

MedComms Careers Event Oxford, May 2012

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Introduction

- Who am I, what do I do, why would you listen to me?
- Who are 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 Ltd

What is NetworkPharma?

- Me and my teddy bear!
- www.KeywordPharma.com
- www.ThePublicationPlan.com
- www.europeanCMEforum.eu
- www.MedCommsNetworking.co.uk
- www.NextMedCommsJob.com
- www.MedCommsWorkBook.com

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So, who are you?

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Is this what you might do?



Can you read this?

Aoccdrnig to rscheearch at Cmabrigde
Uinervtisy, it deosn't mttar in waht oredr the
ltteers in a wrod are, the olny iprmoatnt tihng is
taht the frist and lsat ltteer be at the rghit pclae.
The rset can be a toatl mses and you can sitll
raed it wouthit a porbelm. Tihs is bcuseae the
huamn mnid deos not raed ervey lteter by istlef,
but the wrod as a wlohe.

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 – Ryan Woodrow, Melanie Martin and Winnie McFadzean

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, Caudex Medical, Darwin Healthcare Communications, Fishawack Group, MedSense, 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 - Judith Grice

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 -
Annick Moon, Carys Mills and Katia Chrysostomou

Rules of the game

- Turn off the mobiles
- 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:

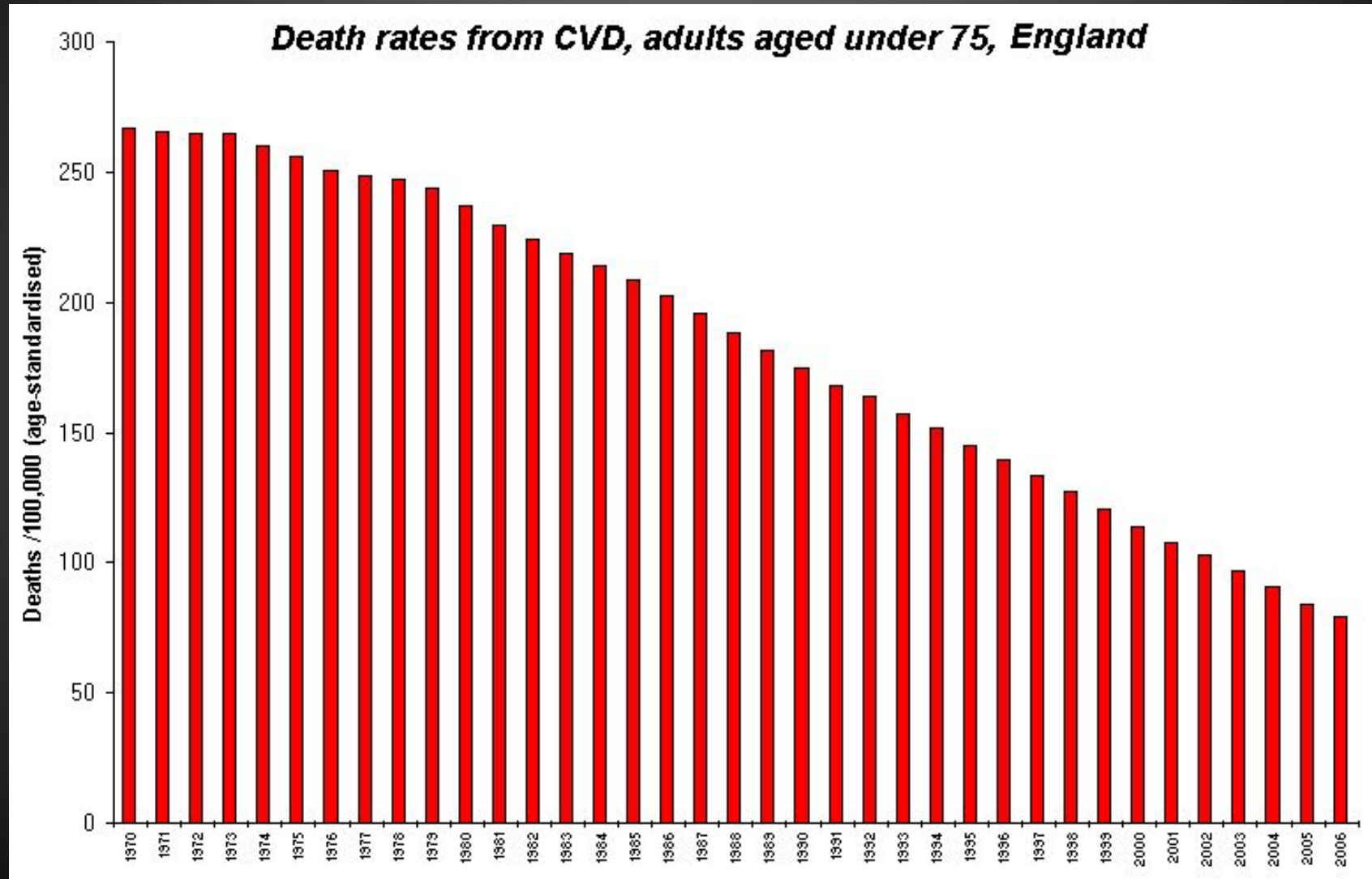
- directly employs about 65,000 people
- indirectly employs about 250,000 people
- generated net exports of over £6 billion in 2008
- invested £4.5 billion in Britain in 2007
- discovered about a fifth of leading medicines

Ref ABPI Knowledge Hub

Penicillin

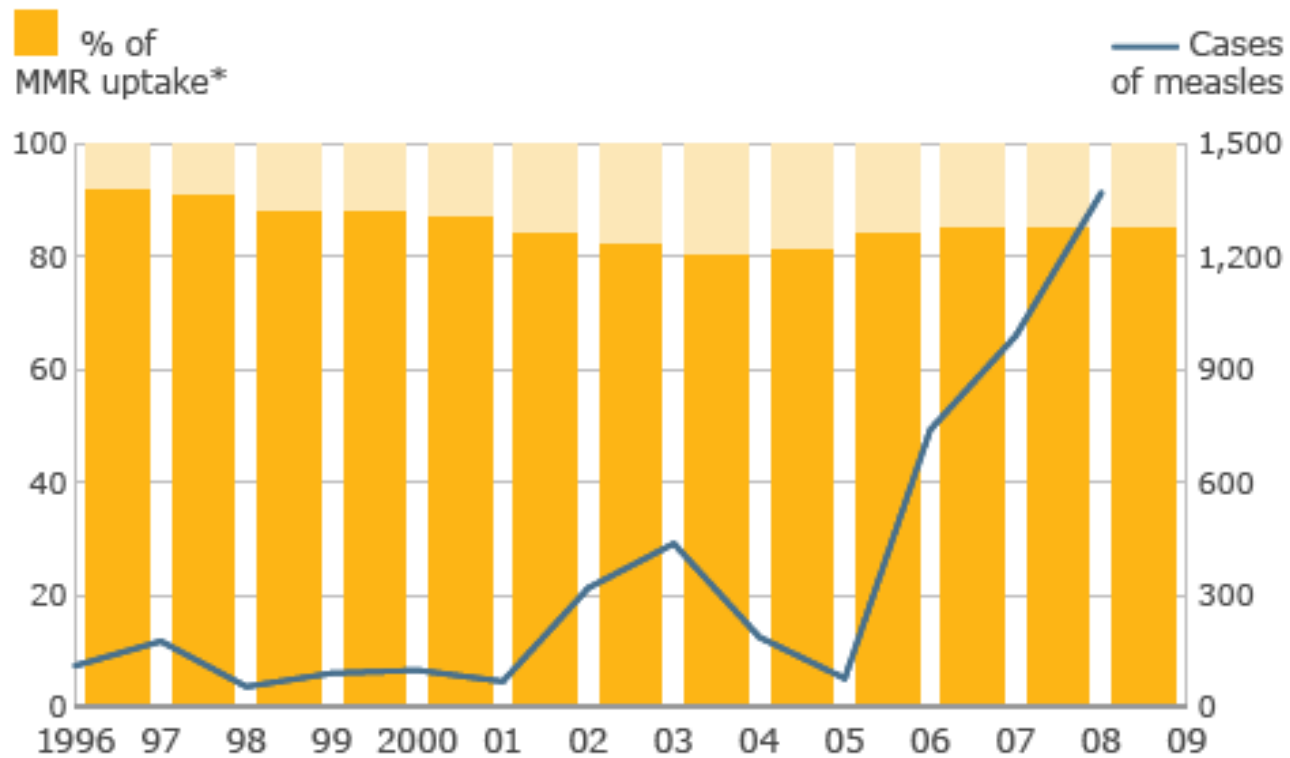


Deaths from heart disease



MMR and measles

MMR and measles



*figures relate to financial years 1996/97, 1997/98 etc

Source: HPA

There has been a huge shift in medicine...

Treating
acute illnesses



Managing
chronic conditions

- Bacterial Infections
- Heart attacks

- Diabetes
- Obesity
- Cardiovascular disease

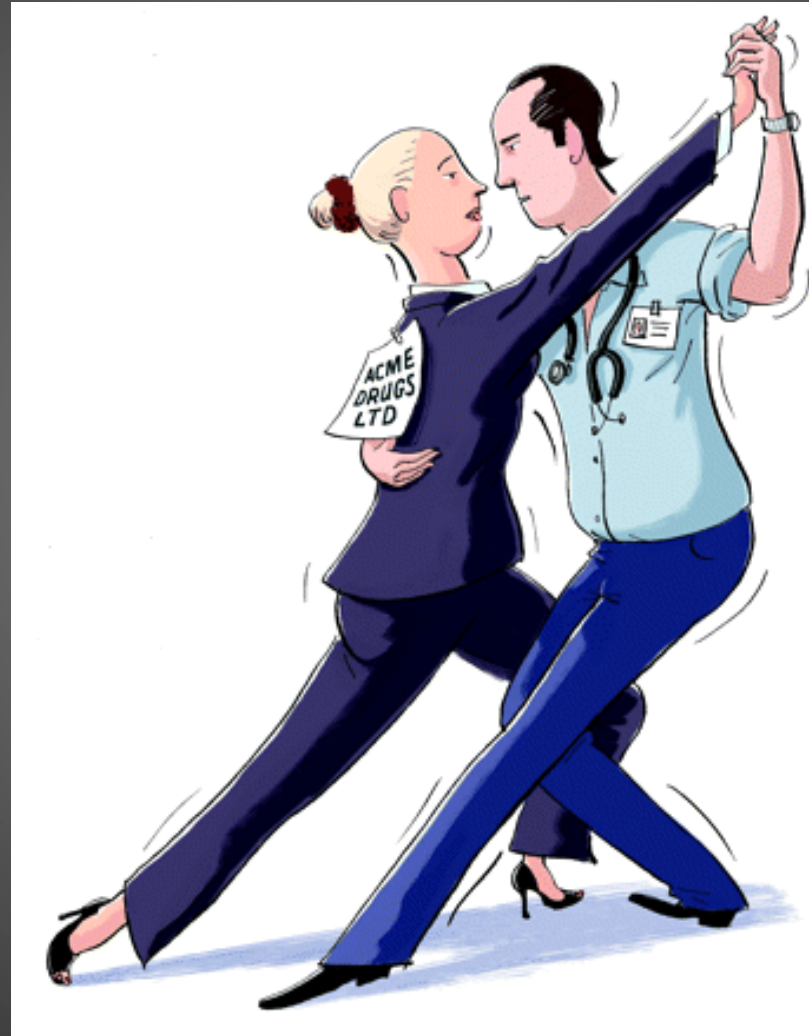
But: There are still many unsolved problems

- Stroke
- Cancers
- Dementia
- Mental illnesses

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



It takes two to tango... BMJ February 2009



Ethics, transparency, partnership



Ref Guidance on collaboration between healthcare professionals
and the pharmaceutical industry, March 2012

Drug Cos Corrupt Medical Journals



<http://youtu.be/8kncYUQm0a0>

Bad Science and The Drug Pushers



But there's...

Rules, regulations and guidelines...

But there's...

Rules, regulations and guidelines...

And then more bloody rules, regulations and guidelines

But there's...

Rules, regulations and guidelines...

And then more bloody rules, regulations and guidelines

And then some more....

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Drug discovery and development process



<http://youtu.be/3Gl0gAcW8rw>

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

A useful resource

A-Z of Medicines Research

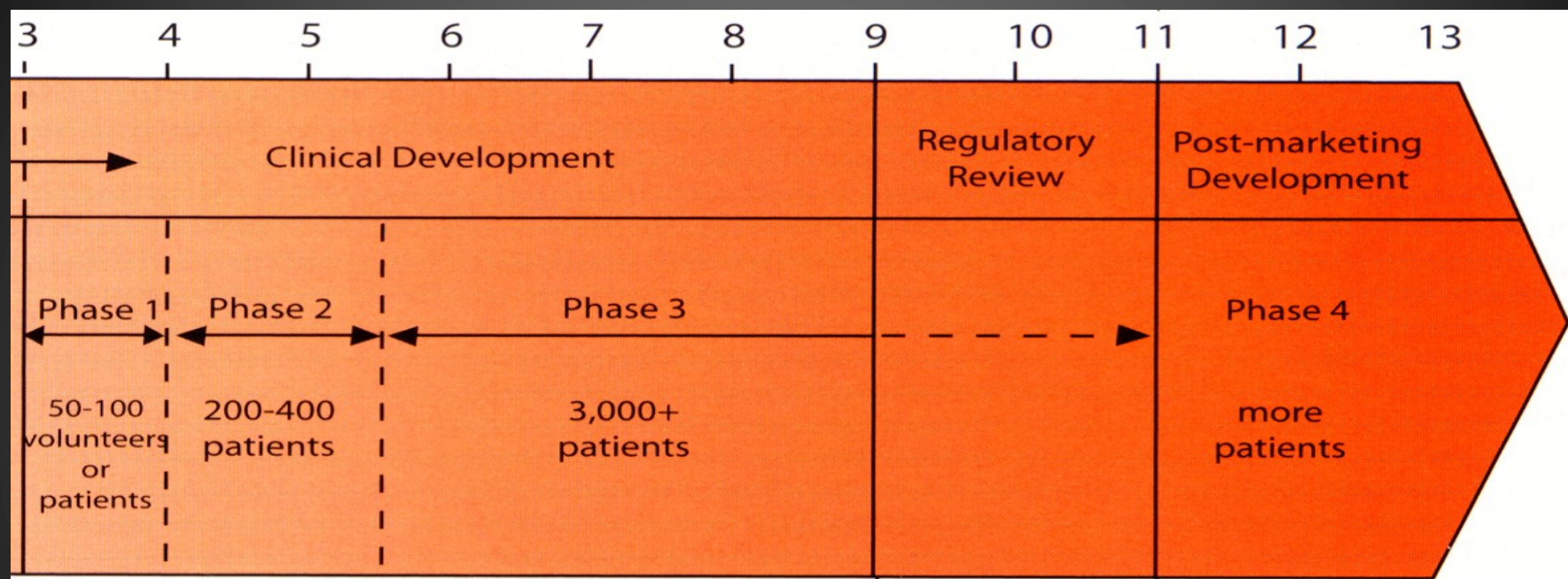
by Stephen Bartlett, published by the
Association of the British Pharmaceutical
Association (ABPI)

Available free from www.abpi.org.uk

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

Communication needs during development



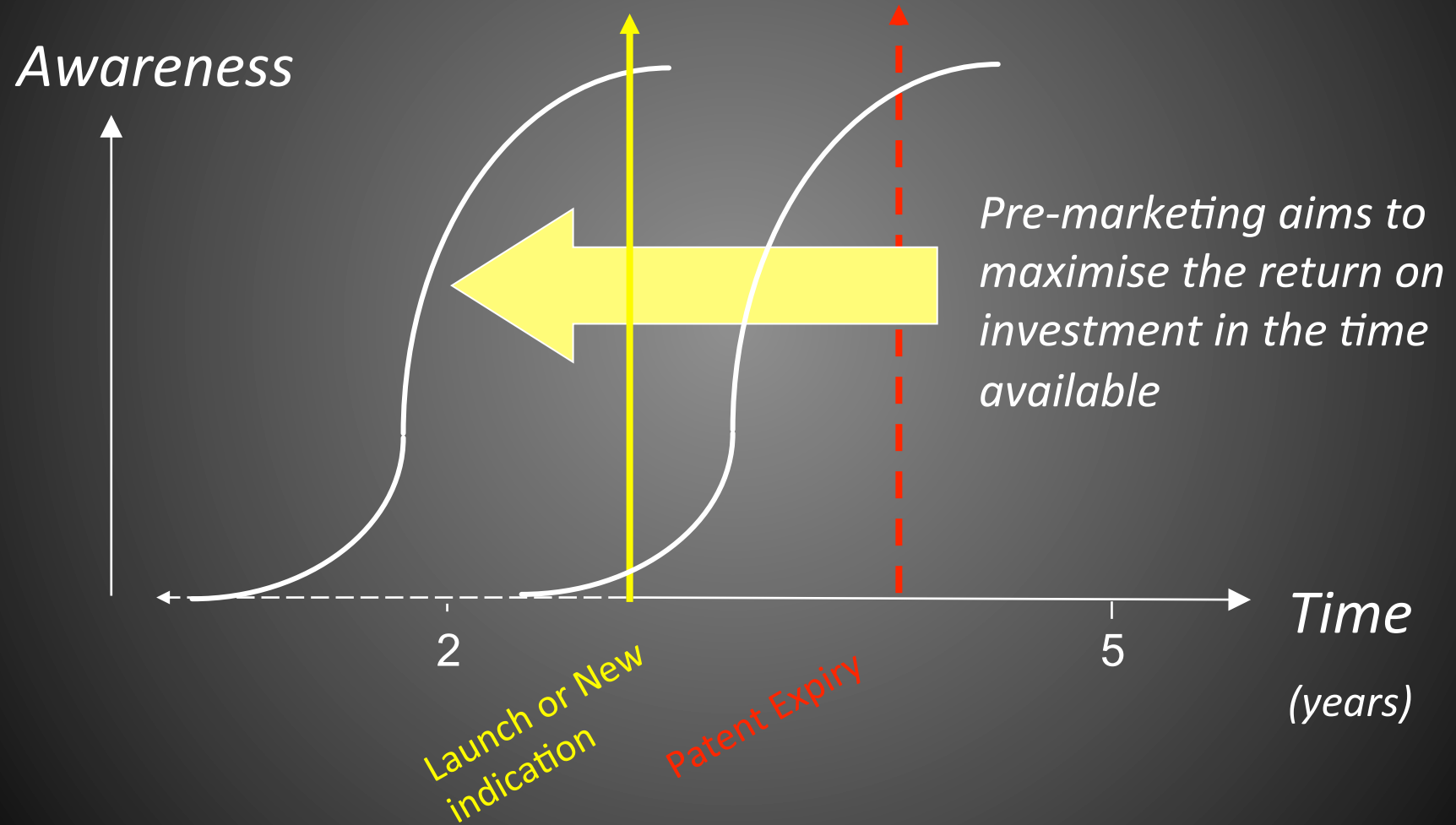
Investigators

Patient Groups
Key Opinion Leaders
Financial community

Regulators
Politicians
Sales force

HCPs
Pharmacists
Patients

What will pre-marketing achieve?



Turmoil in Pharma land?

BBC News - AstraZeneca job cuts: 'Drug companies face same issues'

http://www.bbc.co.uk/news/business-16849634

abpi knowledge hub

Apple Yahoo! Google Maps YouTube Wikipedia Popular (522)

BBC News Sport Weather iPlayer TV Radio More London 2012 Search

NEWS BUSINESS

Home World UK England N.Ireland Scotland Wales Business Politics Health Education Sci/Environment Technology Entertainment & Arts

Market Data Your Money Economy Companies

AstraZeneca job cuts: 'Drug companies face same issues'



2 February 2012 Last updated at 12:22

Drugs company AstraZeneca has announced it is cutting more than 7,000 jobs worldwide over the next two years, in an effort to save \$1.6bn a year.

The company has more than 60,000 staff worldwide, with 8,000 in the UK.

Professor David Phillips, from the Royal Society of Chemistry, said the global pharmaceutical industry was suffering from the same problem.

He told the BBC, "the easy targets for new drugs... in the body... essentially have all been used up", and the cost of developing new drugs is "absolutely astronomical".

[Read More](#)

Most watched/listened

- How to move a 6,200 tonne building
- Katherine Jenkins dances into final
- Tenancingo: the town sex trafficking built
- Man survives fall into Niagara Falls
- Shaming the men who pay for sex
- Tweeter 'sorry' for Muamba slur
- Tank hired to demolish US house
- BBC News Channel
- Ultra-orthodox Jews rally over web fears

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So what is MedComms?

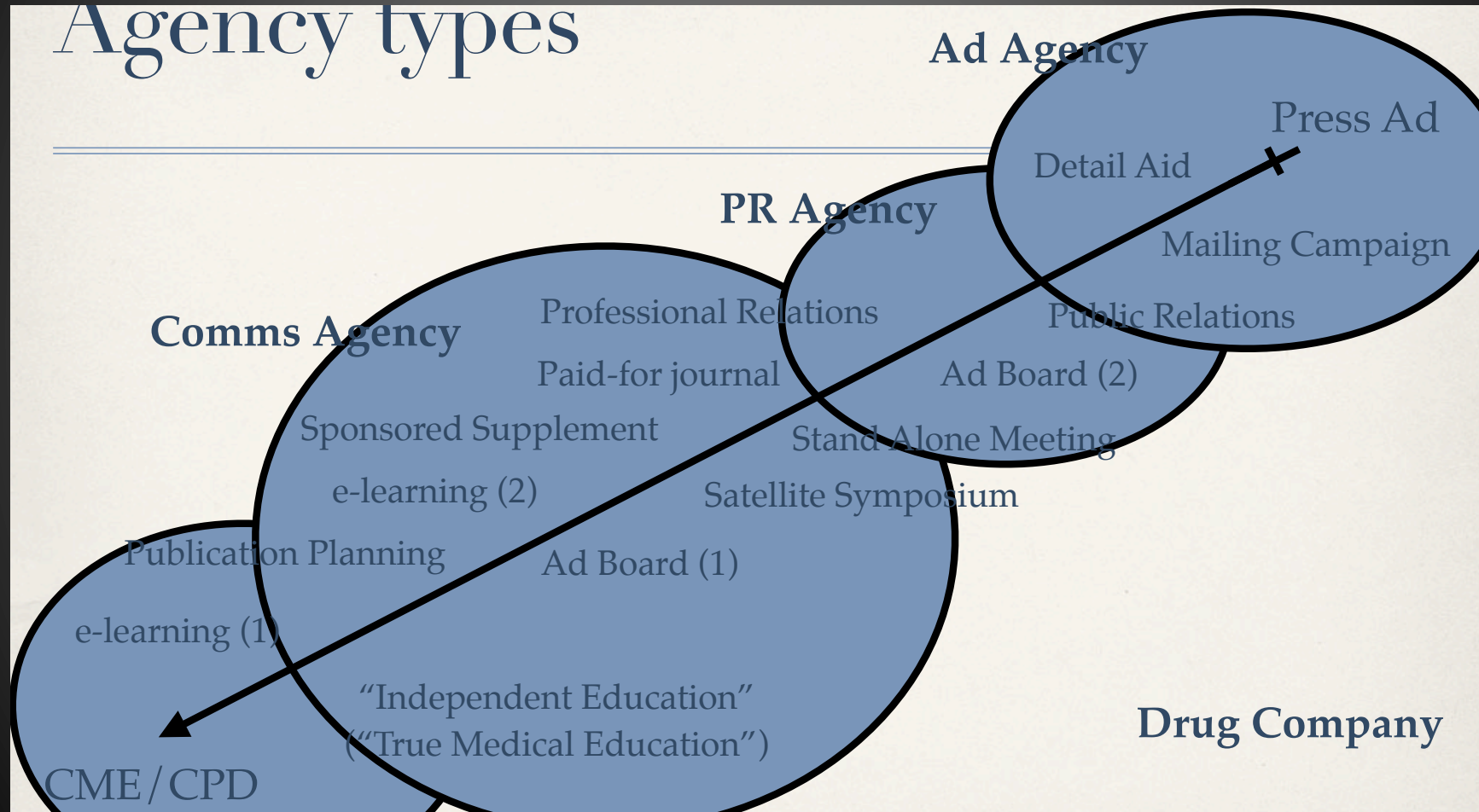
- *Medical communications provides consultancy services to the pharmaceutical industry to help raise awareness of medicines via education and promotion*

So what is MedComms?



So what is MedComms?

Agency types



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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) |

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