

From academia to medical communications

Dr Annick Moon

Medical communications consultant & writer

Medical communications

- Medical writer
- Medical editor
- Editorial project manager
- Account manager
- Project manager

Editorial Project Manager **Medical Education Agency**

Are you an energetic, ambitious and passionate individual with the desire and potential to join one of the largest healthcare communications agencies in the

Account Manager

New Media Agency

You will manage a projects including awareness and patient websites, interact education programs conferences,

Medical Editor **Healthcare Communications Agency**

Proofing copy to the highest standard for a full range of medical education and communications materials including scientific abstracts papers, presentations, print items, and professional liaison with medical industry key contacts; managing design materials through design.

Medical Writer **International Med Comms**

Suitable candidates will ideally have at least 18 months relevant writing experience with a background in either Medical Communications, Clinical Research, Academic Research or Publishing. A life science degree is preferable. You will display excellent organisational skills and acute attention to detail.

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)

Research the industry

- **Professional bodies**
- European Medical Writers Association – www.emwa.org
- American Medical Writers Association – www.ama.org
- Healthcare Communications Association – www.hca-uk.org

- **Pharmaceutical industry news, views and information**
- First Word – www.firstwordplus.com
- PharmaFocus – www.pharmafocus.com
- PharmaTimes – www.pharmatimes.com
- Pharmaceutical Executive – www.pharmexeurope.com
- Pharmaceutical Marketing – www.pmlive.com

- **Specialist jobs boards**
- eMedCareers – www.emedcareers.com
- InPharm – www.inpharm.com
- Pharmiweb – www.pharmiweb.com

Things to Google before your interview

- Clinical trials
- Clinical development
- Satellite symposium
- Pharmaceutical marketing
- Product positioning

What is medical communications?

No...

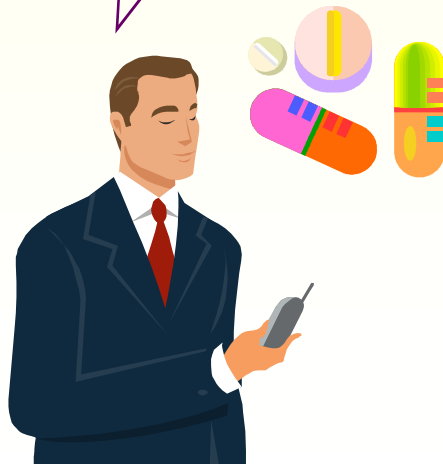
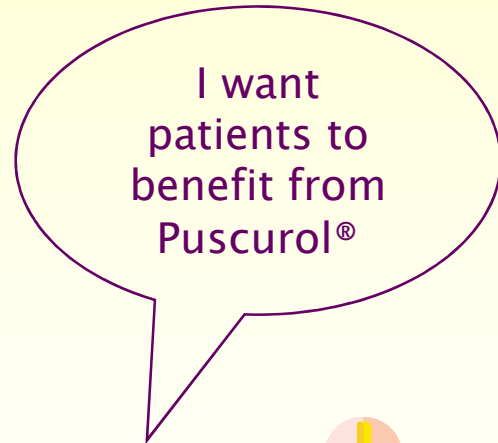
- Journalism
- Academic publishing

Yes...

- Provide support to the pharmaceutical industry:
 - communicate clinical and commercial messages

Communications consultancy: an overview

Pharmaceutical client



Communications agency

Agree key messages:

- Puscurool® treats pusorrhoea
- Puscurool® works quickly
- Puscurool® is easy to administer

Agree strategy:

- Raise awareness of pusorrhoea
- Educate about Puscurool® mode of action
- Ascertain views of pusorrhoea experts

Agree tactics:

- Publish review about pus-related diseases
- Present Puscurool® data at conferences
- Speak to pus disease opinion leaders



Communications consultancy: an overview

Communications agency

Target audience



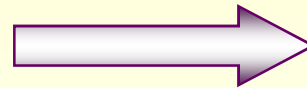
Manage
publication
process



Content and
copy edit

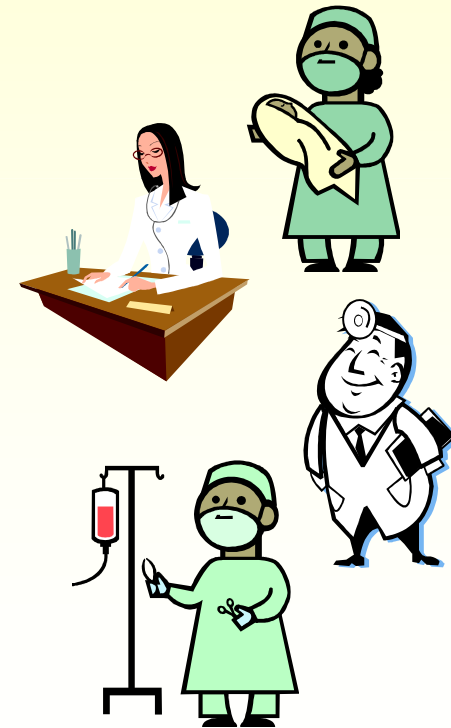


writer



Disseminate messages

- Clinical manuscripts
- Conference activities
- Promotional material



Communications consultancy: which agency does what



Promotional

Legal

Full service communications agency

Advertising agency

Clinical research
organisation/regulatory
consultancy

Adverts:
Trade
press;
Consumer
ads

Promotional materials:
Sales aids; Sales rep
training materials;
Direct mail; Exhibition
stand materials

Medical education:
Journal
manuscripts;
Conference
presentations;
Advisory boards

**Market
access:**
FDA, EMEA;
Health
economics,
e.g. NICE;
Formulary
packs

**Regulatory
documents:**
Clinical trial
documentation;
Clinical trial
authorisations;
Investigational
new drug
applications

How to be a medical writer

1. Research the therapy area, covering:

- The disease
- The available therapies
- Key trials and clinical data (own compound)
- Key trials and clinical data (other compounds)
- Who's saying what about which therapies

2. Consider all of the information available, including:

- The client's brief
- The views of the opinion leaders
- The target audience
- Effective and appropriate communication vehicles
- The scientific evidence

3. Write scientifically accurate, beautifully crafted editorial, such as:

- Educational documents that stand up to peer review
- Promotional materials that present complex data in fresh and engaging ways
- Persuasive, attention-grabbing copy

Why is clear communication important?

- The doctor examined the patient after removing his trousers

Why is clear communication important?

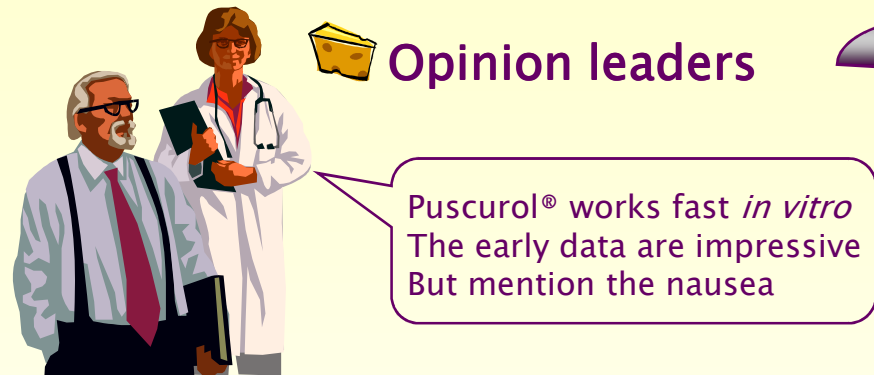
- People who live in cities see up to 5,000 marketing messages every day

Estimate based on US survey including 4,110 people conducted by Yankelovich market research company. Reported in the New York Times, 15 Jan, 2007.

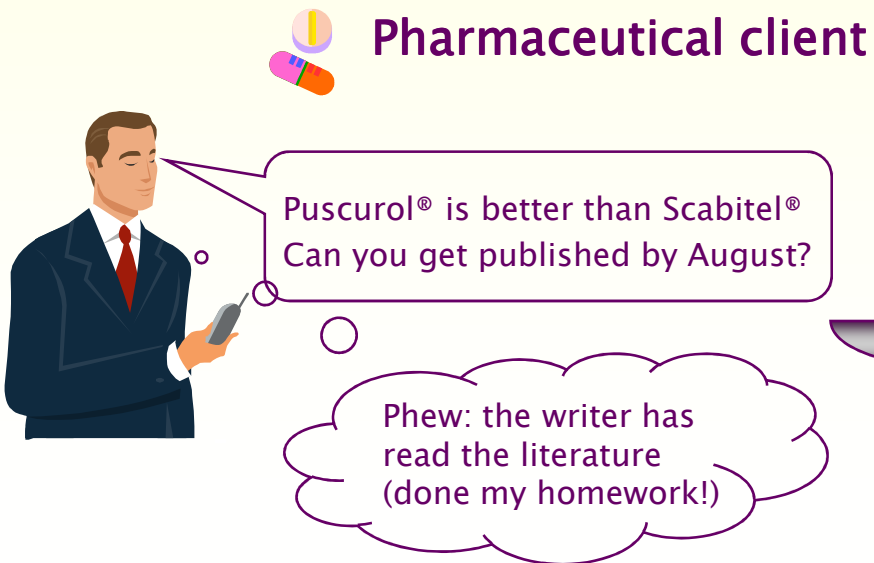
Common characteristics of a medical writer in no particular order

- Scientist (often has a PhD and post-docs)
- Enjoys writing
- Pedantic
- Usually has a favourite punctuation mark, a preferred font and a customised bullet point
- Good listener – able to communicate someone else's opinion
- Excellent research and analysis skills
- Likes statistics

A day in the life of a lead writer



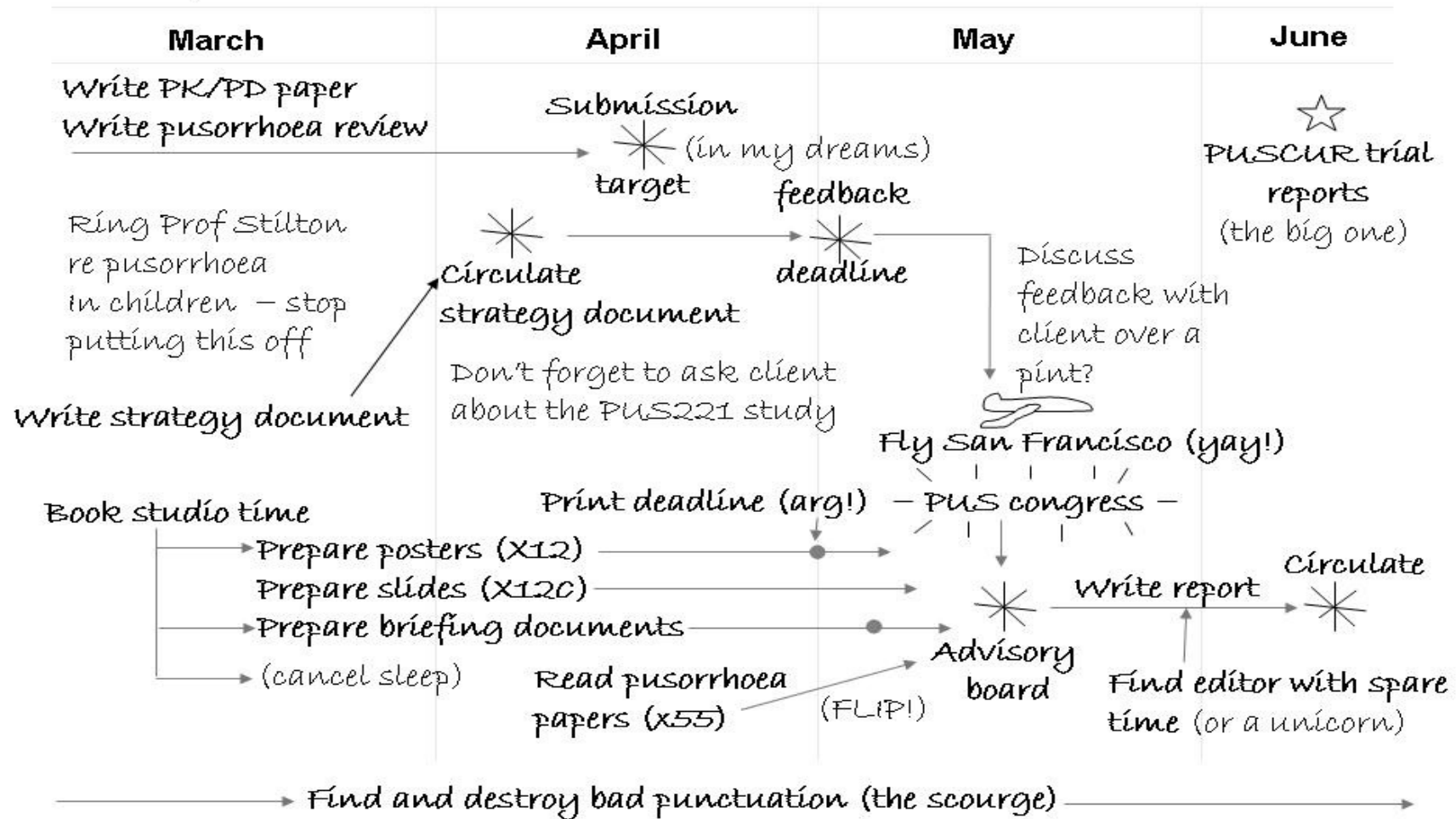
Medical writer



- Write high quality documents quickly
 - Primary papers
 - Reviews
 - Case studies
 - Conference materials
 - Newsletters
 - Monographs
 - Websites
 - Videos
 - Slide kits
 - Training materials
 - Sales aids
- Build relationships with clients and opinion leaders
- Liaise with designers, writers, editors, account managers, project managers

A day in the life of a lead writer

Work planner: lead writer



And finally

The human race is faced with a cruel choice:
work or daytime television

Unknown