



Ashfield
Healthcare Communications

Improving lives:

Engaging employees in healthcare communications

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Oxford, UK www.MedCommsNetworking.com



Employee engagement

Personalised healthcare comms

Putting patients at the centre
of our business

Objectives and overview



- Planning your career in healthcare communications
- The organisation
 - Environment within the organisation
 - Career opportunities
 - Developing individuals

Network of a large-scale healthcare communications organisation...



Multichannel healthcare communications agencies

- | | |
|----------------------------------|-------------------------|
| ACUMED | Pegasus |
| BlueMomentum | Physicians World Europe |
| CircleScience | QXV Comms |
| Clinical Bridges | Scientific Connexions |
| CodonMedical | Seren Communications |
| FireKite | StemScientific |
| Gardiner-Caldwell Communications | Watermeadow Medical |
| GeoMed | ZOETIC SCIENCE |
| iMed Comms | |
| Infusion | |

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

Part of an expert multifaceted team...



38%

Medical & Scientific Services

22.5%

Client Services

11%

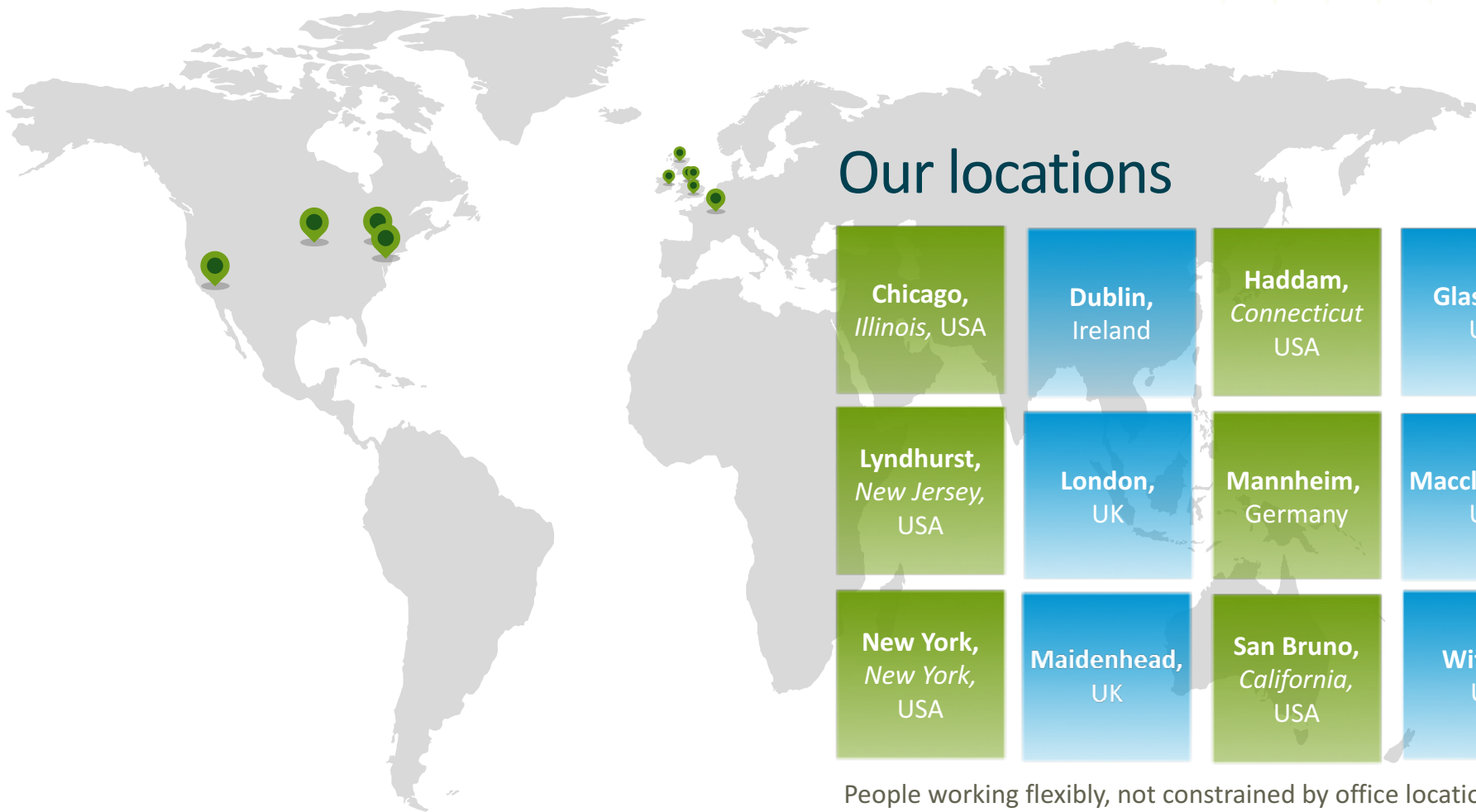
Digital

28.5%

Others

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

...with offices around the world





The environment within the organisation...

The four enablers of engagement



STRONG STRATEGIC NARRATIVE



Visible, empowering leadership

Where have we come from and where are we going?

ENGAGING MANAGERS



Focus on their people and give them scope

Treat their people as individuals

Coach and stretch their people

EMPLOYEE VOICE AND INVOLVEMENT



Throughout the organisation

People reinforce and challenge views

Employees are seen as central to solutions

ORGANISATIONAL INTEGRITY



The values on the wall are reflected in day-to-day behaviours

Strong strategic narrative...



...the value of working for a fully engaged employer

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

Organisational integrity



Quality

For us only
the best is
good
enough



Partnership

We build on
trust
through
delivering
on our
promises



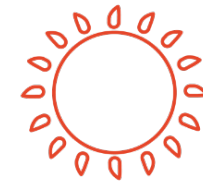
Ingenuity

Our commitment
to resolving
problems and
resourceful
thinking every day



Expertise

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



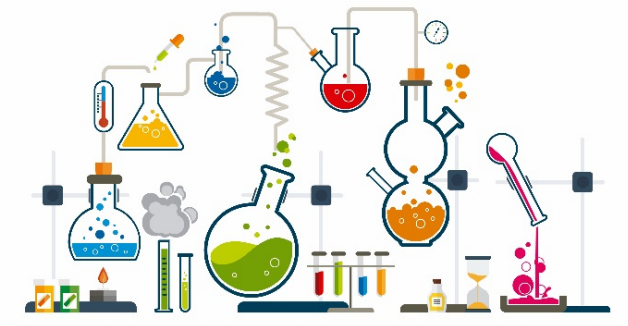
Energy

We are
passionate
about what we
do and eager
for success

Living the values



The best way to **predict the future** is to **invent it.**



What is LABTIME?



100 hours of exploration time for each member



*Opportunity to investigate **any** areas of interest to employees that are of value to the business*



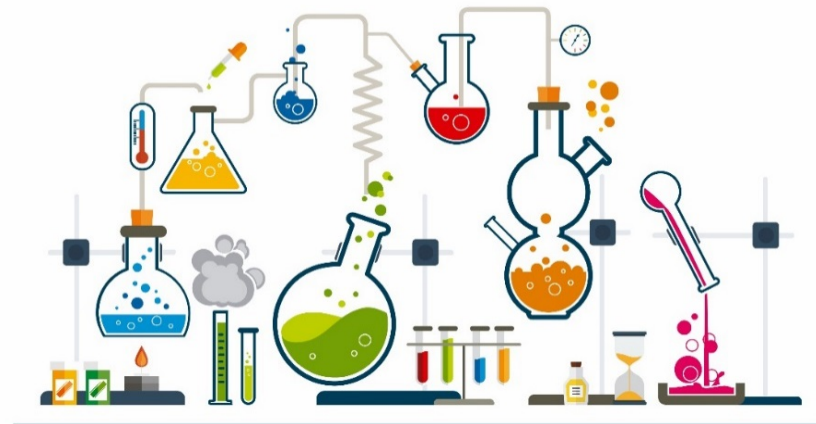
*Gives employees the opportunity to **expand** outside their role*



Opportunity to work with new people in and outside the team



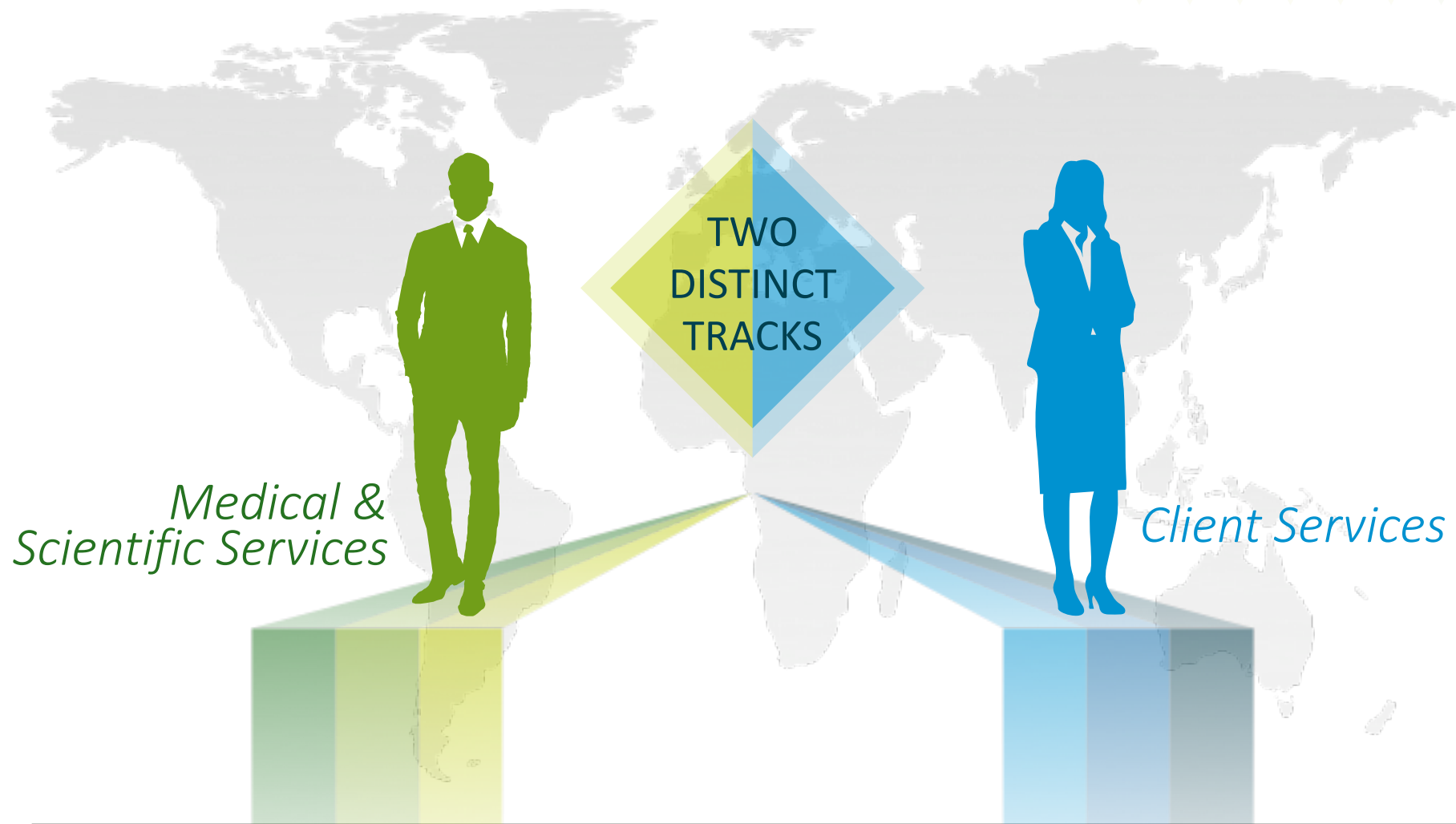
Platforms/support in place to take their ideas forward



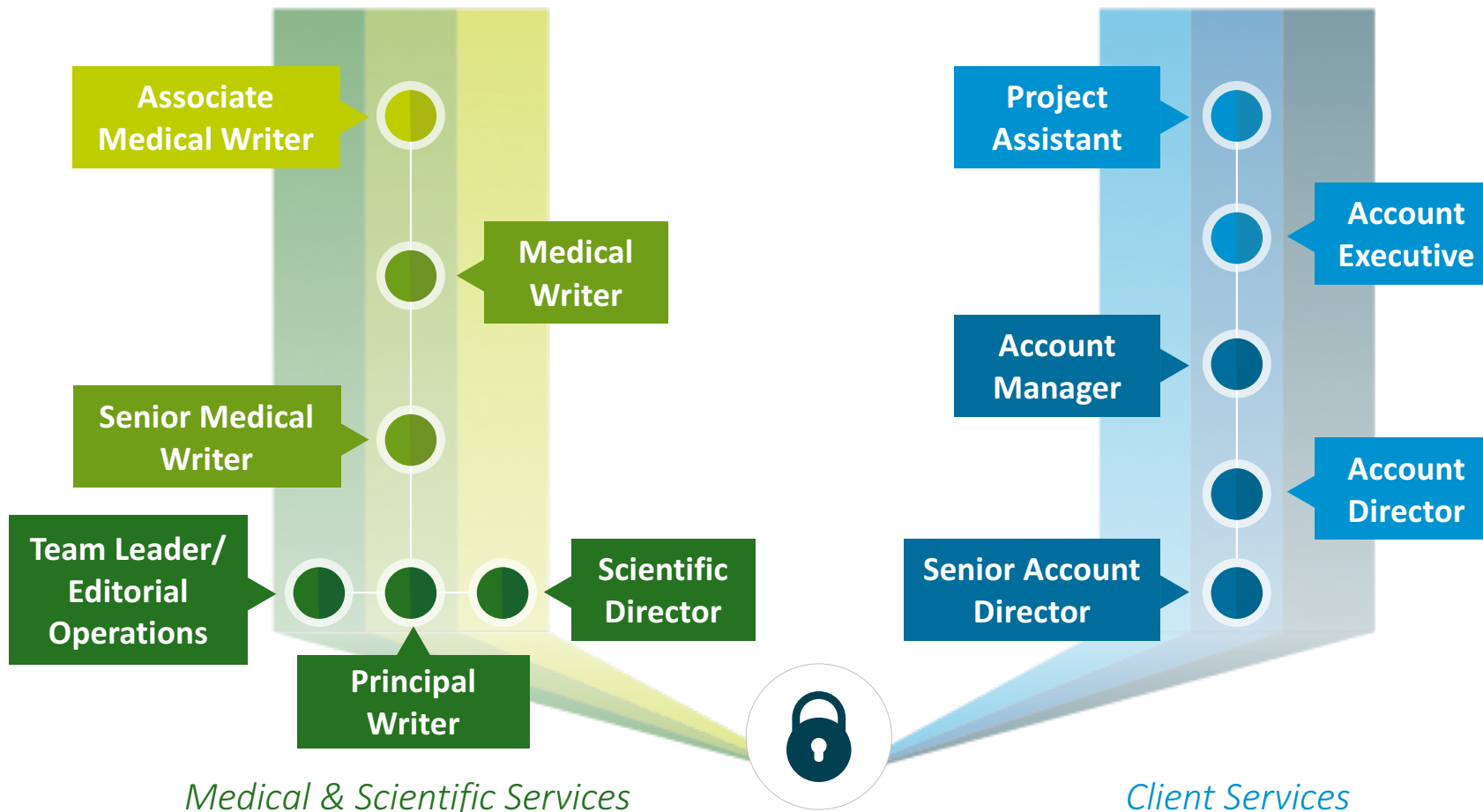


Career opportunities

Typical career paths in healthcare communications...



Typical career paths in communications...healthcare



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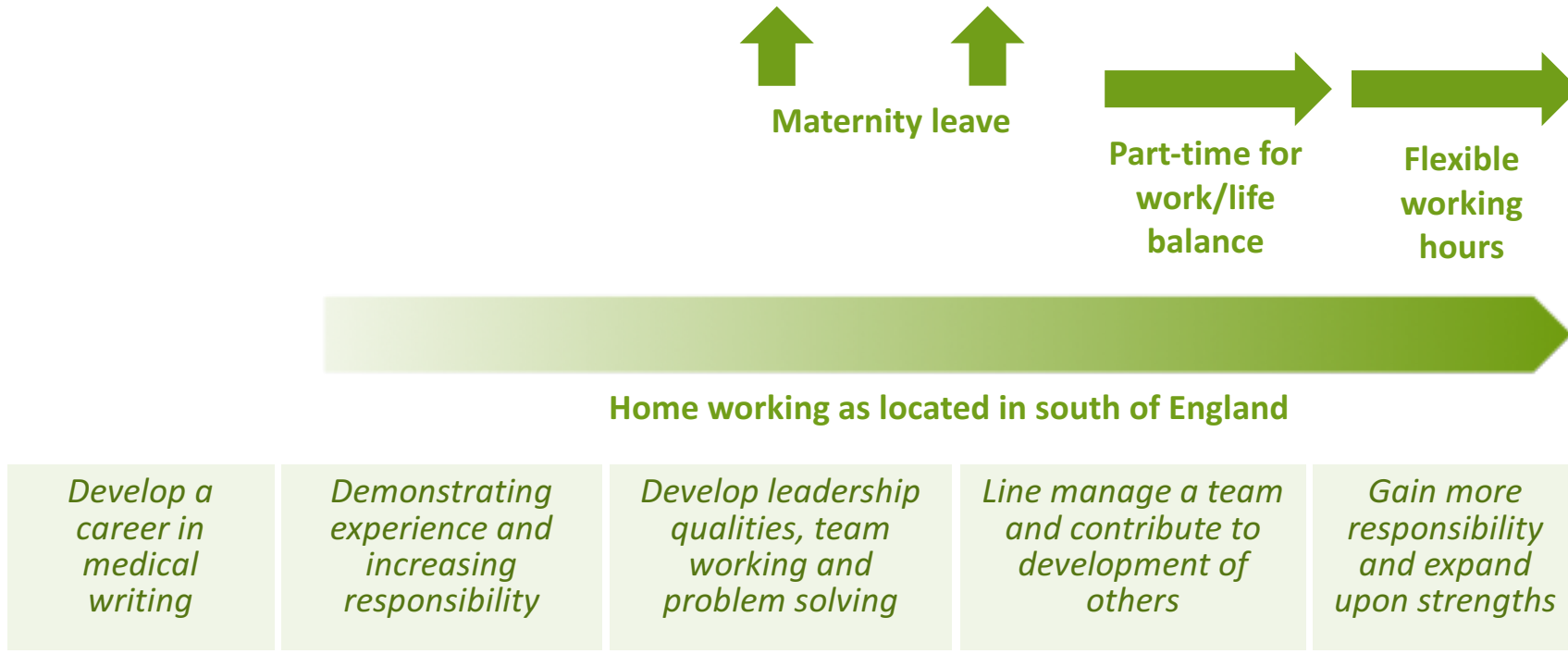
Career pathway: LC



Career



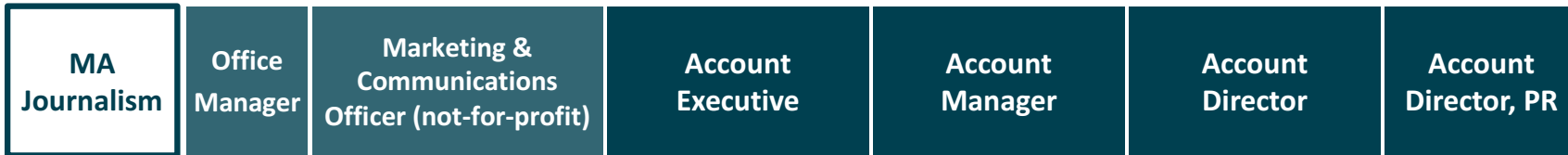
Motivations



Career pathway: KT



Career



Motivations



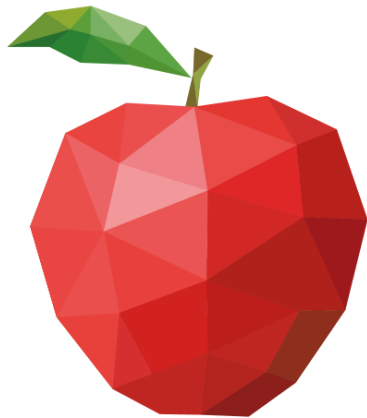


Developing individuals

Grow your career...



- To have the **most highly skilled, informed and motivated** staff, through continually providing **best-quality** training, development and support



Is your employer committed to developing individuals?



DEVELOPMENT

- **70%** in-role learning
- **20%** personal development
- **10%** training



Core training

- Compliance training
- Fundamental training programmes – critical to everyday effectiveness
- Development training programmes – enhancing individuals' careers and skills
- Managerial and executive training programmes

Mentoring & coaching programmes

Is your employer committed to developing individuals?



35 Training courses available

1,416 Training places offered in 2015–16

Courses covered:

- Industry knowledge
- Leadership and management
- Compliance and Best Practice
- Business skills
- Marketing skills
- And coming soon...digital skills



COURSE: MANAGEMENT DEVELOPMENT PROGRAMME
TRAINER: Ann Thorpe (External trainer)

DURATION: 3.5 Days

COMPETENCIES: [Icons for various competencies]

This highly interactive programme is designed to provide you with knowledge and techniques which will further enhance your line management and leadership skills. It provides opportunity for sharing ideas and knowledge, challenging situations and practising key skills.

In order to complete the programme you need to commit to the following sessions, which take place over a period of 4 weeks:

Launch 2 hours
Module 1 2 days
Module 2 1 day

As part of the learning process you also benefit from an additional one-on-one coaching call with Ann Thorpe in the period between module 1 and 2. Upon acceptance on the course, Ann will contact you directly to schedule these calls and discuss any pre-work.

LEARNING OBJECTIVES:

- Developing others
- How to delegate effectively
- Dealing with underperformance
- How to motivate and inspire
- Providing meaningful feedback
- How to communicate assertively
- How to set meaningful objectives
- Adapting your style where appropriate

TARGET AUDIENCE:
ALL INDIVIDUALS WITH LINE MANAGEMENT RESPONSIBILITY, OR LIKELY TO BECOME A LINE MANAGER IN THE NEAR FUTURE

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COURSE: BASIC PHARMACOLOGY AND PHARMACODYNAMICS
TRAINER: Patrick Rowland

DURATION: 1 Day

COMPETENCIES: [Icons for various competencies]

This session is designed to provide an understanding of the key concepts and their relevance to clinical research, providing individuals with the confidence to interpret and work on basic pharmaceutical content.

LEARNING OBJECTIVES:

After the session, attendees will have a greater understanding of:

- Clinical pharmacology, including interpretation of pharmacokinetic studies
- Attendees will gain an understanding of the relevance and importance of pharmacokinetic terms used in everyday clinical practice.

TARGET AUDIENCE:
MEDICAL & SCIENTIFIC SERVICES: AMW, MW (OR EQUIVALENT)

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Inspiring the leaders of tomorrow



Inspire – leadership development programme

- 2.5-day programme, based on our values
- Our values define our culture and the creation of Inspire was a key central activity in creating a values-based organisation
- 80 leaders from Ashfield Healthcare Communications have completed the programme = 200 development days

“We are a people-based business. Developing our people is one of the core elements of successfully delivering our strategy and supporting our clients in effectively delivering their strategy.”

CEO, Brendan McAtamney

“I’ve just attended INSPIRE #11, and the programme really ‘does what it says on the tin’. It was a truly excellent course in terms of content, delivery and format, this last providing a great opportunity to meet, work with and learn from people across UDG.”

Murray Edmunds, Watermeadow

INSPIRE Focus

How do our businesses work together to deliver the STRATEGY

Understanding Your Organisation

Understanding Your Leadership

Understanding Your Team / People

How do you impact on your business to deliver your STRATEGY

How do you drive and enable performance to deliver your STRATEGY

POWER BRIEFING SLIDE

UDG Healthcare plc

Inspire

Enabling and Empowering Leadership Excellence

Creating a Learning / Doing Environment (P20)

are your key learnings / and final discoveries?

Learning Log

What do you intend to do with your learning, what are your actions?

Impact

What will the actions mean in the real world / follow up coaching?

Actions to be consolidated in your personal development plan

Know, Do, Feel ...

Delegates will **KNOW**

- How to develop your people to maximise potential
- How to manage and drive optimal performance
- How our businesses work together to deliver the vision

Delegates will be able to **DO**

1. Role Model the Values
2. Manage tasks, Lead people
3. Set Great Goals
4. Display Agility in their Style
5. Assertively Communicate
6. Handle Conflict Effectively
7. Motivate their People
8. Give Great Feedback
9. Engage their People
10. Build High Performance Teams

Delegates will **FEEL**

- **ENTHUSED** to make a real difference in their businesses.
- **ENABLED** with the tools to be the best manager they can be
- **EMPOWERED** to ensure that skills in the real world to make a difference

Staff engagement

We are a people-first business

The Ashfield Way

The Ashfield Way gives us all something to collectively work towards and constantly challenges us to think about the impact we have.



Ashfield Cares

We are committed to using our size, resources and geographical reach to have a positive impact on the communities around us and wider society through the work of 'Ashfield Cares'.

Raising money for worthy causes . . . and having lots of fun whilst doing it!

We **raised £900** for Ronald McDonald this year

We **raised over £5,000** for East Cheshire in 2016, through Summer BBQs, Sports Days, Easter treasure Hunts and much more fun activity . . .



THANK YOU

*For more information
please contact us*



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