

MedComms Careers Event Oxford, May 2013

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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!**

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.

Are you paying attention?

FINISHED FILES ARE THE
RESULT OF YEARS OF SCIENTIFIC
STUDY COMBINED WITH THE
EXPERIENCE OF YEARS

Are you paying attention?

How many **F**s?

Are you paying attention?

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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

- Publication Planning, Rules and Responsibilities for Writers and understanding the Journal Editor's perspective - **Liz Wager**

Day 1 Session 4 – 16.00-19.30

- Presentations and Speed Dating with the MedComms Agencies; **7.4 Limited, Darwin Healthcare Communications, Fishawack Group, Ogilvy 4D, Oxford PharmaGenesis, and Watermeadow**

Day 2 Session 1 – 09.00-11.00

- Introduction – **Peter Llewellyn**
- Tips for improving your medical writing –
Alison McIntosh
- 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, Carys Mills 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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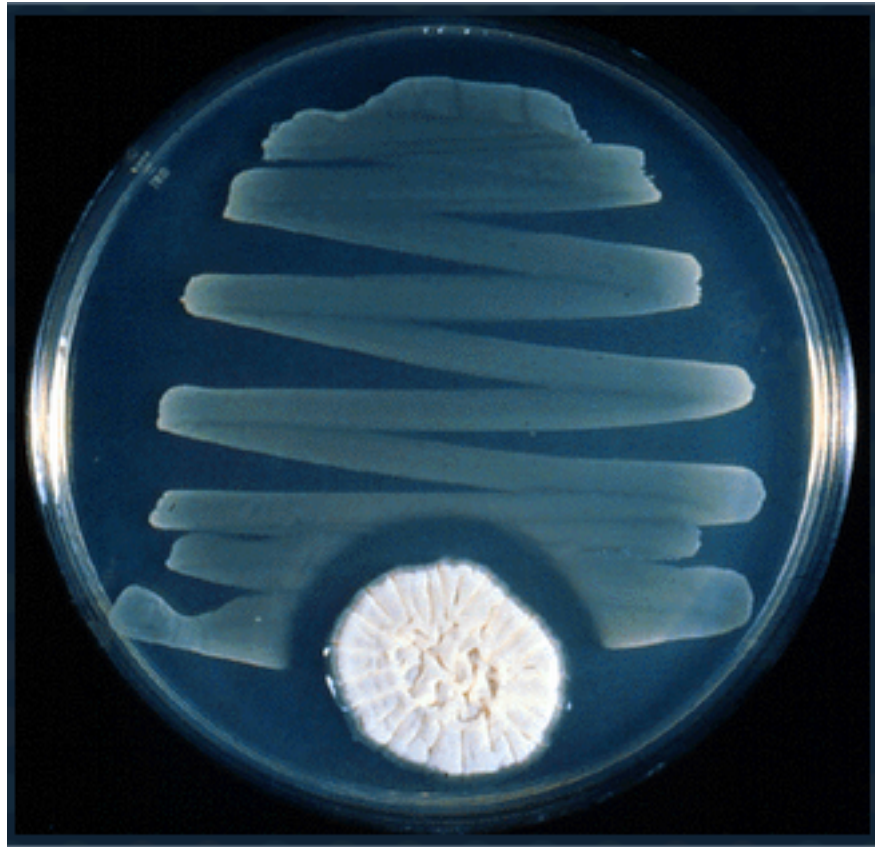
Some points to consider

The UK pharmaceutical industry:

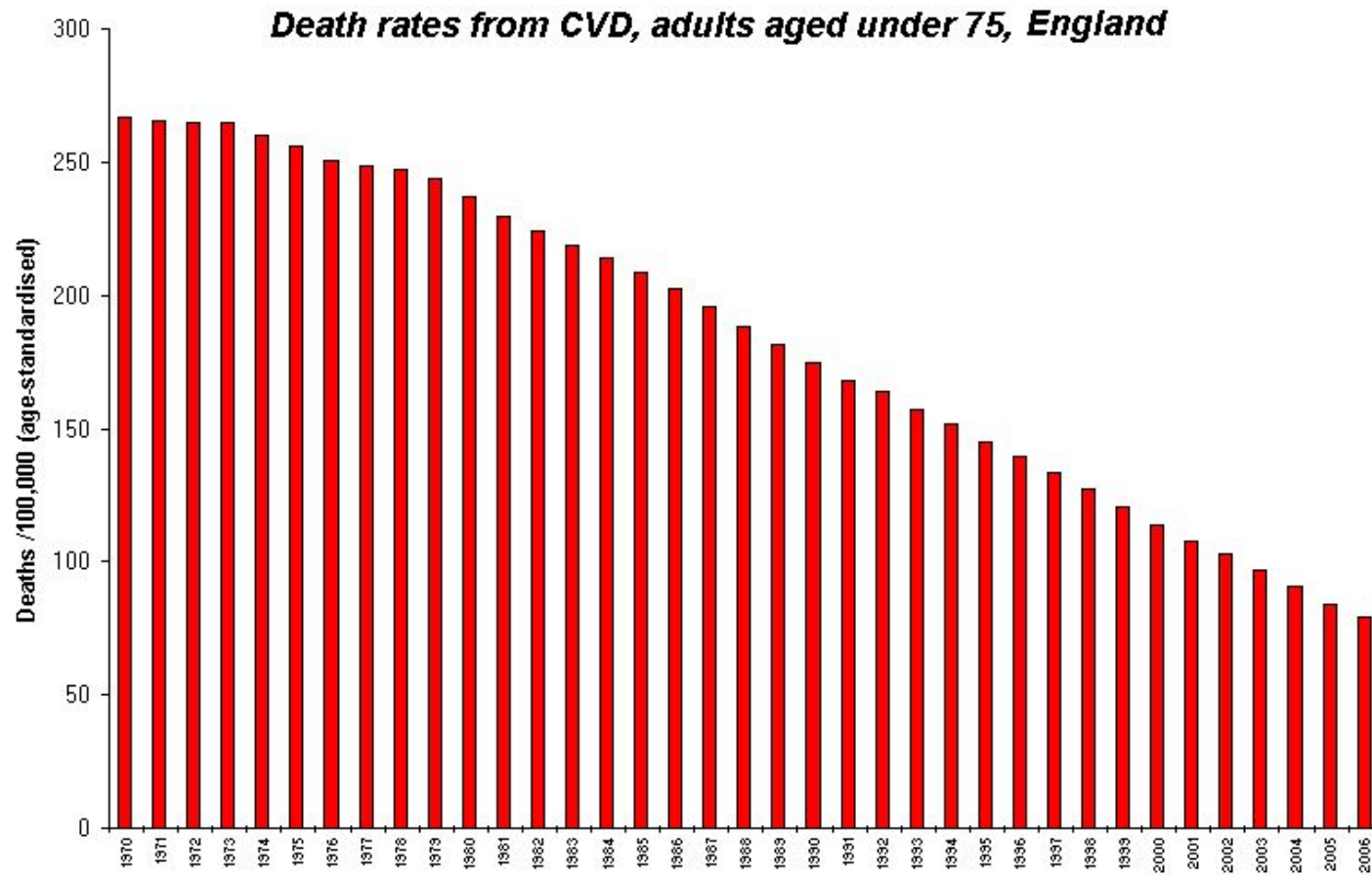
- directly employs about 65,000 people
- indirectly employs about 250,000 people
- generated net exports of over £6 billion in 2008
- invested £4.5 billion in Britain in 2007
- discovered about a fifth of leading medicines

Ref ABPI Knowledge Hub

Penicillin

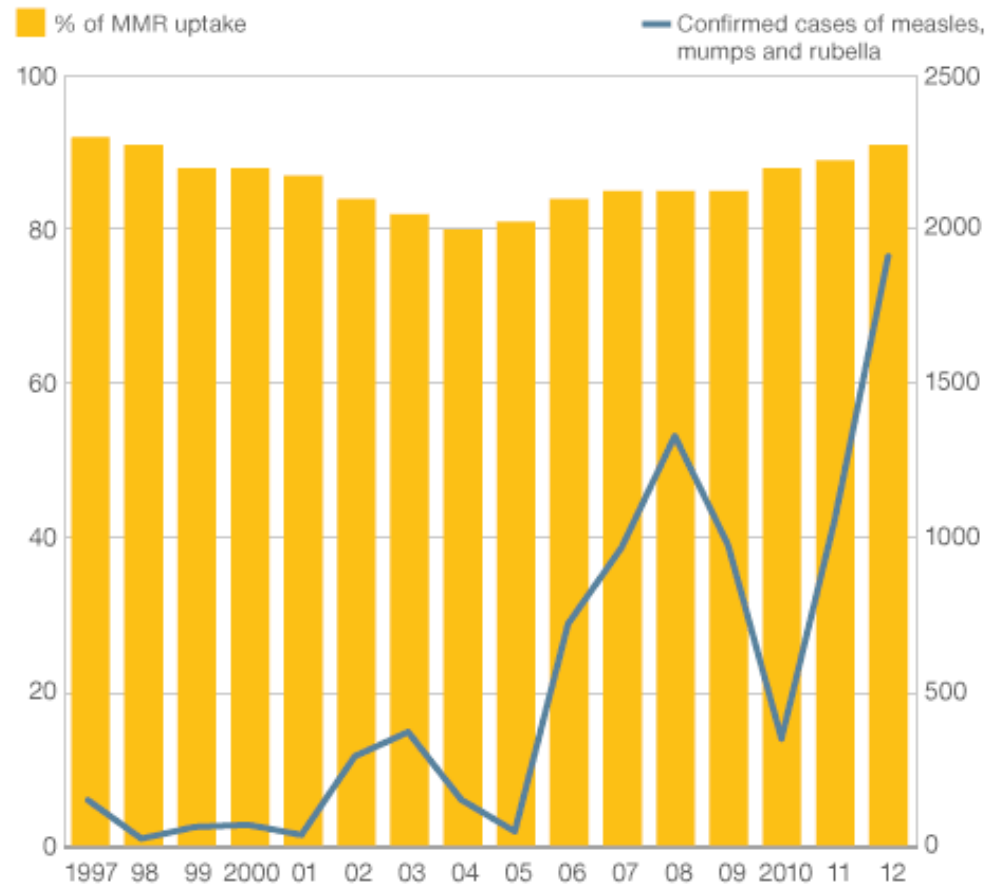


Deaths from heart disease



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



Ethics, transparency, partnership

Ethical Standards in Health and Life Sciences Group (ESHLSG)

Members

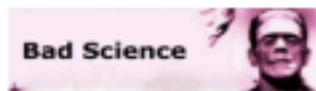
ACADEMY OF
MEDICAL ROYAL
COLLEGES



Bad Science and The Drug Pushers



#AllTrials



THE DARTMOUTH INSTITUTE
FOR HEALTH POLICY & CLINICAL PRACTICE



Where Knowledge Informs Change™

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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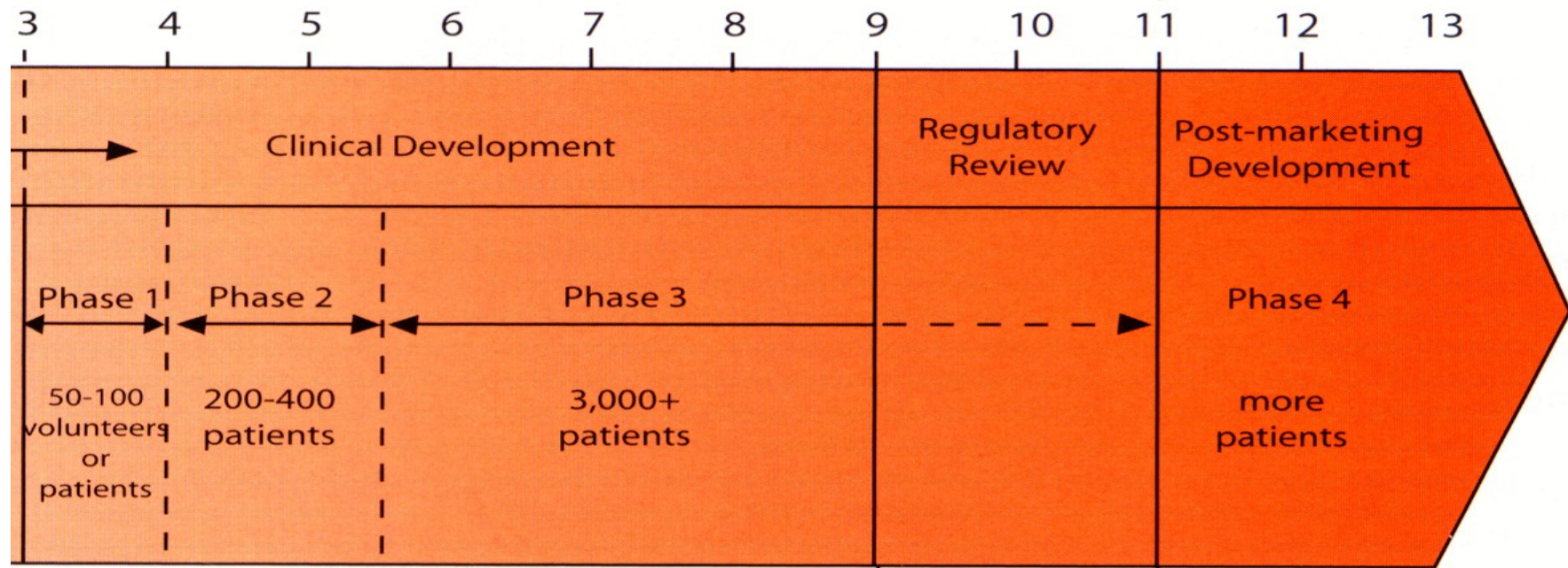
From the laboratory to the pharmacy

- 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



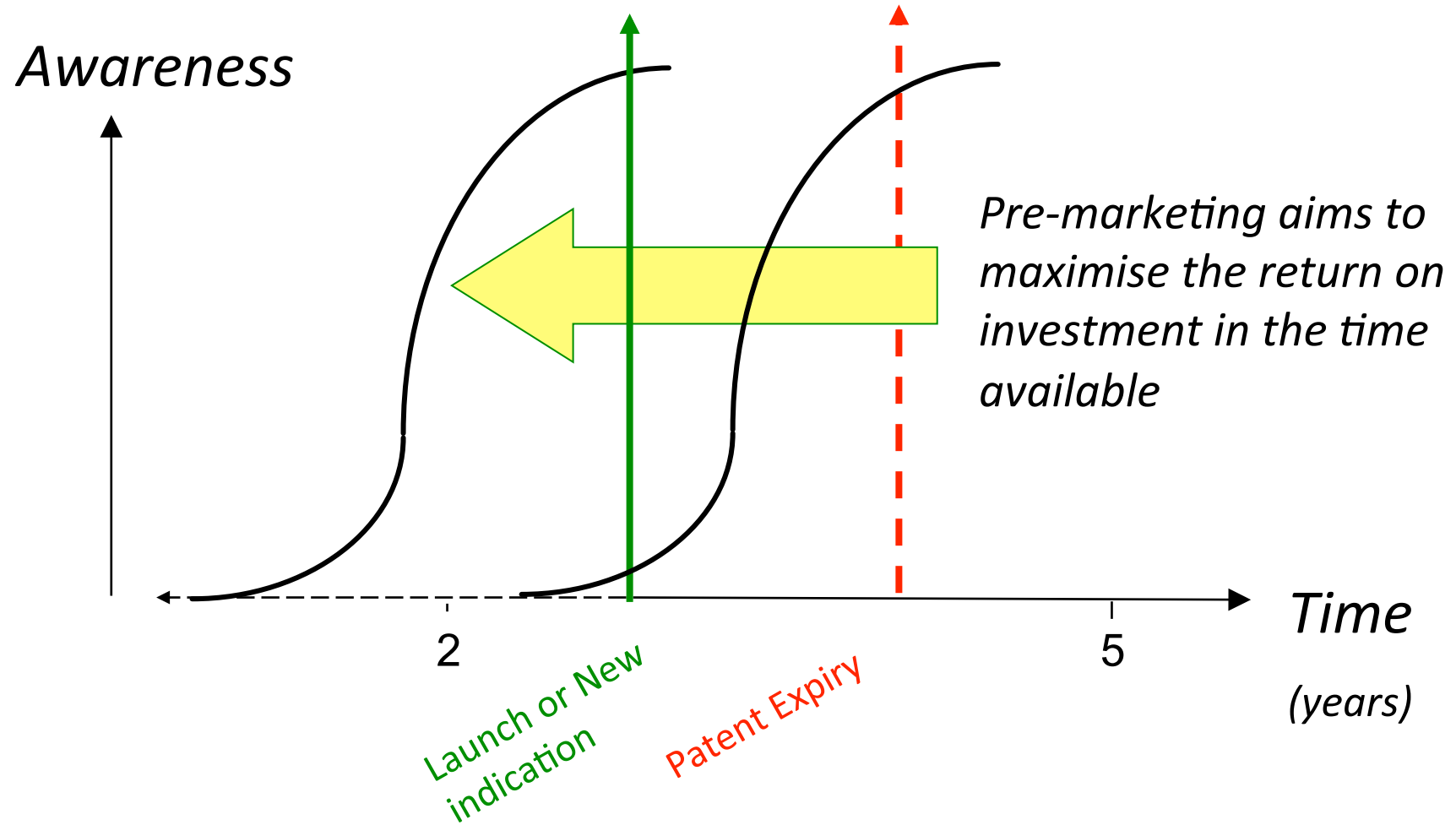
Investigators

Patient Groups
Key Opinion Leaders
Financial community

Regulators
Politicians
Sales force

HCPs
Pharmacists
Patients

What will pre-marketing achieve?



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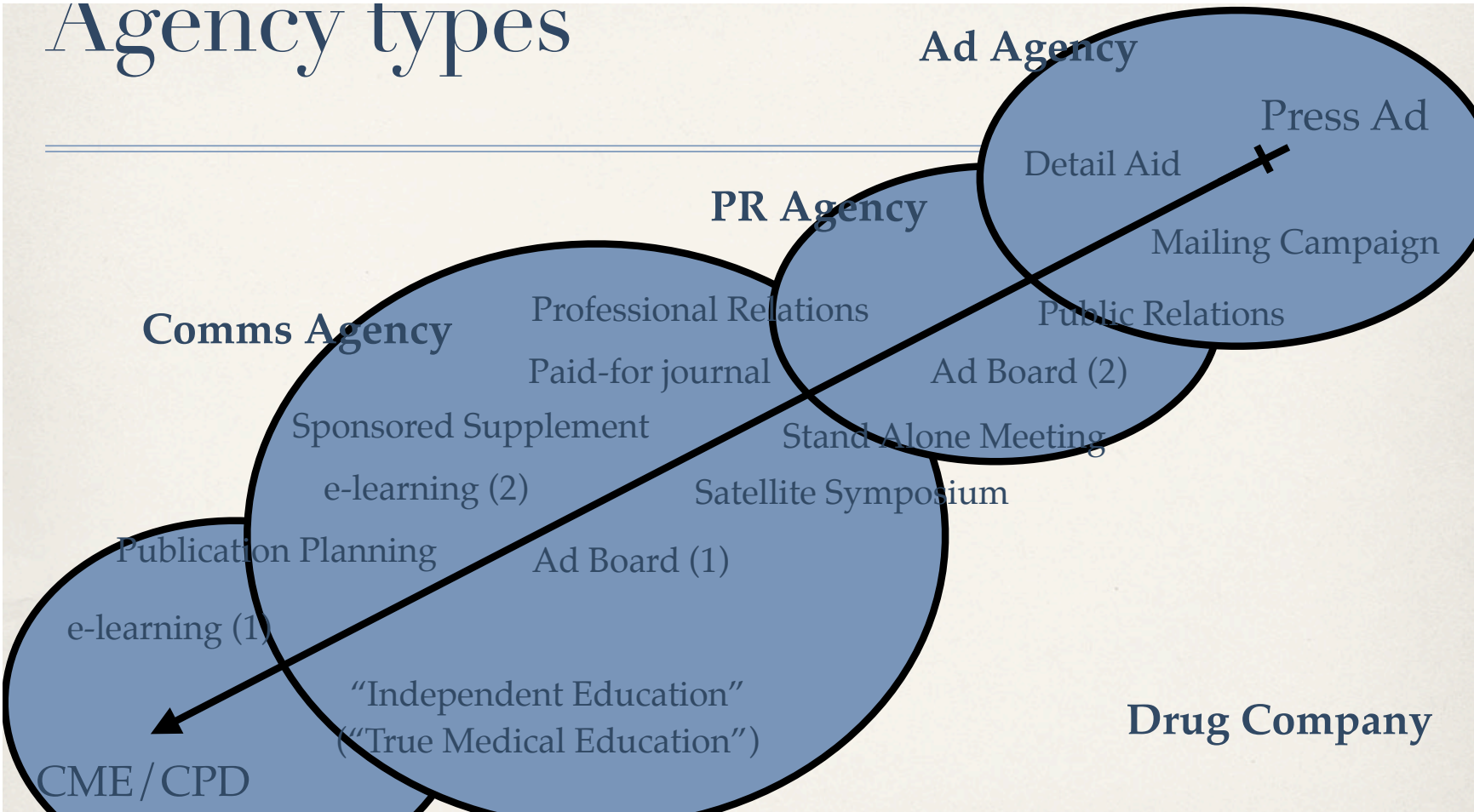
So what is MedComms?

- *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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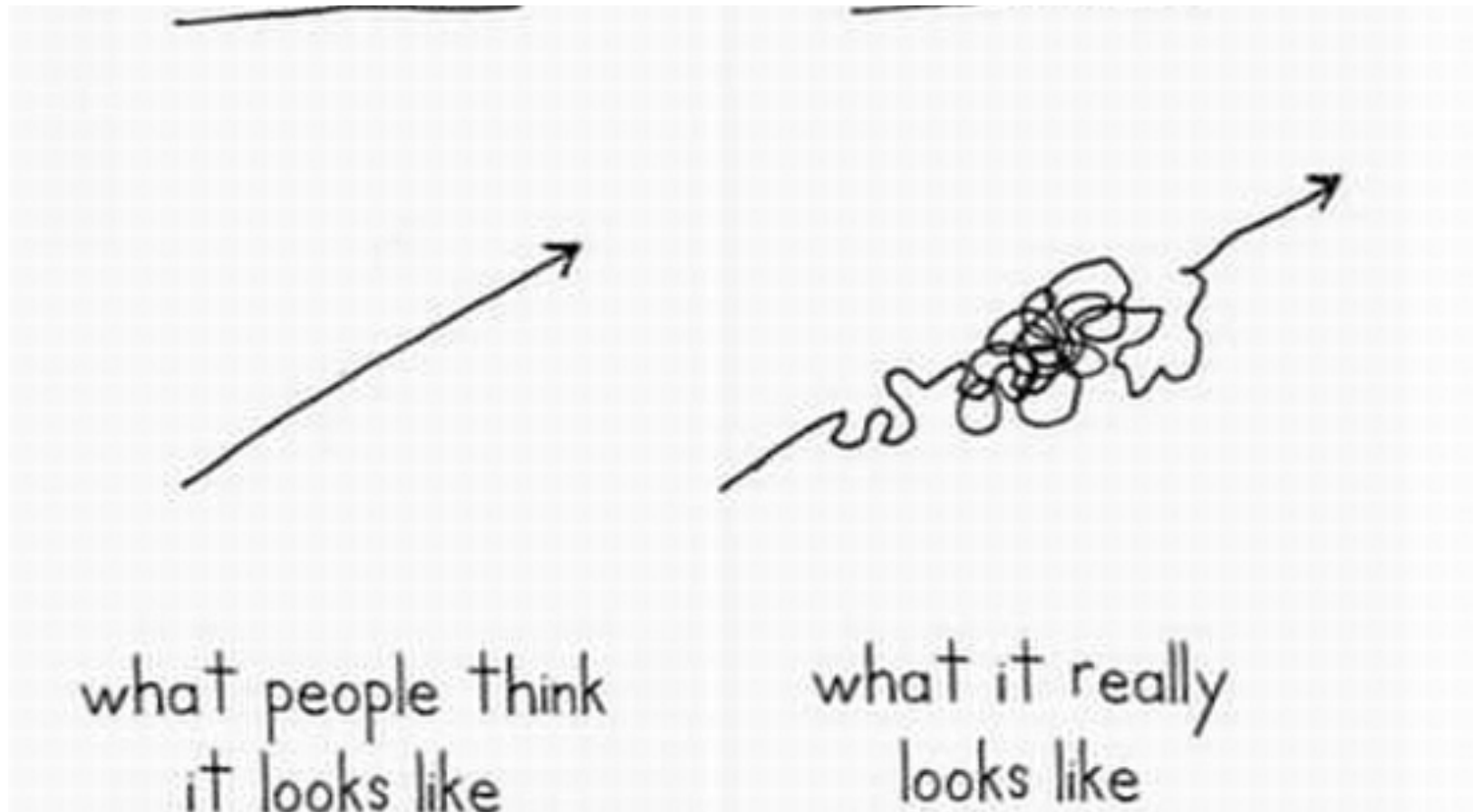
Transferable skills

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