

- 1 What is medical communications?
- 2 Why might you like a career in med comms?
- 3 The role of a Medical Writer
- The role of an Account Manager

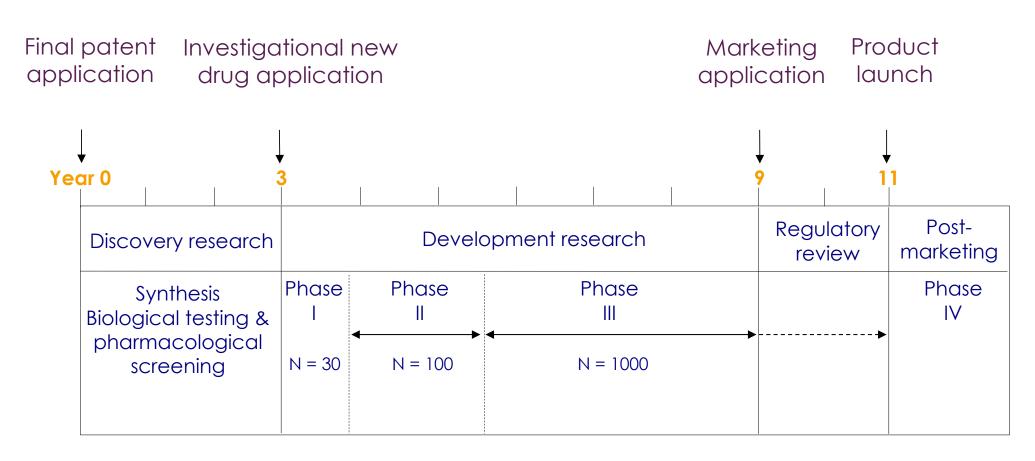
1

What is medical communications?

What is medical communications?

Communication of medical/scientific information to healthcare professionals, most often around a particular disease or a specific drug, and generally on behalf of a pharmaceutical company

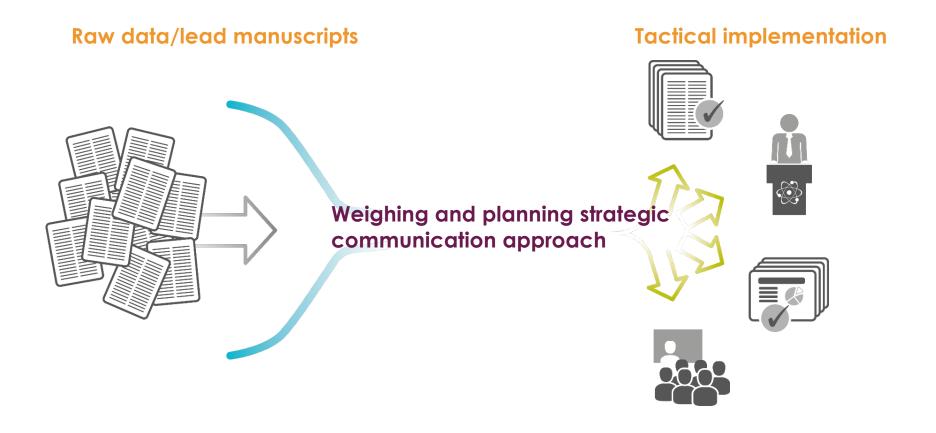
When is med comms needed?



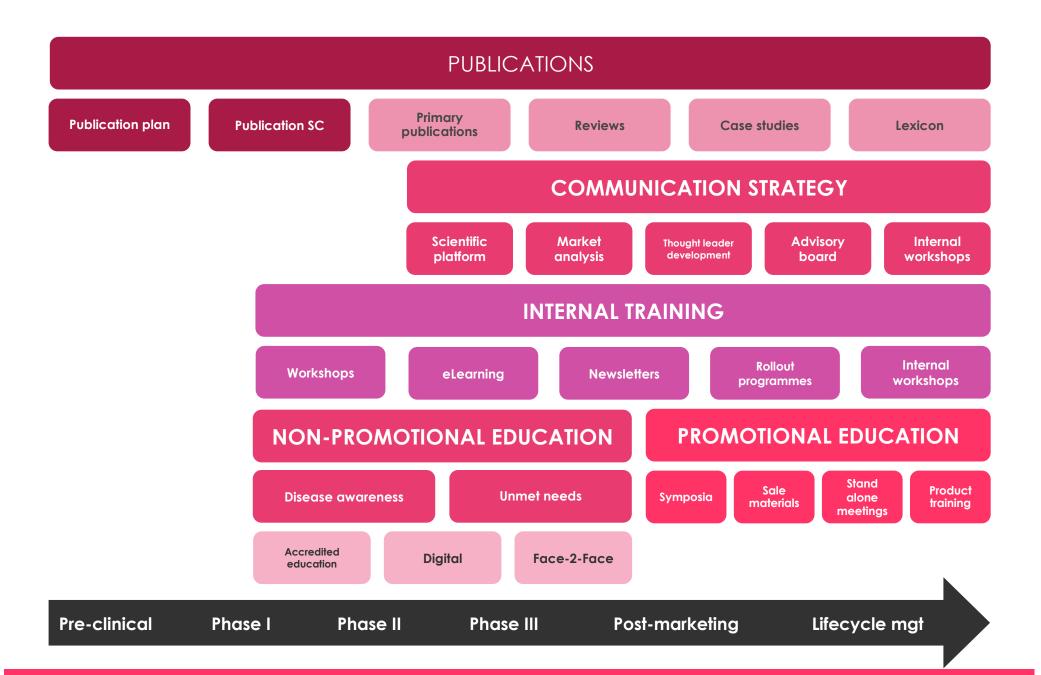
What does med comms look like?



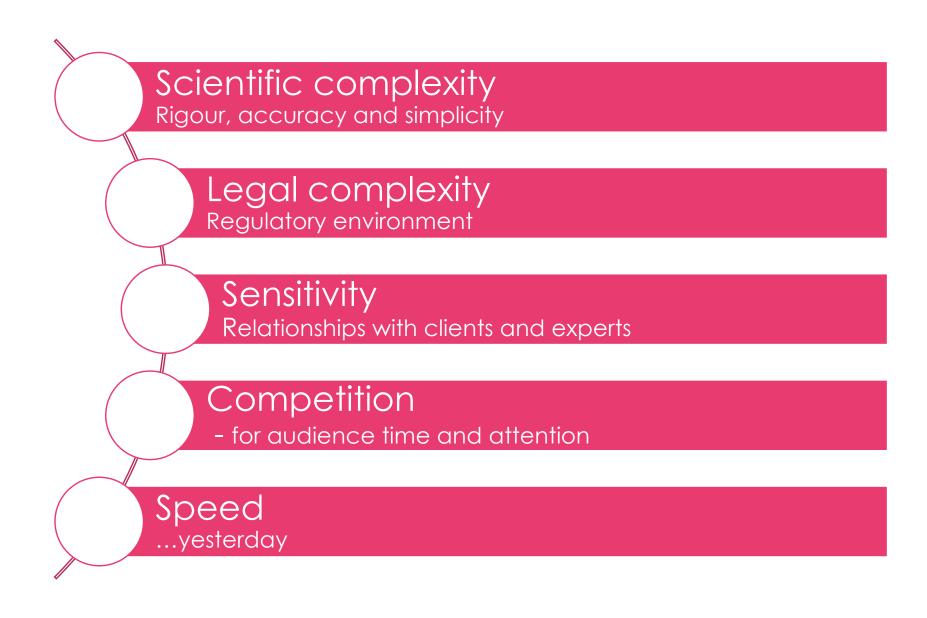
Medical communication: from strategy to tactics



Medical communication: a snapshot



Challenges

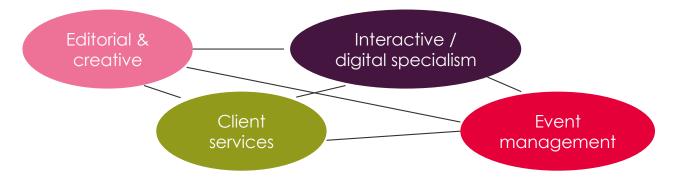


2

Why might you like a career in med comms?

Why might you want to join an agency?

- Opportunities to
 - work with global experts in their field
 - work in a wide range of therapy areas
 - help to create materials for different audiences
 - travel
 - experience different job roles



Fast-paced, challenging and never dull!

Events at Darwin: an example of a 12-month period

46
advisory boards

12
symposia

249
presentations

Speaking faculty

standalones

Training

Medical communications agencies offer opportunities for training:

- Formal training arranged with external experts
 - Presentation training
 - CMPP training
 - Code of practice training (ABPI, EFPIA)
 - Negotiation skills training
- Mentoring on-going training from colleagues
- Internal training offered by colleagues, these might be lunch and learn-style sessions, challenge 'surgeries' to share best practice and experiences from other accounts

4

The role of a medical writer

A typical day for a medical writer

...there isn't one!

A typical day for a medical writer could include

Take minutes at an advisory board and draft a meeting report/ consensus document

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

Draft a manuscript/ primary paper for a peerreviewed journal

Devise content and functionality for the launch of a new educational website

Review another writer's work and provide feedback on scientific content / style / quality check

Work to tight deadlines as well as ad hoc requests!

Finalise core slide deck for use by physicians in national educational meetings



Prepare CME accreditation application for a satellite symposium on behalf of faculty

Teleconference with client and authors of a publication to take feedback/ authors' comments



Draft presentation for salesforce training programme and assessment

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

My day yesterday as a medical writer

- 8:30 write up notes from a client face-to-face meeting 2 days ago
- 9:00 find out someone has rearranged their holiday, and I have to brief a speaker later in the day. Have a biscuit
- 10:00 conduct an appraisal for a junior writer
- 11:00 decide what to do for the rest of the day
- 11:10 send some slide work over to another writer and answer their questions
- 11:20 start working on a deck of slides for a standalone meeting
- 11:30 interrupted by some emails about referencing to data on file
- 11:35 continue with slides
- 12 ish lunch al desco
- 13:30 prep for...
- 2:00 a call with a new client we are going to Sweden next week to see them, it seems
- 2:45 continue with slides
- 3:30 speaker doesn't turn up to their briefing call. Rejoice at extra half hour
- 5:30 finish slides and pass them to our editor, forget to complete timesheet, go home

What do agencies look for in a medical writer?

Someone who

- Has a science background a PhD is an advantage but it is not mandatory
- Enjoys writing and has a talent for it
- Is able to digest new information rapidly
- Has good desktop research skills
- Has a 'can do' attitude and is willing to have a go at most things
- Enjoys working with others as part of a team
- Has good attention to detail
- Presentation skills
- Can think of new ideas that will be useful to the client
- Is willing to travel and work flexibly
- Takes feedback from others well

The ability to deliver what the client wants, on time and on budget!

My route into med comms



3

The Client Service Team

A typical day for one of the Client Services Team

...there isn't one!

A typical day in client services could include

Creation of a client budget for a new project

Brainstorm ideas for a new project and prepare slides for pitch presentation

Create a budget reconciliation following the conclusion of a project

Develop a pitch presentation, working with members from the wider group

Work to tight deadlines as well as ad hoc requests!

Hold a kick-off meeting to discuss the content and functionality of a new educational website

Status call teleconference with client and team to update on current project work, changing priorities and plan next steps

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

Brief educational materials into the Scientific Services and Creative Teams

Review a piece of material created by the team before it is sent to the client Investigate potential venues for a forthcoming stand alone meeting

A typical day rarely goes as planned

(borrowed from my client services colleague)

What I planned to do

- 1. Write list ©
- 2. Finish proposal for client X
- 3. Finish budget for proposal
- 4. Draft slides for careers event
- 5. Attend internal account status call at 2pm
- 6. Attend client call at 3.30pm
- 7. Complete appraisal form for colleague
- 8. Review budget status for account Y
- Review advertising schedule for account Y and make recommendations to client to go through 2016
- Liaise with stand builders to obtain design and cost estimate

What I ended up doing

- Write list ©
- Get half way through proposal for client X –
 who then calls to discuss current project, asks
 for extra work to be done that we thought he
 was going to do
- Scramble to find resource to accommodate the client X request in order to maintain timelines
- 4. Get involved in taking on part of task we're a team, divide and conquer!
- 5. Attend internal status call
- 6. Get a bit more done on proposal for client X
- 7. Receive a barrage of confusing emails from one of the client Y team about a handful of current projects, attend project related call with same client at 3.30pm
- Write 'to do list' for tomorrow which contains approximately 30% of those things that I didn't manage to fit in today...
- Oh and I need to complete my timesheet!

What do we look for in a member of the Client Service Team?

Someone who

- Has an interest in science many, but not all, have a science background
- Has a 'can do' attitude and enjoys a challenge
- Stays calm under pressure
- Enjoys liaising with clients and the wider team
- Has good communication skills
- Is organised with the ability to plan and drive a project
- Enjoys working as part of a team and knows how to get the best out of it
- Is comfortable with numbers (budgeting, reconciliations)
- Is comfortable presenting
- Understands the product strategy and can offer ideas
- Can problem solve
- Is willing to travel and work flexibly when needed

The ability to deliver what the client wants, on time and on budget!

Thank you