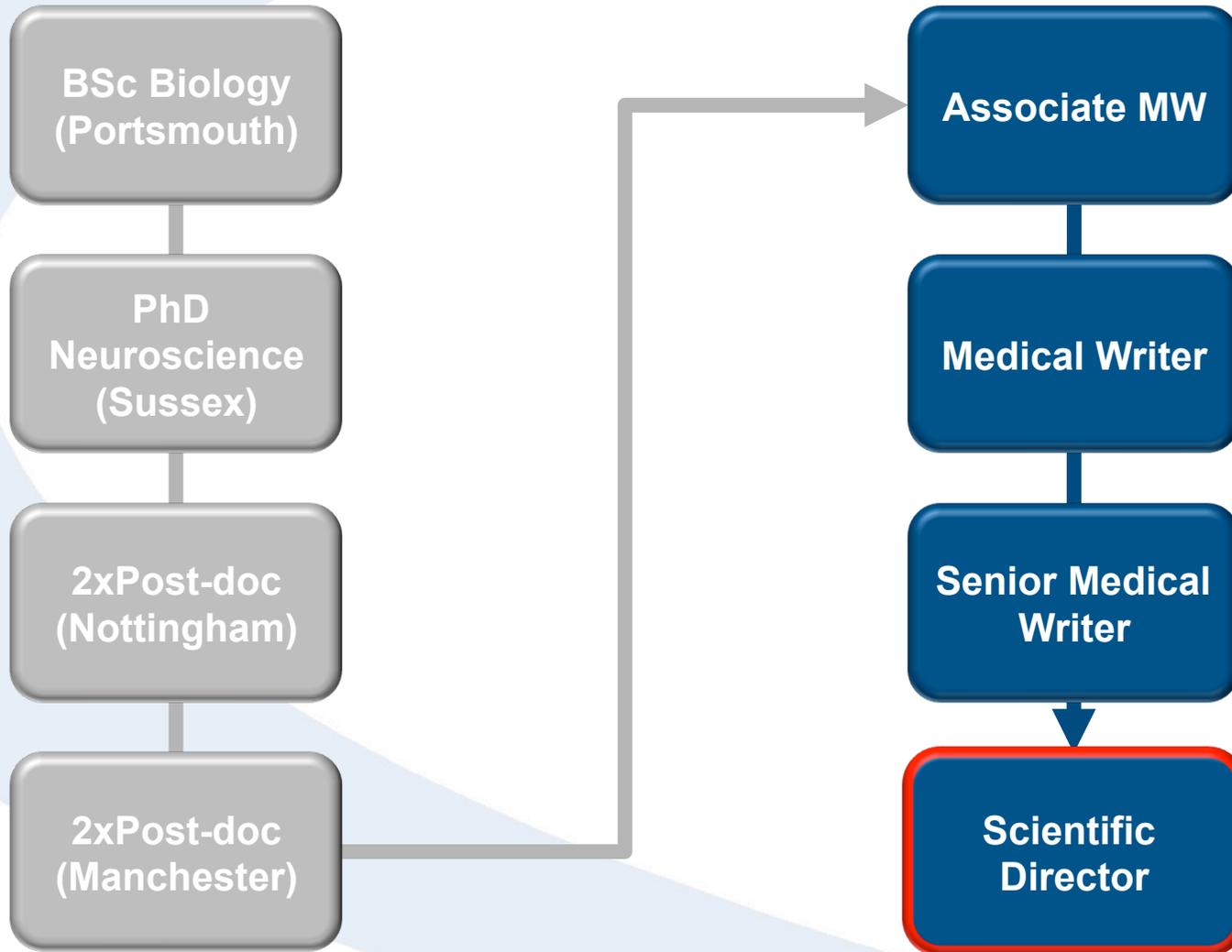


Medical Communications

The career for me?



Matt Brierley: how I got here...



Therapy areas I have worked in... and some of the places I have been

- Diabetes
- Pompe's disease
- Epilepsy
- Infectious diseases
- Hepatitis
- Alzheimer's disease
- Schizophrenia
- Kidney disease
- Oncology
 - Breast, prostate, melanoma, myeloma, ovarian, lung, leukemia, supportive care and bone metastases

- Milan
- San Francisco
- New York
- Paris
- Davos
- Stockholm
- Munich
- Madrid
- Nice
- Los Angeles
- Prague
- Brussels
- Amsterdam



Medical communications agencies

What do we do?

- Communicate science to healthcare professionals
- Disease area and product education: right audience
- Provide strategic insight
- Provide specialists: studio, design, consultants
- Deliver quality ... on time

Medical communications agencies

Who are our audiences?

- General doctors
- Nurses/specialist nurses
- Specialist physicians
- Multidisciplinary teams
- Payers/health economic specialists
- Patients
- Internal audiences (training)

Medical communications agencies

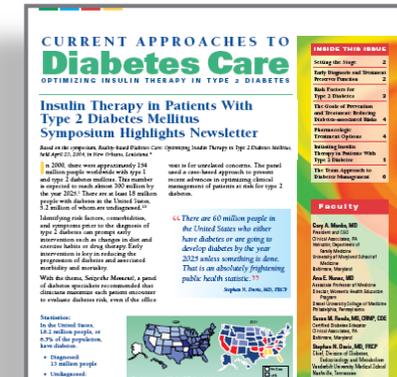
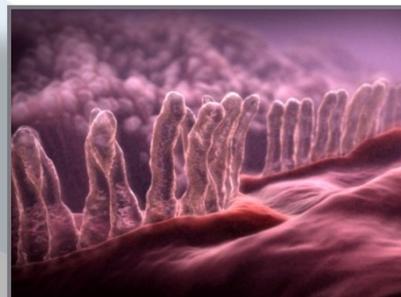
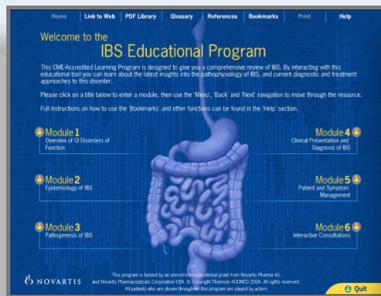
Who are our clients?

- ‘Big Pharma’
- Smaller biotech companies
- Individual institutions
- National, international and global teams

Medical communications agencies

What do we generate?

- Communications plans
- Scientific platforms
- Slide decks
- Meetings: Investigator meetings/Symposia, Internal global-regional meetings, Advisory Boards
- MSL training
- Disease brochures
- MOA videos and other graphs
- Clinical trial tools
- Clinical protocol gap analysis



- Competitor analyses/overviews
- Competitive messaging analyses/gap analyses
- Newsletters, brochures, patient education tools
- Backgrounders and scientific discussion points
- Case studies, monographs
- Executive reports from live events and internal meetings
- Publications, congress abstracts and posters
- Scientific content for webinars and online learning

What is an all-service agency?

An agency that offers...

- Top class writing support
- Editorial support
- Design options
- Digital and multi-channel approaches
- Logistics
- Flexibility
- Specialist/dedicated teams
- Consultancy options
- Strategy
- Problem solving

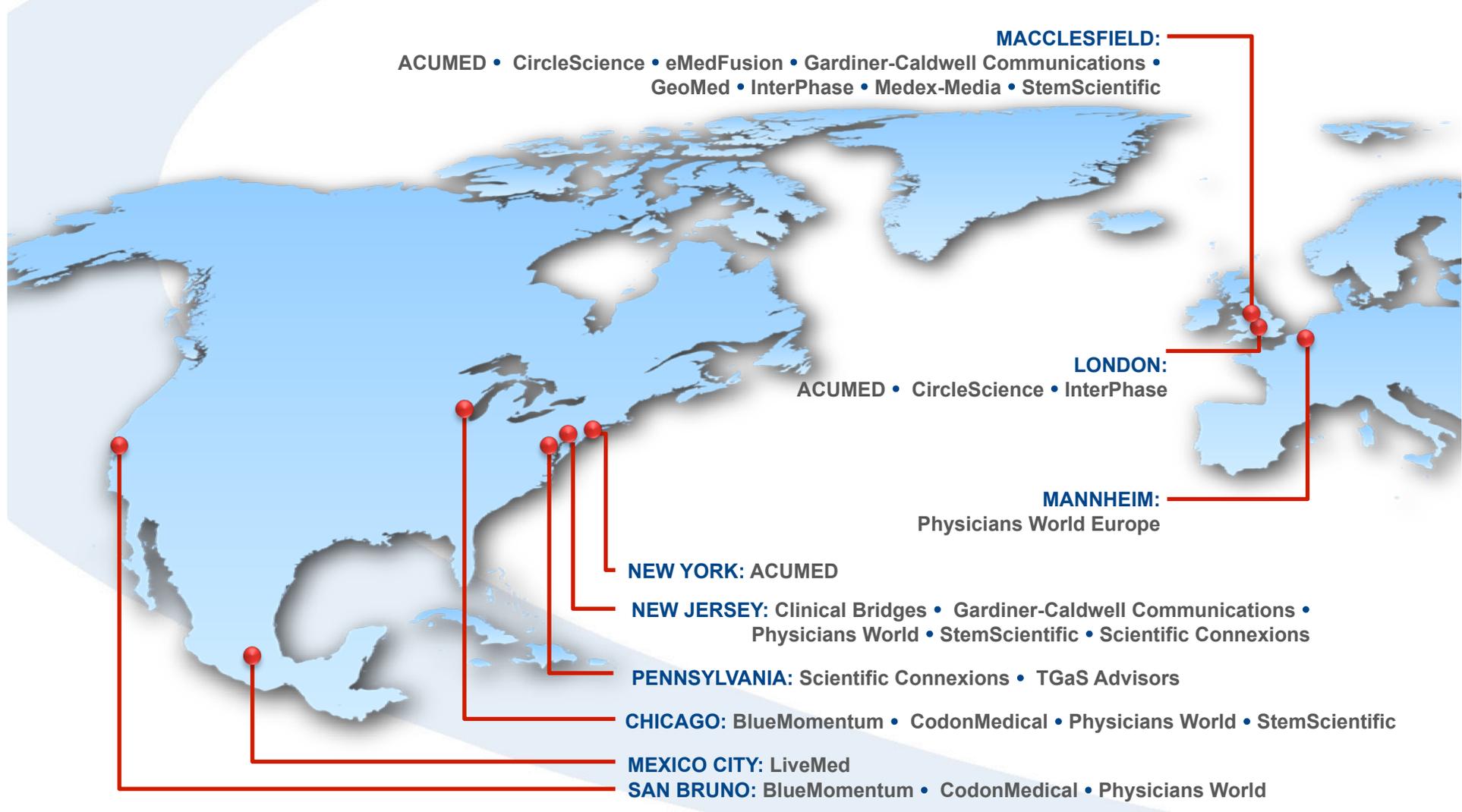


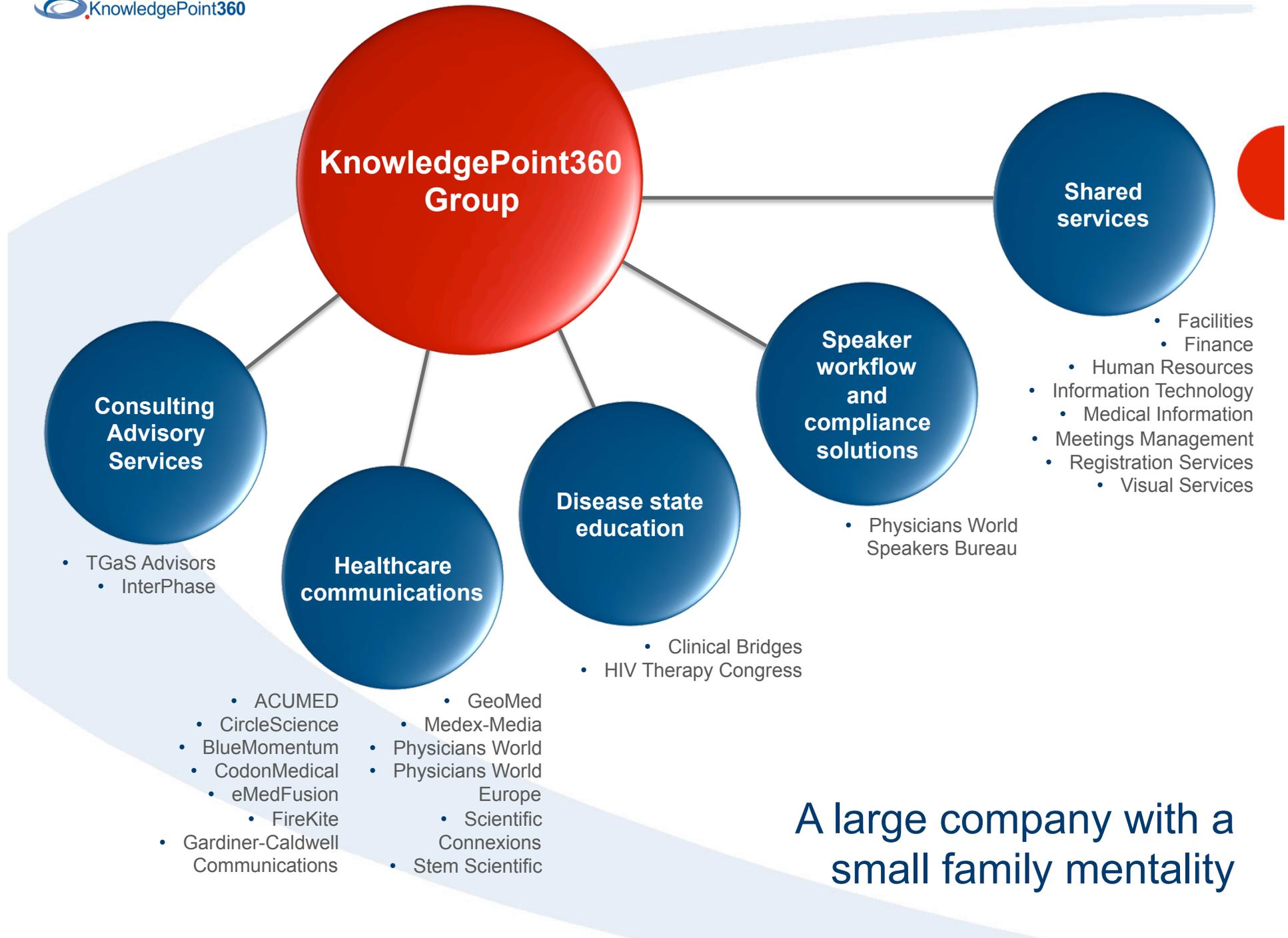
Fedra Pavlou: how I got here...



A little bit about KnowledgePoint360

Among largest medical communications companies worldwide:
>730 people in 11 locations





A large company with a small family mentality

A career in Medical Communications



Medical writing

- Content development
- Meetings attendance
- Strategy
- Consultation
- Pitch work for new business

Client services

- Project management
- Logistics
- Budget Management
- Consultation
- Pitch work for new business

TEAMWORK

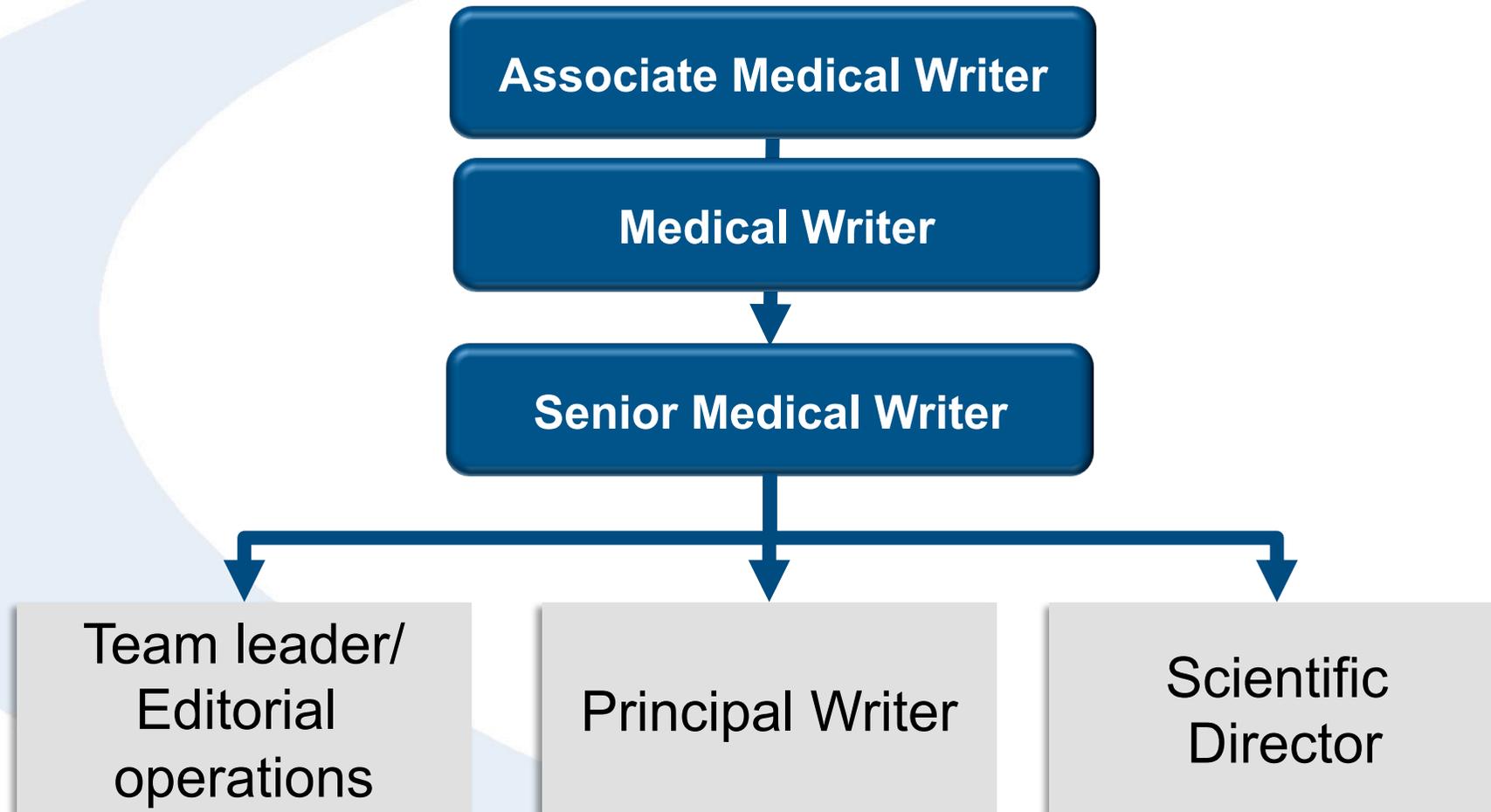
What do we look for in a medical writer?



- A Passion for science
- Strong writing skills
- Attention to detail
- Good communication
- Organised, yet adaptable
- Calm under pressure
- Teamworker
- Deadline orientated



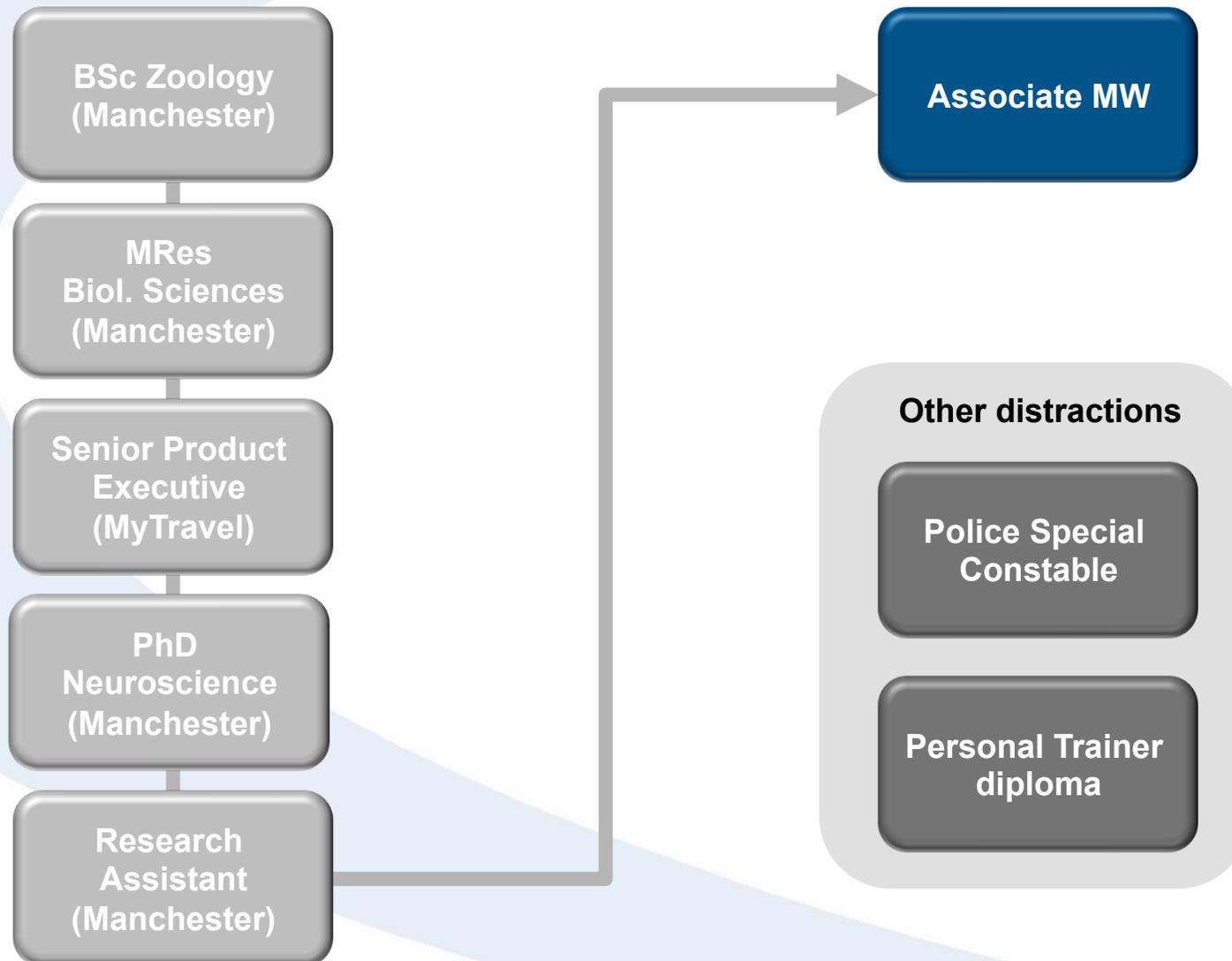
Typical medical writer career path



Strong and stable career progression

Fiona Scott...

An (almost) typical journey into medical writing



My first year

- **Wide variety of projects**

- Supporting authors
- Posters, abstracts and slide decks
- iPad apps
- New business pitches

- **Several therapeutic areas:**

- Oncology
- Alzheimer's Disease
- Infectious diseases
- Obesity

Development

- Training courses
- Company meetings
- Building skill set

Teamwork

- Building internal relationships
- Getting to know clients and authors
- Timesheets!

On the horizon...

- My first satellite symposium...
Paris May 2013 😊

Am I a medical writer?

Do you enjoy:

- Science
- Writing
- Learning
- Communicating
- Teamwork
- Variety
- Challenge
- Travel
- Accuracy
- Working to deadlines?

...this could be the career for you!

