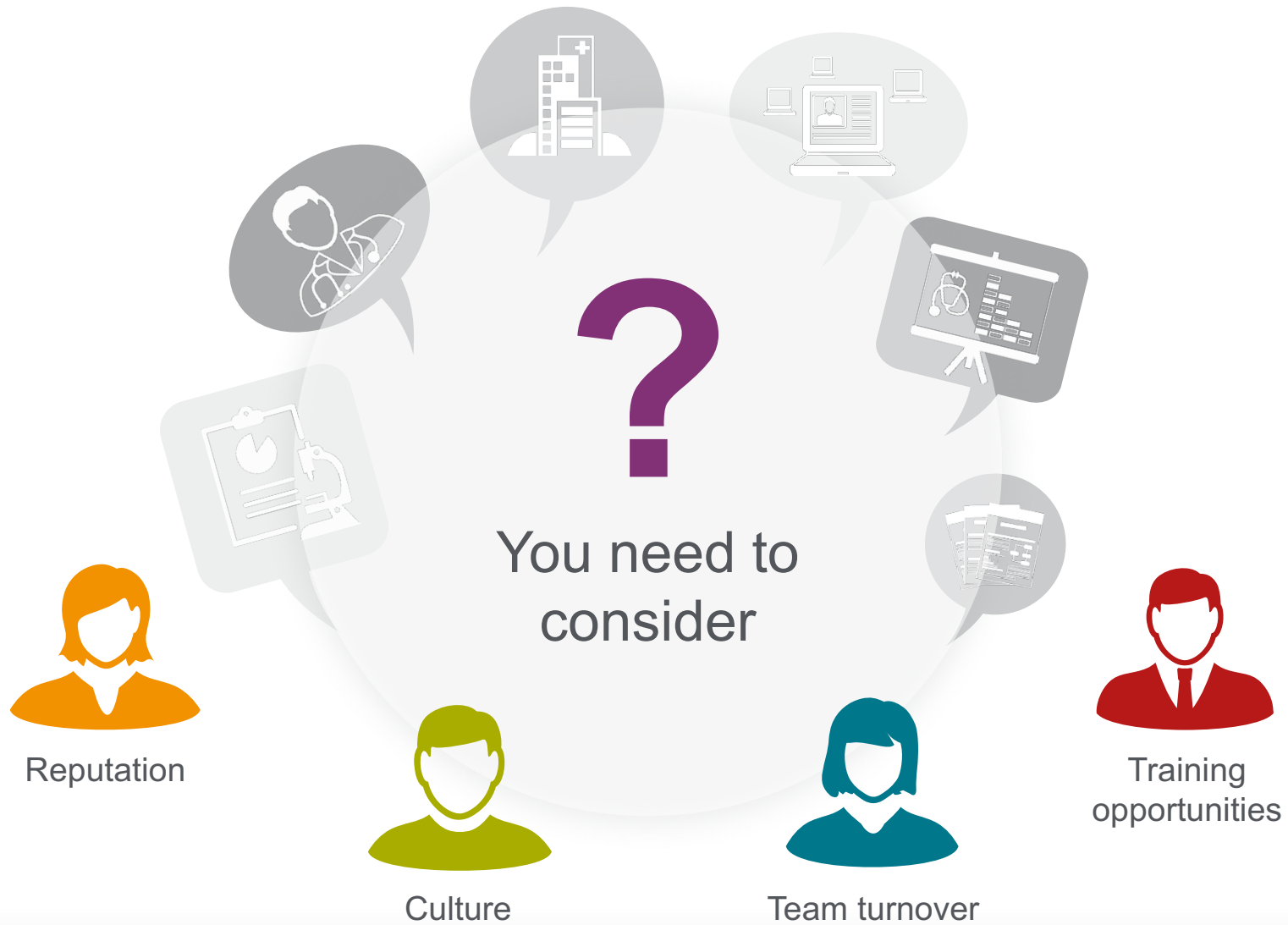


**Key attributes for any role:** Scientific knowledge, teamwork, eye for detail, organizational skills, good communication, eagerness to learn

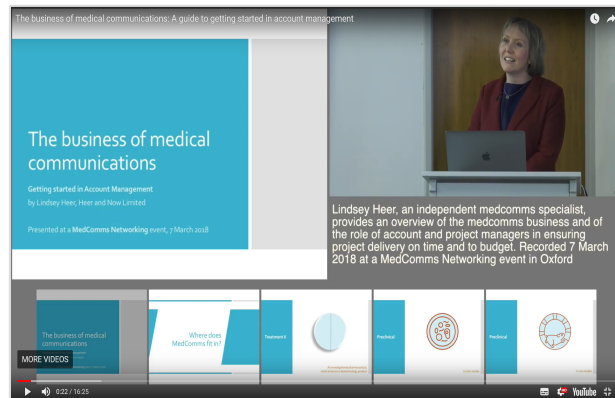
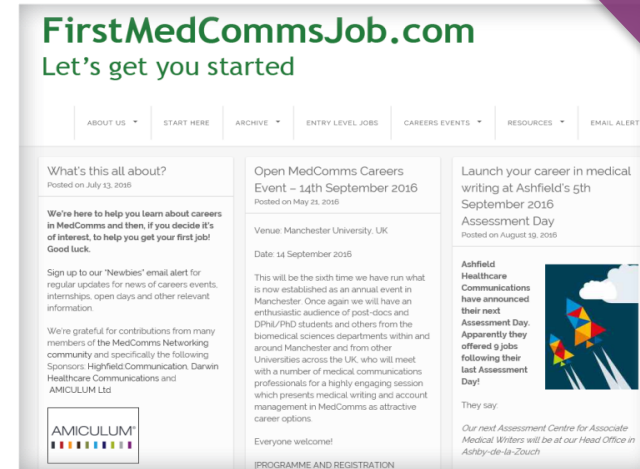
# Choosing an agency – key criteria



# 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

Faith Norster

# My path to medical writing



## Experience/skills

CURRICULUM VITAE FAITH NORSTER	
<b>RELEVANT EXPERIENCE</b>	
<b>TEAMWORK</b>	
2016–2017	Barts Cancer Institute (BCI) PhD Forum Secretary
<b>COMMUNICATION</b>	
2017	Poster presentation – American Society of Hematology (ASH) 59 <sup>th</sup> Annual Meeting Oral presentation – BCI Postgraduate Day CRUK “Meet the Scientist” presentations – CRUK Science Immersion Day, CRUK London Research Showcase



Scientific background  
PhD student  
Passion for scientific engagement



Med comms networking



# My path to medical writing



## Experience/skills

### Medical writer

- Writing
- Poster and slide deck development
- Meetings/symposia
- Science engagement

### Account handler

- Managing students
- Project tracking
- Organizing events

### Medical communications

- Networking events
- Pharma visits

Faith Norster

## RELEVANT EXPERIENCE

### Teamwork

2016–2017 ■ Barts Cancer Institute (BCI) PhD Forum Secretary

### Research Engagement and Communication

2017 ■ Poster presentation – *American Society of Hematology (ASH) 59<sup>th</sup> Annual Meeting*

■ Oral presentation – *BCI Postgraduate Day*  
■ CRUK “Meet the Scientist” presentations – *CRUK Science Immersion Day, CRUK London Research Showcase*

2016 ■ Poster presentation – *BCI Postgraduate Day*  
■ CRUK Research Engagement Activities – *A-level school children, Compass Group fundraisers*

2015 ■ Oral presentation – *ASH 57th Annual Meeting*

### Project Leading and Mentoring

2016 ■ MSc Project Supervision – *10-week research project*

2015–2017 ■ Teaching and laboratory demonstrating – *BSc and MSc Biology / Biomedical science course modules*

### Industry Experience

2017 ■ Intensive MedComms careers workshop

■ PhD Forum visit to Gilead and Janssen UK medical affairs teams

2016 ■ MedComms networking careers event

## EDUCATION

Oct 2014– Oct 2017

■ PhD – **Barts Cancer Institute, Barts and the London School of Medicine and Dentistry**

*The role of HMGB1 and its receptors in chronic lymphocytic leukaemia*

# Choosing the right agency for me

*Career progression path?*

*Type of training?*

**Med comms networking**



*Size of company?*

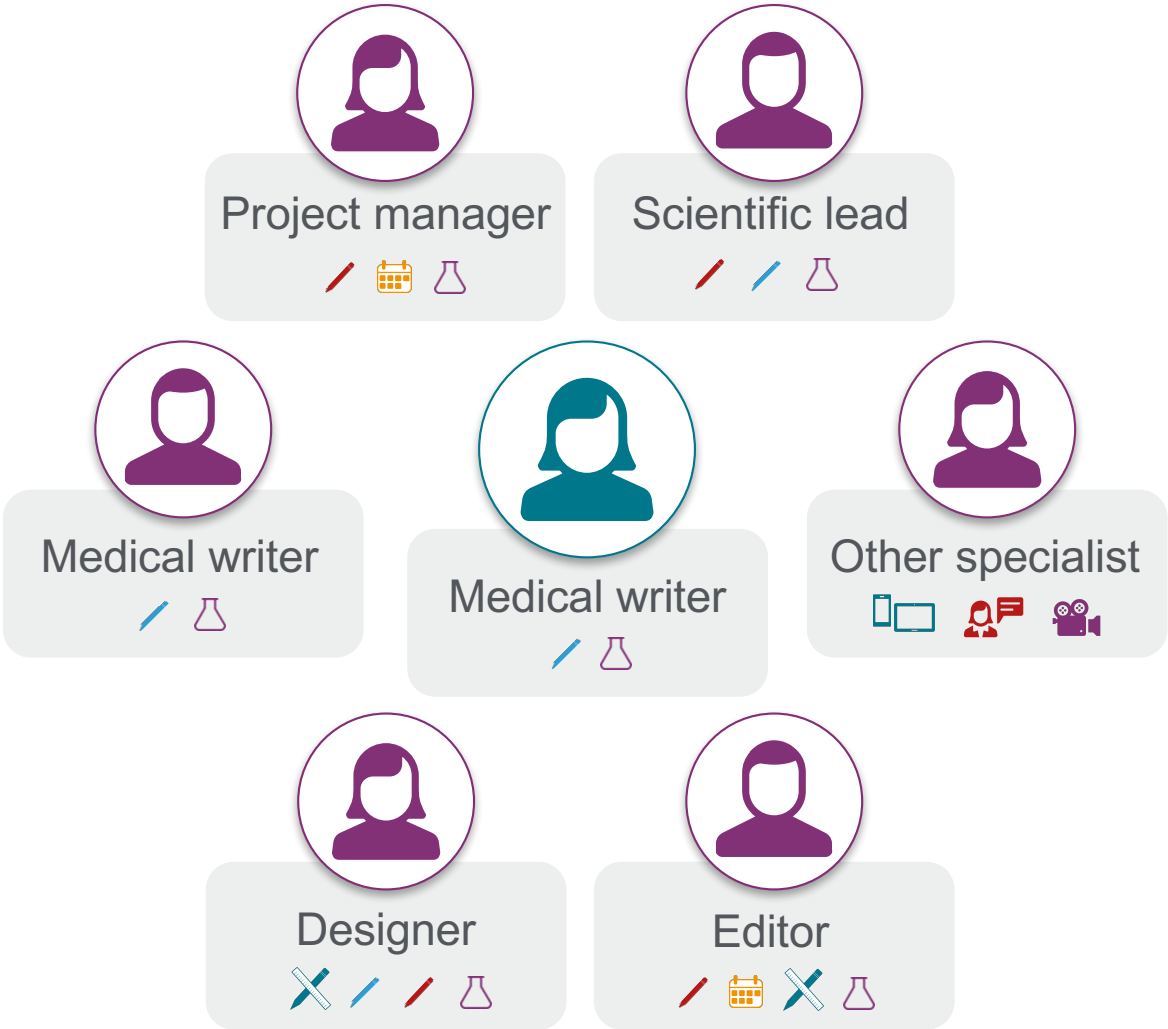
*Office location?*

*Number of trainee medical writers in account?*


*Therapy area?*

*Type of medical writing?*

# What to expect as a medical writer




 Medical writing

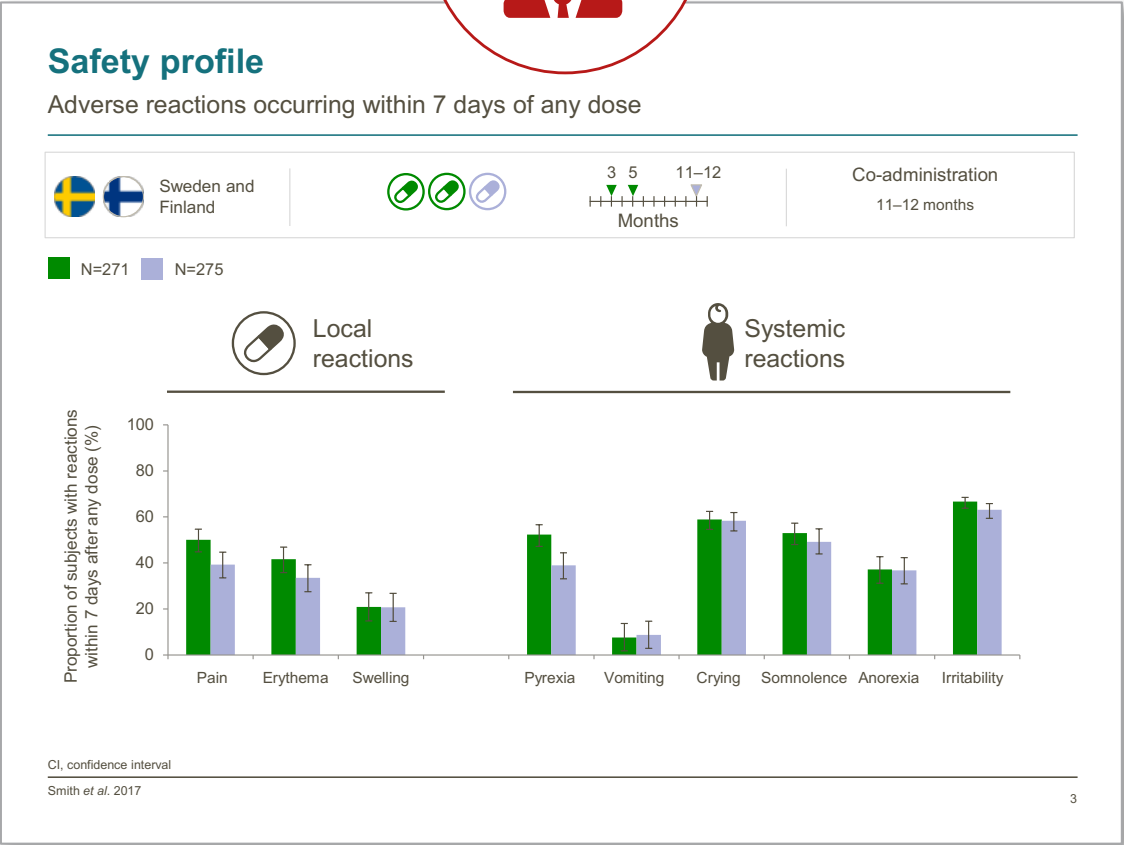
 Scientific background

 Medical editing

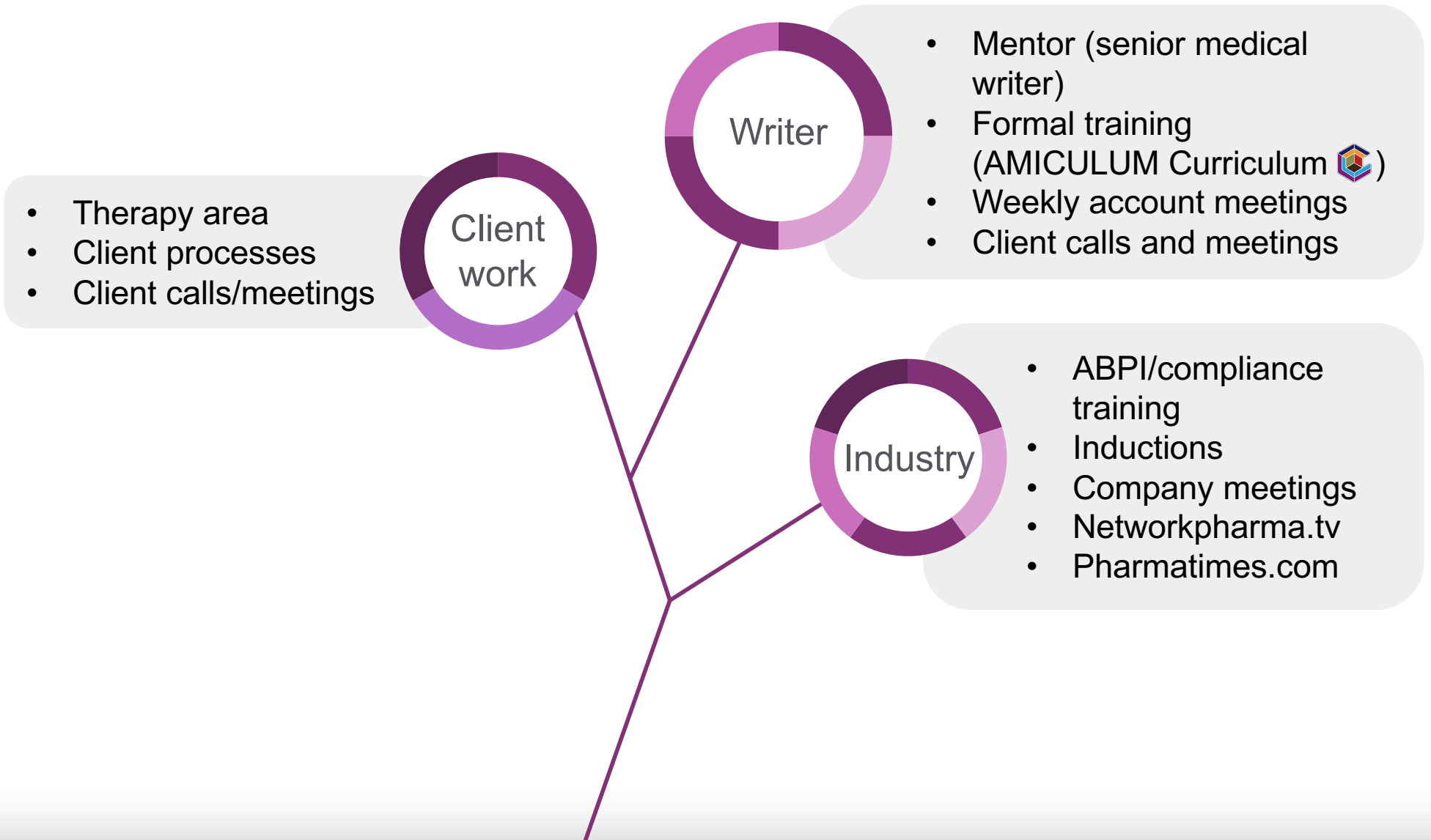
 Design

 Project management

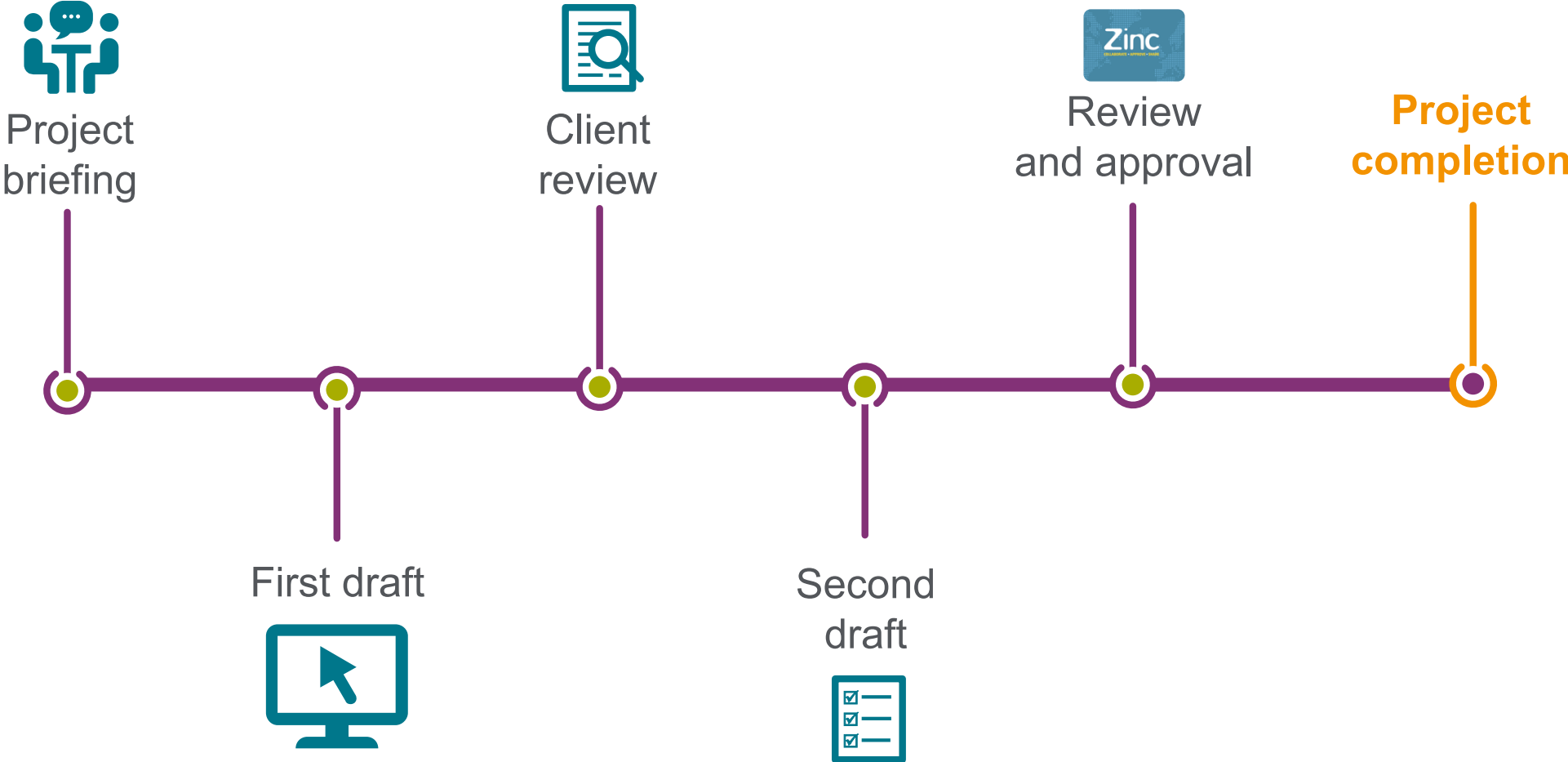
# What to expect as a medical writer



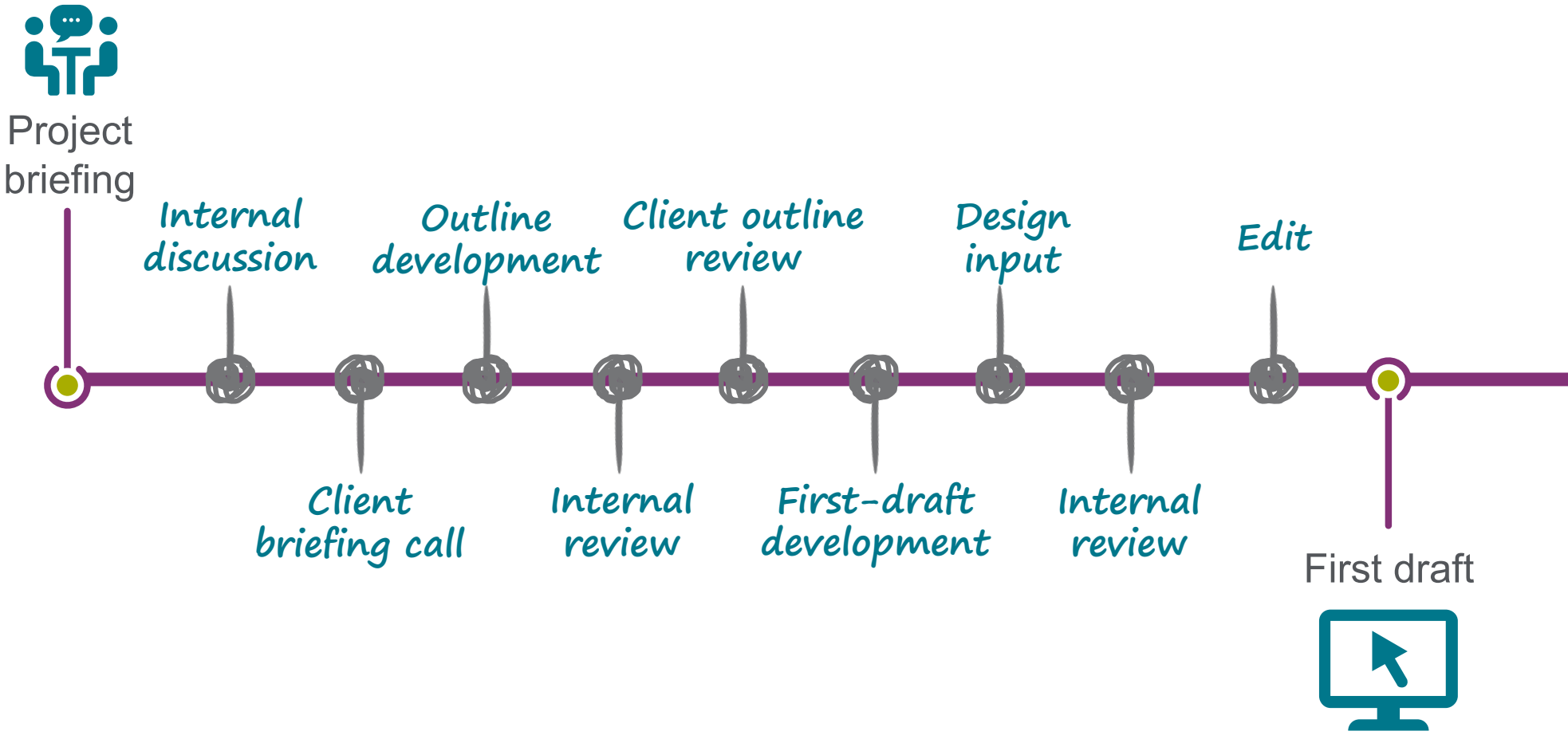
# Support as a trainee



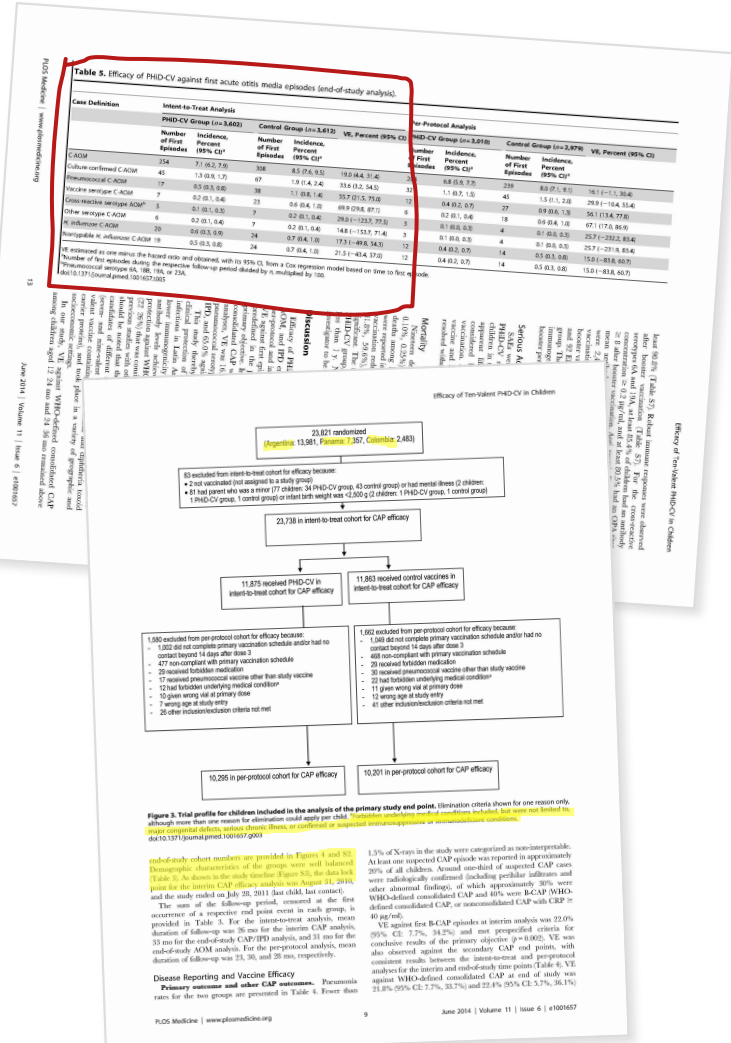
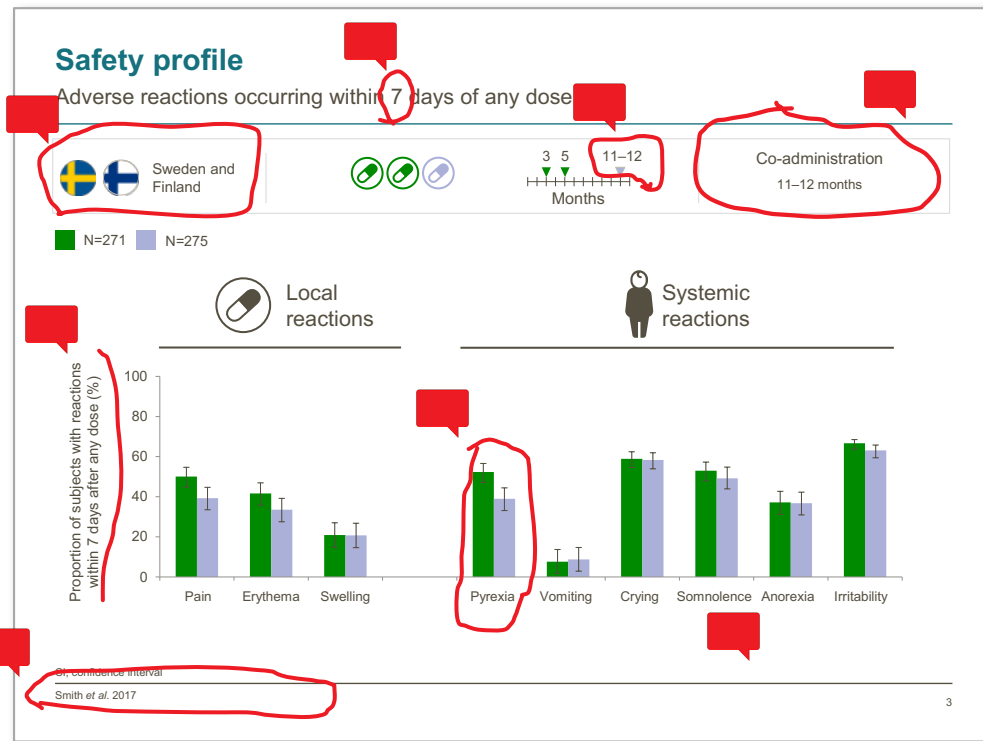
# A typical project



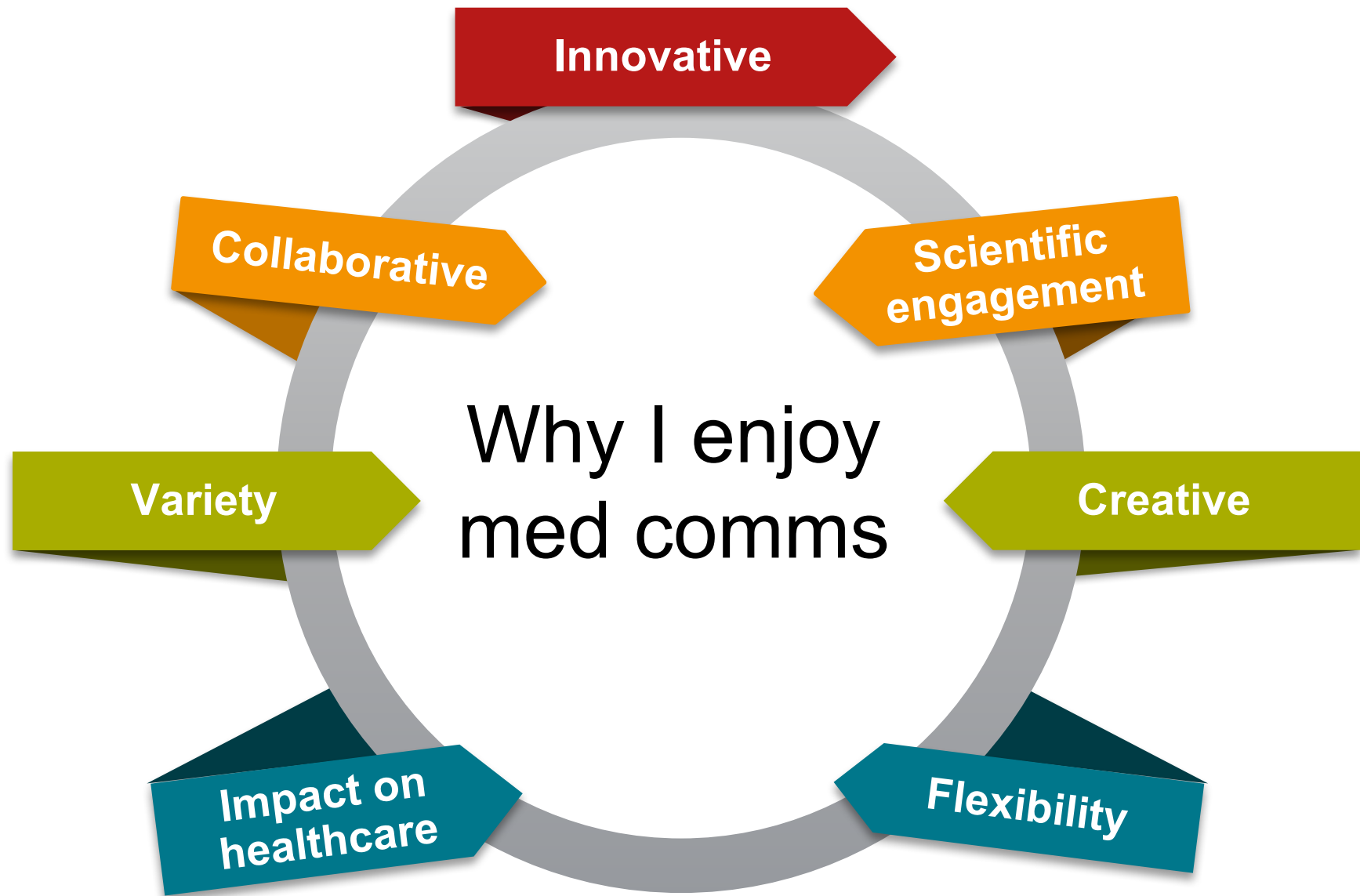
# A typical project



# A typical project







# altogether

# different



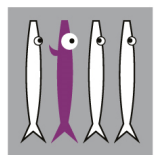
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Come and speak to the team at the AMICULUM booth