

Q1 Where are you based (tick one answer)?

Answered: 289 Skipped: 0



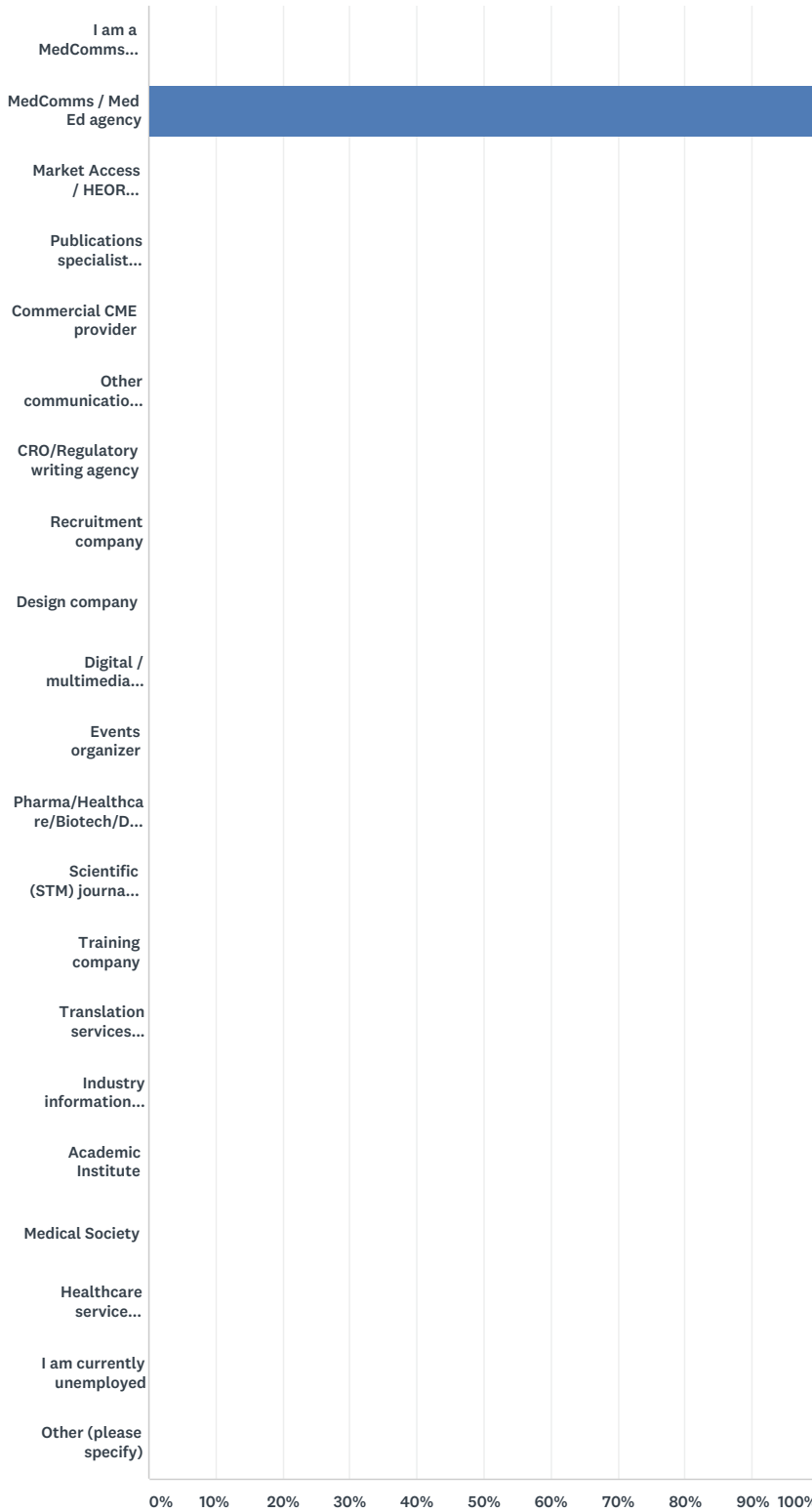
ANSWER CHOICES	RESPONSES	
United Kingdom	85.12%	246
United States of America	8.30%	24
Belgium	0.00%	0
France	0.35%	1
Germany	0.00%	0
Italy	1.04%	3
Spain	0.00%	0
Scandinavia	0.00%	0
Switzerland	0.69%	2
The Netherlands	0.00%	0

## MedComms Networking Barometer 2019

Other Western Europe	0.00%	0
Central and Eastern Europe	0.00%	0
Canada	0.35%	1
Latin America	0.00%	0
Middle East	0.69%	2
Asia	3.11%	9
Australasia	0.35%	1
Africa	0.00%	0
<b>TOTAL</b>		<b>289</b>

Q2 What best describes where you currently work (we appreciate there will be some overlap of roles and nomenclature but please tick one “best” answer)?

Answered: 289 Skipped: 0



ANSWER CHOICES	RESPONSES
I am a MedComms freelancer / consultant / interim / independent	0.00% 0
MedComms / Med Ed agency	100.00% 289
Market Access / HEOR specialist agency	0.00% 0

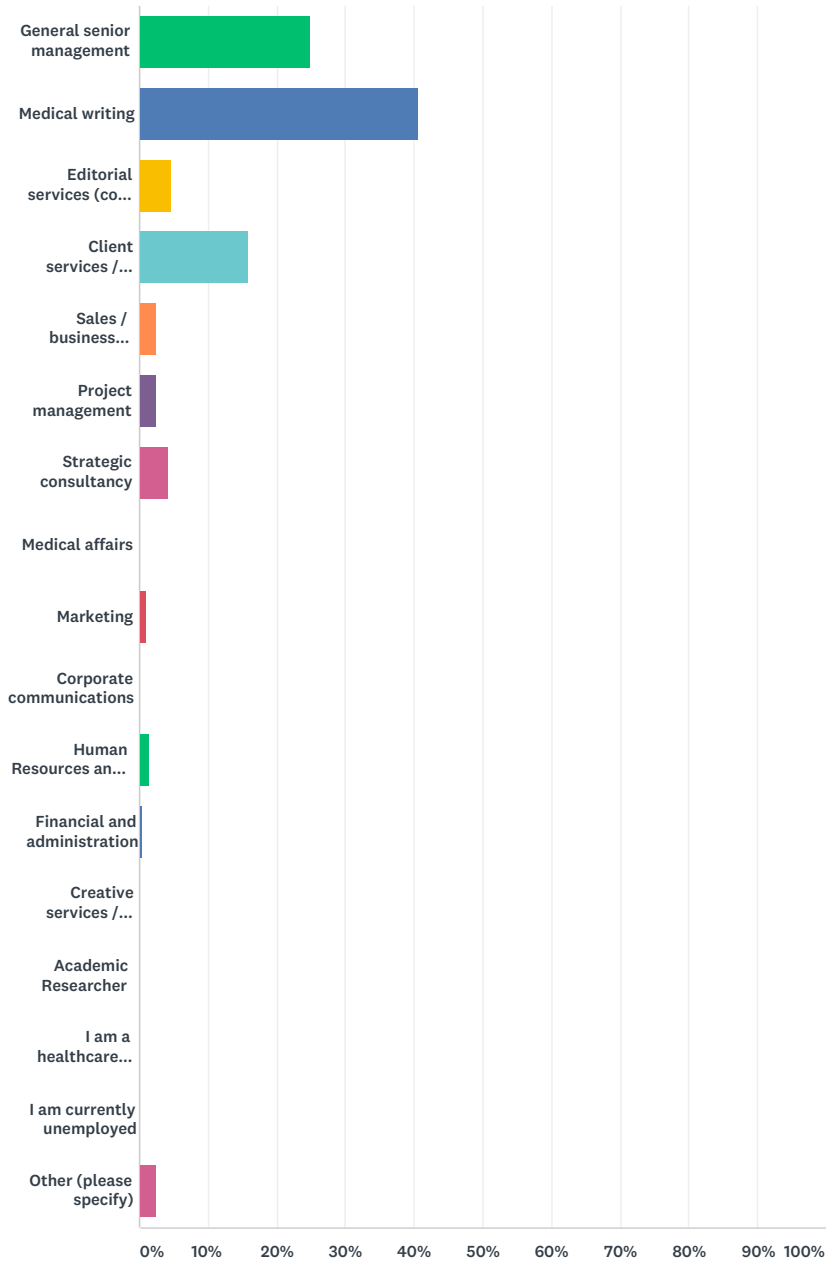
## MedComms Networking Barometer 2019

Publications specialist agency	0.00%	0
Commercial CME provider	0.00%	0
Other communications agency (PR, branding etc)	0.00%	0
CRO/Regulatory writing agency	0.00%	0
Recruitment company	0.00%	0
Design company	0.00%	0
Digital / multimedia company	0.00%	0
Events organizer	0.00%	0
Pharma/Healthcare/Biotech/Devices company	0.00%	0
Scientific (STM) journals / books publishing company	0.00%	0
Training company	0.00%	0
Translation services provider	0.00%	0
Industry information services provider	0.00%	0
Academic Institute	0.00%	0
Medical Society	0.00%	0
Healthcare service organisation	0.00%	0
I am currently unemployed	0.00%	0
Other (please specify)	0.00%	0
<b>TOTAL</b>		<b>289</b>

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q3 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: 289 Skipped: 0



ANSWER CHOICES	RESPONSES	
General senior management	24.91%	72
Medical writing	40.48%	117
Editorial services (copy / production editing / proof-reading)	4.50%	13
Client services / account management	15.92%	46
Sales / business development	2.42%	7
Project management	2.42%	7
Strategic consultancy	4.15%	12
Medical affairs	0.00%	0
Marketing	1.04%	3

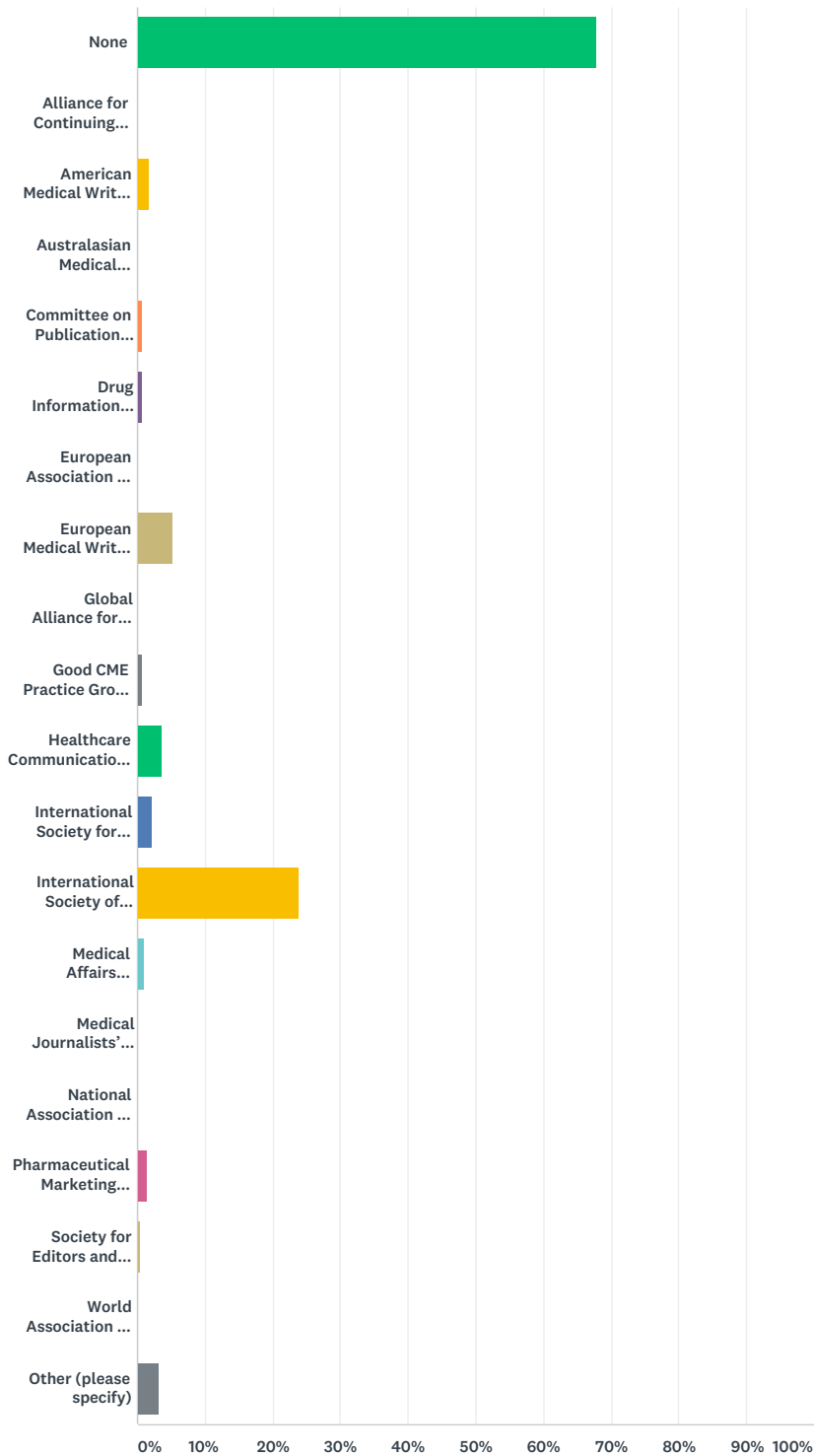
## MedComms Networking Barometer 2019

Corporate communications	0.00%	0
Human Resources and recruitment	1.38%	4
Financial and administration	0.35%	1
Creative services / production / design	0.00%	0
Academic Researcher	0.00%	0
I am a healthcare professional	0.00%	0
I am currently unemployed	0.00%	0
Other (please specify)	2.42%	7
<b>TOTAL</b>		<b>289</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Quality & Compliance	1/29/2019 4:26 PM
2	Hybrid client services and scientific consultancy	1/4/2019 10:37 AM
3	Scientific Director (I do very little medical writing). Main roles are reviewing, QCing, scientific leadership of account, resourcing account, line management, business planning	1/3/2019 7:56 PM
4	Training	1/3/2019 4:16 PM
5	Information Officer	1/3/2019 10:03 AM
6	Compliance and Data Protection	1/3/2019 9:21 AM
7	Company Director	1/3/2019 8:47 AM

Q4 What relevant professional organizations are you a member of (tick all that apply)?

Answered: 289 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	67.82%	196
Alliance for Continuing Education in the Health Professions (ACEhp)	0.00%	0
American Medical Writers Association (AMWA)	1.73%	5
Australasian Medical Writer's Association (AMWA)	0.00%	0
Committee on Publication Ethics (COPE)	0.69%	2
Drug Information Association (DIA)	0.69%	2

## MedComms Networking Barometer 2019

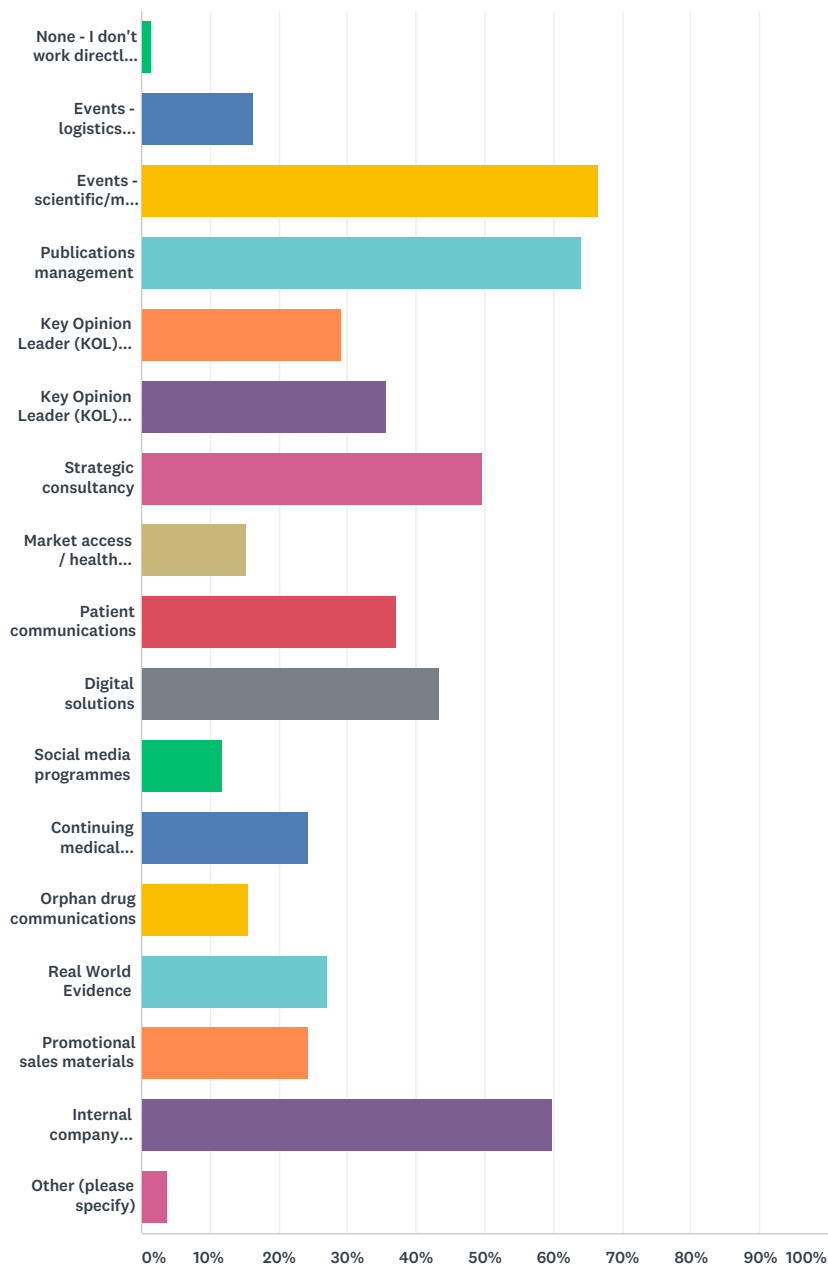
European Association of Science Editors (EASE)	0.00%	0
European Medical Writers Association (EMWA)	5.19%	15
Global Alliance for Medical Education (GAME)	0.00%	0
Good CME Practice Group (gCMEp)	0.69%	2
Healthcare Communications Association (HCA)	3.46%	10
International Society for Pharmacoeconomics and Outcomes Research (ISPOR)	2.08%	6
International Society of Medical Publishing Professionals (ISMPP)	23.88%	69
Medical Affairs Professional Society (MAPS)	1.04%	3
Medical Journalists' Association	0.00%	0
National Association of Science Writers (NASW)	0.00%	0
Pharmaceutical Marketing Society (PM Society)	1.38%	4
Society for Editors and Proofreaders (SfEP)	0.35%	1
World Association of Medical Editors (WAME)	0.00%	0
Other (please specify)	3.11%	9
Total Respondents: 289		

#	OTHER (PLEASE SPECIFY)	DATE
1	Royal Pharmaceutical Society	1/28/2019 3:24 PM
2	No comment	1/19/2019 2:45 PM
3	British Pharmacological Society	1/17/2019 5:31 PM
4	N	1/12/2019 2:51 PM
5	Royal Society of Medicine	1/10/2019 10:25 PM
6	Royal Pharmaceutical Society	1/8/2019 3:19 PM
7	Healthcare Businesswomen's Association	1/7/2019 10:26 AM
8	PIPA Pharmaceutical Information and Pharmacovigilance Association	1/3/2019 11:41 AM
9	CMI	1/3/2019 9:21 AM



Q5 Which of the following specialist MedComms areas are you currently active in (tick all that apply)?

Answered: 289 Skipped: 0



ANSWER CHOICES	RESPONSES
None - I don't work directly in MedComms	1.38% 4
Events - logistics management	16.26% 47
Events - scientific/medical programmes and content development	66.44% 192
Publications management	64.01% 185
Key Opinion Leader (KOL) / external expert profiling and identification	29.07% 84
Key Opinion Leader (KOL) / external expert management	35.64% 103
Strategic consultancy	49.48% 143
Market access / health outcomes	15.22% 44
Patient communications	37.02% 107
Digital solutions	43.25% 125
Social media programmes	11.76% 34

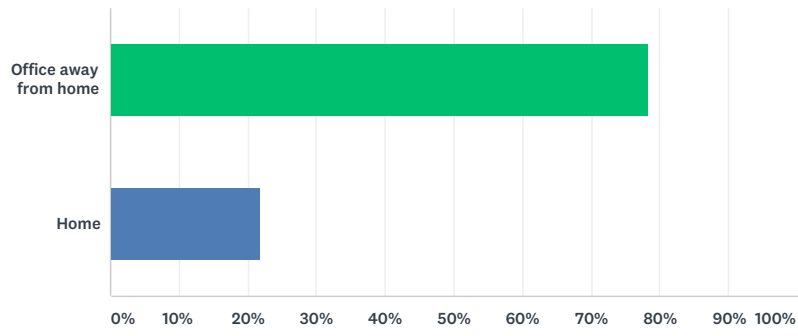
## MedComms Networking Barometer 2019

Continuing medical education and professional development (CME / CPD)	24.22%	70
Orphan drug communications	15.57%	45
Real World Evidence	26.99%	78
Promotional sales materials	24.22%	70
Internal company training activities (MSLs, Reps and others)	59.86%	173
Other (please specify)	3.81%	11
Total Respondents: 289		

#	OTHER (PLEASE SPECIFY)	DATE
1	Patient engagement services	1/31/2019 8:35 AM
2	External medical education, MSL decks for external use	1/20/2019 11:01 PM
3	videos, congress exhibition materials	1/11/2019 12:09 PM
4	Editorial support including (mainly) copyright requests	1/8/2019 2:58 PM
5	Market research	1/7/2019 9:18 PM
6	Support to international congresses symposia	1/6/2019 10:26 AM
7	Med affairs	1/4/2019 9:32 PM
8	Clinical trial patient recruitment and retention	1/4/2019 6:09 PM
9	None	1/3/2019 11:41 AM
10	I have an internal training and development role in a company that covers all of the above	1/3/2019 10:51 AM
11	Strategic offerings such as wargaming workshops and competitor intelligence	1/3/2019 10:13 AM

### Q6 Where do you work from primarily?

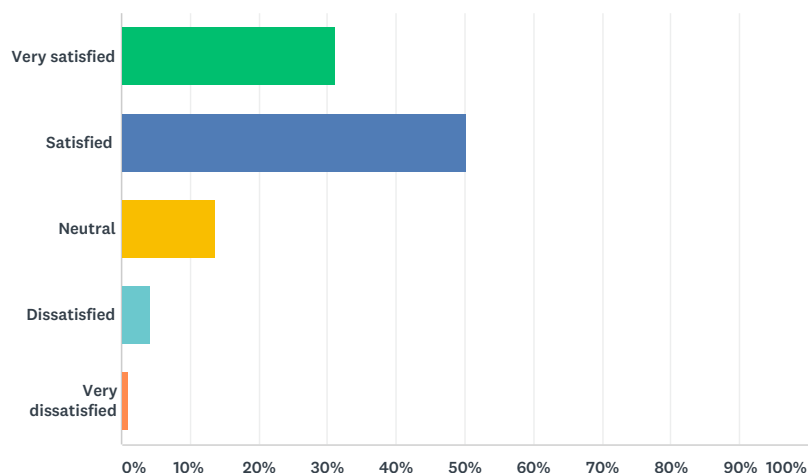
Answered: 289 Skipped: 0



ANSWER CHOICES	RESPONSES	
Office away from home	78.20%	226
Home	21.80%	63
TOTAL		289

### Q7 How satisfied are you with your current job?

Answered: 289 Skipped: 0

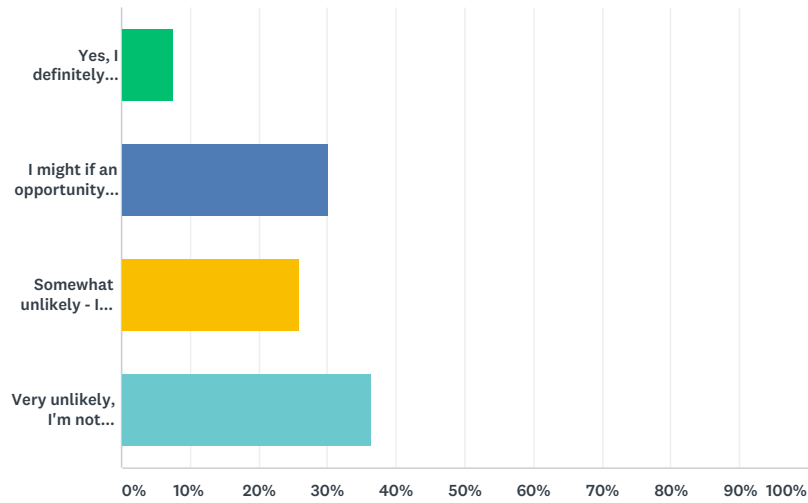


ANSWER CHOICES	RESPONSES	
Very satisfied	31.14%	90
Satisfied	50.17%	145
Neutral	13.49%	39
Dissatisfied	4.15%	12
Very dissatisfied	1.04%	3
<b>TOTAL</b>		<b>289</b>

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	I had some useful training opportunities in medical writing, procedures and ethics. The projects I was involved in enabled me to develop skills and contribute to the data-checking of manuscripts, slides and posters, journal searches and submissions, benchmarking and developed real-life evidence slides for a pharma client.	1/31/2019 5:34 PM
2	Recruitment of experienced writers seems particularly challenging at the moment.	1/27/2019 11:04 AM
3	no work-life balance	1/14/2019 10:47 AM
4	Client budgets are always the challenging part of this role!	1/9/2019 2:30 AM
5	Interesting accounts, varied projects, good level of strategic partnership with clients, great agency, team and colleagues, opportunities to develop	1/8/2019 9:06 PM
6	No career advancement in over 7 years of proven successful work. No real opportunities outside of UK.	1/6/2019 10:26 AM
7	Over worked, not enough staff, salary not reflective of efforts and poor bonuses due to senior management setting up achievable targets	1/4/2019 6:09 PM
8	Too much work and too little resource	1/4/2019 10:37 AM
9	Lack of career progression Poor salary (£25K per year for a person with a PhD, MRes. BSc and 10 years of academic research is a laugh) Cannot progress to medical writing because I am not an English native speaker Due to family ties cannot move from the East Midlands (one of the poorest areas in England with terrible job diversity and job prosperity)	1/3/2019 11:41 AM
10	Would prefer to work from home more often, currently only permitted to work from home 2 days a week.	1/3/2019 11:09 AM
11	Not enough work to keep me busy	1/3/2019 10:13 AM
12	I enjoy the flexibility of working from home	1/3/2019 10:01 AM
13	Generally projects are good and run smoothly. There is a general feeling that there is more work available than can be handled by the agency	1/3/2019 9:29 AM

### Q8 How likely is it that you will look to change your employer in 2019 (freelancers, you are your own employer)?

Answered: 289 Skipped: 0

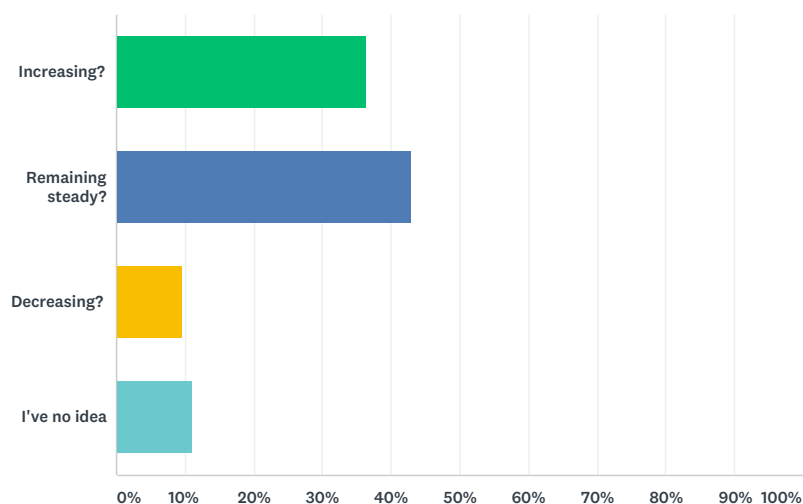


ANSWER CHOICES	RESPONSES
Yes, I definitely intend to move	7.61% 22
I might if an opportunity arises	30.10% 87
Somewhat unlikely - I doubt it	25.95% 75
Very unlikely, I'm not expecting to move	36.33% 105
<b>TOTAL</b>	<b>289</b>

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	I noticed a number of senior colleagues and acquaintances move between agencies every few years. Sometimes they return to a previous agency having developed more skills and experience. As such I would keep an eye on opportunities in the sector.	1/31/2019 5:34 PM
2	I'm the company owner	1/28/2019 4:10 PM
3	Will consider a move in 2020	1/27/2019 7:22 AM
4	Secured a move already	1/27/2019 12:01 AM
5	Planning a career break to focus on my young family	1/22/2019 9:30 AM
6	looking to retire in near future, so no likely moves.	1/17/2019 5:31 PM
7	On the process of becoming an MSL and will do everything within my power to be one of the best in the industry. Not for competitive issues but for my passion for pharmaceutical science.	1/3/2019 11:41 AM
8	I have very supportive colleagues, which is what makes me want to stay in my current position	1/3/2019 10:01 AM

### Q9 From your own perspective, do you think the overall amount of MedComms activity that the Pharma/Healthcare/Biotech/Devices industry is outsourcing year on year is currently...

Answered: 289 Skipped: 0

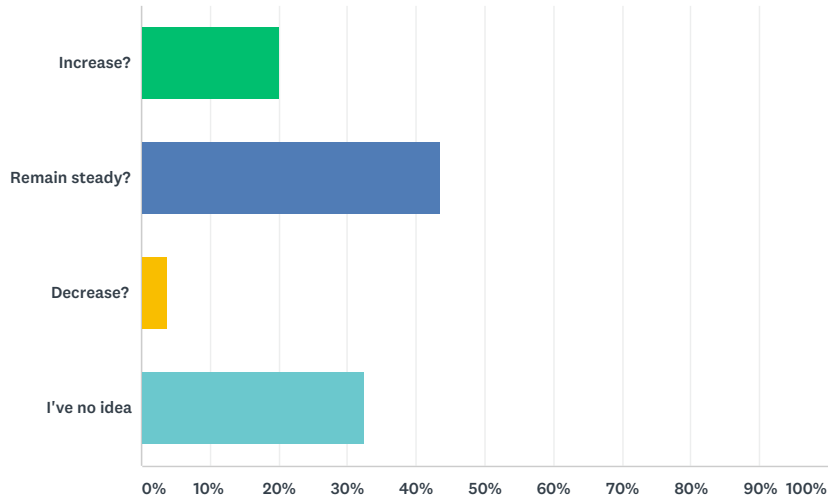


ANSWER CHOICES	RESPONSES	
Increasing?	36.33%	105
Remaining steady?	42.91%	124
Decreasing?	9.69%	28
I've no idea	11.07%	32
<b>TOTAL</b>		<b>289</b>

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	As digital media develops, skilled medcomms professionals will be required in increasing capacity to make research understandable and compelling to the consumer - be that an academic audience, HCP or patient.	1/31/2019 5:34 PM
2	Our workload is increasing	1/28/2019 4:10 PM
3	Possibly due to the current uncertainty over Brexit in the UK!	1/28/2019 1:58 PM
4	In China, more drugs will be launched in near future. The market is always lack of professionals for doing projects. Hence, I think MedComms activity in China will keep increasing.	1/11/2019 9:50 AM
5	There is definitely more competition in our space, so the work is apparently decreasing	1/9/2019 2:30 AM
6	I see continued growth of the business	1/8/2019 9:06 PM
7	While the type of work being outsourced continues to evolve, the overall volume continues to increase	1/8/2019 3:49 PM
8	A lot of the biotechs are becoming established	1/8/2019 3:19 PM
9	Volume of work increasing but budgets being cut = some accounts barely worth servicing by med comms agencies	1/7/2019 10:02 AM
10	Have noticed companies making more fford to outsource to 'cheaper' alternatives, e.g. in India	1/7/2019 9:49 AM
11	Procurement are expecting more but budgets are tighter	1/4/2019 12:55 PM
12	Swings and roundabouts	1/3/2019 9:57 PM
13	London, Oxbrige and Manchester are the elite and enshroud any possibilities for the rest of the country. The government doesn't even care about this suicidal tendency that is killing other regions and devouring their chances of progression. One day these will be the only places in the UK where something interesting happens and where people can have something different than being builders or shop assistants.	1/3/2019 11:41 AM
14	I think it goes in waves according to the latest financial whim of the pharma industry	1/3/2019 9:39 AM
15	A lot more pharma "in house" seems to be going on over the last few years which has impacted budgets.	1/3/2019 9:24 AM

Q10 From your own perspective, comparing 2019 vs 2018 do you think the overall amount of consolidation/M&A activity amongst MedComms agencies will...

Answered: 289 Skipped: 0

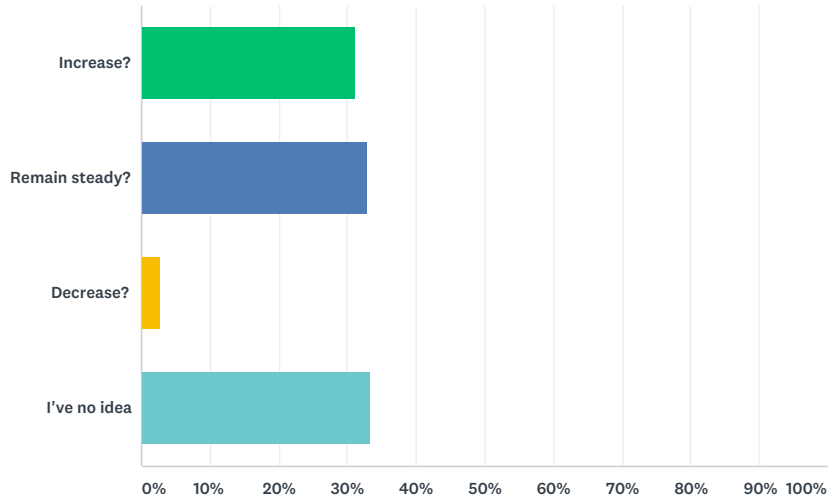


ANSWER CHOICES	RESPONSES	
Increase?	20.07%	58
Remain steady?	43.60%	126
Decrease?	3.81%	11
I've no idea	32.53%	94
TOTAL		289

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Been approached several times	1/28/2019 4:10 PM
2	Budgets are definitely getting tighter	1/9/2019 2:30 AM
3	As the large groups seek to find new revenue routes	1/8/2019 3:49 PM
4	I think brexit will make many companies wary	1/3/2019 9:56 PM
5	Brexit is here to bring us to our knees.	1/3/2019 11:41 AM
6	Don't understand the question	1/3/2019 10:01 AM

Q11 From your own perspective, comparing 2019 vs 2018 do you think the overall amount of consolidation/M&A activity amongst Pharma/Healthcare/Biotech/Devices companies will...

Answered: 289 Skipped: 0



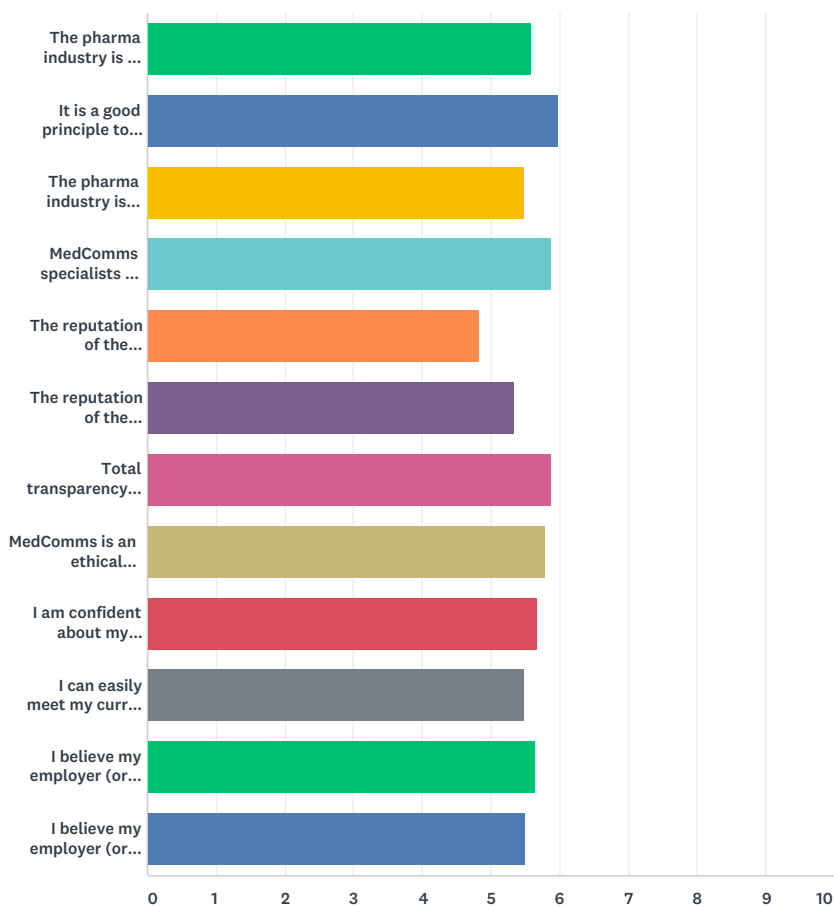
ANSWER CHOICES	RESPONSES	
Increase?	31.14%	90
Remain steady?	32.87%	95
Decrease?	2.77%	8
I've no idea	33.22%	96
TOTAL		289

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	More start-ups bought out I expect, particularly in the digital arena	1/28/2019 4:10 PM
2	I actually think we will also see some splitting of big companies into smaller units under one umbrella. Big companies lose innovation and creativity and small companies are much more successful in developing new products. Big pharma will see little pharma/biotech as the product developers and only buy the company when they want the full product pipeline	1/15/2019 11:20 PM
3	No reason to believe any changing market dynamics that will increase or decrease the rate at which big pharma continues to need to absorb the pipelines of smaller companies	1/8/2019 3:49 PM
4	Two biggies already BMS/Celgene- Lilly/Loxo	1/8/2019 3:19 PM
5	It started already with BMS/Celgene...	1/4/2019 6:27 PM
6	This is on a global level where brexit is unlikely to be an influence	1/3/2019 9:56 PM
7	Once again, Brexit is here to bring us to our knees.	1/3/2019 11:41 AM



Q12 How much do you agree with the following statements? Please answer from a personal viewpoint (read carefully - tick one answer for each statement).

Answered: 289 Skipped: 0



	I DON'T AGREE AT ALL 0	1	2	3	4	5	6	7	8	9	I ENTIRELY AGREE	TOTAL
The pharma industry is a credible and trusted source of information about medicines	1.04% 3	0.35% 1	0.35% 1	3.81% 11	4.84% 14	13.15% 38	17.99% 52	39.10% 113	15.57% 45		3.81% 11	289
It is a good principle to aim at, to publish all clinical trial data for all products	0.00% 0	0.00% 0	0.00% 0	0.35% 1	0.69% 2	0.00% 0	1.38% 4	9.00% 26	21.80% 63		66.78% 193	289
The pharma industry is indeed striving to publish all clinical trial data for all products	1.73% 5	0.35% 1	3.46% 10	2.08% 6	4.50% 13	12.46% 36	15.92% 46	30.45% 88	22.15% 64		6.92% 20	289
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	0.35% 1	0.35% 1	0.35% 1	0.35% 1	1.38% 4	4.15% 12	5.88% 17	13.49% 39	25.26% 73		48.44% 140	289
The reputation of the pharmaceutical industry is improving amongst the wider public	1.04% 3	2.08% 6	7.61% 22	7.61% 22	13.84% 40	22.49% 65	23.53% 68	14.88% 43	5.19% 15		1.73% 5	289
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	0.69% 2	1.04% 3	1.73% 5	3.11% 9	12.11% 35	18.34% 53	23.88% 69	24.57% 71	12.11% 35		2.42% 7	289

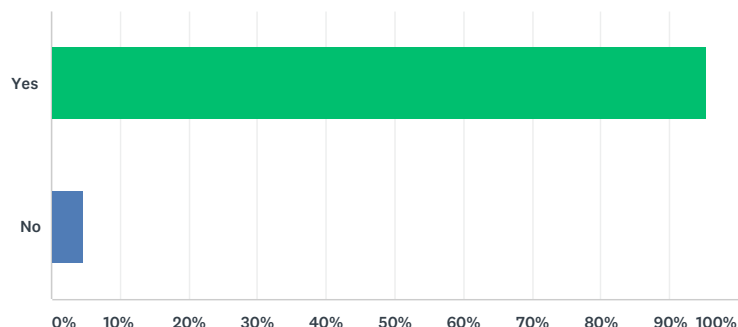
## MedComms Networking Barometer 2019

Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	0.00% 0	0.35% 1	0.69% 2	0.35% 1	1.73% 5	3.11% 9	2.77% 8	11.76% 34	20.07% 58	59.17% 171	289
MedComms is an ethical business	0.00% 0	0.00% 0	1.04% 3	0.69% 2	3.11% 9	7.27% 21	9.34% 27	26.99% 78	23.53% 68	28.03% 81	289
I am confident about my personal financial future	0.69% 2	0.69% 2	1.04% 3	1.38% 4	4.84% 14	8.65% 25	11.76% 34	30.10% 87	22.49% 65	18.34% 53	289
I can easily meet my current training needs	1.04% 3	0.35% 1	2.77% 8	2.42% 7	6.57% 19	12.80% 37	18.34% 53	29.07% 84	15.57% 45	11.07% 32	289
I believe my employer (or in the case of Freelancers - I) will increase revenues in 2019 compared with 2018	1.38% 4	0.00% 0	1.38% 4	1.73% 5	5.88% 17	6.23% 18	11.76% 34	22.49% 65	26.99% 78	22.15% 64	289
I believe my employer (or in the case of Freelancers - I) will increase profitability in 2019 compared with 2018	1.04% 3	0.35% 1	2.08% 6	2.42% 7	7.61% 22	11.42% 33	17.30% 50	24.91% 72	17.65% 51	15.22% 44	289

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Staffing and other costs increasing all the time but chargeable rates flat for several years	1/31/2019 8:35 AM
2	Pricing of products in the US continues as a problem for the public, particularly with Trump media and over promises	1/28/2019 4:10 PM
3	Agencies have to look at different structures that will allow them to (a) utilize the resources they need to deliver to clients expectations (2) maintain a competitive pricing model and (c) fully utilize digital technology to improve all aspects of the work flow	1/15/2019 11:20 PM
4	Consideration for using a Likert scale for these questions may be preferable for data analyses	1/7/2019 12:04 PM

### Q13 If asked, do you recommend MedComms to others as a worthwhile career option?

Answered: 289 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	95.50%	276
No	4.50%	13
TOTAL		289

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	If you enjoy science and writing/project management and want to move away from the laboratory. The sedentary nature, working through computers, will not suit all. An employee needs drive and motivation to explore different areas of the business to find the correct fit allied to personality type. You also need to be able to work to tight deadlines while being pedantic and ethically erudite. Good teamwork skills are key.	1/31/2019 5:34 PM
2	Depends on the role and the person, though	1/28/2019 3:57 PM
3	Wouldn't recommend unless you are happy to often work long hours to meet deadlines and constantly deal with last minute issues from clients who don't respond in a timely manner	1/28/2019 11:18 AM
4	Would not currently recommend a career in MedComms based on recent experience. However, the industry overall has a huge potential to provide worthwhile and rewarding careers, but the extent to which this can happen depends heavily on the agency you are working for.	1/27/2019 12:01 AM
5	The industry's reputation will continue to be based on credible, clinically relevant, patient centric outcomes that improve health and wellbeing and in doing so add value to the system. This will always be true and the future for MedComms is therefore very strong	1/15/2019 11:20 PM
6	Maybe. Though doesn't feel like a career that people 'retire' from. They just burn out and move to something else.	1/15/2019 2:30 PM
7	I am frequently challenged and constantly able to use my basic scientific skills, as well as the job role-specific skills I have developed. I see how my experience benefits others and my voice is heard	1/8/2019 9:06 PM
8	Love it!!! Best career decision I ever made	1/8/2019 3:36 PM
9	Yes if you live in the UK	1/6/2019 10:26 AM
10	For those who enjoy it and are committed to their job, it's a great career. There are always more senior vacancies than candidates, so once you've got some experience under your belt you will be in high demand.	1/4/2019 12:55 PM
11	High salaries, plenty of jobs, flexible work. The main negative to Med Comms is if you want to work in an office environment it is very restricted to specific areas - greater Manchester / greater London with little opportunities abroad within Europe or in other areas unless moving client side.	1/4/2019 12:06 PM
12	I think it's much more stable than post doc placements but it's no halcion and stressful /demanding at times	1/3/2019 9:56 PM
13	Long unreadable messages, egocentric views, unformatted texts, blur relationships with certain companies, lack of transparency in the recruitment or job offering, corporatism to a certain extent (not tremendously bad though).	1/3/2019 11:41 AM
14	Yes, but I would make clear the stresses involved	1/3/2019 10:51 AM
15	Good for work-life balance	1/3/2019 10:01 AM
16	It's an industry that's well suited to some people, but I would not recommend it across the board	1/3/2019 9:52 AM
17	Overall yes, however I also highlight the potential drawbacks as well as the positives which come with a career in MedComms	1/3/2019 9:43 AM
18	Yes, but it is a very niche profession. Only the right combination of personality and skills will succeed in this industry.	1/3/2019 9:29 AM
19	Not sure as it can be very stressful and demanding - not for the faint hearted!	1/3/2019 9:22 AM

**Q14 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 will be made public.**

Answered: 29 Skipped: 260

#	RESPONSES	DATE
1	Some clients are excellent and very compliant, others still like to bend the rules!	1/30/2019 9:54 PM
2	As med comms becomes increasingly well recognised as a career option, the number of poor entry level candidates and number of candidates lacking the requisite experience for the role advertised increase. Staff turnover also increases as people believe they deserve more and can get more elsewhere. As this is often the case, we run the risk of reducing quality standards and the level of expertise across the industry.	1/29/2019 3:16 PM
3	Clinical trial transparency is not just a problem with the pharmaceutical industry. Universities and other academic institutions that fund and run clinical trials have a worse track record ( <a href="http://eu.trialstracker.net/">http://eu.trialstracker.net/</a> ). It has been great to see the pharmaceutical industry taking a lead on this issue but until all past trials, particularly for medicines in routine use get registered and their results reported, we will continue to cause avoidable harm to patients.	1/29/2019 11:51 AM
4	I would recommend MedComms as a career option, it seems it won't be affected by Brexit - and if so - only more work will be needed. Majority of the big companies are global, so it always creates open possibilities elsewhere. On top of that, you can always switch from accounts to writing (or vice versa) and your chosen path remains flexible.	1/28/2019 8:10 PM
5	From my perspective, business is thriving and looks good for the future, despite outsourcing to india and cheaper options. However, I believe freelancers often have inflated expectations of their value and pricing, and that they need to consider the value-add of their services if they are to be continually used by agencies.	1/28/2019 4:10 PM
6	A greater degree of transparency and openness is to be encouraged between MedComms and Pharma. This will drive a better understanding of each other's challenges, and help build mutual respect.	1/27/2019 12:01 AM
7	After 35 years in the business I am still shocked by the quality of some of the work that our clients actually pay for. Agencies that cannot make the grade from a quality perspective should be eliminated by clients. Clients have to find ways of valuing those agencies that really bring value in terms of high quality work--strategy, content, creativity (where appropriate) and value added ideas.	1/15/2019 11:20 PM
8	Resourcing seems to be an issue at large in MedComms agencies. Plenty of choice in new roles but can cause issues with staff satisfaction and retention	1/14/2019 12:49 PM
9	It seems to me that there is a lack of talented writers entering the industry. Interested to see how brexit (if it happens) affects med comms. To date there has been a real dearth of insightful articles published on this topic from the leaders of our industry	1/14/2019 10:39 AM
10	There seems to be very strong demand from clients for our services, as a whole industry, and we are not able to keep up with recruitment, retention and development of enough good people. And as pharma cuts internal workforces more and more, they are recruiting from med comms agencies into mid-level roles, meaning we are becoming a training ground for pharma staff. Medium and large companies agencies in particular need to adapt by improving learning and development pathways, and it would be good to see more pharma companies opening up to placements for agency staff, as some client companies are doing. I believe that increasing the size of skilled workforce in our industry will not lower wages;quite the opposite, I believe that as we demonstrate increasing value, especially with sales and even marketing losing some influence, medical communications professionals will continue to become ever more important in the pharma world.	1/10/2019 10:25 PM
11	Med Comms offers numerous opportunities for career progression, is challenging, fun and fulfilling.	1/10/2019 6:12 PM
12	It remains sad that med comms still allows itself to be treated as a commodity, in spite of the highly skilled nature of the work and the people delivering it, permitting pharmaceutical companies to procure med comms in the same way that it bulk buys pens and toilet role. The industry could help itself by taking a much stronger stance on its own value - something we invest huge amounts of time helping our clients to establish and reaffirm	1/8/2019 3:49 PM
13	It appears to be growing and mainly for independent companies as pharmas look to have good 1-to-1 communications with their MedComms counterparts	1/8/2019 3:36 PM
14	Pharmaceutical companies do themselves a disservice by using Med Comms agencies for publications because of the bureaucracy involved - too many layers that they have to pay for. They would save money by bringing publications work in house.	1/4/2019 6:27 PM
15	We have to get better as an industry in ensuring enough talented ppl are recruited, that we are promoting the industry more (e.g. To uni students), and that companies are more focused on staff and work life balance	1/4/2019 6:09 PM
16	As an industry we're slow to adapt and change. We still under-use social media and digital channels, because we don't understand how to get the best from them and we're often too cautious.	1/4/2019 12:55 PM
17	Too little permanent resource in the industry. Agencies need to adapt to make it worthwhile to stay in agency rather than go freelance	1/4/2019 10:37 AM

## MedComms Networking Barometer 2019

18	Brexit currently a huge concern - both in terms of the med coms industry and for the UK. I don't feel the med coms or pharma industry is prepared at all	1/3/2019 9:56 PM
19	Lines are blurring between medical affairs and commercial in terms of scientific programming, and outsource providers continue to try to build expertise and experience in areas outside their core competencies/specialties. This can sometimes result in delivery of services that are below quality standards from a client perspective as agencies over-reach; also confounded by serving up the "A" team for pitches and switching out to lower-level, less experienced staff members to actually service the account and do the job.	1/3/2019 3:02 PM
20	Long way to go before I would consider pharmaceutical industry ethical.	1/3/2019 2:47 PM
21	Interesting times for MedComms agencies. Traditionally, agency life has been a high-pressured environment, with hard-work and long hours compensated through good rewards. Nowadays, employees have a much greater focus on work-life balance. I think many agencies are trying to work out how to adapt to this new working environment	1/3/2019 1:04 PM
22	It has huge potential	1/3/2019 11:57 AM
23	Simpler messages are better, direct messages are more attainable, transparency in the offers does build trust, equality for all regardless of region of residency, stop glorifying the London-Oxbridge-Manchester axis (there are plenty of other people out there who are as capable as them). Reinforce the need for companies to take more home-based workers, even in the medical writing field; and build a proper website and newsletter (the current ones are just too amateurish).	1/3/2019 11:41 AM
24	Broadly, the pharma industry is getting its act in order or is being forced to by legislation; MedComms is also getting sorted by being more professional or by following improved codes of practice. It's now the turn of medical publishing companies to take a look at themselves and produce much-needed improved standards of practice to ensure that services such as peer review and particularly copyright permissions (and related fees) are speeded up (much, much too slow at present), that they are standardised across the publishing industry, and applied fairly and sensibly across the medical / medcomms / pharma communities. This would have the overall effect of speeding up the dissemination and exchange of scientific information, a process that still lingers in dark ages.	1/3/2019 10:34 AM
25	I do not think that pharma has changed at all in its unerring need to promote products that are not necessarily the best for the healthcare system financially. However, I know from my research with healthcare professionals that pharma has vastly improved in the UK in terms of the way it interacts with healthcare professionals and has dispensed with the superficial pen gifts and freebies and constant battering of promotional messages and has a much more professional outlook towards HCPs	1/3/2019 10:25 AM
26	The biggest challenge is the lack of experienced and good medical writers. An important contributing factor to this is the generally low job satisfaction of medical writers, due to excessive work, difficult clients, poor work-life balance and - in the UK, at least - low salaries. Overall there is a feeling among writers of generally being exploited by senior management at medcomms agencies.	1/3/2019 10:16 AM
27	I feel it's a bit of a feast/famine industry with the flow being determined largely by poor time management in the pharma companies	1/3/2019 10:13 AM
28	There is a general feeling across MedComms that there is a lack of capacity. At first that may indicate that more people should be recruited into the industry, which is true. But there is also a need to build up more of a partnership with clients and to invest in training of staff so that they can work more efficiently.	1/3/2019 9:29 AM
29	I hope Brexit won't have too much of an effect	1/3/2019 9:22 AM

**Q15 What, if any, thoughts have you about topics you would like to see covered by MedComms Networking events over the coming 12 months? All suggestions welcomed. Please remember the comments here will be made public.**

Answered: 30 Skipped: 259

#	RESPONSES	DATE
1	I have enjoyed and found the webinars useful. These have provided excellent information on medical communications agencies, training, and writing tips. Thanks for your efforts.	1/31/2019 5:34 PM
2	It would be great to know about the types of agencies.	1/28/2019 8:10 PM
3	The relationship between agencies in India and the European med comms agencies.	1/28/2019 4:10 PM
4	A Pharma perspective of MedComms: what are their expectations? Maybe a reciprocal version could be held too	1/27/2019 12:01 AM
5	GDPR, career pathways other than medical writing,	1/26/2019 2:43 PM
6	more client services/account lead sessions	1/22/2019 3:24 PM
7	Managing client expectations and how to push back on clients when they want to do something that may not be ethical —without sounding like my mother!	1/19/2019 2:45 PM
8	GDPR Open access benefits and perceived drawbacks (from perspectives of MedComms, Pharma and HCPs)	1/18/2019 8:42 AM
9	There are too many "conference organizers" holding events each year with not much good content. These for profit conference organizers are diluting the education. I attended one last year in which the topics and agenda looked very interesting but I found very little value in attending.	1/17/2019 1:54 PM
10	How can clients get the best from their agencies by bringing them together rather than isolating them and keeping them from talking to each other? When will KOLs run out of time and not be able to attend congresses, advisory boards, industry sponsored events etc. and how will industry relationships evolve to account for this trend?	1/15/2019 11:20 PM
11	Importance of ongoing training within agencies, not just new staff	1/14/2019 12:49 PM
12	How to become a successful freelancer.	1/10/2019 6:12 PM
13	Rather than events, I wanted to make a comment on resources. The current careers guide for entering the industry is strictly focused on ex-academics. As a someone with a humble BSc who works among other medical writers with the same level of qualifications, it may be time to expand resources to include those targeted at Bachelors graduates who have not completed a PhD or post-doc. The industry is beginning to realise that a PhD doesn't necessarily make a good medical writer, and there are plenty who can succeed without having worked in a lab.	1/9/2019 3:54 PM
14	Writing for digital content and social media Overcoming approval barriers and processes in pharma Find out what pharma clients want from us (speaker event/survey?)	1/9/2019 12:31 PM
15	Something about how to engage HCPs in med ed and ways to ensure effective education	1/8/2019 9:06 PM
16	As mentioned above, we would all benefit from taking a stronger position on the value of the work and capabilities afforded by our industry. Continuing to allow ourselves to be procured as a commodity undervalues the work we do, so discussion on overcoming this commoditization would be valuable for all	1/8/2019 3:49 PM
17	Anything digital or to do with engaging HCPs	1/8/2019 3:36 PM
18	Social media/millennials/digital innovation	1/4/2019 12:55 PM
19	Tips on speeding up your career if you are talented Some stories of entrepreneurs that have set up their own agencies - what skills/resources did they need	1/3/2019 9:56 PM
20	Social media and medical affairs: effective compliant strategies Convergence of pharma/biotech and med tech: evolving the traditional pharmaceutical model Advanced therapeutics: navigating indication-agnostic scientific communications from outsource perspective (eg, conflict management, stakeholder reach, etc)	1/3/2019 3:02 PM
21	Continued information on data sharing process.	1/3/2019 2:47 PM
22	Legal implications of communication decisions	1/3/2019 11:57 AM
23	1) Promotion of employment in regions outside the axis London-Oxbridge-Manchester 2) Reinforcement of the advantages in home-based working	1/3/2019 11:41 AM
24	Impact of Brexit, benefits of working from home considering increasing commuting costs	1/3/2019 11:09 AM
25	Careers fairs continuing in key locations in the North and South; practical workshops/how to guidance	1/3/2019 10:51 AM
26	News from publishing companies that they are working towards improved service standards and a new publishing-industry-wide code of practice that will take into account the needs of pharma and medcomms industries.	1/3/2019 10:34 AM
27	An update on the % of Pharma sponsored trials that get published compared to Academia sponsored trials. Implications of the Sunshine Act (and other similar initiatives) - What do we know now? What have we learnt?	1/3/2019 10:11 AM

## MedComms Networking Barometer 2019

---

28	A session aimed at those thinking of becoming freelancers - it's quite a big change to make and I wouldn't really know where to start (e.g. in terms of marketing or running my own business, or pitching for work from agencies). Some information and advice on this would be really useful. Note: I understand that the usual sessions with freelancers have been made open in the past, but I think that a standalone session for non-freelancers would be beneficial - work to help people get involved in freelancing (similar to the 'first medcomms job' activities that MedComms networking have done to get people started at agencies) would perhaps be valuable.	1/3/2019 9:43 AM
29	It would be great if MedComms Networking could provide an updated focus on the Client Services, Business Management and Financial Management opportunities within MedComms agencies.	1/3/2019 9:40 AM
30	Sustainable working, helping to ride the peaks and troughs of workload without demanding unreasonable amounts of work from staff. Improving internal communication in med comms agencies to benefit both the company and the staff.	1/3/2019 9:36 AM

---