

Introducing the Fishawack Group

Standing out from the crowd

FISHAWACK
group of companies



Who we are

- Group of dynamic healthcare communications companies with a reputation built on excellence and creativity
- Established in 2001
- Now one of the largest independent agencies (~220 staff)
- The Fishawack Group of Companies operates under 5 main brands

FISHAWACK
communications

FISHAWACK INDICIA

archimed
medical communication ag



JK Associates
Medical Communications Group

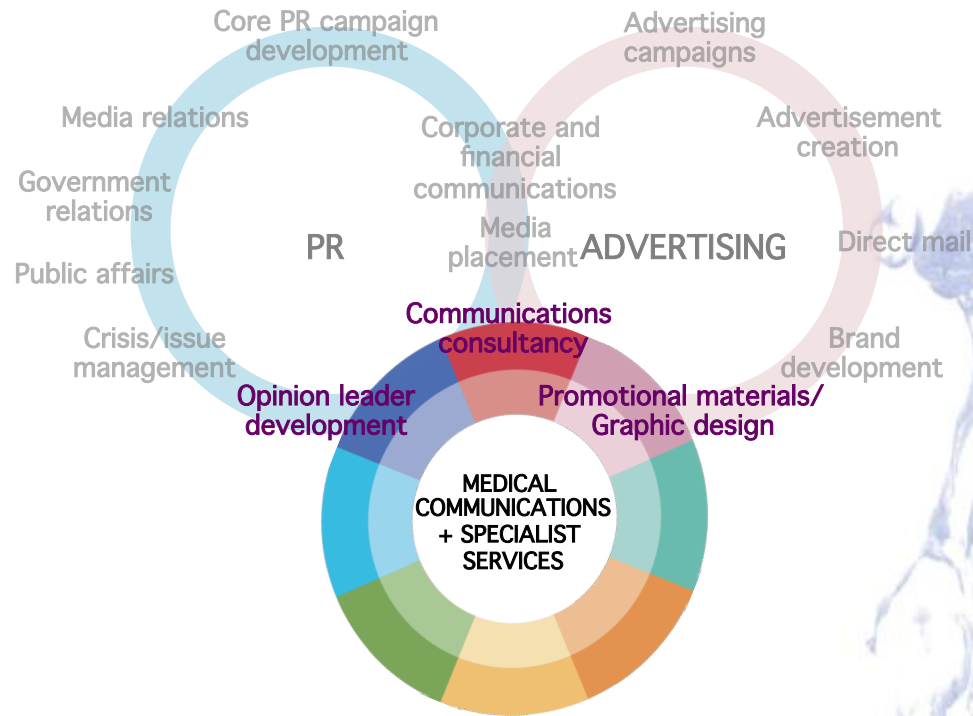
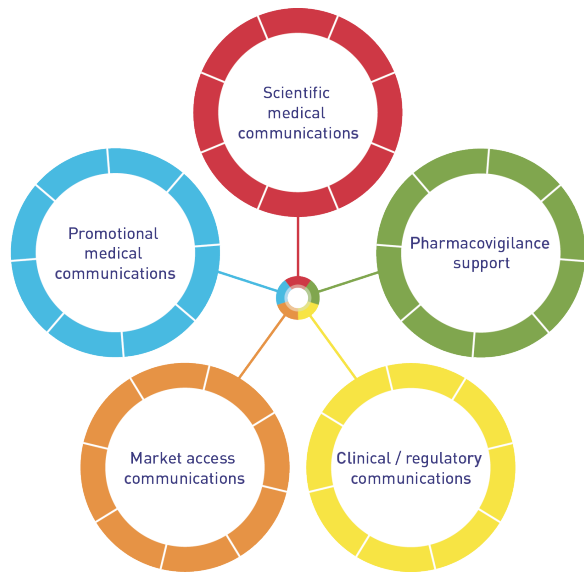
FISHAWACK
FACILITATE

Where we are



- Fishawack Group agency
- Partner agency

What we do – our services



Editorial	Client Services	Account Management	Delivery Shared Services	Internal Shared Services
55%	10%	10%	12.5%	12.5%



What we do – covering a wide range of therapy areas

Sexual health

Neurology – multiple sclerosis and Alzheimer's

Diabetes

Cardiology

Respiratory

Ophthalmology

Dermatology

Oncology

Gastroenterology

Haematology

Infectious diseases –
vaccines and anti-microbials



Who we do it for – our clients

genzyme
A SANOFI COMPANY

Roche

ACTELION

abbvie

MERCK
SERONO

SANOFI

CSL Behring

gsk
GlaxoSmithKline

ALEXION

Bayer HealthCare
Bayer Schering Pharma

NOVARTIS

Medtronic

Baxter

Johnson & Johnson

AstraZeneca

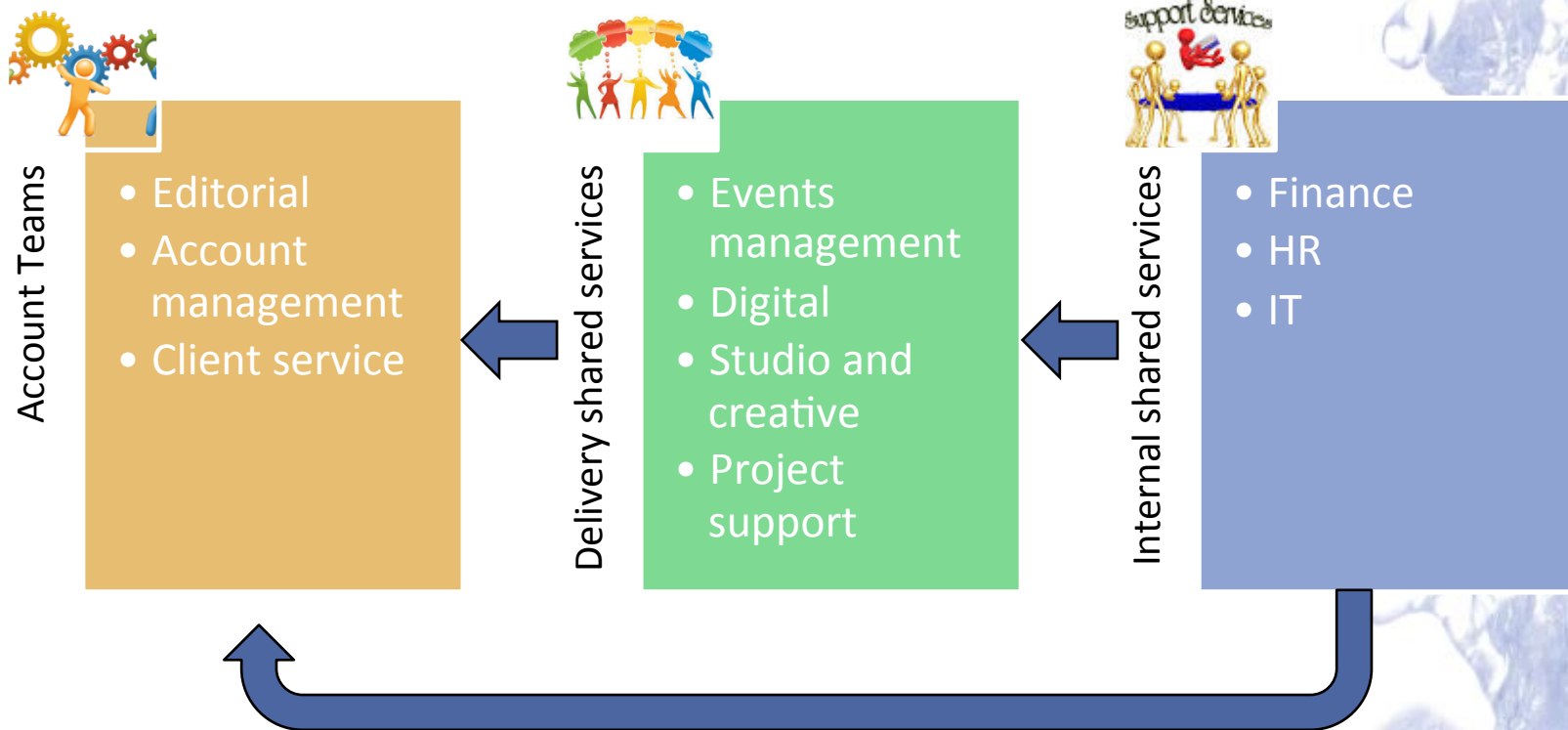
On preferred
supplier list of
12 of the
top 20 pharma
companies

INTERMUNE®
Leader in IPF

Q-MED Hospital
Healthcare

ONYX
PHARMACEUTICALS
An Amgen subsidiary

How we do it



Editorial team: a large and talented team of scientific writers to work with and learn from...

- Largest team in Fishawack: >120 people in-house writers in the UK, US and Switzerland (representing >50% of the company)
- All with a life sciences degree; >90% with PhD
- Comprises medical writers/editors, copy/medical editors and editorial assistants

500+ years of medical writing experience across >25 agencies

1 month

20+ years



- Fresh
- New ideas

- Experienced
- Broad knowledge on different project types and therapy areas



...supported and developed by a fully rounded training programme...



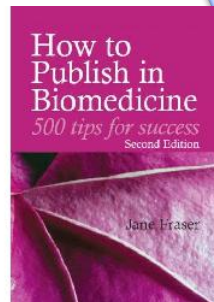
Lunch and learn sessions – informal and interactive

'On the job' senior review and mentoring



Visiting external trainers – tailored to team needs

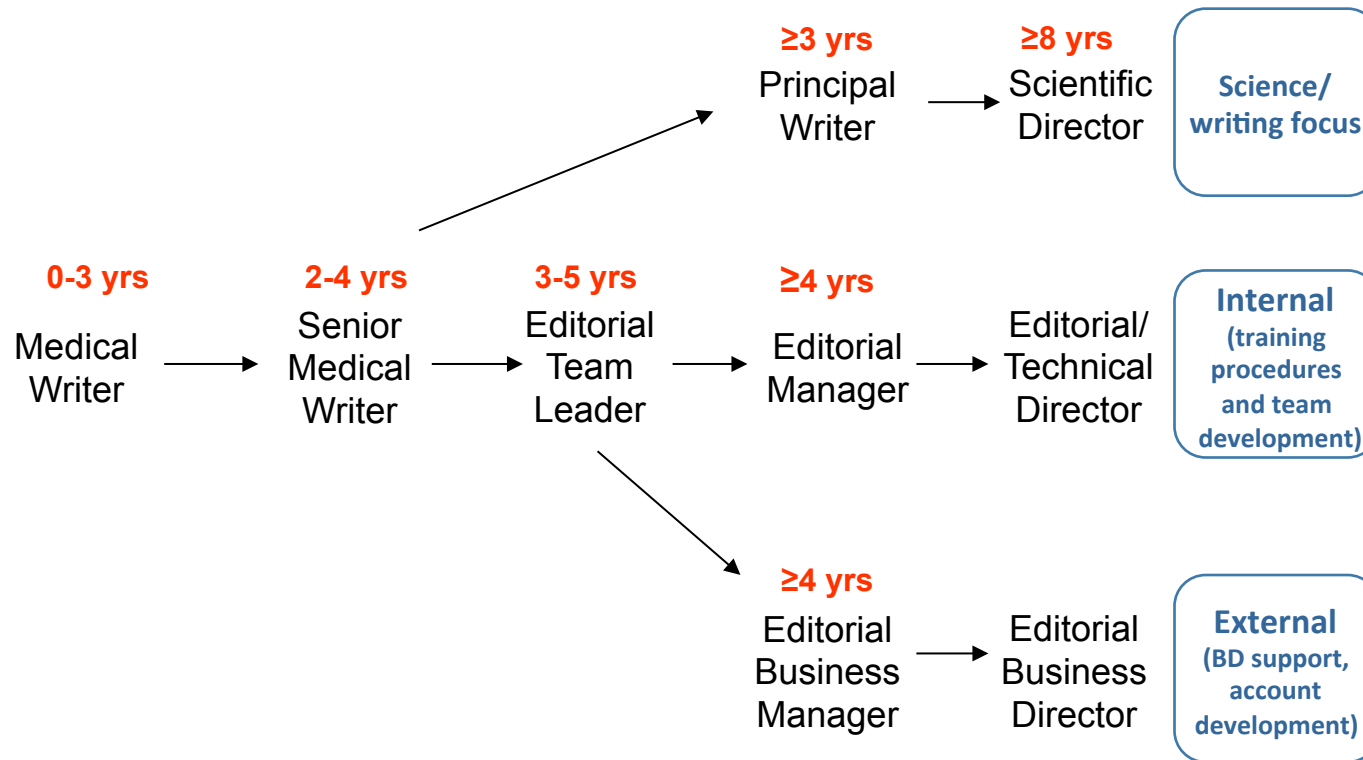
External courses – tailored to individual needs



Jane Fraser Associates Ltd

Training in Writing, Editing and Presentation Skills

Well defined and unique career pathway



Our philosophy

- Fishawack represents a set of values and a vision:
- Be the best at what we do
- Show clients the same respect we wish to be shown
- Demonstrate honesty and integrity
- Express individuality whilst working within the professional standards

“When asked to summarise why we stand out from the crowd in one sentence, I say that Fishawack is a specialist medical communications business that encourages independent thinking and embraces innovation and creativity. This remains rare for a medical communications business.”

Oliver Jennis



Thank you!



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Diane has a strong background in the medical sciences and medical communications industry. She gained her PhD in medical microbiology from Edinburgh University and worked as a post-doctoral research scientist for nearly 10 years in tropical medicine and neurobiology at Edinburgh and Oxford universities, respectively. In 1998, Diane entered the medical communications agency environment as a medical writer, and has gained extensive experience in editorial and client service roles within two agencies during this time. She has worked on a broad range of project types, in both a tactical and strategic capacity, and gained a considerable depth of knowledge in a range of therapy areas.

In her role as Group Professional Development Director at Fishawack, Diane is responsible for Human Resource management across the Group, from co-ordinating recruitment, to supporting skills and career development, to retaining talent.

Diane is delighted to be have finally reached a stage in her life where she can combine her love of medical science and chatting to people into a bona fide career!

A word from one of our newer Medical Writers... Dr Hannah Greenwood



6 months

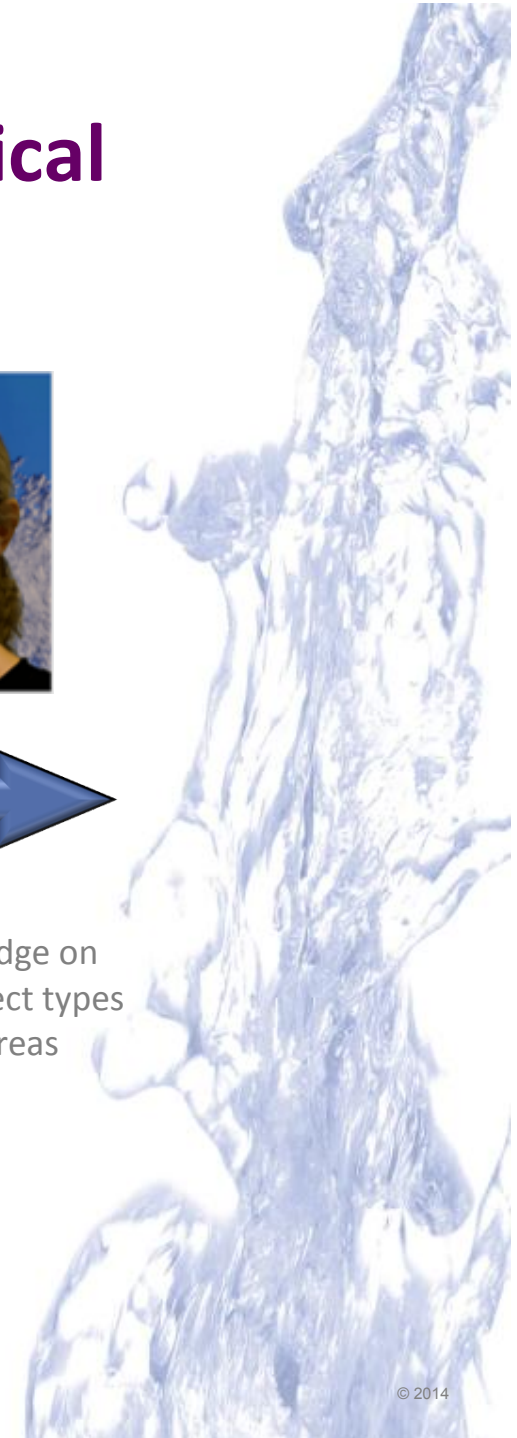


18 years

- Fresh
- New ideas



- Experienced
- Broad knowledge on different project types and therapy areas



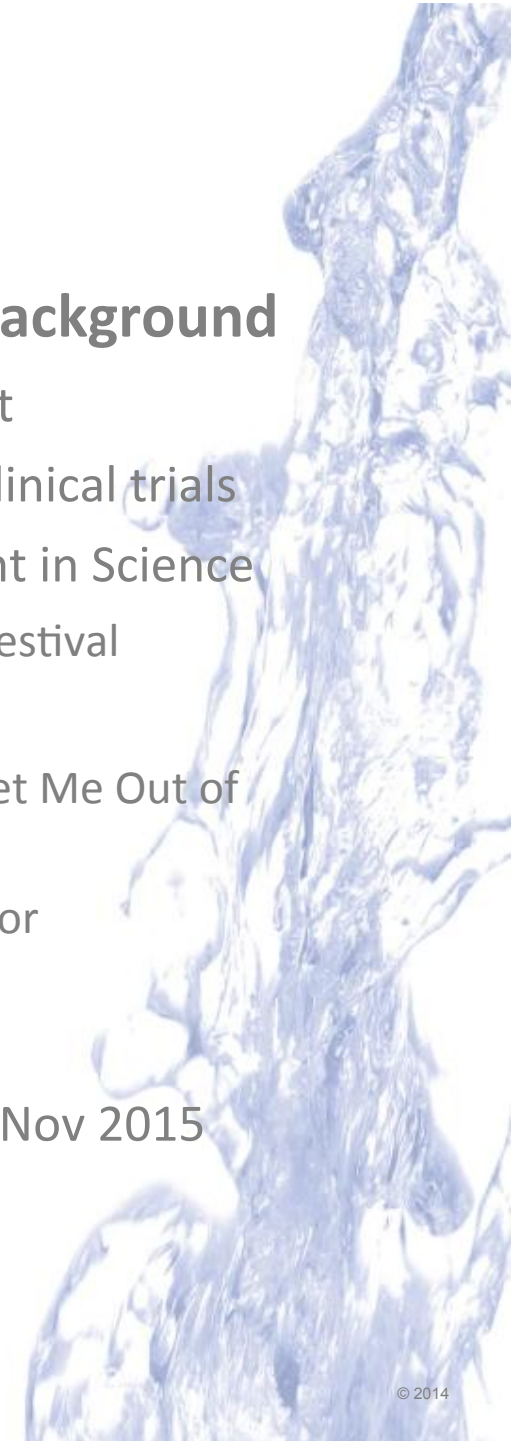
My Background

Research Background

- BSc (Hons) Infection and Immunity with Industrial Experience, Aston University
 - Year abroad in Dubai, UAE
- PhD, University of Birmingham
 - Healthy Ageing/Immunology
- Post-Doctoral Scientist (2 years), University of Birmingham
 - Clinical trials
 - Respiratory research
- Publications, Presentations, Abstracts, Awards

Communication Background

- Teaching Assistant
- Recruitment for clinical trials
- Public Engagement in Science
 - Pint of Science Festival
 - Access Project
 - I'm a Scientist Get Me Out of Here
 - STEM Ambassador
- Joined Fishawack Nov 2015



6 months at Fishawack...

- Types of work:
 - Publications
 - Posters, Abstracts, Manuscripts
 - Presentations
- Subject areas:
 - Multiple Sclerosis, Diabetes, Asthma, Hypophosphatasia (HPP)
- There's no I in team

