

# The agency perspective: What we do and how we do it

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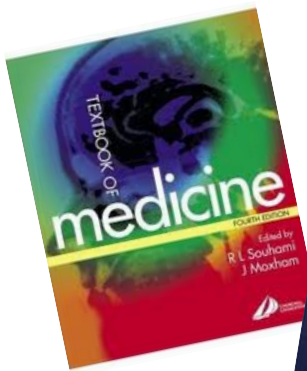
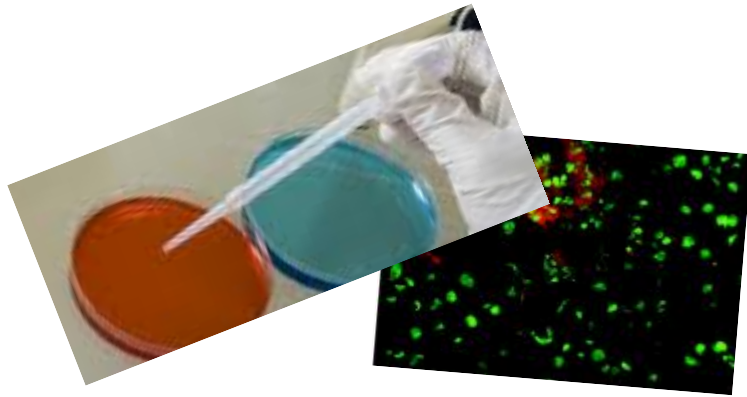
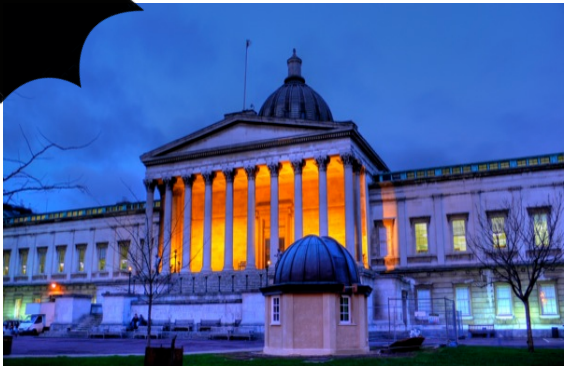
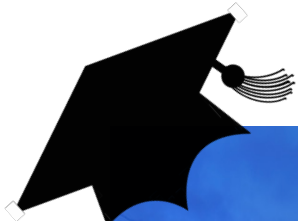


# Overview

- What is medical communications?
- The role of the medical writer, and what we look for in one
- The role of the account manager, and what we look for in one
- Why join a Med Comms agency?



# My background



# What is medical communications?



# What is medical communications?

**When your Dad asks you exactly what it is you do for a living...**

- Journalism? **x**
- Academic publishing? **x**
- 'Evil' pharmaceutical industry henchman? **x**

**Medical communications agencies provide consultancy services to the pharmaceutical industry to help raise awareness of medicines via education and promotion**



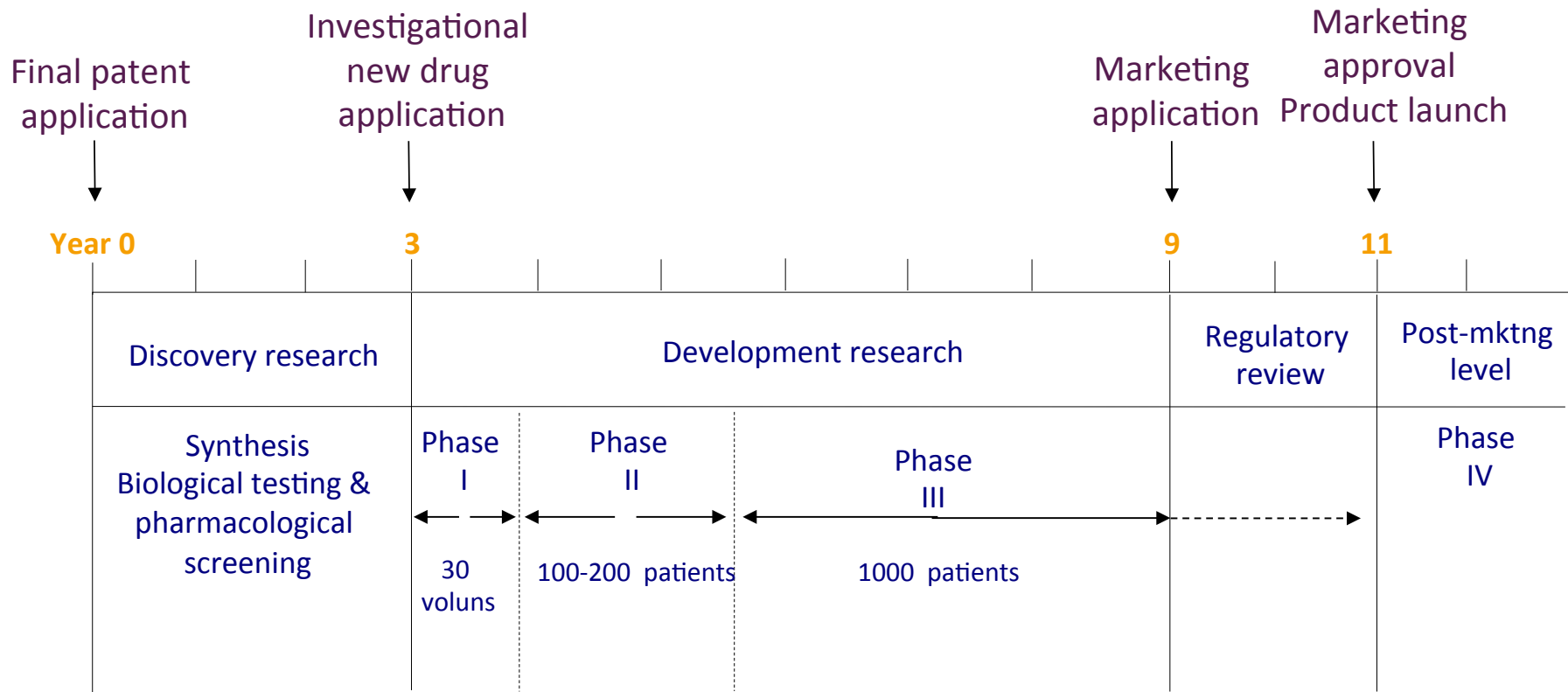
# What does a Med Comms agency do?

- Most importantly... we help pharma companies to educate and inform their customers about the benefits and risks of [new] therapies, **supported by data**
- We also provide strategic counsel to pharma on optimising and maximising dissemination of data to all relevant target audiences
- Scientific and commercial communications to increase anticipation around the therapy and differentiate it from competitors, **supported by data**

**Why would pharma companies need this?**



# Average R&D cost of a new medicine up to launch: **\$1 billion**



**10,000–30,000 substances**



**1 new medicine**



# Many different agency services... and a lot of terminology

**Regulatory documentation**

**Positioning**

**Professional relations**

**Branding**

**Publications**

**Advertising**

**Medical education**

**Health economics**

**Public relations**

**Market access**

**Market research**

**Consultancy**





# Many agency models

- Large corporate holding groups with advertising, PR, medical education divisions
- Specialists in one or more of the above, or something related (e.g. market access, strategic positioning)
- '[exPharma] Man in his shed'

There are also many agencies providing content-free services specifically for the pharma industry:

- Logistics and meeting management
- Skills training
- Venue finding, and so on



# You'll hear the term 'full service agency' a lot!

- What does it mean?
  - It means they can do 'everything'...
- There are good reasons for this:
  - Success in one activity potentially opens up access to different budgets



- Therefore many agencies:
  - Have specialist divisions that deliver many or all of these services, or
  - Align themselves with complementary agencies



# On a day-to-day level, what do Med Comms companies actually do?

- Develop materials, such as:
  - Journal manuscripts [with authors, for peer review]
  - Congress posters and presentations for new data
  - Learning resources [internal training & external education]
  - Scientific slide kits and animations
- Oversee scientific meetings (contents and logistics):
  - Educational events for doctors
  - (Strategic) advisory board meetings
  - Scientific round tables / working groups
- Also:
  - Commercially focused materials, e.g. brochures, leaflets for use by sales reps
  - Competitor intelligence
  - Media materials to support PR



# Many agency structures

Core team



# The role of the medical writer



# Role of the medical writer

- Write high-quality, scientifically accurate copy
- Keep up to date with new developments in therapy area(s), and among competitors
  - Reading scientific literature
  - Attending scientific congresses
  - Online learning
- Build relationships with clients, colleagues, other agency teams and opinion leaders (external experts)
- Contribute to strategy for commercialisation of drug and identify opportunities to communicate relevant information to relevant audiences



# Role of medical writers

- Ultimately. . .



Ensure our client's drug/device is on the prescriber's "mental formulary" and remains on his/her radar during its lifecycle



# A typical day for a medical writer

- There isn't one!
- Teleconference with client and authors of a publication to take direction from authors on content – and then start writing!
- Finalise core slide deck for use by physicians in European educational meetings
- Develop the agenda for a strategic advisory board for leading global physicians on the launch of a new drug
- Brainstorm ideas and prepare a presentation for the client for a sales force training programme





# What do we look for in a new medical writer?

- **MEDICAL:** A science background (but not necessary medical science) – PhD is advantageous
- **WRITER:** Enjoy writing and have a talent for it
- Attention to detail
- Think on your feet
- Problem solver
- Excellent 'desktop' research skills
- Able to absorb new concepts rapidly
- Comfortable with statistics
- People skills – 'bonding' with colleagues and clients
- Take feedback well!



Deliver what the client wants, on time, on budget



# The role of the account manager



# Client services fundamentals

- Remember we work in the service industry
- Drive projects to ensure efficient planning and execution
- Recognise client needs and organise resources to deliver
- Know the product you are working on and its basic properties, features and benefits
  - Indication(s)
  - MOA
  - Unique attributes/differentiators
  - Key messages
  - Marketing objectives



# Client service: basic principles

- Create a positive, and memorable experience for every client
- Meet (and strive to exceed) expectations while you satisfy the brand team's needs
- Manage expectations
  - Keep the client informed at each step of the project
- Show that you are a pleasure to work with
- Go the extra mile and look for ways to provide excellent service
- Learn your clients' individual needs and style of working
  - Regular client contact builds positive relationships
  - Tailor your style of working to that of the client's
- Become partners with your client



# What do we look for in a new account manager?

- **MEDICAL:** Interest in science
- **ACCOUNT MANAGEMENT**
- Enjoy working in the front line!
- Commercial awareness
- Good communication skills
- Good organisational skills
- Team player
- Be comfortable with numbers (budgeting and reconciliations)
- Be comfortable presenting (new business, client meetings, internal meetings)
- Understand product strategy and assist in delivering tactics



Deliver what the client wants, on time, on budget

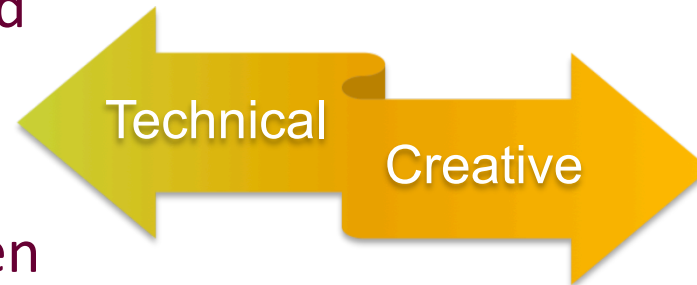


# Why join a Med Comms agency?



# Why join a Med Comms agency?

- Broad experience to be gained



- Fast paced and deadline driven
- Career progression: scope to progress rapidly
- Opportunities for change in direction within agency
  - Editorial & creative
  - Client services
  - Event management
  - Interactive/digital specialism
- Opportunity to work with global experts in their field
- Opportunity to work in a range of therapy areas



# Think about whether you like travel

## In the past 18 months Darwin has...

### Organised...

- 8 large (250+ pax) standalones
- 15 satellite symposia
- 50+ advisory boards
- 12 steering committees
- 4 MDT meetings

### ... by working with...

- 10+ logistics companies
- More than 15 AV suppliers
- 8 creative agencies
- 12 client teams
- 8 purchasing departments

### ... In doing so we have...

- Worked with over 200 speaking faculty
- Created more than 90 presentations, edited more than 80 others
- Produced half a dozen supplements, 60 reports / minutes
- 35 electronic minutes, reports and 10 newsletters





# Good agency staff are well rounded...



... and adopt the highest ethical standards

- **Those directed at pharmaceutical companies (and their agents)**
  - e.g. Good Publication Practice
- **Those directed at journal editors**
  - e.g. ICMJE Uniform requirements
- **Those directed at authors**
  - e.g. The Consolidated Standards of Reporting Trials (CONSORT)
- **Those directed at professional medical writers**
  - e.g. AMWA (US) and EMWA (Europe) guidelines



# It's not all 'stiff' medical projects...

Just a few of our more unusual jobs:

- Video live physician interviews (and go for nice lunch in the Tuscan hills)
- Develop and deliver “Jeopardy” game for sales rep training
- Run debate for lung cancer nurses, moderated by Michael Buerk
- Organise live webinar for breast augmentation surgery



- Assist Miles Hilton-Barber (blind adventurer) with his keynote speech at a standalone meeting for ophthalmologists



...And it isn't all work, work, work either

