



Ashfield
Healthcare Communications

Ashfield Healthcare Communications

Excellence. Connected.





Commercial

Comprehensive, ingenious and effective sales & marketing solutions

Clinical

Patient support and healthcare professional education. Delivered in person, online or over the phone, our programmes bring clarity and build confidence

Healthcare Communications

Connecting insight, intelligence and expertise to deliver powerful multichannel communication solutions

Insight & Performance

Delivering business analytics, insights, marketing consultancy and proven programmes to drive organisational excellence

Market Access

Comprehensive services to support strong formulary positioning

Medical Information

Highly regarded, compliant and accurate medical information services

Meetings & Events

Delivering meetings & events with certainty and impact

Pharmacovigilance

Outstanding pharmacovigilance expertise and risk management services

Agencies you may recognise



ACUMED



Galliard



Nyxeon



CircleScience



GeoMed



QXV



FireKite



iMed Comms



Watermeadow Medical



Gardiner-Caldwell
Communications



InterPhase Consult



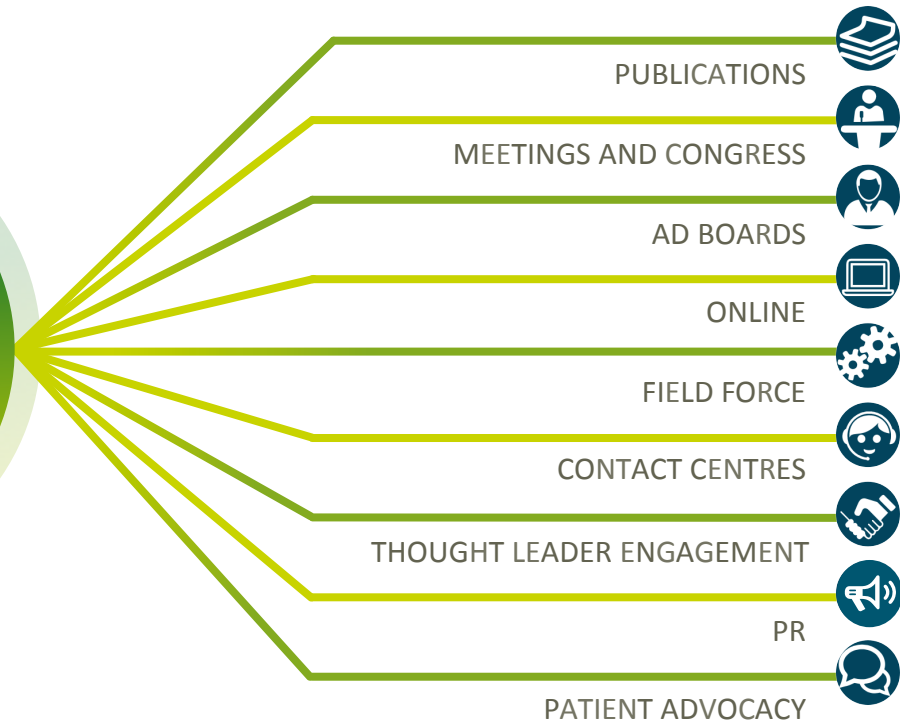
Zoetic Science



The customer has more channel choice than ever before to access information

Reaching audiences means...

That delivering the **right information** at the **right time** via the **right channel** is fundamental to success





Digital initiatives



Launch meetings



Disease area education



Meetings



Publications



Training materials



Many more



Who do we generate these materials for?





38%
Medical & Scientific Services

22.5%
Client Services

11%
Digital

28.5%
Others

- *Support Services*
- *Consultancy*
- *Workflow Solutions*
- *Congress*
- *Exhibitions*
- *Research Group*

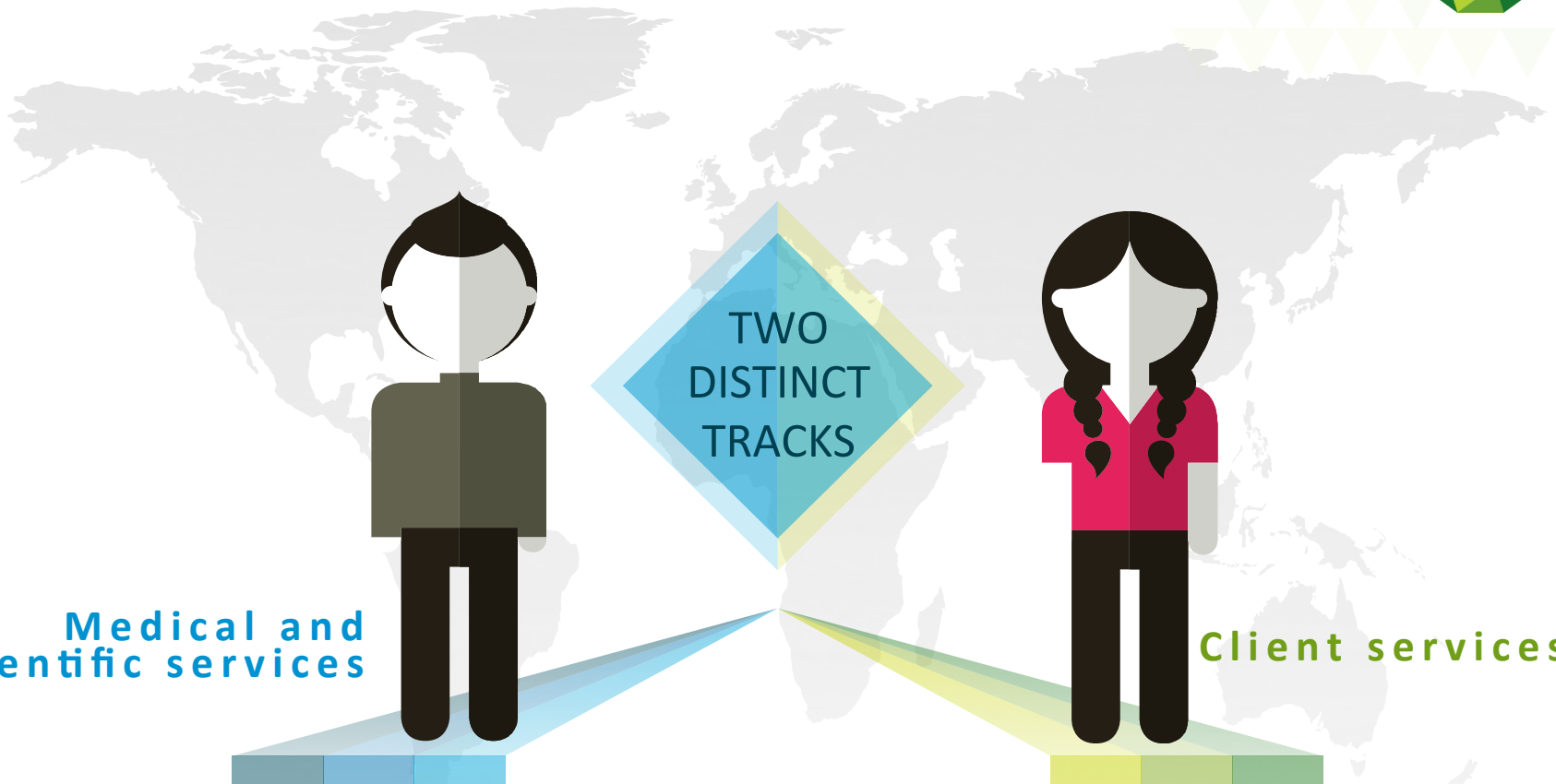


Medical and
Scientific services

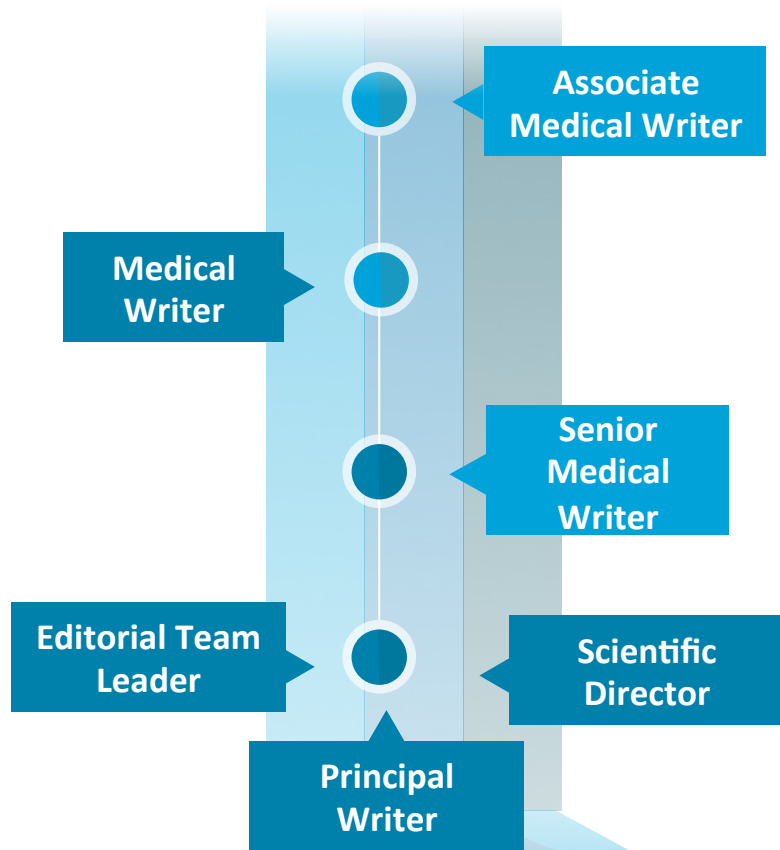


TWO
DISTINCT
TRACKS

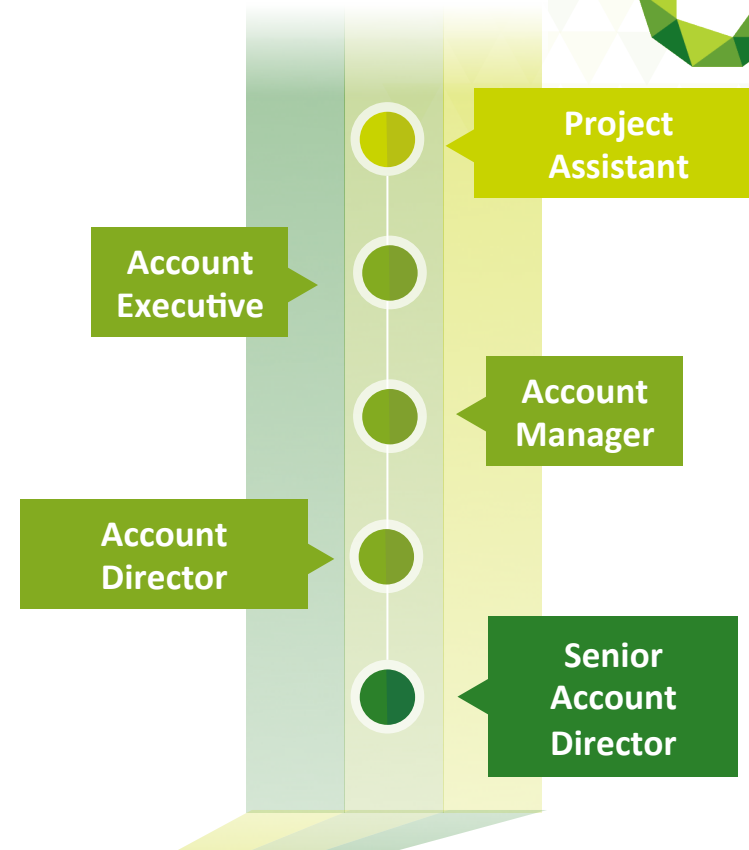
Client services



TYPICAL MEDICAL WRITER CAREER PATH




TYPICAL CLIENT SERVICES CAREER PATH



STRONG AND STABLE CAREER PROGRESSION



EDITORIAL / SCIENTIFIC



- Grammar, writing, editing
- Technical skills
- Attention to detail – style/consistency, syntax, scientific accuracy, layout and design
- Good basic knowledge of healthcare and the pharmaceutical industry
- Creative ability
- Excellent inter-personal and communication skills
- Familiarity with code of practice guidelines for medical copy/copyright issues

CLIENT SERVICES



- Project management skills
- Financial management
- Confident and decisive
- Enthusiastic and hard-working
- Organised and disciplined
- Strong influencing and negotiating
- Problem solving/diplomacy
- Creativity

Our values



Quality

For us only the best is good enough



Partnership

We build on trust through delivering on our promises



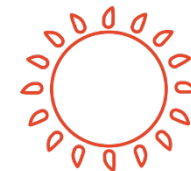
Ingenuity

Our commitment to resolving problems and resourceful thinking everyday



Expertise

Together we have a wealth of knowledge and skills built over many years



Energy

We are passionate about what we do and eager for success

At Ashfield, you'll be working for the leader in medical communications



Where can you find us in the UK



Macclesfield

- Victoria Mill
- Peakeside House
- Hazelwood House

Witney

Maidenhead

London

- Harmsworth House
- Bedford Row

Glasgow

A SLICE OF LIFE...

Aneela

ASSOCIATE MEDICAL WRITER

“I love being at the cutting edge of science and nothing beats that sense of satisfaction when a manuscript is published or poster presented at congress – knowing you made it happen!”



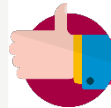
WHAT I DO

Guess what? I write stuff! Of course, there's more to it than that – but basically my job is to help create all sorts of medical and scientific communications – posters, presentations, papers and manuscripts – you name it. It's not all being stuck behind a computer either – we get to go and support our clients at scientific congresses and meetings, all over the world.



04 MY TYPICAL DAY

I'm expected to manage my own time – as well as hitting deadlines and keeping up a good standard of work! I can be working on a number of projects, so being organised and keeping a to-do list is essential. We have quite a lot of meetings, too, to update on the progress of different projects, and these break up the day, so it's usually pretty varied. You never know when a last minute project might land on your desk so you have to be pretty flexible too!



WHY IT'S GREAT

I love the challenge of working in new therapy areas and I feel like I am constantly developing new skills. I never feel “out on a limb” because there is loads of medical and scientific expertise here – if I need support on something I don't really know about, all I have to do is ask – and people really do want to help; we really do work as a team. Oh – and one other thing... we **never** run out of cakes!