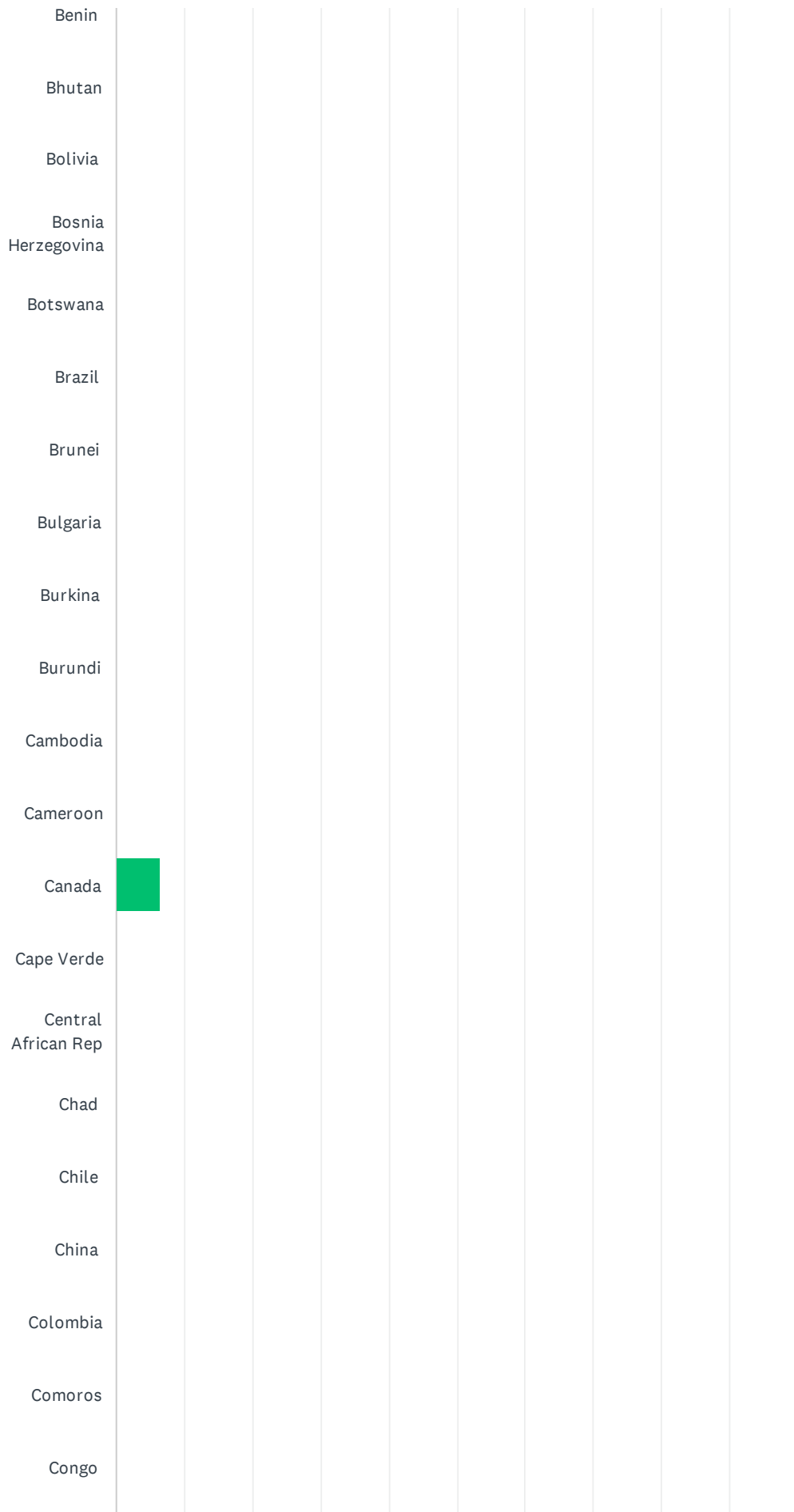


Q1 Where are you based (choose one answer)?

Answered: 550 Skipped: 0



#MedComms Freelancing Barometer 2024



#MedComms Freelancing Barometer 2024



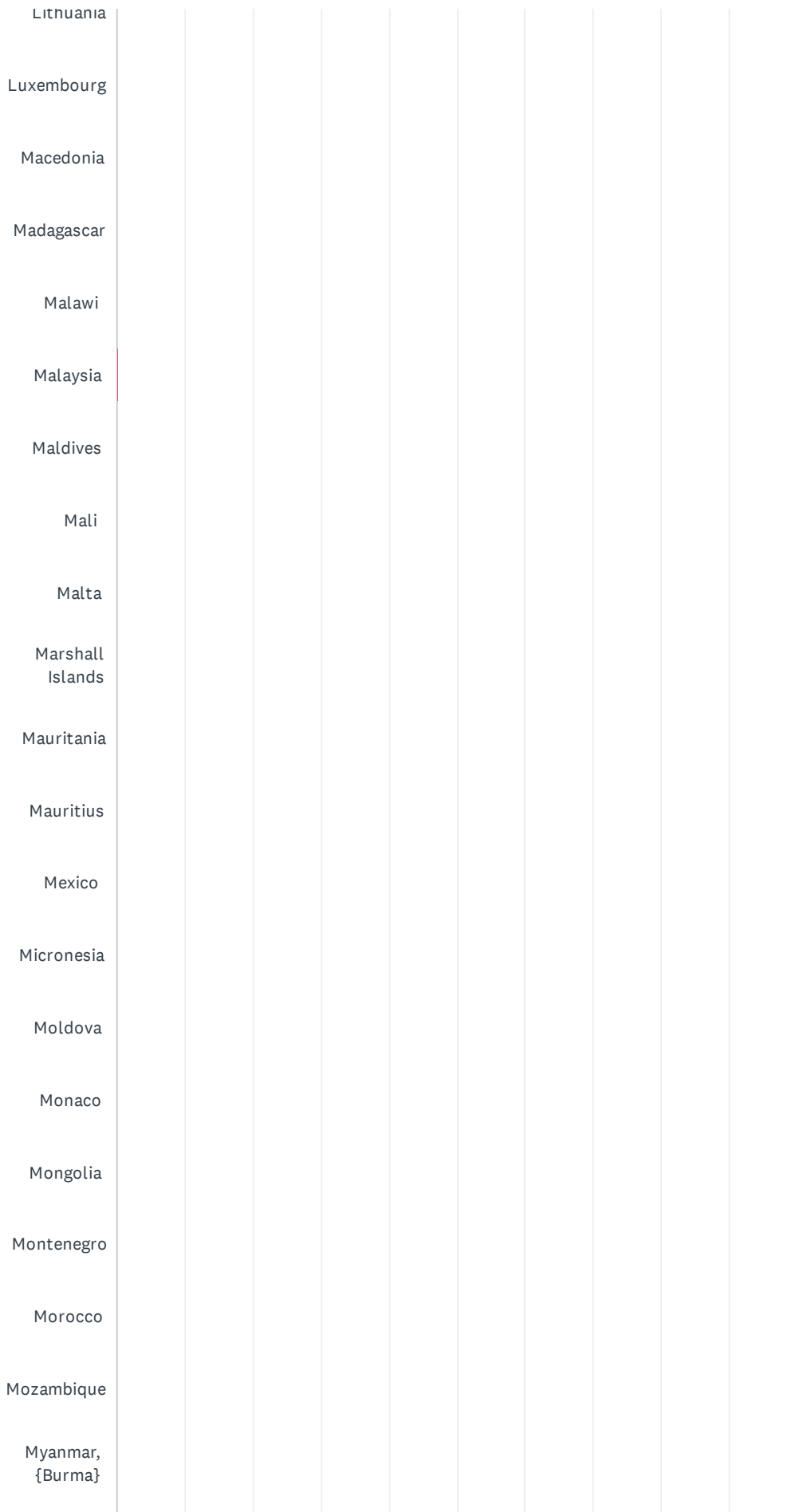
#MedComms Freelancing Barometer 2024



#MedComms Freelancing Barometer 2024



#MedComms Freelancing Barometer 2024



#MedComms Freelancing Barometer 2024



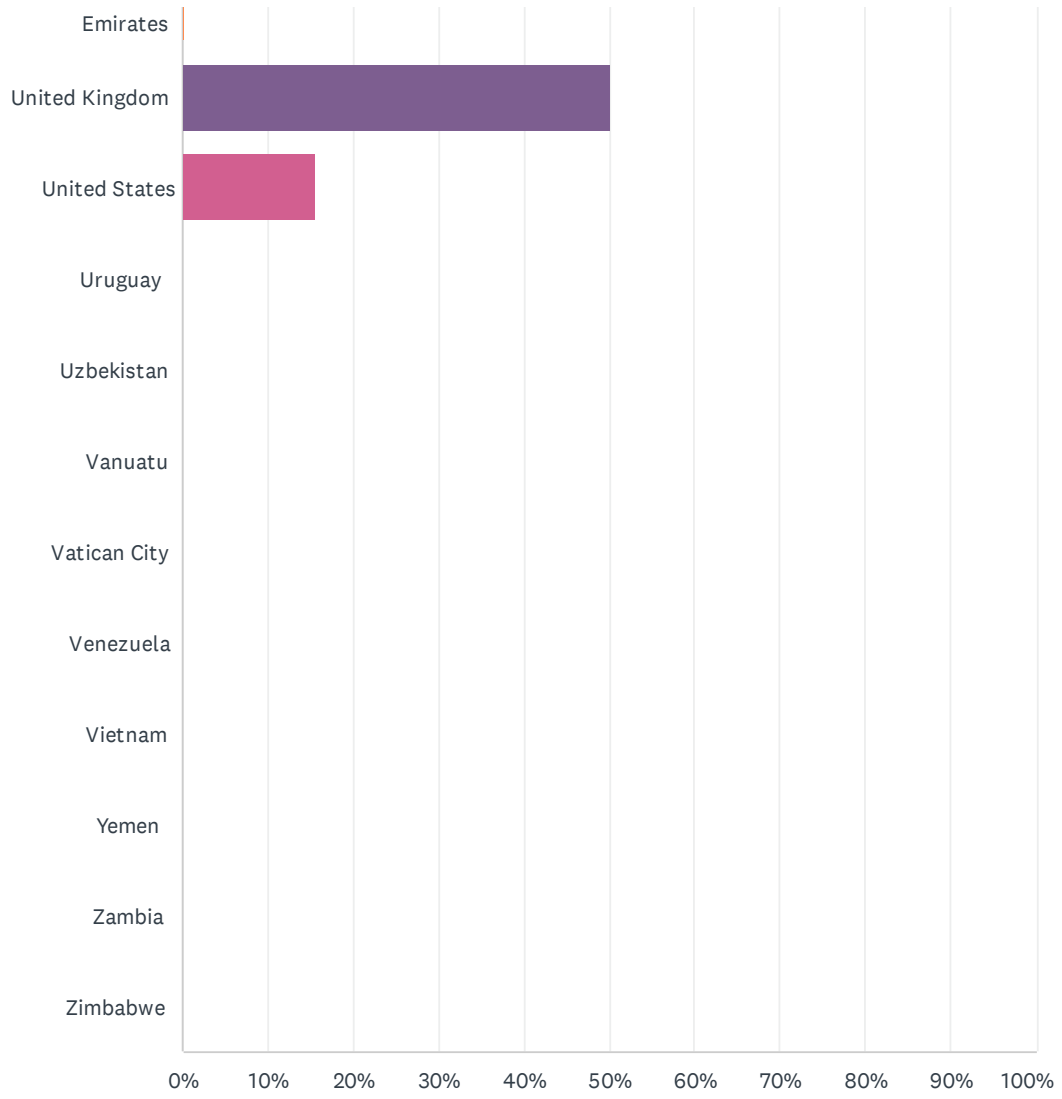
#MedComms Freelancing Barometer 2024



#MedComms Freelancing Barometer 2024



#MedComms Freelancing Barometer 2024



#MedComms Freelancing Barometer 2024

| ANSWER CHOICES | RESPONSES | |
|--------------------|-----------|----|
| Afghanistan | 0.00% | 0 |
| Albania | 0.00% | 0 |
| Algeria | 0.00% | 0 |
| Andorra | 0.00% | 0 |
| Angola | 0.00% | 0 |
| Antigua & Deps | 0.00% | 0 |
| Argentina | 0.55% | 3 |
| Armenia | 0.00% | 0 |
| Australia | 1.09% | 6 |
| Austria | 0.18% | 1 |
| Azerbaijan | 0.00% | 0 |
| Bahamas | 0.00% | 0 |
| Bahrain | 0.00% | 0 |
| Bangladesh | 0.00% | 0 |
| Barbados | 0.00% | 0 |
| Belarus | 0.00% | 0 |
| Belgium | 0.55% | 3 |
| Belize | 0.00% | 0 |
| Benin | 0.00% | 0 |
| Bhutan | 0.00% | 0 |
| Bolivia | 0.00% | 0 |
| Bosnia Herzegovina | 0.00% | 0 |
| Botswana | 0.00% | 0 |
| Brazil | 0.00% | 0 |
| Brunei | 0.00% | 0 |
| Bulgaria | 0.00% | 0 |
| Burkina | 0.00% | 0 |
| Burundi | 0.00% | 0 |
| Cambodia | 0.00% | 0 |
| Cameroon | 0.00% | 0 |
| Canada | 6.36% | 35 |
| Cape Verde | 0.00% | 0 |

#MedComms Freelancing Barometer 2024

| | | |
|------------------------|-------|----|
| Central African Rep | 0.00% | 0 |
| Chad | 0.00% | 0 |
| Chile | 0.00% | 0 |
| China | 0.00% | 0 |
| Colombia | 0.00% | 0 |
| Comoros | 0.00% | 0 |
| Congo | 0.00% | 0 |
| Congo {Democratic Rep} | 0.00% | 0 |
| Costa Rica | 0.00% | 0 |
| Croatia | 0.00% | 0 |
| Cuba | 0.00% | 0 |
| Cyprus | 0.18% | 1 |
| Czech Republic | 0.18% | 1 |
| Denmark | 0.00% | 0 |
| Djibouti | 0.00% | 0 |
| Dominica | 0.00% | 0 |
| Dominican Republic | 0.00% | 0 |
| East Timor | 0.00% | 0 |
| Ecuador | 0.00% | 0 |
| Egypt | 0.36% | 2 |
| El Salvador | 0.00% | 0 |
| Equatorial Guinea | 0.00% | 0 |
| Eritrea | 0.00% | 0 |
| Estonia | 0.00% | 0 |
| Ethiopia | 0.00% | 0 |
| Fiji | 0.00% | 0 |
| Finland | 0.18% | 1 |
| France | 2.00% | 11 |
| Gabon | 0.00% | 0 |
| Gambia | 0.00% | 0 |
| Georgia | 0.00% | 0 |
| Germany | 2.91% | 16 |
| Ghana | 0.00% | 0 |
| Greece | 0.18% | 1 |

#MedComms Freelancing Barometer 2024

| | | |
|--------------------|-------|----|
| Grenada | 0.00% | 0 |
| Guatemala | 0.00% | 0 |
| Guinea | 0.00% | 0 |
| Guinea-Bissau | 0.00% | 0 |
| Guyana | 0.00% | 0 |
| Haiti | 0.00% | 0 |
| Honduras | 0.00% | 0 |
| Hungary | 0.00% | 0 |
| Iceland | 0.00% | 0 |
| India | 4.36% | 24 |
| Indonesia | 0.00% | 0 |
| Iran | 0.00% | 0 |
| Iraq | 0.00% | 0 |
| Ireland {Republic} | 0.73% | 4 |
| Israel | 0.00% | 0 |
| Italy | 1.82% | 10 |
| Ivory Coast | 0.00% | 0 |
| Jamaica | 0.00% | 0 |
| Japan | 0.18% | 1 |
| Jordan | 0.00% | 0 |
| Kazakhstan | 0.00% | 0 |
| Kenya | 0.00% | 0 |
| Kiribati | 0.00% | 0 |
| Korea North | 0.00% | 0 |
| Korea South | 0.00% | 0 |
| Kosovo | 0.00% | 0 |
| Kuwait | 0.18% | 1 |
| Kyrgyzstan | 0.00% | 0 |
| Laos | 0.00% | 0 |
| Latvia | 0.00% | 0 |
| Lebanon | 0.00% | 0 |
| Lesotho | 0.00% | 0 |
| Liberia | 0.00% | 0 |

#MedComms Freelancing Barometer 2024

| | | |
|------------------|-------|----|
| Libya | 0.00% | 0 |
| Liechtenstein | 0.00% | 0 |
| Lithuania | 0.00% | 0 |
| Luxembourg | 0.00% | 0 |
| Macedonia | 0.00% | 0 |
| Madagascar | 0.00% | 0 |
| Malawi | 0.00% | 0 |
| Malaysia | 0.18% | 1 |
| Maldives | 0.00% | 0 |
| Mali | 0.00% | 0 |
| Malta | 0.00% | 0 |
| Marshall Islands | 0.00% | 0 |
| Mauritania | 0.00% | 0 |
| Mauritius | 0.00% | 0 |
| Mexico | 0.00% | 0 |
| Micronesia | 0.00% | 0 |
| Moldova | 0.00% | 0 |
| Monaco | 0.00% | 0 |
| Mongolia | 0.00% | 0 |
| Montenegro | 0.00% | 0 |
| Morocco | 0.00% | 0 |
| Mozambique | 0.00% | 0 |
| Myanmar, {Burma} | 0.00% | 0 |
| Namibia | 0.00% | 0 |
| Nauru | 0.00% | 0 |
| Nepal | 0.00% | 0 |
| Netherlands | 1.27% | 7 |
| New Zealand | 2.00% | 11 |
| Nicaragua | 0.00% | 0 |
| Niger | 0.00% | 0 |
| Nigeria | 0.36% | 2 |
| Norway | 0.00% | 0 |
| Oman | 0.00% | 0 |

#MedComms Freelancing Barometer 2024

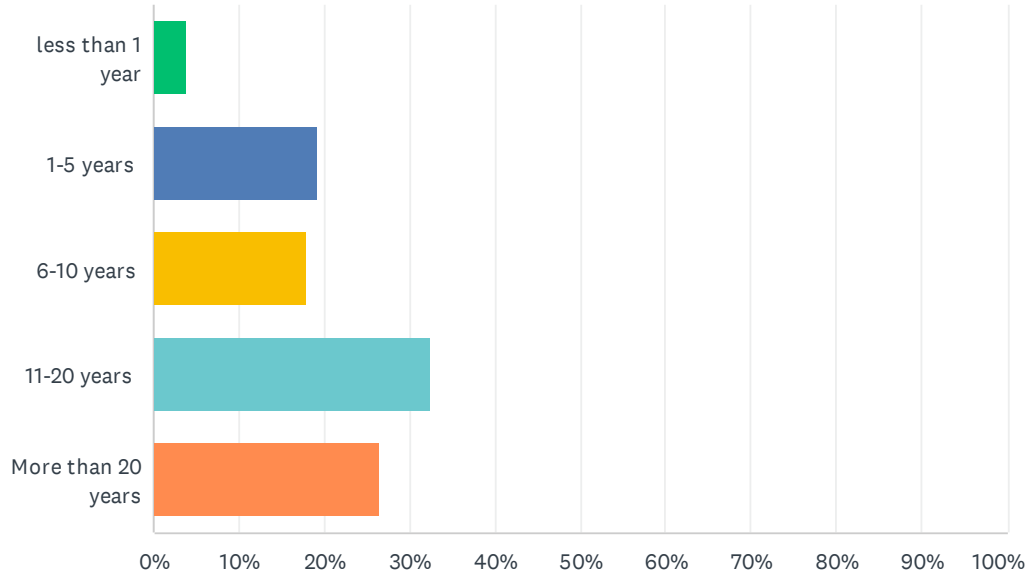
| | | |
|--------------------------------|-------|----|
| Pakistan | 0.73% | 4 |
| Palau | 0.00% | 0 |
| Panama | 0.00% | 0 |
| Papua New Guinea | 0.00% | 0 |
| Paraguay | 0.00% | 0 |
| Peru | 0.00% | 0 |
| Philippines | 0.18% | 1 |
| Poland | 0.18% | 1 |
| Portugal | 2.00% | 11 |
| Qatar | 0.00% | 0 |
| Romania | 0.00% | 0 |
| Russian Federation | 0.00% | 0 |
| Rwanda | 0.00% | 0 |
| St Kitts & Nevis | 0.00% | 0 |
| St Lucia | 0.00% | 0 |
| Saint Vincent & the Grenadines | 0.00% | 0 |
| Samoa | 0.00% | 0 |
| San Marino | 0.00% | 0 |
| Sao Tome & Principe | 0.00% | 0 |
| Saudi Arabia | 0.00% | 0 |
| Senegal | 0.00% | 0 |
| Serbia | 0.00% | 0 |
| Seychelles | 0.00% | 0 |
| Sierra Leone | 0.00% | 0 |
| Singapore | 0.55% | 3 |
| Slovakia | 0.00% | 0 |
| Slovenia | 0.00% | 0 |
| Solomon Islands | 0.00% | 0 |
| Somalia | 0.00% | 0 |
| South Africa | 1.09% | 6 |
| South Sudan | 0.00% | 0 |
| Spain | 2.55% | 14 |
| Sri Lanka | 0.00% | 0 |

#MedComms Freelancing Barometer 2024

| | | |
|----------------------|--------|------------|
| Sudan | 0.00% | 0 |
| Suriname | 0.00% | 0 |
| Swaziland | 0.00% | 0 |
| Sweden | 0.00% | 0 |
| Switzerland | 0.91% | 5 |
| Syria | 0.00% | 0 |
| Taiwan | 0.00% | 0 |
| Tajikistan | 0.00% | 0 |
| Tanzania | 0.00% | 0 |
| Thailand | 0.18% | 1 |
| Togo | 0.00% | 0 |
| Tonga | 0.00% | 0 |
| Trinidad & Tobago | 0.00% | 0 |
| Tunisia | 0.00% | 0 |
| Turkey | 0.00% | 0 |
| Turkmenistan | 0.00% | 0 |
| Tuvalu | 0.00% | 0 |
| Uganda | 0.00% | 0 |
| Ukraine | 0.00% | 0 |
| United Arab Emirates | 0.18% | 1 |
| United Kingdom | 50.00% | 275 |
| United States | 15.64% | 86 |
| Uruguay | 0.00% | 0 |
| Uzbekistan | 0.00% | 0 |
| Vanuatu | 0.00% | 0 |
| Vatican City | 0.00% | 0 |
| Venezuela | 0.00% | 0 |
| Vietnam | 0.00% | 0 |
| Yemen | 0.00% | 0 |
| Zambia | 0.00% | 0 |
| Zimbabwe | 0.00% | 0 |
| TOTAL | | 550 |

Q2 For how many years have you been working in and around MedComms (tick one answer)?

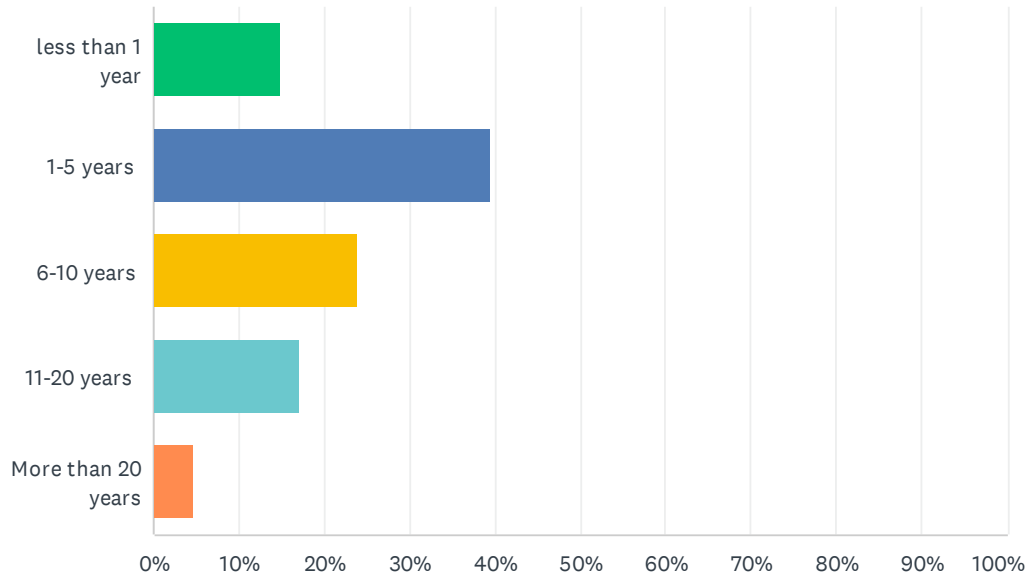
Answered: 550 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|--------------------|-----------|-----|
| less than 1 year | 3.82% | 21 |
| 1-5 years | 19.27% | 106 |
| 6-10 years | 18.00% | 99 |
| 11-20 years | 32.36% | 178 |
| More than 20 years | 26.55% | 146 |
| TOTAL | | 550 |

Q3 For how many of those years have you been freelancing in and around MedComms (tick one answer)?

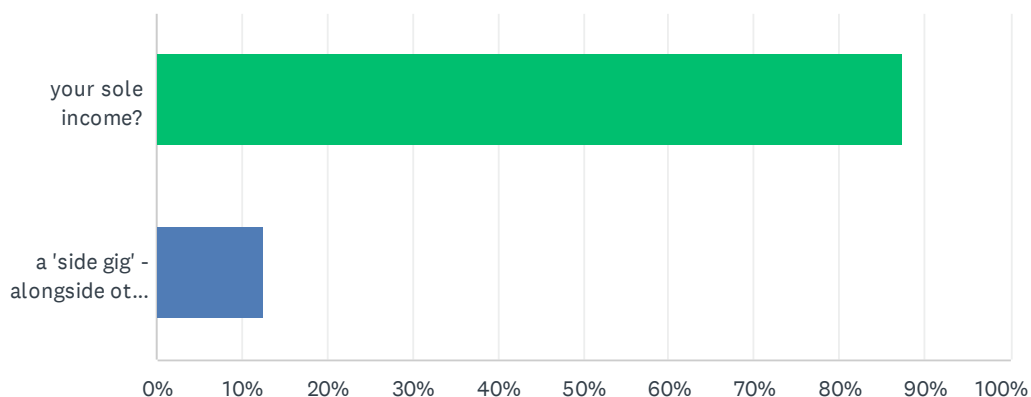
Answered: 550 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|--------------------|------------|
| less than 1 year | 14.91% 82 |
| 1-5 years | 39.45% 217 |
| 6-10 years | 23.82% 131 |
| 11-20 years | 17.09% 94 |
| More than 20 years | 4.73% 26 |
| TOTAL | 550 |

Q4 Is your freelance work (tick one answer)...

Answered: 550 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|--|-----------|------------|
| your sole income? | 87.45% | 481 |
| a 'side gig' - alongside other employment? | 12.55% | 69 |
| TOTAL | | 550 |

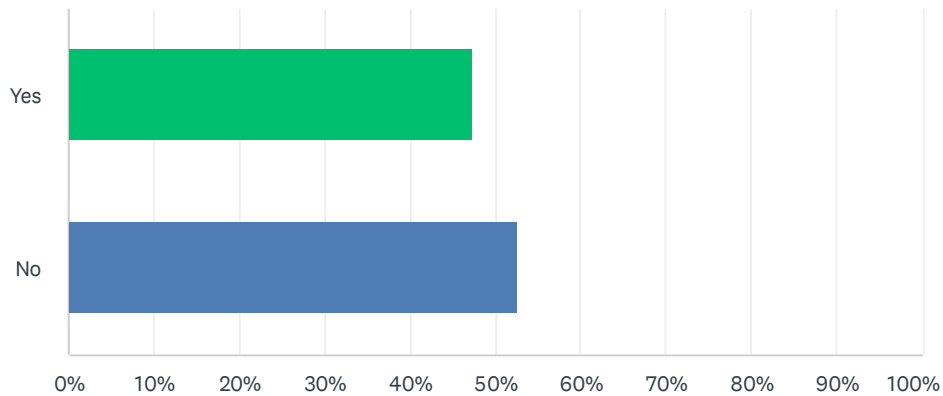
| # | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE ARE ANONYMOUS BUT WILL BE MADE PUBLIC)... | DATE |
|----|--|--------------------|
| 1 | I am fully freelance | 1/31/2024 8:36 PM |
| 2 | My editorial biz covers other areas besides med comms, but it is my sole income | 1/30/2024 2:38 AM |
| 3 | It is my main source of income. Other 'side gigs' help to supplement. | 1/29/2024 9:49 PM |
| 4 | Looking to transition to it being a side gig alongside another job over the next 5 years | 1/29/2024 5:12 PM |
| 5 | Freelance work amongst other freelance work e.g. Ethics Monitor, European Commission. Focus on provigind lay summaries of study results - lay langugae comms. | 1/29/2024 1:34 PM |
| 6 | It's not my sole income but main source of income | 1/29/2024 12:56 PM |
| 7 | I have my own design agency with graphic designers but freelance for other clients as well. | 1/29/2024 11:26 AM |
| 8 | I am writing on medium to gain audience | 1/29/2024 11:03 AM |
| 9 | Part time freelance and part time direct employee at a biopharma | 1/27/2024 3:42 AM |
| 10 | Many clients, sad to say, tend to exploit freelancers from third-world countries in Asia. | 1/25/2024 6:24 AM |
| 11 | Looking for better opportunities to work from India for abroad opportunities. | 1/24/2024 4:52 AM |
| 12 | Up until now, freelancing has been my sole income. However, given the state of medcomms at the moment, I'm not sure that will be the case in 2024. I want to keep on freelancing for as long as possible, but I'm considering getting other work (even temporary, non-medcomms-related work) for the short term and shifting freelancing to be a 'side gig' until the market improves. | 1/23/2024 3:43 PM |
| 13 | Now it is my sole income as it was initially for about 3 years, but in the middle of my career it was a side gig. | 1/19/2024 2:55 PM |
| 14 | Semi-retired so my other income is pension | 1/15/2024 10:47 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|--------------------|
| 15 | It was my main source of income but jobs seem very few and far between so have now other stings to my bow out of necessity. | 1/15/2024 6:32 PM |
| 16 | I run a small boutique social media marketing agency. | 1/15/2024 2:12 PM |
| 17 | Freelance comms is currently my main gig and I have a 'side gig' in a different industry | 1/15/2024 12:45 PM |
| 18 | Working part time as I approach retirement | 1/15/2024 10:48 AM |
| 19 | Became sole income when my start-up went under! | 1/15/2024 9:15 AM |
| 20 | Med comms is my main income but not all. | 1/15/2024 9:01 AM |
| 21 | My main source of income. I teach to have a more social existence. | 1/10/2024 12:36 PM |
| 22 | Would like to make it the 'main gig' at some point and have my other job be the side gig. | 1/10/2024 1:10 AM |
| 23 | Around 60% of my income is from medical writing, the remainder from mentoring and training | 1/9/2024 1:59 PM |
| 24 | While, nowadays, MedComms is a freelancer job, I am working to turn it into my only and sole income. | 1/9/2024 12:39 PM |
| 25 | not other employment, just semi-retired but keen to keep working | 1/9/2024 12:08 PM |
| 26 | Besides MedComms, I had been actively involved in strategic online and digital planning for pharmaceutical companies and brands. This includes planning of their online presence (website, internal web applications, social media handles and training learning portals). | 1/9/2024 3:06 AM |
| 27 | I am still trying to land my first job as a medical writwr | 1/8/2024 8:46 PM |
| 28 | I spent 14 years on the staff of medical and pharmacy journals before I launched my freelance career. | 1/8/2024 5:00 PM |
| 29 | In a given year I generally have 3-5 main clients along with a few occasional clients. | 1/8/2024 4:48 PM |
| 30 | Was a side gig for most of my career | 1/8/2024 12:36 PM |
| 31 | For me it's a sole income currently...to be supplemented by pensions in due course | 1/8/2024 12:21 PM |
| 32 | I am not the breadmaker at home. My freelance work provides extra income to add to the comforts of life. | 1/4/2024 6:42 PM |
| 33 | I have ticked UK for location but I moved from Singapore in September. | 1/4/2024 2:37 PM |
| 34 | I also support my husband, who is a full-time student | 1/3/2024 4:57 PM |
| 35 | I don't have another job, so freelance is not my sole *active* income. | 1/3/2024 3:37 PM |
| 36 | Medical writing being my sole income, I'd like to explore the diverse area of MedComms as well to widen the spectrum of my profession. | 1/3/2024 3:02 PM |
| 37 | I freelance for agencies and companies via recruiters | 1/3/2024 12:52 PM |
| 38 | Freelance work is my main income, I do make income from digital products. | 1/3/2024 12:36 PM |
| 39 | I say I worked in MedComms more than 20 years (Question 2) however this concerns my experience which is more than 20 years worth. Without realising, until I specifically focussed on MedComms/Medical Writing work in 2018, my experience has always had an impact on health. My experience is highly relevant to what I do now. | 1/3/2024 11:37 AM |
| 40 | This may change (due to pension options) | 1/3/2024 10:53 AM |
| 41 | Freelancing is my main gig. I have a couple of smaller side-gigs. | 1/3/2024 10:30 AM |
| 42 | I am based in India and I am just not getting freelance projects. Strangely, all the freelance recruiters want people based in Europe, Canada. UK , Germany etc. | 1/2/2024 7:29 PM |
| 43 | I have come other income from rental property and holiday let business | 1/2/2024 4:36 PM |
| 44 | Neither. It's one of my main income streams. | 1/2/2024 2:52 PM |
| 45 | I have some clients that have me on a retainer which adds some stability to freelancing. | 1/2/2024 11:11 AM |

Q5 In 2023, did you work as many hours as you wanted (tick one answer)?

Answered: 550 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|----------------|------------|
| Yes | 47.27% 260 |
| No | 52.73% 290 |
| TOTAL | 550 |

| # | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE ARE ANONYMOUS BUT WILL BE MADE PUBLIC)... | DATE |
|----|---|--------------------|
| 1 | Sometimes it's too much and sometimes too little | 1/31/2024 8:36 PM |
| 2 | This was primarily due to my young son being diagnosed with type 1 diabetes, which requires near constant | 1/31/2024 2:12 PM |
| 3 | I aim to work about 20-25 hours a week and I achieved that on average. Some weeks were very busy (up to 35 hours) and others, very quiet (<10 hours). All of my work was in regulatory medical writing (freelance), which is my specialist area. | 1/30/2024 12:15 PM |
| 4 | I was happy with how much I worked, but also concerned by suddenly finding myself without work from certain clients who I've regularly worked with for many years. Fortunately, I still received enough work overall but it felt a lot more precarious. | 1/30/2024 10:39 AM |
| 5 | Briefly tried going back to full-time in fall 2022. It was not for me! Separated employment in Spring 2023 and carefully searched for freelance opportunities which started Q3 2023. | 1/29/2024 9:49 PM |
| 6 | Although there were peaks and troughs as ever, by leaning on whichever of my two main continuing clients was less quiet, I was able to keep the monthly hours largely as desired (~25-30 hours per week) | 1/29/2024 5:12 PM |
| 7 | Since going freelance in 2013 I have never had to look for work until the last 2 years, when suddenly I am finding it harder and harder to fill all the time I have available. | 1/29/2024 2:31 PM |
| 8 | Business was slow at the beginning of the year but it picked up at the end and I managed to reach my target | 1/29/2024 2:17 PM |
| 9 | Work was either all, or nothing | 1/29/2024 1:34 PM |
| 10 | Although I was 'booked' by several clients in 2023 and expected to have sufficient work, timelines were delayed and work cancelled so I did not end up with as much work as I had hoped. | 1/29/2024 11:37 AM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|--------------------|
| 11 | Mostly, but there were a few patchy periods with 1 or 2 days per week without work. | 1/29/2024 11:26 AM |
| 12 | Second half of year was too quiet | 1/29/2024 11:24 AM |
| 13 | Overall yes but I did notice a drop-off in demand with work that was booked in not coming to me and being done in-house as they had the availability. | 1/29/2024 9:37 AM |
| 14 | 2023 was reasonably busy, but 2024 has so far been SO QUIET | 1/29/2024 9:31 AM |
| 15 | Would have liked 30% more work | 1/27/2024 3:42 AM |
| 16 | I'm still new to the field (considering 18 month maternity leave) and I'm perhaps slower than I "should" be. So I worked as much as I could but I wasn't entirely satisfied with the products I delivered. | 1/27/2024 2:34 AM |
| 17 | long-standing clients just stopped sending work and ended their contracts with me due to lack of work | 1/26/2024 12:45 PM |
| 18 | Second half of the year was quieter than previous years | 1/25/2024 1:58 PM |
| 19 | Was just starting out and found the beginning of 2023 to be difficult. | 1/25/2024 10:48 AM |
| 20 | Looking for better opportunities to work from India for abroad opportunities. | 1/24/2024 4:52 AM |
| 21 | Like many freelancers, I imagine, I found that the available work decreased significantly in 2023. My main 'anchor' client stopped using freelancers altogether, so my workload decreased drastically. I had bits of work from other clients, but I confess to being a bit slow to react to the change in the market - for a while, I expected things to pick up again as they always has done before, but apart from a couple of peak periods, that didn't happen. I wish now that I'd put more effort into finding new clients last year. | 1/23/2024 3:43 PM |
| 22 | Health and personal problems | 1/22/2024 11:50 AM |
| 23 | i wanted to work less.... | 1/19/2024 8:33 PM |
| 24 | I worked more than I wanted because I was employed. Now that ai am a freelance I plan to work less. | 1/19/2024 2:55 PM |
| 25 | As a senior writer I was living the dream with a friendly, respectful major client who had provided most of my work for years. They cut them by 66% without notice when their budget was cut. | 1/19/2024 2:09 PM |
| 26 | 2023 was full of other family committments that required me to take a lot of time off of work. | 1/18/2024 8:27 PM |
| 27 | The start and the end of the year were very slow in terms of work | 1/18/2024 2:05 PM |
| 28 | Yes, mostly attributed to the fact I was only seeking approx. 20 hrs per week in school termtime | 1/18/2024 10:23 AM |
| 29 | I worked the hours I wanted on average over the year but (not unexpected) the hours I worked varied with peak periods and less busy periods. | 1/18/2024 9:04 AM |
| 30 | Wasn't enough work. | 1/17/2024 6:20 PM |
| 31 | Business tanked at the beginning of Covid and has not recovered. | 1/17/2024 1:05 AM |
| 32 | could have worked more hours had I wanted to, but easily met my revenue goals | 1/16/2024 5:49 PM |
| 33 | Business was slower compared to past years. I could have worked more hours. | 1/16/2024 5:41 PM |
| 34 | More than I wanted oftentimes | 1/16/2024 2:31 PM |
| 35 | Work was difficult to find. Potential clients appeared to be much more specific in the expertise they were looking for, sometimes to extreme levels. Projects tended to small and discrete. | 1/16/2024 12:44 PM |
| 36 | I just started in 2023 and didn't have enough clients to fill all my time | 1/16/2024 9:16 AM |
| 37 | 2023 was not a good year for work. Fewer projects, smaller budgets so income affected. | 1/16/2024 9:08 AM |
| 38 | Sometime more, sometime less, but on average yes | 1/15/2024 7:49 PM |
| 39 | 2023 was the year of my transition. So can't say. | 1/15/2024 4:49 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|--|--------------------|
| 40 | Lack of work | 1/15/2024 2:20 PM |
| 41 | Last year was very up and down. Either very busy or very quiet with lots of companies taking marketing in activities house | 1/15/2024 2:12 PM |
| 42 | Definite downturn noticed in 2023 that seems to be continuing so far in 2024 | 1/15/2024 1:33 PM |
| 43 | Severely overworked | 1/15/2024 1:18 PM |
| 44 | there were fewer opportunities for Strategic Medical opportunities than I thought, even though Pharma companies were/had downsized comms roles. | 1/15/2024 1:10 PM |
| 45 | Level of work available was significantly lower than previous years - during summer work dropped off a cliff | 1/15/2024 12:45 PM |
| 46 | I did not have any gaps between contracts. | 1/15/2024 11:50 AM |
| 47 | But all condensed into Q3 and Q4 last year which wasn't ideal | 1/15/2024 11:10 AM |
| 48 | Year started very slowly, but picked up in the second half | 1/15/2024 10:48 AM |
| 49 | Relocation | 1/15/2024 10:45 AM |
| 50 | September/October were slow months. | 1/15/2024 9:01 AM |
| 51 | I did not work as many hours as I wanted because of 1) health reasons and 2) slightly fewer projects coming in than what I would have liked. | 1/14/2024 11:26 AM |
| 52 | Some 'dry period' January to March, but I used this time to work on my business, and improve my skills in other areas | 1/13/2024 9:17 AM |
| 53 | If anything I probably worked more than in previous years in order to keep up with client needs. | 1/12/2024 4:19 PM |
| 54 | Looking at the year as a whole, the number of hours I worked was in line with what I wanted, however, this does not take into account that there were huge peaks and troughs along the way. I would have preferred my work to be more consistent throughout the year as the quiet times were incredibly stressful, but these were followed by very busy times which made for that financially. . | 1/12/2024 2:45 PM |
| 55 | Some clients booked more time than they needed / used | 1/12/2024 2:31 PM |
| 56 | Definitely less requests for work | 1/12/2024 2:10 PM |
| 57 | even more hours that I wanted... | 1/11/2024 9:06 PM |
| 58 | Need more clients | 1/11/2024 3:42 PM |
| 59 | My workload was about 75% compared to the previous years. | 1/11/2024 10:56 AM |
| 60 | Approximately one quarter less than usual due to private circumstances | 1/11/2024 10:32 AM |
| 61 | I worked fewer hours than I would have liked | 1/11/2024 4:13 AM |
| 62 | I actually end up working more hours than I really want most of the time as I get caught up in projects that I feel a responsibility to be available for | 1/10/2024 4:50 PM |
| 63 | 2023 was the most difficult year for me to find freelance work since 2017 - including during Spring 2020 when we went into lockdown. | 1/10/2024 3:48 PM |
| 64 | My available time was almost fully booked for the whole of 2023; however, I sometimes find I am waiting for work that has been scheduled - probably the most frustrating aspect of freelancing for me! | 1/10/2024 1:34 PM |
| 65 | An agency ended my 12-month contract early because of a loss of business. | 1/10/2024 12:39 PM |
| 66 | Work tailed off somewhat from August onwards, although I was still reasonably busy | 1/10/2024 8:58 AM |
| 67 | From January through September/October, I worked as many hours as I can accommodate and more hours (on average) than in any recent year. However, available work from my clients suddenly and quite precipitously dropped off in early/mid-October and continued at that lower level throughout most of the remainder of 2023. | 1/10/2024 3:50 AM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|-------------------|
| 68 | I worked many hours, but for low-paid projects. | 1/9/2024 6:18 PM |
| 69 | Caveat: This is the number of hours throughout the year overall. However, the feast and famine periods were more extreme than usual in 2023. | 1/9/2024 2:43 PM |
| 70 | Almost all time I wanted was filled, but periods of time in January, November and December were less busy than I would have liked. | 1/9/2024 2:04 PM |
| 71 | I had most of July and August off, didn't do much BD, expecting to pick something up in Sept/Oct but struggled to get any work contract sorted until December. Things seem to be picking up now for early 2024, fingers crossed! | 1/9/2024 1:35 PM |
| 72 | I wanted to do less so it suited me, but there was definitely less work around | 1/9/2024 1:23 PM |
| 73 | Interestingly, in my gut I would say I was much less busy in 2023 than 2022, but looking back on my income it's not actually that much less overall, just much more feast or famine. | 1/9/2024 1:13 PM |
| 74 | It was a bit up and down but over the course of the entire year, then yes. | 1/9/2024 12:50 PM |
| 75 | Mainly because I had to attend to my other job | 1/9/2024 12:39 PM |
| 76 | One of my major clients suddenly announced that they were more restricted on their use of freelancers. They had to use other teams within their organization first, which makes sense. This means that they can no longer guarantee work, and I am not sure what work I will have from one week to the next. As things have turned out so far, they have offered me work most weeks (on the understanding that I am free to turn it down if I have managed to find other work). It has just all been more unsure and last minute than I'd like. | 1/9/2024 10:19 AM |
| 77 | I found it difficult to secure freelance contracts being based in SA. | 1/9/2024 6:43 AM |
| 78 | I tried something different here and spent more time not showing young editors and professionals interested to get into medcomms. | 1/9/2024 3:06 AM |
| 79 | I lost one major client and found it difficult to find others, due to not having a PhD | 1/8/2024 11:01 PM |
| 80 | I tried to improve my skills in medical writing and was applying for jobs but no luck so far. | 1/8/2024 8:46 PM |
| 81 | worked about 60% of available hours | 1/8/2024 7:18 PM |
| 82 | There were a few slow periods. | 1/8/2024 7:13 PM |
| 83 | I used to work with a partner who was an exceptional sales person, but she passed away a few years ago, and now I'm struggling to marketing myself. | 1/8/2024 5:00 PM |
| 84 | I have more work than I can handle. I try to cap it off at 35 hours per week, but don't always succeed. | 1/8/2024 4:48 PM |
| 85 | 2023 was probably the worst year i've encountered as a med comms freelancer. Very low levels of work available. | 1/8/2024 3:18 PM |
| 86 | While I wanted to work additional hours, the margin is not substantial: 10-20% more work would have been enough. | 1/8/2024 2:52 PM |
| 87 | I worked considerably less than I wanted in Q1 2023 (~60%) | 1/8/2024 2:38 PM |
| 88 | I just made it through the year! | 1/8/2024 2:26 PM |
| 89 | I probably worked the same hours that I worked when employed by an agency but those hours were worked at times to suit me rather than the agency. | 1/8/2024 12:43 PM |
| 90 | Quiet in Q1 | 1/8/2024 12:24 PM |
| 91 | I aimed for 3 days per week, but mostly worked 4 | 1/8/2024 12:21 PM |
| 92 | 2023 was extremely busy for me. I had more than enough offers of work throughout the year. | 1/8/2024 12:06 PM |
| 93 | Some months were a little patchy in terms of work coming in, so overall for the year it felt like more hours could have been worked. | 1/8/2024 11:17 AM |
| 94 | Workflow was sporadic and less than anticipated. | 1/8/2024 11:16 AM |
| 95 | Slow start to the year with quite a lot (~30%) of booked time not used. | 1/8/2024 9:25 AM |

#MedComms Freelancing Barometer 2024

| | | |
|-----|--|-------------------|
| 96 | Having worked like crazy during the COVID period, I had made a conscious decision to slow down a little in 2023. So while I do have the feeling there may have been less work around during the first 3 months or so, I wasn't directly affected as I had sufficient projects coming in for my personal work:life balance. | 1/8/2024 2:09 AM |
| 97 | Med comms agency only gave me about 50-70% of the hours of work we agreed to. | 1/5/2024 5:21 PM |
| 98 | I only started at the beginning of November 2023 and had sufficient hours for what I expected at the start of making the jump to freelance | 1/5/2024 1:57 PM |
| 99 | Not in Jan-Feb, but I have been very busy since | 1/4/2024 8:29 PM |
| 100 | In the first quarter I did not have as much work as I would have liked. I was coming to the end of a 6-month contract and they seemed to have run out of work for me. At the time, other ad-hoc work I normally do was also lacking. The remainder of the year was fine for me as I secured a longer-term contract. | 1/4/2024 6:07 PM |
| 101 | I am usually fully booked or overbooked. | 1/4/2024 2:50 PM |
| 102 | I am a unique case as I juggle a busy family life and so didn't ever want more than 20 hours per week and so I found freelancing really the only way to successfully limit my time. I have worked more than that some weeks, and less, but as a freelancer have felt more able to say no and to ask for a longer time to complete a piece of work. | 1/4/2024 2:37 PM |
| 103 | I had a few quiet periods in 2023. Overall there were a few more peaks and troughs than I am used to. | 1/4/2024 10:32 AM |
| 104 | Work was much less predictable in 2023. Although I had sufficient work, it was less than in previous years and felt less guaranteed. I lost one key client on a retainer which impacted my turnover | 1/4/2024 9:46 AM |
| 105 | Work has been slow but I also did not do much to market myself this year. | 1/4/2024 2:02 AM |
| 106 | Sometimes I did but it was a very slow and sparse start until I landed a new client in late March/April. Better after that but still room for more. | 1/3/2024 9:31 PM |
| 107 | There were a gaps along the way. I would think the quality of the project and the remuneration matters more than the hours I spend on it. | 1/3/2024 8:57 PM |
| 108 | A quiet in Q1/2 was balanced out by a very busy in Q3/4. | 1/3/2024 8:27 PM |
| 109 | 2023 was my most unpredictable year in over 20 years of freelancing! Sometimes I was turning down work several times a day, as I couldn't possibly take it all, but for most of the year things were deathly quiet. | 1/3/2024 7:58 PM |
| 110 | I've said yes, but 10% more wouldn't have hurt. | 1/3/2024 6:37 PM |
| 111 | I had a couple of quieter spells compared with prior years, but these were welcome tbh | 1/3/2024 6:29 PM |
| 112 | Although contracted to work for a certain number of days/week, the scheduled work did not always materialise and was very ad-hoc. There were also loss of clients due to in-house capacity. | 1/3/2024 6:11 PM |
| 113 | Most of the year went just as the previous 15+ years with plenty of work and no gaps between projects. This all changed towards the end of the year: I actually turned down a new client in October because I had work booked in for October and November; however, one client had over-promised on the amount of work that was available and another project picked up a horrendous delay (10+ weeks). I am kicking myself for turning down the new client, but I didn't think that I could do a good job for them and my existing clients. | 1/3/2024 5:43 PM |
| 114 | This is a tricky one, both yes and no. I said yes to more projects that I would usually have said no to, so I was filling up the hours, but not with projects that I prefer doing. | 1/3/2024 5:11 PM |
| 115 | I freelance so that I can maintain part-time hours. I typically work ~15 hours per week. | 1/3/2024 5:05 PM |
| 116 | Due to health conditions I wasn't able to work full-time | 1/3/2024 4:58 PM |
| 117 | Some slow months with hardly any work. Not the usual number of job scoping emails received | 1/3/2024 4:40 PM |
| 118 | Random quiet months and days despite looking for work | 1/3/2024 4:17 PM |
| 119 | I am no longer working full time through choice, but I think I could have filled my time with | 1/3/2024 3:53 PM |

#MedComms Freelancing Barometer 2024

work from existing clients if I had wanted to.

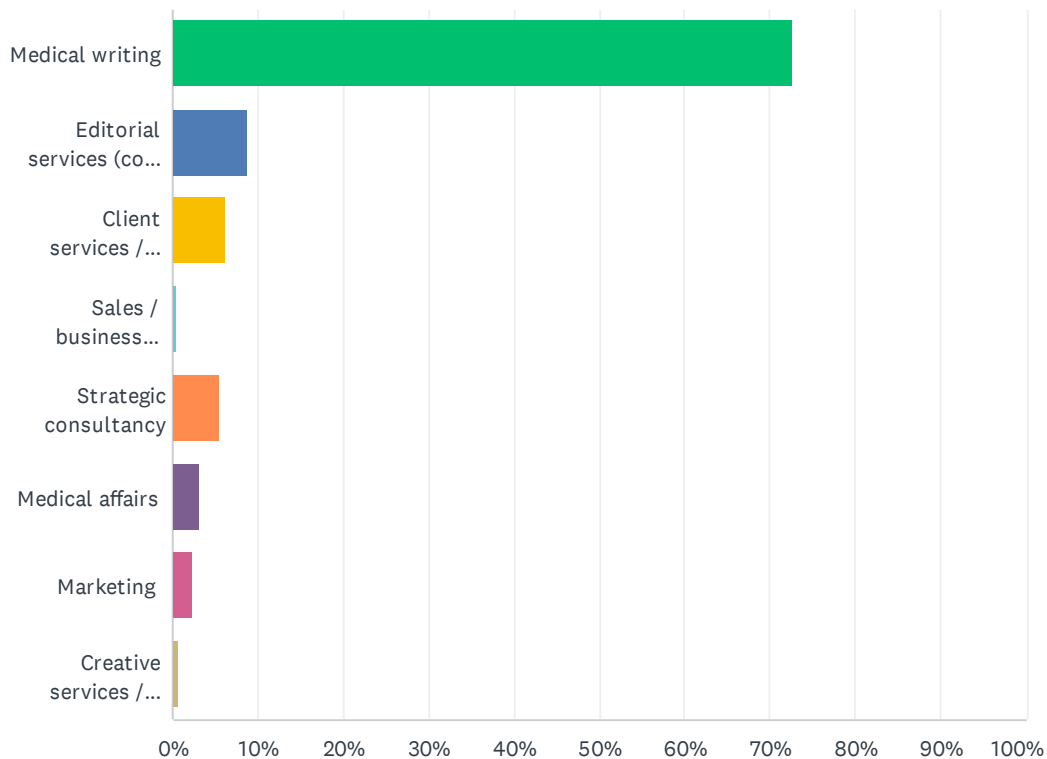
| | | |
|-----|--|-------------------|
| 120 | I was fully 'booked' by an agency for 3 months, but they only needed me for about half of that time. | 1/3/2024 12:57 PM |
| 121 | It was awful, employers were not making decisions about projects, it felt like they wanted quality candidates but not willing to pay or the hiring process was too complicated. | 1/3/2024 12:52 PM |
| 122 | It was a challenge to find work after being made redundant at the end of July, but I got as much work as I wanted by October/November to continue into the new year too. | 1/3/2024 12:36 PM |
| 123 | I had a number of projects cancelled at last minute and other contracts where the level of work wasn't as high as expected. I was also diagnosed with cancer, which meant I couldn't work for about 3-4 months whilst undergoing treatment and then recovery. | 1/3/2024 11:53 AM |
| 124 | I'd have liked to have worked more. However, I earned enough to cover my cost of living. | 1/3/2024 11:37 AM |
| 125 | Very quiet end to the year and less volume than usual from regular clients, but I picked up a new client as well | 1/3/2024 10:53 AM |
| 126 | Combination of a slow start to the year (and when I say start, I mean almost till summer) and needing to do lots for my children, so wasn't as available for work. | 1/3/2024 10:51 AM |
| 127 | About 80% of my usual busyness | 1/3/2024 10:40 AM |
| 128 | This is the first full year since setting up as a freelancer. The second half of the year was much busier than the first. It's looking likely that I will be even busier in 2024 | 1/3/2024 10:40 AM |
| 129 | 'wanted' is a strange way to ask this. I had capacity for more work, but it was nice to have some time off after some very busy years! | 1/3/2024 10:36 AM |
| 130 | Unexpectedly got made redundant, then discovered the freelance market was a mess! | 1/3/2024 10:32 AM |
| 131 | Mid Nov to end of year was a dud | 1/3/2024 9:27 AM |
| 132 | I had a slow start but it picked up and ended more or less on track. | 1/3/2024 8:48 AM |
| 133 | Work dried up in the first half of the year - but still manageable. | 1/3/2024 2:42 AM |
| 134 | A little bit lower than planned but not too bad (e.g. ~10-15% lower) | 1/3/2024 1:57 AM |
| 135 | I was okay with number of hours but would have welcomed more. | 1/3/2024 12:34 AM |
| 136 | I had a lot of ebbs and flows this year. I was fully booked often, but also experienced some long stretches without work. | 1/2/2024 10:39 PM |
| 137 | Yes, I had as much work as I wanted and made a similar income to prior years. | 1/2/2024 9:51 PM |
| 138 | I lost 2 clients and I was not able to replace the hours and income. | 1/2/2024 9:50 PM |
| 139 | There were times when agencies did not need freelance support. However, there were peaks at other times of the year to recoup the lost income, if needed. | 1/2/2024 9:41 PM |
| 140 | I've heard that 2023 was a slow year for many freelancers, but it was also my first year in business. Although I would have liked to work more hours, the amount of work I received was actually better than my projections in my business plan which assumed a more gradual increase throughout the year. | 1/2/2024 9:38 PM |
| 141 | The end of the year was slow and a lot of my usual clients didn't have any work. I was still fine financially but would have liked to work more in Q4 of 2023. | 1/2/2024 9:35 PM |
| 142 | I averaged about 10 hours/week but would like to average 15-25 hours/week. | 1/2/2024 9:25 PM |
| 143 | Since I left a Medcomms agency to try out the freelance space, my only client keeps me busy on average only one or two out of four weeks per month, and I've not had any success at getting new clients, so far. I'm reaching out to more and more potential clients and hoping that I will do better in 2024. | 1/2/2024 9:02 PM |
| 144 | I had a slow period of about 5 weeks. | 1/2/2024 8:40 PM |
| 145 | I worked more hours than I really would have wanted to. | 1/2/2024 8:33 PM |
| 146 | I worked more than I wanted overall, but had some very quiet weeks and changed clients a lot | 1/2/2024 8:26 PM |

#MedComms Freelancing Barometer 2024

| | | |
|-----|---|-------------------|
| 147 | Yes, given the context of working on my business as well as within my business. I was working the number of hours that I wanted, but those hours were not not always billable. | 1/2/2024 8:21 PM |
| 148 | Same reason. Couldn't get freelance projects | 1/2/2024 7:29 PM |
| 149 | I had a couple of months where I was quieter than I would have liked but then at other times I was turning down work. Overall I was happy with my income for the year. | 1/2/2024 7:11 PM |
| 150 | It was slightly lighter than usual | 1/2/2024 6:25 PM |
| 151 | There was plenty of work to pay the bills but a little more would have been useful for topping up savings, pension etc. | 1/2/2024 5:13 PM |
| 152 | December very quiet due to client promising work which didn't materialise, rest of the year was steady | 1/2/2024 4:36 PM |
| 153 | Many agencies now refuse to use freelancers. It's happening more and more. Yet, I get calls from many recruiters asking if I can do a full-time contract, so they obviously still have resourcing issues | 1/2/2024 2:50 PM |
| 154 | I lost a big client (end of project) and even if I asked for more hours to other clients, I couldn't reach the same level of work | 1/2/2024 2:37 PM |
| 155 | The year was a lot more sporadic - incredibly busy months followed by quieter months and December I did around 15 hours of paid work only which is the first time in 13 years. | 1/2/2024 2:18 PM |
| 156 | Until last year (2023), I spent more time turning agencies away because I was busy than doing business development, and that changed this year. | 1/2/2024 2:15 PM |
| 157 | I'm very fortunate to have 2-3 very regular and long-term clients who often fill my week | 1/2/2024 1:41 PM |
| 158 | It was very peaky, but eventually made up for the slow periods towards the end of the year, by working more than I would really like | 1/2/2024 1:10 PM |
| 159 | Sometimes I had too much work and sometimes too little - but it's averages out. I think that is just the nature of freelancing. | 1/2/2024 11:11 AM |
| 160 | A challenging year - typically invoicing for ~60% of available hours due to lack of work (spare capacity in-house obviously being prioritised). One contract was terminated early when anticipated work did not materialise from their clients. | 1/2/2024 9:48 AM |
| 161 | All my work has been with agencies. One client had to let me go suddenly (less than 1 day's notice), due to senior management budget decisions. Otherwise, clients didn't necessarily fill my time, leading to odd days with no work. | 1/2/2024 9:21 AM |
| 162 | I started in June. Work was too less in November and December 2023 | 1/2/2024 9:10 AM |

Q6 What is the best fit, broad description, of your primary role (we appreciate there will be some overlap of roles and nomenclature, but please tick one “best” answer)?

Answered: 550 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|--|-----------|------------|
| Medical writing | 72.73% | 400 |
| Editorial services (copy / production editing / proof-reading) | 8.73% | 48 |
| Client services / account management / project management | 6.18% | 34 |
| Sales / business development | 0.36% | 2 |
| Strategic consultancy | 5.64% | 31 |
| Medical affairs | 3.27% | 18 |
| Marketing | 2.36% | 13 |
| Creative services / production / design | 0.73% | 4 |
| TOTAL | | 550 |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|--------------------|
| 1 | Pharmaceutical advertising | 1/30/2024 5:41 PM |
| 2 | I do poster layouts, re-formatting slides, editing/proof-reading, data-/fact-check. | 1/30/2024 10:39 AM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|--------------------|
| 3 | I also do fact checking and annotating for MLR review | 1/29/2024 1:53 PM |
| 4 | I'm a hybrid of strategic consultant and scientific director/writer | 1/29/2024 11:26 AM |
| 5 | Content strategy for CME company. Working on grant applications for CME company. | 1/27/2024 2:34 AM |
| 6 | I also provide qualitative research services for my CME/CPD clients and learning and professional development for freelance medical writers who want to specialize in CME. | 1/26/2024 10:17 PM |
| 7 | Translation | 1/24/2024 8:38 AM |
| 8 | I also work on Editorial services, Project management. | 1/18/2024 9:48 AM |
| 9 | Copywriting for consumer audiences mainly, although I do HCP content as well - I also work as an editor, journalist, copy editor and can conduct SEO research. A couple of my gigs required my knowledge of French and Spanish as well for market localization. | 1/17/2024 12:59 PM |
| 10 | Indexing | 1/16/2024 12:33 PM |
| 11 | although I have a strong background in Med affairs and client services, so have been open to all types of med comms work | 1/15/2024 1:10 PM |
| 12 | I also translate in the MedComms field. | 1/15/2024 11:01 AM |
| 13 | There are, according to AMWA, six kinds of medical writers. I write content for companies and organizations adjacent to the medical space. e.g., pharmaceutical manufacturers, medical device companies, medical testing companies, professional foundations, and others. | 1/12/2024 4:15 PM |
| 14 | Systematic Reviews | 1/12/2024 2:09 PM |
| 15 | 50 % Healthcare Marketing, 50 % Medical Writing | 1/11/2024 12:07 PM |
| 16 | Medical copywriting | 1/10/2024 3:49 PM |
| 17 | Promotional healthcare copywriting. | 1/10/2024 3:48 PM |
| 18 | Promotional and educational medical writing and medical copywriting | 1/10/2024 12:39 PM |
| 19 | The editorial services that I provided in 2023 also included a large (larger than typical) portion of fact-checking work. | 1/10/2024 3:50 AM |
| 20 | Epidemiologic consulting | 1/9/2024 2:03 PM |
| 21 | I also perform as an editor, but my primary performance is as a scientific and plain language writer. | 1/9/2024 12:39 PM |
| 22 | Besides MedComms, I had been actively involved in strategic online and digital planning for pharmaceutical companies and brands. This includes planning of their online presence (website, internal web applications, social media handles and training learning portals). Three major areas of my work include Medical Communications, web and digital and training. | 1/9/2024 3:06 AM |
| 23 | Global publication lead contracts mainly | 1/8/2024 10:45 PM |
| 24 | Scientific writing | 1/8/2024 2:52 PM |
| 25 | Due to a big client contract, Med Affairs took up most of my time in 2023. However, usually, I would select an even balance between the first three options. | 1/8/2024 1:58 PM |
| 26 | Social media writing/consulting | 1/8/2024 12:36 PM |
| 27 | Medical communications and scientific advisor/oversight roles | 1/8/2024 12:21 PM |
| 28 | I mostly work in publications and manuscript writing but have tackled a wide range of other projects. | 1/4/2024 2:37 PM |
| 29 | I was focused on Continuing medical education for healthcare professionals. I would have loved get assignments on sales training. The opportunities were not there. | 1/3/2024 8:57 PM |
| 30 | Market Access and health policy via MSL support. | 1/3/2024 12:52 PM |
| 31 | Mainly marketing, but also video production/script writing and strategy for social media marketing. | 1/3/2024 12:36 PM |

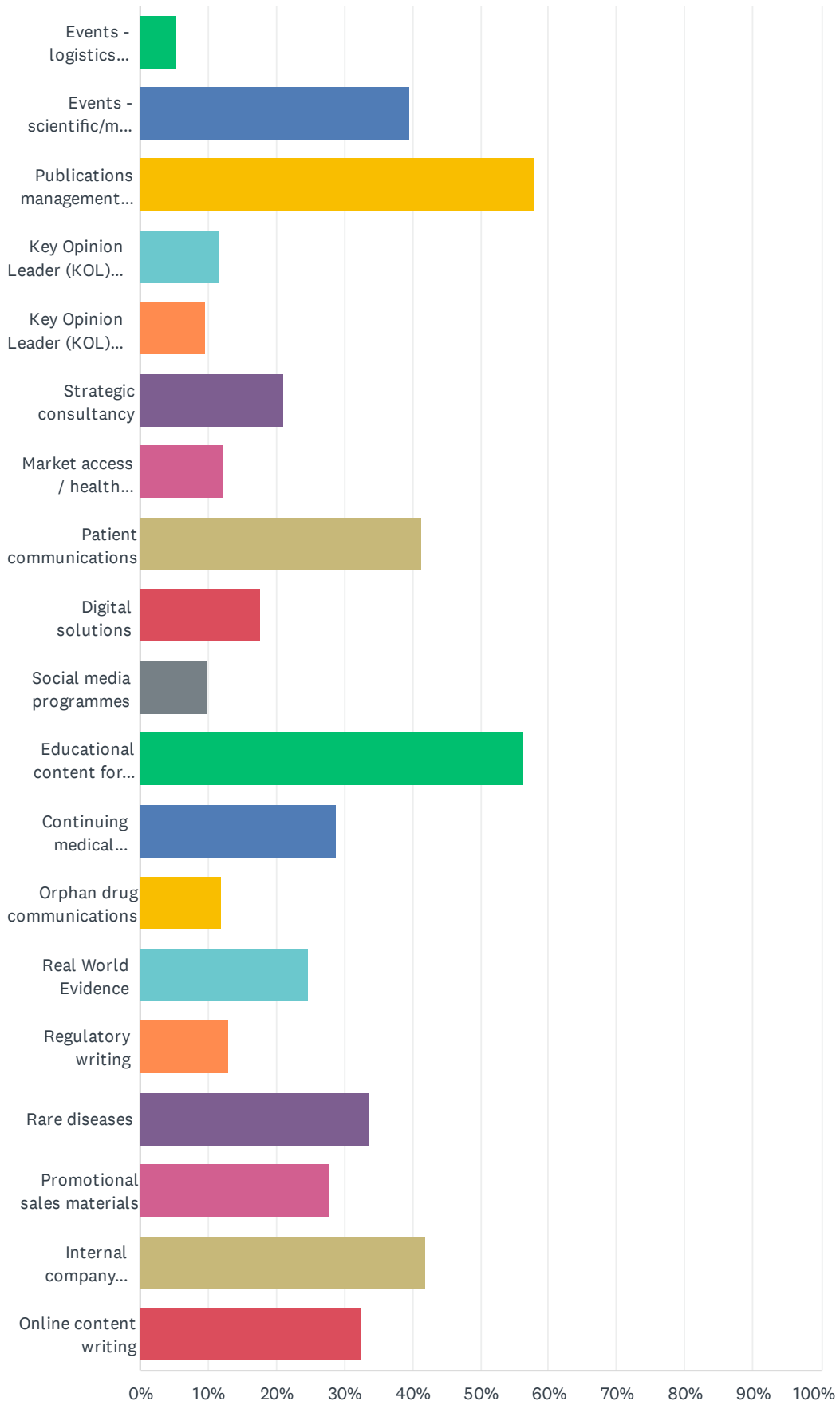
#MedComms Freelancing Barometer 2024

| | | |
|----|--|-------------------|
| 32 | I have been involved in all sorts of work. My remit is broad. I am most drawn to regulatory writing. To me "Medical writing" covers a broad spectrum of writing and includes each of the selection above, but to others "medical writing" concerns clinical trial essential documents. | 1/3/2024 11:37 AM |
| 33 | I do a mix of medical writing and editing and project management | 1/2/2024 9:51 PM |
| 34 | I would say that right now my primary role is half writing half editing. | 1/2/2024 8:21 PM |
| 35 | Medical affairs including medical writing | 1/2/2024 7:29 PM |
| 36 | Medical writing and client services | 1/2/2024 4:36 PM |
| 37 | Consultancy (not just strategic) | 1/2/2024 2:52 PM |
| 38 | Scientific Content Development | 1/2/2024 10:54 AM |
| 39 | content/copy/scientific medical/ clinical/ technical writer, Marketing, Creative services / production / design, Editorial services (copy / production editing / proof-reading), peer-reviewer, editor. | 1/2/2024 10:22 AM |
| 40 | Global/European and Country specific (inc UK) code compliance and Data Protection | 1/2/2024 9:18 AM |

Q7 Which of the following specialist MedComms areas do you work in (tick all that apply)?

Answered: 550 Skipped: 0

#MedComms Freelancing Barometer 2024



#MedComms Freelancing Barometer 2024

| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----|
| Events - logistics management | 5.27% | 29 |
| Events - scientific/medical programmes and content development | 39.64% | 218 |
| Publications management and/or development | 58.00% | 319 |
| Key Opinion Leader (KOL) / external expert profiling and identification | 11.64% | 64 |
| Key Opinion Leader (KOL) / external expert management | 9.64% | 53 |
| Strategic consultancy | 21.09% | 116 |
| Market access / health outcomes | 12.18% | 67 |
| Patient communications | 41.27% | 227 |
| Digital solutions | 17.64% | 97 |
| Social media programmes | 9.82% | 54 |
| Educational content for healthcare professionals (not CME/CPD accredited) | 56.36% | 310 |
| Continuing medical education and professional development (CME / CPD) | 28.73% | 158 |
| Orphan drug communications | 12.00% | 66 |
| Real World Evidence | 24.73% | 136 |
| Regulatory writing | 13.09% | 72 |
| Rare diseases | 33.64% | 185 |
| Promotional sales materials | 27.64% | 152 |
| Internal company training activities (MSLs, Reps and others) | 42.00% | 231 |
| Online content writing | 32.36% | 178 |
| Total Respondents: 550 | | |

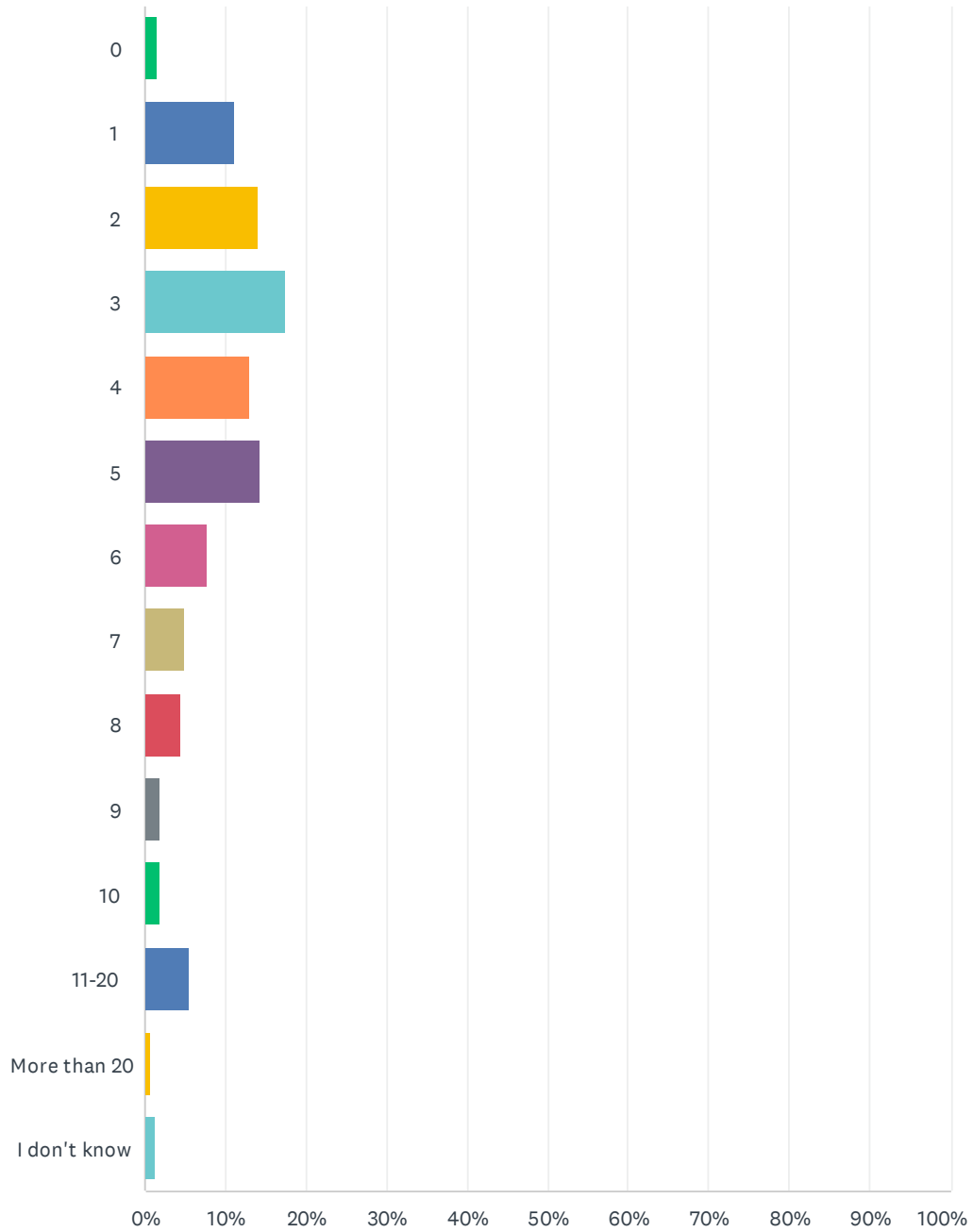
| # | OTHER (PLEASE SPECIFY) | DATE |
|----|--|--------------------|
| 1 | Sometimes authorial duties as a statistical analyst | 1/30/2024 12:19 PM |
| 2 | Event management affiliated with 3rd party agency which includes client services based on need. Client Services role for my own client projects. | 1/29/2024 9:49 PM |
| 3 | Grants, University Coursework | 1/29/2024 8:21 PM |
| 4 | Patient communications as in writing information for patients in lay language. | 1/29/2024 1:34 PM |
| 5 | Creative campaigns | 1/18/2024 12:39 PM |
| 6 | Press releases | 1/18/2024 9:04 AM |
| 7 | White papers for B2B large instrument purchases, pre-reviewing grants for grant writing company | 1/17/2024 3:03 AM |
| 8 | Internal change comms | 1/15/2024 7:44 PM |
| 9 | White Papers/report writing, article creation, media liaison, new business development | 1/15/2024 6:32 PM |
| 10 | Report writing, content writing | 1/15/2024 12:45 PM |
| 11 | Specialize in Oncology and molecular genetics | 1/15/2024 10:48 AM |
| 12 | It varies between contracts. | 1/15/2024 9:01 AM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|--------------------|
| 13 | Research grant proposals Research papers | 1/12/2024 2:29 PM |
| 14 | Research publications, clinical trials, books, training manuals, lots of peer-reviewed articles, interpersonal communications | 1/10/2024 12:36 PM |
| 15 | Writing for non-profits in health, medical, environment | 1/10/2024 1:10 AM |
| 16 | Scientific services for journal publication (writing, edition, and submission management). | 1/9/2024 12:39 PM |
| 17 | QC of regulatory writing | 1/9/2024 12:08 PM |
| 18 | Mentioned above | 1/9/2024 3:06 AM |
| 19 | Medical writing | 1/8/2024 11:01 PM |
| 20 | CME grants | 1/8/2024 8:57 PM |
| 21 | I cover a lot of advisory board meetings. Other areas of focus include newsletters, white papers, patient information materials, and health articles for the general public. | 1/8/2024 4:48 PM |
| 22 | conference coverage | 1/8/2024 4:37 PM |
| 23 | Data analysis, internal communication and documentation, slide decks, etc. | 1/8/2024 2:52 PM |
| 24 | writing and editing journal papers and other clinical research documents such as grant applications and white papers | 1/8/2024 1:58 PM |
| 25 | Development of documentation to support Scientific Communication Departments Publication policies Standard operating procedures Reference documents Working instructions Playbooks FAQs Manuscript editing (abstracts, manuscripts, posters) Review and edit publications to ensure adherence to Good Publication Practice Data qc for abstract and manuscript drafts Training and Mentoring Assistance for training of staff new to Scientific Communications on Good Publication Practice Assistance with development of strategic and tactical communication plans | 1/5/2024 2:56 PM |
| 26 | Advisory board report writing | 1/3/2024 11:25 PM |
| 27 | Organic social media marketing for patients. | 1/3/2024 12:36 PM |
| 28 | I write content that can be packaged in many different ways. | 1/3/2024 11:37 AM |
| 29 | literature searches | 1/3/2024 12:09 AM |
| 30 | Pharmaceutical advisory report writing | 1/2/2024 8:33 PM |
| 31 | Medical affairs | 1/2/2024 6:25 PM |
| 32 | science news | 1/2/2024 2:37 PM |
| 33 | Code Compliance and Data Protection | 1/2/2024 9:18 AM |

Q8 How many clients did you work for in 2023 (tick one answer)?

Answered: 550 Skipped: 0



#MedComms Freelancing Barometer 2024

| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| 0 | 1.45% | 8 |
| 1 | 11.09% | 61 |
| 2 | 14.00% | 77 |
| 3 | 17.45% | 96 |
| 4 | 13.09% | 72 |
| 5 | 14.36% | 79 |
| 6 | 7.64% | 42 |
| 7 | 4.91% | 27 |
| 8 | 4.55% | 25 |
| 9 | 2.00% | 11 |
| 10 | 2.00% | 11 |
| 11-20 | 5.45% | 30 |
| More than 20 | 0.73% | 4 |
| I don't know | 1.27% | 7 |
| TOTAL | | 550 |

| # | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE ARE ANONYMOUS BUT WILL BE MADE PUBLIC)... | DATE |
|----|--|--------------------|
| 1 | I selected 4 - all these were agencies, so the actual number of "end" clients was more like 8. | 1/30/2024 12:15 PM |
| 2 | I've mostly worked with the same two clients since I become a freelancer, with occasional work from other sources. I like the stability of working with two companies consistently. I've tried adding in a third one and it just proved to be too much to juggle. In my experience, the key thing is the way the companies work - one of the companies I work with provides work on a weekly basis, the other mostly on a project basis so some weeks it can be quiet and other weeks and months it can almost be too much, although I try and foresee those periods and act accordingly | 1/29/2024 5:12 PM |
| 3 | 5 clients but several contracts | 1/29/2024 1:34 PM |
| 4 | One of the client was a one off project. | 1/27/2024 2:34 AM |
| 5 | 5 writing/research clients and ~50 students/coaching clients | 1/26/2024 10:17 PM |
| 6 | down from 10 in 2022 | 1/26/2024 12:45 PM |
| 7 | Only considering medical writing since I also do medical translation | 1/25/2024 9:33 AM |
| 8 | I started freelancing in November of 2023. | 1/23/2024 1:09 PM |
| 9 | The two clients are agency/medical writing companies | 1/22/2024 11:50 AM |
| 10 | One was my employer and the other two were freelance side gigs. | 1/19/2024 2:55 PM |
| 11 | Mixture of clients not all in the Medical sector. | 1/17/2024 6:20 PM |
| 12 | Worked for on client 1 for 3 days a week, then a couple of weeks of overlap with this client before going up to 5 days with the client 2. Then did part time between client 2 and client 3. Now solely working with client 3 5 days. | 1/15/2024 11:50 AM |
| 13 | Not all of these are MedComms clients, but don't want to give the impression that my work comes from fewer sources | 1/15/2024 11:01 AM |

#MedComms Freelancing Barometer 2024

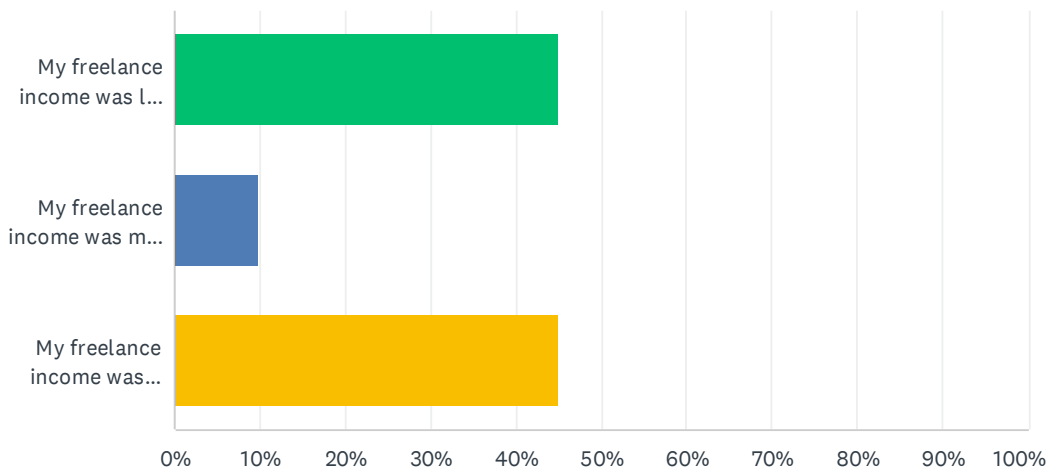
| | | |
|----|---|--------------------|
| 14 | Finding that 2 to 3 clients is optimal. More than that and I find I'm spread a bit thin. | 1/12/2024 4:19 PM |
| 15 | One main client | 1/12/2024 2:10 PM |
| 16 | In 2023 I got my first client as a MW | 1/11/2024 12:30 PM |
| 17 | Among my 8 clients in 2023, 2 provided regular ongoing (eg, weekly) work, whereas most other clients provided episodic work (eg, 3-6+ projects per year). | 1/10/2024 3:50 AM |
| 18 | Started freelancing in Q2 of 2022. Only started seeing a bit of success in Q3 of 2023. | 1/9/2024 6:18 PM |
| 19 | I never did marketing of my services anywhere. All the clients with whom I work with were mostly from reference. | 1/9/2024 3:06 AM |
| 20 | Taking care of an ailing parent so reduced my load from my normal 5-6 clients to really only 2 | 1/8/2024 9:15 PM |
| 21 | In a given year I generally have 3-5 main clients along with a few occasional clients. | 1/8/2024 4:48 PM |
| 22 | Previous years was 2-3 clients but have one main client at present | 1/8/2024 3:25 PM |
| 23 | 50 of my clients were one-off mini jobs, the others were regular contracted work. | 1/8/2024 1:58 PM |
| 24 | Volume of work per client varied significantly. | 1/8/2024 11:17 AM |
| 25 | Small pieces of ad-hoc work with different clients. | 1/8/2024 11:16 AM |
| 26 | I received payment from a handful of clients - but some of my clients were agencies that provided projects from multiple pharma clients. So the number of end-user clients was much higher. | 1/8/2024 2:09 AM |
| 27 | I only started at the beginning of November 2023 and so working with 2 clients was a good start in my opinion. These clients provided more ad hoc work vs a 3-month contract with a certain no. of hours each week | 1/5/2024 1:57 PM |
| 28 | I worked with one agency and then on several projects for the same client. | 1/4/2024 2:37 PM |
| 29 | 1 main client, plus additional ad hoc work from other clients | 1/4/2024 9:55 AM |
| 30 | I am a contractor working for the same client (my old company) for ~2 years | 1/4/2024 2:34 AM |
| 31 | Most of this is one main client with various projects throughout the week. Sometimes projects for a second client who used to do more work. The rest have been sporadic, specific projects, sometimes to cover a gap. One or two of the secondary clients used to be 'major' clients. | 1/3/2024 9:31 PM |
| 32 | I made almost half of my income from one of my 4 clients. | 1/3/2024 8:57 PM |
| 33 | Less than previous years | 1/3/2024 6:39 PM |
| 34 | Only three true medcomms agencies | 1/3/2024 6:37 PM |
| 35 | Merging of companies means the number of potential clients is reduced | 1/3/2024 6:11 PM |
| 36 | I usually have 4-6 clients a year | 1/3/2024 4:46 PM |
| 37 | I have worked with my local clients and now would like to make efforts for the international clientele to work with . | 1/3/2024 3:02 PM |
| 38 | Digital health companies, charities, and medcomms agencies. | 1/3/2024 12:36 PM |
| 39 | I've found that many of my usual clients have held back from engaging freelancers and I've only had 2 clients this year across a longer period. In the past I've had several clients throughout the year for shorter projects. | 1/3/2024 11:53 AM |
| 40 | I am still building my client portfolio. | 1/3/2024 11:37 AM |
| 41 | Of these 7, one is my main client (US-based), two are frequent UK-based clients, one was a week's contract to cover annual leave, one I'm hoping will become a more frequent client and the other two were short projects. | 1/3/2024 10:51 AM |
| 42 | I had 2 core clients and did bits and pieces for other clients. | 1/3/2024 8:48 AM |
| 43 | I freelance with one company who handles the many clients. | 1/3/2024 2:42 AM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|-------------------|
| 44 | Now I have 4 as I dropped a low paying client | 1/2/2024 8:35 PM |
| 45 | Three clients in total, 2 med comms clients, one client in a different industry. Med comms clients were sequential not concurrent | 1/2/2024 6:25 PM |
| 46 | 3 of the clients were 3 different agency's within the same parent company | 1/2/2024 4:36 PM |
| 47 | In 2023, I did a lot more one off small projects for clients, rather than working on long-term large projects like meetings and then post meeting activities. | 1/2/2024 2:18 PM |
| 48 | The some clients constantly require support. | 1/2/2024 11:11 AM |

Q9 In the last 12 months, January - December 2023, how closely did your freelance income match your expectations (tick one answer)?

Answered: 550 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|---|-----------|------------|
| My freelance income was less than expected | 45.09% | 248 |
| My freelance income was more than expected | 9.82% | 54 |
| My freelance income was about what I expected | 45.09% | 248 |
| TOTAL | | 550 |

| # | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE ARE ANONYMOUS BUT WILL BE MADE PUBLIC)... | DATE |
|----|--|--------------------|
| 1 | Due to fewer jobs | 1/30/2024 12:19 PM |
| 2 | But I mainly relied on a contract writing position to make this so | 1/30/2024 2:38 AM |
| 3 | Since I was unemployed for a few months, once I was freelancing again, it met expectations based on the timeframe. | 1/29/2024 9:49 PM |
| 4 | I took my maximum salary and dividends and saved some more money in the company as a buffer, which is my expectation for the year | 1/29/2024 5:12 PM |
| 5 | I had raised my rates in January 2021. My income increased 30% from 2022 to 2023 because I had retainers with some clients and with new clients I charged my new hourly rate | 1/29/2024 1:53 PM |
| 6 | I got ripped off by a horrible contract from the European Commission - was told work would take 5 days, but it took 35 and they would not pay the extra. | 1/29/2024 1:34 PM |
| 7 | Overall income was about the same as in past years, but 4 months were very slow. | 1/27/2024 6:52 PM |
| 8 | Expected income : 104 000 CAD ACTUAL Income : 64 000 | 1/27/2024 2:34 AM |
| 9 | I recalibrated the balance of my business, reduced my writing and am building up L+D, so I anticipated lower revenue. | 1/26/2024 10:17 PM |
| 10 | 2023 was the worst financial year I've ever had as a freelancer. | 1/23/2024 3:43 PM |
| 11 | I discovered that others with less experience and expertise are paid more than me simply for | 1/19/2024 8:33 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|--------------------|
| | being male. | |
| 12 | I was employed during that period. | 1/19/2024 2:55 PM |
| 13 | I had a brief period of a couple of months where my income dwindled before what I expected and what was sustainable (right before Q4) but then I was expecting a new opportunity to arise in Q4 (October onwards) and it did. | 1/17/2024 12:59 PM |
| 14 | Slow-down in freelance work compared with previous 2 years | 1/17/2024 12:12 AM |
| 15 | Each year I set annual financial targets. These were exceeded last year but my overall income is much less than it was when employed by an organisation | 1/15/2024 2:12 PM |
| 16 | Had several projects suddenly cancelled because of redirection in client priorities and company staffing changes (mergers, retrenchments, reassignments). | 1/15/2024 1:18 PM |
| 17 | My time and energy is limited due to family care obligations, and in December I got hit by Covid which prevented me from seriously working for weeks, so any lower income is not so much due to less demand, but less availability on my part | 1/15/2024 11:01 AM |
| 18 | My usual work for agency clients slowed down considerably in Q1 2023 and never really recovered. I hustled to bring on new clients, and I started to pivot my business offerings (which took some time away from paid work). | 1/11/2024 10:06 PM |
| 19 | Thought I was up to work more consistently with my client. They offered a retainer but finally didn't consolidate | 1/11/2024 12:30 PM |
| 20 | Please see answer to Q5 above - this was due to changes in/delays to work I'd been booked for. I don't charge for work I don't deliver, so my income was less than anticipated. | 1/10/2024 1:34 PM |
| 21 | Although my overall income was about as expected, my income was higher than expected during the first 3 quarters and much lower than expected in the 4th quarter. | 1/10/2024 3:50 AM |
| 22 | Overall my income was in line with what I've had in previous years. The biggest difference was in the variability of workload from month to month - I was extremely busy in May/June and then Sept/Oct, with a minor peak in December. | 1/9/2024 1:59 PM |
| 23 | Income was down, but I wanted to do less. | 1/9/2024 1:23 PM |
| 24 | My income wasn't actually that much down overall, considering the year we've had, but was much more unpredictable. | 1/9/2024 1:13 PM |
| 25 | But I always hope for more! | 1/9/2024 12:08 PM |
| 26 | One reason why I my income was less than expected was because of no marketing strategy for my own work! I did a lot of social service during this period of time. | 1/9/2024 3:06 AM |
| 27 | I was hoping to acquire more clients in 2023. | 1/8/2024 8:57 PM |
| 28 | For the past 15+ years I have earned a six-figure income from medical writing. | 1/8/2024 4:48 PM |
| 29 | I secured a high-paying (by my perspective) commercial contract, which made all the difference. | 1/8/2024 1:58 PM |
| 30 | Quiet in Q1 | 1/8/2024 12:24 PM |
| 31 | At the start of the year, my business and income was down but this picked up during the rest of the year, and my overall income was similar to the previous year. | 1/5/2024 9:27 PM |
| 32 | I have not worked as a freelance yet | 1/5/2024 6:08 PM |
| 33 | I took less time off than I'd expected. | 1/5/2024 3:42 PM |
| 34 | I only started at the beginning of November 2023 and I earned just as much as I did when in full time employment for the same 2 months | 1/5/2024 1:57 PM |
| 35 | Reluctantly took one inside IR35 position and unsure until tax return of the overall impact of doing this | 1/4/2024 8:29 PM |
| 36 | Only a little less than I expected | 1/4/2024 6:07 PM |
| 37 | Obviously with freelancing I am able to charge a lot more per hour. I managed to more than | 1/4/2024 2:37 PM |

#MedComms Freelancing Barometer 2024

triple my income compared to what I was earning as a permanent employee for a company in Singapore, and as I was part time I did not have a pension contribution or any other benefits. So it made so much more sense for me to freelance!

| | | |
|----|--|-------------------|
| 38 | Really difficult to answer -I averaged out! It was less in Q1 but more in other quarters. | 1/3/2024 9:31 PM |
| 39 | My income was more than the previous year. I only wish I had more consistent better paying work. There were long droughts overall. | 1/3/2024 8:57 PM |
| 40 | Much slower in 2023 | 1/3/2024 6:39 PM |
| 41 | Couple of quieter spells in the summer/autumn meant my income was a little lower than prior years | 1/3/2024 6:29 PM |
| 42 | Although contracted to work for a certain number of days/week, the scheduled work did not always materialise and was very ad-hoc meaning number of hours worked and therefore income was reduced | 1/3/2024 6:11 PM |
| 43 | Finding myself with hardly any work during December has put a significant hole in my revenue stream. | 1/3/2024 5:43 PM |
| 44 | This year, I consciously let my income decrease a bit so that I could have more time. | 1/3/2024 5:05 PM |
| 45 | More than expected due to rolling contracts for most of the year | 1/3/2024 4:44 PM |
| 46 | Rates have been stagnant | 1/3/2024 1:38 PM |
| 47 | I had plenty of quiet periods this year due to no work being available or projects cancelled last minute. In addition my ability to work has been impacted by my health in the latter part of the year. | 1/3/2024 11:53 AM |
| 48 | This is partly to do with my personal circumstances. I was unable to focus entirely on finding work. | 1/3/2024 11:37 AM |
| 49 | Partly due to my own inability to take on more work due to demands of childcare. | 1/3/2024 10:51 AM |
| 50 | It came in peaks and troughs but ended more or less like the previous year | 1/3/2024 8:48 AM |
| 51 | I earned half of what I anticipated and was aiming for | 1/2/2024 10:51 PM |
| 52 | Due to uncertainty with work this year, I purposefully overworked when possible. | 1/2/2024 9:41 PM |
| 53 | I earned between \$40-50,000 USD. | 1/2/2024 9:25 PM |
| 54 | About 10% less | 1/2/2024 8:40 PM |
| 55 | I was well paid for my work, though, there was a bit of a slow-down during Q1 of 2023. | 1/2/2024 8:21 PM |
| 56 | I forecast lower than 2022 fairly early on in the year so income was lower but not a surprise. | 1/2/2024 6:25 PM |
| 57 | I heard that 2023 was expected to be a leaner year for freelance | 1/2/2024 5:13 PM |
| 58 | Slightly less than anticipated due to quiet December otherwise on track you to that point | 1/2/2024 4:36 PM |
| 59 | Many agencies have stopped using freelancers. They also do not pay well anymore. Recruitment agencies are continually asking me if I would drop my fees, even though they have not increased in about 5 years | 1/2/2024 2:50 PM |
| 60 | Whilst I have ticked less than expected, I knew it would not be the same as my previous 2 years which I think have been unusual anyway. 2023's income is on a par with 2018, 2019, and 2020 which is what I was hoping after it was such a quiet, strange year. 2021 and 2022, I think I peaked as these were very profitable years and I always expected 2022 to be my best year and not to reach that level again, as nice as it would be. | 1/2/2024 2:18 PM |
| 61 | In 2023, my income was slightly less than anticipated because I had some unexpected quiet times. I haven't had any challenges to my hourly rate (yet!) | 1/2/2024 2:15 PM |
| 62 | Less busy than during 2022, but this was intentional | 1/2/2024 1:35 PM |
| 63 | Eventually what I expected, but some periods of unemployment followed by very high peaks to make up for the losses | 1/2/2024 1:10 PM |
| 64 | Hard to accurately answer here, as my company's financial year runs from May to May, and all | 1/2/2024 9:29 AM |

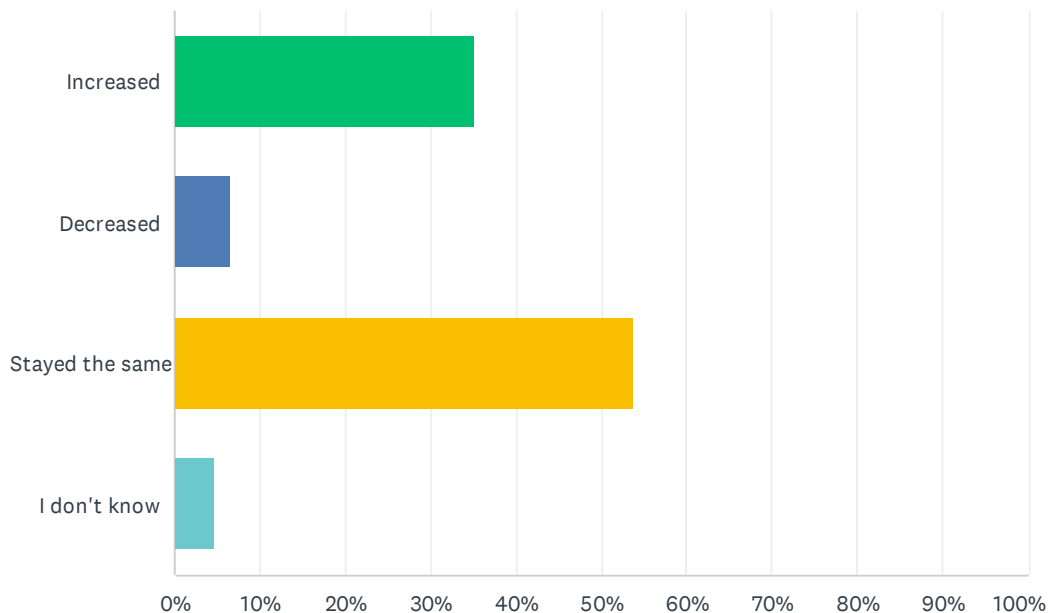
#MedComms Freelancing Barometer 2024

my targets are set up this way (and not across a calendar year). As such, a rough answer has been given only

| | | |
|----|--|------------------|
| 65 | Clients were not able to fully fill my available time. | 1/2/2024 9:21 AM |
|----|--|------------------|

Q10 In 2023, what happened to your average hourly/daily rate (tick one answer)?

Answered: 550 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|-----------------|------------|
| Increased | 35.09% 193 |
| Decreased | 6.55% 36 |
| Stayed the same | 53.64% 295 |
| I don't know | 4.73% 26 |
| TOTAL | 550 |

| # | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE ARE ANONYMOUS BUT WILL BE MADE PUBLIC)... | DATE |
|---|---|--------------------|
| 1 | Some clients won't pay going rates and keep wanting to reduce | 1/31/2024 8:36 PM |
| 2 | I raised my hourly rate in late 2022 and did not change it again in 2023, so my chargeable rate stayed the same. However, if averaged my income over the numbers of hours I worked in total, including non-chargeable time, the average would be down due to a higher proportion of non-chargeable time than previous years (e.g. time invested in seeking new work). | 1/31/2024 1:22 PM |
| 3 | I set the rate higher with new clients; increased for one client and I have other clients that I need to revise my rate for. | 1/30/2024 10:39 AM |
| 4 | I've had to revert to planning, with fewer account management responsibilities when working with 3rd parties to get acclimated to the post-pandemic landscape. | 1/29/2024 9:49 PM |
| 5 | Increased because I had just started freelancing in 2022 and found more clients in 2023 | 1/29/2024 6:47 PM |
| 6 | I need to increase it soon to adjust for inflation but was concerned about pricing myself out the market so have held fire | 1/29/2024 5:12 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|--------------------|
| 7 | I increased my outside IR35 rate in March, but was asked to work inside IR35 from September, which reduced my take home pay to the pre-March level | 1/29/2024 3:17 PM |
| 8 | no other period to compare with since I just started | 1/25/2024 9:33 AM |
| 9 | i took time off and was offered a high fee to come back to work | 1/19/2024 8:33 PM |
| 10 | I have not increased my rate in a while | 1/19/2024 2:55 PM |
| 11 | I increased my rate by \$10/hr Jan 1, 2024 | 1/18/2024 3:00 PM |
| 12 | Decreased as a one-off for one new client. | 1/17/2024 6:20 PM |
| 13 | I offer different rates anyway based on the project but I do feel like this year I worked more for a lower rate compared to last year. That said my income overall has increased a lot because the length of the contracts has increased, so I had a larger volume of work guaranteed over a longer period of time. | 1/17/2024 12:59 PM |
| 14 | Not applicable. Just had one client in the year. It was for a couple of manuscripts. | 1/17/2024 3:36 AM |
| 15 | Increased at the end of the year and carried into 2024 | 1/16/2024 4:45 PM |
| 16 | I need to get better at raising my rates! I hate having those conversations. | 1/16/2024 3:01 PM |
| 17 | Despite inflation, I do not think it is wise to increase my hourly rate at this time. I would rather be able to charge for more of the hours I actually spend on client work. | 1/16/2024 12:44 PM |
| 18 | It was my first year | 1/16/2024 9:16 AM |
| 19 | Due to inflation I increased my rates | 1/15/2024 1:27 PM |
| 20 | Whenever I had a new client this year, I asked them for a higher rate than I used to ask in previous years. In addition, I increased my rate for one of my recurrent clients (for whom I had been working at the same rate for 3 years) arguing adjustment for increasing CPI and my gain of experience as a freelance. | 1/14/2024 11:26 AM |
| 21 | Increased for one client who approached me with an increase in hourly rate. I2 | 1/12/2024 4:19 PM |
| 22 | I increased my rate at the start of 2023, but have not done so in 2024, except for one client. | 1/12/2024 2:45 PM |
| 23 | I have a stable source of income in the form of agency work, the work is salaried I, but the amount of work declined. | 1/10/2024 12:36 PM |
| 24 | Increased for new clients, currently the same for existing clients | 1/10/2024 8:42 AM |
| 25 | After having not raised my rates in 2-3 years, I would like to/need to increase my rate to keep pace with inflation and cost of living. However, the new and/or prospective clients that I engaged with in 2023 were adhering tightly to a predetermined budget and were not able to accommodate the (definitely not excessive) preferred rate that I initially quoted. | 1/10/2024 3:50 AM |
| 26 | I didn't get freelance engagement | 1/9/2024 9:34 PM |
| 27 | I usually try and increase my rates every year or two, or when I approach new clients, but this year I kept my rates flat to try and remain competitive. | 1/9/2024 1:13 PM |
| 28 | Mainly because I am moving forward in this field. | 1/9/2024 12:39 PM |
| 29 | I've wanted to increase it but not felt able to | 1/9/2024 12:08 PM |
| 30 | I increased my rate in 2024 but kept it the same for 2023. | 1/8/2024 8:57 PM |
| 31 | I generally prefer a flat rate to an hourly rate, but if the client insists on hourly I will accommodate the request. | 1/8/2024 4:48 PM |
| 32 | I'm upping my rate by €5 this year (from January). | 1/8/2024 3:18 PM |
| 33 | Only worked with one client on constant hourly rate. | 1/8/2024 2:58 PM |
| 34 | It varies depending on client. | 1/8/2024 1:58 PM |
| 35 | As it was my first year of trading, it stayed as I'd set it | 1/8/2024 12:21 PM |
| 36 | Broadly kept the same as previous year, although for one client we reduced our rate. Felt we | 1/8/2024 11:17 AM |

#MedComms Freelancing Barometer 2024

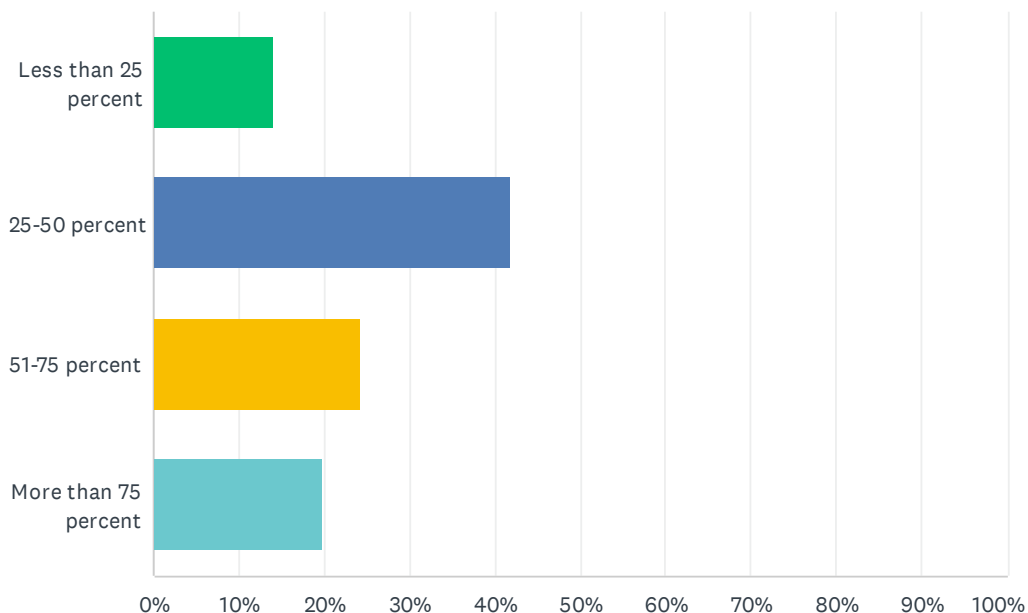
| | | |
|----|--|-------------------|
| | couldn't increase our rate overall to remain competitive. | |
| 37 | Kept hourly rate the same as previous year in order to stay competitive. | 1/8/2024 11:16 AM |
| 38 | First increase in 3 years | 1/8/2024 9:25 AM |
| 39 | While my rates do increase periodically, this year they had to increase quite a lot to reflect the cost of living. My clients were generally understanding of this. | 1/8/2024 2:09 AM |
| 40 | No hourly rate | 1/5/2024 6:08 PM |
| 41 | I started off greatly undercharging for my services and am trying to raise my rate in small increments over time to get to where I should be. So far I have not encountered any resistance when I informed clients that I'm raising my rates. | 1/5/2024 4:21 PM |
| 42 | It's been the same for a while - I don't feel confident to increase it at a time where there seems to be less work available and greater pressure on budgets | 1/5/2024 3:42 PM |
| 43 | I only started at the beginning of November 2023 so my rate is what I started with | 1/5/2024 1:57 PM |
| 44 | I raised my rates for 2023. All regular clients were maintained through the increase. | 1/4/2024 2:50 PM |
| 45 | See above response | 1/4/2024 2:37 PM |
| 46 | Moved from mostly MedComms to mostly Regulatory, which has a higher hourly rate. | 1/4/2024 9:55 AM |
| 47 | I just started in freelancing fro. October 2023 | 1/3/2024 11:25 PM |
| 48 | INcreased for one client, who may now have dumped me (I hadn't increased my rate in 3 years for them). Same for others. | 1/3/2024 9:31 PM |
| 49 | I would usually increase by the rate of inflation each year, but owing to a quiet Q1/Q2, I decided not to increase my rates in order to be competitive. | 1/3/2024 8:27 PM |
| 50 | I tried to put my rates up a little but received pushback from a couple of clients. I can't recall this ever happening before: either they are tightening their belts or I have reached the top of the acceptable range? | 1/3/2024 7:58 PM |
| 51 | With 17 years as a freelancer, I have never experienced such difficulty finding work. I usually turn away work many times a month, so what happened this year? | 1/3/2024 6:21 PM |
| 52 | I had a telephone interview with someone who had posted a project on the Workbook this year who asked if I would drop my rate. I said no, and I won't reduce it now, but I certainly won't be increasing it either. | 1/3/2024 5:43 PM |
| 53 | I had to decrease my hourly rate to work with a new client who ended up being my primary source of income this year. I'm finding it harder and harder to be paid my standard hourly rate when finding new clients. Existing clients remained the same in 2023. | 1/3/2024 5:11 PM |
| 54 | I think I'm now near the top of the hourly rate bracket for a freelance MW, which was fine when there was high demand as I'm confident that I deliver very high quality work, but I am now wondering whether I ought to reduce my rate a little to secure new contracts. | 1/3/2024 4:46 PM |
| 55 | Going up in January | 1/3/2024 3:53 PM |
| 56 | Very small increase and I hadn't increased it since 2008! | 1/3/2024 3:36 PM |
| 57 | Although I've now upped my fees, having not increased them for several years | 1/3/2024 11:53 AM |
| 58 | I have moved to per project pricing and while my hourly rate increased anyway, per project pricing increased my rate because I complete things faster and more competently than someone with less experience. Per project pricing can be calculated as: Per hour rate x total number of hours (provided by the client, i.e., this is their budget) = per project fee | 1/3/2024 11:37 AM |
| 59 | I raised my rate with my two main UK clients (not substantially) and they were OK with that. I'm planning to raise rates with my US client early this year. | 1/3/2024 10:51 AM |
| 60 | N/a as I only started freelancing in 2023 | 1/3/2024 10:50 AM |
| 61 | I was intending to increase my rates, as I haven't increased them for a few years, but decided not to because there wasn't as much work as usual and I didn't want to put potential clients off | 1/3/2024 10:49 AM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|-------------------|
| 62 | I went in low as a starting point. Seems to have been the right level. | 1/3/2024 10:32 AM |
| 63 | I raised my hourly rate the previous year so didn't want to raise it again this year. | 1/3/2024 8:48 AM |
| 64 | Clients accepted that inflation was putting pressure on, so accepted increased rates. We all need to live. | 1/2/2024 9:41 PM |
| 65 | Rate decreased because I voluntarily added a non-pharmaceutical industry client at a lower rate. | 1/2/2024 9:25 PM |
| 66 | I raised my rates for the first time in several years. I still did not match the increase in inflation over the last 4 years. | 1/2/2024 8:33 PM |
| 67 | Had to raise hourly rate slightly to cover inflation | 1/2/2024 4:36 PM |
| 68 | One agency I work with insisted on a 7.5-hour daily rate for onsite congress work, rather than a day rate fee, which would be more than 7.5 hours if fee. Onsite working time is often 15-18 hours a day, so I felt I was working for half price! | 1/2/2024 2:50 PM |
| 69 | I have increased my hourly rate with some clients, others have stayed the same. Some of the new jobs I have been chasing (and not successful in), were asking me to lower my rate, one company by £20/hour | 1/2/2024 2:18 PM |
| 70 | Increased my rate by approx 10% in 2023 (last previous increase [for context] end of 2021) | 1/2/2024 2:15 PM |
| 71 | In February when I saw panic on LinkedIn regarding declining demand for freelancers, I reached out to agencies in the US which enabled me to increase my rate. | 1/2/2024 11:11 AM |
| 72 | Increased, but not by much (2%) | 1/2/2024 9:29 AM |
| 73 | I started in June so no comparative rates versus 2022 | 1/2/2024 9:10 AM |

Q11 Thinking about the one client that contributed your biggest income in 2023 (after any direct third party costs), how big a percentage of your overall annual income did they represent (tick one answer)?

Answered: 550 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|----------------------|------------|
| Less than 25 percent | 14.00% 77 |
| 25-50 percent | 41.82% 230 |
| 51-75 percent | 24.36% 134 |
| More than 75 percent | 19.82% 109 |
| TOTAL | 550 |

| # | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE ARE ANONYMOUS BUT WILL BE MADE PUBLIC)... | DATE |
|---|---|-------------------|
| 1 | This is because I worked full time during the first 4 months of the year. | 1/29/2024 9:49 PM |
| 2 | My two main clients represent about a fluctuating % of my total hours but it's usually somewhere around 50% for both across the entire year | 1/29/2024 5:12 PM |
| 3 | This is a false answer because it is none of your business! | 1/29/2024 1:34 PM |
| 4 | I had 3 large clients that each accounted for 20-35% of work. | 1/27/2024 6:52 PM |
| 5 | I had other small non-writing jobs | 1/25/2024 9:33 AM |
| 6 | I'm aware that I've been working with an "eggs in one basket" strategy for quite a while now, in that I've always had one main client that provides the bulk of my income. I guess 2023 was the year that I finally saw the consequences of that - when my main client stopped using freelancers, the work from my other clients wasn't enough (and then that mostly dried up too). It's taught me that I really need to be reaching out to prospective new clients regularly - | 1/23/2024 3:43 PM |

#MedComms Freelancing Barometer 2024

although I do find that hard to do when I have enough work, as I feel like I'm basically reaching out to prospective clients to say "I'm not available right now, but I will be in 2 months." Maybe that's an acceptable and common approach, though! And when times are good and work is flowing freely, one or two clients at a time is usually more than enough and I would struggle to take on additional work. So I do find it hard to know what a good balance is between having too few clients and so many that you end up losing clients because you can rarely fit them in...

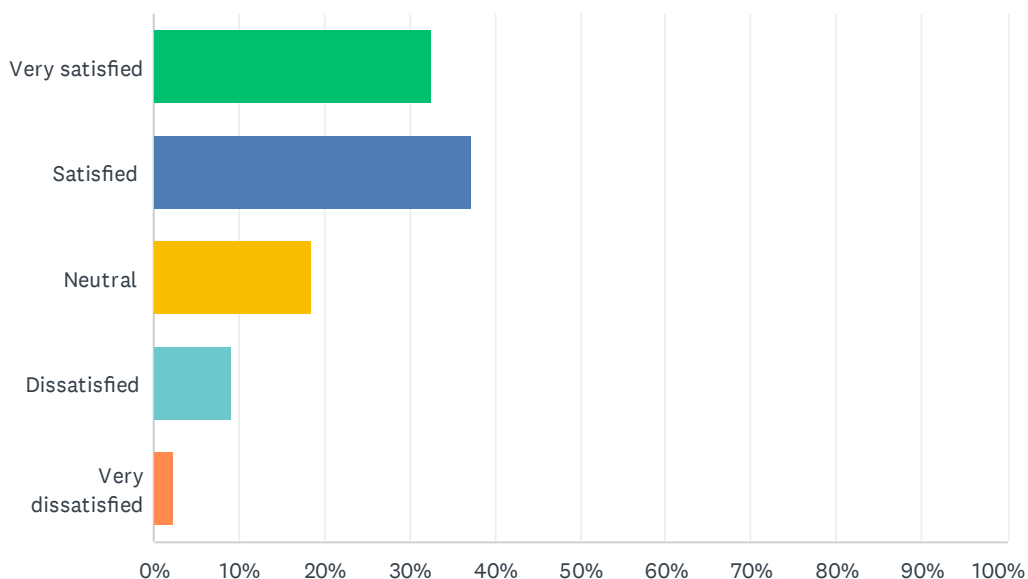
| | | |
|----|--|--------------------|
| 7 | I knew allowing one client to represent >75% of hours was playing with fire, but it had worked since 2019. | 1/19/2024 2:09 PM |
| 8 | Two clients were pretty close at 33 and 29%, but the 29% was a higher billing rate so was my better client. | 1/18/2024 7:01 PM |
| 9 | Around 80-90% | 1/18/2024 10:23 AM |
| 10 | Not applicable. With just one client towards the end of the year, I did not really have an annual income. | 1/17/2024 3:36 AM |
| 11 | I would prefer to spread my income over more clients. But any work in 2023 was difficult to get. | 1/16/2024 12:44 PM |
| 12 | I made the switch in Nov 2023. I had no clients. | 1/15/2024 4:49 PM |
| 13 | My two main clients represent together around 50% of my annual income | 1/11/2024 10:32 AM |
| 14 | Work from my main client has tailed off recently (I've worked with them for several years approx. 2 days/wk). This is likely due to the fact that they employed a number of new writers in 2023. | 1/10/2024 8:58 AM |
| 15 | It doesn't apply to me as I didn't do any freelance work in 2023 | 1/9/2024 9:34 PM |
| 16 | I didn't earn anything from medical writing in 2023 | 1/8/2024 8:46 PM |
| 17 | This contract was half my time, but more that 50% of my income as it was a more senior role. Scientific lead | 1/8/2024 12:21 PM |
| 18 | I prefer to juggle several clients rather than be reliant on just one or two. It occasionally leads to extra-busy periods, but generally the ebb and flow of work balances out across clients. I also have a lower likelihood of a lengthy duration without work if one client stops using freelancers, for example, since I have other clients to fill the gap. | 1/8/2024 2:09 AM |
| 19 | I only started at the beginning of November 2023. I have worked with 2 clients | 1/5/2024 1:57 PM |
| 20 | I try not to have any one client represent more than about 1/3 of my income. | 1/4/2024 2:50 PM |
| 21 | 1 main client (contracted to 40 hours per week), plus additional ad hoc work from other clients | 1/4/2024 9:55 AM |
| 22 | Hard to tell but I think this client has probably been the biggest source and the steadiest. | 1/3/2024 9:31 PM |
| 23 | I wouldn't usually work this much with one agency 2 contracts fell through over the course of the year and I knew this agency needed support so they filled the gaps at short notice. | 1/3/2024 8:27 PM |
| 24 | This client's legal dept says that my income from them has to be less than 50% of my total income. I think this is to do with their IR35 compliance. | 1/3/2024 4:46 PM |
| 25 | I tend to get repeat 12-week full time contracts. Due to my client having a few full-time vacancies, I was kept busy at the same client. | 1/3/2024 4:44 PM |
| 26 | This client is a repeat customer. If they didn't need me for this project I would have been financially stuck last year. I don't have guarantees of work from this or any other client. So I need to figure my 2024 income out now. | 1/3/2024 11:37 AM |
| 27 | They're currently at a lower rate than my other clients, but that's partly exchange rate-dependent, and their work is super-flexible and undemanding, so I see it as a trade-off. | 1/3/2024 10:51 AM |
| 28 | Direct with the client, not through an agency. | 1/3/2024 10:40 AM |
| 29 | I had 2 core clients who took up about 80% of my income then others who filled in the rest. I also had a new client towards the end of the year who will potentially be another core client this year. | 1/3/2024 8:48 AM |
| 30 | I have 3 main clients that represented around 20-30% each | 1/3/2024 1:57 AM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|-------------------|
| 31 | Was a client I used to work FT for from 2012-2022. I always had freelance clients on the side during that period. | 1/2/2024 8:35 PM |
| 32 | Please see previous comment | 1/2/2024 2:50 PM |
| 33 | They paid me less hourly but they had me on a retainer. | 1/2/2024 11:11 AM |

Q12 How satisfied are you with your freelance role (tick one answer)?

Answered: 550 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|-------------------|------------|
| Very satisfied | 32.73% 180 |
| Satisfied | 37.27% 205 |
| Neutral | 18.55% 102 |
| Dissatisfied | 9.09% 50 |
| Very dissatisfied | 2.36% 13 |
| TOTAL | 550 |

| # | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE ARE ANONYMOUS BUT WILL BE MADE PUBLIC)... | DATE |
|---|--|--------------------|
| 1 | I can keep out of the game playing and politics that all companies waste time and energy on | 1/31/2024 8:36 PM |
| 2 | After 10 years of freelancing, for the first time I'm starting to consider other options (see next question). There is a combination of factors behind this, including being ready for a change of scene after 10 years working at home with limited career progression. However, the fact that it's becoming harder to secure a steady flow of work is also a significant factor. | 1/31/2024 1:22 PM |
| 3 | For the first few years of freelancing, I would have ticked "very satisfied". However the past 2 years have been particularly challenging and I am struggling to find the motivation to keep going | 1/30/2024 12:25 PM |
| 4 | I thrive best in an account management role. Once I can get back to that, I think I will be very satisfied. | 1/29/2024 9:49 PM |
| 5 | Would like to scale up this year though | 1/29/2024 6:47 PM |
| 6 | I've never loved my job in medcoms but I'm good at it and it's allowed me to do many other things in my freetime, esp since being freelance. This year I'm looking to increase my engagement with the area to see if it increases my satisfaction, although I think some of the | 1/29/2024 5:12 PM |

#MedComms Freelancing Barometer 2024

issue is that not really working in a team means that I don't get the satisfaction that can come with that experience. Beyond that, I'm also starting a part time course later in the year to explore other options outside of medcomms as an alterantive or side hustle.

| | | |
|----|---|--------------------|
| 7 | Love the flexibility of the job but missing out on training opportunities available to permanent staff. Would be good to have access to a database of upcoming med-ed and CS related courses | 1/29/2024 3:17 PM |
| 8 | Satisfied with freelance work - just not enough of it at the moment | 1/29/2024 2:31 PM |
| 9 | Not sure what you mean by this - satisfied with the flexibility but dissatisfied with income | 1/29/2024 1:34 PM |
| 10 | Especially satisfied now that I'm a mother | 1/27/2024 2:34 AM |
| 11 | I would prefer to have more work, but I have enjoyed the flexibility and work-life balance that less work has afforded me | 1/26/2024 12:45 PM |
| 12 | I have also been applying for remote full-time and contract positions as publication manager since relocating back to Europe but the number recruiters contacting me dropped and overall they are less efficient than in the US | 1/25/2024 9:33 AM |
| 13 | Freelancing has always seemed like a very good fit for me, but 2023 has really brought home how unstable it can actually be. I've weathered storms before, but there's something unique about this one, I think, and I'm not sure what the freelancing world will look like when (or if) it picks up again. It's the first time I've seriously questioned whether I will be able to continue freelancing. | 1/23/2024 3:43 PM |
| 14 | i realized that it doesn't matter how much you get paid, you have to maintain your health | 1/19/2024 8:33 PM |
| 15 | I love freelancing but I am becoming concerned with the lack of work | 1/18/2024 2:05 PM |
| 16 | Working on pursuing new clients over next couple of months, if nothing materialises will start looking for full time employment again. | 1/17/2024 6:20 PM |
| 17 | I am currently in a contract position as a regulatory writer. If it translates into something concrete, I may have a steady job. Otherwise, it is back to the starting line to look for jobs. | 1/17/2024 3:36 AM |
| 18 | I used to love it, but it has become a struggle since Covid. | 1/17/2024 1:05 AM |
| 19 | I chose to work for myself in 2006, it has been challenging financially but I have worked on a much broader range of projects both in-house and agency than being employed full time would have enabled. I also like having control of my hours and knowing if there is lots of work and I have to work long hours then I get all the financial rewards. | 1/16/2024 9:08 AM |
| 20 | Not enough continuity; too many adhoc projects; painful systems to work woth across clients (including timesheeslts etc) | 1/15/2024 1:33 PM |
| 21 | Market is tricky, more piecemeal, delayed decisions, clients changing minds. | 1/15/2024 12:55 PM |
| 22 | The current state of the market has knocked my confidence in freelancing | 1/15/2024 12:45 PM |
| 23 | I am wondering if taking a permanent role would help me progress in role title and give me valuable training experiences. But I do like Freelancing because of the increased earnings. | 1/15/2024 11:50 AM |
| 24 | I usually am very satisfied, but an extended illness and other demands on my time/energy sometimes make me wish for an employed role where I wouldn't have to worry about income in difficult times, but I do realize that such roles are rare, as people are expected to perform at their best 100% if they don't want to get fired. | 1/15/2024 11:01 AM |
| 25 | Freelancing if everything I hoped it would be. Really interesting projects, respectful clients and freedom to work my own hours. | 1/12/2024 4:19 PM |
| 26 | Would like more MW clients | 1/11/2024 3:42 PM |
| 27 | Although 2023 was overall good financially on the face of it, I saw a steep decline in the 3rd and 4th quarters. | 1/11/2024 2:01 PM |
| 28 | I love working as a freelance but I really struggle with finding new clients/work. I often find that promised work or projects don't actually take place, or involve fewer hours than I was led to believe when I agreed to take on the work. | 1/11/2024 11:25 AM |
| 29 | I'm generally very satisfied. My biggest challenge this year is that my client's clients (i.e., the | 1/11/2024 10:56 AM |

#MedComms Freelancing Barometer 2024

pharma companies) have initiated large projects and then these have been pulled part way through. The cessation of these large projects has been for a variety of reasons but has happened with three of my clients, meaning that my planned work that was due to take place over a few months has abruptly stopped. It has then been challenging to fill this time (especially when I have turned away work to accommodate the larger projects).

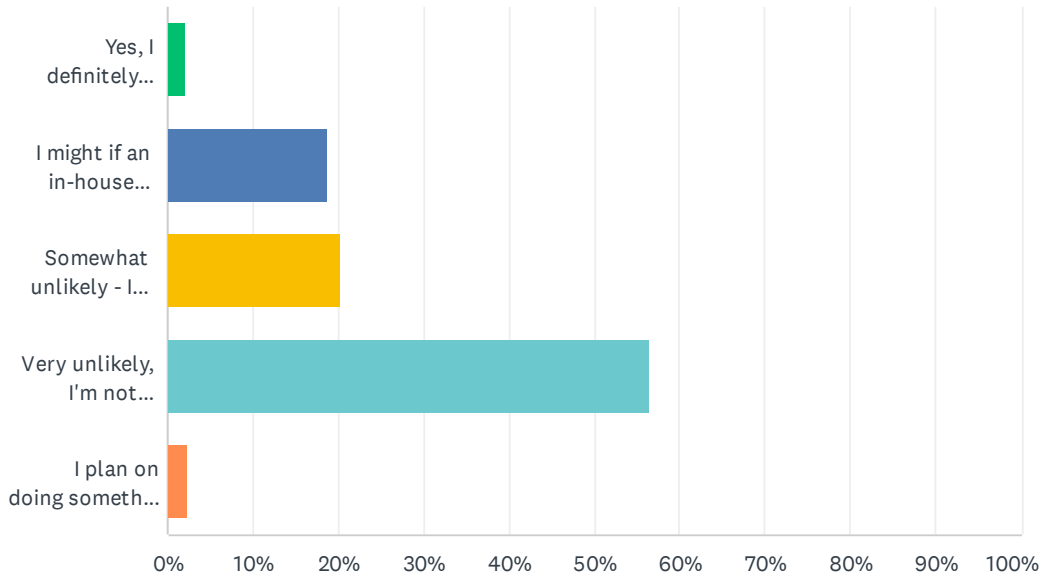
| | | |
|----|--|--------------------|
| 30 | Generally satisfied, but not as motivated as in the first years | 1/11/2024 10:32 AM |
| 31 | I'm looking to cut down on hours to ease into retirement, but unless you want to go ad hoc, most companies seem to want 3 days per week minimum to be useful | 1/10/2024 4:50 PM |
| 32 | I enjoy the role but I'm not getting as much work as I would like to. | 1/10/2024 4:11 PM |
| 33 | This job allows me to work a small number of hours per week while taking care of my family and carrying out other fulfilling projects not related to work. | 1/10/2024 2:31 PM |
| 34 | I would like to have more dependable employment | 1/10/2024 12:36 PM |
| 35 | I've always been very satisfied with my freelance role but now have concerns that the work may have dried up | 1/10/2024 8:58 AM |
| 36 | I am very satisfied with my enjoyment and sense of meaning in the work that I do. However, I am increasingly dissatisfied with my level of income and sense of financial security associated with my freelance business, given both current economic conditions and the changing environment of freelance med comms work opportunities. | 1/10/2024 3:50 AM |
| 37 | 2023 was exhausting. I lost most of my professional time finding new clients and trying to close projects (clients' lack of answers and payment, among other things). | 1/9/2024 12:39 PM |
| 38 | The measured advantage of being a freelancer is time management. I can do what more time to my family and my personal life. The only challenge being no continuous source of income. I know this is not difficult it can be planned if executed well. | 1/9/2024 3:06 AM |
| 39 | I do freelance writing for general blogs but not medical ones. I want to write for the medical field | 1/8/2024 8:46 PM |
| 40 | I love what I do, but I would like to be doing more of it. | 1/8/2024 5:00 PM |
| 41 | Deadlines seem to be becoming shorter and shorter every year... | 1/8/2024 3:00 PM |
| 42 | 2023 was the first year that freelancing became my sole activity rather than it being a side-hussle. So it is only natural that I still have things I want to improve. | 1/8/2024 1:58 PM |
| 43 | Workwise, after a brief period of networking, I am more in a position of turning down work than worrying about getting enough. In terms of satisfaction, the biggest downside for me is that daily life is much quieter/less sociable as a freelancer compared with working in a team. This is currently balanced by the greater flexibility and autonomy. | 1/8/2024 12:27 PM |
| 44 | I love being self-employed. For me, any disadvantages are far outweighed by the many advantages. I cannot envision ever wanting to go back to being an in-house employee and fervently hope the situation never arises. | 1/8/2024 2:09 AM |
| 45 | As I just begin and exploring medical content writing, I am happy with the flow for right now. | 1/7/2024 9:48 AM |
| 46 | I still love the variety of work and clients, and being my own boss | 1/5/2024 3:42 PM |
| 47 | I thought it would be easier to find more long-term work. At the moment I am only able to get work with my 2 clients very last minute or a week in advance. | 1/5/2024 1:57 PM |
| 48 | I have only found upsides to moving to freelance and these include the following: 1) I feel so much more respected for my work. They need me to do a job, I'm clear about what I can do and I am thanked and boundaries are respected. 2) Far greater financial reward. 3) Limited email traffic as this is now only limited to project work and specific projects I'm involved in. 4) A greater variety of work. 5) More independence and confidence to offer my own opinion. | 1/4/2024 2:37 PM |
| 49 | Flexible hours, completely remote work, I spend the majority of my time actually writing (rather than attending meetings, doing HR required tasks etc), and also earn significantly more than as a salaried writer. | 1/4/2024 9:55 AM |
| 50 | Enjoying new client overall, and starting medical copywriting. I would like to get more chances to do some more of the kind of work I really like (combining visuals and text, digital work, | 1/3/2024 9:31 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|--|-------------------|
| | interactive, med ed). | |
| 51 | I could do better. That's my mantra in life at least. | 1/3/2024 8:57 PM |
| 52 | Love the work-life balance, but miss the social aspects of working in an office with colleagues. | 1/3/2024 8:27 PM |
| 53 | I do worry that I haven't replaced the two lost medcomms clients, and had a few false starts with a couple of others. This has left me more reliant than I'd like to be on my main client. | 1/3/2024 6:37 PM |
| 54 | Keeping abreast of how best to use AI is a concern: I worry about falling behind agency employees will have support on how to utilize AI in the best ways | 1/3/2024 6:29 PM |
| 55 | I fluctuate between states: bored with very little motivation vs. enjoying what I do; and feeling like I am meeting my financial goals vs. freaking out that I am not. | 1/3/2024 5:11 PM |
| 56 | Only two of my five clients can be relied on for fairly regular work, one I won't work for again as our working styles did not align, and the other two might give me a project once a year. | 1/3/2024 4:46 PM |
| 57 | Would be happier if incoming work became stable again! | 1/3/2024 4:17 PM |
| 58 | I've freelanced for so long that I cant envisage doing anything else, particularly as I plan to retire in 18 months. | 1/3/2024 3:36 PM |
| 59 | I want to be very satisfied with my freelance role and hence would like to work for clients on global platform. | 1/3/2024 3:02 PM |
| 60 | Great variety of work, and lovely clients. | 1/3/2024 12:36 PM |
| 61 | I enjoy the flexibility freelancing offers me and of course being my own boss. | 1/3/2024 11:53 AM |
| 62 | I really like working as a freelance writer. I VAT registered my company and I have industry insurance both of which have made a large impact on my ability to increase my rate because these things are attractive to industry employers - it shows commitment to what I do. If I was at a point where I wasn't so concerned about paying my bills I would be very satisfied. | 1/3/2024 11:37 AM |
| 63 | In the autumn I thought briefly about going back to being a permanent medcomms Agency employee, but decided that was not for me! | 1/3/2024 10:53 AM |
| 64 | Absolutely love my work, love my clients, love the flexibility, love the med comms space. Couldn't be happier from that angle. | 1/3/2024 10:51 AM |
| 65 | You can't put a price on freedom. | 1/3/2024 9:59 AM |
| 66 | I enjoy the flexibility around family life and the range of work | 1/3/2024 9:35 AM |
| 67 | I have learnt to enjoy the time with my family during the troughs so things have been ok. I'd be happier if all my clients paid my invoices on time and didn't say things like we have a new finance system, I forgot to send it to finance can you re issue it, or it is year end so we have a lot of invoices to pay. Not all excuses came from the same client but my bills still came out on time even if I wasn't paid on time. | 1/3/2024 8:48 AM |
| 68 | but would like to have additional clinets | 1/3/2024 12:09 AM |
| 69 | I'd like to be doing more manuscript and poster content development, but my assignments tend to be simple slide development, slide annotation, or literature searches. | 1/2/2024 9:02 PM |
| 70 | In December, my anchor client (58%) lost their anchor client and has had to pull back on work with me in order to keep their internal writers busy. So Q1 2024 is stressful and I'm contemplating a return to W-2 work. | 1/2/2024 8:48 PM |
| 71 | I am concerned that I will earn even less this year. | 1/2/2024 8:35 PM |
| 72 | While I like freelancing and it works with me daily life and childcare, I do miss working as part of a team within an organisation. Sometimes freelancing feels very transactional. | 1/2/2024 4:36 PM |
| 73 | It feels very stale. The whole industry feels stale. It is not well remunerated, agencies ask a lot but don't provide the budget. | 1/2/2024 2:50 PM |
| 74 | 2023 was okay but Q1 2024 looking quiet, which is causing some stress | 1/2/2024 1:49 PM |
| 75 | I think it's going really well - I have no complaints. | 1/2/2024 11:11 AM |

Q13 How likely is it that you will stop freelancing in 2024 (tick one answer)?

Answered: 550 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|--|-----------|------------|
| Yes, I definitely intend to stop | 2.18% | 12 |
| I might if an in-house opportunity arises | 18.73% | 103 |
| Somewhat unlikely - I doubt it | 20.18% | 111 |
| Very unlikely, I'm not expecting to stop | 56.55% | 311 |
| I plan on doing something completely different! (tell us more below) | 2.36% | 13 |
| TOTAL | | 550 |

| # | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE ARE ANONYMOUS BUT WILL BE MADE PUBLIC)... | DATE |
|---|---|--------------------|
| 1 | I'm considering either a move back in-house or something completely different (not sure what!). I'm currently keeping an eye out for job ads fairly passively, mainly on LinkedIn, but will start job hunting more proactively if freelance work doesn't pick up soon. I had been thinking I was ready for a change of scene in the next year or so anyway (when my youngest child starts secondary school later this year, and the need to work around school hours becomes a less significant factor) but difficulties in securing a steady flow of freelance work could be a catalyst for moving away from freelancing sooner rather than later. | 1/31/2024 1:22 PM |
| 2 | Feel the pull of doing some academic work and otherwise finding it challenging to sustain income from freelancing. | 1/30/2024 12:19 PM |
| 3 | Happy with current 3rd party I am freelancing with due to their great training program and support. Will definitely consider an in-house opportunity for the right role and pay. | 1/29/2024 9:49 PM |
| 4 | I'm intending to continuing freelancing this year but I'm also weighing a long-standing in-house role. I'm starting a once-a-month weekend course unrelated to medcoms in October to explore | 1/29/2024 5:12 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|--------------------|
| | none medcomms options as an alternative or side-hustle. | |
| 5 | I hope not. I am more likely to start drawing on my pension than to go back in-house. | 1/29/2024 2:31 PM |
| 6 | I'm thinking about doing different freelance writing work alongside medcomms work. Something completely different also appeals, but not sure what! | 1/29/2024 1:34 PM |
| 7 | I cannot find any work at the moment. This is not sustainable for long, so I may be forced back to employment. | 1/29/2024 9:31 AM |
| 8 | I have a podcast and a CME company plan in mind. But not sure it will be a 2024 goal. | 1/27/2024 2:34 AM |
| 9 | But as I mentioned, I'm redirecting my focus somewhat to provide training for writers in CME. There is no clear pathway into this specialist field. I'm also developing a course or the University of Chicago in this specialist area. | 1/26/2024 10:17 PM |
| 10 | The state of freelancing at the moment has made me consider, for the first time, going in-house. I don't want to go in-house, particularly, but riding out this storm is not really an option for me and my family at the moment. I'm concerned, though, that getting an in-house role might be even more competitive right now because of all the freelancers that are jumping back in-house! Feels like a bit of a catch-22 situation really. | 1/23/2024 3:43 PM |
| 11 | i want to retire soon | 1/19/2024 8:33 PM |
| 12 | For 6 months I've been applying for remote staff jobs without success, despite decades of experience and sterling references. I know CME companies have consolidated but I also think ageism is real. | 1/19/2024 2:09 PM |
| 13 | Offered permanent employment by my primary client | 1/17/2024 7:00 AM |
| 14 | i love being freelance - the variety, flexibility of working hours, getting to help lots of different organisations, keeping my brain engaged and working from home (although I do miss the office sometimes) | 1/16/2024 3:01 PM |
| 15 | Close to taking inhouse work in Jan | 1/15/2024 1:33 PM |
| 16 | I won't stop but I do have plans to do other things alongside freelancing. | 1/15/2024 1:27 PM |
| 17 | Long term plan is to move away, but for now it's what is paying the bills (but not much else!) | 1/15/2024 12:45 PM |
| 18 | It's hard to go permanent because employers think freelancers don't have line management experience due to doing short contracts, but I do from some of my work experiences, it's just not continuous. | 1/15/2024 11:50 AM |
| 19 | I'm just starting out, and in 2024 am already too busy. | 1/15/2024 9:15 AM |
| 20 | Very unlikely to stop freelance medical writing activities, but quite likely to do some adjacent training in a different field for a month or two | 1/13/2024 9:17 AM |
| 21 | I love what I do as much now as when I first started 20 years ago. | 1/12/2024 4:19 PM |
| 22 | I will be freelance editing less; I've taken on more teaching positions. | 1/12/2024 2:29 PM |
| 23 | I place tremendous value on the freedom and control of freelancing. I would never go back to a salaried position. | 1/11/2024 10:06 PM |
| 24 | To qualify the response - after 20 years of freelancing I can already see that my workload is less than I would expect at the start of this year. I have my own monthly targets to meet and while I can manage for a few months if these targets are not met, if things don't change then I will have to look elsewhere for alternative income sources. | 1/11/2024 10:56 AM |
| 25 | I might only if a financially attractive opportunity arises. | 1/10/2024 4:11 PM |
| 26 | The benefits still far outweigh any downsides of working for myself. Freelancers have to embrace the uncertainty to make it work. | 1/9/2024 1:59 PM |
| 27 | My previous offices have when calling me to join them full time. All though I am not considered it yet the need for fixed monthly income and time freedom offered by these companies might eventually force me to do so. 😞 | 1/9/2024 3:06 AM |
| 28 | I lost one major client and found it difficult to find others, due to not having a PhD. I have since stopped freelancing and am now employed as a fulltime medical writer for one company. | 1/8/2024 11:01 PM |

#MedComms Freelancing Barometer 2024

However, I much prefer the flexibility of freelancing but could not find extra work despite 6 months searching.

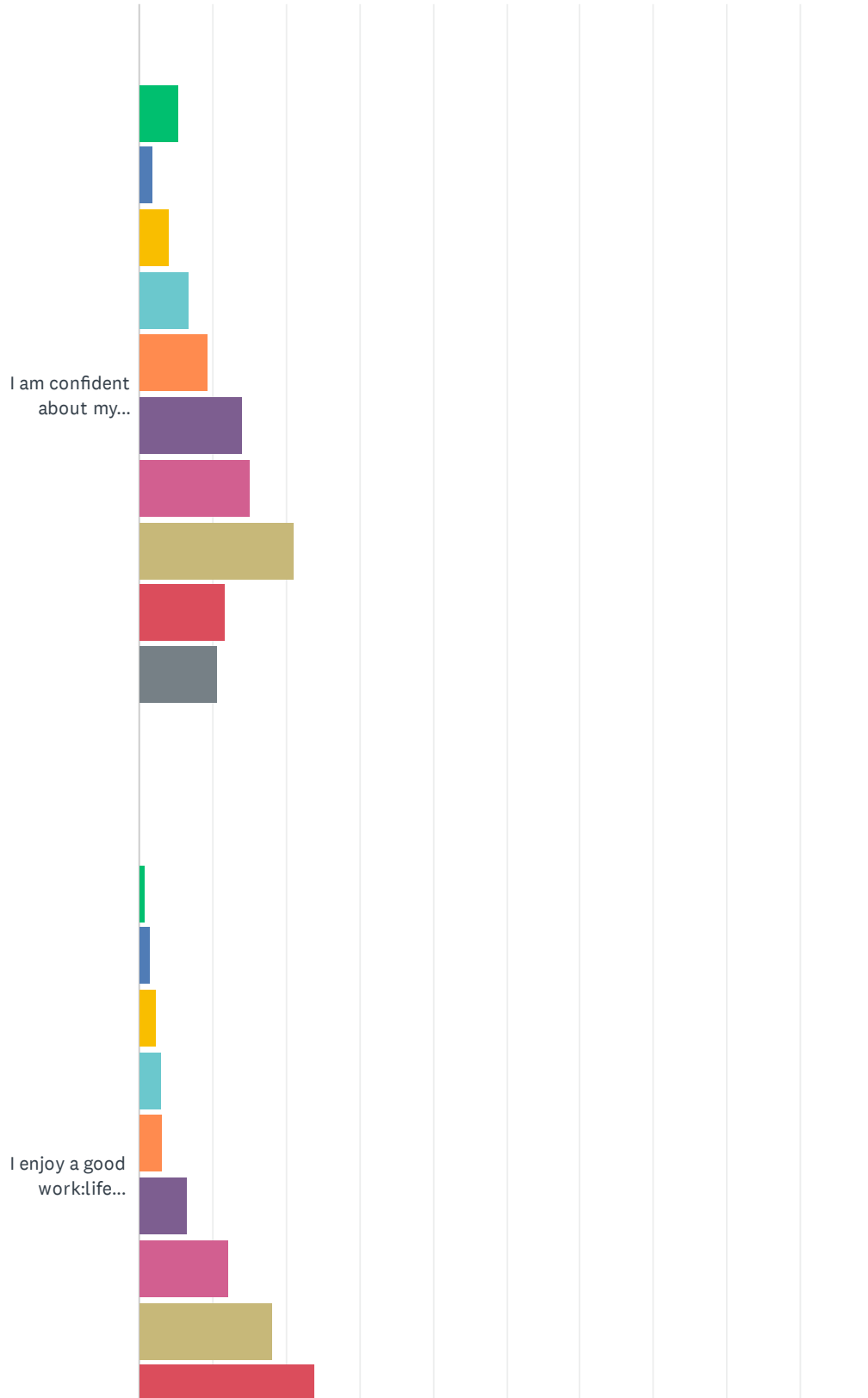
| | | |
|----|--|-------------------|
| 29 | I won't stop as long as I have clients. | 1/8/2024 5:00 PM |
| 30 | the low level of work available and the stress it caused me, made me realise i need to explore additional revenue streams, and out of the Med Comms sector. I'll be doing this in 2024 | 1/8/2024 3:18 PM |
| 31 | Only if I can't find work as a freelancer | 1/8/2024 2:58 PM |
| 32 | Continue to reduce freelancing as I move more into retirement | 1/8/2024 12:36 PM |
| 33 | I hope to continue for as long as I have a decent amount of work | 1/5/2024 3:42 PM |
| 34 | I only started at the beginning of November 2023 so will keep going | 1/5/2024 1:57 PM |
| 35 | I enjoy the autonomy that comes with freelancing, just not the uncertainty. | 1/3/2024 8:57 PM |
| 36 | Will wait to see what 2024 brings before I decide on next steps | 1/3/2024 6:39 PM |
| 37 | I am actively seeking full-time employment, but I am being exceptionally picky. I am looking for a role that still applies my communication and writing skills, but will be expand beyond that to include other responsibilities. I have no interest in working for an agency and am targeting non-profits with a focus on patients. | 1/3/2024 5:11 PM |
| 38 | I typically let my work taper down during the holidays. There is always a bit of concern going into the New Year that I will be able to ramp back up, but I have a fairly consistent track record of being able to do so, so I try not to worry about it too much. | 1/3/2024 5:05 PM |
| 39 | I'm in the extremely lucky position of not having to worry if I bring in less money for a while, as my partner has a secure job with a good salary. Health issues would also make it difficult for me to return to a in-house role. | 1/3/2024 4:46 PM |
| 40 | May go part time later in year (if I can find suitable contracts) due to caring for elderly parent. | 1/3/2024 4:44 PM |
| 41 | I will plod on for another few years before retirement unless something drastic happens | 1/3/2024 3:53 PM |
| 42 | It's my main income, but I plan to go more into video production and strategy rather than pure writing. | 1/3/2024 12:36 PM |
| 43 | My resources have been depleted as a result of the reduced work and my illness. As a result I'm having to consider the possibility of returning to an in-house role if I don't pick up any work in the next month or so. | 1/3/2024 11:53 AM |
| 44 | Moving into IT | 1/3/2024 11:11 AM |
| 45 | I plan to decrease my reliance on my freelance income and I'm going to start taking some pension later this year | 1/3/2024 10:53 AM |
| 46 | I don't want to take an in-house role again unless I absolutely have to as I would not get the flexibility I currently have for my family and health. Plus I don't want to deal with the inevitable stress that comes with a senior med comms role. | 1/3/2024 9:35 AM |
| 47 | I intend to retire in December 2024 | 1/3/2024 9:20 AM |
| 48 | I will be taking maternity leave of at least 3 months so I will be pausing my business, but not leaving entirely. | 1/2/2024 10:39 PM |
| 49 | I need to work on getting more clients. If that doesn't happen I won't be able to continue. | 1/2/2024 9:50 PM |
| 50 | I am growing my business with the intent to be able to hire subcontractors. | 1/2/2024 8:21 PM |
| 51 | I still don't think in house roles could offer me the flexibility I need at present. | 1/2/2024 4:36 PM |
| 52 | I moved to France 4 years ago to renovate a farmhouse/barn to start a gîte business. It's been a slow process, and I could continue freelancing here to give us an income. Now the gîtes are nearly ready, so I will hopefully be able to stop working in med comms | 1/2/2024 2:50 PM |
| 53 | I will keep fighting to get more new contracts and increase my workload but if needs musts and things stay as they are now with no work on the horizon, I might not have a choice but to go back in-house | 1/2/2024 2:18 PM |

#MedComms Freelancing Barometer 2024

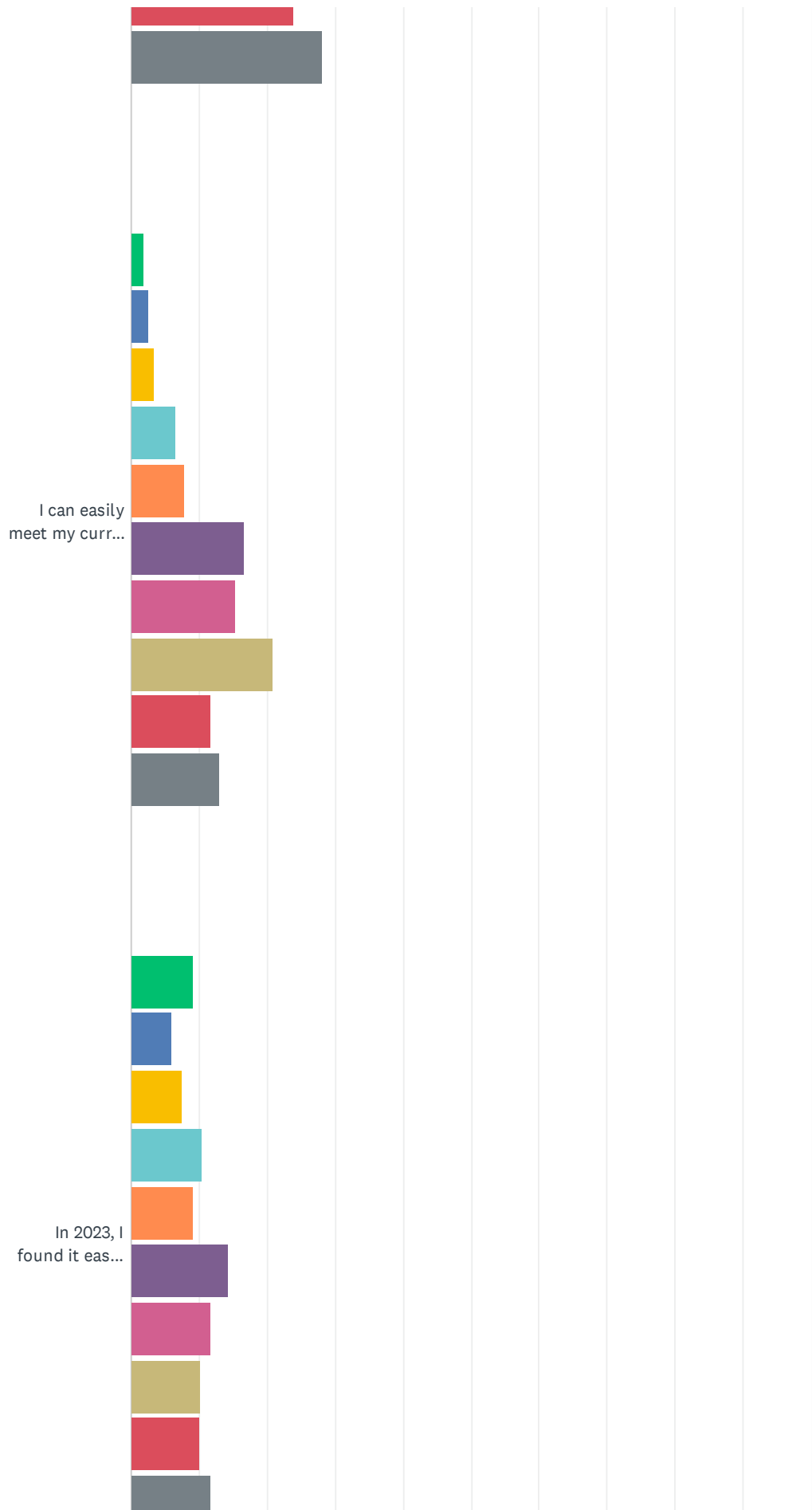
| | | |
|----|---|-------------------|
| 54 | I was offered a permanent position by one of the companies I freelance for, but freelancing still provides me much much great levels of flexibility and better remuneration than another company can. | 1/2/2024 2:15 PM |
| 55 | I plan to continue to freelance for as long as the work is available, including even if my workload drops to a similar level that would mean I would earn as much as if I worked in-house (but then have the luxury of more time off) | 1/2/2024 1:41 PM |
| 56 | Will be on maternity leave for most of 2024! | 1/2/2024 1:38 PM |
| 57 | I can earn way more freelancing than for an agency. | 1/2/2024 11:11 AM |
| 58 | If the current model of med comms' use of freelancers changes, I may consider stopping freelancing. | 1/2/2024 9:21 AM |
| 59 | May decide to retire 2024 to 2026 | 1/2/2024 9:18 AM |

Q14 How much do you agree with the following statements (read carefully - tick one answer for each statement)?

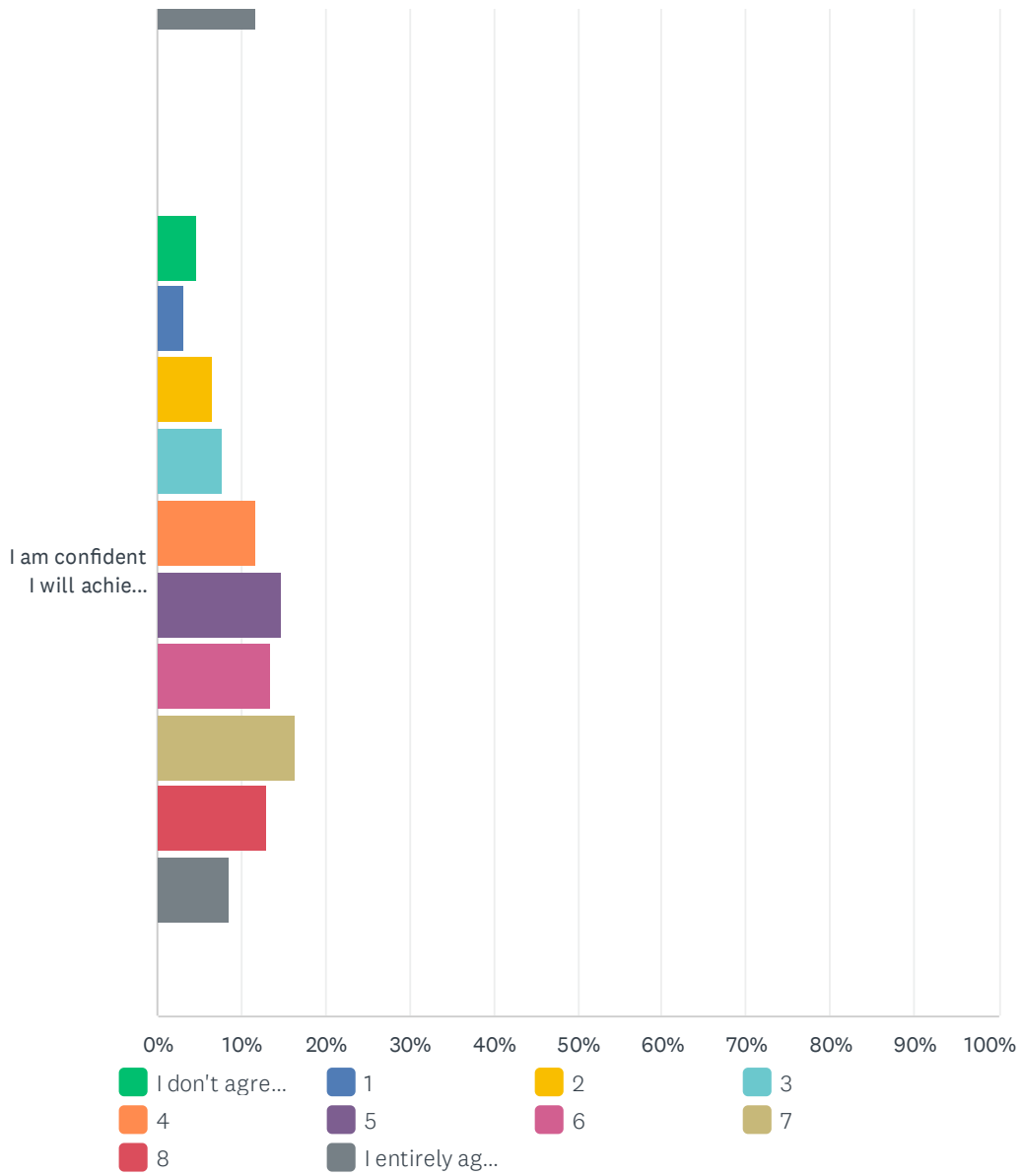
Answered: 550 Skipped: 0



#MedComms Freelancing Barometer 2024



#MedComms Freelancing Barometer 2024



#MedComms Freelancing Barometer 2024

| | I DON'T AGREE AT ALL 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | I ENTIRELY AGREE 9 |
|---|------------------------|-------------|-------------|--------------|--------------|--------------|--------------|---------------|---------------|--------------------|
| I am confident about my personal financial future | 5.27% 29 | 2.00% 11 | 4.00% 22 | 6.73% 37 | 9.45% 52 | 14.00% 77 | 15.09% 83 | 21.09% 116 | 11.64% 64 | 10.73% 59 |
| I enjoy a good work:life balance | 0.91% 5 | 1.45% 8 | 2.36% 13 | 3.09% 17 | 3.27% 18 | 6.55% 36 | 12.18% 67 | 18.18% 100 | 23.82% 131 | 28.18% 155 |
| I can easily meet my current training needs | 2.00% 11 | 2.55% 14 | 3.45% 19 | 6.55% 36 | 7.82% 43 | 16.73% 92 | 15.27% 84 | 20.91% 115 | 11.64% 64 | 13.09% 72 |
| In 2023, I found it easy to get freelance work | 9.09% 50 | 6.00% 33 | 7.45% 41 | 10.36% 57 | 9.09% 50 | 14.36% 79 | 11.82% 65 | 10.18% 56 | 10.00% 55 | 11.64% 64 |
| I am confident I will achieve the freelance income I want in 2024 | 4.73% 26 | 3.27% 18 | 6.55% 36 | 7.64% 42 | 11.82% 65 | 14.73% 81 | 13.45% 74 | 16.36% 90 | 12.91% 71 | 8.55% 47 |

| # | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE ARE ANONYMOUS BUT WILL BE MADE PUBLIC)... | DATE |
|---|--|--------------------|
| 1 | I'm moderately optimistic that I can continue as a freelancer on my own terms, enjoying the benefit it provides to my work:life balance. I'm taking a training course this year, something I previously haven't done as a freelancer - partly for the skills but also to build my confidence beyond the existing clients I have. That said, it does feel like the sector is changing so that tempors my expectations somewhat so I do somewhat (whether fairly or not) get the feeling that it could get harder - let's see though. I'm prepared to give the freelancing more effort before I consider calling it a day. | 1/29/2024 5:12 PM |
| 2 | I need to keep earning for another 2 or 3 years to cover children at university, but after that I can probably afford to retire and I have a good private pension pot - so the future is manageable. If I was younger and had longer term needs I definitely think I would be looking to go back in-house, or even to change career path. | 1/29/2024 2:31 PM |
| 3 | I hope to continue getting retainers from clients. | 1/29/2024 1:53 PM |
| 4 | These questions are too personal so I put 5 for everything | 1/29/2024 1:34 PM |
| 5 | My workload dropped towards the end of 2023, due to fewer projects being sent my way by established clients | 1/29/2024 10:27 AM |
| 6 | I'm pessimistic about my financial goals because of my self confidence issues. But I'm trying to force myself to put myself out there. | 1/27/2024 2:34 AM |
| 7 | It's easy to get more freelance work from my current clients. However not so easy to find new | 1/23/2024 7:46 AM |

#MedComms Freelancing Barometer 2024

clients

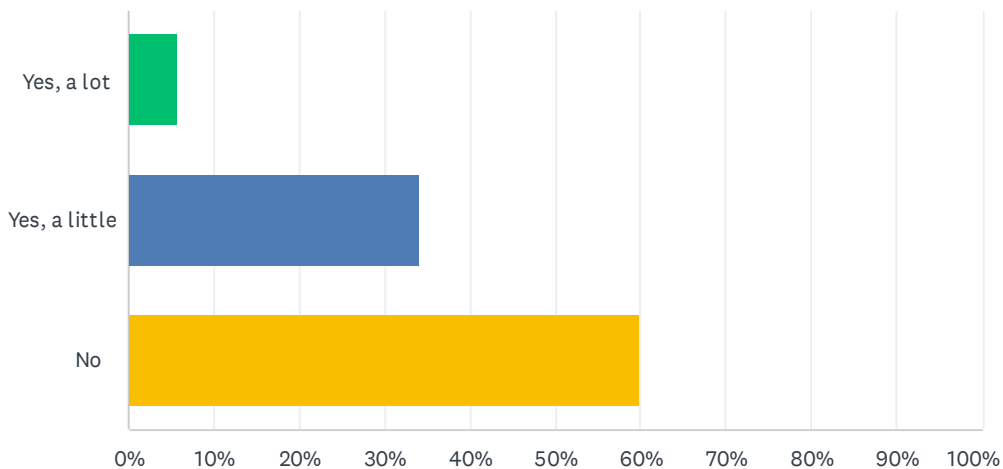
| | | |
|----|--|-------------------|
| 8 | the work landscape has changed from being a collaborative office workspace to being a grind-at-home while we monitor your keystrokes. i don't aspire to grind at the keyboard all day, while my eastern colleagues sleep. more taxes and regulations continue, while no support or networking opportunities arise. | 1/19/2024 8:33 PM |
| 9 | The market for new business to the agency seems quieter | 1/17/2024 8:25 AM |
| 10 | The company I got the majority of my salary from went under last year and the landscape is not looking good for innovators working with the NHS (my main area). Having said that, I have stable work with a couple of other companies so I am very fortunate. | 1/16/2024 3:01 PM |
| 11 | It takes a while to develop contacts and a track record. While future income may vary, I am confident I will continue to get work if I keep a high standard. Training and awareness of standards is a big part of this. | 1/15/2024 9:15 AM |
| 12 | There is no guarantee when freelancing so you do need a cushion for lean times. During Covid I was turning down work from prospective new clients every month. In 2023 I had 2 new enquiries. I have concerns about the future but so far work flow has been good. | 1/12/2024 4:19 PM |
| 13 | I had trouble finding training that was affordable, practical, and interesting, so I started hosting a webinar series. | 1/12/2024 2:29 PM |
| 14 | I am planning on raising my hourly rate this year, with good reasons backing up my decision, so I would expect my clients to understand it, but I am not entirely sure they will. | 1/10/2024 2:31 PM |
| 15 | 2023 was a tough year for many agencies and there was a definite move away from FL use in Q4 which I expect may continue through to 2024. For the first time in nearly 10 years am now unsure how the year will pan out. | 1/10/2024 1:07 AM |
| 16 | I'm not sure how possible it is to net \$60,000–\$80,000. I haven't been able to reach that goal. | 1/9/2024 6:18 PM |
| 17 | I think it's getting tougher to run a freelance business with evermore demanding requirements with respect to data privacy, cyber security, IR35 and increasing costs and taxes (e.g., tax on dividends for ltd companies). | 1/9/2024 12:14 PM |
| 18 | From all the conversations I've been having, it looks like another slow year ahead so, for me, it will be choosing between working for the same client I've been working for (who doesn't offer much variety), or going on a wild goose chase to secure new work. | 1/8/2024 2:58 PM |
| 19 | My confidence in achieving the freelance income I want for 2024 is not high. However, the reason is personal life issues, not the inability to find clients. | 1/8/2024 2:52 PM |
| 20 | I am fully booked for 2024. So any changes will be unexpected, or of my own actions. | 1/8/2024 1:58 PM |
| 21 | I am not confident about anyone's personal financial future these days. | 1/5/2024 8:43 PM |
| 22 | I had enough work to keep me busy in 2023 but think I had fewer enquiries and turned down less work than usual. This makes me less confident about 2024 - though the year is starting well. | 1/5/2024 3:42 PM |
| 23 | There are very busy times of the year, but I also take most of the summer and school breaks off. | 1/4/2024 2:50 PM |
| 24 | I try to maintain 6 months worth of savings to counter the lack of job stability, as I know things can (and do) change quickly in the freelance market, as well as to cover the potential for ill health etc. | 1/4/2024 9:55 AM |
| 25 | I'm hoping 2024 will be less uncertain, but it's hard to tell. It's always worrying when I don't get the work I'm expecting - eg one client wanted more hours from me but no sign of this happening yet, so hope it's just a slow start. It's been harder to find regular clients in the last year. | 1/3/2024 9:31 PM |
| 26 | Nothing is certain anymore, we can only hope and adapt. | 1/3/2024 8:57 PM |
| 27 | One of my 20% contracts has finished and I haven't got anything else lined up that could match the amount I achieve with that client in 2024. I will have to actively look for a new client which I have not had to do for many years. | 1/3/2024 7:34 PM |
| 28 | As in-house trainee writing programmes expand, the need for freelance writers may continue to | 1/3/2024 6:11 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|--|-------------------|
| | dwindle. | |
| 29 | For the first time since I went freelance in 2007, I don't have a contract for Q1, which is a little scary! In November, a previously reliable client told me he definitely had work for me for Q1 then in mid December changed his mind. Unfortunately, I then had Covid until Christmas so didn't have a chance to email my contacts. I'm not optimistic for January now, but hopefully things will pick up. | 1/3/2024 4:46 PM |
| 30 | All of my work were from established clients last year. Work/life balance was sometimes hard to manage. Sometimes projects did not begin on time, or had additional elements, and conflicted with other planned projects. | 1/3/2024 3:37 PM |
| 31 | I'm not very good at making time to develop my skills as my whole focus has been on trying to get some income. | 1/3/2024 11:53 AM |
| 32 | In November, I wondered whether 2024 would be another roller coaster year, but by December I was turning down requests on LinkedIn again as the next 6 months will be busy. I hope it's a positive sign for med comms in general. | 1/3/2024 11:40 AM |
| 33 | So far I haven't had guarantees concerning my income and this is something I will work on in 2024. In 2025 I want to be able to say I am confident in my freelance income - a goal! | 1/3/2024 11:37 AM |
| 34 | With more effort on my part to up my LinkedIn presence and reach out to new clients, and perhaps be more organised with my own workload, I'm confident I can achieve a better income than last year. | 1/3/2024 10:51 AM |
| 35 | I had no difficulties finding work in 2023, though I was sorry to hear that others did. I wonder if my being a sole trader helped me here? Less paperwork and risk for clients compared with Ltd company freelancers? Just food for thought... | 1/3/2024 10:30 AM |
| 36 | I currently don't have much work booked in for the first time since I started freelancing since April 2022. This is making me a bit nervous but I know that the beginning of the year can be a bit slow so am optimistic that things will pick up | 1/3/2024 9:35 AM |
| 37 | This year I have more work lined up from the start but I am still nervous about when it will come in. I don't think there will be a repeat of last year. | 1/3/2024 8:48 AM |
| 38 | I will be shifting from the client that provided almost a third of my work in 2023 due to staffing changes at the agency, so trying to pivot to other agencies that may need my services. | 1/2/2024 9:51 PM |
| 39 | Several potential clients have contacted me in December regarding work to be completed in Q1 2024. For me, availability of work seems to be increasing. | 1/2/2024 8:21 PM |
| 40 | 2023 was very mixed. For much of the year I had more work than I could do and was regularly turning down work. However, January and November were quiet and I had as slightly worried. | 1/2/2024 7:11 PM |
| 41 | There have been redundancies at large agencies so may be more competitive work-wise in 2024. I have been in the industry a while so am hopeful I will be able to continue freelancing as I am. | 1/2/2024 4:36 PM |

Q15 Are you routinely using generative AI tools like ChatGPT (tick one answer)?

Answered: 550 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|----------------|------------|
| Yes, a lot | 5.82% 32 |
| Yes, a little | 34.18% 188 |
| No | 60.00% 330 |
| TOTAL | 550 |

| # | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE ARE ANONYMOUS BUT WILL BE MADE PUBLIC)... | DATE |
|----|--|--------------------|
| 1 | Experimented with AI tools out of curiosity, but prefer my own handwork. | 1/30/2024 12:19 PM |
| 2 | I am not using it currently because all of my work is currently in regulatory medical writing, and so the writing I'm doing is confidential and cannot be put through an AI tool (unless it were an in-house tool). | 1/30/2024 12:15 PM |
| 3 | I'm impressed with what AI can do nowadays and find ChatGPT useful. It's been useful, e.g., when I know what I want to say, it can help me express my message more eloquently, saving me time. | 1/30/2024 10:39 AM |
| 4 | Using to help with increasing productivity. | 1/29/2024 9:49 PM |
| 5 | I've started looking into using them more but have found them limited in certain respects e.g. I would love to be able to use them to do the initial stages of a literature search but unless I'm unaware of something, there not quite there yet. I've also had a lack of time to properly intergrate them but am looking to prioritise this when I can next make time. | 1/29/2024 5:12 PM |
| 6 | I have recently started using Grammarly, Elisit and Otter | 1/29/2024 2:17 PM |
| 7 | Clients don't want it, worries about breaching permissions etc | 1/29/2024 2:16 PM |
| 8 | Strongly against the use of AI in our field | 1/29/2024 2:05 PM |
| 9 | However, we should move forward with the technology and start seeing the bright side of it. | 1/29/2024 2:01 PM |
| 10 | I refuse to steal other people's copyright material | 1/29/2024 1:34 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|--------------------|
| 11 | Why would I cheapen my work and value by using AI to do my writing for me? | 1/29/2024 9:31 AM |
| 12 | For research summaries, not writing. | 1/27/2024 6:52 PM |
| 13 | I AI for the following: 1. Marketing my podcast and my services 2. Curriculum development 3. Creating learning support materials 4. Creating coaching materials | 1/26/2024 10:17 PM |
| 14 | For outlining and idea creation | 1/25/2024 6:24 AM |
| 15 | Mostly for looking up weird acronyms/asking general questions around the topic rather than actual writing. | 1/23/2024 3:59 PM |
| 16 | I'm using it a little bit here and there to help with generating ideas, to provide summaries of therapy areas, etc. I feel like I should be using it more, but I'm not sure how to (i.e. am not sure how best to use it to support medical writing, which prompts to use, etc.). I'm not even sure where using AI becomes questionably ethical, or where the grey areas are here, so I tend to only use it minimally. I feel freelancers could be at a bit of a disadvantage here, as we miss out on insights and training that in-house writers may get as medcomms agencies and other organisations in the industry explore AI and put steps in place to integrate it into medical writing. | 1/23/2024 3:43 PM |
| 17 | With protocols and CSRs, there is little need for me to create content de novo, so I'm not sure how to use it. | 1/18/2024 3:00 PM |
| 18 | Used ChatGPT twice, once for work letter and once for personal letter. | 1/17/2024 6:20 PM |
| 19 | I work with confidential, prepublication material and have a moral/ethical/legal obligation to keep it out of public databases | 1/16/2024 5:49 PM |
| 20 | I have used Grafi.ai for outlines and references for blog posts | 1/16/2024 4:45 PM |
| 21 | No but I know I should do! | 1/16/2024 3:01 PM |
| 22 | Because AI doesn't meet publication rigorous standards, Ai is used for images www | 1/16/2024 2:28 PM |
| 23 | AI is a huge threat to FL medical writers and is a major concern | 1/15/2024 1:33 PM |
| 24 | Banned by clients from doing so - need to ensure I have logs and archived versions/drafts in the run-up to the final product | 1/15/2024 1:18 PM |
| 25 | Some clients actually ask me to use DeepL in translations, hoping to cut costs (not always the case) | 1/15/2024 11:01 AM |
| 26 | -Summaries of papers -Overviews of therapy areas -a thesaurus and phrase thesaurus -quickly drafting email responses to clients -Identifying rogue acronyms (e.g. in speaker decks - 'In the context of [therapy area], what might the acronym [XXX] refer to?') Do NOT use it for -medical writing -editorial | 1/13/2024 9:17 AM |
| 27 | I am curious about them but feel that as you use them, they use you back, and I don't want to feed the beast. | 1/12/2024 9:17 PM |
| 28 | Only for general searches for information | 1/12/2024 7:50 PM |
| 29 | I sometime use read what it generates and go to thd sources but I would not use it in any actual work as I don't trust it and my clients pay for my expertise. | 1/12/2024 4:19 PM |
| 30 | Outlines, help with titles. | 1/12/2024 4:15 PM |
| 31 | I've tried them, but they fall well short of what is required most of the time. | 1/12/2024 2:08 PM |
| 32 | I do not use AI tools for content generation, but I find them valuable for research. | 1/11/2024 10:06 PM |
| 33 | I tried a couple of times for my personal blog, not for professional work. I use automated editing tools. | 1/11/2024 12:30 PM |
| 34 | Only testing out but commercial confidentiality agreements prevent use. | 1/11/2024 10:57 AM |
| 35 | I just started to use AI following the very inspiring EMWA Webinar I attended in December. | 1/11/2024 10:25 AM |
| 36 | I've tried it but found it to be rather unreliable. I may give it another go once it's undergone more training | 1/10/2024 4:50 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|--------------------|
| 37 | I use AI for inspiration, and sometimes for summarizing, but I go in and heavily edit the product 100% of the time. | 1/10/2024 4:11 PM |
| 38 | No, but I use AI to process documents and improve workflow. | 1/10/2024 12:36 PM |
| 39 | I am very concerned about the financial, intellectual, scientific, and ethical implications of the rising role of AI in medical communications. | 1/10/2024 3:50 AM |
| 40 | Not for writing, but for ideas. | 1/9/2024 6:18 PM |
| 41 | Some agencies and pharmaceutical companies have completely banned use of these tools (at least for suppliers), so it's difficult to get regular practice using them in a Medical Writing setting. | 1/9/2024 5:37 PM |
| 42 | I would use this where no company specific data was involved, but would feel using it to process company sensitive data would be a breach of confidentiality in client contracts | 1/9/2024 2:04 PM |
| 43 | It' still not living up to the hype in my experience. The minor time saving offered by tools like ChatGPT are not worth it. Other tools like ResearchRabbit are useful. | 1/9/2024 1:59 PM |
| 44 | Not yet. I plan to try them soon. | 1/9/2024 1:23 PM |
| 45 | I use it a little, but mainly for non-work stuff - e.g. drafting emails to reach out to new clients etc. | 1/9/2024 1:13 PM |
| 46 | I use several AI tools. ChatGPT is my assistant when I find loss in my own words. | 1/9/2024 12:39 PM |
| 47 | I use them mostly for ideation | 1/9/2024 3:06 AM |
| 48 | Mainly for help with outlines if I'm struggling to get started with a topic. | 1/8/2024 8:46 PM |
| 49 | I expect to be using such tools much more in 2024 | 1/8/2024 7:18 PM |
| 50 | I tend to be a "late adopter." To date I have not felt any need to use AI. | 1/8/2024 4:48 PM |
| 51 | Mostly for my own marketing purposes | 1/8/2024 4:06 PM |
| 52 | I use ChatGPT for other things, but not for Med Comms assignments. | 1/8/2024 3:00 PM |
| 53 | I feel like I should, but also I am doing fine without. | 1/8/2024 1:58 PM |
| 54 | I forget it exists, and then occasionally remember and think to use it! | 1/8/2024 12:27 PM |
| 55 | I have used ChatGPT for things like 'make this information into a snappy title/reword with a few examples' etc I have found Bard useful too | 1/8/2024 12:21 PM |
| 56 | I'm not routinely using these tools for work. However, I do use them in a private capacity, to see what they are capable of and to keep abreast of developments, as practice for the future or in case a client requests it. So far, however, my clients have mostly specified that such tools should not be used as they are still setting up internal standards and auditing to regulate when and how AI can be utilized. | 1/8/2024 2:09 AM |
| 57 | Advanced Google, tips, translation but not for writing | 1/7/2024 11:18 AM |
| 58 | I just use sometimes to frame the topic. | 1/7/2024 9:48 AM |
| 59 | Am mainly using it for creative inspiration, and not all that regularly. Should probably use it more. | 1/5/2024 3:42 PM |
| 60 | I find chatGPT doesn't give me enough detail but can act as a starting point. So far I have only used it to experiment with. I used Otter ai to transcribe a meeting last year which worked reasonably well and definitely saved me time. I'll be trialling some new systematic review software in Jan. | 1/5/2024 3:20 PM |
| 61 | I use it a lot to ask questions or to explain text in a scientific article in a simpler way so I can understand it more easily. | 1/5/2024 1:57 PM |
| 62 | Have not made enough time getting up to speed on AI | 1/4/2024 8:29 PM |
| 63 | I use it to get me started on things like learning objectives, but I do edit the output quite a lot. It is a start. | 1/4/2024 2:50 PM |
| 64 | I'm not currently but have made a concerted effort to find out more and maximise its use going | 1/4/2024 2:37 PM |

#MedComms Freelancing Barometer 2024

forward.

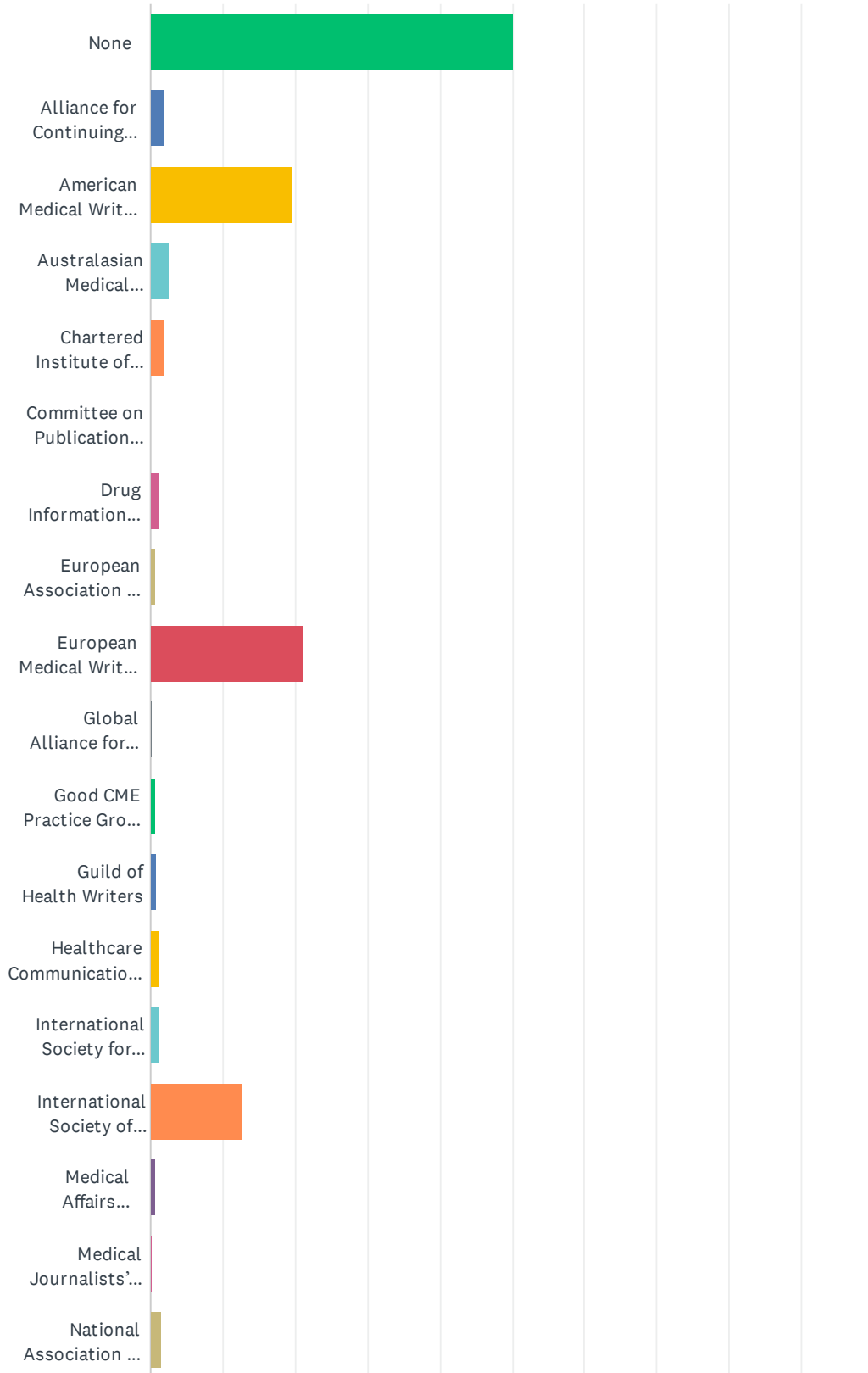
| | | |
|----|---|-------------------|
| 65 | I would like to spend more time becoming familiar with these, as I think this will be an important skill in the future. My main client has developed an in-house closed AI tool (compliant with their confidentiality requirements) which I'm keen to use, and can hopefully make use of their training and guidelines that are being developed). | 1/4/2024 9:55 AM |
| 66 | It hasn't really come up for me. | 1/3/2024 9:31 PM |
| 67 | I don't consider AI that reliable when it comes to referencing articles accurately. Ghost references and AI go hand in hand. I use AI to finesse my writing. That's it. | 1/3/2024 8:57 PM |
| 68 | I have one client who now includes a statement in their contract expressly forbidding use of AI/ChatGPT. | 1/3/2024 8:27 PM |
| 69 | Not sure how to start with this and how useful it will be to be honest | 1/3/2024 6:39 PM |
| 70 | I do worry about the impact of AI, as many people think it can replace human editors. | 1/3/2024 6:37 PM |
| 71 | I've played around with AI tools but not found they've helped save me time or given particularly useful insights. I worry I'm not making the most of AI and may fall behind my counterparts | 1/3/2024 6:29 PM |
| 72 | My writing contracts do not permit the use of AI tools | 1/3/2024 6:11 PM |
| 73 | I've tried using AI tools such as Bing Chat and found them useful for getting a general understanding of things and presenting information in an understandable format; for specialist information and high-level evidence sources they seem a bit limited (maybe I'm not doing it right) | 1/3/2024 6:00 PM |
| 74 | Still just playing around with gAI. | 1/3/2024 5:25 PM |
| 75 | I have paid for an AI in medical writing online course, which I am going to start next week. | 1/3/2024 4:46 PM |
| 76 | Have not had time to 'experiment' yet and have not been asked to use by clients. | 1/3/2024 4:44 PM |
| 77 | I have tried ChatGPT, Bard, and copilot, but they have not been useful in my medical writing work (yet). The main problem is that the information is not entirely factual even with detailed prompts. ChatGPT is extremely useful for non-work "research" (trip planning, etc) so I routinely use AI for those tasks. | 1/3/2024 3:37 PM |
| 78 | I don't rely on the information ChatGPT comes up with, but it is a good starting point. | 1/3/2024 3:36 PM |
| 79 | Sometimes I use it depending on the client budget. Original human content is very expensive because it is time consuming. AI generated content cannot be used on its own, but gives a quick framework you can edit and build upon to make it as original as possible. I would never recommend you rely 100% on anything AI generated. It can be helpful to "rewrite" too. | 1/3/2024 12:36 PM |
| 80 | I have played with AI but I'm not routinely using it. I'm aware it will become more important and so need to invest time in developing those skills. | 1/3/2024 11:40 AM |
| 81 | I regularly use PerfectIt, Grammarly and Otter.ai but I don't really consider these generative AI tools. I had experience with pharmaceutical and medical device industry regulatory generative AI tools but the content that was generated was not of a high standard. | 1/3/2024 11:37 AM |
| 82 | Not yet, but I've been learning about large language models, generative AI tools and prompt engineering for medical writing and also getting up to date on with the rules/guidance from journal publishers and professional organisations. | 1/3/2024 10:53 AM |
| 83 | I've used it so far only to help me generate a vague structure for LI posts, but then I usually have to rewrite them as the tone is wrong or the content is repetitive and not specific enough. However, it does help with getting you started and takes away the 'blank page' fear. | 1/3/2024 10:51 AM |
| 84 | Not for project work but for business development – social media, blog posts etc. | 1/3/2024 10:49 AM |
| 85 | I like it to help me with re-wording or summarising. I rarely use everything it gives me but it's helpful as a thinking tool | 1/3/2024 10:40 AM |
| 86 | What is it? | 1/3/2024 9:27 AM |
| 87 | I have it on my list to do but haven't had time. I did play with some other AI apps though and a client just sent me a script from an ad board using AI. | 1/3/2024 8:48 AM |

#MedComms Freelancing Barometer 2024

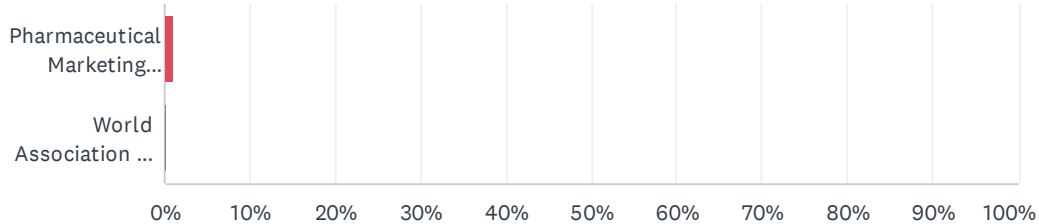
| | | |
|-----|---|-------------------|
| 88 | While I have dabbled, I've never found the quality of the outputs of ChatGPT to be particularly useful, and the ethica concerns leave a sour taste whenever I've used it. | 1/3/2024 2:42 AM |
| 89 | Chat GPT cannot source appropriate references, does not appreciate nuance, or critically analyse literature which a medical writer does. PubMed and Google Scholar are better for literature searching. | 1/2/2024 9:41 PM |
| 90 | The only time I used ChatGPT was to reformat a list of author disclosures. I am curious about using it to reformat certain tables. I have not and do not plan to use ChatGPT for any content which is not destined for the public domain. I do all my own de novo content writing for medical publications. I would not yet trust ChatGPT to produce accurately cited, non-plagiarized, scientifically accurate information. I believe ChatGPT is still too prone to 'hallucinating,' or making things up. | 1/2/2024 9:25 PM |
| 91 | There is a lot water that still needs to go under the bridge here. It will likely have applications, but at the moment, it is unclear how the hype will translate into practical impact. In addition, AI is a prediction engine that generates outcomes based on what has happened in the past and does not have an imagination, so I see it augmenting, not replacing med comms (e.g. I've seen journal submission portals that now detect the title, authors, affiliations etc. rather than asking you to type them in [yay!]). However, I can imagine this could reduce job growth, for example, having AI do the first pass on figure redraws and document styling may result in fewer designers and editorial assistant positions being available. | 1/2/2024 9:14 PM |
| 92 | I use Copilot. | 1/2/2024 8:21 PM |
| 93 | Perhaps I should look into this more but have not had the need. | 1/2/2024 4:36 PM |
| 94 | I'd like to use it a lot more but have not had the projects with which to use it. I'm trying to keep abreast of developments in the area, however, and am excited by what it can offer | 1/2/2024 2:50 PM |
| 95 | I'm using it to help me build ideas, brainstorming, not to copy/paste what GPT creates. | 1/2/2024 2:37 PM |
| 96 | It is something I am learning to use and find all the webinars and information provided on Network Pharma invaluable, as well as accessing things via LinkedIn. | 1/2/2024 2:18 PM |
| 97 | I mostly work with unpublished confidential data, which, I find, limits the utility/applicability of generative AI tools. I tested ChatGPT late 2022 when it was new to me and, while it was okay at matching style, I found it very poor at drafting accurate text. Most journals/publishers have requirements about disclosing the use of generative tools, so you need to be mindful of this. When looking for info on the web, I use Bing more than I used to because of the integrated AI feature. It will be interesting to see where the copyright infringement lawsuits against Microsoft, OpenAI, and such companies will take us. | 1/2/2024 2:15 PM |
| 98 | Only thing I've used them for is to suggest ways to make text more 'patient-friendly' | 1/2/2024 1:49 PM |
| 99 | It is stated in contracts with my existing clients that I am not permitted to use AI tools | 1/2/2024 1:41 PM |
| 100 | I occasionally use worksonic as a starting point, I find chatGPT incredibly frustrating and inaccurate, and so far haven't found anything that doesn't still require a huge amount of input from a specialist | 1/2/2024 1:10 PM |
| 101 | If we don't use AI, we will be left behind. | 1/2/2024 11:11 AM |
| 102 | I use AI to generate ideas and then write on my own, but AI technology helps me in the process. | 1/2/2024 10:22 AM |
| 103 | I use it personally, but not for client work - all my contracts currently forbid it | 1/2/2024 9:29 AM |
| 104 | Some clients do not allow use of particular AI tools (e.g. Grammarly), and I have found that some are more gimmicks than actually useful. Also, confidentiality is a big reason stopping me using some. Having said that, for more general activities (not confidential work), AI tools can be a useful sounding board. | 1/2/2024 9:21 AM |

Q16 What relevant professional organizations are you a member of (tick all that apply)?

Answered: 550 Skipped: 0



#MedComms Freelancing Barometer 2024



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----|
| None | 50.00% | 275 |
| Alliance for Continuing Education in the Health Professions (ACEhp) | 1.82% | 10 |
| American Medical Writers Association (AMWA) | 19.64% | 108 |
| Australasian Medical Writer's Association (AMWA) | 2.55% | 14 |
| Chartered Institute of Editing and Proofreading (CIEP) | 1.82% | 10 |
| Committee on Publication Ethics (COPE) | 0.00% | 0 |
| Drug Information Association (DIA) | 1.27% | 7 |
| European Association of Science Editors (EASE) | 0.73% | 4 |
| European Medical Writers Association (EMWA) | 21.09% | 116 |
| Global Alliance for Medical Education (GAME) | 0.18% | 1 |
| Good CME Practice Group (gCMEp) | 0.55% | 3 |
| Guild of Health Writers | 0.91% | 5 |
| Healthcare Communications Association (HCA) | 1.27% | 7 |
| International Society for Pharmacoeconomics and Outcomes Research (ISPOR) | 1.27% | 7 |
| International Society of Medical Publishing Professionals (ISMPP) | 12.73% | 70 |
| Medical Affairs Professional Society (MAPS) | 0.73% | 4 |
| Medical Journalists' Association | 0.18% | 1 |
| National Association of Science Writers (NASW) | 1.45% | 8 |
| Pharmaceutical Marketing Society (PM Society) | 1.09% | 6 |
| World Association of Medical Editors (WAME) | 0.18% | 1 |
| Total Respondents: 550 | | |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|--------------------|
| 1 | AERTeM | 1/31/2024 10:03 AM |
| 2 | Patient Information Forum (PIF) | 1/30/2024 5:26 AM |
| 3 | ACES, EFA | 1/30/2024 2:38 AM |
| 4 | MPI (Meeting Professionals Int'l) - Founding member and current member of the MPI-MD Council, focused on providing medical-focused meeting planning education and certifications. | 1/29/2024 9:49 PM |
| 5 | I've always been unclear on the benefits of joining these societies | 1/29/2024 5:12 PM |

#MedComms Freelancing Barometer 2024

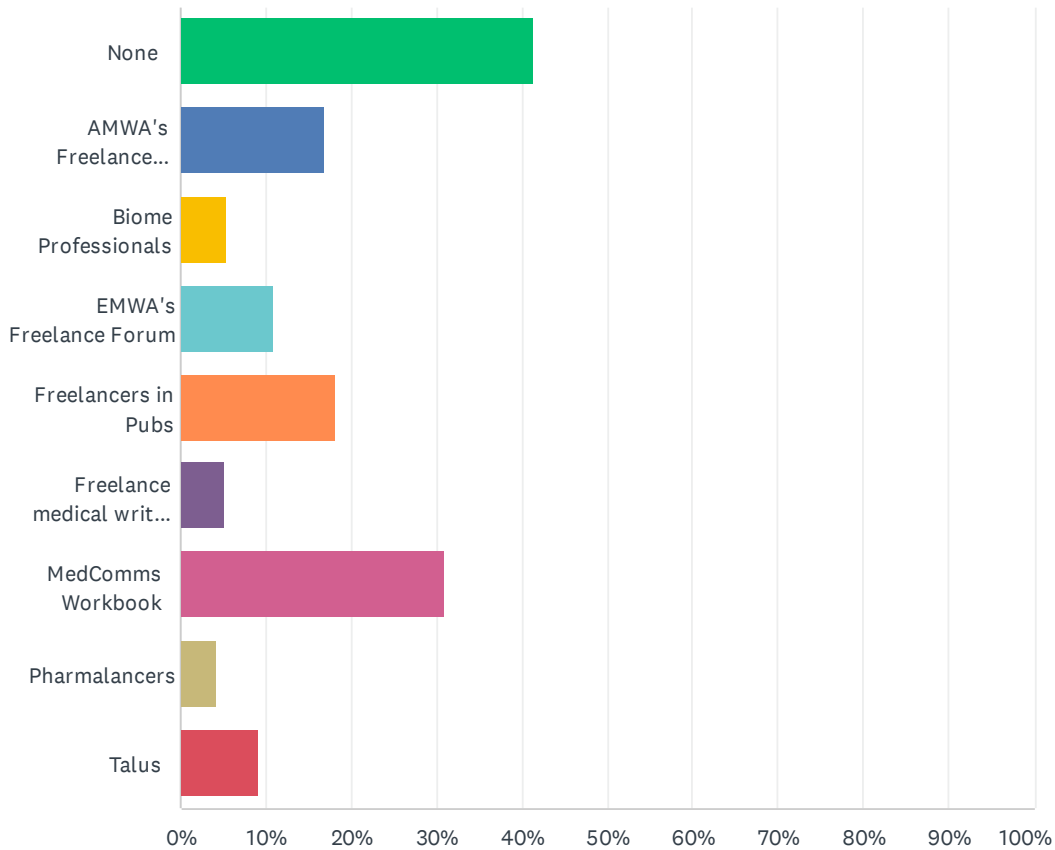
| | | |
|----|--|--------------------|
| 6 | Board of Editors in the Life Sciences (BELS) and Northwest Science Writers Association (NSWA) | 1/29/2024 3:10 PM |
| 7 | Spanish Medical Writers Association (AERTeM) | 1/29/2024 12:37 PM |
| 8 | Board of Editors in the Life Sciences (BELS) | 1/29/2024 11:41 AM |
| 9 | American Translators Association | 1/25/2024 9:33 AM |
| 10 | Mediterranean Editors and Translators | 1/24/2024 8:38 AM |
| 11 | Dutch Association of Science journalists | 1/23/2024 11:46 AM |
| 12 | Non | 1/22/2024 12:50 PM |
| 13 | i quit in 2023, because they no longer served my needs, and i am just a cash cow for the administrators. | 1/19/2024 8:33 PM |
| 14 | Ismte | 1/19/2024 2:55 PM |
| 15 | Board of Editors in the Life Sciences | 1/19/2024 2:09 PM |
| 16 | SENSE (Society for English-language professionals based in the Netherlands) | 1/18/2024 9:04 AM |
| 17 | AAAS, AACR, ASM, ASGCT | 1/17/2024 3:03 AM |
| 18 | Council of Science Editors | 1/17/2024 1:05 AM |
| 19 | American Society for Clinical Pathology Council of Science Editors Editorial Freelancers Association | 1/17/2024 12:12 AM |
| 20 | American Society of Journalists & Authors, Association of Healthcare Journalists, National Association of Science Writers, | 1/16/2024 5:49 PM |
| 21 | BELS | 1/16/2024 2:31 PM |
| 22 | I plan to investigate joining some of these associations to help with training and finding work. | 1/16/2024 12:44 PM |
| 23 | American Society for Indexing | 1/16/2024 12:33 PM |
| 24 | HBA | 1/15/2024 12:55 PM |
| 25 | Former member of Medical Journalists' Association but didn't use the membership and left as an expense that not needed. | 1/15/2024 11:44 AM |
| 26 | American Translators Association (ATA), Bundesverband der Dolmetscher und Übersetzer (BDÜ), tekomp, VBIOL, DNEbM, others | 1/15/2024 11:01 AM |
| 27 | Spanish Association of Medical Writers (Asociación Española de Redactores de Textos Médicos - AERTeM) | 1/14/2024 11:26 AM |
| 28 | Asociación Española de Comunicación Científica (AEC2) Asociación Española de Redactores Médicos (AERTEM) Tremedica | 1/12/2024 8:17 PM |
| 29 | FLOW, Austrian Economics Chamber | 1/11/2024 9:06 PM |
| 30 | AERTeM (Spanish Medical Writing Association) | 1/11/2024 12:30 PM |
| 31 | Deutsche Gesellschaft für Pharmazeutische Medizin (DGPharMed) | 1/11/2024 10:32 AM |
| 32 | German Nutrition Society, Swiss Nutrition Society | 1/11/2024 10:25 AM |
| 33 | Spanish Association of Medical Writers (AERTeM) | 1/10/2024 2:31 PM |
| 34 | Council of science editors, SSP | 1/10/2024 12:36 PM |
| 35 | EFA, ACES, PEN | 1/10/2024 3:50 AM |
| 36 | I intend to re-assess any memberships of professional organisations in January 2024, so may still join some. | 1/9/2024 2:43 PM |
| 37 | IPSE | 1/9/2024 10:19 AM |
| 38 | My income is very limited and the fees for professional bodies are steep, especially when you | 1/8/2024 8:46 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|--|-------------------|
| | don't earn much | |
| 39 | I used to be a member of AMWA for several years, but the benefits of membership did not justify the cost for me. | 1/8/2024 4:48 PM |
| 40 | Science Writers and Communicators of Canada | 1/8/2024 4:37 PM |
| 41 | AERTEM | 1/8/2024 2:44 PM |
| 42 | I haven't heard of most of these. Now I have major FOMO (fear of missing out)! I was thinking about joining EMWA because I thought I ought to, but at the same time I am doing OK and busy enough without it. So I am still undecided. | 1/8/2024 1:58 PM |
| 43 | AERTeM (Spanish Medical Writers Association) | 1/8/2024 12:33 PM |
| 44 | Federation of Small Businesses (FSB) | 1/8/2024 9:25 AM |
| 45 | ACCP, AMCP | 1/5/2024 4:27 PM |
| 46 | CAPRA - Canadian Association of Professionals in Regulatory Affairs. | 1/5/2024 4:21 PM |
| 47 | IPSE | 1/5/2024 3:42 PM |
| 48 | None at the moment, but currently looking into ISMPP and EMWA | 1/4/2024 6:07 PM |
| 49 | I need to think about this and could do with some advice on what they offer. | 1/4/2024 2:37 PM |
| 50 | Intend to join ipse this year | 1/4/2024 10:58 AM |
| 51 | My EMWA and ISMPP memberships have lapsed, but I do intend to reinstate them! | 1/4/2024 9:55 AM |
| 52 | ABSW - Association of British Science Writers | 1/3/2024 9:31 PM |
| 53 | IPSE | 1/3/2024 8:27 PM |
| 54 | I have been an AMWA member in years past, but I did not use the membership enough to justify the cost this year. | 1/3/2024 5:40 PM |
| 55 | SWINY - Science Writers in New York | 1/3/2024 5:05 PM |
| 56 | International Society of Thrombosis and Haemostasis | 1/3/2024 4:57 PM |
| 57 | IPSE | 1/3/2024 4:46 PM |
| 58 | The Organisation for Professionals in Regulatory Affairs (TOPRA) Research Quality Association (RQA) International Society for Pharmaceutical Engineering (ISPE) ECA Academy | 1/3/2024 11:37 AM |
| 59 | AAPS | 1/3/2024 12:09 AM |
| 60 | BELS (Board of Editors in the Life Sciences) | 1/2/2024 9:51 PM |
| 61 | Ipse | 1/2/2024 2:52 PM |
| 62 | Association of British Science Writers | 1/2/2024 2:18 PM |
| 63 | I find it difficult to justify professional membership fees when my clients never ask for, or require it. My main criterion when assessing which organization(s) to join is the provision of/access to good (free to access) training materials once a member. An active forum is good too. The discounted rates from ISMPP for freelancers is a welcome initiative that has encouraged me to consider whether I can/want to invest in attending meetings, which I have previously considered financially prohibitive. | 1/2/2024 2:15 PM |
| 64 | I don't find these organizations to be worth the membership fees. Used to be a member of ISMPP but did not find it worthwhile. | 1/2/2024 1:49 PM |
| 65 | IPSE | 1/2/2024 9:29 AM |
| 66 | Charter Management Institute | 1/2/2024 9:18 AM |

Q17 Do you currently participate in any specialist networking groups/communities/platforms or directories (free of charge or otherwise) that exclusively support specialist MedComms Freelancers (tick all that apply)?

Answered: 550 Skipped: 0



#MedComms Freelancing Barometer 2024

| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----|
| None | 41.27% | 227 |
| AMWA's Freelance Directory | 16.91% | 93 |
| Biome Professionals | 5.27% | 29 |
| EMWA's Freelance Forum | 10.91% | 60 |
| Freelancers in Pubs | 18.18% | 100 |
| Freelance medical writers based in UK & Ireland | 5.09% | 28 |
| MedComms Workbook | 30.91% | 170 |
| Pharmalancers | 4.36% | 24 |
| Talus | 9.27% | 51 |
| Total Respondents: 550 | | |

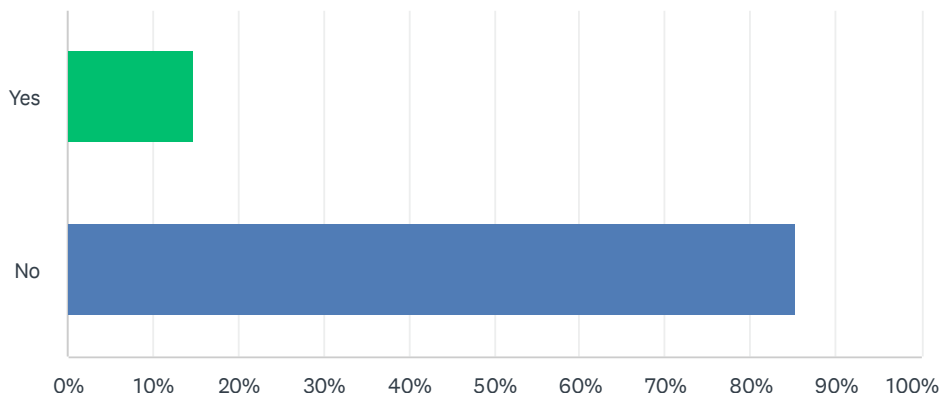
| # | OTHER (PLEASE SPECIFY) | DATE |
|----|--|--------------------|
| 1 | WriteCME Pro and The Anthill | 1/31/2024 4:27 PM |
| 2 | Anthill | 1/30/2024 5:41 PM |
| 3 | ACES, EFA | 1/30/2024 2:38 AM |
| 4 | I'm part of a private freelancer WhatsApp group | 1/29/2024 3:17 PM |
| 5 | We organize networking sessions in the AERTeM | 1/29/2024 12:37 PM |
| 6 | https://medcommstech.com/ | 1/29/2024 9:37 AM |
| 7 | MedComms café - a discussion board group started in Ontario Canada. | 1/27/2024 2:34 AM |
| 8 | I run a specialist group for CME writers, WriteCME Pro. | 1/26/2024 10:17 PM |
| 9 | Prospology Community | 1/23/2024 1:09 PM |
| 10 | these look good, but have not tried them all | 1/19/2024 8:33 PM |
| 11 | Toronto areas MedHeads | 1/18/2024 7:01 PM |
| 12 | Netherlands SciMed Writers network | 1/18/2024 2:45 PM |
| 13 | Science & Medical Writers Network Benelux | 1/18/2024 9:04 AM |
| 14 | Freelancer Magazine. | 1/17/2024 6:20 PM |
| 15 | Was unaware of these - great to know | 1/17/2024 8:25 AM |
| 16 | ISMPP job board, ACEHP job listings | 1/17/2024 3:03 AM |
| 17 | i am a member of STEMPRA and Being Freelance - but they are not specialist support groups. I will check the above out! | 1/16/2024 3:01 PM |
| 18 | HBA | 1/15/2024 12:55 PM |
| 19 | I used to use the MedComms Workbook, but when freelancers had to pay stopped. | 1/15/2024 11:44 AM |
| 20 | Phraktion | 1/15/2024 10:08 AM |
| 21 | https://www.medicalwriters.org/directory/ | 1/15/2024 9:15 AM |
| 22 | MedComms cafe | 1/13/2024 3:51 PM |
| 23 | At first I was in the AMWA, EMWA and ISMPP freelance directories but then I cut down as I already have enough clients | 1/12/2024 7:50 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|--|--------------------|
| 24 | Not at thd moment due to time commitments but will in future as required | 1/12/2024 4:19 PM |
| 25 | EMWA's Freelance Directory | 1/11/2024 5:18 PM |
| 26 | AERtEM networking groups | 1/11/2024 12:30 PM |
| 27 | Enough work flow to not need subscription to these services. | 1/11/2024 10:57 AM |
| 28 | Going to check out Talus today. | 1/10/2024 4:11 PM |
| 29 | The Anthill | 1/10/2024 1:10 AM |
| 30 | WriteCME Pro by Alex Howson | 1/9/2024 6:18 PM |
| 31 | GLAMW: Latin American Medical Writer Group | 1/9/2024 12:39 PM |
| 32 | Local freelancer group | 1/9/2024 10:19 AM |
| 33 | Local medical writers group. It is very supportive and helpful. | 1/8/2024 9:15 PM |
| 34 | I am hoping to have saved enough to join MedComms Workbook in February or March. | 1/8/2024 8:46 PM |
| 35 | Just MedComms | 1/8/2024 5:00 PM |
| 36 | I belong to a (largely) Ontario-based group of medical writers. We hold occasional in-person dinners and communicate frequently online. | 1/8/2024 4:48 PM |
| 37 | independent local email list | 1/8/2024 4:37 PM |
| 38 | Talento Científico | 1/5/2024 6:08 PM |
| 39 | Again now that I'm back in the UK, this is something I need to look at | 1/4/2024 2:37 PM |
| 40 | The Anthill | 1/3/2024 5:40 PM |
| 41 | I belong to the Anthill (run by Abigale Miller) which is mostly freelancers but allows anyone in the medical writing/editing arena | 1/3/2024 4:57 PM |
| 42 | Would like to join MedComms Workbook | 1/3/2024 3:02 PM |
| 43 | Local group for freelance medical writers | 1/3/2024 11:40 AM |
| 44 | There are a couple of communities there that I didn't know existed. Thanks Peter. | 1/3/2024 11:37 AM |
| 45 | I am on Talus and Biome but have never received work from them. | 1/3/2024 10:30 AM |
| 46 | CIEP Directory | 1/3/2024 9:59 AM |
| 47 | I can generate enough work by interacting directly with clients and building a reputation without having to accept substantially lower rates/pay a middle man and restricting my ability to obtain work with that client independently of the middle man. I've only had one client demand that we use a middle man and that is a very large agency with interests outside of med comms, where they are obviously trying to outsource and centralise their large and varied freelancing requirements. It also doesn't seem feasible for so many companies starting up in this space to survive when so many freelancers have established relationships with clients, recruiters work in this space already, there are free directories and everyone in the industry knows someone who they can refer. I have also generally found clients being resistant to tech solutions (e.g. being able to submit standardised briefs via a secure form versus free text in email). The demand side here is likely from freelancers looking for clients, not the other way round, and how does it work if you are signed up in three different places who are potentially shopping you out to the same clients? Platforms have got to benefit both sides of the transaction and have scale, but it sounds like very few people are generating any work via these new platforms (including myself via the platform that one client forces us to use), so these platforms tend to come across in the same way as many failed startups who have provided tech solutions that are looking for a problem. | 1/2/2024 9:14 PM |
| 48 | I have found all my freelance positions through my own network | 1/2/2024 6:25 PM |
| 49 | French medical writing hib | 1/2/2024 5:43 PM |
| 50 | More me, the Talus rates were too low to sign-up. It makes more sense for me to have unpaid downtime if I am quite for work rather than working full-time at a reduced rate. | 1/2/2024 2:15 PM |

Q18 Did you get any freelance work through a commercial Recruitment Specialist in 2023 (tick one answer)?

Answered: 550 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 14.73% | 81 |
| No | 85.27% | 469 |
| TOTAL | | 550 |

| # | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE ARE ANONYMOUS BUT WILL BE MADE PUBLIC)... | DATE |
|----|---|--------------------|
| 1 | I didn't actually take on any contracts that were advertised by recruitment specialists, but for the first time I did start to engage with recruiters who contacted me on LinkedIn, and had a couple of phone calls with recruiters to discuss roles they were looking to fill. I discovered that my status as a sole trader was a barrier to taking their roles, which has prompted me to consider registering as a limited company. | 1/31/2024 1:22 PM |
| 2 | I was very quiet towards the end of 2022, so yes, I did go through a recruiter for a 6-month contract (and this was my first time of doing so in 12 years of freelancing). I did not extend the contract when my work from regular clients started to pick up again. | 1/30/2024 12:15 PM |
| 3 | I found it best to use my personal industry network. | 1/29/2024 9:49 PM |
| 4 | Most the work they seem to offer is contract work (generally FT), which would mean that I would need to change the way I work and stop working with my current clients | 1/29/2024 5:12 PM |
| 5 | Did not apply for positions yet | 1/29/2024 2:01 PM |
| 6 | Recruiters are a waste of time for me because I can get work on my own. I charge a high hourly rate for editing that recruiters cannot get for me. | 1/29/2024 1:53 PM |
| 7 | Recruitment agents are all talk and no trousers. Lots of 'opportunities' that never develop into jobs; I have given up working with them. | 1/29/2024 9:31 AM |
| 8 | Yes, I connected with two of my largest clients through different recruiters. | 1/27/2024 6:52 PM |
| 9 | The other client I had last year was through a connection in the MedComms cafe | 1/27/2024 2:34 AM |
| 10 | Offered a lot, but all want near full-time hours which isn't what I want. The only one that didn't pulled out the day before due to start | 1/26/2024 12:45 PM |
| 11 | Lots of conversations but found recruiters to be unreliable when to comes to freelance via | 1/25/2024 10:48 AM |

#MedComms Freelancing Barometer 2024

| | | |
|----|--|--------------------|
| | perm work. Found far more success going direct | |
| 12 | I've never had much luck with getting work through recruiters. Either the opportunities I'm approached about are never relevant to my experience (e.g. I'm approached about regulatory roles when I'm purely medcomms), or there seem to be promising opportunities that never come to anything. | 1/23/2024 3:43 PM |
| 13 | I was offered a couple of opportunities but was not in a position to commit to a certain number of hours per week for a year. | 1/21/2024 6:51 PM |
| 14 | I interviewed for some, but it's not my focus | 1/18/2024 7:01 PM |
| 15 | Yes, but I found their contract to be aggressive especially as sole-LLC. I ended up signing the contract with the client hired by the recruiting firm. | 1/16/2024 5:41 PM |
| 16 | I have been contacted several times but have been too busy to pursue | 1/16/2024 2:28 PM |
| 17 | Really try to avoid these like the plague | 1/15/2024 1:18 PM |
| 18 | Tend to avoid these, but looking into this for 2024 | 1/15/2024 11:44 AM |
| 19 | I am approached by many recruiters (mostly via LinkedIn) but I have never had the need or willing to work with them; I prefer finding prospective clients and making arrangements with them on my own. | 1/14/2024 11:26 AM |
| 20 | I tend not to work with recruiters - the rates are way too low, and sometimes they can muddy things up as a middle man. I am open to working with them for the right projects and rates but these haven't materialised yet | 1/13/2024 9:17 AM |
| 21 | I am in contact with several but so far I have work via my own contacts so have not needed specialist recruitment | 1/12/2024 4:19 PM |
| 22 | I am very frequently contacted by commercial Recruitment Specialists (at least twice a month) but always denied so far. I prefer working directly with clients. I have a small pool of recurring clients (from France, Germany and Switzerland) I like to work with. | 1/11/2024 5:18 PM |
| 23 | One of my main clients is via a recruitment agency - long running contract | 1/11/2024 10:57 AM |
| 24 | Only one project. It rarely works as they mostly require FTE which I cannot do due to my regular clients. | 1/11/2024 10:32 AM |
| 25 | Over the years, I have periodically invested (significant) time communicating with recruiters, yet I have never gained a client through a recruitment specialist. At this point in my career, I am no longer actively pursuing (and sometimes actively avoiding) interactions with recruiters. | 1/10/2024 3:50 AM |
| 26 | Although I do sometimes engage with recruitment specialists when they contact me, I have never gotten any freelance work through them. | 1/9/2024 2:43 PM |
| 27 | My experiences with recruiters are still pretty negative - misunderstanding my experience, ghosting me instead of explaining why an opportunity may not have worked out. | 1/9/2024 1:59 PM |
| 28 | I was contacted by recruiters a few times, but the opportunities did not materialize. Recruiters are remaining a channel for new opportunity for me. | 1/8/2024 7:18 PM |
| 29 | They contact you, but never follow through. Also requesting so much information. | 1/8/2024 2:26 PM |
| 30 | Most recruiters couldn't meet my part-time working requirements and this was mainly where I fell short of being put forward. However I have a great relationship with one recruiter, who had a flexible attitude and has successfully placed me with 3 different clients. | 1/8/2024 1:58 PM |
| 31 | Was contacted many times, sent CV and references, but did not get offer any positions. | 1/8/2024 12:24 PM |
| 32 | I spoke to a great many, but no actual contracts! | 1/8/2024 12:21 PM |
| 33 | I have been sent lots of offers of potential work through HR agencies but generally take on my work through personal networks. | 1/8/2024 12:06 PM |
| 34 | May be an option during 2024. | 1/8/2024 11:17 AM |
| 35 | I only trust a selective few recruiters. I find many of them are only interested in placing me in generic medical writing roles, despite the fact that I have described the specific type of role I'm | 1/5/2024 9:27 PM |

#MedComms Freelancing Barometer 2024

looking for. In the past, I have also been treated poorly by recruiters who have commissioned me for contracts.

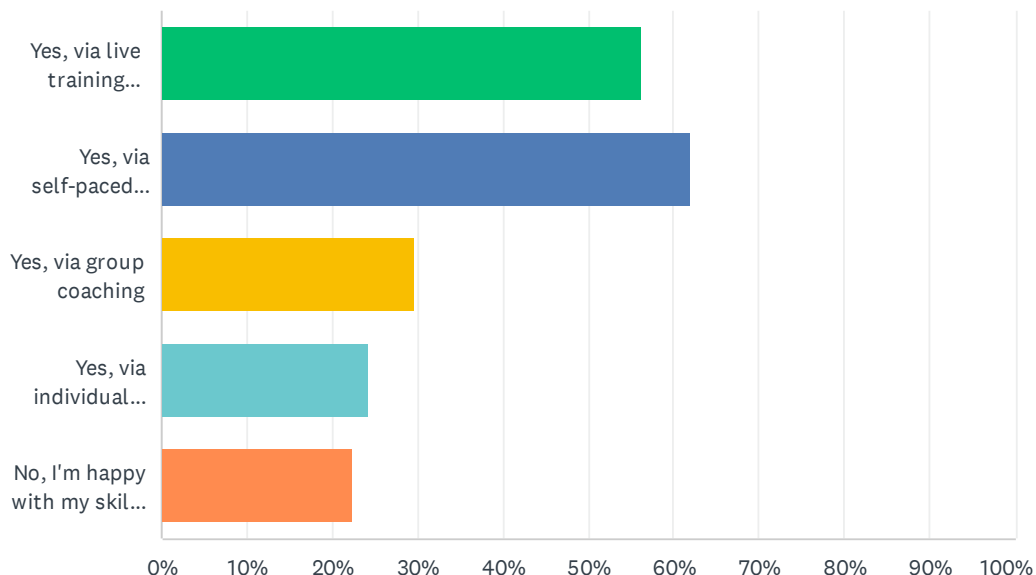
| | | |
|----|---|-------------------|
| 36 | No. I prefer to not work with them. Too often, I have to provide substantial up front materials (capability statements, online paperwork, etc) that are above and beyond what other clients expect, only to hear nothing back. | 1/5/2024 8:43 PM |
| 37 | I've spoken to a couple of recruiters but haven't signed up yet | 1/5/2024 3:42 PM |
| 38 | All through personal connections on LinkedIn | 1/5/2024 1:57 PM |
| 39 | All my work in med comms has come from personal networking. | 1/4/2024 2:37 PM |
| 40 | Almost all my work since becoming a freelancer has been through recruiters (the remaining work has been through the MedComms workbook - initial individual projects have turned into long-term working relationships through this, but only for ad-hoc projects, whereas the recruiter contracts are a regular specified no. of hours per week) | 1/4/2024 9:55 AM |
| 41 | SOME conversations but nothing came of it. In one case the client was interested but the rate was quite a bit lower than my usual and the type of work wasn't something I really wanted. | 1/3/2024 9:31 PM |
| 42 | I generally find recruiters not well prepared when they present work opportunities. This has led to some cringeworthy moments while interviewing. After several interviews, I stopped dealing with recruiters because they are not worth my time. | 1/3/2024 8:57 PM |
| 43 | Discussed some good opportunities but they always want someone immediately, and as I book ahead where possible, I don't usually have availability when there is a suitable opportunity. | 1/3/2024 8:27 PM |
| 44 | None of the many conversations I've had with recruiters have been fruitful. Most seemed to be just trying to get information about my prior clients. | 1/3/2024 6:00 PM |
| 45 | For most of 2023, I didn't need the services of a recruiter; however, I did approach a couple during December, one of whom came up trumps with a project for January. | 1/3/2024 5:43 PM |
| 46 | I received work from 1 client through a recruitment specialist. | 1/3/2024 5:40 PM |
| 47 | I did this in 2022 and did not enjoy the experience. | 1/3/2024 5:11 PM |
| 48 | I spoke with quite a few recruiters last year, but the jobs never panned out. | 1/3/2024 5:05 PM |
| 49 | All of my work is via word of mouth and LinkedIn posts (but am towards the end of my career and have worked for many agencies) | 1/3/2024 4:44 PM |
| 50 | I got too busy to take on new work, and the rates are too low. | 1/3/2024 1:38 PM |
| 51 | I had a few calls with recruiters but they did not result in any contracts, mainly because regular clients returned to offer work. At times, it seemed there were few relevant opportunities in med comms - many recruiters were asking for regulatory writers. | 1/3/2024 11:40 AM |
| 52 | My main source of income was with a client who I got through a recruitment specialist. I did not renew my contract with the recruitment specialist and will probably follow up with the client after the contracted period of disengagement has passed. | 1/3/2024 11:37 AM |
| 53 | I think I talked to a couple when the work was near-stagnant early in the year but felt they were only interested in placing for permanent roles. | 1/3/2024 10:51 AM |
| 54 | Have spoken to one about 2024 and booked in for a call with another | 1/3/2024 9:35 AM |
| 55 | I was approached by several but nothing ever came from it. Clients approached me directly through LinkedIn. | 1/3/2024 8:48 AM |
| 56 | Recruiters waste my time. | 1/2/2024 9:50 PM |
| 57 | My only work came through a recruiter. Direct overtures to potential clients have yet to yield positive results. | 1/2/2024 9:02 PM |
| 58 | I've had a few interactions, but not any work. That said, I feel that the relationships I built last year with recruitment specialists may eventually provide opportunities for freelance work. | 1/2/2024 8:21 PM |
| 59 | My experience of recruiters has been very poor and I always try to get work directly wherever possible. In 3+ years of freelancing, I have used a recruiter once (for a 1-week contract). I have tried to develop a large network so that I can avoid recruiters and freelancer platforms. | 1/2/2024 7:11 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|-------------------|
| 60 | I get contacted regularly by commercial recruiters but have not needed to use their services in the last 10 years. This may change. | 1/2/2024 4:36 PM |
| 61 | Recruitment specialists call quite often, but rarely have an actual job in mind; they seem to just fish for info on which agencies I've worked with and who my contacts there were. They don't listen to my needs and the type of work I'm looking for, and several people from the same company call and ask the same things. And the, as mentioned, they try to reduce my fees. Not professional at all | 1/2/2024 2:50 PM |
| 62 | I had one contract through a recruitment agency which sadly did not work out. I found it very difficult to work out what was expected of me and have reached the conclusion I work better with the smaller, more boutique agencies. | 1/2/2024 2:18 PM |
| 63 | I am frequently contacted by them, but the roles never seem to work out | 1/2/2024 1:10 PM |
| 64 | I have *never* gotten freelance work through a recruiter and I would like to know if other people do. I completely ignore them now. | 1/2/2024 12:51 PM |
| 65 | They call, I try, never goes anywhere. I actually don't know why I still answer the emails :). | 1/2/2024 11:11 AM |
| 66 | L | 1/2/2024 9:48 AM |
| 67 | I try and not use recruiters for several reasons. One, they usually offer roles which are clearly inside IR35 (despite what they say). Two, they can't tell the difference between different skill sets (eg. Med comes and regulatory writing). Three, they lead you a merry dance telling you everything us urgent then drop you like a stone. Not a professional group of people. | 1/2/2024 9:29 AM |
| 68 | I would have done this if I knew how | 1/2/2024 9:24 AM |
| 69 | So far I have avoided using recruiters, as fellow freelancers have had negative experiences using them. | 1/2/2024 9:21 AM |

Q19 Are you interested in support to build your MedComms skills and freelance career (tick all that apply)?

Answered: 550 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|--|-----------|-----|
| Yes, via live training sessions | 56.36% | 310 |
| Yes, via self-paced online courses | 62.00% | 341 |
| Yes, via group coaching | 29.64% | 163 |
| Yes, via individual mentoring | 24.36% | 134 |
| No, I'm happy with my skill level and am not looking for support | 22.36% | 123 |
| Total Respondents: 550 | | |

| # | PLEASE SHARE ANY OTHER THOUGHTS ABOUT HOW YOU LIKE TO ACCESS PERSONAL LEARNING AND DEVELOPMENT OPPORTUNITIES. ALL SUGGESTIONS WELCOMED. PLEASE REMEMBER THE COMMENTS HERE ARE ANONYMOUS BUT WILL BE MADE PUBLIC. | DATE |
|---|--|--------------------|
| 1 | It's nice to see that there's more support available now, e.g. for mentoring - I feel I could've benefited from it when I was starting freelancing, but it wasn't available back then. Also, it's expensive, especially for one-to-one. | 1/30/2024 10:39 AM |
| 2 | I prefer sessions where attendees can have idea and best practice exchange. | 1/29/2024 9:49 PM |
| 3 | The cost shouldn't be a barrier to education/career development, and we should be able to use our self-funding as freelancers meaningfully. After many years, when we turn back, our career choice should be something we make ourselves proud of. | 1/29/2024 2:01 PM |
| 4 | The main problem is that I am brilliant at writing, but different companies need expertise in different tech packages. | 1/29/2024 1:34 PM |
| 5 | In Spain, we have an expert training course organized by the AERTeM and the Universitat Oberta de Catalunya (UOC): 400 h (16 ECTS). It covers MedComms, Regulatory writing, and | 1/29/2024 12:37 PM |

#MedComms Freelancing Barometer 2024

Scientific papers plus basic skills.

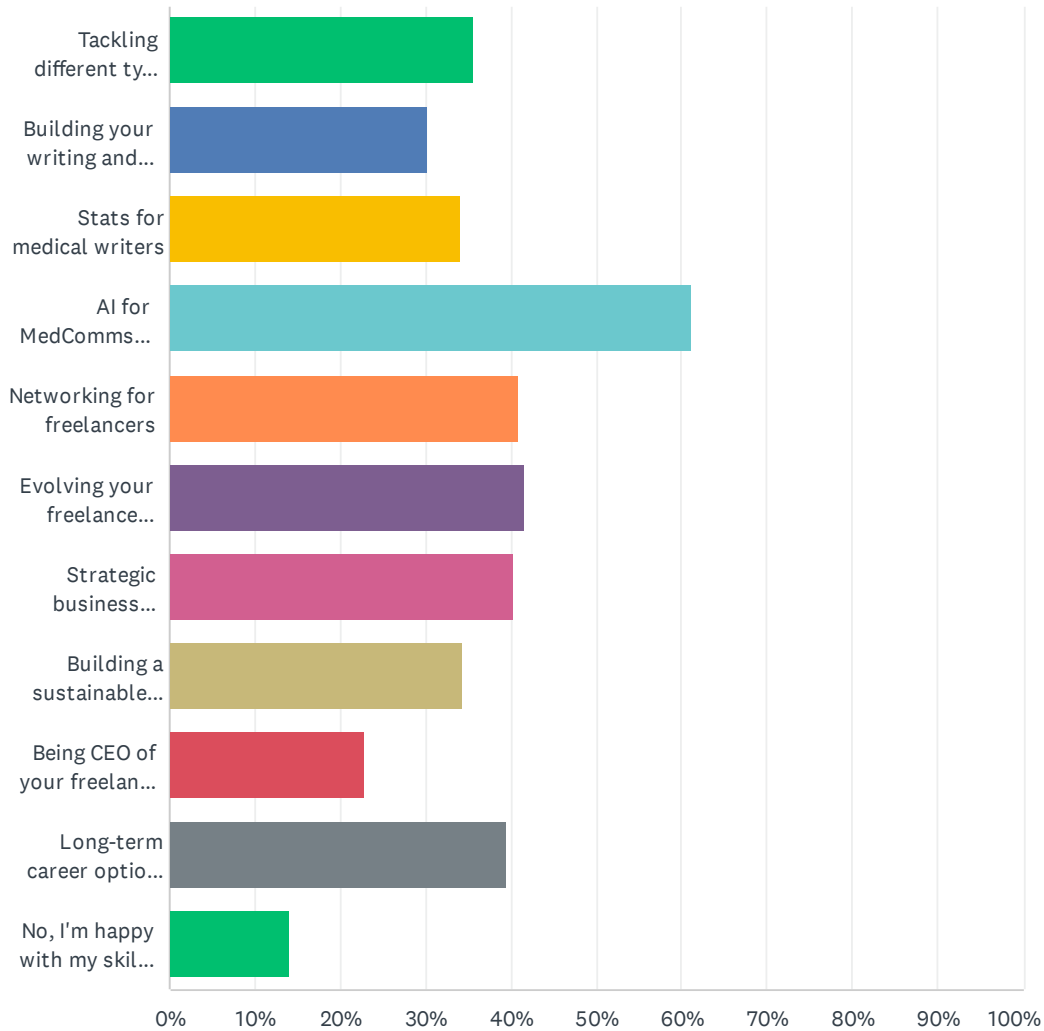
| | | |
|----|--|--------------------|
| 6 | I'm interested in expanding the training I already provide | 1/26/2024 10:17 PM |
| 7 | I have spent a lot of money the past decade on continuing education and certification, out of pocket. Recently I paid a large sum for business coaching for medical writers and I did not find it useful, more like a formula, not personalized. I am doubtful about the usefulness of more general courses, and I do not want to spend any more money on this for the time being. | 1/25/2024 9:33 AM |
| 8 | Maybe | 1/17/2024 3:03 AM |
| 9 | Live/recorded online sessions preferred. | 1/14/2024 11:26 AM |
| 10 | I think I would like training in building my business rather than MedComms skills per se. | 1/13/2024 3:51 PM |
| 11 | I already have a business coach. | 1/11/2024 10:06 PM |
| 12 | I attend the annual spring EMWA conference and take at least 1 workshop each year. | 1/11/2024 5:18 PM |
| 13 | I'm happy with my skill level but am always looking for new technical innovations to improve workflow | 1/10/2024 12:36 PM |
| 14 | The field of AI (in relation to medical communications work) is the area in which I feel I currently most need professional development that I don't readily know how to pursue on my own. | 1/10/2024 3:50 AM |
| 15 | I always want to learn something new that moves my profession to the future I want. | 1/9/2024 12:39 PM |
| 16 | I would have been, but this is not relevant now that I am no longer freelancing. | 1/8/2024 11:01 PM |
| 17 | I feel comfortable with my editorial skill set, but I could really use help in learning how to market myself. | 1/8/2024 5:00 PM |
| 18 | I am just not sure. I feel like I ought to do something, but at the same time I am enjoying the challenges with paid work and learning that way. I am still exploring all the options in the field. | 1/8/2024 1:58 PM |
| 19 | Yes this is something I would like to include in my plan for 2024. I actually have a budget to spend from my husband's company as part of our relocation allowance and so would welcome any advice here. | 1/4/2024 2:37 PM |
| 20 | I get the most value out of live training sessions, but often can't attend at the required time, so self-paced online courses provide the next-best option with added flexibility | 1/4/2024 9:55 AM |
| 21 | I would love to when home life gets less busy. | 1/4/2024 2:34 AM |
| 22 | I do better with hands-on learning related to things I need to know. If I learn it and don't use it I *will* forget. | 1/3/2024 9:31 PM |
| 23 | Asynchronous learning would be ideal. Perhaps some contact with the instructor would give a human touch. | 1/3/2024 8:57 PM |
| 24 | Prefer live events, but on-demand is always useful in case availability prevents me from attending live events. | 1/3/2024 8:27 PM |
| 25 | Getting the most out of AI would be great | 1/3/2024 6:29 PM |
| 26 | Live training sessions are difficult as my contract take up all of my working hours. | 1/3/2024 4:44 PM |
| 27 | I would be happy to learn new skills if the specific need comes up e.g. an existing client wants me to take on a project that I need to learn new software (or whatever) for. | 1/3/2024 3:53 PM |
| 28 | Flexibility is key for me, to work around my core contract hours and childcare responsibilities | 1/3/2024 11:40 AM |
| 29 | Yes, via work referrals. | 1/3/2024 11:37 AM |
| 30 | There's always something to learn / improve on! | 1/3/2024 10:53 AM |
| 31 | I'm in a group coaching set-up for the first quarter and am always keen to do more CPD via ad-hoc training sessions or online courses if relevant and if I have the time. | 1/3/2024 10:51 AM |
| 32 | I can't always do set times so it would be good to have recordings of any trainings that I can listen to after. Or a second session of popular meetings at different times for those that couldn't make the first one. | 1/3/2024 8:48 AM |

#MedComms Freelancing Barometer 2024

| | | |
|----|--|------------------|
| 33 | I get more out of hearing what other people are doing and what the hot topics are. | 1/2/2024 9:50 PM |
| 34 | I have been in group coaching/mastermind since I started freelancing in 2019. | 1/2/2024 8:48 PM |
| 35 | I like training support that is targeted and succinct. Live training and recorded training are useful, as long as they are one hour or less in duration. | 1/2/2024 8:21 PM |
| 36 | I think there are already enough opportunities for support if needed. I imagine support in AI will be needed once the industry has finally decided which tool(s) it will use, but even then it may be easier to return in-house for a while to really understand how it is being used. | 1/2/2024 9:29 AM |
| 37 | Webinars are good | 1/2/2024 9:17 AM |
| 38 | No - but am not 'happy' with current skill level, just other things need priority and i think i can get by for now | 1/2/2024 8:50 AM |

Q20 Would you be interested in training or support on any of the following topics (tick all that apply)?

Answered: 550 Skipped: 0



#MedComms Freelancing Barometer 2024

| ANSWER CHOICES | RESPONSES | |
|--|-----------|-----|
| Tackling different types of MedComms projects | 35.64% | 196 |
| Building your writing and reviewing skills | 30.18% | 166 |
| Stats for medical writers | 34.18% | 188 |
| AI for MedComms freelancers | 61.09% | 336 |
| Networking for freelancers | 40.91% | 225 |
| Evolving your freelance offering | 41.64% | 229 |
| Strategic business development for freelancers | 40.36% | 222 |
| Building a sustainable freelance business | 34.36% | 189 |
| Being CEO of your freelance business | 22.73% | 125 |
| Long-term career options for MedComms freelancers | 39.45% | 217 |
| No, I'm happy with my skill level and am not looking for support | 14.00% | 77 |
| Total Respondents: 550 | | |

| # | ARE THERE ANY OTHER TOPICS YOU WOULD LIKE TRAINING OR SUPPORT ON? ALL SUGGESTIONS WELCOMED. PLEASE REMEMBER THE COMMENTS HERE ARE ANONYMOUS BUT WILL BE MADE PUBLIC. | DATE |
|----|---|--------------------|
| 1 | All of these would be interesting. | 1/30/2024 10:39 AM |
| 2 | I'm happy with most of the the skills I use day to day in my work and have expanded them by working on many different types of projects over the years. I think the soft skills around medcomms and freelancer are where I need to develop - to an extent, I feel like I've sat in my comfort zone for quite some time now and want to feel a little most agile to respond to an ever changing sector | 1/29/2024 5:12 PM |
| 3 | Networking with potential clients | 1/29/2024 2:17 PM |
| 4 | Business knowledge/advice from zero to hero How to handle accounts legal aspect/ indemnity cover as a science writer/freelancers financial advice for freelancers How build your own blog/website -legal side/pros/cons/failures/how to handle cyber attacks/IT for freelancers | 1/29/2024 2:01 PM |
| 5 | Health Economics and Outcomes Research | 1/29/2024 2:00 PM |
| 6 | Help with tech apps would be appreciated eg. Veeva etc | 1/29/2024 1:34 PM |
| 7 | Graphics creation for medical communications (e.g. PowerPoint charts) | 1/29/2024 12:26 PM |
| 8 | I'm interested in expanding the training I already provide | 1/26/2024 10:17 PM |
| 9 | While I'm considering other options (including in-house roles), purely out of financial necessity, my preference is to continue freelancing. If I can continue freelancing, I intend to overhaul my freelance business and actually start treating it like a business, as I've often neglected this. So I would be interested in any training that can help me do that. | 1/23/2024 3:43 PM |
| 10 | You can tell I like to learn :-D | 1/19/2024 2:55 PM |
| 11 | Retirement for freelancers | 1/19/2024 2:09 PM |
| 12 | Updates on ABPI Code, copyright issues, i.e., things to be aware of. | 1/18/2024 10:23 AM |
| 13 | SEO! | 1/16/2024 3:01 PM |
| 14 | Probably just keeping up with compliance requirements, but I know where to access that information | 1/15/2024 10:47 PM |
| 15 | Regulatory medical writing - there is just nothing good available | 1/15/2024 1:18 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|--------------------|
| 16 | I | 1/15/2024 11:01 AM |
| 17 | I am also very interested in transitioning into regulatory writing. | 1/13/2024 3:51 PM |
| 18 | Continuing medical education Patient education | 1/12/2024 2:29 PM |
| 19 | Compliance, regulation, code of practice | 1/10/2024 3:49 PM |
| 20 | I would love to find training that could assess my current level of writing and point me in the direction of some free resources I can learn from by myself. | 1/8/2024 8:46 PM |
| 21 | How to identify appropriate targets to market myself to. | 1/8/2024 5:00 PM |
| 22 | Accounting, tax, and personal finance Contract structure Insurance | 1/8/2024 3:00 PM |
| 23 | Regulatory environments | 1/8/2024 11:17 AM |
| 24 | Regulatory environments | 1/8/2024 11:16 AM |
| 25 | Particularily interested in some of the options above (evolving your freelance offering and long term career options) | 1/5/2024 3:42 PM |
| 26 | All of the above - some courses (e.g. stats, writing/reviewing skills) I completed when in-house, but refreshers and opportunities to learn from others/learn new approaches are always useful. | 1/3/2024 8:27 PM |
| 27 | Yes, I am interested in anything that will help my career to blossom. | 1/3/2024 11:37 AM |
| 28 | I think it'd be helpful to have more training/info on how to market ourselves as freelancers – ideas of how to approach social media (not necessarily just LinkedIn) and other directories which could be useful and how best to use these to maximise reach. | 1/3/2024 10:51 AM |
| 29 | Selling strategic input to Pharma | 1/2/2024 8:48 PM |
| 30 | Advances in medical affairs practices | 1/2/2024 6:25 PM |
| 31 | All of the above, I think there are a multitude of areas where training is valuable. | 1/2/2024 2:18 PM |
| 32 | If there is an AI training course, I am there. | 1/2/2024 11:11 AM |
| 33 | These only mainly apply to new freelancers - not sure the industry can support any more freelancers can it? | 1/2/2024 9:29 AM |
| 34 | Same as previous | 1/2/2024 8:50 AM |

Q21 What is your biggest concern about freelancing in and around MedComms? Please remember the comments here are anonymous but will be made public.

Answered: 313 Skipped: 237

| # | RESPONSES | DATE |
|----|--|--------------------|
| 1 | Lack of opportunities with decent rates and realistic expectations of what can be done | 1/31/2024 8:36 PM |
| 2 | consistency of work | 1/31/2024 4:21 PM |
| 3 | Increasing difficulty in securing a steady flow of work. I think I've been spoilt in that, for most of my 10 years of freelancing, new opportunities have arisen organically (not purely by luck, I did spend 8 years working in-house and building a network of colleagues who would consider me a good writer before I went freelance) and I've more often had to turn work down than actively seek work. However, the balance has definitely tipped recently. If I want to continue freelancing I will need to adapt, including registering as a limited company, and probably embracing AI more than I have so far! However, I'm struggling to find motivation to make these changes and chase new business, so this could be the catalyst for a change in direction, away from freelancing. I'm sure freelance medical writing could remain a viable career if I was really keen to continue and invest substantial effort in my freelance business, but I feel ready for a change of scene. I'm very fortunate that this lull in freelance work coincides with changes in my circumstances that make it easier to consider other options (my main reason for going freelance in the first place was to fit work around school hours and school holidays, but as my kids get older that is a less important factor than it used to be). | 1/31/2024 1:22 PM |
| 4 | The lower rates offered for publications writing as compared to what I get for regulatory writing | 1/31/2024 6:18 AM |
| 5 | AI taking off freelancer's work based on the feeling of "I can do it by myself with AI tools helping", when in reality AI is so inaccurate as it can be, on many cases. | 1/30/2024 8:19 PM |
| 6 | Corporate clients seem to be doing more medical writing in-house rather than outsourcing to freelancers. | 1/30/2024 12:19 PM |
| 7 | Managing the workload when I am very busy and finding good people to outsource to in those times. Most of my clients are fairly reliable, but it can be difficult managing changing timelines, e.g. when the client delays sending me review comments, for example. | 1/30/2024 12:15 PM |
| 8 | I worry about the impact of AI on the need for freelancers. There seems to be a downturn in the use of freelancers at the moment and I worry this won't recover with increasing use of AI tools | 1/30/2024 10:55 AM |
| 9 | Sometimes not feeling properly valued because I do my best to contribute, but can easily be discarded if I'm no longer needed. I sometimes wonder if I should return to employment, but worry that the environment would be too demanding for me. | 1/30/2024 10:39 AM |
| 10 | None really, been great for me | 1/30/2024 7:40 AM |
| 11 | The opportunities drying up. | 1/30/2024 5:26 AM |
| 12 | The segmenting of departments. I started with a very small company and learned so much from all of us working together on programs. I am fortunate to have worked on every type of pharma industry meeting except an incentive (worked on a part, did not have to plan from beginning to end). I enjoyed working on different types of programs at the same time, as I think it made me more creative by using ideas from the various types of programs where necessary. It seems many work in silos. I am a big-picture person, preferring to understand the full process so I can contribute strategically. | 1/29/2024 9:49 PM |
| 13 | Staying up-to-date (good industry practices, AI etc); being new to freelancing, I still have concerns about whether it will be financially viable. | 1/29/2024 8:21 PM |
| 14 | Finding enough clients to support full-time freelancing, finding clients who provide regular work | 1/29/2024 6:47 PM |

#MedComms Freelancing Barometer 2024

vs intermittent work

| | | |
|----|---|--------------------|
| 15 | Finding new work - having largely worked with the same clients for many years, I don't feel that I established alternative options to immediately turn to. I also wonder if changes to the pharmaceutical sector are going to eventually feedthrough to there being fewer and fewer freelancer oportunities as companies look to cut costs | 1/29/2024 5:12 PM |
| 16 | My biggest concern is finding work and doing so in a way where I can maintain a reasonable work/life balance. Especially in 2023, I had quite a slow start for the first few months, and then I was working way too many hours in the latter half of the year trying to make up for the slow start. | 1/29/2024 4:59 PM |
| 17 | Most medcomms agencies will only take people who already have agency experience. This is unfair and discriminatory and excludes many people who do have the necessary skills and experience to do the work and to do it well. | 1/29/2024 3:41 PM |
| 18 | Unpredictability of the needs of med-comms agencies | 1/29/2024 3:17 PM |
| 19 | Contracts with clients that suddenly terminate or a client who reduces workload without notice. | 1/29/2024 3:10 PM |
| 20 | AI ! | 1/29/2024 3:10 PM |
| 21 | -Changes in legislation that make people not want to hire freelancers. -Working in a silo, not knowing changes in trends in technology, or changes in hiring practice -Hard to know what to charge when you work alone and have done for many years -There needs to be an affordable insurance policy for freelance medcomms writers that clearly covers what we do (and only what we do, and takes into account that everything we write is provided by and signed off by the client, hence any harm caused by us would likely be limited only to inadvertent plagiarism or breach of data), that is well advertised eg. on society web pages. If more people buy that insurance, then maybe ISMPP or AMWA can get a group discount. | 1/29/2024 2:17 PM |
| 22 | Getting new projects and clients! | 1/29/2024 2:16 PM |
| 23 | Overuse of AI and a the downstream impact this may have on the quality and accuracy of medical communications on a huge scale | 1/29/2024 2:05 PM |
| 24 | 1. Isolation 2. fewer people interations 3. financial insecurity 4. You will be your boss and need to take the risks 5. No IT support 6. No colleagues to interact with 7. No seniors to ask for opinion and guidance-but networking is an option | 1/29/2024 2:01 PM |
| 25 | The use of artificial intelligence and theft of my online copyright material. | 1/29/2024 1:34 PM |
| 26 | Greater use of AI, not having the technical skills to be 'useful' | 1/29/2024 12:34 PM |
| 27 | I feel that freelancers are used to outsource some of the most challenging projects and with the tightest of deadlines while not being treated as 'team members' ; it is increasingly rare to get a good project brief and therefore hard to deliver a good job | 1/29/2024 12:26 PM |
| 28 | The lack of freelance opportunities at the moment | 1/29/2024 12:07 PM |
| 29 | New work opportunities are almost entirely dependent on referrals, which is not a great business model. Clients who really value my work are probably not too motivated to refer me to others as they are concerned about losing me as a resource. I find that I am too dependent on one client, which exposes me to risk of patchy workload or a sudden loss of work. | 1/29/2024 11:26 AM |
| 30 | That with AI, everyone will think that they can be a MedComm specialist and that Marketing Departments etc will keep it in-house. | 1/29/2024 11:26 AM |
| 31 | General concern about fewer opportunities | 1/29/2024 11:24 AM |
| 32 | Will we be paid sufficiently to thrive | 1/29/2024 11:03 AM |
| 33 | That more writing will be done in house, with a reduced requirement for freelancers. | 1/29/2024 10:27 AM |
| 34 | Being booked for work but not knowing if this work will arrive. As I am keen to ensure work:life balance I do not want to overbook myself, but it seems I may have to consider doing this or my time will not be filled as much as I would like. | 1/29/2024 9:37 AM |
| 35 | 2024 is so quiet. Everyone I work with has said that their companies are tightening their belts, so there's no freelance work to be had. I have never experienced this before in all the time I have freelanced, and it is worrying. | 1/29/2024 9:31 AM |

#MedComms Freelancing Barometer 2024

| | | |
|----|--|--------------------|
| 36 | Generate income not | 1/28/2024 2:20 PM |
| 37 | Not finding client | 1/28/2024 2:13 PM |
| 38 | Getting started. Just like anything else, you need experience to prove your place but no one will give you the opportunity to get the experience. it's a circle. I think it would be beneficial for someone to help you get your foot in the door at a few little places to be published. To get that start. It just takes some help from someone who knows the business. | 1/28/2024 1:35 PM |
| 39 | Another highly sporadic year like 2023, with little income some months. | 1/27/2024 6:52 PM |
| 40 | My self confidence stopping me from pursuing bigger aspirations. | 1/27/2024 2:34 AM |
| 41 | Impact of AI. Increased trend to create in-house Medical "Academies" and reduce agency reliance on freelancers | 1/26/2024 3:48 PM |
| 42 | That there isn't enough work anymore and that I will have to go into a full-time in-house role | 1/26/2024 12:45 PM |
| 43 | None | 1/25/2024 11:57 PM |
| 44 | Current volume of work - much less than in previous years, trend continuing from Autumn 2023 | 1/25/2024 1:58 PM |
| 45 | Work drying up | 1/25/2024 12:09 PM |
| 46 | Growing use of AI on the client side to reduce the need for agency writers | 1/25/2024 10:48 AM |
| 47 | AI and corporations' seeming live affair with it | 1/25/2024 6:24 AM |
| 48 | It has gone a bit quiet, so I'm a little worried about getting enough work in. | 1/24/2024 9:09 AM |
| 49 | NA | 1/24/2024 4:52 AM |
| 50 | That chatgpt is going to replace us. | 1/23/2024 3:59 PM |
| 51 | A main concern at the moment, obviously, is whether the market will pick up again, and if so, to what extent and what will freelancing look like in the future? Another concern I have is that the services I offer seem a bit limited, and I'd like to expand what I do. For example, I'd like to try medical content writing, CME, and writing for patients and other lay audiences. However, as a freelancer, I find it really hard - if not impossible - to get work in areas I don't have experience in. This makes sense, as clients hire freelancers because they have experience and can do a great job first time, with minimal supervision. But this means that I don't know how to expand into new project types as a freelancer. Also - AI. I don't think AI will steal all our jobs. But I do think those med writers/freelancers who don't learn how to use it effectively might get left behind. But as a freelancer, I'm not sure how to find out how to use it effectively! | 1/23/2024 3:43 PM |
| 52 | Developing a large enough client base to ensure getting as much work as I want for financial stability and the work/life balance I want | 1/23/2024 3:39 PM |
| 53 | none | 1/23/2024 11:46 AM |
| 54 | My biggest concern is time management. Sometimes, the work is overwhelming and the tight deadlines affect my overall health a lot. The scope of work usually changes a lot after the project is finalised, however, most clients are adaptable with the deadlines but some just expect magic! | 1/22/2024 6:45 PM |
| 55 | I am concerned that I will get bored as there are fewer opportunities to try new project types and working in isolation can be hard. I am also concerned that need for freelancers may reduce. | 1/22/2024 4:38 PM |
| 56 | difficulty in getting client work in 2024 | 1/22/2024 12:21 PM |
| 57 | Job insecurity, lack of FL opportunities, hours worked not matching hours booked | 1/22/2024 12:08 PM |
| 58 | The impact of AI | 1/22/2024 11:50 AM |
| 59 | The development of generative AI has caused me a lot of anxiety. I feel as though the skills that make me a great medical writer will become obsolete because of AI. I'm not sure that I'm even excited about using AI in my work, and most of all I feel that it takes the creativity and enjoyment out of producing good writing. | 1/21/2024 6:51 PM |
| 60 | I am afraid that there will be not enough work for me to make it my only job. | 1/20/2024 8:16 AM |

#MedComms Freelancing Barometer 2024

| | | |
|----|--|--------------------|
| 61 | To find clients | 1/20/2024 12:36 AM |
| 62 | My biggest concern is not having enough work, even though I work part-time. Last year has definitely been a slower year, and despite many new contacts, my income was the same as in 2022, when I was just starting out. | 1/19/2024 3:11 PM |
| 63 | An abundance of recruiting/staffing agencies who insert themselves between the freelance and the client, which results in the freelance making dramatically less than they otherwise would. | 1/19/2024 2:55 PM |
| 64 | Unstable income. | 1/19/2024 2:19 PM |
| 65 | IR35 regulations Getting a good variety of work from multiple clients | 1/19/2024 1:27 PM |
| 66 | The instability around the job. However, the freelancers manage it and love it because it gives them the freedom to work and accept a variety projects that they have more interest in. | 1/19/2024 12:32 PM |
| 67 | Workload | 1/19/2024 12:19 PM |
| 68 | My biggest concern is that the work will dry up. Even though that has never been the case for me, I still worry about it when work isn't booked at least two months in advance. | 1/18/2024 8:27 PM |
| 69 | no concerns, I love it | 1/18/2024 7:01 PM |
| 70 | That the market is now saturated and work will become harder to get | 1/18/2024 2:05 PM |
| 71 | The restructuring of pharma companies impacting the amount of creative work/medical writing required | 1/18/2024 12:39 PM |
| 72 | Not keeping up to speed with latest developments in technology etc | 1/18/2024 10:26 AM |
| 73 | Making sure I stay up-to-date with current practices in agencies, so I can offer best service. | 1/18/2024 10:23 AM |
| 74 | Stability in earnings. Upskilling right. Networking. | 1/18/2024 10:18 AM |
| 75 | Freelance work should be open globally. This means the offer should not have any country restrictions. | 1/18/2024 9:48 AM |
| 76 | Very reliant on overall industry buoyancy- which is currently variable. | 1/17/2024 5:30 PM |
| 77 | Other freelancers asking for rates that are too low (either because they can afford it, or because they are not aware of their value or how much profit their work is bringing for their clients, or because some FLs don't pay taxes...) and lowering the bar for us all. I believe it's important for us all to be as transparent about pay as possible and to uplift each other by collectively upping our rates (and paying our taxes!). | 1/17/2024 12:59 PM |
| 78 | Not getting enough freelance work to support myself and having to return to working in agency. | 1/17/2024 11:08 AM |
| 79 | The continuation of work opportunities Can be difficult to prioritise more than 1 client if your main client requires that you are always available, even if contracted for 2-3 days a week | 1/17/2024 8:25 AM |
| 80 | There are many freelancers in the MedComms business. It is becoming difficult to figure out a USP to stand out amidst the sea of freelancers. The lack of a standard pathway to freelancing in Medcomms makes it even more challenging. | 1/17/2024 3:36 AM |
| 81 | Trying to avoid the feast and famine experienced by freelancers. 2023 was the first year I had experienced this. | 1/17/2024 12:12 AM |
| 82 | Unsure how to get new clients at the experience/skill set rate. | 1/16/2024 8:06 PM |
| 83 | The volatility of the industry and the lack of professional support | 1/16/2024 7:52 PM |
| 84 | Clients seeing apparent value in AI and putting immediate cost savings ahead of credible deliverables based on real evidence rather than made-up citations | 1/16/2024 5:49 PM |
| 85 | 1. Writers being underpaid. AMWA and EMWA salary surveys are infrequent, especially AMWA which has not done a new survey since the pandemic and the subsequent inflation and cost-of-living increases. 2. Clients dropping freelancers with no/little notice because the contracts always and almost entirely favour the clients' interests. | 1/16/2024 5:05 PM |
| 86 | Expect the unexpected! | 1/16/2024 4:56 PM |
| 87 | AI, budget cuts | 1/16/2024 4:40 PM |

#MedComms Freelancing Barometer 2024

| | | |
|-----|---|--------------------|
| 88 | The challenge in the US is there are too many small biotechs where the employees within the medical affairs organization have no clue about scientific/medical communications and /or less experienced. Thus with my level of expertise of 25 years of experience, it comes down to "do as i say" from the client side and I am not getting the fullest satisfaction of work. | 1/16/2024 3:12 PM |
| 89 | I am worried about the national health and life sciences landscape, with organisations not having a much money to pay for specialist support as they once did. | 1/16/2024 3:01 PM |
| 90 | health insurance | 1/16/2024 2:31 PM |
| 91 | AI is a concern because it is confidently inaccurate | 1/16/2024 2:28 PM |
| 92 | AI | 1/16/2024 1:42 PM |
| 93 | I am concerned about the availability of MedComms freelance work and would like to understand in more detail what is driving this and if it is likely to change in the near future. I see AI as an opportunity as well as a challenge. I would like more insights into how MedComms agencies are responding/will respond to AI opportunities, and how freelancers can capitalize on this. | 1/16/2024 12:44 PM |
| 94 | Stagnant rates as well as concern for legislation targeting independent contractors. | 1/16/2024 12:33 PM |
| 95 | The impact of AI in the future | 1/16/2024 9:29 AM |
| 96 | More people are entering the profession, so more competition than ever before. I see more digital agencies claiming to be able to do med comms - but they are not strategic. | 1/16/2024 9:08 AM |
| 97 | Taking on an assignment and then realising it is more time-consuming than I realised or is something that doesn't interest me at all | 1/15/2024 10:47 PM |
| 98 | The next contract won't come or they will ask me to come into an office | 1/15/2024 7:49 PM |
| 99 | IR 35, fewer jobs, ageism | 1/15/2024 6:32 PM |
| 100 | Financial uncertainty, especially long-term. | 1/15/2024 5:01 PM |
| 101 | I worry that the industry overall is financially unstable at the moment, and that will have a knock-on to my freelancing. | 1/15/2024 2:35 PM |
| 102 | Becoming a wasted talent and not getting sufficient work | 1/15/2024 1:33 PM |
| 103 | Getting new clients and work for 2024 | 1/15/2024 1:27 PM |
| 104 | Susatinability of business in a changing world. | 1/15/2024 12:45 PM |
| 105 | The market is becoming saturated with freelancers just as clients are squeezing their budgets | 1/15/2024 12:39 PM |
| 106 | Volatility of client work as budgets are reducing and changing | 1/15/2024 12:39 PM |
| 107 | Contracts drying up Being stuck at the same role level I am currently If I go permanent to be promoted and progress with training, I am worried I'd have to take a 40% pay cut. | 1/15/2024 11:50 AM |
| 108 | Lack of work | 1/15/2024 11:10 AM |
| 109 | Europe-based instead of UK-based (despite being a Native English speaker) | 1/15/2024 10:45 AM |
| 110 | Continuity and time balance with multiple clients | 1/15/2024 10:08 AM |
| 111 | Not keeping up to speed with training and developments in the field | 1/15/2024 9:58 AM |
| 112 | I had as much work as I wanted in 2023 (I work part-time and aim for around 25 hours per week) from a range of clients but have noticed a general downturn in enquiries so am not confident about workflow in 2024 or beyond. | 1/15/2024 9:22 AM |
| 113 | Visibility to potential clients. Once the conversation with a client begins, I am very content with whatever outcome occurs. | 1/15/2024 9:15 AM |
| 114 | Dealing with high workloads due to several projects/clients coming back at the same time (sub-contracting not considered/allowed at the moment). | 1/14/2024 11:26 AM |
| 115 | Increased competition due to layoffs | 1/13/2024 10:07 PM |
| 116 | Not doing quality work and losing clients or not having consistent clients. | 1/13/2024 3:51 PM |

#MedComms Freelancing Barometer 2024

| | | |
|-----|--|--------------------|
| 117 | It seems that finding new freelance opportunities is based around who you know getting you introductions. cold calling doesn't work well. | 1/13/2024 11:31 AM |
| 118 | Reputation | 1/13/2024 9:17 AM |
| 119 | Non-professional use of AI with the purpose to replace medical writers; decrease of investment in freelancers to take out the work with certified professional medical writers; general instability in the sector; lack of networking between freelancers and between freelancers and companies. | 1/12/2024 8:17 PM |
| 120 | Having more work than I can handle. | 1/12/2024 7:50 PM |
| 121 | AI. | 1/12/2024 4:19 PM |
| 122 | They are one off and not repetitive,so need to maintain quality standards so the client to come back to you | 1/12/2024 2:58 PM |
| 123 | The unpredictable nature. Working with more than one client can be difficult as work may be delayed which has a knock on effect, but on the other hand, working with only one can be a lot more risky as you can suddenly be left with no work. | 1/12/2024 2:45 PM |
| 124 | Emergence and impact of AI | 1/12/2024 2:31 PM |
| 125 | Rates are highly inconsistent. Training is not affordable. | 1/12/2024 2:29 PM |
| 126 | Increasing number of experienced writers moving to become freelancers | 1/12/2024 2:10 PM |
| 127 | Slowing of the market, this has happened a little. | 1/12/2024 2:08 PM |
| 128 | Filling my time. This is the first year (in the last 20) that I've had this concern. | 1/12/2024 1:47 PM |
| 129 | client diversification | 1/11/2024 9:06 PM |
| 130 | No concern at present but a small fear in the back of my mind that my current clients might no longer need my services at some point in the future (maybe due to AI or other reason). | 1/11/2024 5:18 PM |
| 131 | Finding clients | 1/11/2024 3:42 PM |
| 132 | I hate the way that companies recruit freelancers because they think they might have work coming in that never actually materialises. As a freelance, I'm then put in the awkward position of being contracted to someone but not getting any work/money or having to break a contract to work elsewhere. It's particularly annoying if I've turned down other opportunities as I thought I would be busy. I just wish they would remember that I have bills to pay too! | 1/11/2024 11:25 AM |
| 133 | Tax implications and need to balance multiple clients. Taking on subcontractors to avoid turning away projects. | 1/11/2024 10:57 AM |
| 134 | When you freelance and your client leaves their place of employment, it can mean that you lose a client and this is something that you have limited control over. I have been fortunate that sometimes my contacts bring me to their new place of work, but then you have to re-establish yourself at their new place of work among their pool of known freelancers. | 1/11/2024 10:56 AM |
| 135 | Incomes stability | 1/11/2024 10:33 AM |
| 136 | Medical writing is becoming more and more popular. I am a bit concerned about newbies and price-dumping. | 1/11/2024 10:32 AM |
| 137 | being dependent on a few clients, not knowing what the income will be for the current year, changing workloads (from merely unmanageable to nil) | 1/11/2024 10:25 AM |
| 138 | No concerns | 1/11/2024 9:42 AM |
| 139 | Finding sufficient work for a reliable, sustainable income. | 1/11/2024 8:16 AM |
| 140 | Regulations changing to make it more complicated - I don't want to have to go back in-house. | 1/10/2024 4:50 PM |
| 141 | Main concern is that the apparent year-on-year reductions in volume of available work is becoming the norm. | 1/10/2024 4:04 PM |
| 142 | Saturation of freelance market. Move away from freelance support to more in-house roles. AI | 1/10/2024 3:49 PM |
| 143 | I'm concerned if like 2023 there is a lack of work for freelancers in general. I am approaching | 1/10/2024 3:48 PM |

#MedComms Freelancing Barometer 2024

| | | |
|-----|--|--------------------|
| | 60 and hope I won't need to try a find a permanent role at my age! | |
| 144 | The expansion of this career path with very capable newcomers who might be unaware of what a fair hourly rate is, dragging all prices down with their arrival. | 1/10/2024 2:31 PM |
| 145 | Reduction in agency budgets for freelance use | 1/10/2024 1:06 PM |
| 146 | There seems to be less freelance work available at the moment. I'm concerned that ChatGPT may render writing professions obsolete. | 1/10/2024 12:39 PM |
| 147 | Too many middlemen. | 1/10/2024 12:36 PM |
| 148 | Lack of work in the future | 1/10/2024 11:31 AM |
| 149 | I am concerned about how the job market will be affected as more companies introduce AI into their normal routine. | 1/10/2024 11:24 AM |
| 150 | My biggest concern is that the market is now flooded with freelancers and work is beginning to dry up. | 1/10/2024 8:58 AM |
| 151 | Ongoing financial viability given economic conditions and the changing environment of freelance work opportunities in med comms. | 1/10/2024 3:50 AM |
| 152 | Getting and keeping clients. | 1/10/2024 1:10 AM |
| 153 | Honestly, my location...much less strategic consultancy work in Asia-Pac. | 1/10/2024 1:07 AM |
| 154 | Securing contracts well in advance. Until last year, I had contracts secured a year ahead. Now, I'm only securing bookings a few weeks in advance. I didn't have any gaps in work last year but it came close. As the main earner in my household, this is a major concern for me and I've considered going back in house if things continue to be unpredictable | 1/9/2024 9:38 PM |
| 155 | The signs of the market getting less busy and the exponential growth of AI-based solutions for tackling medical writing projects. Recruiters and med comms agencies push for lower rates taking us a few years backwards. | 1/9/2024 7:49 PM |
| 156 | That I won't be able to get enough work to meet my financial goal. | 1/9/2024 6:18 PM |
| 157 | How can we overcome the public's mistrust of science? I love to hear people's thoughts on this. | 1/9/2024 2:03 PM |
| 158 | Experiencing quiet periods due to budget cuts in the Pharma industry. | 1/9/2024 1:35 PM |
| 159 | Continued availability of regular work | 1/9/2024 1:32 PM |
| 160 | None | 1/9/2024 1:23 PM |
| 161 | What to expect this year - will it go back to 'normal'! | 1/9/2024 1:13 PM |
| 162 | Reduced volume of work in the past year | 1/9/2024 1:11 PM |
| 163 | Lack of safe space for finding projects for beginners. | 1/9/2024 12:39 PM |
| 164 | Same as my answer to Q14 | 1/9/2024 12:14 PM |
| 165 | Client 'loyalty' to a freelancer who has done a good job over many years can just disappear overnight - usually, as far as I can see due to staff changes; but work can just suddenly dry up, which is disconcerting. | 1/9/2024 12:08 PM |
| 166 | That it will continue to be difficult to secure contracts from South Africa. | 1/9/2024 6:43 AM |
| 167 | Stable income and constant projects | 1/9/2024 3:06 AM |
| 168 | Difficulty in finding work. | 1/8/2024 11:01 PM |
| 169 | Building a sustainable income and client base, and being replaced by AI. | 1/8/2024 8:57 PM |
| 170 | I worry that I will never get a post because there are so many talented people applying for each posted position. | 1/8/2024 8:46 PM |
| 171 | Being able to support myself only with freelance writing | 1/8/2024 7:23 PM |
| 172 | 1) Technology is evolving faster, much faster, than any one freelancer can do to remain | 1/8/2024 7:18 PM |

#MedComms Freelancing Barometer 2024

current. As freelancer, one has to take a bet on a selection of possible technologies to invest in... the bet may not pay off. 2) Proprietary AI resources put together by larger companies like pharmas may not be available to freelancers.

| | | |
|-----|--|-------------------|
| 173 | The work seems much more sporadic and as a freelancer I am much more vulnerable to changes within the pharma industry | 1/8/2024 5:41 PM |
| 174 | It is an excellent organization, and I have no concerns about the group. Everyone I have encountered has been wonderful! | 1/8/2024 5:00 PM |
| 175 | No concerns at the moment. | 1/8/2024 4:48 PM |
| 176 | A reduction in the availability of work making it harder to find contracts and/or increase rates to offset the effects of inflation | 1/8/2024 4:43 PM |
| 177 | consolidation/mergers within the pharma industry resulting in fewer project opportunities and reduced budgets for local affiliates | 1/8/2024 4:37 PM |
| 178 | IR35 is so vague | 1/8/2024 3:25 PM |
| 179 | there will be less work available for freelancers. Feel that the 'golden days' may be coming to an end (but i hope not!) | 1/8/2024 3:18 PM |
| 180 | Trying to get enough clients to achieve a sustainable income | 1/8/2024 3:05 PM |
| 181 | I have always found it tricky to increase rates with existing clients, and this seems to be becoming ever more challenging. A lot of companies that would never consider a 0% annual pay adjustment for their employees seem to think this is perfectly acceptable for their freelancers! On several occasions over the years, I have had to move on from long-term clients in order to secure the rate increases required to keep pace with inflation - this can feel frustrating and inefficient at times. | 1/8/2024 3:00 PM |
| 182 | The general downturn and increasingly sporadic nature of work | 1/8/2024 2:38 PM |
| 183 | The lack of requests for work is concerning. | 1/8/2024 2:26 PM |
| 184 | It is frustrating when a contract is cut short, or a client doesn't deliver in time so a deadline changes, leading to possible slow periods at the wrong time of year. But that is the nature of freelance and overall it suits me better than being employed. | 1/8/2024 1:58 PM |
| 185 | Drying up of work | 1/8/2024 1:17 PM |
| 186 | The biggest challenge we face is the unpredictability of the work. It's very hard to get concrete decisions about the scope and timing of projects. | 1/8/2024 12:43 PM |
| 187 | The AI challenge. | 1/8/2024 12:33 PM |
| 188 | The possibility of things slowing down too much and seeing a significant drop in workload is a slight worry, based on the general rumblings among the freelance community in 2023. | 1/8/2024 12:26 PM |
| 189 | I feel like certain companies need to treat freelancers better, and realise that their income is important, as it is common to be booked up for months then not used or dropped with very little notice, despite having a long-term and very positive relationship with them. | 1/8/2024 12:24 PM |
| 190 | I have planned financially for initial ups and downs, but sustained periods without a contract are my main concern. | 1/8/2024 12:21 PM |
| 191 | It seems to be becoming much harder to predict work flow throughout the year. Quite of a lot of our clients are also mentioning 'freelancer freeze'. We're having to do much more 'business development' just to keep on an even keel. | 1/8/2024 11:17 AM |
| 192 | Concerned about 'freelancer freeze' and impact this is having on workflow/income. | 1/8/2024 11:16 AM |
| 193 | Less need for medical writers (or at least a changing role for writers) as AI becomes more established/accepted, and impact of an uncertain US economy on pharma spending | 1/8/2024 9:25 AM |
| 194 | I worry that over-reliance on AI will lead to a drop in standards - ChatGPT et al may have specific uses but cannot replace a good medical writer. There is already a spectrum of disconnect-suspicion-downright hostility between pharma, the medical profession, and patients, and the publication of poorly written/researched outputs with biased analyses and made-up citations is not going to help. | 1/8/2024 2:09 AM |

#MedComms Freelancing Barometer 2024

| | | |
|-----|--|-------------------|
| 195 | Not finding paid work | 1/7/2024 12:28 PM |
| 196 | I find it difficult to find new clients. | 1/7/2024 11:18 AM |
| 197 | It's being challenging to draft out how it works when transitioning into medcomms. Gigs through freelance took greater energy. | 1/7/2024 9:48 AM |
| 198 | My biggest concern is that clients will not value senior/experienced freelancers for their professional skills and advanced services. Too many clients are keen to lump them together with science graduates, junior freelancers and inexperienced MedComm freelancers. | 1/5/2024 9:27 PM |
| 199 | Having sufficient projects allowing me for working as a freelance as unique source of income or that the income can complement a part time job. | 1/5/2024 6:08 PM |
| 200 | Navigating IR35 regulations and the preference for Limited Companies | 1/5/2024 5:38 PM |
| 201 | The number of freelancers is increasing but the work available is decreasing. | 1/5/2024 5:21 PM |
| 202 | Finding clients, advertising, networking | 1/5/2024 4:27 PM |
| 203 | Getting new clients is my greatest challenge. I'd also like to improve my LinkedIn profile to attract business. | 1/5/2024 4:21 PM |
| 204 | Availability of work over the longer-term | 1/5/2024 3:42 PM |
| 205 | My biggest concern as we start 2024 is that there seems to be less work available for freelancers. I hope that freelancing will continue to be a viable option going forward. | 1/5/2024 2:58 PM |
| 206 | For me personally, I've been fortunate that all of my freelance work has come through from previous employers or connections to fellow colleagues so I do worry about if I have to get work from new clients (especially in the current climate where work seems sparse) | 1/5/2024 2:51 PM |
| 207 | Finding long-term clients. Would like to know for next 3 months I have 3 days of work for a certain client for example | 1/5/2024 1:57 PM |
| 208 | ... | 1/5/2024 10:47 AM |
| 209 | Burn out | 1/4/2024 9:31 PM |
| 210 | Getting enough work | 1/4/2024 8:29 PM |
| 211 | My biggest concern is having much knowledge in my head, but much free time lost, either hunting for clients or applying for positions but not getting any. It is time lost to not benefit the medical community with my skills and knowledge, and it is lost income time. Also, the inconsistency in my schedule during my 'supposed' working hours, is killing me! | 1/4/2024 6:42 PM |
| 212 | There seems to be a move towards using less freelancers | 1/4/2024 6:07 PM |
| 213 | I'm keen to take on some bigger projects, but I'm anxious about how I might tackle some of the IT issues I, for example around holding large conference calls or online voting, and also graphic design. I'd be keen to know how freelancers work this into a project or if you have contact details for vetted freelancers in those fields. | 1/4/2024 2:37 PM |
| 214 | I'm concerned about the vast number of inexperienced freelancers who enter the market and give everyone a bad name | 1/4/2024 10:58 AM |
| 215 | Further changes to tax/working laws making freelance working harder, as well as potential market shifts impacting available work. | 1/4/2024 9:55 AM |
| 216 | I am not sure whether last year was an anomaly and things will return to 'normal' over the next couple of years. I have always been offered more work that I can manage, and felt secure that I could always get enough work. I was in the fortunate position of being able to pick and choose. Even though I had enough work last year, I was offered much less than previously, and now feel much less confident. I am not sure if this is the start of a new landscape in medical writing, or just a 'blip'. I am also concerned about AI being able to take over a lot of the work I have been doing (writing manuscripts etc) | 1/4/2024 9:46 AM |
| 217 | Off-shoring to India and similar (lower cost) and so less work in Europe. The unknowns around AI in terms of its future role in the different types of medical writing. | 1/4/2024 9:35 AM |
| 218 | Long-term stability | 1/4/2024 2:34 AM |

#MedComms Freelancing Barometer 2024

| | | |
|-----|--|-------------------|
| 219 | I don't really have any concerns. I think there's plenty of work out there for those who pursue it. | 1/4/2024 2:02 AM |
| 220 | The freelance market is becoming too saturated and FTP are hard to get with so many candidates in the market. | 1/3/2024 11:25 PM |
| 221 | Mainly the uncertainty, especially last year. I love the flexibility and make a point of not tying myself down to regular work but it does have uncertainty and sometimes you don't know what's coming/whether you will make enough. Also frustrating to plan work as things don't pan out and you aren't sure whether to go for the bird in the hand or hold out for something that may be better long-term. Being asked about availability is hard when current clients aren't communicating. Also - being forgotten about/lack of communication from clients. Potentially just been dumped by a long-term client without them saying anything, explaining etc - not sure if it's an oversight but still lack of communication with me/within them if so. If not an oversight, just really rude. | 1/3/2024 9:31 PM |
| 222 | Am concerned about the lack of guidelines and standards for CME/CPD that can be used to guide new and upcoming writers. For example what is a reasonable hourly rate or project rate? No one seems to know? How can we avoid exploitation then? | 1/3/2024 8:57 PM |
| 223 | Lack of feedback - during quiet periods, it can be disconcerting as you never know whether it's you or something happening at the client end. Being ghosted by agencies when you offer support - sometimes even agencies you have a relationship with. A simple 'no thanks' demonstrates mutual respect and is very useful. | 1/3/2024 8:27 PM |
| 224 | I worry how AI will affect the longevity of a career as a medical writer. | 1/3/2024 8:04 PM |
| 225 | There is definitely a slowing down of available projects. Depending on the work I get in 2024 I may decide to close my business | 1/3/2024 6:39 PM |
| 226 | Just the general changes that seem to be in the air, e.g. AI and more agencies recruiting in-house staff and reducing their reliance on freelancers. | 1/3/2024 6:37 PM |
| 227 | Keeping abreast of how best to use AI is a concern: I worry about falling behind agency employees will have support on how to utilize AI in the best ways | 1/3/2024 6:29 PM |
| 228 | That work for freelancers will continue to decline due to increasing in-house training writer programmes and the use of AI | 1/3/2024 6:11 PM |
| 229 | Difficulty finding a good support network when work is scare The MedComms Network and Workbook group chats are a lifeline but I've felt some comments are quite negative (such as around specialist networking directories) | 1/3/2024 6:00 PM |
| 230 | No real concerns for now; workload famine is unsettling, but I'm confident that the work will start rolling in again. | 1/3/2024 5:43 PM |
| 231 | 1. Stability of income. I am the sole breadwinner for our family currently, which means the slow weeks/months hit us a bit harder with little buffer. 2. Health insurance. Full coverage for our entire family is very expensive and difficult to afford, even with an excellent freelance income. | 1/3/2024 5:40 PM |
| 232 | I am most concerned about my ability to grow professionally and not get bored. I am often bored with my projects and feel like I do not have the time and freedom to really dig deeper into a project. I bill hourly, so I often feel like there is a trade off between higher quality research and understanding vs. speed in getting projects done (and everyone wants them done ASAP). I am also concerned about the use of AI, I don't really understand it and I definitely do not trust it, so I have stayed far away from it in my own work, I fear I will be quickly left behind like I was in my PHD with the boom of bioinformatics. | 1/3/2024 5:11 PM |
| 233 | Fear of having a month with no work | 1/3/2024 4:57 PM |
| 234 | My biggest concern is the growing role of AI in medical writing and how that might change the industry. One of my USPs is specialist therapy area knowledge, and I've heard that AI will be a knowledge leveller, because AI will gather the facts/knowledge needed, and medical writers will do more fact checking/quality control/editing. I want to work for about 10 more years before retiring and had hoped I wouldn't need to worry too much about AI. I now realise that was naive! | 1/3/2024 4:46 PM |
| 235 | Concern around competition for contracts or whether there will be fewer available contracts in 2023. | 1/3/2024 4:44 PM |
| 236 | Lots more competition since the 1990s, younger more social-media adept writers around | 1/3/2024 4:40 PM |

#MedComms Freelancing Barometer 2024

| | | |
|-----|--|-------------------|
| 237 | That I have only a small number of clients currently and if these stop need me for projects my freelance business will be at risk. | 1/3/2024 4:35 PM |
| 238 | Zero hour contracts | 1/3/2024 4:17 PM |
| 239 | AI will be improving quickly, and a lot of the current medical writing tasks will take less time or become unnecessary (and clients know this). I think the budget for each project will become smaller and freelancers may have to take on more work to have the same income. | 1/3/2024 3:37 PM |
| 240 | Its changing nature. I get the impression that a lot of our 'normal' work is now being kept in house, that agencies are training up their own writers, and that research tasks which were previously sent out to freelancers are now being done in house with the help of AI. | 1/3/2024 3:36 PM |
| 241 | The biggest concern is the relative lack of financial stability | 1/3/2024 3:04 PM |
| 242 | My biggest concern is paving a way to the assignments that help my growth in and around MedComms as a freelancer. | 1/3/2024 3:02 PM |
| 243 | There seems to be greater competition, especially if you don't have a lot of experience. It also seems like clients are going for the lowest rates. | 1/3/2024 2:35 PM |
| 244 | Lack of steady work flow | 1/3/2024 2:02 PM |
| 245 | Unclear how new tools like generative AI will change the field. New freelancers are charging too little and devaluing the work of all freelancers. | 1/3/2024 1:38 PM |
| 246 | Obtaining work that is varied and enjoyable, without having to commit to long-term (6 month+) contracts | 1/3/2024 12:57 PM |
| 247 | Work, self development of career skills and networking. | 1/3/2024 12:52 PM |
| 248 | That work gets harder to find, and clients will reduce the size of their budget (looking for "cheap" or "fast" work). | 1/3/2024 12:36 PM |
| 249 | That the need for freelancers continues to fall and pressure increases to reduce rates. | 1/3/2024 11:53 AM |
| 250 | How AI and global economic factors will change med comms and demand for freelancer services in the future. After 2023, nothing seems certain, although the next few months are looking better. | 1/3/2024 11:40 AM |
| 251 | Being taken advantage of by clients. This is something I am working on. | 1/3/2024 11:37 AM |
| 252 | Changing patterns of outsourcing but not knowing what is driving these changes (i.e. temporary or long term?) Keeping up to date with technical developments | 1/3/2024 11:34 AM |
| 253 | The demand for freelance support will continue to wane as agencies recruit more in-house support. | 1/3/2024 11:22 AM |
| 254 | Maintaining workflow | 1/3/2024 10:53 AM |
| 255 | Lack of feedback, so you never really know how well you're doing or whether what you delivered was what the company expected/needed. That kind of leads into financial/client security. | 1/3/2024 10:51 AM |
| 256 | Uncertainty in workflow | 1/3/2024 10:50 AM |
| 257 | I am concerned at the number of medcomms companies who state that they are only willing to work with limited companies, rather than with sole traders. They are missing out on a large number of long-established freelancers who can bring many years of experience and add value to their publications, and of course this puts sole traders at a disadvantage. On another note, the casual approach of some medcomms companies is alarming. After being approached by two companies to provide freelance editing services, and having finalized agreements, etc., work from those companies has not materialized. | 1/3/2024 10:40 AM |
| 258 | No concerns. I love it! | 1/3/2024 10:40 AM |
| 259 | Continuing to get work in | 1/3/2024 10:36 AM |
| 260 | IR35 has added to the complexity of accepting work. Also found that 2023 didn't follow my usual pattern of work, i.e. it was very busy Jan-June, but Oct & Nov were unusually quiet | 1/3/2024 10:31 AM |

#MedComms Freelancing Barometer 2024

| | | |
|-----|---|-------------------|
| 261 | That I will become out of touch with advances in tech and the industry. | 1/3/2024 10:30 AM |
| 262 | I happen to think that there is a huge demand for freelance editorial support, but there is an emphasis on using internal headcount/resource rather than hiring people with sufficient expertise and experience, and so editorial quality control is more often being undertaken by individuals lacking in proficiency. | 1/3/2024 9:59 AM |
| 263 | That lack of income would make it necessary to take an in-house role | 1/3/2024 9:35 AM |
| 264 | Pipeline of work and connections | 1/3/2024 9:27 AM |
| 265 | AI training for freelancers, I am a bit concerned that we will get left behind. But then so is a client of mine who works in a small medcomms company. | 1/3/2024 8:48 AM |
| 266 | My concern is that having commenced my freelance career in around late 2018, I've mostly been working during times when there was a lot of work around, and am yet to experience the leaner times. | 1/3/2024 1:57 AM |
| 267 | That generative AI will take away our jobs. | 1/3/2024 12:34 AM |
| 268 | finding clients, knowing what to charge | 1/3/2024 12:09 AM |
| 269 | That there may be a market saturation of aspiring freelancers, making it much more difficult for newbies to secure opportunities. | 1/2/2024 10:51 PM |
| 270 | I'm concerned about the contraction in the industry. I felt it this year in my workload and I am worried about maintaining my relationships with my clients and finding future work. | 1/2/2024 10:39 PM |
| 271 | Lower pricing/budgets as a result of AI being available, changing expectations for project deliverables | 1/2/2024 9:51 PM |
| 272 | Steady work. People change roles and I suddenly lose clients because of it. I'm frustrated and discouraged. | 1/2/2024 9:50 PM |
| 273 | The threat of AI in 3-5 years. Pharma budgets getting smaller. | 1/2/2024 9:41 PM |
| 274 | Sudden loss of clients. | 1/2/2024 9:25 PM |
| 275 | Last year felt like an inflection point where a lot of agencies perhaps looked at exactly how much work they are freelancing, realised it had gotten out of hand and really decided to rein it in to cut costs. There have always been the annual cycles, but it feels like a macro cycle has just come into play where costs were cut and I don't see this cycling back for several years because I think agencies have found it easier to find resource internally (i.e. hiring full-time writers). It's clear that a lot of freelancers have been struggling, with some heading back to agencies, so this could become self-fulfilling where freelancers go back to agencies, which in turn reduces freelancer engagement. | 1/2/2024 9:14 PM |
| 276 | There are too many writers (inexperienced) for too little work. | 1/2/2024 8:48 PM |
| 277 | Pharma is contracting - there are layoffs in Pharma and fewer/lower financial commitments to med comms agencies and CME companies. With contraction in the industry I am concerned companies will rely on in house staff rather than freelancers. | 1/2/2024 8:48 PM |
| 278 | Keeping my current clients happy and gaining new clients. | 1/2/2024 8:40 PM |
| 279 | Not having enough work | 1/2/2024 8:35 PM |
| 280 | Work-life balance is my biggest concern. My biggest client seems to expect me to be available to them 24/7. They represent about 60% of my income so I wouldn't feel confident getting rid of them as a client, even though I turn down work fairly regularly. | 1/2/2024 8:33 PM |
| 281 | Finding regular work | 1/2/2024 8:26 PM |
| 282 | Finding new clients! | 1/2/2024 8:21 PM |
| 283 | As mentioned above, despite having a decade of experience with big pharmaceutical companies, freelance employers are very much hesitant in giving work to Asia region freelancers that too when I am CMPP certified. People just mail out saying that we collaborate only with experienced freelancers. But what about the years of MedComms experience we have on job. Can MedComms as a freelance supporting group support here? | 1/2/2024 7:29 PM |
| 284 | I am most concerned that freelance work will dry up or that experienced freelancers will be | 1/2/2024 7:11 PM |

#MedComms Freelancing Barometer 2024

| | | |
|-----|--|-------------------|
| | replaced by cheap, inexperienced freelancers and/or AI. | |
| 285 | No major concerns | 1/2/2024 6:25 PM |
| 286 | Availability of work | 1/2/2024 5:54 PM |
| 287 | Not having enough work | 1/2/2024 5:43 PM |
| 288 | The potential threat of AI for MedComms writers. The fact that 'umbrella company required' seems to be creeping into freelance job posts. For what reason if you have a limited company and the role can fall outside of IR35? | 1/2/2024 5:13 PM |
| 289 | Client needs are evolving, it is important for freelancers to keep up with the latest requirements, meaning training and up-skilling is important - this can sometimes be difficult when working for yourself. I have found some of the webinars run by Network Pharma useful including a recent one on Plain Language Summaries. A greater understanding about the latest trends in Medcomms would be helpful. Lack of work is also a concern given recent redundancies at larger agencies. | 1/2/2024 4:36 PM |
| 290 | I feel the more I freelance, the more deskilled I've become, without the background support of a large agency, which would provide training, different job opportunities, and more varied projects. I realise that my lifestyle choices mean that I can't work for an agency full time. Agencies are also dropping highly-experienced freelancers in favour of in-house, cheaper, junior writers, so I'm concerned they are sacrificing quality | 1/2/2024 2:50 PM |
| 291 | That the biotech business collapse and I remain without clients to work for | 1/2/2024 2:37 PM |
| 292 | I feel there has been an explosion of new people starting as freelancers, some with little or no experience of working in-house, others straight from academia or as medical professionals. I also feel there are a lot more overseas freelancers now marketing themselves and I suspect they are charging less than those of us who have been freelancing long-term. As a result competition for work is higher, as are the rates. Med comms agencies are knocking us down on rates and the moment we start agreeing to them as we have no choice in order to remain competitive, and to get work, then it sets a new standard. I still think this year is going to be tough, but hopefully going in the right direction. | 1/2/2024 2:18 PM |
| 293 | For me, the biggest freelancer challenge is keeping my client network 'live'. I don't do one-off projects and find value in working with one or two clients at a time and for a few months at a time. It's too easy to get into a routine renewing contracts with that small group of contacts!! When you need to find something new, you're starting business development from scratch and it can take a while to find a good match between the needs of a new agency and what you are looking for. | 1/2/2024 2:15 PM |
| 294 | Being able to sustain a long-lived freelance career. | 1/2/2024 1:57 PM |
| 295 | Concerned about amount of work available and saturation of market possibly leading to a need to reduce hourly rate or return to agency work. | 1/2/2024 1:49 PM |
| 296 | Definitely the potential for reduced workload, particularly given that many other freelancers have seen a reduction in potential work and an increase in their availability | 1/2/2024 1:41 PM |
| 297 | Longer term forecasting - I have enough work for now, but what about in 3 months, 6 months, a year? | 1/2/2024 1:38 PM |
| 298 | The uncertainty of being able to lose a client in a short period of time, before I can find how to replace the income they provide. The high taxes paid in my country don't match the salary I sometimes ear. | 1/2/2024 1:13 PM |
| 299 | The sustainability of freelancing. I feel the number of opportunities is decreasing all the time | 1/2/2024 1:10 PM |
| 300 | Lack of work. | 1/2/2024 12:51 PM |
| 301 | I am worried about the underpaid nature of freelancing in MedComms. It's often not worth it. | 1/2/2024 11:57 AM |
| 302 | My biggest concern is to cope up with the competition. | 1/2/2024 11:25 AM |
| 303 | There will be less work as AI tools improve. | 1/2/2024 11:11 AM |
| 304 | Unpredictability | 1/2/2024 9:48 AM |
| 305 | Work drying up and being taken in house | 1/2/2024 9:48 AM |

#MedComms Freelancing Barometer 2024

| | | |
|-----|---|------------------|
| 306 | Many freelancers are highly experienced individuals with successful agency backgrounds. They work efficiently, by necessity, and charge rates well below those passed on to an agencies' clients. Logically, they therefore offer an excellent value service. Yet it seems their services can be quickly dropped, when deemed as 'unprofitable', by agencies with high internal staff turnovers who prefer to 'invest' in the recruitment and training of new associate writers, often with quite high attrition. In short, I feel that some agencies under-appreciate the value to their business of proven freelance partnerships and pursue false economic policies. | 1/2/2024 9:42 AM |
| 307 | Too many inexperienced freelancers now flooding the market, and accepting (or being asked to accept) low hourly rates from clients. This is shifting the hourly rate, and quality of work, down, when it should be going up in the current economic environment. I do wonder if it is wise for #medcomms to continue encouraging even more people into the industry - it currently feels like we are in a race to the bottom after several decades of quality writers and freelancing #lessismore | 1/2/2024 9:29 AM |
| 308 | Finding clients | 1/2/2024 9:24 AM |
| 309 | As Pharma companies are having budgets squeezed, they are affecting med comms agencies, which in turn are reducing freelancer use. If this continues, this could change the current freelancing model and impact us freelancers. | 1/2/2024 9:21 AM |
| 310 | Selecting truly ethical businesses to work with. | 1/2/2024 9:18 AM |
| 311 | IR35 remains a concern in the UK and how clients approach it is very varied. Maintaining enough contacts to keep work flowing. | 1/2/2024 9:17 AM |
| 312 | Industry should recognize freelancers as part of their team and support them to sustain their income | 1/2/2024 9:10 AM |
| 313 | Creeping influence of venture capital | 1/2/2024 8:50 AM |

Q22 Do you have any general comments at all to offer about the current state of the MedComms business, the Pharma industry, this survey or about life in general? All comments welcomed. Please remember the comments here are anonymous but will be made public.

Answered: 118 Skipped: 432

| # | RESPONSES | DATE |
|----|---|--------------------|
| 1 | There seem to be fewer opportunities since Covid for freelance and less decent rates | 1/31/2024 8:36 PM |
| 2 | I have come back to complete this last question after attending the fascinating webinar 'Are we facing a new era in MedComms medical writing?'. That has reinforced my feeling that if I want to stay in the MedComms industry it's time to seriously consider repositioning myself, rather than competing for a shrinking pool of freelance work! | 1/31/2024 1:22 PM |
| 3 | . | 1/30/2024 8:19 PM |
| 4 | In my specialist area (regulatory medical writing), I think there is plenty of work going for good freelancers. | 1/30/2024 12:15 PM |
| 5 | I can't comment much due to the situation I just mentioned in the previous question. I specifically reworked my resume to focus on account management/client services, but everyone needs planners right now. I have to go where the demand is and try to build a rapport so I can be considered when something else comes along. While I don't have a medical degree, for non-HCP programs, I was able to provide an alternate perspective regarding content comprehension for the non-medical audience. | 1/29/2024 9:49 PM |
| 6 | My impression of what's going on in medcomms and the pharma industry is largely based on hear-say so I can't say that I have anything new to provide there. For life in general, I've been thinking that this freelance gig is too good to be true since I started but I'm 6 years in now and despite all the changes (IR35, AI, company take-overs etc), I'm still standing and making a good living. I think that shows why you should always question the parts of your mind that generate those thoughts - are they based on real knowledge or your established fears!? In my case, I worry about money and rejection, so I have that internal bias pushing me away from more creative options that might push me out of the comfort zone into the territory where those fears are triggered. | 1/29/2024 5:12 PM |
| 7 | I realize that AI is eventually going to become a regular part of MedComms and I would like to ensure that I am up to date with how to apply it to the different types of work that I do, so that I am prepared as the business shifts. | 1/29/2024 4:59 PM |
| 8 | In the US, I am concerned about new laws that will affect my freelance business. | 1/29/2024 3:10 PM |
| 9 | Attending conferences is a great way to make contacts that might become future clients, and to learn about emerging new technologies | 1/29/2024 2:17 PM |
| 10 | I have been lucky enough to work exclusively with three agencies over the last 5 years (including 2 periods of maternity leave). I have yet to need to actively seek work, though the capacity I offer is just 2-3 days a week. I have had very quiet periods. I will be looking to increase the number of hours I work in a year or so as my children are at school full-time so I am anticipating that I will need to seek out diversifying my client base. | 1/29/2024 2:05 PM |
| 11 | I am Looking forward to what Medcomms has for 2024: more training, interaction, and contentment. Let curiosity drive you, and let your creativity shine! Those who want to return to school for formal learning need more accessible postgraduate courses. For example, the AMICULUM initiative was great. More opportunities, either online/part-time/multiple locations/, will be more suitable for adult learners. | 1/29/2024 2:01 PM |
| 12 | Pharma companies and agencies need to provide realistic timelines and payment if they want Medcomms professionals to perform quality work. | 1/29/2024 1:34 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|--|--------------------|
| 13 | Many Med comms agencies don't have the in house staff with the experience needed to successfully deliver projects, but they don't respect freelancer expertise! As a result they deliver low quality work and are losing business, this has a knock off effect on freelance opportunities. | 1/29/2024 12:34 PM |
| 14 | Just noticeably quieter.... not aware of all the reasons | 1/29/2024 11:24 AM |
| 15 | For me, it is challenging to know how many clients to try and take on. It is easy to get comfortable freelancing for one or two companies, but no matter how good your relationship is with them, their priority will always be to their in house writers. So if things get slack, you are the first to go. On the other hand, if you are juggling too many clients, you may become overbooked which can affect the quality of your work and your work/life balance. | 1/29/2024 10:27 AM |
| 16 | When I started freelancing 5 years ago, it was easier than I expected to find work. Last year, although I was fully booked for most of my time, work did not necessarily come in as planned with some projects taken back in-house as they had the availability. 2024 has so far been very quiet, which has been worrying, and resulted in me looking at other options for obtaining work such as using specialist networking groups. | 1/29/2024 9:37 AM |
| 17 | Quiet, quiet, quiet. Who else is experiencing this- is it just my bad luck, or a wider industry trend? | 1/29/2024 9:31 AM |
| 18 | Not yet | 1/28/2024 2:20 PM |
| 19 | None | 1/25/2024 11:57 PM |
| 20 | I hope clients in the Europe and US will consider getting qualified freelancers even if they are located in Asia like me. | 1/25/2024 6:24 AM |
| 21 | It seems like a lot of people are struggling for work at the moment. | 1/24/2024 9:09 AM |
| 22 | NA | 1/24/2024 4:52 AM |
| 23 | No | 1/23/2024 4:53 PM |
| 24 | I think surveys like this, where people are genuine and honest, are incredibly important. I've been spending a lot more time on LinkedIn lately, and it seems that 99% of people on there (including freelance medical writers) are "smashing it" all the time, "crushing" their goals and gaining more new business and more new clients than they can handle. It can be a bit discouraging! It's also difficult to get a true picture of what it's really like out there. It also seems that some freelance medical writers are affected more than others. Regulatory writers, CME writers, and medical content writers seem to be faring much better than writers in medcomms (who focus, for example, on pubs and congress work etc). I don't know if that's actually the case but it's the impression I'm getting. | 1/23/2024 3:43 PM |
| 25 | none | 1/23/2024 11:46 AM |
| 26 | The MedComms business is in its booming phase and now is a good time to flourish here, however, technology is evolving every minute and to keep up with it along with maintaining a work-life balance is tough. Many professionals show how much they have accomplished in a year and how successful they are on LinkedIn (which has now become just like instagram), but I'm sure there are many professionals who are midway and are still finding their balance or maybe doing much better than those who show off their accomplishments every now and then. Promoting yourself on LinkedIn for work is good but I think it's becoming a bit too much. Continuous posting and engaging people everyday on your page to get attention should not be required on this platform. Busy professionals may not have the time to update every now and then what they are doing. Many freelancers have high priority confidential projects that cannot be discussed publicly.. so when such people hunt for new clients, their posts get sidelined due to the ones that are posting every morning or evening. A solution to overcome this is essential considering LinkedIn is meant for pure professional encounters and growth. | 1/22/2024 6:45 PM |
| 27 | The development of AI in medical writing may cause me to find a new career within the next few years. Again, at this time, I feel as though it sucks the joy out of being a good writer, and I feel it may turn medical writing into a fast-paced atmosphere where documents are churned out faster than we can even imagine. | 1/21/2024 6:51 PM |
| 28 | i fear for new writers in the current work environment. they will not get any training or support from other writers like i did. they'll be working in a vacuum | 1/19/2024 8:33 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|---|--------------------|
| 29 | Many times I've heard that choosing a niche area in MedComms is key to success, but the way things are now I think it's wiser to branch out if you want to stay afloat as a freelancer. I think that's why so many freelancers don't just work as medical writers, they're also editors, coaches, translators, etc., or they do many different types of medical writing. | 1/19/2024 3:11 PM |
| 30 | Pleased to see a strong demand for our services. | 1/19/2024 2:55 PM |
| 31 | Still learning about the MedComms business. | 1/18/2024 10:23 AM |
| 32 | NA | 1/18/2024 10:18 AM |
| 33 | Nothing in particular. | 1/18/2024 9:48 AM |
| 34 | Some agencies are starting to prefer perm hires to save short term costs, knowing they can reduce headcount in the future if needed. | 1/17/2024 5:30 PM |
| 35 | I feel that pharma clients sometimes expect superhuman-like levels of flexibility and capacity to deliver work against impossible deadlines. It's as though sometimes they'd like to warp the space-time continuum itself. It's up to us to set boundaries and not bend over backwards each time - this will create unrealistic expectations for us all, not to mention contribute to delivering poor work. | 1/17/2024 12:59 PM |
| 36 | Wishing all a very prosperous 2024! | 1/17/2024 3:03 AM |
| 37 | MedComms business will definitely change- the way we do things will change, Digital communications will take over the platform- also since Google already uses AI for any searches. for a small biotech with "Me too" drugs this can be even more challenging when a search is made for relevant information. | 1/16/2024 3:12 PM |
| 38 | MedComms career personnel need to remain sharper and more customized to clients and nuanced than AI to remain valuable | 1/16/2024 2:28 PM |
| 39 | Life in general ... Hold onto what you believe in and what is important to you. Develop positive relationships, care about the people you interact with, and deal honestly with everyone. | 1/15/2024 10:47 PM |
| 40 | Companies need to understand IR35 and that it doesn't apply to freelancers who work on their own | 1/15/2024 7:49 PM |
| 41 | As a client, it is the relationship with the supporting agency is what one 'buys' by understanding the workload of the client and the building of a relationship that will enhance the volume of projects that are offered to agencies. I have worked half my working life in Pharma and half in agencies, I have seen/experienced agency staff saying is there anything else we can do for you? closed question! rather than looking at what the clients role is and offering solutions and help which most often times results in more work for the agency. | 1/15/2024 1:10 PM |
| 42 | The comms landscape is evolving and budgets are being squeezed all around. Meanwhile healthcare communications has an issue externally, especially post-covid. We are needed, but we are not being included. | 1/15/2024 12:45 PM |
| 43 | When I was looking for a client services role last year, there were less freelance roles advertised than usual. Recruiters were saying there wasn't much out there. It did not work out like that though and as usual I went straight from one contract to the next. | 1/15/2024 11:50 AM |
| 44 | It feels like there is uncertainty in the market at this time | 1/15/2024 10:08 AM |
| 45 | This industry would be a lot harder to navigate without your efforts, Peter. I'm not in the UK and do not have UK clients at this point, yet the information your network makes available is invaluable. | 1/15/2024 9:15 AM |
| 46 | The results of this survey are such a valuable intel to us freelancers (and I guess to companies who work with freelancers, too). Thank you for running this survey and the rest of initiatives at MedComms Networking, Peter! | 1/14/2024 11:26 AM |
| 47 | Everything is done remotely so discussions over lunch are a thing of the past sadly. Furthermore, if you have a lot of experience and a never-ending stream of clients wanting your services, there is no motivation to go to conferences or do any training courses. | 1/12/2024 7:50 PM |
| 48 | Post Covid the entire pharma business pattern has changed, people are now inclined towards Digital Transformation | 1/12/2024 2:58 PM |
| 49 | I would suggest including graphic design as a category in your next survey -- this is a huge | 1/12/2024 2:29 PM |

#MedComms Freelancing Barometer 2024

part of the MedComms industry.

| | | |
|----|---|--------------------|
| 50 | I remarked in the past 5 years, that the pharma industry is reducing the demand for medical writer (freelance or through agencies), as the number of expert meetings or advisory boards is constantly reduced | 1/11/2024 9:06 PM |
| 51 | - | 1/11/2024 3:42 PM |
| 52 | The regulatory regulatory writing field is busy, but writers need to be able to offer more to support small biotech, often becoming regulatory consultants and experts on the demands of the clinical trial regulation. MWs supporting small biotech struggle with document publishing needs for electronic submission requirements (specialism in its own right), requiring specialist knowledge and IT systems. | 1/11/2024 10:57 AM |
| 53 | I have spoken to various freelancers across a range of industries and many have seen a drop in their income compared with the previous year and are finding it hard to get new business. Hopefully this is a temporary situation for us all and that 2024 will be a productive year - good luck everyone! | 1/11/2024 10:56 AM |
| 54 | I am concerned about how to use AI in medical writing if I manage industrial secrets. | 1/11/2024 10:33 AM |
| 55 | It's improved hugely since I entered medcoms 12 years ago. Better freedoms and understanding of work-life challenges and a recognition that mental health and stress reduction is an important factor in retaining staff. IRL it doesn't always match the reality, but at least there is awareness now | 1/10/2024 4:50 PM |
| 56 | - | 1/10/2024 4:04 PM |
| 57 | None | 1/10/2024 12:36 PM |
| 58 | I like the fact that MedComms professionals come from various areas of knowledge base, education, and employment history. | 1/10/2024 1:10 AM |
| 59 | I'm hoping that the ups and downs of last year were the tail end of the effects of COVID and the demand for freelancers will improve in 2024. However, AI is the next challenge - it will of course support us no end but it also threatens to change the fundamental role of writers, potentially reducing the need for regular freelance support | 1/9/2024 9:38 PM |
| 60 | It'd be good to know the real reasons behind the current trends in the freelance market. | 1/9/2024 7:49 PM |
| 61 | It is definitely changing as it has every year, although the pandemic and related impacts (eg, mistrust in science) as well as AI have certainly accelerated the pace of change. Flexibility as well as ongoing skills development have always been and will continue to be essential. | 1/9/2024 2:03 PM |
| 62 | There seems to be a trend for less freelance workers | 1/9/2024 1:32 PM |
| 63 | None | 1/9/2024 1:23 PM |
| 64 | A comment about Talus and their requirement for endorsements. Some large companies are not comfortable providing endorsements. HR for one of my regular clients refused to provide an endorsement, as it is against their HR policies. As a result, I did not approach other clients and have not been able to complete the requirements for joining the group. | 1/8/2024 7:13 PM |
| 65 | The medical writing business is robust and varied. | 1/8/2024 4:48 PM |
| 66 | 1. Recruiters 'ghosting' or offering ridiculous lowball rates are a major annoyance! 2. Hopefully the government addressing the double taxation issues around IR35 in the Spring Budget will make companies more keen to hire freelancers from Q2 onward | 1/8/2024 4:43 PM |
| 67 | no | 1/8/2024 4:37 PM |
| 68 | My feeling is that the amount of work out there is getting smaller at present | 1/8/2024 3:25 PM |
| 69 | I get the impression the Pharma industry in general has slowed following the COVID boom, and that many Med Comms agencies are currently fully staffed. That said, my own workload – while lower than of the last few years – has remained sufficient. | 1/8/2024 3:00 PM |
| 70 | Would like more openness on earnings, hourly rates etc I'll start: my rates vary from client to client. Max 155/hour (government mini projects) to 80/hour (commercial long term contract) to 50/hour (public institution) to min 25/ hour (NGO). It all evens out. | 1/8/2024 1:58 PM |

#MedComms Freelancing Barometer 2024

| | | |
|----|--|-------------------|
| 71 | The MedComms world seems as buoyant as ever but decision-making appears to be slower on the client side. Our largest client is a relatively small diagnostics company who make very quick decisions. However, when working through agencies it can be quite a challenge to move projects forward, which is not their fault as it's driven by the end pharma client. It can put quite a lot of pressure on the freelancer to turn things around quickly. | 1/8/2024 12:43 PM |
| 72 | The MedComms industry is still thriving, possibly with a little bit of slowdown for freelancers in 2023, but ultimately I'm optimistic that there will always be a strong need for freelance support - agencies always have more work than they can handle in house and I don't expect that to change any time soon | 1/8/2024 12:26 PM |
| 73 | Having started freelancing in 2023 after a redundancy (although I have always planned to freelance since starting in MedComms), it was disconcerting to hear all the doom and gloom speak around freelancing in the industry. | 1/8/2024 12:21 PM |
| 74 | Bookings /offers of work for quarter 1 2024 are lower than normal for me. Many clients have said that they expect things to pick up in quarter 2. | 1/8/2024 12:06 PM |
| 75 | None | 1/7/2024 12:28 PM |
| 76 | ... | 1/5/2024 10:47 AM |
| 77 | My dream is to be paired with a mentor who is 5 years ahead of me, who can easily assign me an overflow of their work, and also find me new clients. I have fatigue from hunting down clients. Also, as a freelancer, I feel 'isolated' and lonely. I am wondering if it was a good idea to get into freelancing due to the feeling of loneliness. | 1/4/2024 6:42 PM |
| 78 | My personal experience in med comms has overall been quite difficult, especially as a mum juggling children and seeking flexible work. There is a lot of hierarchy and I spent years apologising for everything even though I was doing a good job and always had positive reviews from clients. I always felt as a P/T employee I was on the back foot and so freelancing has completely freed me of this! Covid has done a lot to change this and to normalise flexible hours/working from home, so hopefully things are changing. | 1/4/2024 2:37 PM |
| 79 | I think having a diverse experience set including both MedComms and Regulatory work has been hugely beneficial to me, as I've had more options to cover the natural up and downs of each market. I am trying to take on specific projects to make sure I keep up my experience in both areas in order to maintain this. | 1/4/2024 9:55 AM |
| 80 | If you can find a longish-term contract that you enjoy and pays well, I would advise riding the wave as long as possible! | 1/4/2024 2:34 AM |
| 81 | I think the layoffs in biotech will generally lead to more work for freelancers as more work needs to be outsourced. | 1/4/2024 2:02 AM |
| 82 | I really hope I don't have to go back to full time as I keep being reminded why I went freelance! Also, I keep being reminded of the importance of communication, and for freelancers to remind ourselves we do offer something valuable and should be treated with respect. If we aren't, that is not a reflection on our worth (I need to remind myself of that though). | 1/3/2024 9:31 PM |
| 83 | More transparency from agencies about how they work with freelancers/if they are cutting back on freelance use would be very much appreciated. Obviously, this wouldn't be publicly advertised but in 1-2-1 conversations, this kind of information helps freelancers to survive so we can be there when you do need us. | 1/3/2024 8:27 PM |
| 84 | I've been doing this a long time and there is always a cycle. Things are as bad as I've seen them but I still have confidence they will pick up. | 1/3/2024 7:58 PM |
| 85 | I am excited to see the results! | 1/3/2024 5:11 PM |
| 86 | I think some of the dip in demand is because of the pandemic years when fewer clinical trials were started, so that now there are less data to report. Hopefully, the impact of Covid won't last much longer. | 1/3/2024 4:46 PM |
| 87 | Would welcome some targeted training offerings for MedComms freelancers. | 1/3/2024 4:35 PM |
| 88 | I think that being a writer in MedComms is quite precarious these days and that the increasing pool of freelancers is competing for fewer projects freelanced out. If you are someone with high living costs, mortgage etc, I would now think twice about becoming a freelancer. | 1/3/2024 3:36 PM |

#MedComms Freelancing Barometer 2024

| | | |
|-----|--|-------------------|
| 89 | No | 1/3/2024 3:02 PM |
| 90 | I think MedComms is in a time of significant changes, from the need to really establish and universally adopt guidelines for AI, to the types and content of deliverables, and to how finances are currently being managed within pharma. I do think there is going to be some uncertainty and instability until things even out. | 1/3/2024 2:35 PM |
| 91 | Rates for freelancers have not kept pace with full-time in-house positions. | 1/3/2024 1:38 PM |
| 92 | More training and development opportunities. I'd like to see some of the sponsors help with training and development because they will benefit from having a diverse workforce to tap into as their business grows. | 1/3/2024 12:52 PM |
| 93 | I think AI is not a threat to medcomms, and we need to use it to our advantage. I hope medical writers embrace change and work together to keep us all in business. | 1/3/2024 12:36 PM |
| 94 | Med comms looks more positive in January 2024 than a year ago. | 1/3/2024 11:40 AM |
| 95 | The support provided by you, Peter, and other MedComms freelancers is incredibly uplifting and so important to me. It's good to know I'm not alone in finding 2023 more challenging than previous years as it's far too easy to doubt myself and my ability. Thank you! | 1/3/2024 11:22 AM |
| 96 | Nothing other than it's a great community and it'll be interesting to hear what others say. | 1/3/2024 10:51 AM |
| 97 | Cautiously optimistic for the future, but very much alarmed at the perceptible drop in work in 2023. If this continues, I shall have to consider other sources of income, and I will be discontinuing my membership of MedComms Workbook. | 1/3/2024 10:40 AM |
| 98 | I'm hopeful for 2024. COVID-19 had a huge impact on the conduct of medical trials (with many studies stopped early, and new studies not being initiated). The result of this was plenty of studies reporting out in 2021, but then a downswing in late 2022 and into 2023. I think we are getting back into a more 'normal' period now - I've certainly signed up plenty of work for the first half of 2024. | 1/3/2024 10:36 AM |
| 99 | It's been a rough 6 months | 1/3/2024 9:27 AM |
| 100 | I foresee further tightening of rules around data transparency for medical publications sponsored by the pharmaceutical industry. I believe public scrutiny of the pharmaceutical industry will continue to increase and many pharmaceutical companies are still quite lax about sharing data. | 1/2/2024 9:25 PM |
| 101 | I'm concerned that left vs right politics has begun to encroach upon medical writing, particularly via attempts to control or change usage in standard written English and biological definitions upon which the integrity of science and medicine depend. For example, the efficacy and safety of a drug in clinical trials may depend critically on the patient gene pool (such as races or other subgroups) and biological gender (not gender preference). Current societal and political trends in gender and race should not dictate how patients are characterized for these scientific studies, or the integrity of medicine and medical communication can be undermined. | 1/2/2024 9:02 PM |
| 102 | I strongly urge anyone considering a freelance medical writing career to first obtain several years' experience working at a med comms agency or pharma. | 1/2/2024 8:48 PM |
| 103 | This was a well thought out survey! | 1/2/2024 8:48 PM |
| 104 | I'm glad that my clients are not from large Pharma. Many changes are happening in large Pharma regarding how medcomm documents are being produced. Large Pharma companies are creating their own proprietary AI systems, which could be an impediment for the freelance medical writer. Smaller pharma companies, biotech companies, and academic units are great places to find work. The freelance medical writer who knows how to work effectively and efficiently with AI systems will be in great demand. | 1/2/2024 8:21 PM |
| 105 | I am more than happy to take training sessions if asked to. Additionally, I would like to get some considerations to freelance community from APAC region. | 1/2/2024 7:29 PM |
| 106 | I think the next few years will be a time of great change. Seeing how the industry adopts AI will be interesting and making smart strategic decisions within the agency world will be critical. The large agencies have an advantage with non-chargeable roles/whole departments dedicated to keeping at the cutting edge of this space with smaller agencies having less resource to throw at this. That said, small agencies are generally more agile and able to spin on a dime to meet clients changing needs. Exciting times. | 1/2/2024 6:25 PM |

#MedComms Freelancing Barometer 2024

| | | |
|-----|---|-------------------|
| 107 | Na | 1/2/2024 5:54 PM |
| 108 | There is a need to help clients (agency and pharma organisations) understand the importance of strategy to meet their business objectives. How/where to engage their audiences, identifying insights and/or the unmet need, considering the competition etc. In turn, improving the briefing process (with the writers involved BEFORE the briefing kick-off) to ensure clarity of what is required by the writer; and enough hours/days have been booked for the freelancer to complete the job. | 1/2/2024 5:13 PM |
| 109 | We have entered a period of change, what clients are looking for has evolved. There is a need to perhaps take a step back and consider how as a freelancer we can adapt to these changes. Looking forward to seeing what 2024 brings. | 1/2/2024 4:36 PM |
| 110 | Thank you for the survey and taking an interest in our welfare! It has made me think about my future in it, after over 23 years in the med comms industry, and 33 in the pharma industry. Frankly, I'm finding it rather dull at the moment. I'm not sure whether this is driven by pharma companies' lack of focus on what their needs are or med comms agencies lack of imagination on how to deliver their needs. It seems nothing much has changed for several years in the type of projects being delivered. | 1/2/2024 2:50 PM |
| 111 | no | 1/2/2024 2:37 PM |
| 112 | Following on from my above comment, there has been a huge increase in the number of freelancers, I think many med comms agencies saw an increase in work over Covid, and took on new interns, associate medical writers and are now finding that Pharma companies are all cutting back so have too many staff for the amount of projects coming through so the freelancers are the first to go. Covid has played havoc with many things including pharmaceuticals, clinical trials were halted, bench work and research was halted, a lot of money was spent over Covid, and now Pharma need to recoup costs and money so projects from them are fewer and far between with slimmed down budgets. | 1/2/2024 2:18 PM |
| 113 | Pet hate for 2023: Agencies who 'book' an approximate number of hours per week over the period of a contract and then don't have enough work for you during that time...BUT don't give you advance notice so you can fill that time elsewhere. | 1/2/2024 2:15 PM |
| 114 | . | 1/2/2024 12:51 PM |
| 115 | My major concern is will it be obsolete due to AI advent | 1/2/2024 11:57 AM |
| 116 | I think it is one of the best decisions I have ever made, I am looking to learn more and more and just grow my skills to be the best. | 1/2/2024 11:25 AM |
| 117 | Too many businesses are still only offering a nod to truly flexible working leading to restricting recruitment and limiting the talent pool. Additionally the sector is not well adapted to seeing transferable skills from other sectors leading to a somewhat insular sector that is weighted to educational achievements rather than self starters. | 1/2/2024 9:18 AM |
| 118 | None | 1/2/2024 9:10 AM |