

MedComms Careers Event Oxford, May 2014

Peter Llewellyn

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Director, European CME Forum Ltd

Director, Burntsky Ltd

Introduction

- **Who am I, why would you listen to me?**
- What about you?
- What are you doing here and what will happen?
- Is Pharma a force for good... or evil?
- HOW expensive is the development of medicines?
- So, what is MedComms?
- Can we give you an edge?

Who am I?

- Bsc Hons Microbiology, Bristol
- Bayer (CRA + Sales + Marketing)
- The Medicine Group – special projects
- Oxford Clinical Communications (OCC)
- Maxim Medical
- InPharm - Internet Services Ltd
- **NetworkPharma / ECF / Burntsky**

What do I do?

MedComms
Networking

Medcomms
Workbook

Next
MedComms
Job

 **MedComms**
Forum

The
Publication
Plan

MedComms
Day

Network
Pharma
tv

Keyword
Pharma

European CME
Forum

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So, what about you?

??

?

?

So, what about you?

The difference between feeling
your nuts....

So, what about you?

The difference between feeling
your nuts....

and **feeling you're nuts!**

So, what about you?

An English professor asked his students
to punctuate the following sentence:

A woman without her man is nothing.

All of the males in the class wrote:

A woman, without her man, is nothing.

All the females in the class wrote:

A woman: without her, man in nothing.

PUNCTUATION IS POWERFUL.

So, what about you?

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Grammarly



Can you read this?

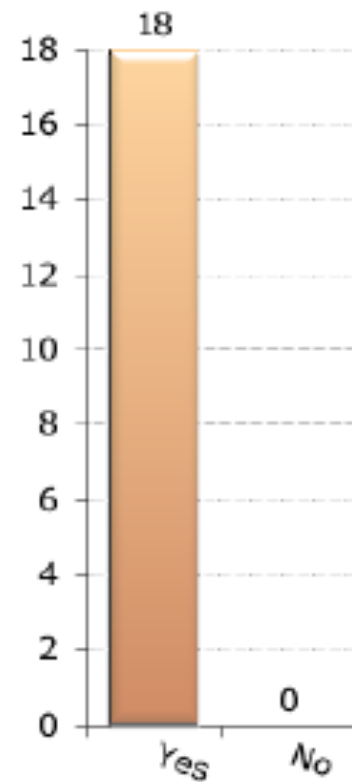
According to research at Cambridge University, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter be at the right place. The rest can be a total mess and you can still read it without a problem. This is because the human mind does not read every letter by itself, but the word as a whole.

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So, what about you?

Answers: 18 of 18 - Return rate: 100.0%



Feedback, May 2013
Would you recommend
the workshop to others?
Yes / No

Day 1 Session 1 – 09.00-11.00

- Introduction - **Peter Llewellyn**
- The Pharmaceutical Industry, Medicines Development and Medical Communications - **Peter Llewellyn**
- The Role of the Writer in Regulatory Affairs - **Julie Bowdler**

Day 1 Session 2 – 11.30-13.00

- The role of the Medical Writer; where we came from and what we do – **Melanie Martin, Rick Flemming and Jo Whelan**

Day 1 Session 3 – 14.00 – 15.30

- Tips for improving your medical writing –
Alison McIntosh

Day 1 Session 4 – 16.00-19.30

- Presentations and Speed Dating with the MedComms Agencies; **7.4 Limited, Darwin Healthcare Communications, Fishawack Group, MedSense, Oxford PharmaGenesis, and Watermeadow**

Day 2 Session 1 – 09.00-11.00

- Introduction – **Peter Llewellyn**
- Publication Planning, Rules and Responsibilities for Writers and understanding the Journal Editor's perspective - **Liz Wager**
- Industry Codes of Practice – **Richard Olbrich**

Day 2 Session 2 – 11.30-13.30

- Recognising your existing skills and strengths, presenting yourself to the agencies, the writing tests and interviews, training opportunities and career development, what to expect of life in a MedComms agency - **Karen Wilson Smith, Annick Moon, Karen Kent and Katia Chrysostomou**

Rules of the game

- Feel free to ask anything...
- Take our contact details
- Feel free to follow up
- The more you join in, the better
- You make your own luck
- **Enjoy yourselves!**

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Some points to consider

The UK pharmaceutical industry:

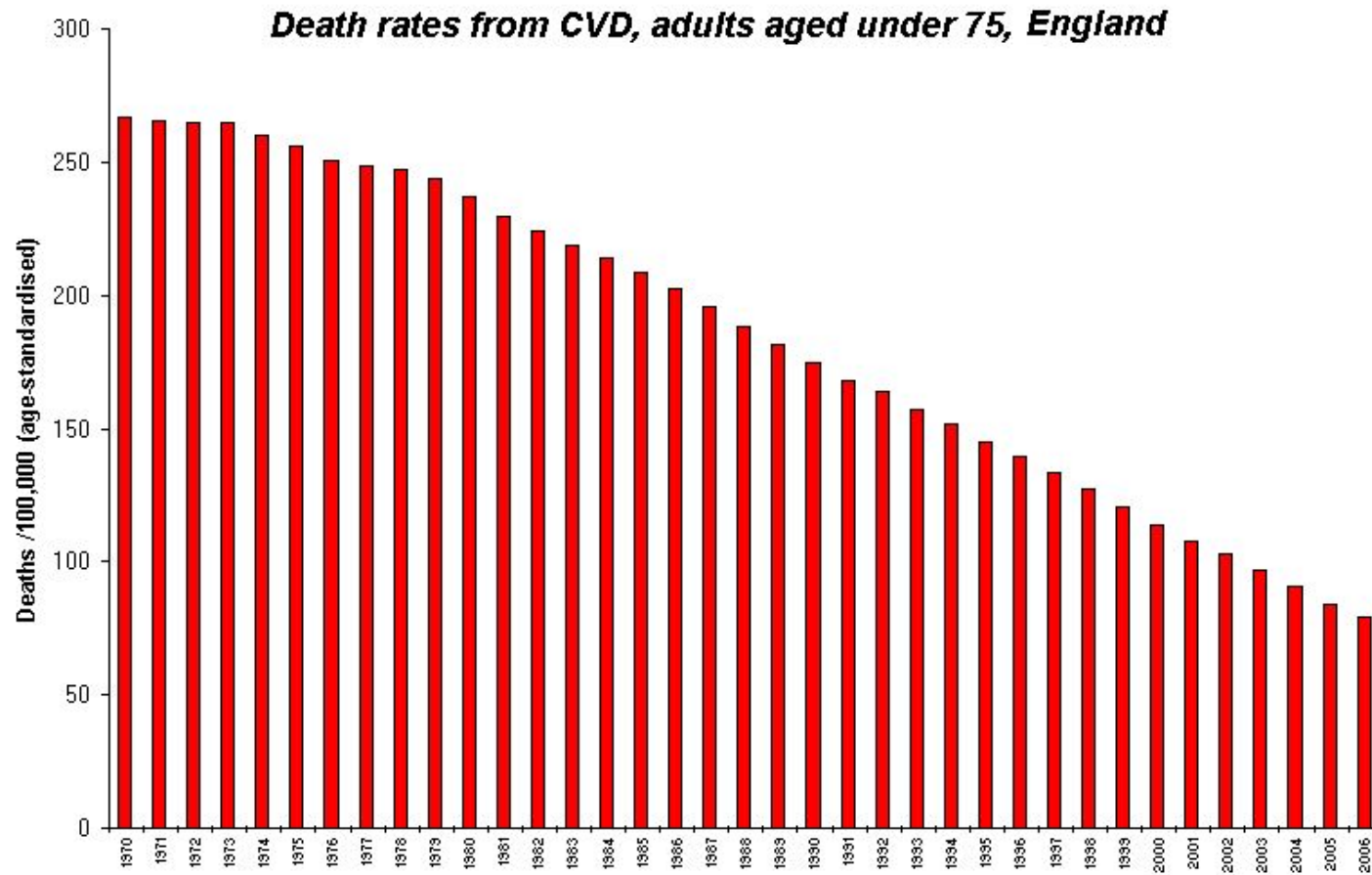
- directly employs about 65,000 people
- indirectly employs about 250,000 people
- generated net exports of over £6 billion in 2008
- invested £4.5 billion in Britain in 2007
- discovered about a fifth of leading medicines

Ref ABPI Knowledge Hub

Penicillin

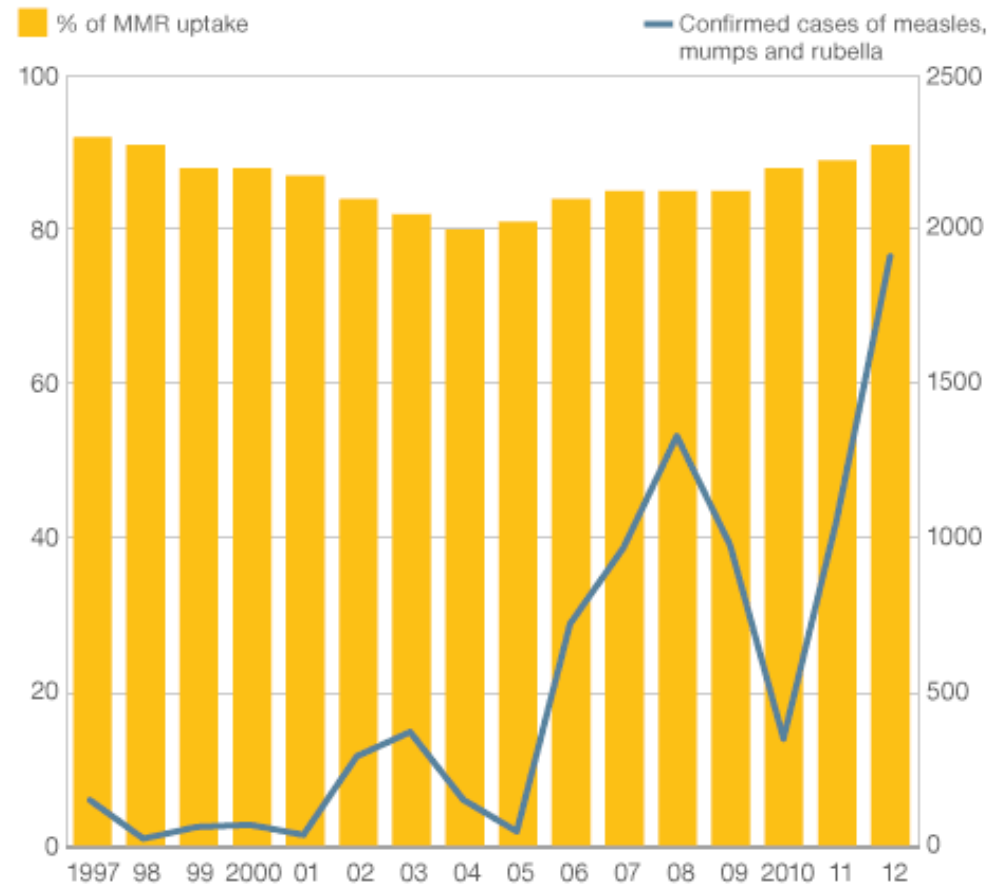


Deaths from heart disease



MMR and measles

MMR and measles in England



Source: NHS IC

There has been a huge shift in medicine...

Treating
acute illnesses



Managing
chronic conditions

- Bacterial Infections
- Heart attacks

- Diabetes
- Obesity
- Cardiovascular disease

But: There are still many unsolved problems

- Stroke
- Cancers
- Dementia
- Mental illnesses

Food, flattery, and friendship... *BMJ* May 2003



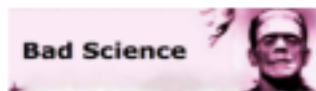
It takes two to tango... *BMJ* February 2009



Bad Science and The Drug Pushers



#AllTrials



Where Knowledge Informs Change™

May 2014: 75,875 signatures, 463 organisations... and counting

But, Ben, there's...

Rules, regulations and guidelines...

But, Ben, there's...

Rules, regulations and guidelines...

And then more bloody rules, regulations and guidelines...

But, Ben, there's...

Rules, regulations and guidelines...

And then more bloody rules, regulations and guidelines...

And then some more....

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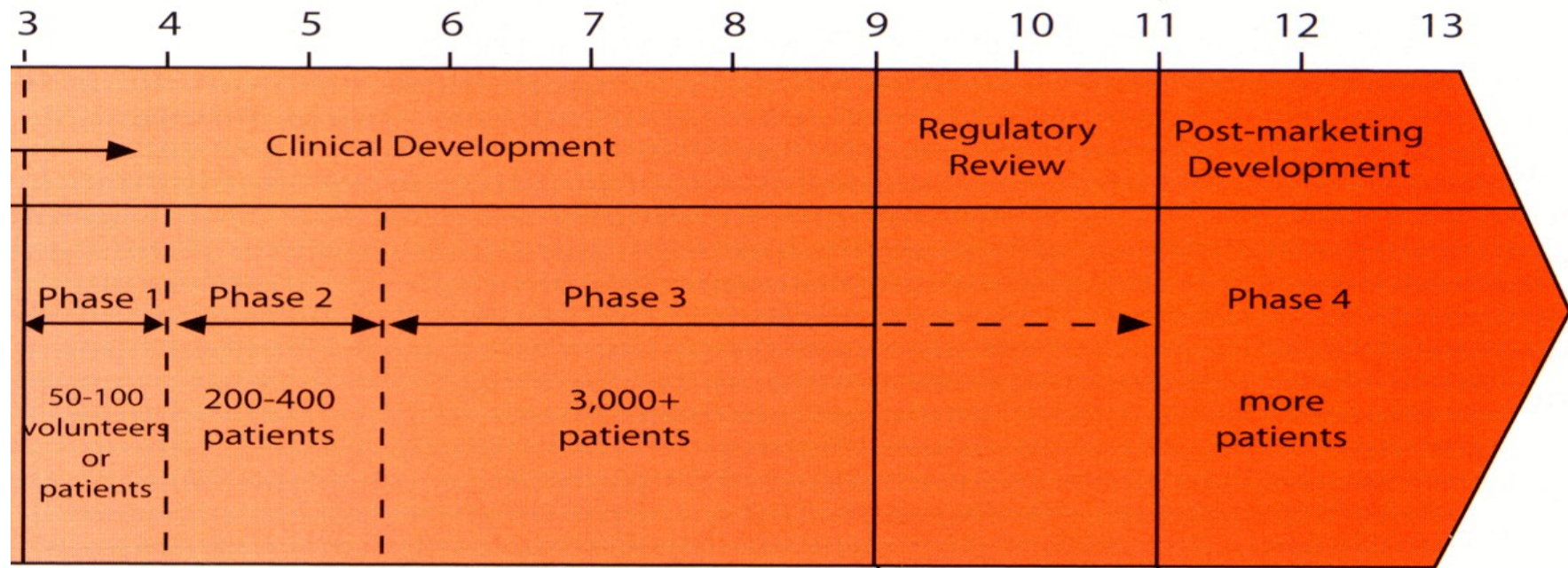
From the laboratory to the pharmacy

- Drug discovery
- Drug Patents
- Chemical and pharmaceutical development and toxicology
- Clinical development
- Manufacturing
- Registration and regulatory affairs
- Sales and marketing
- Post-marketing surveillance

Some points to consider

- developing a new medicine takes maybe 14 years
- for every 1 new medicine that succeeds 10,000 fail
- a patent on a new medicine is for 20 years
- developing a new medicine costs about 2 billion USD
- there maybe as little as 5 years to recoup investment
- **many services are outsourced throughout life cycle**

Communication needs during development



Investigators

Patient Groups

Regulators

HCPs

Key Opinion Leaders

Politicians

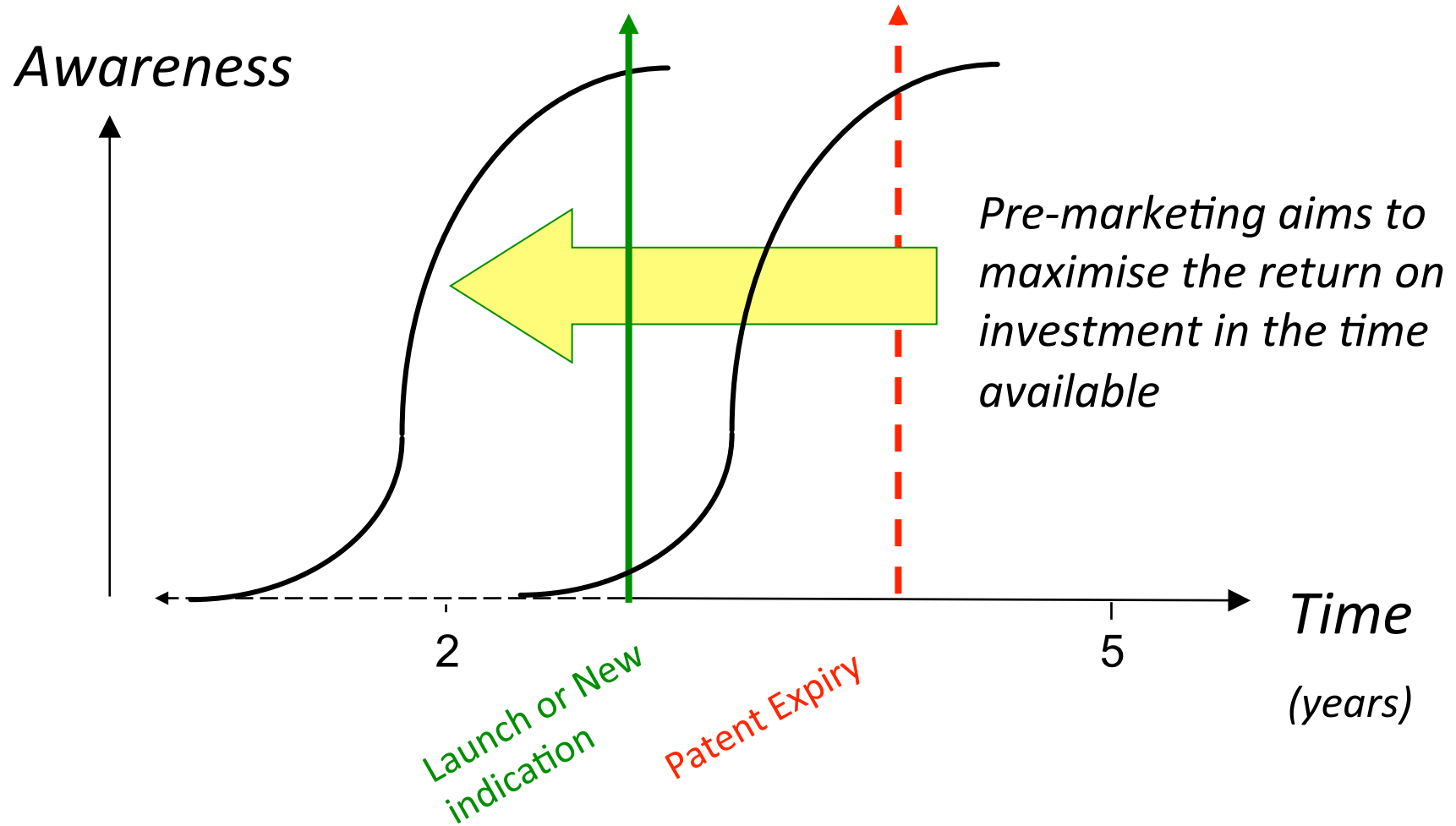
Pharmacists

Financial community

Sales force

Patients

What will pre-marketing achieve?



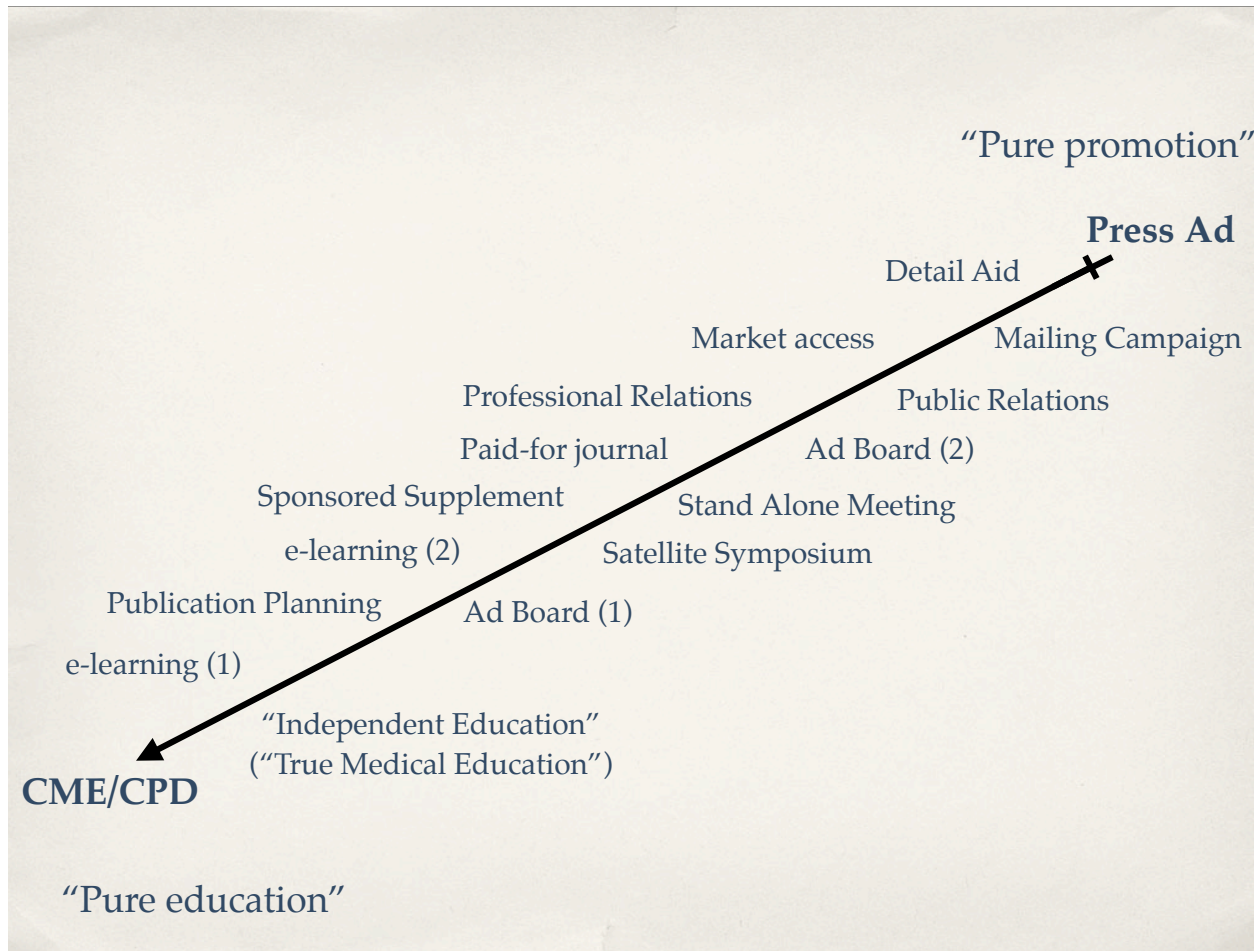
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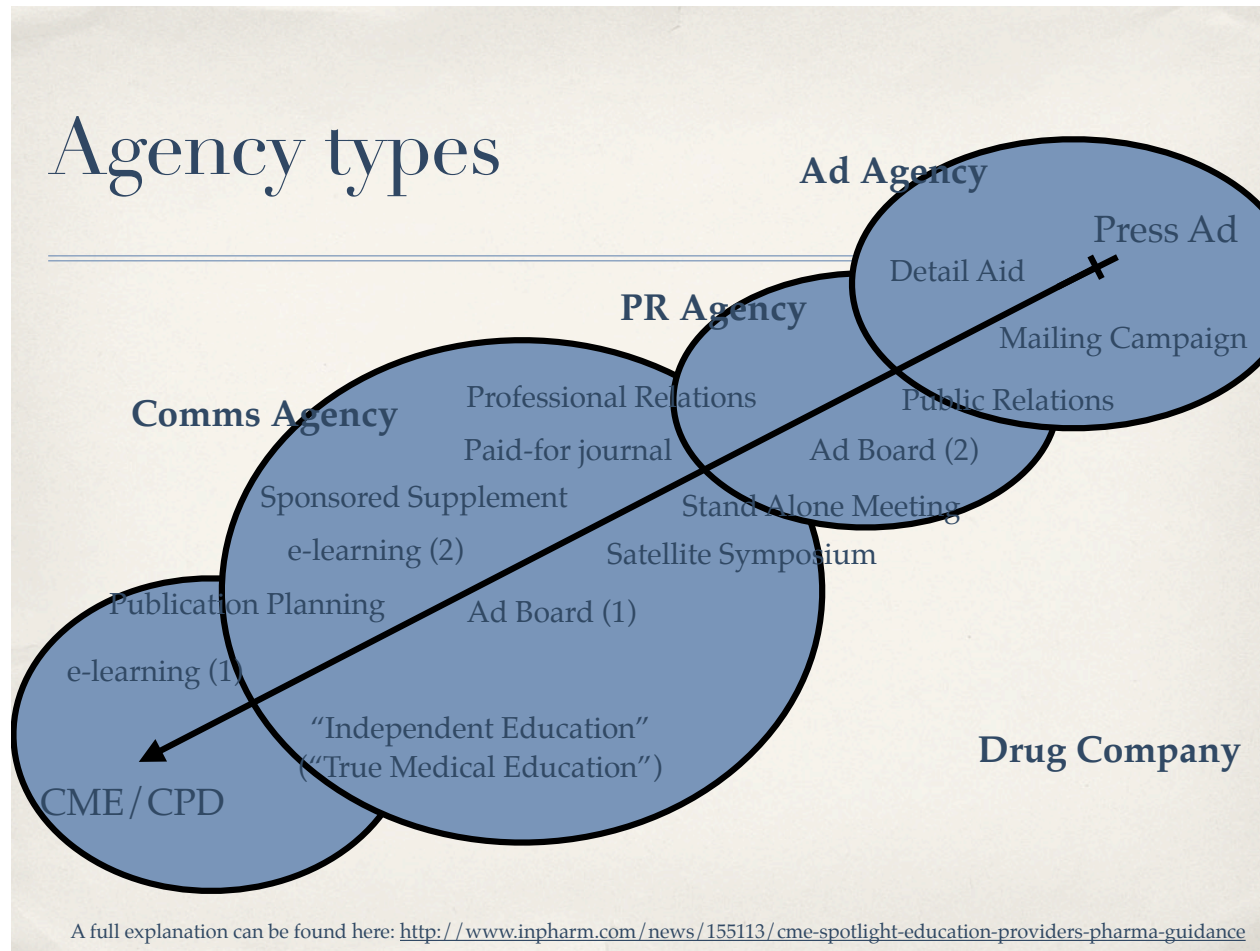
So what is MedComms?

- *Medical communications provides consultancy services to the pharmaceutical industry to help raise awareness of medicines via **education** and **promotion***

So what is MedComms?



So what is MedComms?



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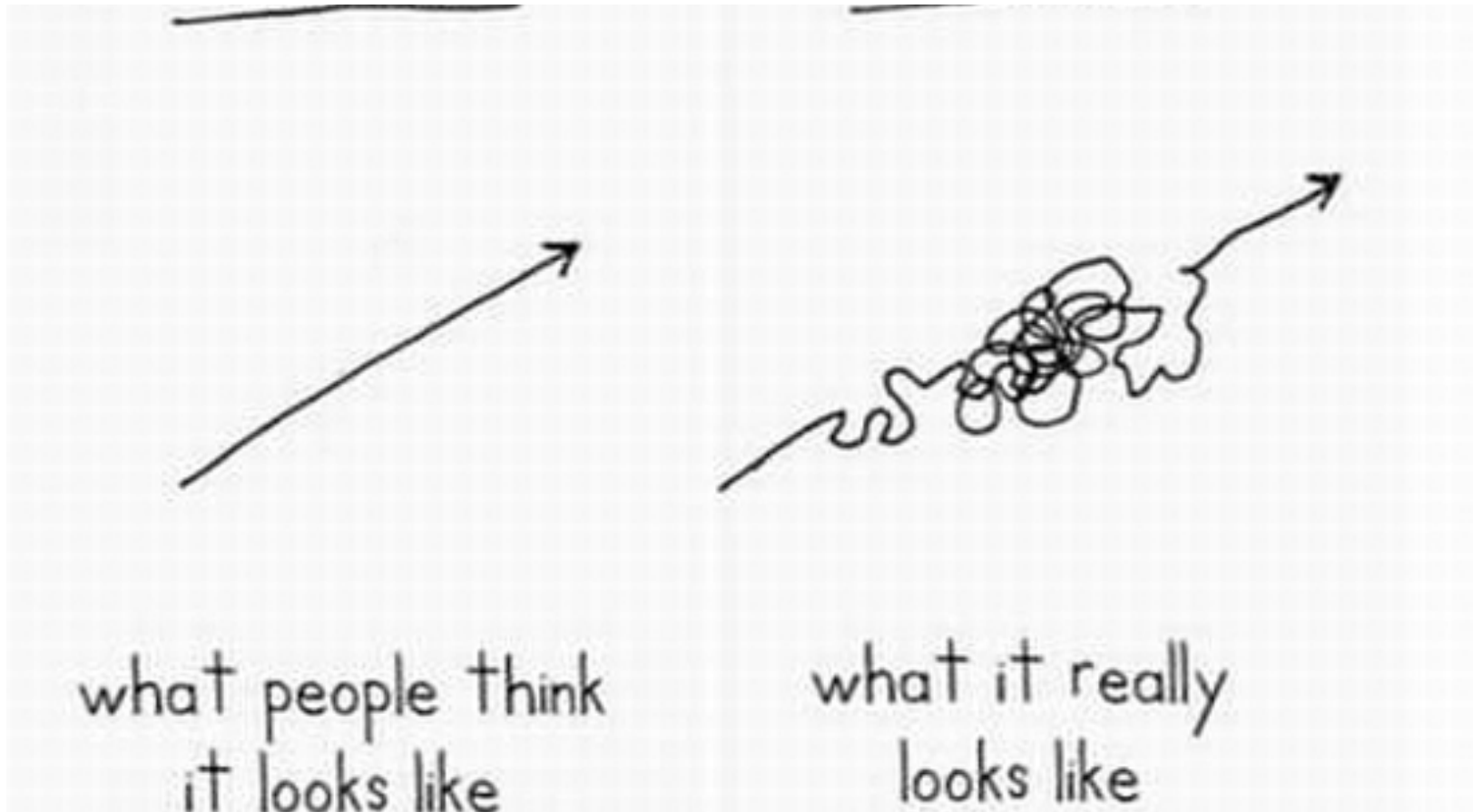
Transferable skills

Skill

Example

- Writing
 - Thesis, papers, posters, slides, grant applications
- Presenting
 - Conference presentations, transfer talk
- Project management
 - Designing experiments and scheduling resources
- Project leading and mentoring
 - Project students, teaching/demonstrating
- Opinion leader experience
 - Confidently discuss complex issues with leading experts (e.g. Friday night in the King's Arms)

The route to success



More information...

Annual careers guide, webcasts, videos, audioboos, past presentations, Google map of offices, LinkedIn groups are all at

www.MedCommsNetworking.co.uk/startingout

Jobs are at

www.NextMedCommsJob.com