



Ashfield
Healthcare Communications

Ashfield Healthcare Communications

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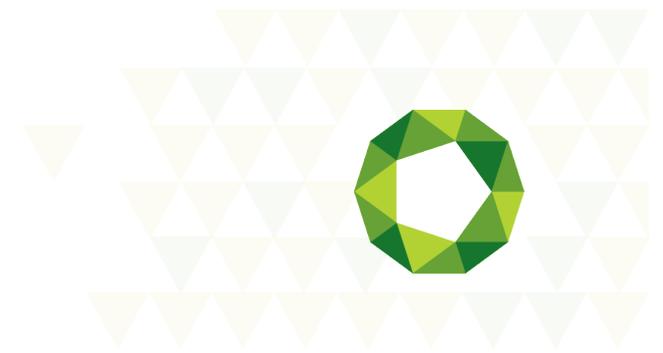
Oxford, UK www.MedCommsNetworking.com



Ashfield Healthcare Communications: An overview



...Our mission is to partner with our clients,
**improving lives by helping healthcare
professionals and patients get the medicines,
knowledge and support** they need



So who is Ashfield?

We are a dynamic international healthcare services company

'We partner with our clients, improving lives by helping healthcare professionals and patients get the medicines, devices, knowledge and support they need'



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

Ashfield Healthcare Communications



1,200 PEOPLE   NETWORKED GLOBALLY

Multichannel healthcare communications agencies

- | | |
|---|-------------------------|
| ACUMED | GeoMed |
| Ashfield Healthcare Communications K.K. | iMed Comms |
| BlueMomentum | Infusion |
| Cambridge BioMarketing | Pegasus |
| CircleScience | Physicians World Europe |
| Cirrus Communications | QXV Comms |
| Clinical Bridges | Scientific Connexions |
| CodonMedical | Seren Communications |
| FireKite | StemScientific |
| Gardiner-Caldwell Communications | Watermeadow Medical |
| | Zoetic Science |

Ashfield collaborators

- Nurse educators and call centres
- Contract sales and telesales
- Medical information and pharmacovigilance
- US market access

Specialists and centres of excellence

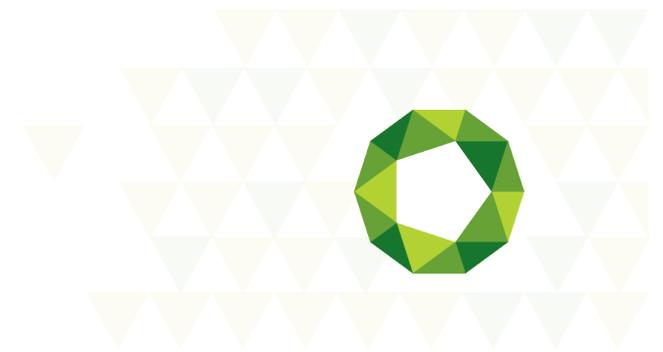
SCIENTIFIC PR	<i>Galliard Nyxeon</i>
DIGITAL, CREATIVE AND MARKETING	<i>Ashfield Digital & Creative</i>
CONSULTING	<i>Insight & Performance InterPhase Consult</i>
EVENTS AND EXHIBITS	<i>Ashfield Meetings & Events</i>
DISEASE EDUCATION	<i>HIV Therapy Congress Viral Hepatitis Congress NDEI diabetes portal</i>

Integrated multichannel services

- Creative branding and marketing
- Digital strategy and solutions
- eLearning and training
- External expert programmes
- Healthcare strategy consulting
- Live and virtual meetings
- Medical education
- Patient engagement programmes
- Marketing strategy and materials
- Publication planning and medical writing
- Scientific and consumer PR
- Strategic communications

We are Excellence. Connected.

Sharing the fruits of insight and experience



GLOBAL NETWORK
1200
STAFF IN EUROPE AND THE UNITED STATES

Backgrounds in healthcare communications, clinical practice, industry, and academia



~90%
MEDICAL & SCIENTIFIC SERVICES TEAM HAVE AN MD, PHD, OR PHARM D

High value insights and best practice multichannel application

350+

Products supported from discovery to end of patent life across >130 therapy area indications



Partners with >105

pharma, biotech, device and nutraceutical companies

Reaching audiences, wherever they are



WHATEVER YOUR COMMUNICATION CHALLENGE, WE'RE HERE TO HELP



Experts

- ▶ External expert engagement programmes
- ▶ Strategic content planning
- ▶ Publication planning and medical writing
- ▶ Medical education programmes
- ▶ Advisory boards
- ▶ Peer-to-peer networking
- ▶ Scientific dialogue meetings
- ▶ Medical Scientific Liaison officers



Prescribers

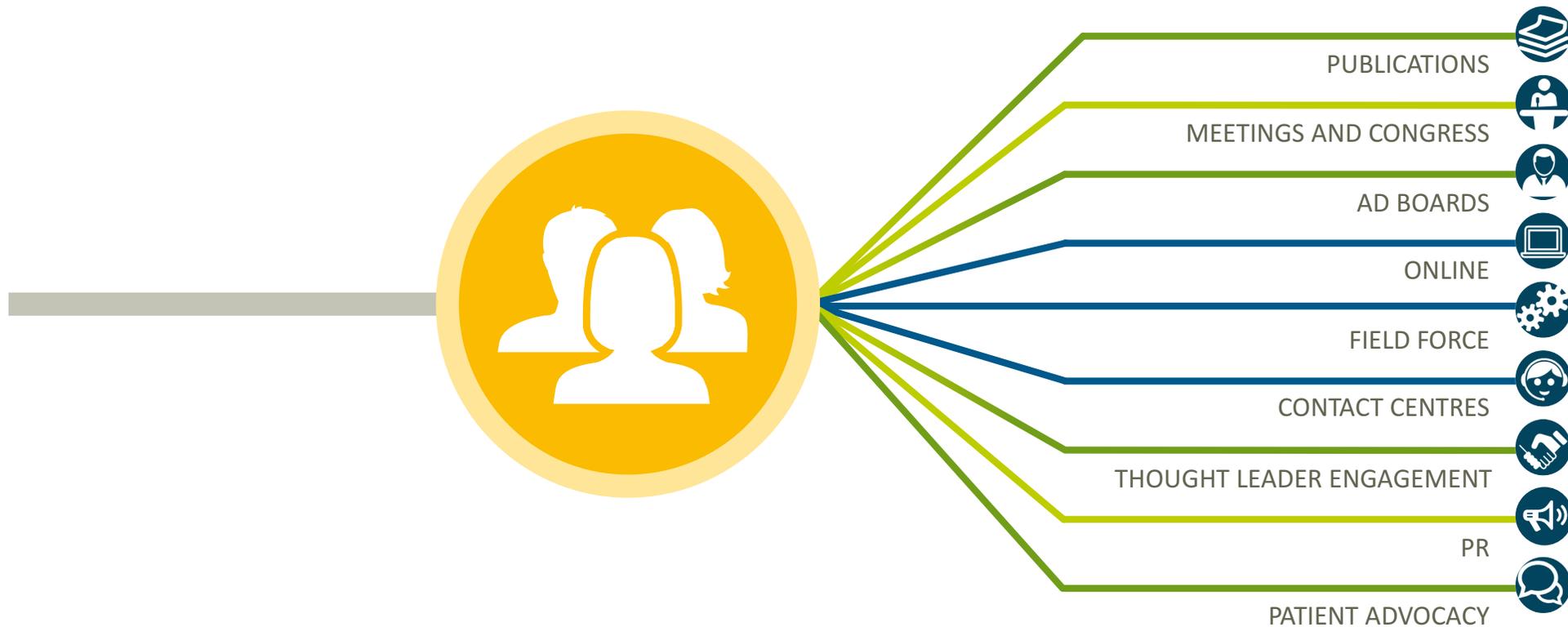
- ▶ Market access consultancy
- ▶ Flexible sales teams across 20 countries
- ▶ Customer service representatives
- ▶ Remote detailing
- ▶ Medical dialogue centre services
- ▶ Nurse-led education teams
- ▶ Full meetings and events support
- ▶ Virtual and face-to-face training



Patients

- ▶ Patient engagement consultancy and research
- ▶ Patient education programmes and meetings
- ▶ Direct patient care programmes
- ▶ Treatment adherence support
- ▶ Nurse-led virtual and telephone support
- ▶ Clinical audit and review services
- ▶ Service redesign and support services
- ▶ Consumer and patient information

Different audiences require different communication outputs





Digital initiatives



Launch meetings



Disease area education



Meetings



Publications

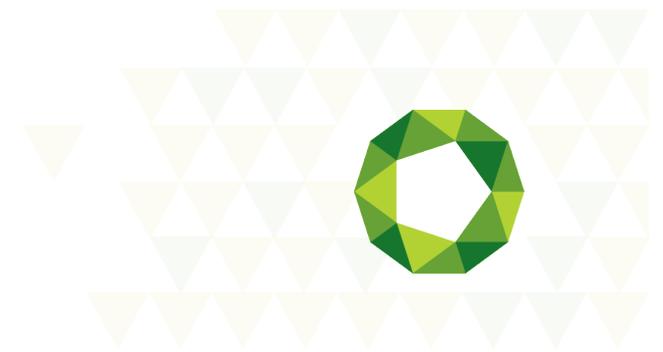


Training materials



Many more





38%

Medical & Scientific Services

22.5%

Client Services

11%

Digital

28.5%

Others

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

Our values



Quality

For us only the best is good enough



Partnership

We build on trust through delivering on our promises



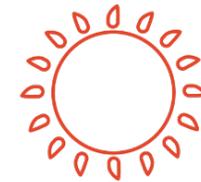
Ingenuity

Our commitment to resolving problems and resourceful thinking everyday



Expertise

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



Energy

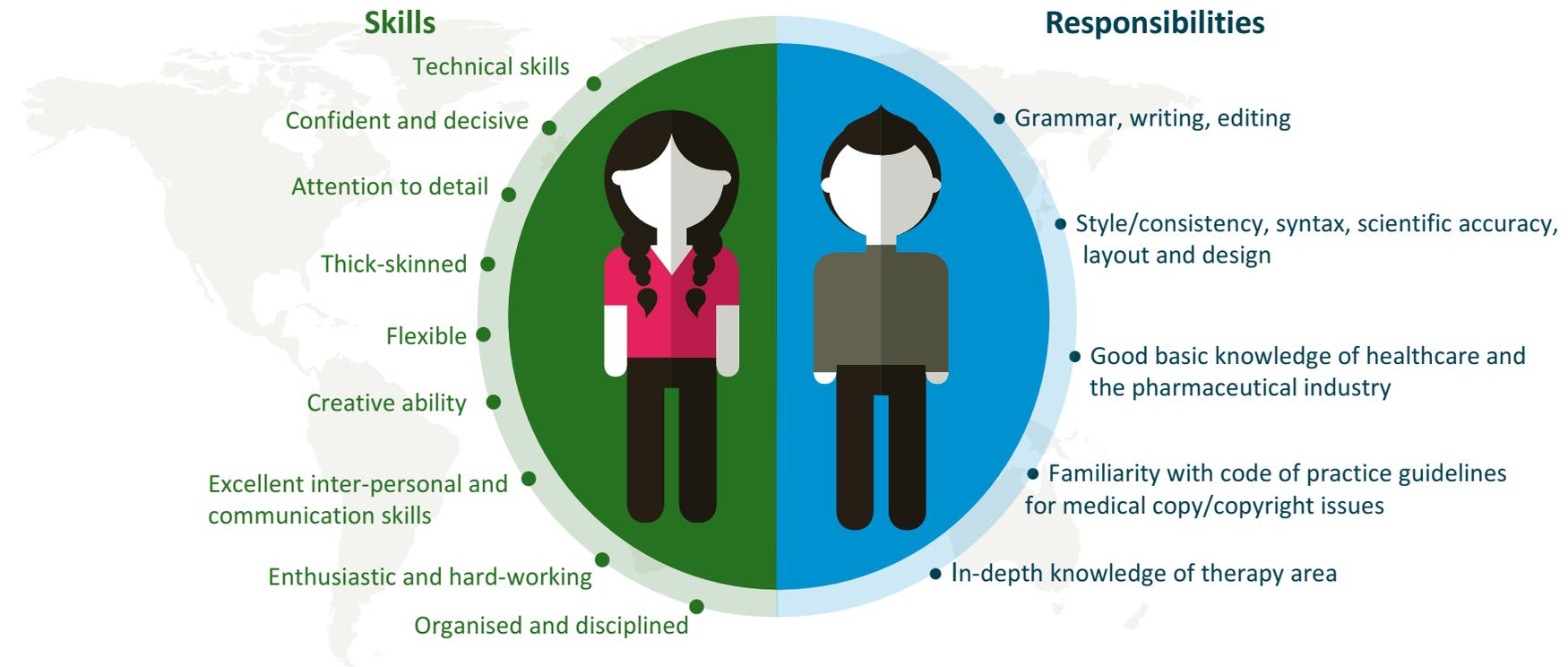
We are passionate about what we do and eager for success



Can you build a career at Ashfield...



Key skills and responsibilities of a Medical Writer



Where can you find us in the UK



Glasgow

Macclesfield

- Victoria Mill
- Peakeside House
- Hazelwood House

Dublin

Maidenhead

London

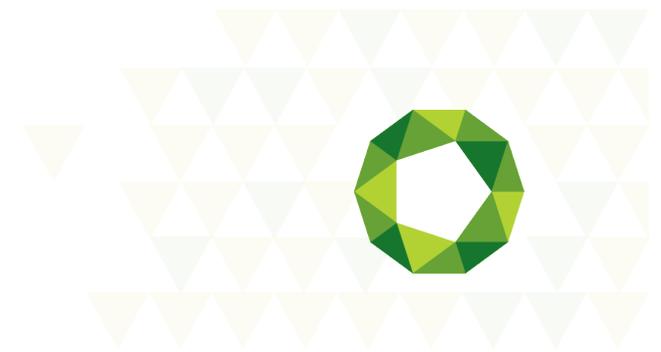
Witney





A day in the life of an Associate Medical Writer...

What is a Medical Writer?

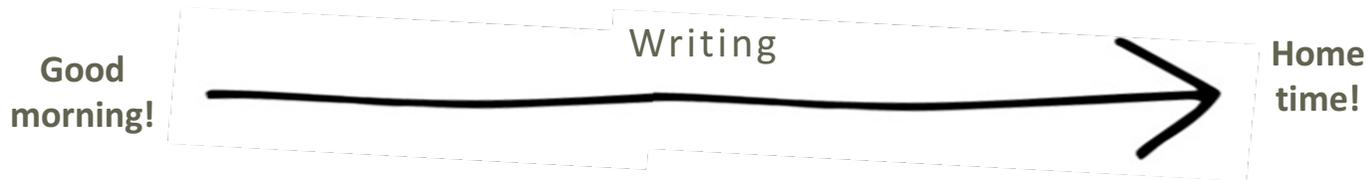


- For most pharma products, a communications and publications programme will run alongside the clinical development process and beyond to ensure it remains on the clinical radar
 - A Medical Writer will provide a breadth of support for these activities
- The role of a Medical Writer
 - Work within a multi-disciplinary team to deliver high-quality scientific content for a wide range of materials
 - Attend conferences, advisory boards and standalone meetings
 - Review other writer's work to check for scientific accuracy and grammatical/editorial errors
 - Keep an eye on competitor drugs and strategies
 - Liaise with a wide-range of clients, key healthcare professionals, experts and other agencies (statistics, creative, AV, iPads etc...)

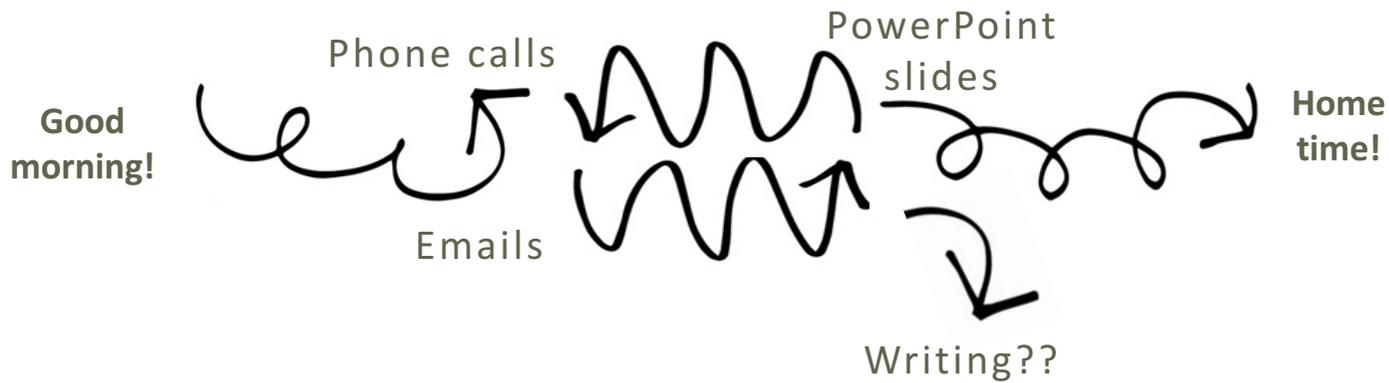
Day-to-day role



What many people think a typical day is like...



What our day is actually like....



Day-to-day role cont'd...



Emails

- Sending out projects
- Chasing authors
- Following up with clients
- Ensuring project meets scope
- Briefing team members



Meetings

- Team meetings
- Client status updates
- Client launch meetings
- Manager catch-ups



Writing

- Abstracts
- Manuscripts
- Oral presentations
- Poster presentations
- Congress materials
- Educational/disease awareness materials
- Newsletters
- Etc...



Learning new therapy areas, e.g.:

- Cancer immunotherapy
- Alzheimer's disease
- COPD
- HIV
- Eating disorders

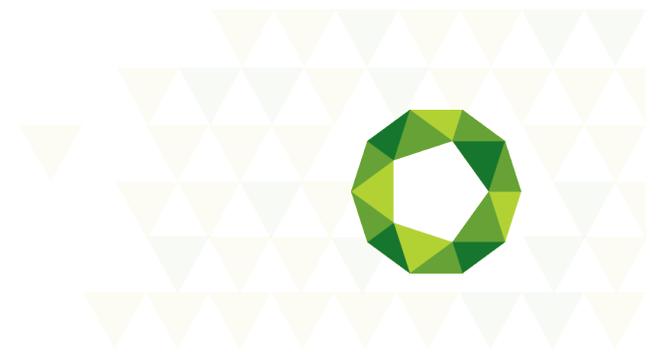


Refuelling

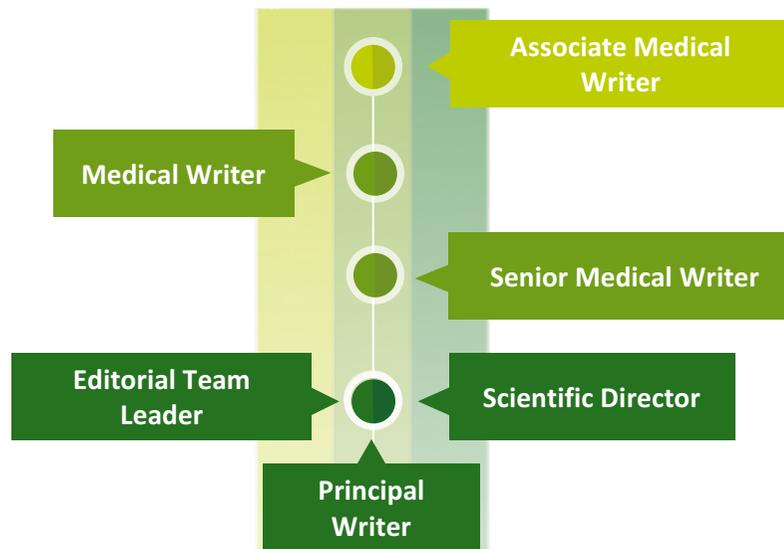
- Coffee
- Biscuits
- CAKE!
- United lunches



Much more...



Typical career path of a Medical writer



**CLEAR & DEFINED
CAREER PROGRESSION**



ONWARDS...



What makes Ashfield different...



The Allegro Programme

- Allegro is our 12-month, accelerated-learning programme for Associate Medical Writers based out of our Macclesfield office
- Allegro comprises of an 8-week training phase followed by two five-month rotations around our healthcare communications agencies, after which you will join one of our agencies as a writer
- To be considered for the role you must have a 2:1 in a Life Sciences degree. No previous writing experience is necessary: Ashfield provides extensive training, development and mentoring

Getting on to Allegro

We hold Assessment Centres throughout the year for our Associate Medical Writer roles.

This is a 1 day event incorporating; writing tests, group exercises and interviews.

ALLEGRO: FROM MSC TO AHC

Emma Winter – Associate Medical Writer

IT STARTED WITH A THOUGHT ...



Bioscience has been central to my academic career in recent years, but I feared that a lab-based job just **wasn't quite 'me'**. Despite having a mind for science, my desire to be expressive, to interact and to **innovate** has always remained, and I began to wonder whether there was a career out there which could stimulate both sides of my personality.



"I have a lot to learn!"

"My Master's degree taught me an awful lot, but putting that knowledge into context is a different thing entirely. I'm beginning to get a feel of how science works in the real world."

... WHICH BECAME A CAREER ...



Some intensive web searching led me to the world of healthcare communications. I enjoyed writing, but **how could I be sure that I would enjoy a writing-based career?** The interview day was my first flavour of an answer, and it sparked my determination to begin a medical writing career. I was humbled to receive a job offer from Ashfield Healthcare Communications, entering the **Allegro** programme as an **Associate Medical Writer**.

"I'm not alone"

"I envisioned my first weeks as a worrisome struggle, but I couldn't have been more wrong. I'm learning that a company's success stems entirely from the strength of its team."

... AND TURNED OUT TO BE MUCH MORE



The **significance** of the Allegro initiative became apparent immediately and I began to appreciate the enormity of the opportunity. I have now completed my **2nd week** of training on the Allegro programme and my aspirations have grown daily. The **good-natured** ethos here at Ashfield Healthcare Communications is identifiable in all aspects of the work, giving me the **confidence** that I can succeed in making the transition from **graduate to professional** life.



"The future is bright"

"There's a clear path of progression for a medical writer, which is really motivating. There's opportunity to move around and experience different cultures, which is great!"



Ashfield Healthcare Communications



What makes Ashfield different?



I like how Ashfield has the Academy as part of the company, it means there is a clear training programme rather than just being dropped straight into it! Ashfield also has a very clear structured career progression. I also like that Ashfield is such a large company, it meant I knew I wasn't going to be the only new person! It also offers the opportunity to move to different disease areas and different types of projects which you wouldn't get at a smaller agency.

Abi, AMW

Ashfield made me feel part of the team before I'd even got the job! They taught me lots about the company and their values. Even after I wasn't successful in the role I applied for I was given an opportunity to apply for another role which shows **they valued me as a person and helped me to find my place within the company.**

Bridie, Project Assistant.

I chose Ashfield because of the potential for **great training and development and the opportunity to grow my career** within the company.

James, AMW

I knew as soon as the assessment day was over that I definitely wanted to work for Ashfield. **The professionalism of the employees, and the extent to which they put my mind at ease in order for me to perform at my best is unrivalled by any other application process I've experienced.** The day is a great taster of what life at Ashfield is like as every employee I have met on my journey so far has mirrored this caring nature.

Emily, AMW

I was drawn to apply to Ashfield because of the company's broad scope of work across the Med Comms field. Throughout my application process I was so impressed by how friendly and supportive everybody was, be that over the phone or email, or finally at my assessment day! When I joined Ashfield, I was quickly made to feel like a valuable part of the team and **have already learnt a lot about the industry in my short time here.**

Molly, AMW

Ashfield are very focused and passionate about hiring people who are brand new to MedComms as they have **the resources to train people up from the beginning and help them develop throughout their career.**

Victoria, AMW



What else do we do...

We make being at work fun...



Ashfield Cares



We are improving lives now



Charities supported

- 25 charities supported

Time donated

- 61.50 hours donated (adding £615 to our fund matching pot)

Goods donated

- 1,234 items donated (adding £832 to our fund matching pot)

Money raised for charities

- Colleagues: £6,311
- Ashfield Cares: £1,671

Amount fund matched

- £2,026 matched to date
- 12 successful applications (and counting!)



Just some of the charities!



THANK YOU

*For more information
please contact us*



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