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Agenda

- Who we are
- What we do, and how we do it
- What we look for in new staff
- Training and career opportunities ahead

Grey healthcare group aspires to be the most joined-up healthcare communications agency

Market access

WG

Advertising

ghg

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Medical education

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S&K healthcare communications

newton healthcare communications

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A global presence driven through regional hubs

New York
Kansas City, MO
Stamford, CT
Cincinnati, OH
Summit, NJ
Rio de Janeiro, Brazil

London
Oxford/ High Wycombe, UK
Madrid, Spain
Freiburg, Germany
Düsseldorf, Germany
Paris, France
Milan, Italy
Prague, Czech Republic
Sandton, South Africa

Singapore
Tokyo, Japan
Kuala Lumpur, Malaysia
Sydney, Australia
Shanghai, China
Hong Kong, China
Auckland, New Zealand

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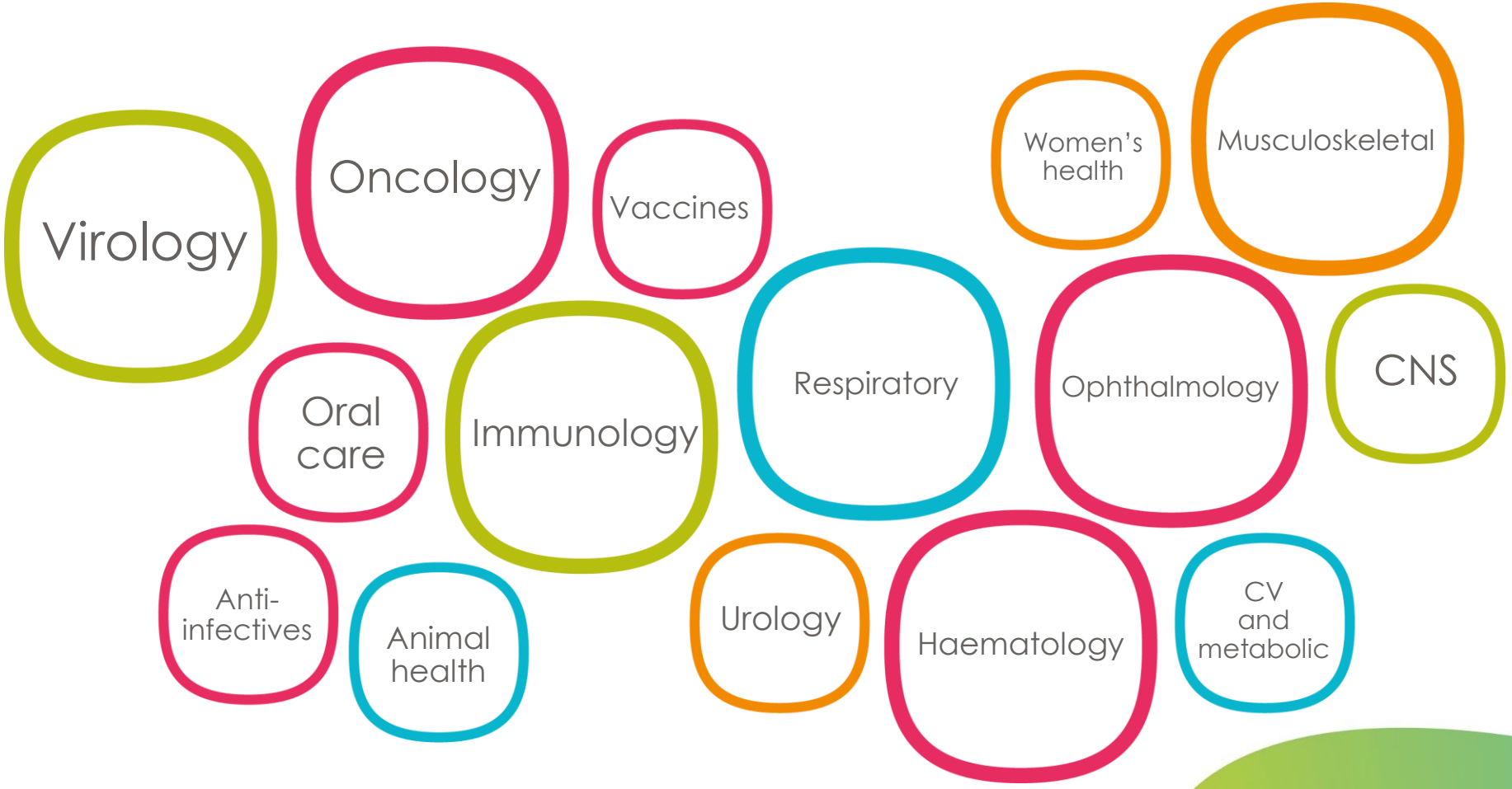
Our experience



CNS, central nervous system; CV, cardiovascular.

Integrated service offering

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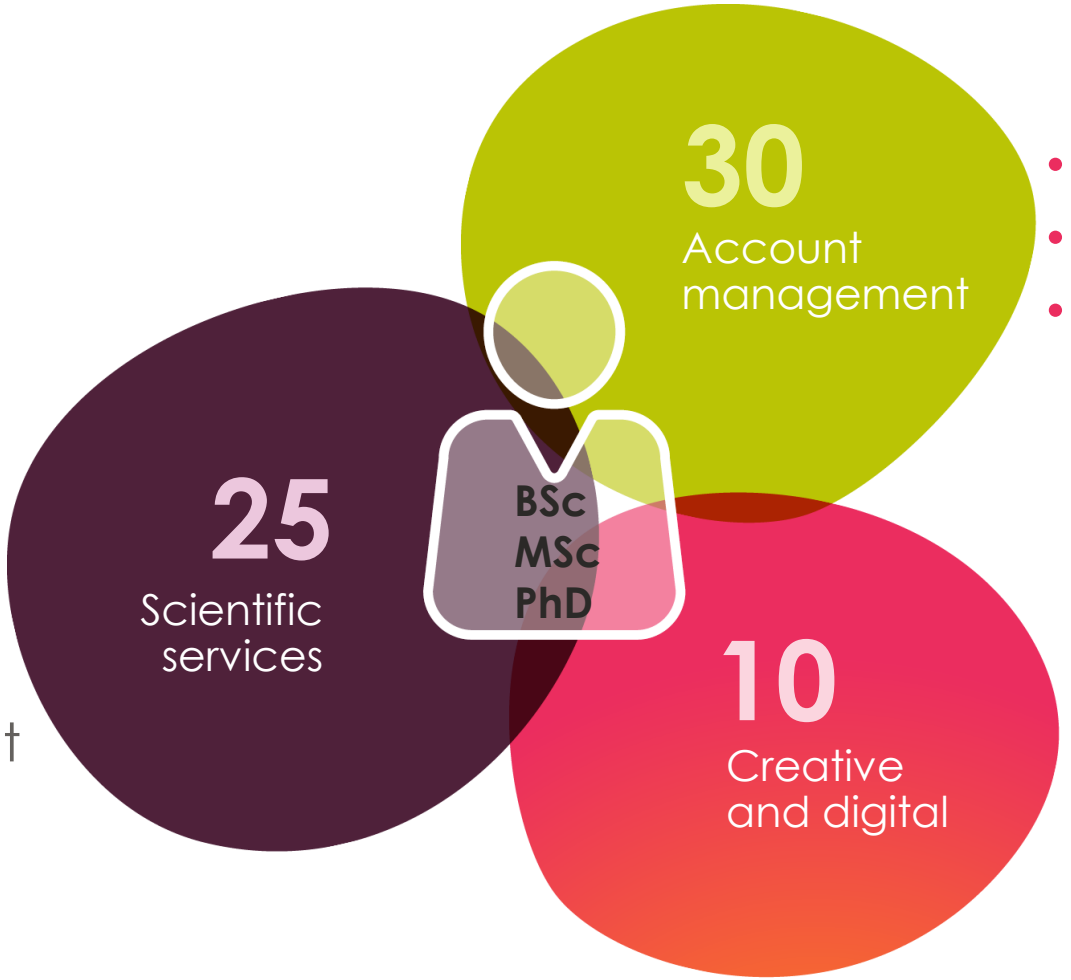
A high-performing medical education team of 65 experts with over 400 years of healthcare experience between them



- Scientifically qualified
- Brand strategy
- Project management

- Medical experts
- Scientific strategy
- Content development
- Editorial

- Healthcare experts
- Print, interactive and video
- Mobile, web and tablet
- Medical animation

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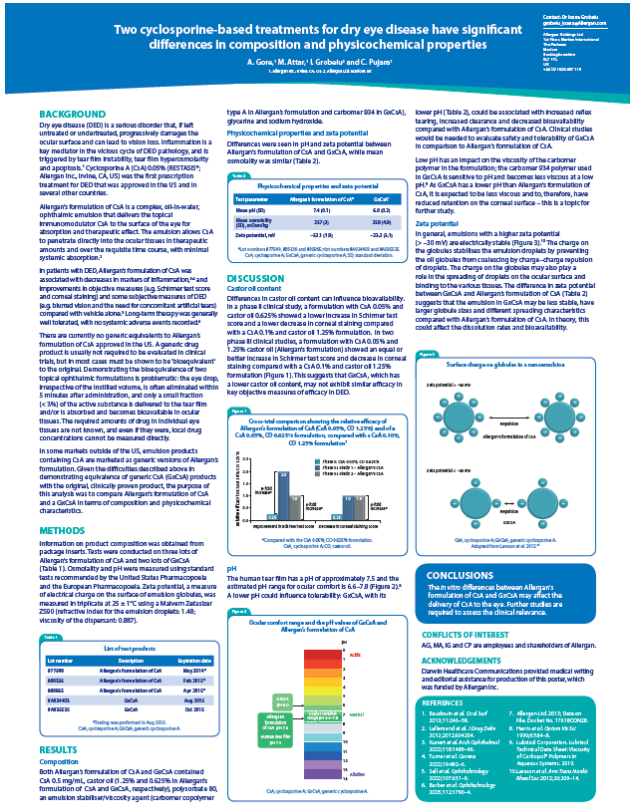
Examples of deliverables

- **Meetings**
  - Advisory boards
  - Symposia
  - Standalone meetings
  - Workshops



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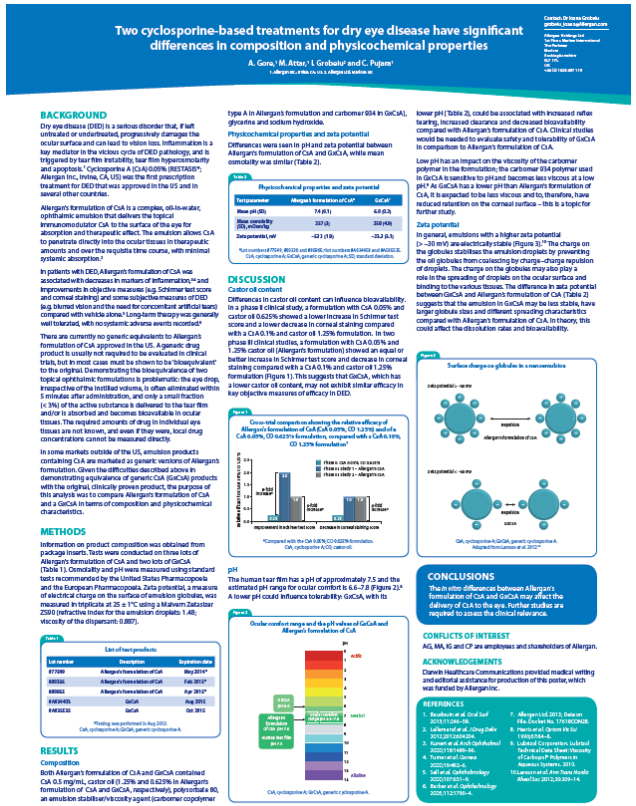
Examples of deliverables

- **Publications**
  - Manuscripts
  - Review papers
  - Abstracts/posters/oral presentations
  - Publications plan
  - Objection handlers



Two cyclosporine-based treatments for dry eye disease have significant differences in composition and physicochemical properties

A. Gore,[1] M. Attar,[1] L Grobelul[2] and C. Pujara[1]

BACKGROUND

METHODS

RESULTS

DISCUSSION

CONCLUSIONS

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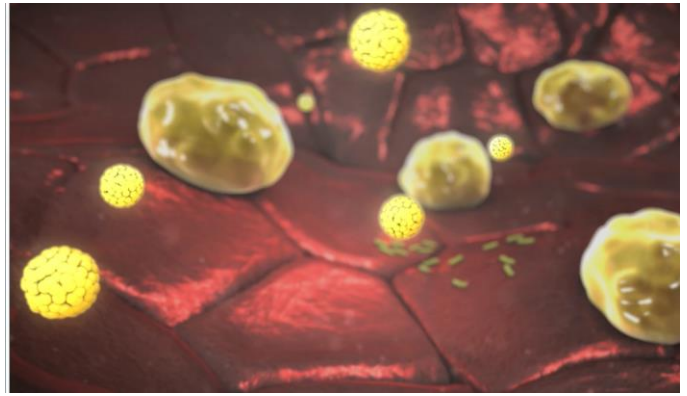
Examples of deliverables

- **Digital**
  - MOA videos
  - Patient videos
  - Website

- **Other materials**
  - Training materials (slide decks/manuals)
  - Newsletters
  - Competitor intelligence report



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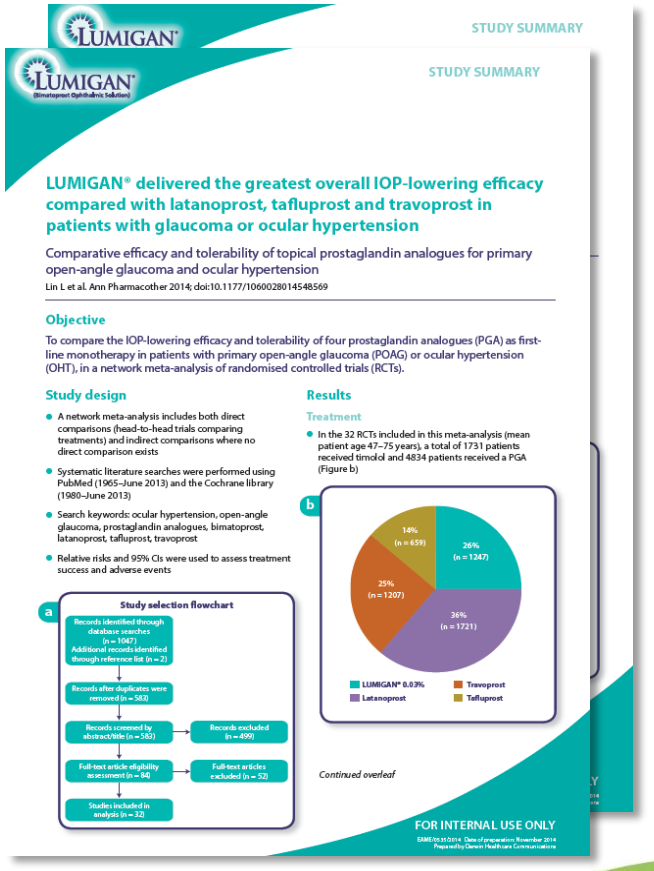

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- In a crowded, competitive and ever-evolving market place, clients are constantly asking us for suggestions that show creativity and innovation

- As a company, it is therefore imperative that we keep up to date with new products, technology and processes that affect the pharmaceutical industry

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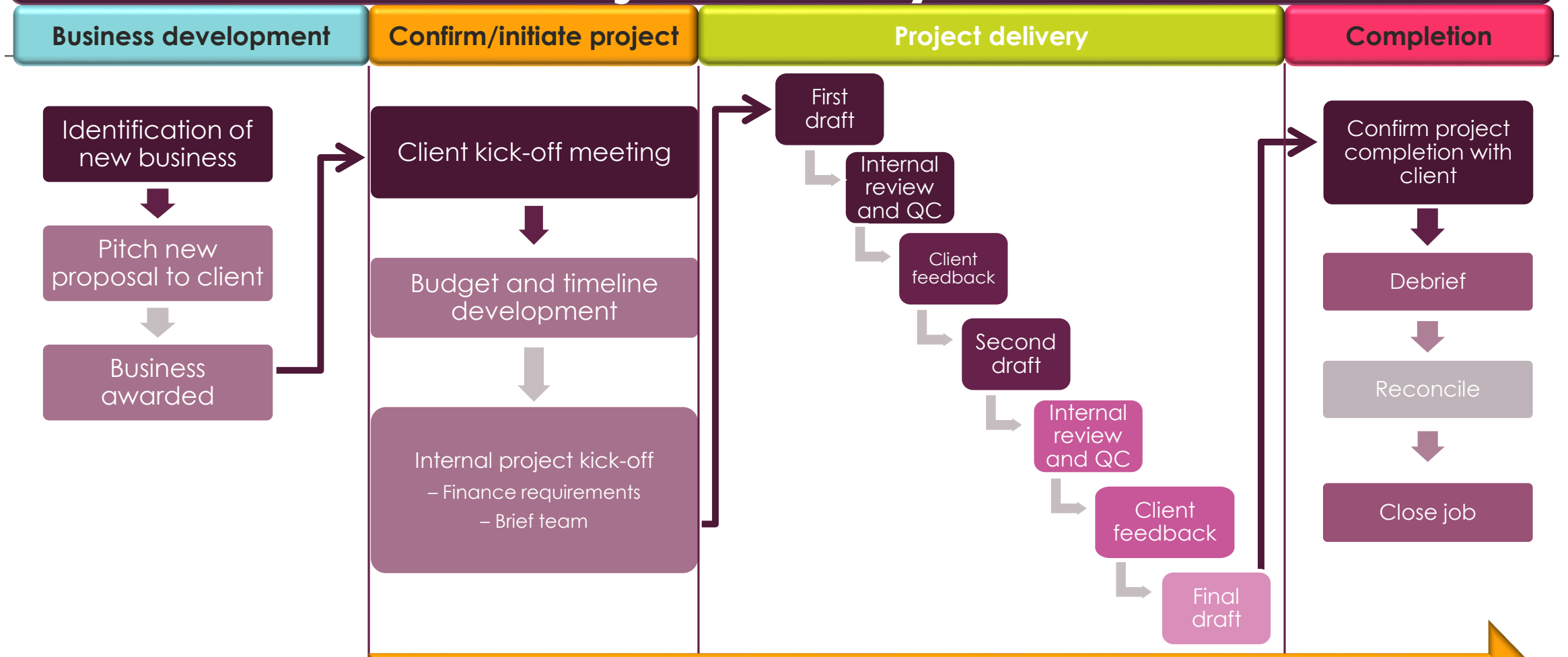
Project lifecycle



QC, quality control

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Account management

My background

- Scientific background (BSc and MSc)
- Joined Darwin Healthcare Communications in June 2014

My role at Darwin

- Account Manager with 3 years of experience
- Day-to-day management of accounts
  - Budgets and timelines
  - Internal and external liaison on project delivery
  - Mentoring and training junior members
  - Involvement in business development (organic growth and new business)
- Working on a range of projects including standalones, symposia, advisory boards, publications, MoA videos and training materials across a variety of therapy areas, such as rare diseases, hepatitis C infection, ophthalmology, and animal health

MOA, mode of action

Medical writing

Background

- Scientific background (PhD)
- Darwin is my first agency ☺

My role at Darwin

- Dedicated writer on two accounts and work on a variety of therapy areas (urology, chronic migraine and ophthalmology)
- Communicating science in a succinct, engaging way and tailoring the style to the target audience (patients, HCPs etc.)
- Responsible for writing a variety of materials, including educational slide decks, newsletters and website content, to name but a few
- Work closely with account management/editorial/creative to ensure that content is aligned with messaging and is scientifically robust

Interested in medical communications?

- Prospect of working across a variety of therapy areas and tactics (no 2 days are the same!)
- Enjoy the thought of consultancy and customer service
- Lots of travel
- Fast-paced
- Progression

Account management vs medical writing?

Account management

- You enjoy organising, planning and working with people
- Enjoy science and are able to pick things up quickly
- Good communicator (written and verbal)
- Enjoy providing excellent customer service

Medical writing

- You love writing! If you don't – medical writing is not for you
- Good multitasker, can rapidly assimilate new information
- Have the 'knack' of making complex data look simple ;-)
- Want to stay close to the science

Training at Darwin

- **On-the-job training**
- **Mentors and buddies**
- **Opportunities to be involved in variety of therapy areas**
- **Opportunities to develop business acumen**
  - Marketing
  - Business development
  - Company Website
- **Regular company-wide training**
  - Training on guidelines such as GPP and ABPI
  - Communication
  - Finance

Why choose Darwin?

- **Excellent team support**
- **Good structure**
- **Wider opportunities**
- **Good work–life balance**
- **Great social activities!**

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Thank you for listening!

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Our mission

Darwin is proud to be an agency bursting with talented, creative and principled individuals

Communicating science with passion, flair and integrity, we create high-science solutions across all media that inform and persuade, surpassing expectations every step of the way

Our solutions are complemented by innovative thinking from our creative advertising, digital and access partners, creating truly joined-up brand thinking

We at Darwin are your natural selection

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