



The agency perspective

16 January 2014

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Scientific Services Manager



Contents

- **What is medical communications?**
- How did I get here?
- Medical communications vs other agencies
- What do we actually do?
- Role of a medical writer
- Role of an account manager
- Other roles within 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
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Pharmaceutical
company anxious
to speak to GPs
about their new
migraine treatment

How?



Pharmaceutical
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about their
migraine treatment

**Hire a Medical
Communications
agency!**



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How did I become a medical writer?

Biochemistry BSc

PhD in physiology

Two post docs (5 years total)

Spotted job for 'medical writer'

First medical writing job!



How did I get here?

First medical writing job - 3 years
at a publishing company

Moved to my first med comms
agency as Medical Writer

Promoted to Senior Medical
Writer

Moved to another med comms
agency, as Senior Medical Writer

Became Scientific Team Leader,
then Scientific Services Manager

2004 – 6

2006 – 8

2008

2009 – 12

2012
2013

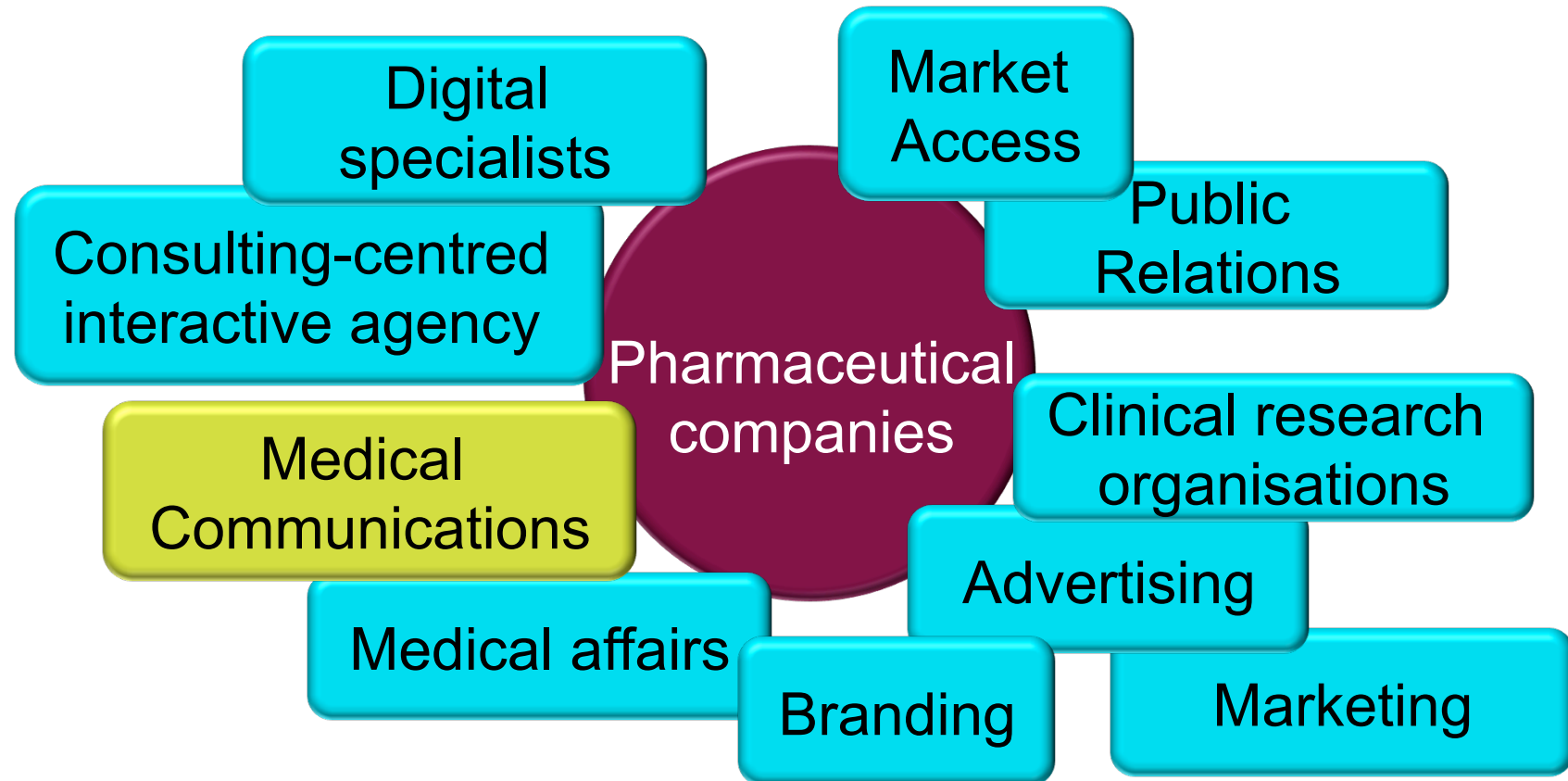


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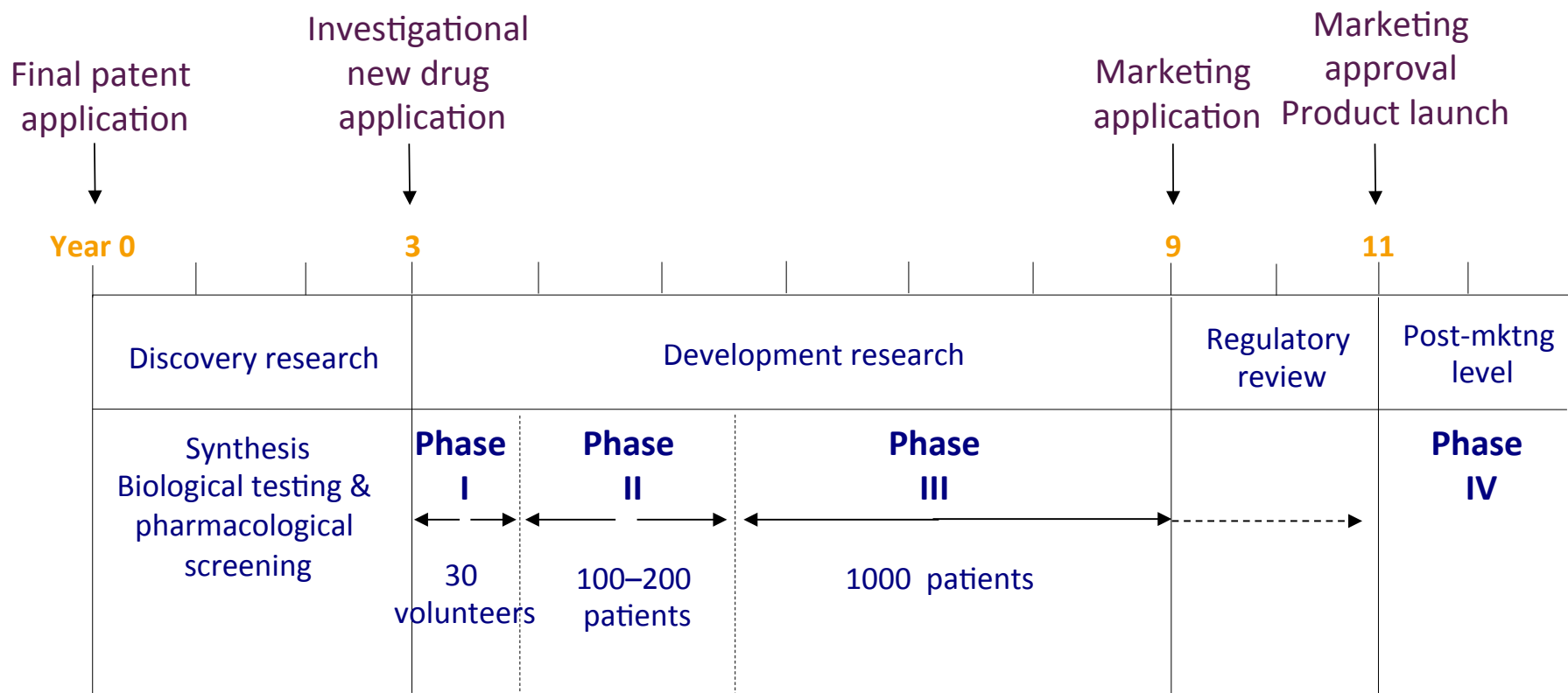
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Med Comms is one of many specialties allied to pharma companies



Average R&D cost of a new medicine up to launch: **\$1 billion**



**10,000–30,000
substances**

1 new medicine

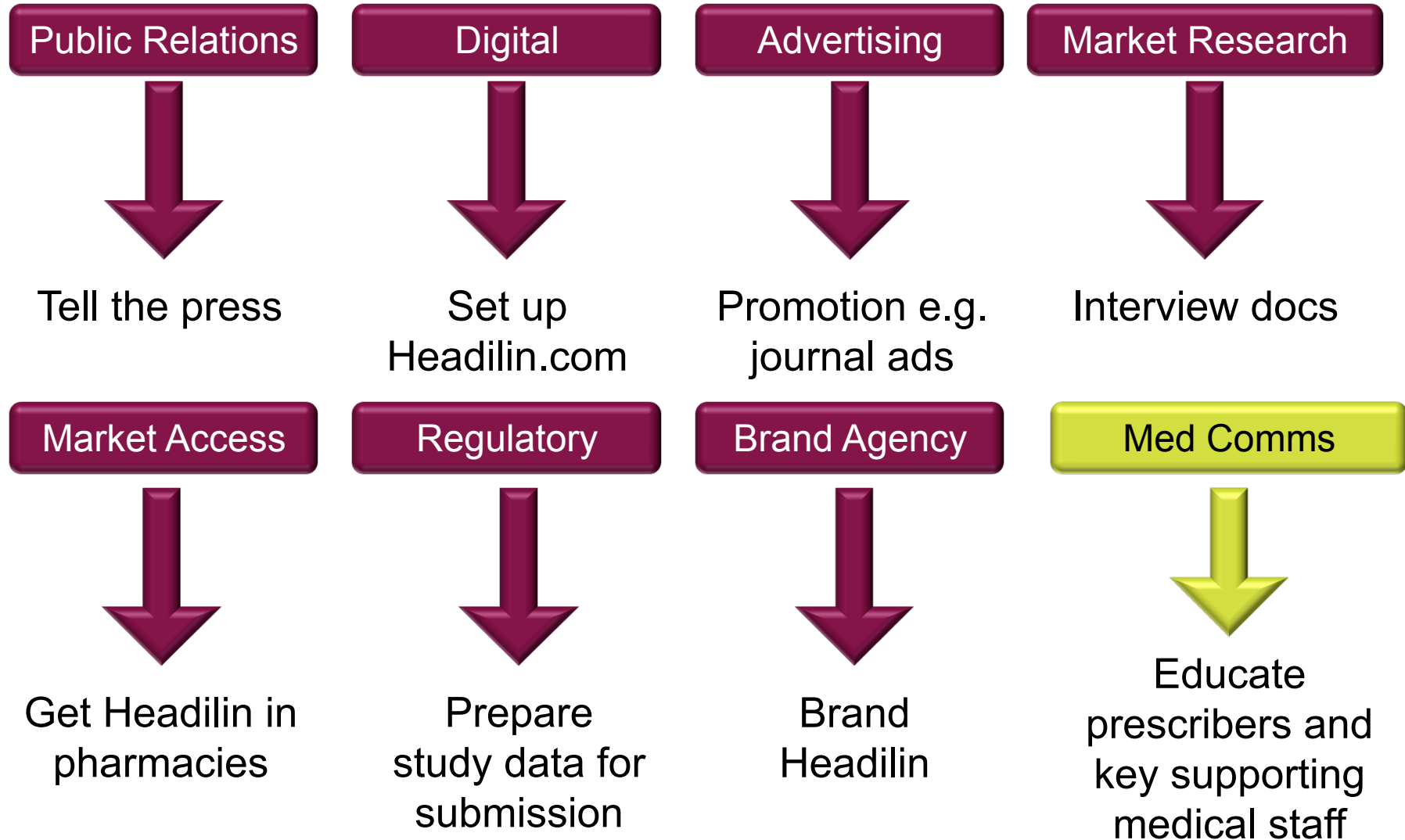


Example scenario

- Drug A “Headilin” has completed phase III trials and the results are excellent
- The Pharmaceutical Company “PharmaCo” have applied to the European Medicines Agency to get Headilin approved for use in migraine



Example scenario




You'll hear the term 'full service agency' a lot!

- What does it mean?
 - It means they can do 'everything'...
- Full service agencies may:
 - Have specialist divisions that deliver many or all of these services, or
 - Align themselves with complementary agencies



For example...

Medical communications	Pan-EU CME	Interactive and digital services	Market access
<ul style="list-style-type: none">• Strategic communication planning• Publication planning• Medical writing support• Stakeholder engagement programmes• Meeting & congress support• Print production & creative services• Logistical support	<ul style="list-style-type: none">• Full service educational programmes for grant funding• Bespoke accredited live educational events• International & national accreditation• Distance learning programmes• Independent medical educational systems 	<ul style="list-style-type: none">• Web & online services• Interactive learning tools• Video• MOA animation	<ul style="list-style-type: none">• Strategic consultancy• Bespoke market access programmes



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Publications

Neuro-Oncology 13(10):1049–1058, 2011.
doi:10.1093/neuonc/nor092
Advance Access publication July 22, 2011

Treatment of high-grade and adolescents

T. J. MacDonald, D. Aguilera, and G. M. K.

Aflac Cancer Center and Blood D
Medicine, Atlanta, GA, USA (T.
Wittenberg, Halle, Germany (C.

Pediatric high-grade gliomas (HGG) are rare, aggressive tumors. Diffuse intrinsic pontine glioma (DIPG) and anaplastic astrocytoma (AA) are associated with an extremely poor prognosis. There are no effective chemotherapeutic options for the treatment of pediatric HGG. Recent advances in the treatment of pediatric HGG, including the use of targeted therapy, are in active investigation. Crucial molecular differences between adult and pediatric HGG such that results from adult studies cannot simply be extrapolated to

Eur J Ophthalmol 2012; 22 (5): 751-761

DOI: 10.5301/ejo.5000117

ORIGINAL ARTICLE

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Patients presenting late with HIV infection are at a higher risk of clinical events, are difficult to treat and have a higher mortality compared with those who present earlier. Indeed, being diagnosed too late for effective

low CD4⁺ T-cell counts. In addition to the detrimental effect on the health of the individual, late presentation also creates a significant societal burden because it is associated with increased risk of HIV transmission and

Congress materials

Original data

- Abstracts (for submission to conferences)
- Posters / slides for oral presentations

Promotional

- Material for booths in exhibition hall
- Sponsored symposium
 - Slides
 - Programme and abstract book
 - Invitation
 - Audio-visual
 - Stage sets



Meetings

Standalone educational meetings

Prepare meeting minutes and executive summaries

Strategic advisory board meetings

Launch events

Train the trainer meetings

Planning meetings



Commercially focused materials

- Brochures or leaflets for use by sales representatives
 - Leave pieces
 - Detail aids
 - Product monographs
- Competitor intelligence
 - What is the competition doing at X conference?
- Internal training decks
- Communication plans



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Terminology

First medical writing job - 3 years at a publishing company

Moved to my first med comms agency as **Medical Writer**

Promoted to **Senior Medical Writer**

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Became **Scientific Team Leader**, then **Scientific Services Manager**



Medical Editor

Scientific Specialist

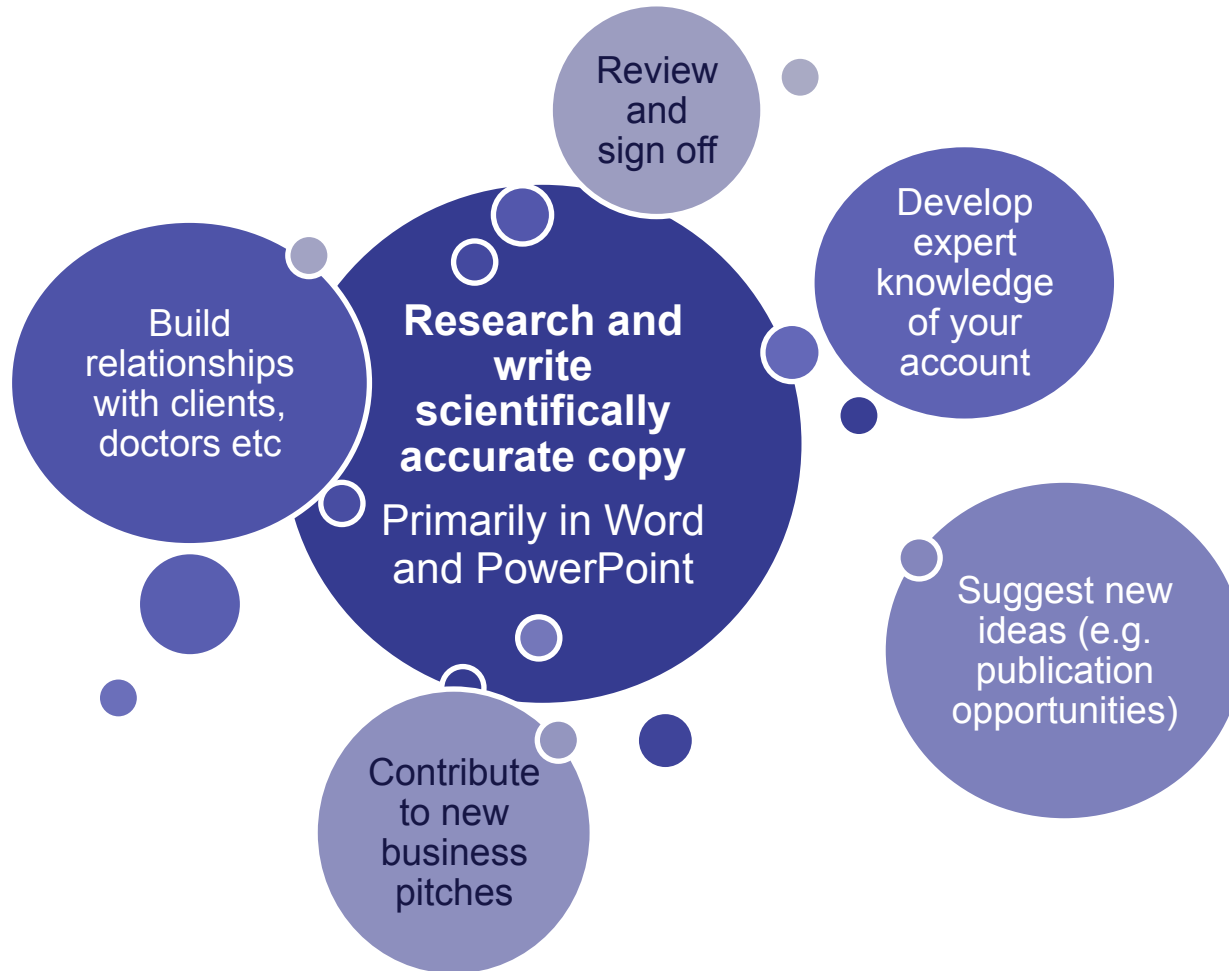
Medical
Communications
Specialist

Editorial Team
Leader

Associate Medical
Writer



Role of the medical writer



A typical day for a medical writer

There isn't one!

Travel to an advisory board - take minutes, draft meeting report

Draft a primary paper or review article

Review another writer's work and provide feedback

Devise content and functionality for a new educational website

Research new disease area and prepare slides for an upcoming pitch

Teleconference with client and authors to discuss feedback on a manuscript

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


Finalise core slide deck

Work to tight deadlines as well as *ad hoc* requests!

Guide our clients



Attributes of a good medical writer

- **MEDICAL:** science background / PhD advantageous
 - **WRITER:** Enjoy writing and have a talent for it
 - Attention to detail
 - Think on your feet / problem solver
 - Excellent 'desktop' research skills
 - Able to absorb new concepts rapidly
 - Presentation skills
 - People skills – 'bonding' with colleagues and clients
 - Willingness to travel
 - Take feedback well!
-  Deliver what the client wants, on time, on budget



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Terminology

Client Services /
Account Management

Account Executive

Account Manager

Account Director

Senior Account
Executive

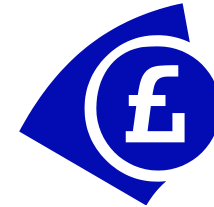


What is client services?



Create and manage timelines in order to meet deadlines

Construct budgets and manage project finances

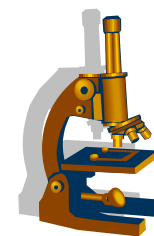


Top quality medical or scientific copy writing

Manage account – key client contact, main writer contact



Understand offer strategic advice



The typical agency team

Core team



What do we look for in a new account manager?

- **MEDICAL:** Interest in science
- **ACCOUNT MANAGEMENT**
- Enjoy working at the front line!
- Good communication skills
- Good organisational skills
- Team player
- Be comfortable with numbers (budgeting, reconciliations)
- Be comfortable presenting (new business, client meetings, internal meetings)
- Understand product strategy and offer ideas



Deliver what the client wants, on time, on budget

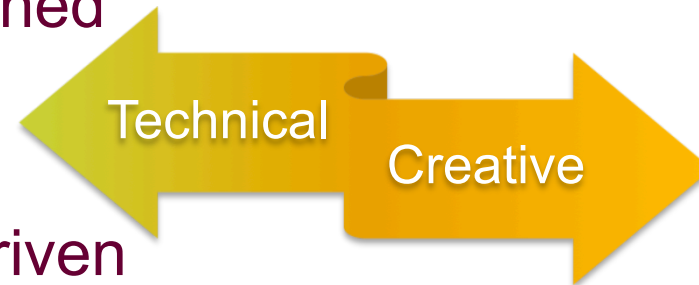


Why join a Med Comms agency?



Why join a Med Comms agency?

- Broad experience to be gained



- Fast paced and deadline driven
- Career progression: scope to progress rapidly
- Opportunities for change in direction within agency
 - Editorial & creative
 - Event management
 - Client services
 - Interactive/digital specialism
- Opportunity to work with global experts in their field
- Opportunity to work in a range of therapy areas



...And it isn't all work, work, work
either

