

Mina Varsani

Been there, done it, got the T-shirt.
Life in Med Comms

Today I'm going to talk about...

- ...my experience
- ...what it's like working in med comms
- ...the key skills needed

A bit about me...

BSc in Applied and Human Biology from Aston University

PhD in Pharmacology from University College London

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Science
media
1 year

Trainee

Agencies

Freelance

A bit about me...

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media
1 year

Medical writer
10 years

Trainee

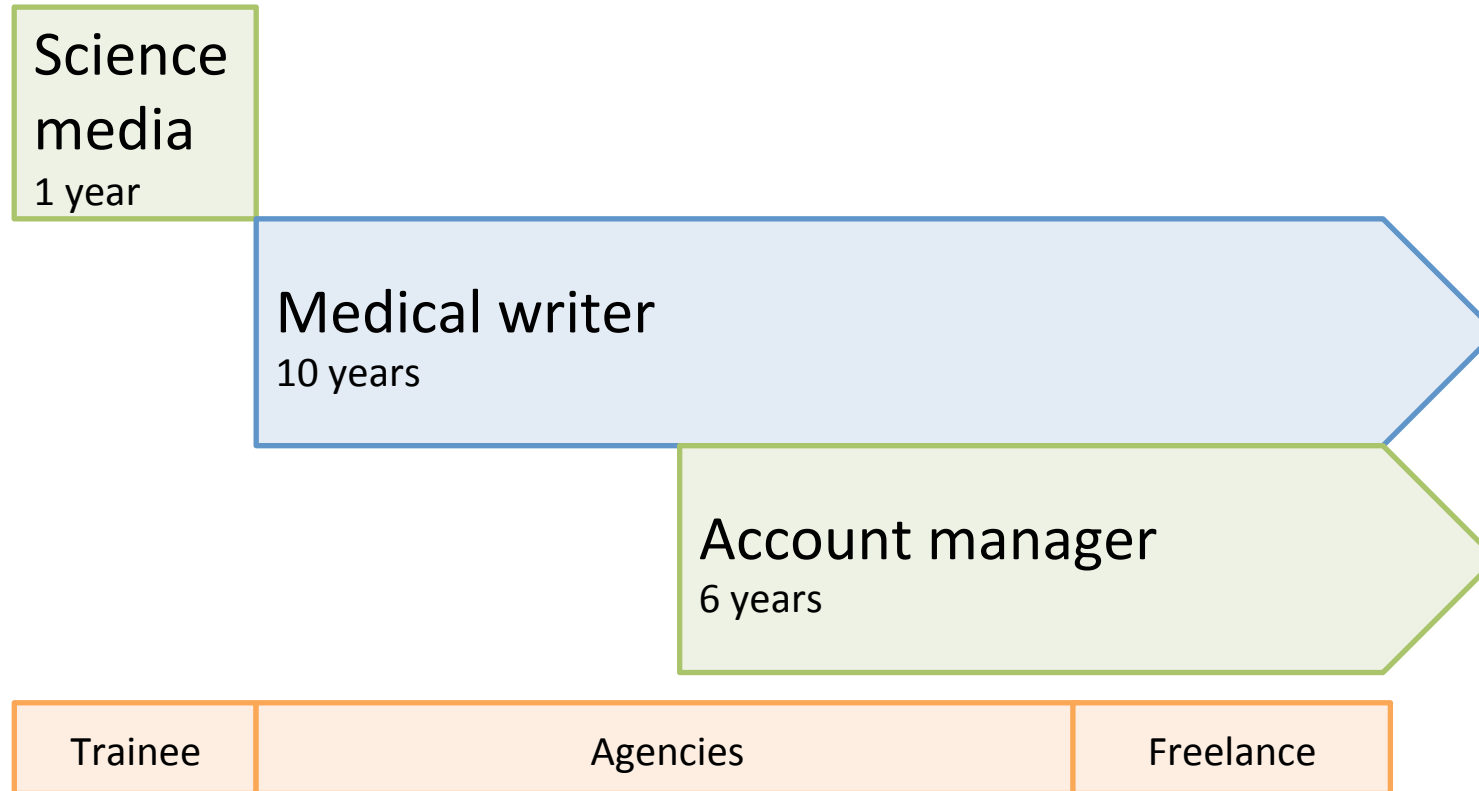
Agencies

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I worked for 2 very different agencies...



Ogilvy Healthworld (Ogilvy & Mather)

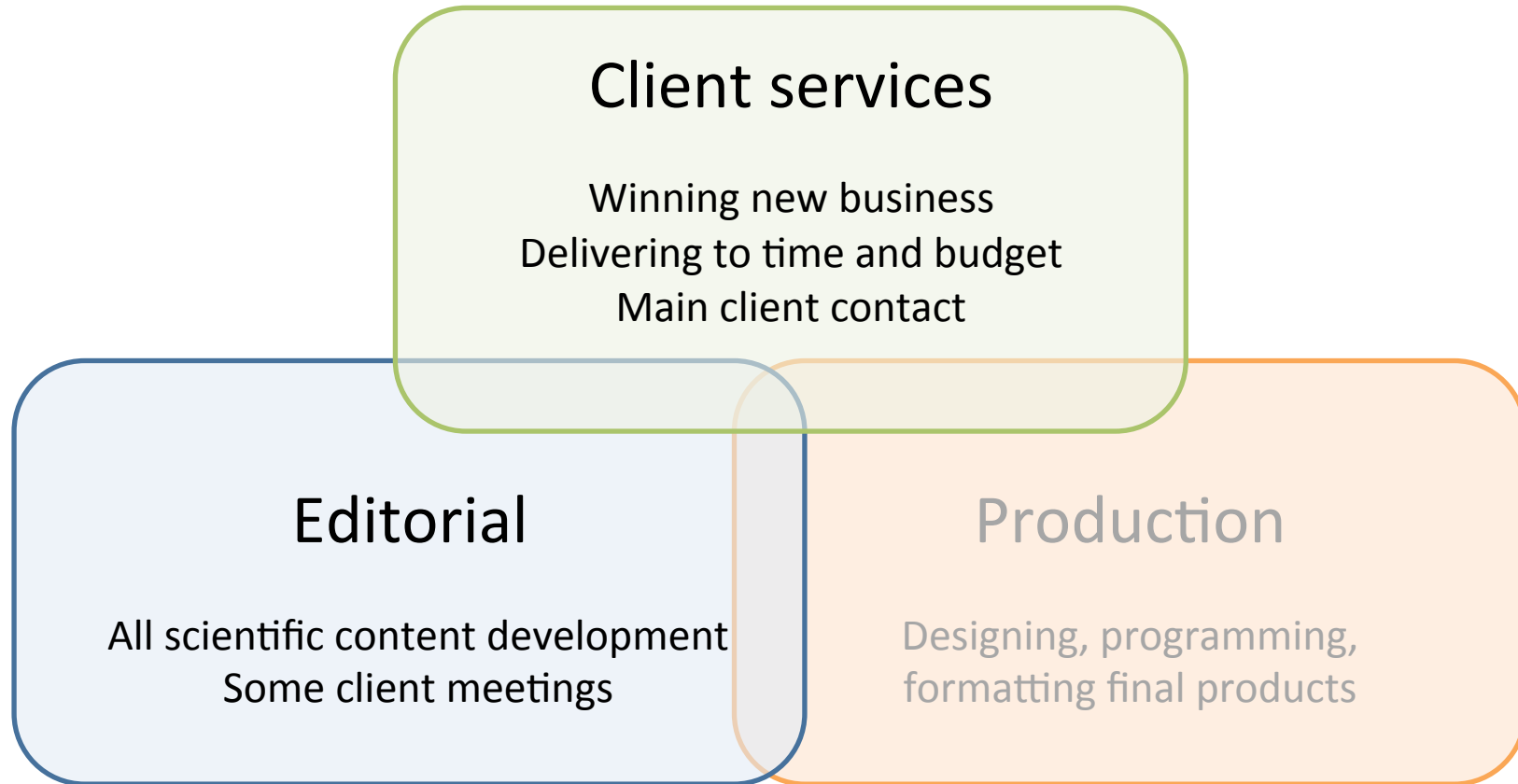
- Part of the WPP advertising group
- 162,000 employees worldwide
- 20 agency staff



TVF Communications

- Small, boutique agency
- 120 employees in London offices
- 30 agency staff

Working in med comms...



Projects I have worked on...

Written

- Leaflets for patients with leukaemia
- Product monographs about psoriasis
- Training manuals for sales teams about cardiovascular disease
- Clinical papers on transplant medication

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- Websites on wound management
- Intranet sites training sales forces on obesity
- E-learning programs for communicating effectively with patients
- DVDs for breast cancer consultants

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Speaker meetings

- Presentations on transplantation, hypertension, osteoporosis, oncology
- Key Opinion Leader management
- On-site slide reviews and support
- Post-meeting reports

As a writer...

- Leaflets
- Booklets
- Clinical papers
- Reviews

- Websites
- Intranet sites
- E-learning programs
- DVDs

- Speaker presentations
- Agenda development
- On-site slide reviews
- Post-meeting reports

As an account manager...

- Leaflets
- Booklets
- Clinical papers
- Reviews

- Websites
- Intranet sites
- E-learning programs
- DVDs

- Speaker presentations
- Agenda development
- On-site slide reviews
- Post-meeting reports

- Briefing materials from client
- Key message documents
- Client reviews
- Layout and final prints

- Designs and branding
- User functions
- Content briefing
- Testing and launching

- Contacting speakers
- Sourcing venues
- On-site logistics
- Flights and accommodation

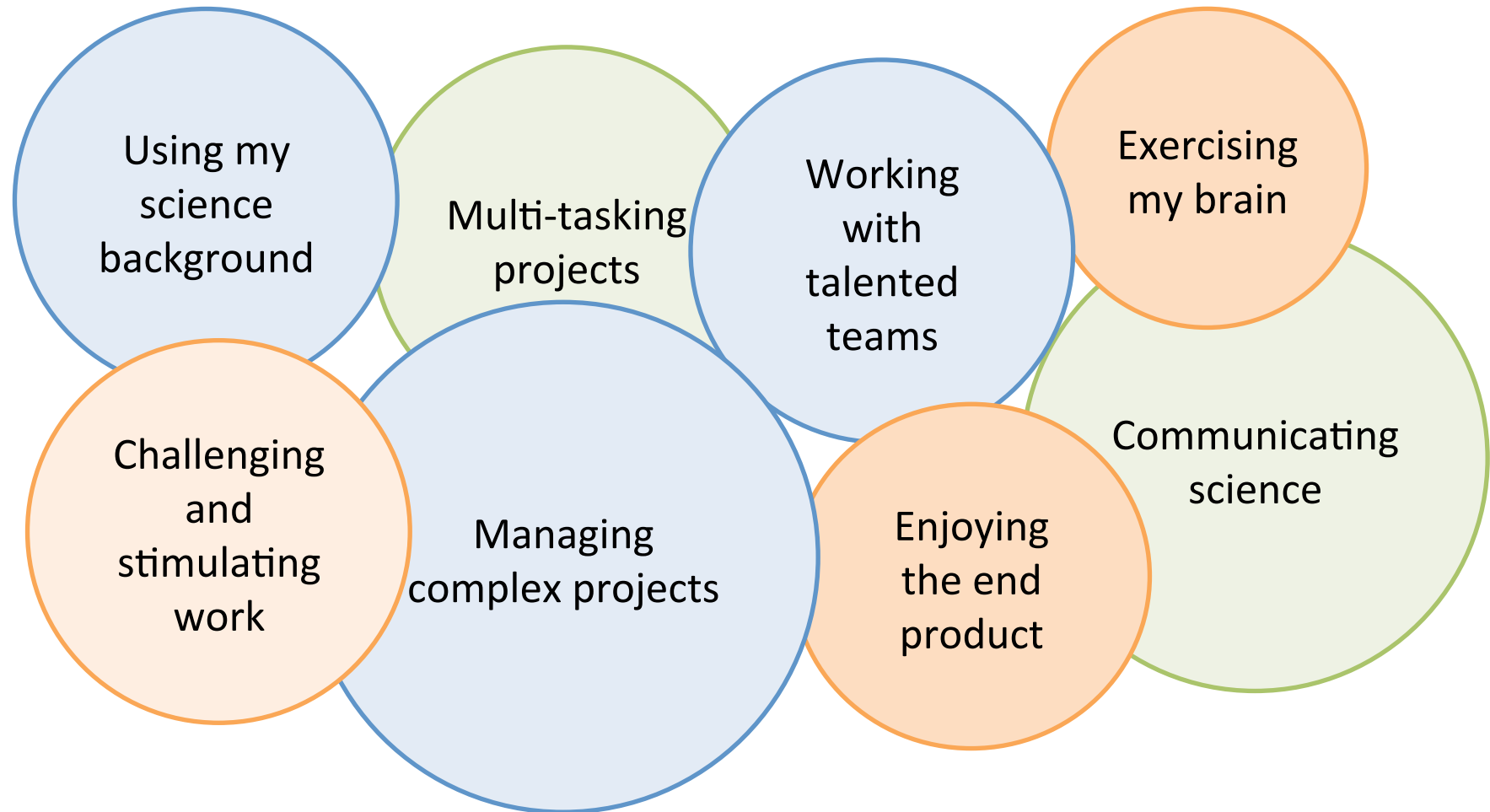
Days are busy and varied...

| | |
|--------------|----------------------------------|
| 9.00-10.00: | Research and content development |
| 10.00-11.00: | Editorial team meeting |
| 11.00-12.30: | Research and content development |
| 12.30-1.30: | Client telcon |
| 1.30-3.00: | Research and content development |
| 3.00-3.30: | Project team meetings |
| 3.30-5.30: | Research and content development |

Throughout the day:

- Briefings and updates from clients/account managers
- Client telcons/visits
- Updating project status sheets and timesheets
- Content writing, ordering references, briefing production teams

What I enjoy about med comms



Your qualifications are just the beginning...

Stay calm under pressure

Present yourself confidently

Have excellent research skills

Pick up new
information quickly

Work well in a team

Enjoy writing

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LinkedIn

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