

Working in Medical Communications

David Hallett and Rosie Pigott

15 January 2015



Overview

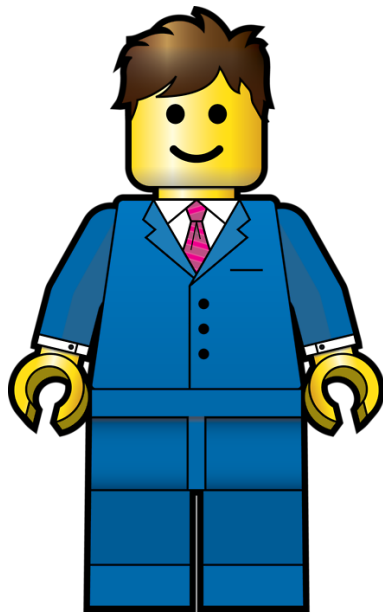
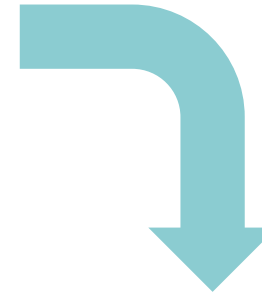
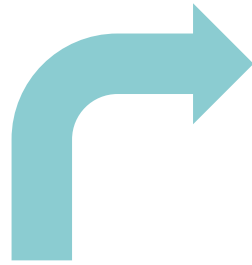
- What is medical communications?
- Why join a Medical Communications agency?
- Who are Darwin?
- The role of the medical writer
- The role of the account manager
- Getting into Medical Communications



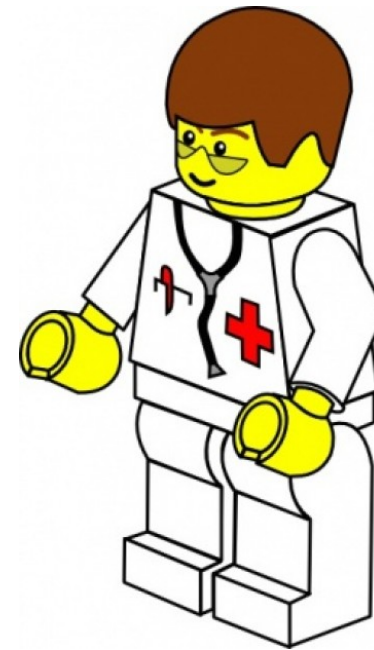
What is medical communications?



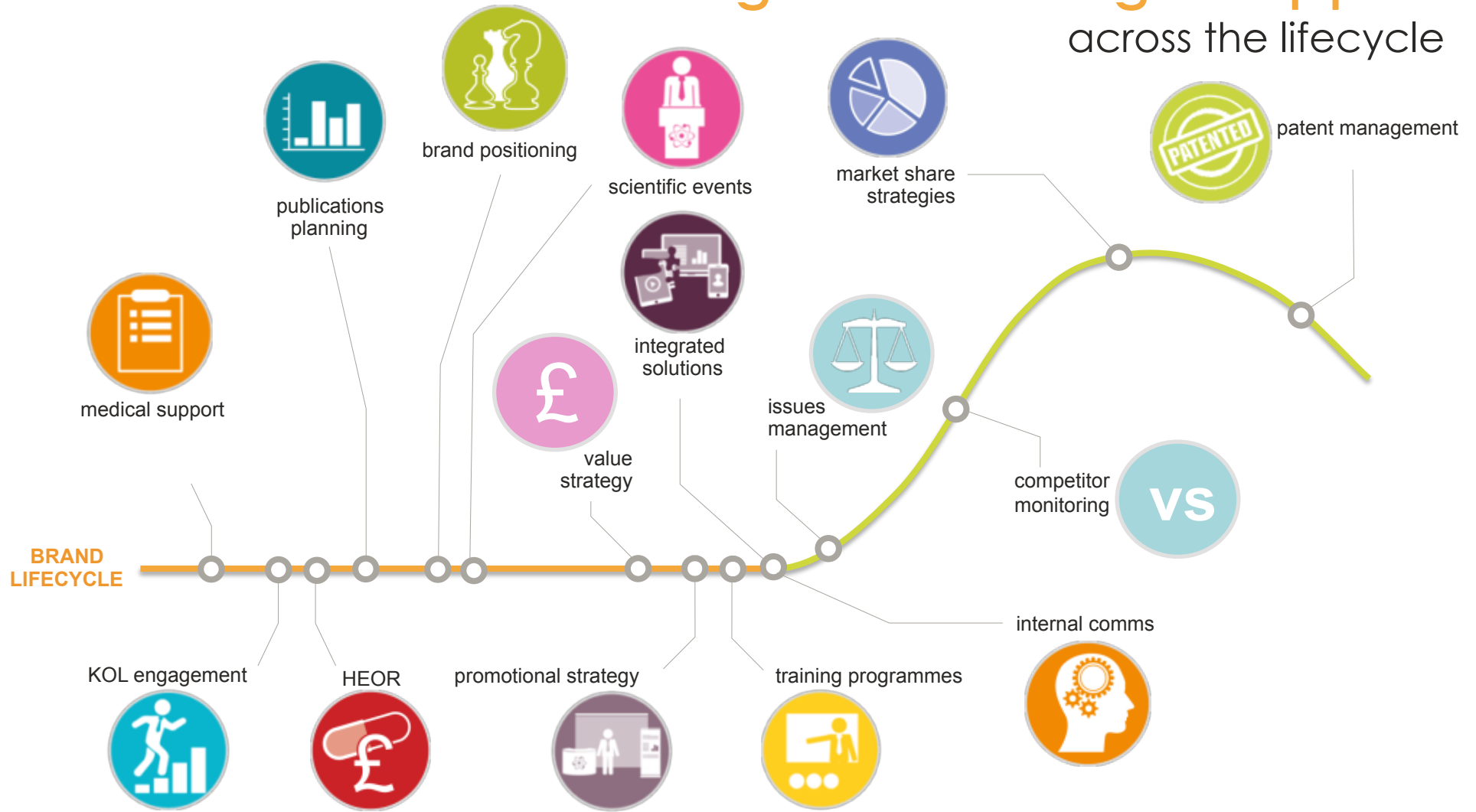
What is medical communications?



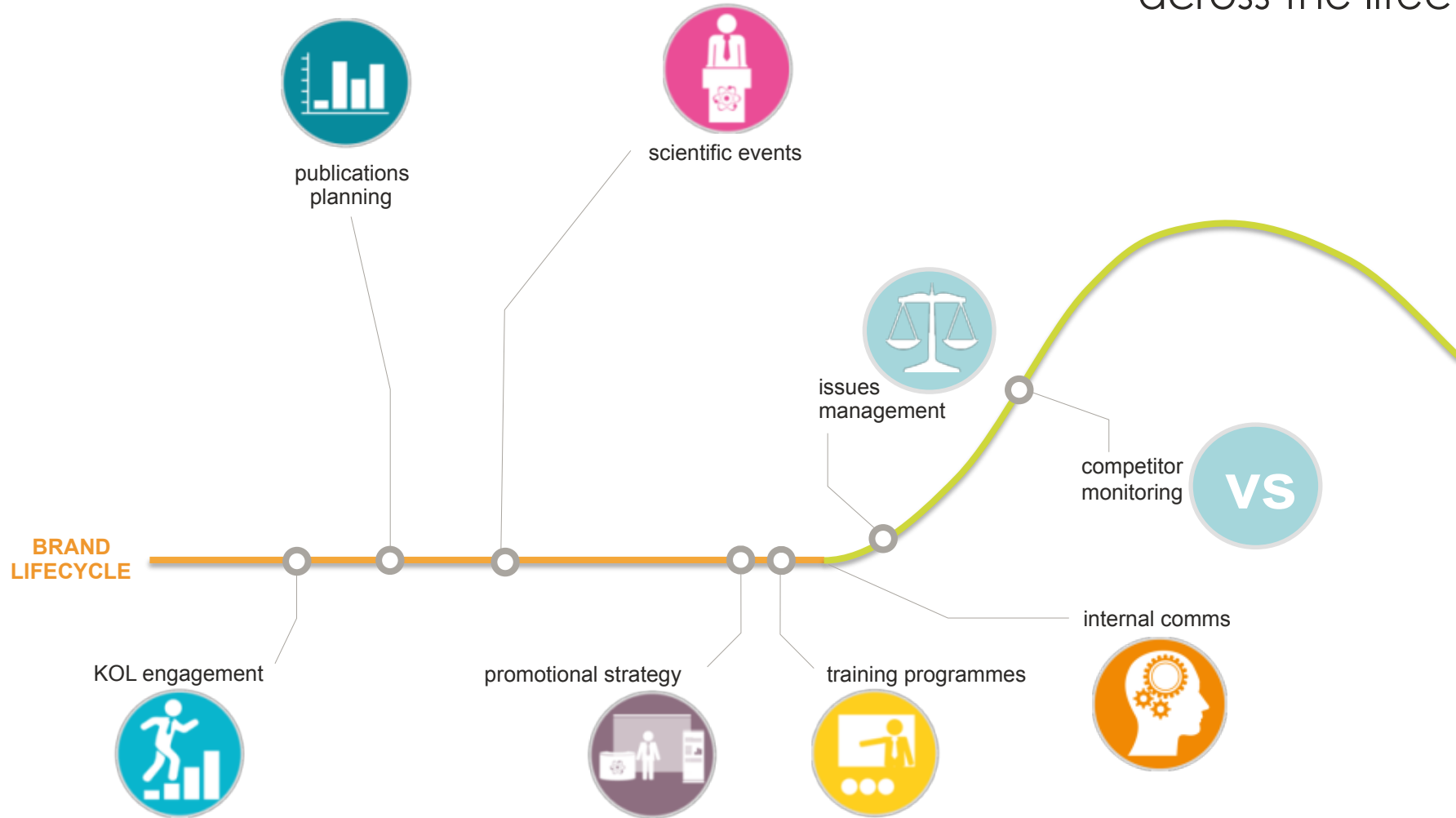
Consultancy services to the pharmaceutical industry to improve awareness and understanding of medicines



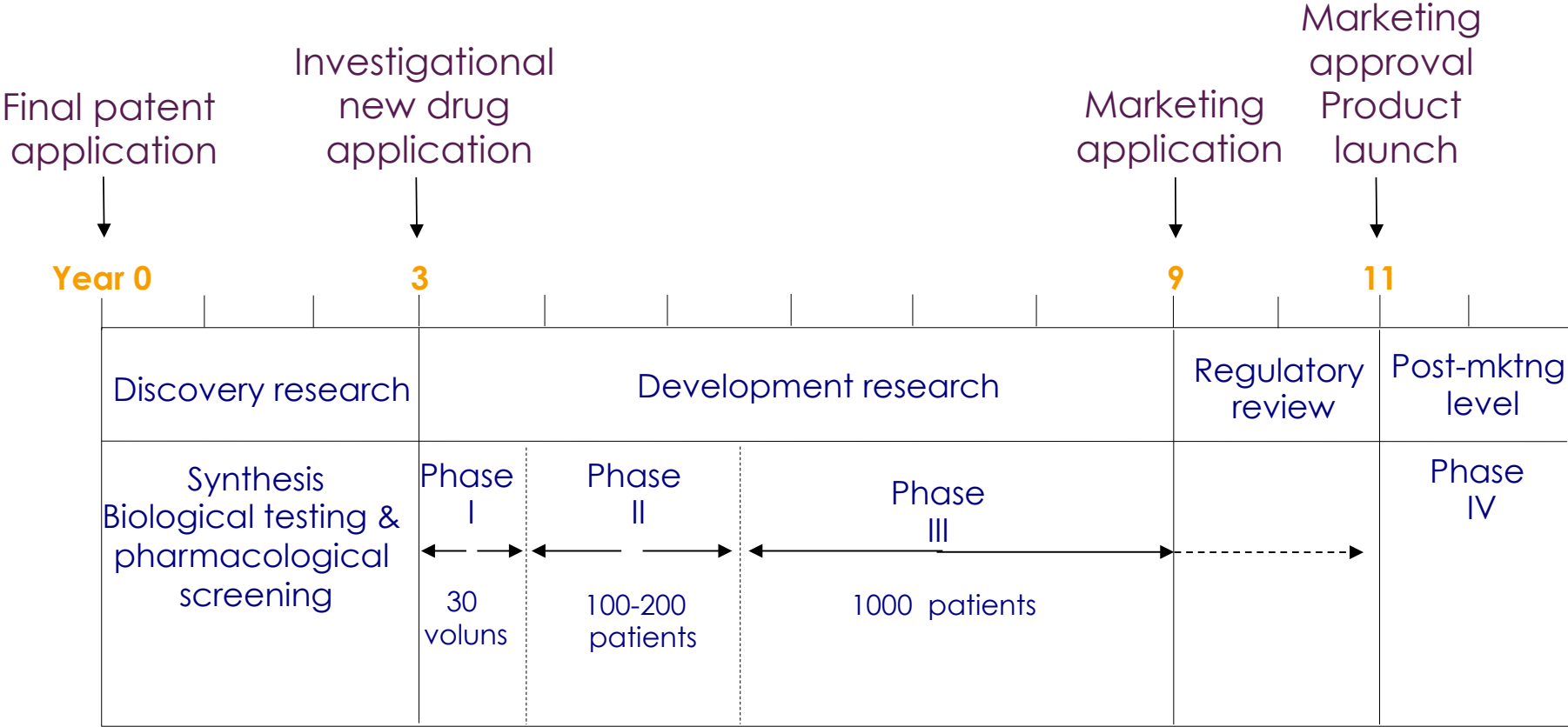
integrated strategic support across the lifecycle



integrated strategic support across the lifecycle



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

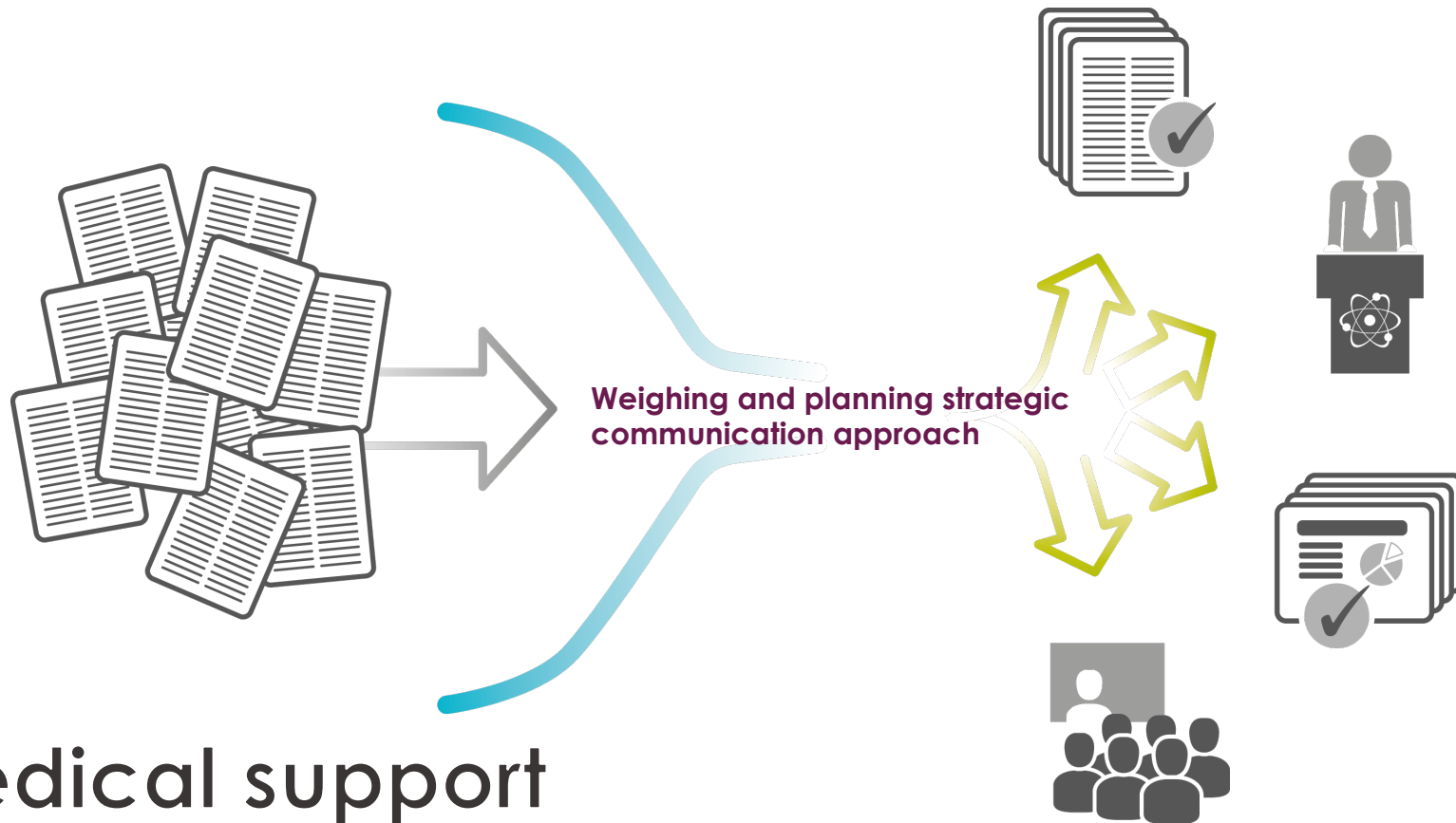


10,000–30,000 substances → **1 new medicine**



Raw data/lead manuscripts

Tactical implementation



medical support
from strategy to tactics



Different approaches

CME

Symposia

Papers

Advisory boards

Standalone meetings

Internal training

Rep materials



Challenges

- Scientific complexity: simplification with rigour
- Legal complexity: regulations
- Sensitivity: relationships with doctors, nurses, patients, experts
- Competition for time and attention
- Speed

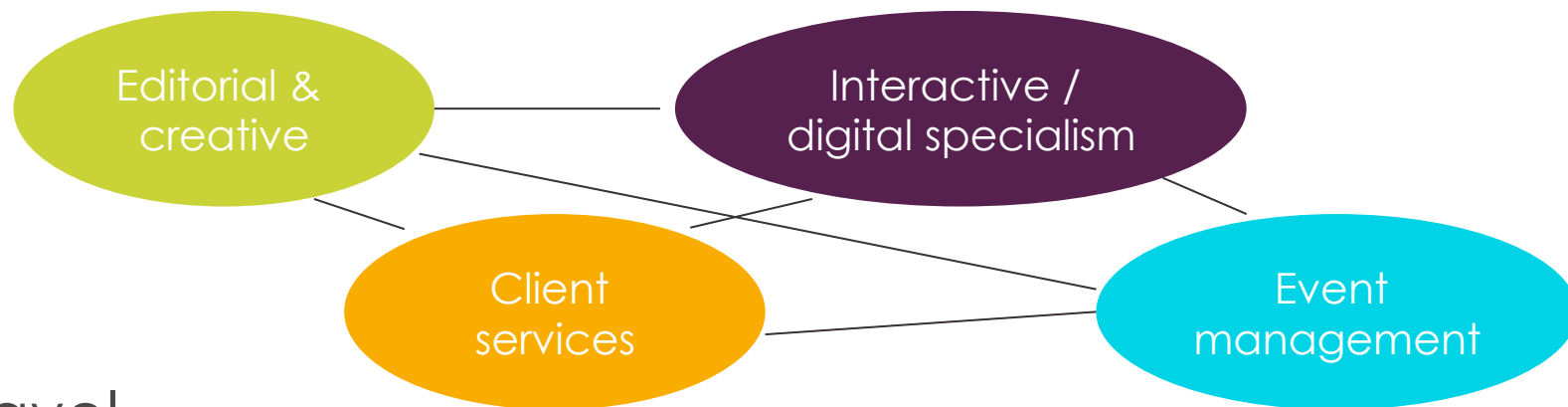


Why join a Med Comms agency?



Why might you want to join an agency?

- Broad experience to be gained...
 - Opportunity to work with global experts in their field
 - Opportunity to work in a wide range of therapy areas
- Possibilities for a change in direction within agency



- Travel
- Fast-paced, challenging and never dull!



Who are Darwin?



a WPP group of companies





The company we keep



Our experience



In the last year...

scientific events

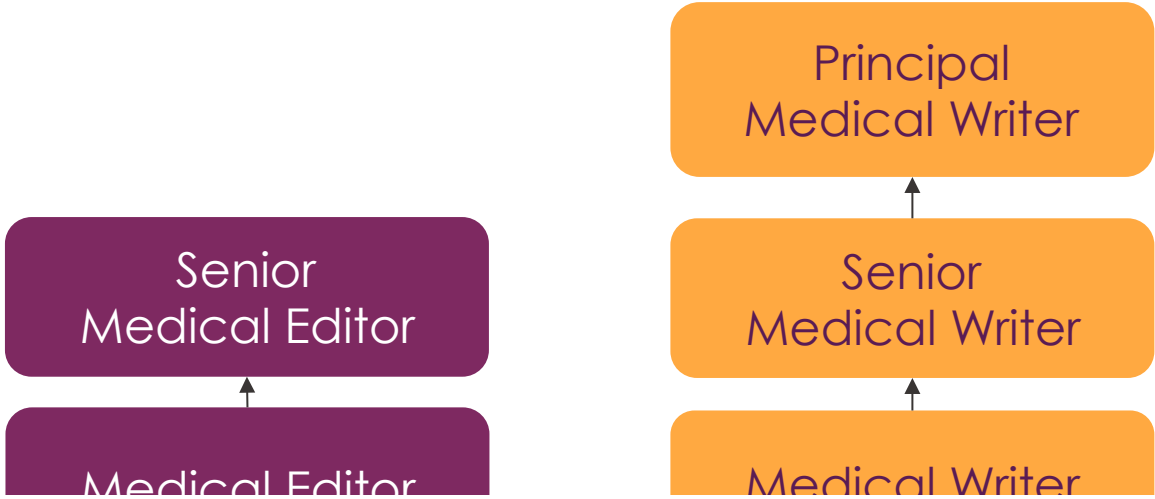


The role of the medical writer

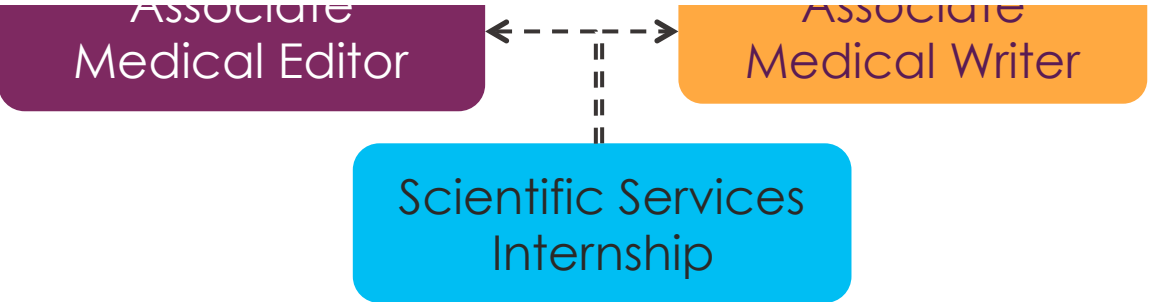


Scientific Services Team

Scientific Services Director



Most training is through mentoring
Opportunities to attend specific training events

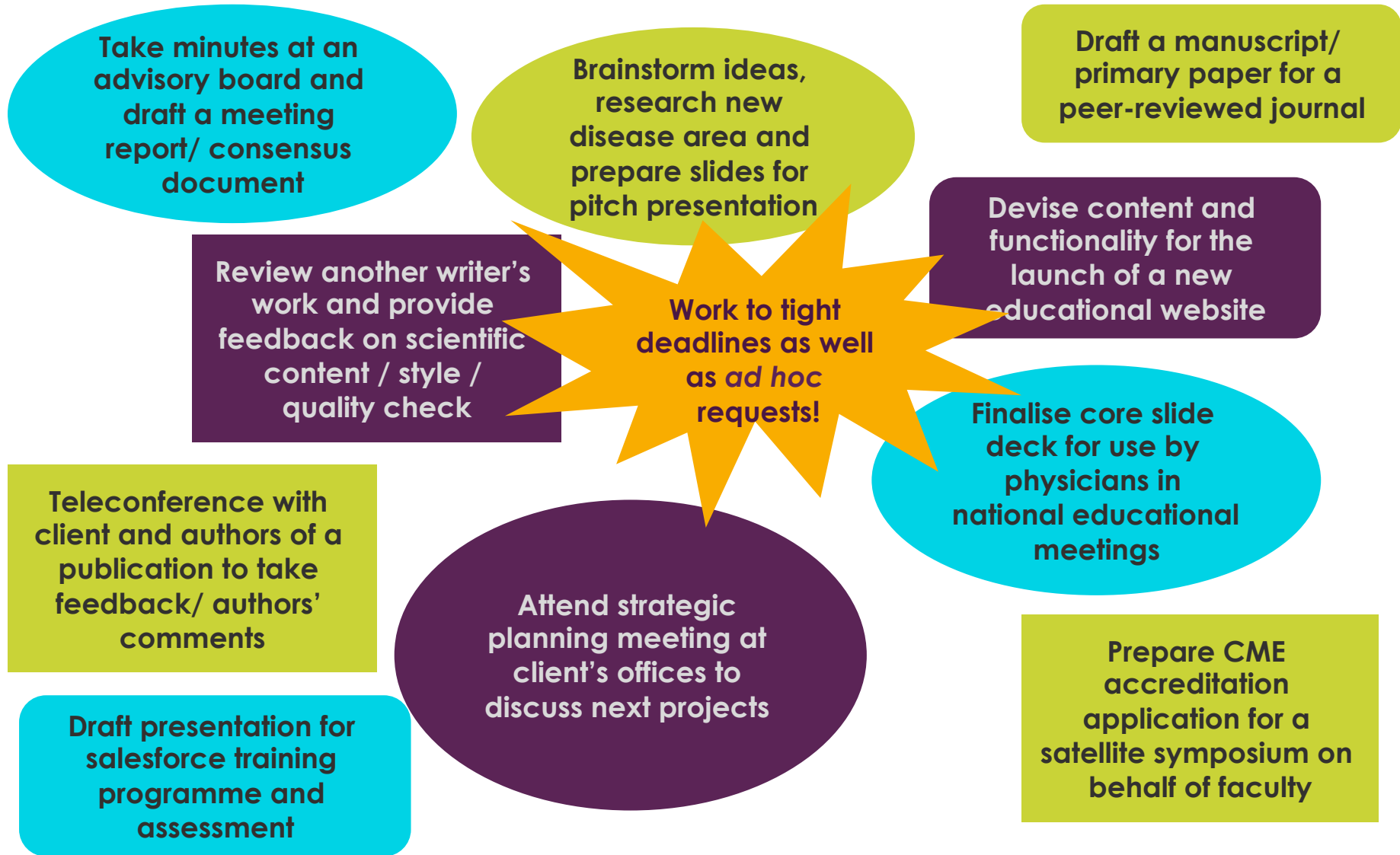


A typical day for a medical writer

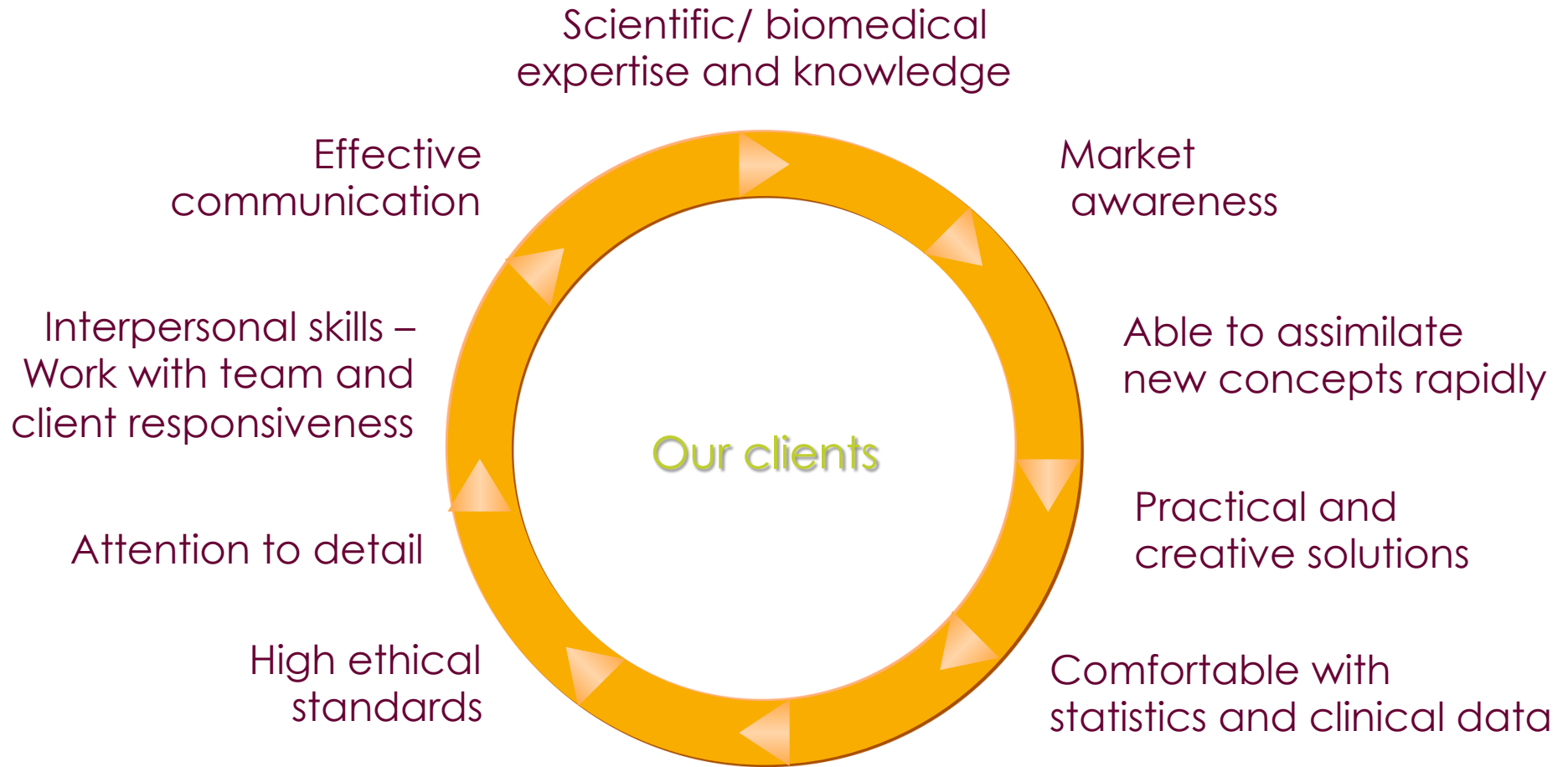
there isn't one



A typical day for a medical writer



Good writers are well rounded...



Deliver what the clients want, not what you think they should want!



Travel usually required

SAVE THE DATE

IAC XVIII INTERNATIONAL AIDS CONFERENCE

Monday 19 | Tuesday 20 | Wednesday 21 July 2010

Prater Room | Marriott Courtyard Hotel | Vienna | Austria

12.30–14.30 each day

SCIENTIFIC
EXCHANGE

aurora network
alliance for european ophthalmic treatment advancement

20 - 22 APRIL 2012

PRAGUE • CZECH REPUBLIC

Melia Castilla Hotel | Madrid, Spain

Friday 25 – Saturday 26

November 2011

*(with arrival on the evening of Thursday 24 November and
departure early afternoon on Saturday 26 November)*

INVITATION



What about editors?

- Not every agency has them
- Check and improve the work of writers
- Also check the work of designers and other creatives
- Accuracy, brevity, clarity, client style, fit to audience
- They often liaise between departments

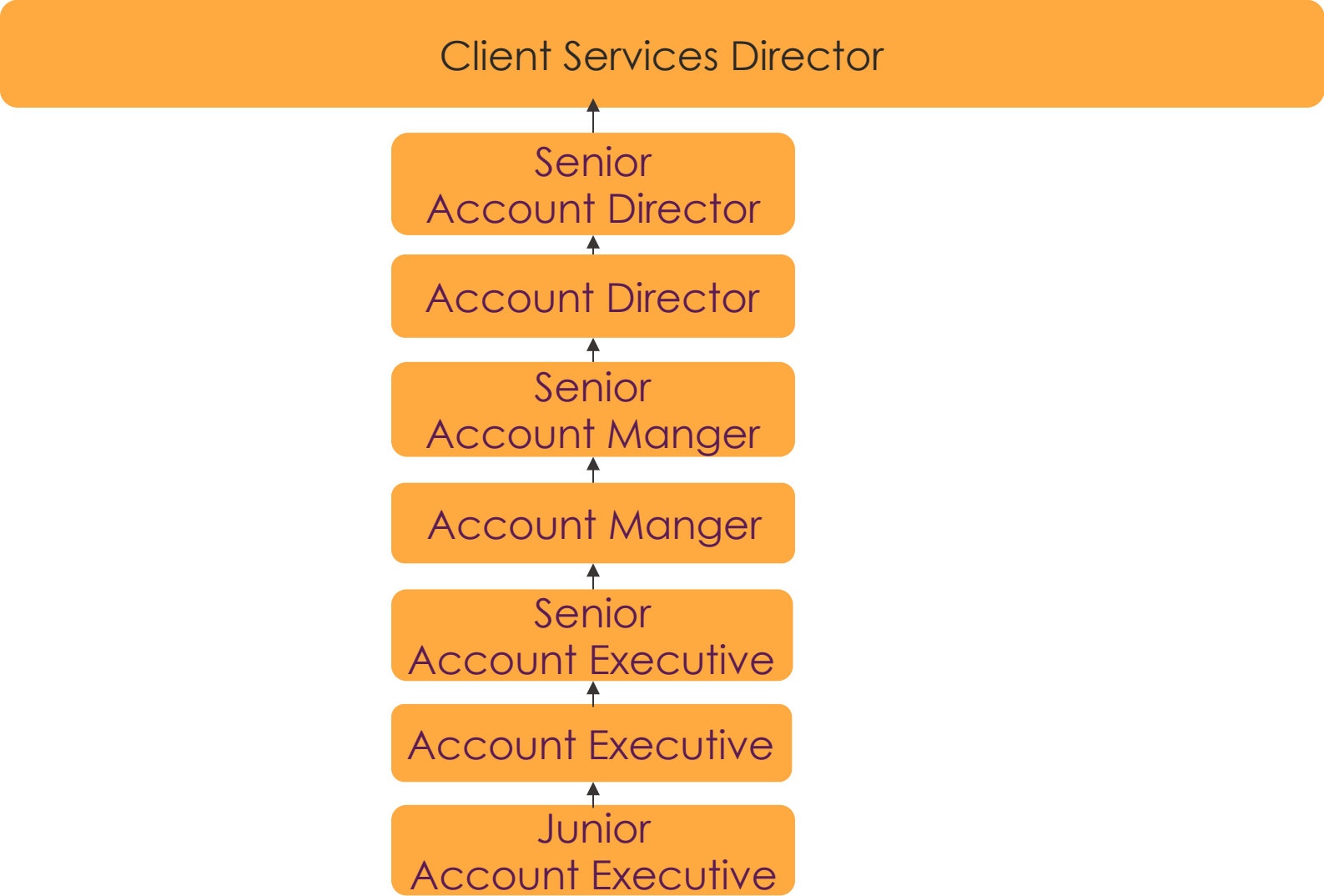
- Very varied work
- Shorter jobs
- Organisational challenges
- Diplomacy is an asset
- Comfortable working independently
- No travel!



The role of the account manager



Client Services Team



The account management function

- Recognise the client's needs
- Drive projects with efficient planning and execution
- Organise resources
- Manage the client's budget
- Understand the product and the marketing campaign
- Update the client on the status of projects



A typical day for an account manager

there isn't one



A typical day for an account manager

Draft budgets for new projects and reconcile old projects

Review creative work and some content before it goes to the client to ensure consistency across all materials and provide feedback on content / style / quality check

Attend strategic planning meeting at client's offices to discuss next projects

Brainstorm ideas, research new disease area and prepare slides for pitch presentation

Teleconference with client to run through the status of all ongoing projects

Answer questions from members of the team and the client on a daily basis

Provide forecasts to and in conjunction with the finance team

Logistical support at symposia, ad boards, standalone meetings

Follow up with the writing team, other members of the client service team and the creative teams to ensure project deadlines are met

Work to tight deadlines as well as *ad hoc* requests!



What do we look for in an 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



Travel usually required

SAVE THE DATE

IAC XVIII INTERNATIONAL AIDS CONFERENCE

Monday 19 | Tuesday 20 | Wednesday 21 July 2010

Prater Room | Marriott Courtyard Hotel | Vienna | Austria

12.30–14.30 each day

SCIENTIFIC
EXCHANGE

aurora network
alliance for european ophthalmic treatment advancement

20 - 22 APRIL 2012

PRAGUE • CZECH REPUBLIC

Melia Castilla Hotel | Madrid, Spain

Friday 25 – Saturday 26

November 2011

*(with arrival on the evening of Thursday 24 November and
departure early afternoon on Saturday 26 November)*

INVITATION



Getting into Medical Communications



Starting out

- University careers service
- Contact agencies:
 - Internships
- Temporary work?
- Conferences
- Further education? (e.g. Imperial College, Manchester, Nottingham, University of Worcester)
- MedComms Networking
www.medcommsnetworking.co.uk
- European Medical Writers Association
www.emwa.org/

The screenshot shows the MedComms Networking website. At the top left, it says 'Sponsored by Dovepress'. The main header is 'MedComms Networking'. Below the header, there are three columns of content. The first column is 'MORE DETAILS' with a list of links: Home, About us, Testimonials, Events, Useful Reading, In the News, Companies, Independents, Services, Special offers, Job Adverts, Twittering, Webcasts, and Starting out. The second column is 'STARTING OUT IN MEDICAL COMMUNICATIONS' with a paragraph of text and a link to 'Webcasts | Videos | Directory and Map of office locations | Events'. The third column is 'WHAT ELSE?' with two sub-sections: 'Starting out in Medical Communications' and 'Email Alert'.

Sponsored by Dovepress

MedComms Networking

MORE DETAILS

- [Home](#)
- [About us](#)
- [Testimonials](#)
- [Events](#)
- [Useful Reading](#)
- [In the News](#)
- [Companies](#)
- [Independents](#)
- [Services](#)
- [Special offers](#)
- [Job Adverts](#)
- [Twittering](#)
- [Webcasts](#)
- [Starting out](#)

STARTING OUT IN MEDICAL COMMUNICATIONS

Medical communications (MedComms) agencies provide consultancy services to the pharmaceutical industry to help raise awareness of medicines via education and promotion. Read on if you want to know more about a career in medical communications in the UK. On this page you will find [our free careers guide](#) as well as videos from MedComms Specialists, a map and directory of all the UK offices of MedComms agencies, news of upcoming careers events and reports from previous events. To stay in touch and to be alerted about relevant events and news, simply sign up to our [newbies email list](#) if you have any questions at all, anytime, please contact [Peter Llewellyn](#).

[Webcasts](#) | [Videos](#) | [Directory and Map of office locations](#) | [Events](#)

WHAT ELSE?

Starting out in Medical Communications is sponsored by [Carys Mills Recruitment](#) and [Darwin Healthcare Communications](#).

Email Alert

If you would like to be alerted about new information and events aimed at people interested in a career in Medical Communications (MedComms) in the UK

WEBCASTS...

Introduction to Career in Medical Communications



Thank you

Please get in touch: david.hallett@darwinhc.com

