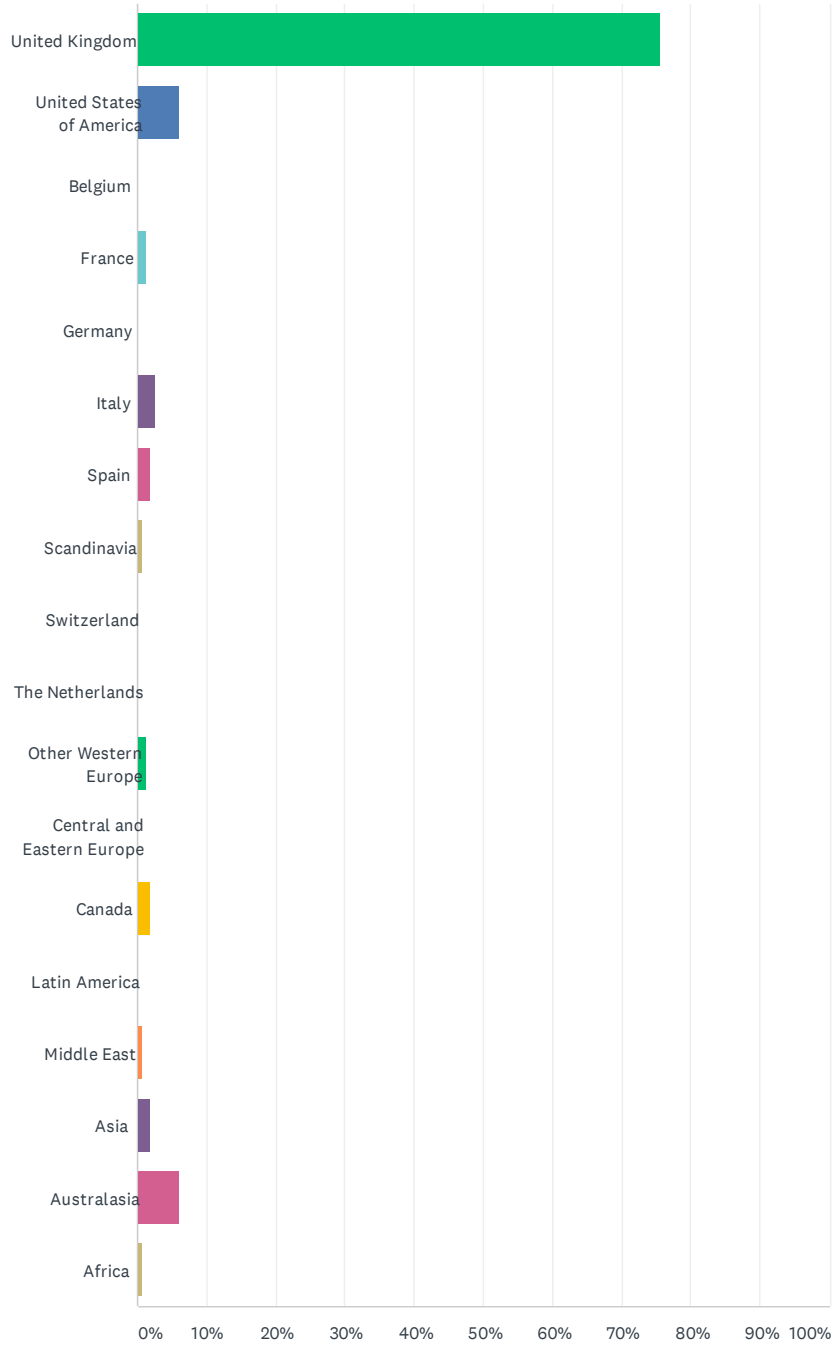


Q1 Where are you based (tick one answer)?

Answered: 163 Skipped: 0



MedComms Networking Barometer 2021 (with a COVID twist)

ANSWER CHOICES	RESPONSES	
United Kingdom	75.46%	123
United States of America	6.13%	10
Belgium	0.00%	0
France	1.23%	2
Germany	0.00%	0
Italy	2.45%	4
Spain	1.84%	3
Scandinavia	0.61%	1
Switzerland	0.00%	0
The Netherlands	0.00%	0
Other Western Europe	1.23%	2
Central and Eastern Europe	0.00%	0
Canada	1.84%	3
Latin America	0.00%	0
Middle East	0.61%	1
Asia	1.84%	3
Australasia	6.13%	10
Africa	0.61%	1
TOTAL		163

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: 163 Skipped: 0



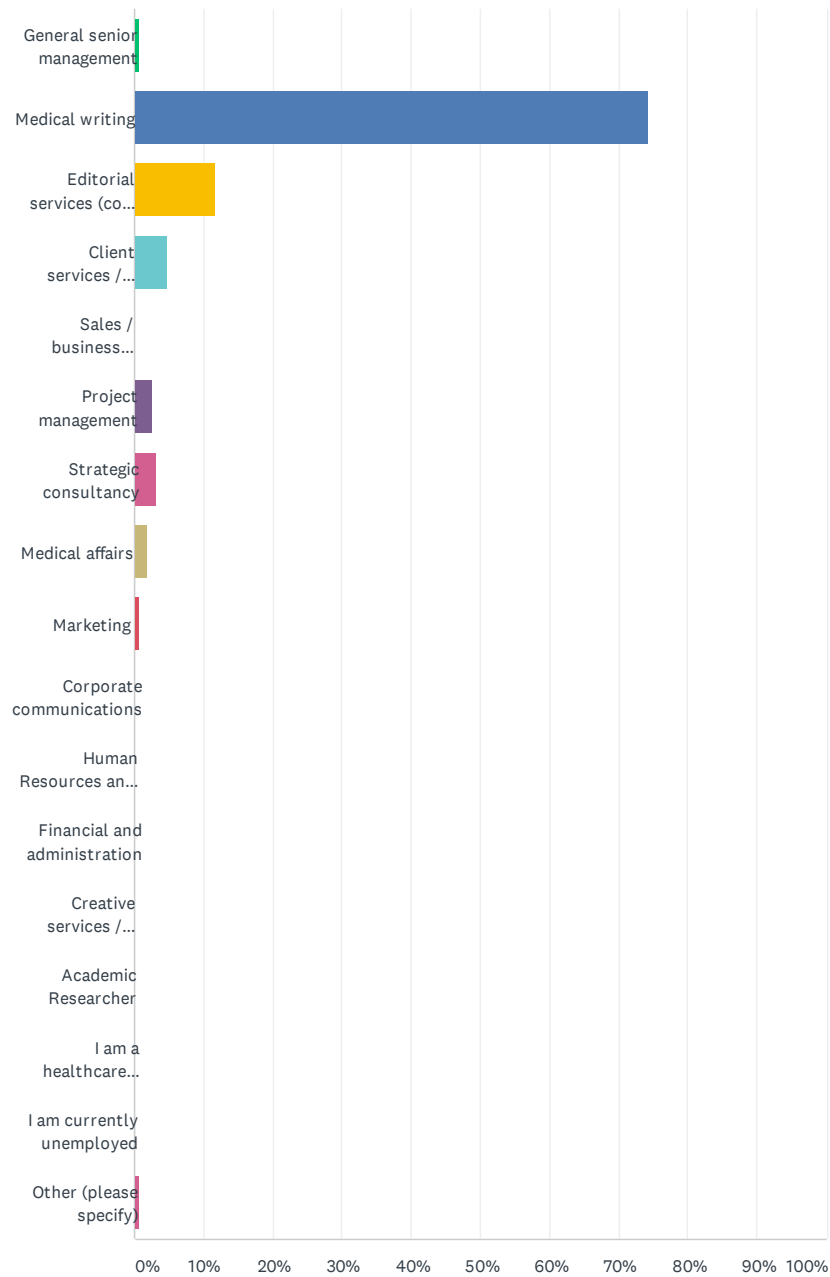
MedComms Networking Barometer 2021 (with a COVID twist)

ANSWER CHOICES	RESPONSES	
I am a MedComms freelancer / consultant / interim / independent	100.00%	163
MedComms / Med Ed agency	0.00%	0
Market Access / HEOR specialist agency	0.00%	0
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
TOTAL		163

#	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: 163 Skipped: 0



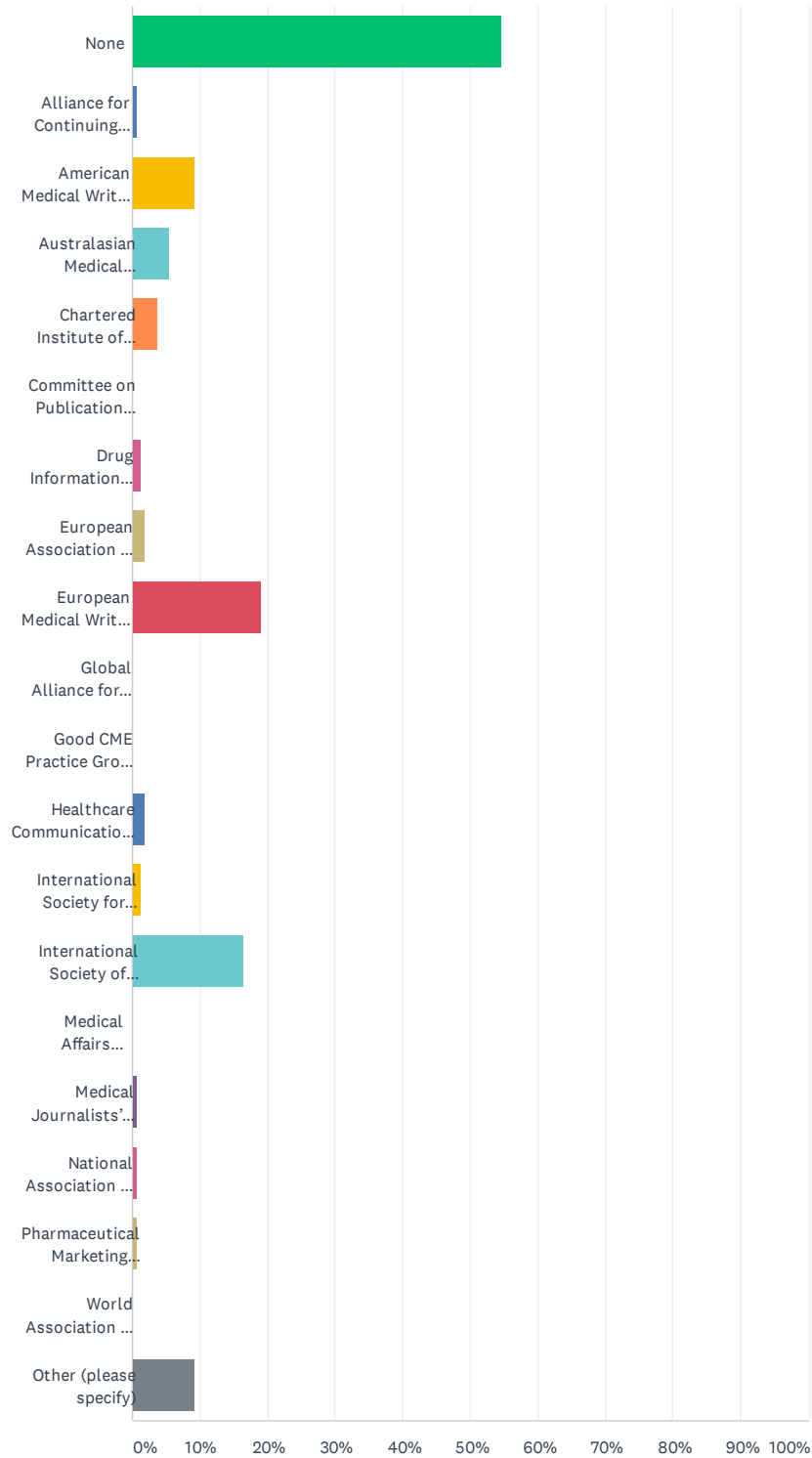
MedComms Networking Barometer 2021 (with a COVID twist)

ANSWER CHOICES	RESPONSES	
General senior management	0.61%	1
Medical writing	74.23%	121
Editorial services (copy / production editing / proof-reading)	11.66%	19
Client services / account management	4.91%	8
Sales / business development	0.00%	0
Project management	2.45%	4
Strategic consultancy	3.07%	5
Medical affairs	1.84%	3
Marketing	0.61%	1
Corporate communications	0.00%	0
Human Resources and recruitment	0.00%	0
Financial and administration	0.00%	0
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)	0.61%	1
TOTAL		163

#	OTHER (PLEASE SPECIFY)	DATE
1	Technical services	1/5/2021 9:53 AM

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

Answered: 163 Skipped: 0



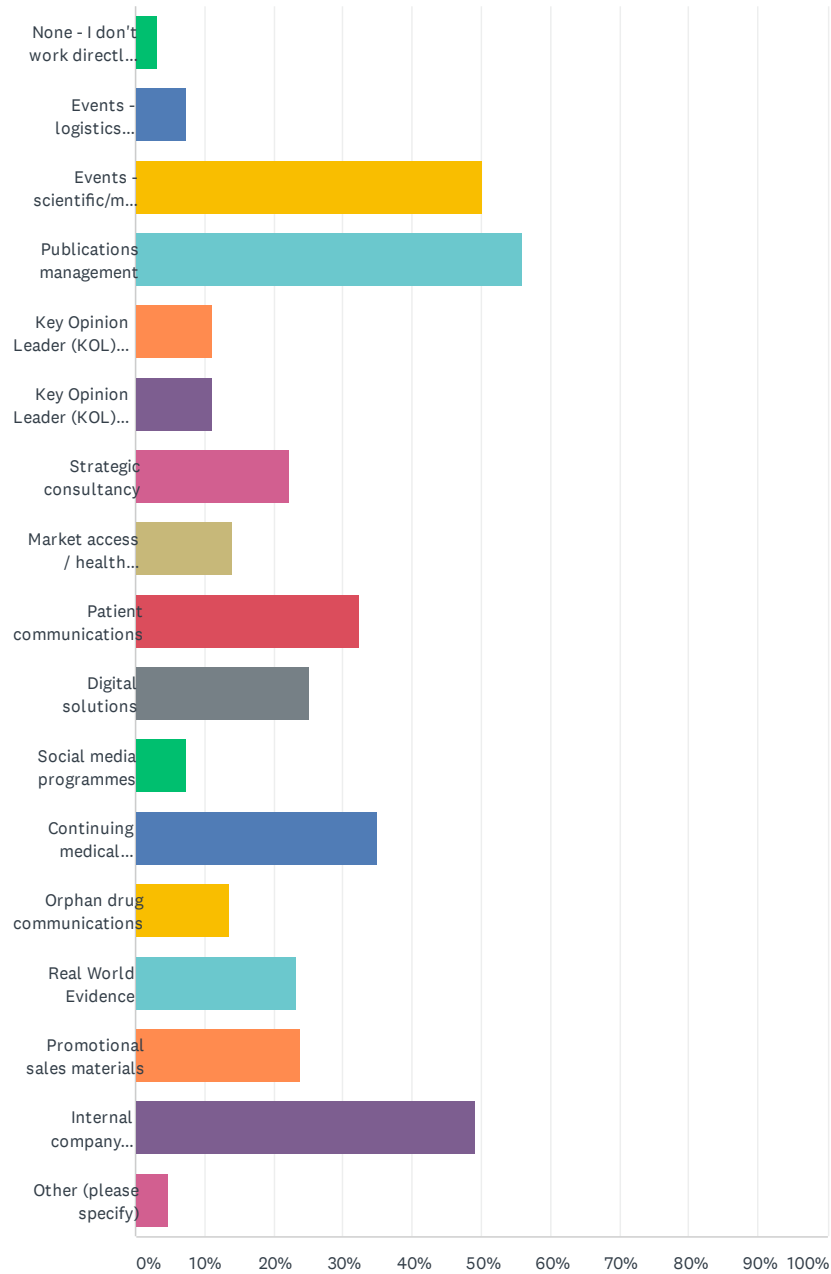
MedComms Networking Barometer 2021 (with a COVID twist)

ANSWER CHOICES	RESPONSES	
None	54.60%	89
Alliance for Continuing Education in the Health Professions (ACEhp)	0.61%	1
American Medical Writers Association (AMWA)	9.20%	15
Australasian Medical Writer's Association (AMWA)	5.52%	9
Chartered Institute of Editing and Proofreading (CIEP)	3.68%	6
Committee on Publication Ethics (COPE)	0.00%	0
Drug Information Association (DIA)	1.23%	2
European Association of Science Editors (EASE)	1.84%	3
European Medical Writers Association (EMWA)	19.02%	31
Global Alliance for Medical Education (GAME)	0.00%	0
Good CME Practice Group (gCMEp)	0.00%	0
Healthcare Communications Association (HCA)	1.84%	3
International Society for Pharmacoeconomics and Outcomes Research (ISPOR)	1.23%	2
International Society of Medical Publishing Professionals (ISMPP)	16.56%	27
Medical Affairs Professional Society (MAPS)	0.00%	0
Medical Journalists' Association	0.61%	1
National Association of Science Writers (NASW)	0.61%	1
Pharmaceutical Marketing Society (PM Society)	0.61%	1
World Association of Medical Editors (WAME)	0.00%	0
Other (please specify)	9.20%	15
Total Respondents: 163		

#	OTHER (PLEASE SPECIFY)	DATE
1	IPSE: Association of Independent Professionals and the Self-Employed	1/26/2021 3:19 PM
2	Patient Information Forum	1/25/2021 2:22 PM
3	I follow some organisations but do not yet hold membership of any.	1/25/2021 2:19 PM
4	ALCS for authors	1/25/2021 10:21 AM
5	.	1/25/2021 9:41 AM
6	Royal pharmaceutical society	1/19/2021 3:14 PM
7	Royal Pharmaceutical Society	1/14/2021 9:54 AM
8	National Union of Journalists	1/14/2021 8:17 AM
9	IPSE	1/13/2021 9:29 AM
10	Patient Information Forum	1/12/2021 9:00 PM
11	Society for Health Communication	1/7/2021 12:08 AM
12	Japan Association of Translators (JAT) American Translators Association (ATA)	1/5/2021 4:30 PM
13	IPSE	1/5/2021 8:52 AM
14	Chartered Management Institute British Psychological Society	1/4/2021 2:05 PM
15	Royal Society of Chemistry	1/4/2021 9:47 AM

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

Answered: 163 Skipped: 0



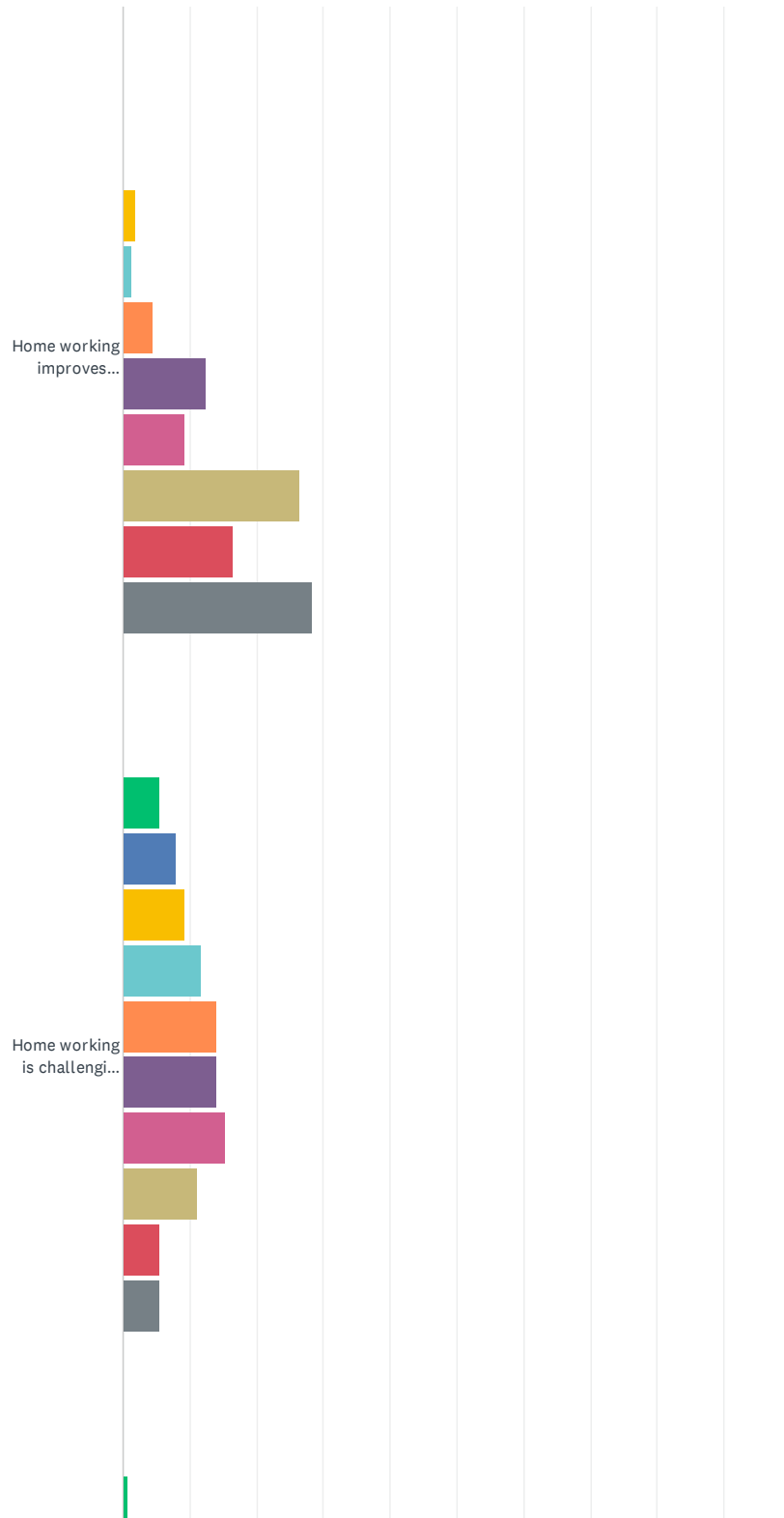
MedComms Networking Barometer 2021 (with a COVID twist)

ANSWER CHOICES	RESPONSES	
None - I don't work directly in MedComms	3.07%	5
Events - logistics management	7.36%	12
Events - scientific/medical programmes and content development	50.31%	82
Publications management	55.83%	91
Key Opinion Leader (KOL) / external expert profiling and identification	11.04%	18
Key Opinion Leader (KOL) / external expert management	11.04%	18
Strategic consultancy	22.09%	36
Market access / health outcomes	14.11%	23
Patient communications	32.52%	53
Digital solutions	25.15%	41
Social media programmes	7.36%	12
Continuing medical education and professional development (CME / CPD)	34.97%	57
Orphan drug communications	13.50%	22
Real World Evidence	23.31%	38
Promotional sales materials	23.93%	39
Internal company training activities (MSLs, Reps and others)	49.08%	80
Other (please specify)	4.91%	8
Total Respondents: 163		

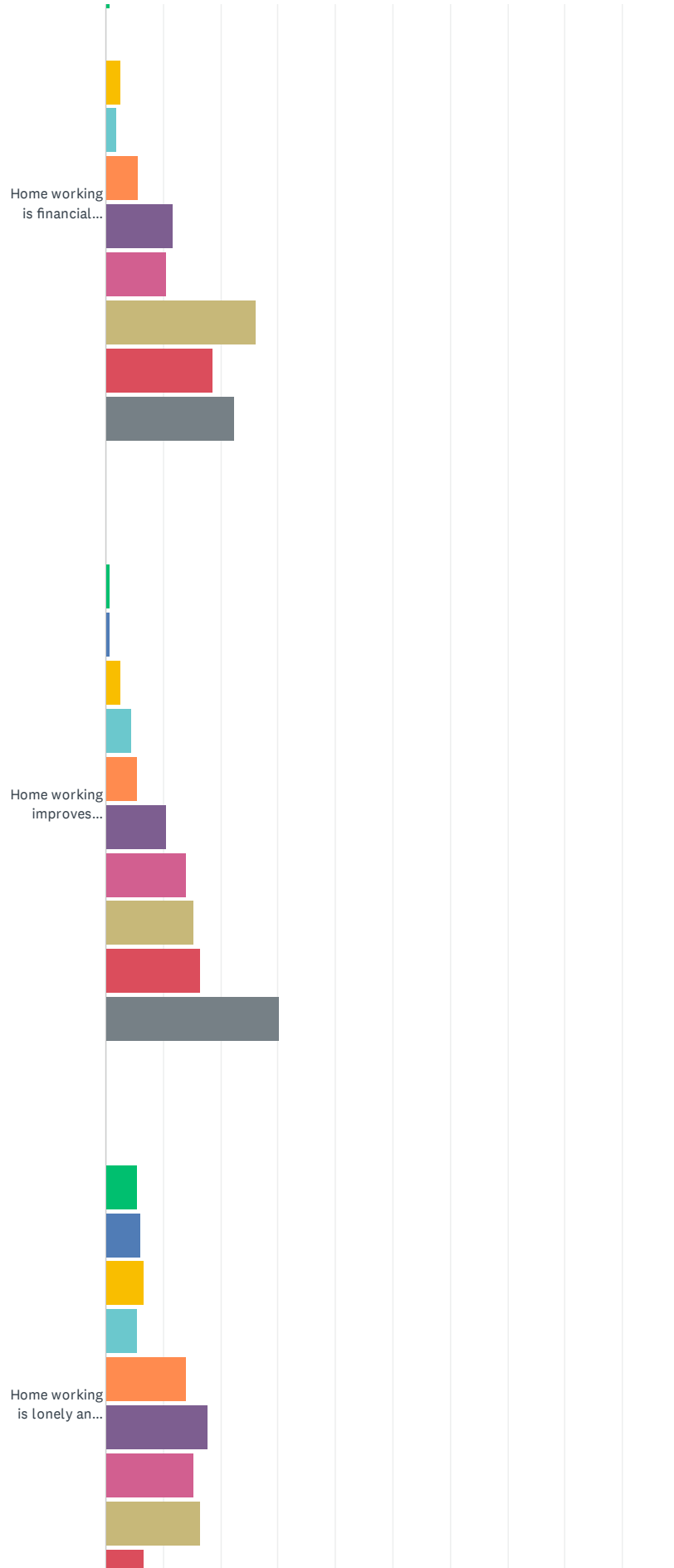
#	OTHER (PLEASE SPECIFY)	DATE
1	Setting up grants programme, internal communications eg workshops	1/31/2021 11:54 AM
2	PEER-REVIEWED PUBLICATIONS AND PRESENTATIONS	1/25/2021 6:44 PM
3	Writing publications	1/25/2021 10:44 AM
4	General medical writing roles - HCP interviews, report writing etc	1/13/2021 9:29 AM
5	Scientific report for business people	1/7/2021 11:06 AM
6	Material for conferences, manuscripts for publication in learned journals	1/5/2021 6:32 PM
7	Statement platforms	1/4/2021 12:14 PM
8	Current on a break.	1/4/2021 11:53 AM

Q6 During 2020, because of COVID, most of us had experience of working at home, whether we wanted it or not. How much do you agree with the following statements? Please answer from a personal viewpoint (read carefully - tick one answer for each statement) and please include additional thoughts and insights in the comments box.

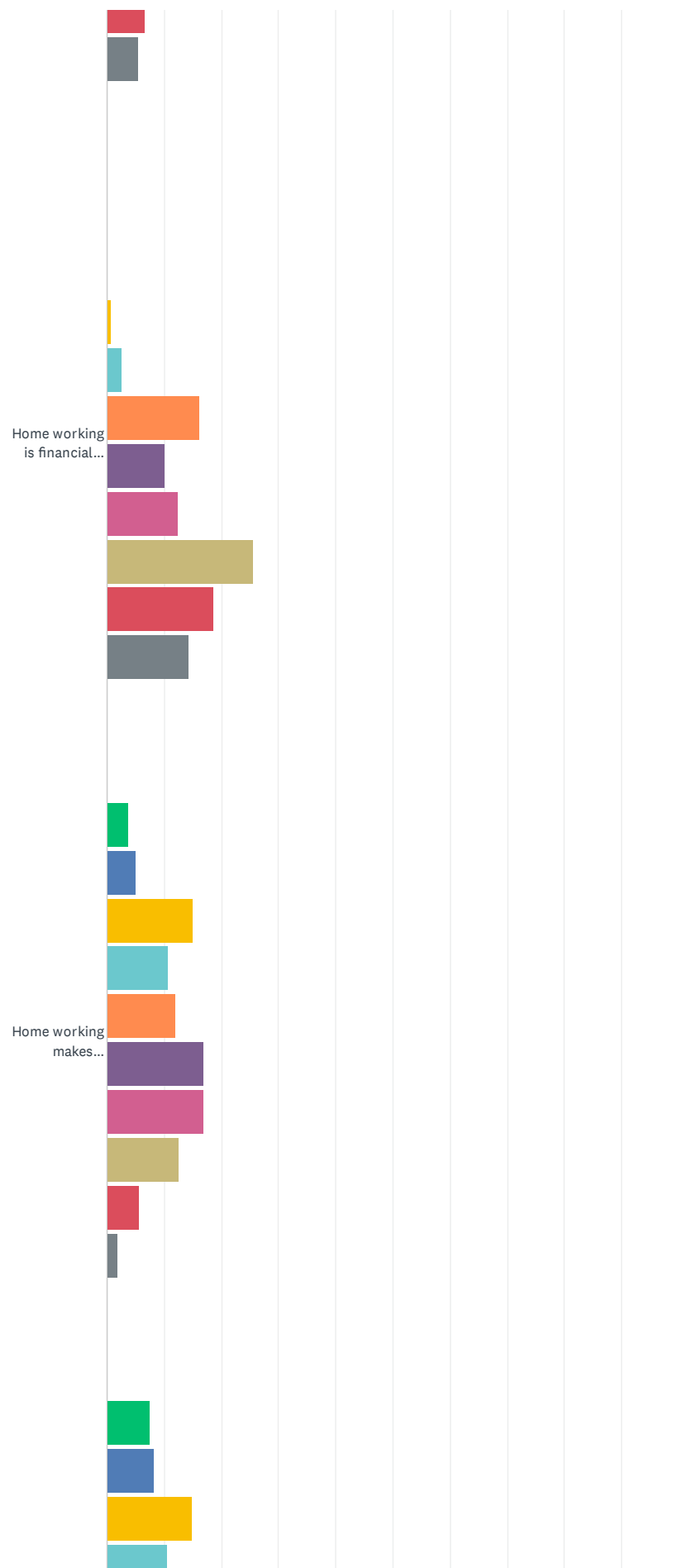
Answered: 163 Skipped: 0



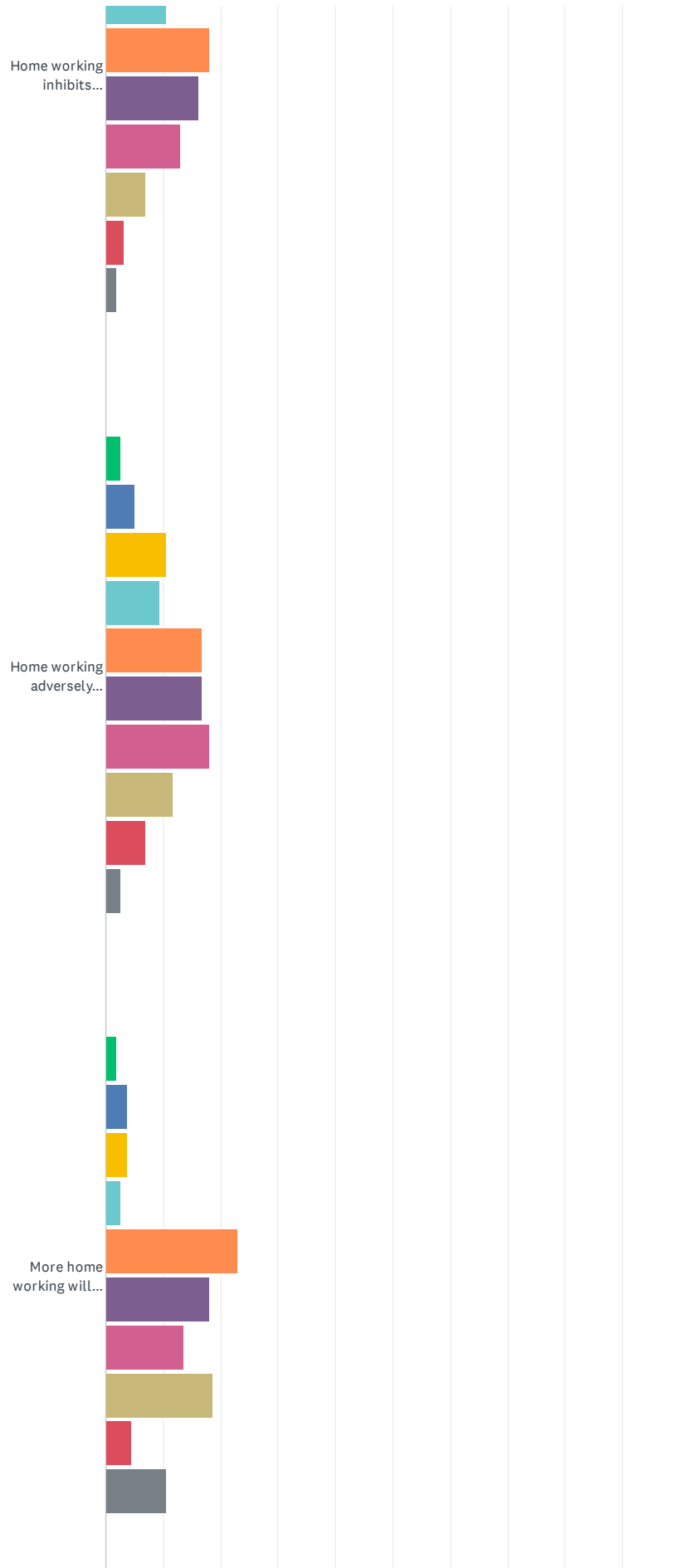
MedComms Networking Barometer 2021 (with a COVID twist)



MedComms Networking Barometer 2021 (with a COVID twist)



MedComms Networking Barometer 2021 (with a COVID twist)



MedComms Networking Barometer 2021 (with a COVID twist)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ I DON'T AGREE AT ALL 0
 ■ 1
 ■ 2
 ■ 3
 ■ 4
 ■ 5
 ■ 6
■ 7
 ■ 8
 ■ I ENTIRELY AGREE 9

	I DON'T AGREE AT ALL 0	1	2	3	4	5	6	7	8	I ENTIRELY AGREE 9	TOTAL	WEIGHTED AVERAGE
Home working improves productivity	0.00% 0	0.00% 0	1.84% 3	1.23% 2	4.29% 7	12.27% 20	9.20% 15	26.38% 43	16.56% 27	28.22% 46	163	8.12
Home working is challenging for individuals	5.52% 9	7.98% 13	9.20% 15	11.66% 19	14.11% 23	14.11% 23	15.34% 25	11.04% 18	5.52% 9	5.52% 9	163	5.52
Home working is financially advantageous for individuals	0.62% 1	0.00% 0	2.48% 4	1.86% 3	5.59% 9	11.80% 19	10.56% 17	26.09% 42	18.63% 30	22.36% 36	161	7.88
Home working improves work:life balance for individuals	0.61% 1	0.61% 1	2.45% 4	4.29% 7	5.52% 9	10.43% 17	14.11% 23	15.34% 25	16.56% 27	30.06% 49	163	7.88
Home working is lonely and isolating for individuals	5.52% 9	6.13% 10	6.75% 11	5.52% 9	14.11% 23	17.79% 29	15.34% 25	16.56% 27	6.75% 11	5.52% 9	163	5.93
Home working is financially advantageous for organisations	0.00% 0	0.00% 0	0.62% 1	2.48% 4	16.15% 26	9.94% 16	12.42% 20	25.47% 41	18.63% 30	14.29% 23	161	7.53
Home working makes team-working difficult within organisations	3.75% 6	5.00% 8	15.00% 24	10.63% 17	11.88% 19	16.88% 27	16.88% 27	12.50% 20	5.63% 9	1.88% 3	160	5.49
Home working inhibits creativity within organisations	7.45% 12	8.07% 13	14.91% 24	10.56% 17	18.01% 29	16.15% 26	13.04% 21	6.83% 11	3.11% 5	1.86% 3	161	4.90
Home working adversely affects unique culture within organisations	2.48% 4	4.97% 8	10.56% 17	9.32% 15	16.77% 27	16.77% 27	18.01% 29	11.80% 19	6.83% 11	2.48% 4	161	5.73
More home working will engender greater diversity within organisations	1.86% 3	3.73% 6	3.73% 6	2.48% 4	22.98% 37	18.01% 29	13.66% 22	18.63% 30	4.35% 7	10.56% 17	161	6.43

MedComms Networking Barometer 2021 (with a COVID twist)

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)..	DATE
1	The fact that everyone works from home at the moment has opened up opportunities for me to work with agencies that would never have considered me because I didn't want to work in their offices every day	1/31/2021 11:54 AM
2	As a freelancer, I am well used to home working so this year has seen no change for me in working practices. However, I know that home working does not suit everyone and can be detrimental to team cohesion. Also, it's easy for the potential work-life balance benefits of home working to be offset by the potential for individuals to be online or 'on-call' for longer hours - sometimes it's hard to step away from the computer! I think home working is hardest for anyone joining a new organisation, especially if they're at the start of their career. It's difficult to replicate office 'water-cooler' chat that can help new starters to fit in within a virtual environment. I would advise organisations to think carefully about how their new starters can get the most out of online training and mentoring.	1/27/2021 5:13 PM
3	As a freelancer I don't think i can comment on questions relevant to organisations	1/26/2021 11:48 AM
4	Many of these factors need to be fully embraced by employers, employees and government (schooling/day-care) to establish a new status paradigm shift of home working being as effective, desired and financially advantageous for the stakeholders sustainably - it is a long way off currently.	1/26/2021 10:40 AM
5	Geographical location can be a rate limiting step in one's career and often is. If "home working" refers to any location globally, then yes it does engender diversity; otherwise no.	1/25/2021 2:19 PM
6	I have been working from home, mostly with clients overseas, for nearly 15 years. Challenges in 2020 (change to work/life balance, adapting to having a second 'home worker' in the house) were due to Covid lockdowns, not home-working itself.	1/25/2021 10:51 AM
7	I'm used to working from home and generally enjoy it - but appreciate that it can also have downsides for individuals as well as organisations. Full time homeworking doesn't suit everyone.	1/15/2021 7:46 PM
8	Maybe different as a freelancer with no children and a workspace set up already. I would like to return to my co-working space once things are better - I don't like just being at home all the time and prefer to get outside and have some variety. Getting the right equipment is definitely important!	1/14/2021 3:45 PM
9	It depends very much on the person. Some thrive; some do not	1/14/2021 8:17 AM
10	I think your success at home working depends to at least some extent on your personality: put very crudely, introverts tend to be OK with it while extroverts suffer. I also feel it's not the ideal permanent solution - I learned much of what I know from being surrounded by colleagues in an office for 25 years, and just don't see how that can be replicated if everyone works at home. The ideal is probably flexible working, especially for younger employees or those newer to the job.	1/13/2021 5:14 PM
11	Working from home suits those who are naturally introverted and whose work requires deep concentration. This is common among medical writers. I suspect that those who are naturally extroverted or whose work depends on collaboration and coordination with others would find it more difficult.	1/13/2021 10:14 AM
12	I have been homebased for 10 years and it is a balancing act - experience of it means you can overcome barriers of things like loneliness/isolation, difficult team meetings etc., just by altering how things are done and ensuring you are in constant contact with people or even just working in a coffee shop occasionally	1/13/2021 9:29 AM
13	Home working CAN be lonely and CAN be bad for work/life balance if not managed well. I have spoken to people who rarely take breaks or log off on time; they are living at work rather than working from home. When managed well, wfh can increase productivity	1/12/2021 3:02 PM
14	Team-working and creativity (in medical writing) whilst working from home is more dependent on forming active and productive connections with colleagues/clients than on location	1/12/2021 1:58 PM
15	I think the answer to these questions varies greatly depending on different people in different situations. For those well established in their careers living in houses with enough space for all the people working in them to have their own rooms, and enough good technology and decent desks and chairs etc, and a garden, then homeworking can be a huge benefit for the workers and their employers. But for those at the start of their careers living in shared houses with little or no private room, no outdoor space, and possibly poor or limited broadband, working on a laptop balanced on a biscuit tin on their bed, the situation is entirely different and likely to be isolating, unhelpful, demoralising and possibly frightening. People at the beginning of their careers learn so much by osmosis from seeing how more established colleagues operate and being able to ask casual questions in the course of the day (and maybe don't feel comfortable asking such things in an email for fear of looking stupid), so working from home will be a huge loss to them and also to the organisations employing them if they do nothing to mitigate the circumstances. It also depends on whether there are young children needing to be home-schooled or teenagers hogging the bandwidth, and how each company approaches managing remote workers. Some of my agency clients have been having lots of non-work bonding huddles and gift boxes, plus have been sent decent chairs and workstations (which presupposes that their homes can accommodate such things), whereas others have been left to just muddle through with little or no support or replication of water-cooler moments, and no donation of ergonomic technology. I know of quite a few people working on their beds or on sofas in the same room as other family members bellowing down phones or with school	1/5/2021 6:32 PM

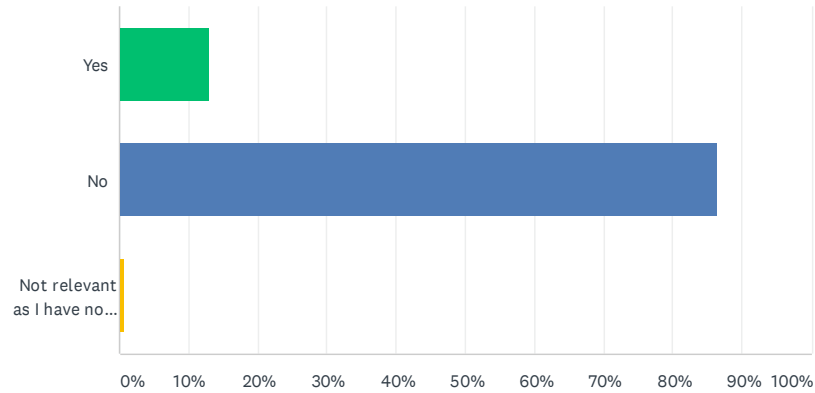
MedComms Networking Barometer 2021 (with a COVID twist)

lessons being broadcast, both in-house agency employees and freelancers who had previously worked in co-working spaces or other out-of-the-house solutions, or whose dedicated offices had been taken over by a spouse for some reason. So very different experiences from one end of the spectrum to the other.

16	Hopefully companies embracing home working will appreciate more flexible approaches to working too, allowing more to work.	1/5/2021 2:16 PM
17	As a freelancer who has worked predominantly from home for over 20 years much of this is context dependent! (i.e., on whether you're an employee or not). So my responses are only valid for my specific situation.	1/4/2021 3:17 PM
18	ergonomics of home working needs to be better considered - not everyone has access to or can afford good office equipment or dedicated workspace. Could be health problems in long run. Senior management and older employees may see benefits of home working that are not evident to people who are learning their craft - they don't know what they don't know, or don't appreciate what they pick up by osmosis in an office environment. Zoom encourages the extroverts and leaves behind the thoughtful contributors. We need to find new ways and realise that there is much to learn (I am a freelancer who has worked from home since 1999 but also works within organisations at times so I look at this from different perspectives and generally am +++ about home working)	1/4/2021 12:14 PM
19	As a sole freelancer a lot of the answers above are based on no experience at all and are really no more than guesswork	1/4/2021 11:29 AM
20	I've worked at home as a freelancer for more than 10 years - I can't really comment on the within organisations statements	1/4/2021 10:03 AM

Q7 If you have worked at home at all during the past 12 months, has your employer (or in the case of Freelancers - have you) undertaken a formal health and safety assessment of your home work station? Please include additional thoughts and insights in the comments box.

Answered: 163 Skipped: 0



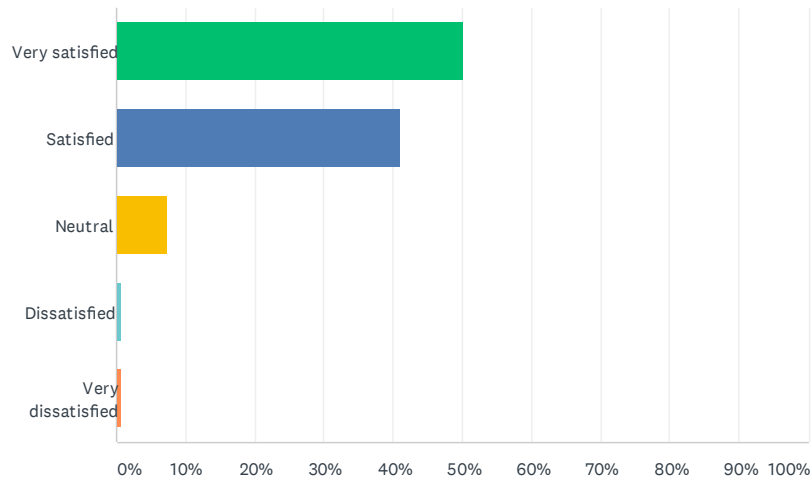
ANSWER CHOICES	RESPONSES	
Yes	12.88%	21
No	86.50%	141
Not relevant as I have not worked at home at all	0.61%	1
TOTAL		163

MedComms Networking Barometer 2021 (with a COVID twist)

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	I did set up a work station with screen and suitable chair when I started a few years ago	1/31/2021 11:54 AM
2	I have been working from home for many years. I have not conducted a recent evaluation	1/26/2021 11:48 AM
3	Fortunate enough to have a organisation I was contracted by at the time offer this to me. As someone who works from home 90% of the time - it resulted in some positive changes. Recommend all external / home business owners, put date in diary for an office audit 1x per year to include H&S review.	1/26/2021 10:40 AM
4	No - If I trip over something, I will blame my husband for leaving it there :-)	1/25/2021 10:51 AM
5	I did such an assessment several years ago and still have the same set up. I do, however, invest in life-coaching/counselling to maintain mental health	1/25/2021 10:21 AM
6	I did invest in a desk from a corporate supplier and have an adjustable office chair. I recently bought a bigger and better computer monitor, to reduce eye strain and I bought some glasses that filter out blue light (for when I'm in front of the computer).	1/25/2021 9:50 AM
7	I am a freelancer and had done this before 2020 for my home office.	1/19/2021 8:15 PM
8	Although no formal assessment has been done, I find it easier to be comfortable and take regular short breaks when working at home, which I feel has helped with various back/neck/wrist issues from office-based working	1/18/2021 5:23 PM
9	Informally, I have checked the position and height etc of my chair, keyboard and monitor to ensure they are ergonomically suitable	1/18/2021 5:06 PM
10	Hadn't occurred to me to do this (as my own boss)	1/15/2021 7:46 PM
11	No point: I have it set up the way I like	1/14/2021 8:17 AM
12	Not a formal assessment, but I am always mindful of my work station safety.	1/13/2021 10:14 AM
13	As a freelancer, who would perform this health and safety check? I think it would be very beneficial to have one done	1/13/2021 9:29 AM
14	A stand up desk and second monitor have been the best investments work-wise!	1/12/2021 8:03 PM
15	I did a proper health and safety assessment when I first set up my home office as a freelance, but not this year.	1/5/2021 6:32 PM
16	Nothing formal, but I upgraded my working space with a sit-stand work station and upgraded my monitors, lighting, and microphone.	1/5/2021 4:30 PM
17	I bought myself a better office chair for my back, I guess that counts as Health and safety!	1/5/2021 2:16 PM
18	I've worked from home for the past 8 years so my health and safety processes have been the same for years	1/5/2021 11:24 AM
19	I have worked at home for the past 4 years so no significant changes	1/5/2021 9:06 AM
20	Checking for ergonomic friendly desk setup and sufficient lighting, invested in new equipment to work better and more safely	1/4/2021 8:29 PM
21	Check cjsir position and height and bought new cushion for office chair that encouraged better posture.	1/4/2021 7:54 PM
22	The parrot occasionally sprays me with pomegranate but honestly, it would never cross my mind to worry about health and safety at home. That said, I do use a kneeling stool...	1/4/2021 3:17 PM
23	See answers above - I am very concerned about this aspect and it includes but goes beyond having a desk/screen at the right height!	1/4/2021 12:14 PM
24	I did this when I first started working at home more than 10 years ago - my work station, including chair, keyboard, monitor etc, are all ergonomically good	1/4/2021 10:03 AM

Q8 How satisfied are you with your current job?

Answered: 163 Skipped: 0

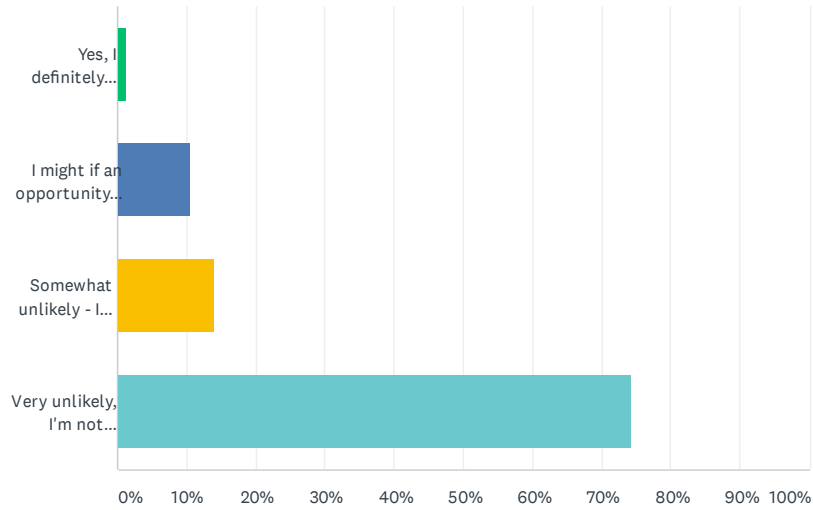


ANSWER CHOICES	RESPONSES	
Very satisfied	50.31%	82
Satisfied	41.10%	67
Neutral	7.36%	12
Dissatisfied	0.61%	1
Very dissatisfied	0.61%	1
TOTAL		163

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	It has been a disruptive year, due to Covid! I found it incredibly difficult to juggle my freelance work with home-schooling a 6-year-old during the first lockdown, so have decided to take some time out second time round until school re-opens. Not ideal, but I'm grateful that as a freelancer I have this option.	1/27/2021 5:13 PM
2	Not yet employed	1/25/2021 2:19 PM
3	Usually very satisfied (as a freelancer), but just satisfied currently!	1/15/2021 7:46 PM
4	I love my job in MedComms. It is so varied, and deeply rewarding.	1/13/2021 10:14 AM
5	Increasingly fed up of how badly some clients/agencies treat freelancers.	1/4/2021 3:17 PM
6	Not currently working.	1/4/2021 11:53 AM
7	I have what I think is a common freelancer problem of not really knowing whether I've taken on too much work for Q1. Once contracts are underway and I know I can manage the workload, then I'd say I'm normally very satisfied.	1/4/2021 10:03 AM

Q9 How likely is it that you will look to change your employer in 2021 (Freelancers, you are your own employer)?

Answered: 163 Skipped: 0



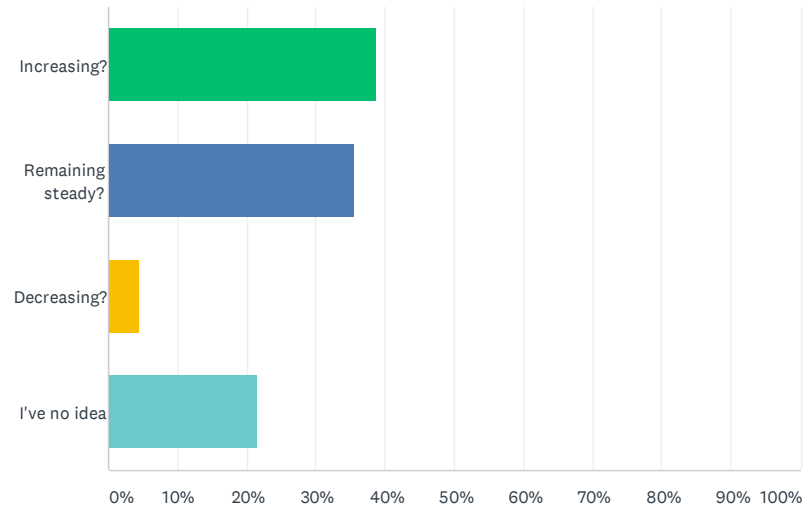
ANSWER CHOICES	RESPONSES	
Yes, I definitely intend to move	1.23%	2
I might if an opportunity arises	10.43%	17
Somewhat unlikely - I doubt it	14.11%	23
Very unlikely, I'm not expecting to move	74.23%	121
TOTAL		163

MedComms Networking Barometer 2021 (with a COVID twist)

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	I need the flexibility that freelancing affords more than ever at the moment, so I have no plans to return to agency employment.	1/27/2021 5:13 PM
2	Always an option to make a move if makes sense . . . isn't everyone?	1/26/2021 10:40 AM
3	Freelance so doesn't apply	1/19/2021 8:15 PM
4	Dependent on the impact of IR35 changes on income as a freelancer	1/19/2021 3:10 PM
5	Though I'm increasingly open to the idea of moving on at some point in the future	1/15/2021 7:46 PM
6	Despite uncertainties round IR35, I still prefer the freelance life.	1/14/2021 3:45 PM
7	I will take a few months out to do other things.	1/13/2021 9:35 PM
8	The freedom afforded by working freelance isn't something I think I'll ever be able to give up...	1/13/2021 10:14 AM
9	Difficult one to answer as there is no way of knowing yet what IR35 will bring - this may force my hand to look at an employment opportunity	1/13/2021 9:29 AM
10	I have worked in the medcomms industry for over 30 years, half of that time as a freelance contractor. I am not interested in returning to permanent, full-time roles in agencies but I'm still interested in tackling new med-comms challenges, projects and opportunities with new, unique clients.	1/5/2021 11:18 AM
11	Would never even consider employment.	1/4/2021 3:17 PM
12	I might change from self employed to Ltd	1/4/2021 12:14 PM
13	Happy as a freelancer and happy with the agency I am under contract with	1/4/2021 10:35 AM
14	I might consider a position with a MedComms Agency (as opposed to freelancing) if the right company was interested. However, I would want to continue working from home.	1/4/2021 10:12 AM
15	The only caveat here is that I am not completely sure what will happen when IR35 comes in in April - I'm hoping this won't change my plans. I'm a member of IPSE and am following developments closely.	1/4/2021 10:03 AM
16	My business has grown in 2020 and I am now looking to employ others in 2021.	1/4/2021 9:47 AM

Q10 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: 163 Skipped: 0



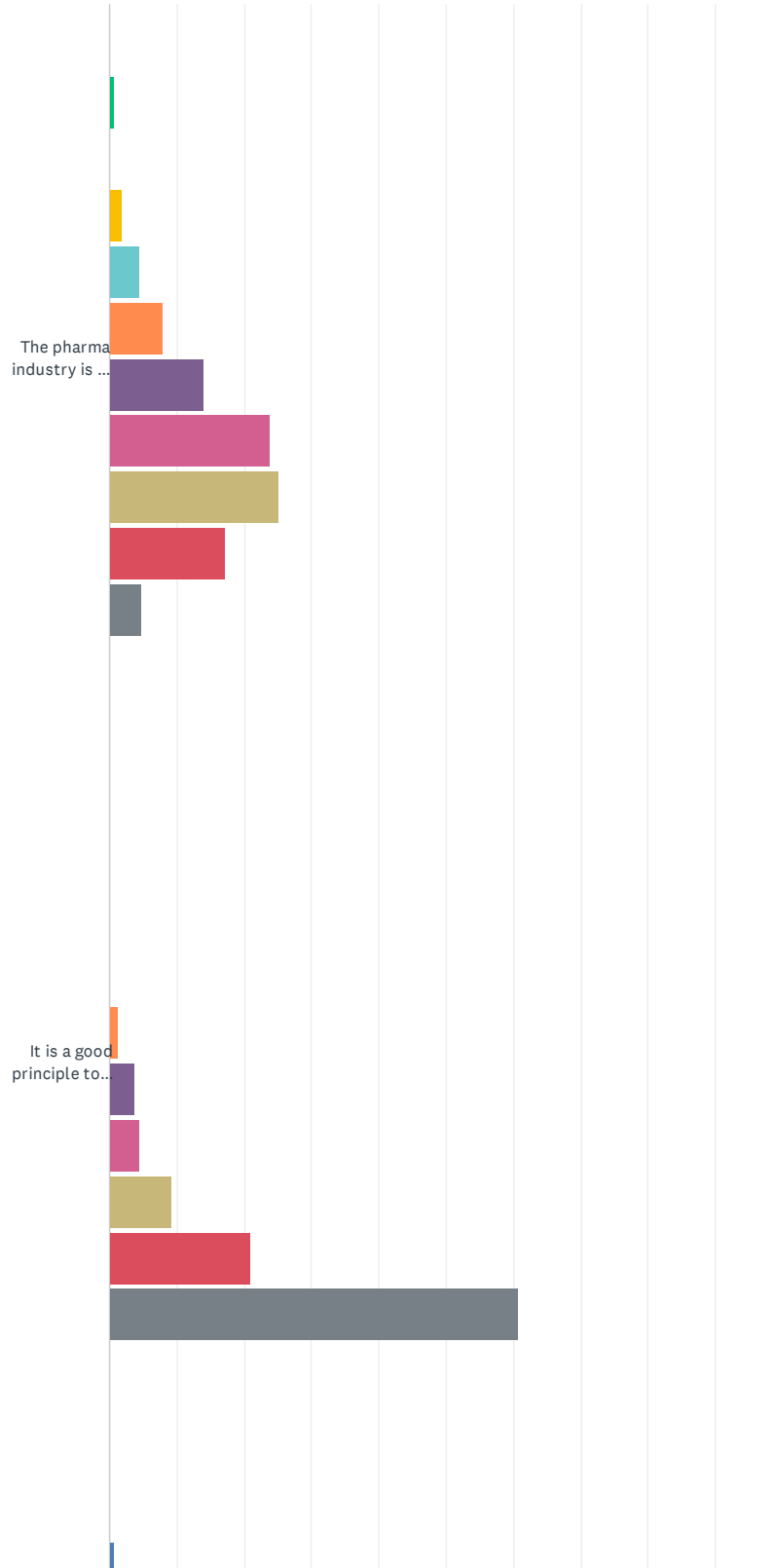
ANSWER CHOICES	RESPONSES	
Increasing?	38.65%	63
Remaining steady?	35.58%	58
Decreasing?	4.29%	7
I've no idea	21.47%	35
TOTAL		163

MedComms Networking Barometer 2021 (with a COVID twist)

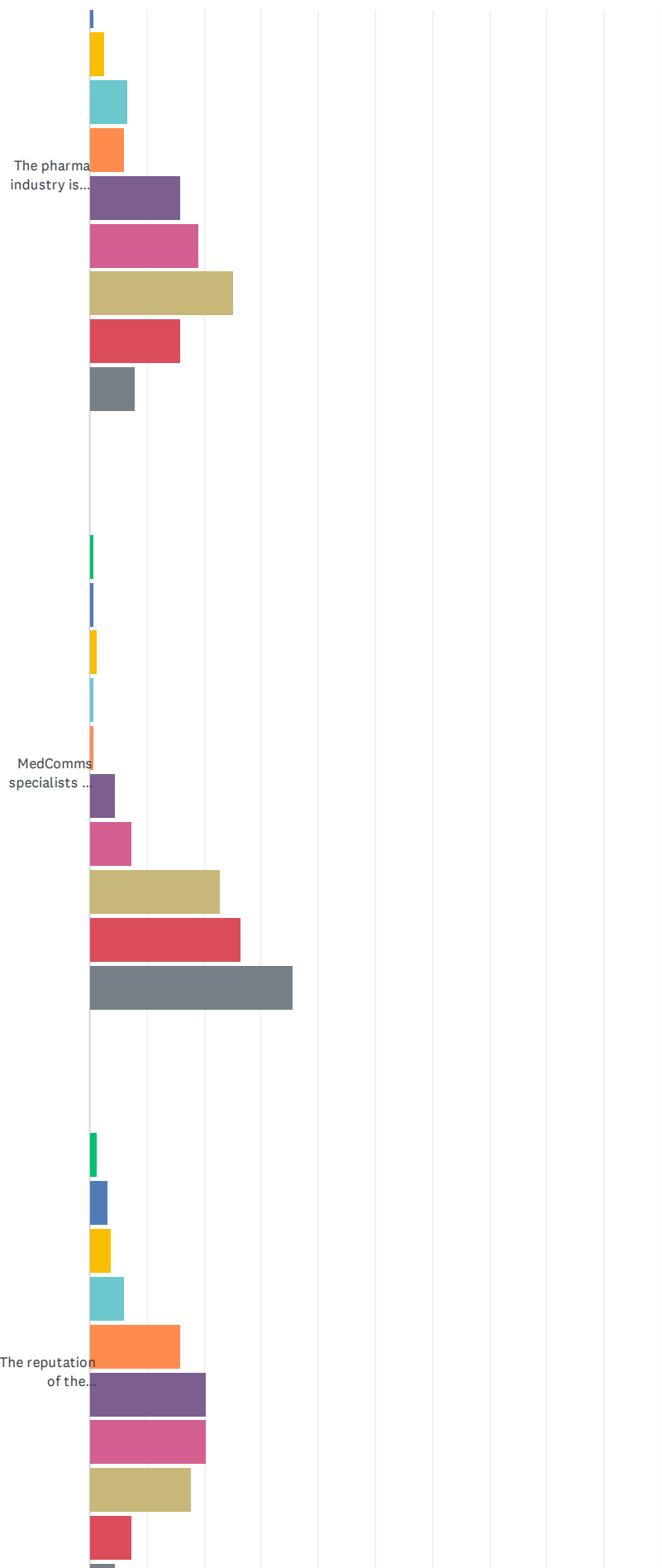
#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	My work load has stayed relatively stable	1/26/2021 11:48 AM
2	Commenting on local companies only or local branches of global organisations.	1/25/2021 2:19 PM
3	I've had a lot more enquiries from agencies and companies over the past 12 months than the previous year.	1/25/2021 10:21 AM
4	IR35-related trends unclear	1/25/2021 9:43 AM
5	Just based on the amount of freelance work around in the second half of last year	1/15/2021 7:46 PM
6	Had several projects cancel or delayed due to COVID	1/14/2021 1:51 PM
7	It's hard to say, but the agencies I've been working with certainly seem to be busy, which suggests pharma outsourcing is at least steady, if not increasing.	1/13/2021 5:14 PM
8	There was certainly a low point for several months after March 2020 where companies scaled way back on budgets and resourcing, which is understandable.	1/12/2021 8:03 PM
9	Med comms agencies appear to have become extremely busy towards the end of 2020	1/12/2021 3:02 PM
10	Some clients are increasing, some decreasing, but overall I think I am detecting an overall diminution in what is being outsourced over the past year as agencies seem to be looking for more bums on seats and less freelance input. I am not sure why, but I would guess that IR35 might have something to do with it, or seeking to reduce costs in the face of the pandemic and a misconception that freelancers are more expensive than employees.	1/5/2021 6:32 PM
11	Despite the challenges of COVID in 2020, my freelance work did not slow down. I still received ongoing enquiries for new contracts.	1/5/2021 11:18 AM
12	It's increasing but there's an expectation that freelancers are sitting around with nothing to do and can take on long-term work commitments immediately. Highly unlikely!	1/4/2021 12:14 PM
13	My existing clients seem to have healthy budgets both during 2020 and into 2021.	1/4/2021 10:54 AM
14	I have never been busier.	1/4/2021 10:35 AM
15	Possibly increasing, I had many offers of work in the second half of 2020 and for Q1 2021.	1/4/2021 10:03 AM

Q11 How much do you agree with the following statements? Please answer from a personal viewpoint (read carefully - tick one answer for each statement) and please include additional thoughts and insights in the comments box.

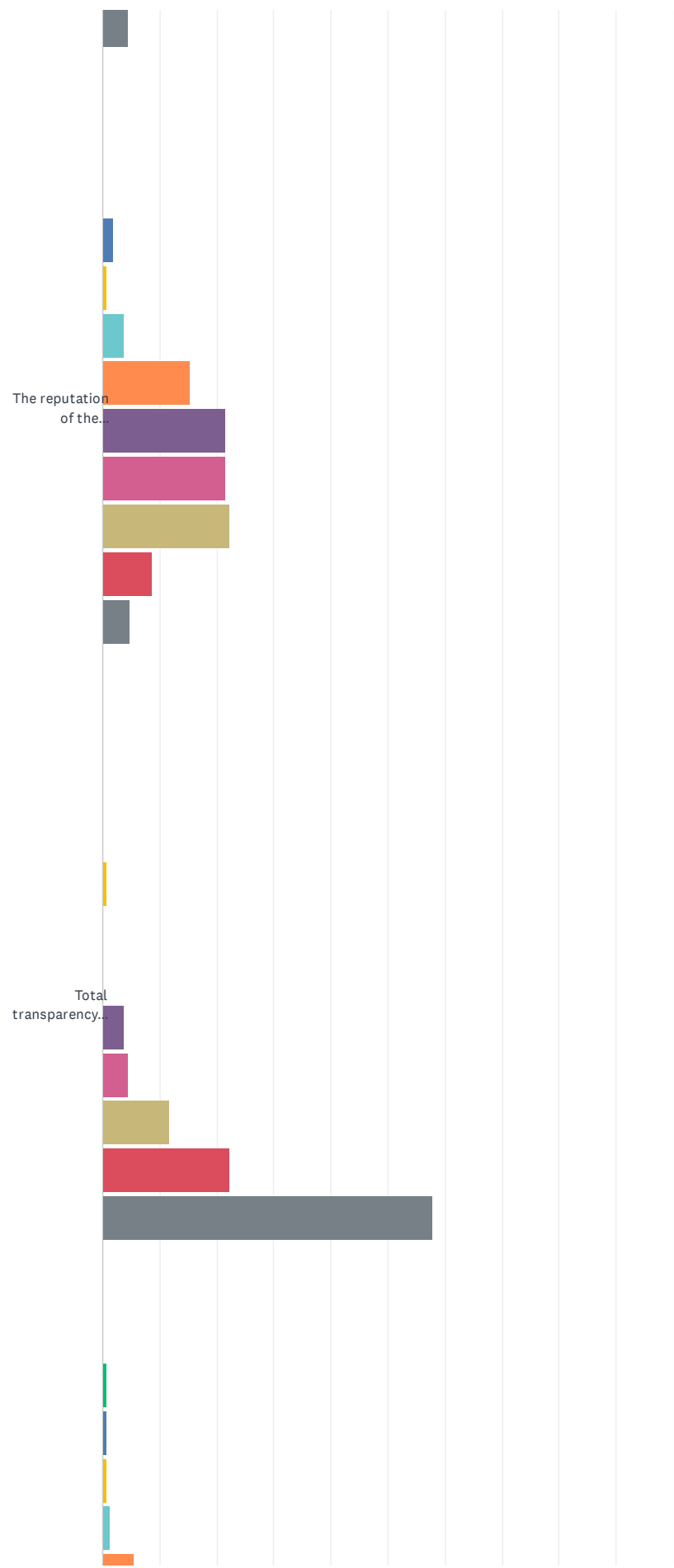
Answered: 163 Skipped: 0



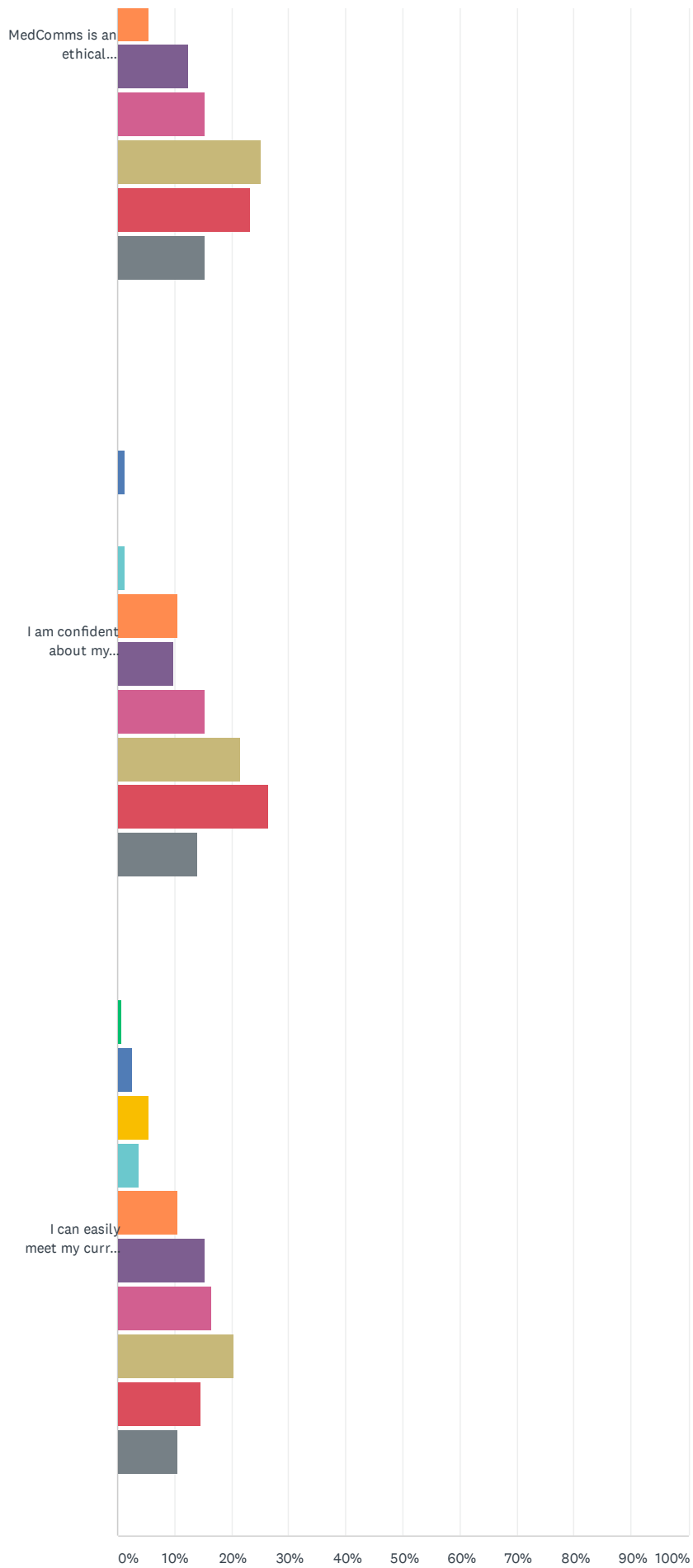
MedComms Networking Barometer 2021 (with a COVID twist)



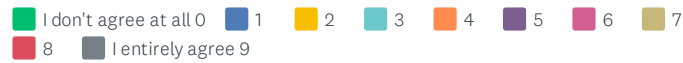
MedComms Networking Barometer 2021 (with a COVID twist)



MedComms Networking Barometer 2021 (with a COVID twist)



MedComms Networking Barometer 2021 (with a COVID twist)



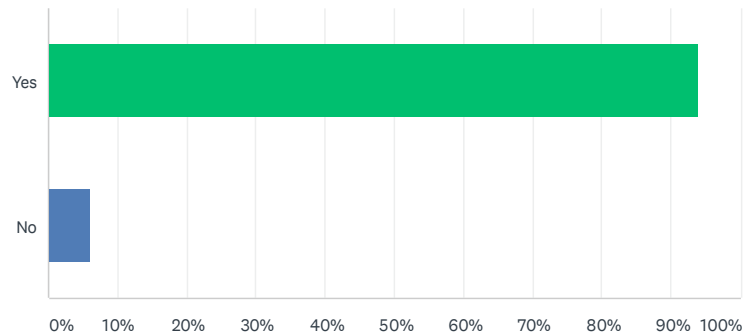
	I DON'T AGREE AT ALL 0	1	2	3	4	5	6	7	8	I ENTIRELY AGREE 9	TOTAL
The pharma industry is a credible and trusted source of information about medicines	0.61% 1	0.00% 0	1.84% 3	4.29% 7	7.98% 13	14.11% 23	23.93% 39	25.15% 41	17.18% 28	4.91% 8	163
It is a good principle to aim at, to publish all clinical trial data for all products	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.23% 2	3.68% 6	4.29% 7	9.20% 15	20.86% 34	60.74% 99	163
The pharma industry is indeed striving to publish all clinical trial data for all products	0.00% 0	0.61% 1	2.45% 4	6.75% 11	6.13% 10	15.95% 26	19.02% 31	25.15% 41	15.95% 26	7.98% 13	163
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	0.61% 1	0.61% 1	1.23% 2	0.61% 1	0.61% 1	4.29% 7	7.36% 12	22.70% 37	26.38% 43	35.58% 58	163
The reputation of the pharmaceutical industry is improving amongst the wider public	1.23% 2	3.07% 5	3.68% 6	6.13% 10	15.95% 26	20.25% 33	20.25% 33	17.79% 29	7.36% 12	4.29% 7	163
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	0.00% 0	1.84% 3	0.61% 1	3.68% 6	15.34% 25	21.47% 35	21.47% 35	22.09% 36	8.59% 14	4.91% 8	163
Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	0.00% 0	0.00% 0	0.61% 1	0.00% 0	0.00% 0	3.68% 6	4.29% 7	11.66% 19	22.09% 36	57.67% 94	163
MedComms is an ethical business	0.61% 1	0.61% 1	0.61% 1	1.23% 2	5.52% 9	12.27% 20	15.34% 25	25.15% 41	23.31% 38	15.34% 25	163
I am confident about my personal financial future	0.00% 0	1.23% 2	0.00% 0	1.23% 2	10.43% 17	9.82% 16	15.34% 25	21.47% 35	26.38% 43	14.11% 23	163
I can easily meet my current training needs	0.61% 1	2.45% 4	5.52% 9	3.68% 6	10.43% 17	15.34% 25	16.56% 27	20.25% 33	14.72% 24	10.43% 17	163

MedComms Networking Barometer 2021 (with a COVID twist)

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	I think the COVID vaccine and COVID response has massively improved the reputation of pharmaceutical companies... particularly Pfizer.	1/26/2021 10:26 AM
2	Harder to get 'on the job training' as a freelancer	1/25/2021 2:22 PM
3	To publish all clinical trial data is a sound principle but I feel the public will over-search, over-analyse and misinterpret information should it be freely available. This could result in poor outcomes with patients potentially wanting to cease, alter or self-administer medications based on their understanding of its MOA or efficacy. We've seen this with the infodemic around Covid.	1/25/2021 2:19 PM
4	Training is not always affordable or accessible (i.e. available online at any time, rather than requiring travel to another location)	1/25/2021 9:29 AM
5	In some areas of Med Comms there is often a clear conflict of interest.	1/20/2021 1:59 PM
6	Perhaps pharma's role in developing coronavirus vaccines will help boost trust/credibility	1/15/2021 7:46 PM
7	This feels like guesswork and I don't feel I have enough information for some of these. I do wonder how the rapid development of COVID vaccines and the agreement to supply these free/at cost to lower income countries may change public and HCP views about pharma companies. I think in general better public understanding about drug development and the hurdles would help - many people do not understand how it all works usually and it can feed into negative ideas (eg 'the vaccine is rushed', 'they have been working on a MERS/SARS version for years and not succeeded, so why would this work?') Re financial relationships of HCPs -again it might help to be more transparent about what HCPs actually do with pharma and how/why they are paid.	1/14/2021 3:45 PM
8	Covid-19 has changed perceptions a little I suspect. The rapid vaccine development and the improved treatments probably improved confidence. How long this lasts is a moot point.	1/14/2021 8:17 AM
9	The COVID vaccines will hopefully be a good example of a positive development from pharma.	1/13/2021 5:14 PM
10	At the moment, since I have less childcare than usual so I just don't have time for training.	1/5/2021 2:16 PM
11	My training is usually self-directed learning on a needs basis.	1/5/2021 11:24 AM
12	As a freelancer, I am always interested in finding relevant training courses to keep up with changes in the med-comms industry. However, these training courses/events/meetings often tend to be priced for agencies and HCPs. They are not always accessible from a financial point of view for independents like me.	1/5/2021 11:18 AM
13	There is still a lot of clinical trial data that is not being published (or published, years after completion), especially early-stage data. There are definitely shades of grey regarding ethical practices between agencies, which risk tainting the whole industry. Some agencies will stand their ground on ethics, while others are happy to proceed with what appears to be a 'near enough is good enough' attitude (evidenced by the poor accuracy or lack of referencing), or the agency just goes along with a client who is either not concerned about adhering to ethical practices or actively asks for boundaries to be pushed.	1/4/2021 6:58 PM
14	Instances of 'desperate marketing' by pharma/agencies have increased over the two decades I've been freelance. The threshold of what's deemed 'ethical' has markedly slipped, in my own experience.	1/4/2021 3:17 PM
15	Cannot answer first question in this section as unclear who you are asking about trusting the pharma industry. Generally I think healthcare providers, particularly the leaders we work with understand the importance of relationships with the pharma industry and trust the information they receive. Among the wider general population there is still mistrust of "big pharma" as a dark force that cannot be trusted. Conspiracy theories are a credible threat to healthcare and should be addressed to prevent the good progress made in healthcare being undermined.	1/4/2021 10:20 AM
16	IR35 is still a major worry, and I am still not seeing any consistency coming out of Med Comms agencies about how they are going to handle it (and silence from some, despite the one year delay). As a freelancer you can only prepare so much for this on your own.	1/4/2021 10:14 AM
17	For the reputation statement I put neutral because I think this is polarised. I have the impression that scientists and scientifically aware people are mostly impressed by the way pharma have kept non-Covid-19 activity going and stepped up Covid-19 research, but conspiracy theories are rife and suspicion of motives of pharma has probably worsened this year.	1/4/2021 10:03 AM

Q12 If asked, do you recommend MedComms to others as a worthwhile career option?

Answered: 163 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	93.87%	153
No	6.13%	10
TOTAL		163

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	I think this very much depends on the individual. If asked, I try to outline both pros and cons so they can make an informed decision.	1/27/2021 5:13 PM
2	If I think it'd be right for them and vice versa.	1/25/2021 5:46 PM
3	Yes, as an interesting and varied career with many options	1/15/2021 7:46 PM
4	Depends so much on the person...	1/14/2021 8:17 AM
5	Every day, I use the knowledge gained from my scientific degree. I never feel like I have lost my way, or that what I am doing is not important or valued. MedComms is a challenging, yet endlessly rewarding and interesting career choice.	1/13/2021 10:14 AM
6	Limited career opportunities in my region.	1/12/2021 9:54 PM
7	Already recommended	1/7/2021 11:06 AM
8	There are new career options for agile thinkers who can write clearly for international audiences (not just native or highly fluent English speakers).	1/5/2021 4:30 PM
9	Depends on whether you care about principles and honesty. It can be a great and financially lucrative career but you may lose sleep at night on occasion unless you're prepared to say 'no' to some of the more extreme requests, and walk away. The latter is only really feasible if you're freelance.	1/4/2021 3:17 PM
10	I do but I make sure they are aware of the realities of agency life (often poor work-life balance, low support) and that its not for everyone. I still recommend because the options for flexible working and freelancing are so good.	1/4/2021 2:05 PM
11	I don't know anyone who doesn't find working in MedComms stressful.	1/4/2021 11:53 AM

Q13 In light of your own experience in 2020, what advice and recommendations have you for employers in terms of improving policies that can support home working for their staff? What have you seen that's good? Or bad? What more can be done? All comments welcomed. Please remember the comments here will be made public.

Answered: 44 Skipped: 119

MedComms Networking Barometer 2021 (with a COVID twist)

#	RESPONSES	DATE
1	I've seen a lot of my friends in agencies lose some of their work/life balance through lockdown, and I think it's important for agencies to instil an ethos of good mental health and wellbeing, by ensuring their staff take adequate breaks and don't often work overtime. As a freelancer, this is much easier to achieve, although I am also guilty of overworking myself on occasion!	1/30/2021 12:45 PM
2	Flexible working is critical. This is due to both home workers family obligations plus the fact that we work across different time zones. To get the best talent you have to be flexible.	1/30/2021 8:46 AM
3	I love working at home. But not everyone does. So there needs to be flexibility. Employers need to make time for workers to chat virtually to brainstorm/reduce loneliness/pass on tips. Equally, I hope that employers won't rush to force people back into offices post-covid, as 'bums on seats at 9 am' doesn't always equate with optimum productivity.	1/30/2021 2:39 AM
4	Flexible working hours across a month, partial holiday days (hours as well as 1/2 days), regular social chat sessions as well as team / task calls. Emphasis that despite flexible working encourages email work continuing at odd hours, reactions to those emails are only expected when convenient.	1/26/2021 10:40 AM
5	I've never been employed in MedComms, so unsure how organisations manage this. Having worked freelance and from home since starting, I believe home working can be extremely beneficial to companies, as it can improve morale and productivity. However, for people who are used to working in an office and rely on it for socialisation, it is probably vital to still provide some co-working space. I do hope that this necessity to work in an office every day is reduced, and that employers can understand the benefits (environmental, productivity, staff welfare, financial) of home working, and that they can actively encourage people who want to work from home, to still keep working from home.	1/26/2021 10:26 AM
6	Encourage on-line meeting attendees to use video. Helps team cohesiveness and reduce sense of isolation. Keep on-line meetings brief and focused - long meetings are exhausting.	1/25/2021 6:44 PM
7	First, I should say that (even as a freelancer) I know that agencies have worked hard to try and ensure that staff have still felt 'part of the family' in this last difficult year. Certainly, the teams that I have worked with have generally felt very cohesive and creative, and productivity has not slipped. I have been concerned, though, about the number of agency - and some pharma - staff that I have shared Zoom meetings with who do not seem to have access to a properly set up desk and chair and an adequately-sized screen. I can't tell if this their choice or not at that particular time, but if this is their only option it will surely have consequences for their ongoing physical wellbeing. These types of concerns make the moral and financial implications of WFH rather more complicated for employers and employees. Who is responsible for making sure that employees have comfortable office furniture? If employers, what happens if the employee changes company? What if the employee doesn't have space? Should employers concern themselves about the current inequality created between employees saving £,000s/pa by not commuting and those who don't commute but are paying more for heating etc because they are at home. How permanent and widespread will WFH be in the future - could employees safely consider taking on higher rent or mortgage to cover room for a home office with money they save from not commuting? How is personnel management going - can team leaders and departmental managers be sure that they are picking up little signals of unhappiness that might be more obvious at the coffee machine or Friday drinks in the office? I have no doubt that WFH will be normalised in the future; however, I think that, once everyone has more choice about where they spend their working day, agencies need to have some open and frank consultations with their staff about how lockdown WFH has worked for different people, and what employers and employees need to do for each other to make it work effectively for everyone in the future.	1/25/2021 1:09 PM
8	Certain tasks cannot be performed on a standard laptop, requiring the use of a large screen, or they may require access to a colour printer with A3/A5 printing capabilities. Therefore, it's essential to adequately equip the home-based taskforce.	1/25/2021 10:37 AM
9	Use of zoom/teams has increased which has meant I've 'met' more of my client teams than before	1/25/2021 10:21 AM
10	Not sure - I've worked at home for a long time and it's normal to me.	1/25/2021 9:50 AM
11	None	1/19/2021 8:15 PM
12	Use reliable video conferencing. Have a policy to engage with employees regularly, not just on business issues, but also tackling work-life balance. Assist employees with their mental and physical health	1/19/2021 3:14 PM
13	Home working requires commitment and open communication across entire teams. Employers should ensure that all team members have access to tools/platforms and processes that support ongoing internal communication. Home working can be challenging for new starters or less experienced members of staff. Assigning a mentor/buddy to new staff members provides an opportunity for on the job learning from more established colleagues and may help to avoid new starters feeling disconnected from the team.	1/19/2021 2:30 PM
14	No recommendations. The working day can be longer and more people staying on-line for longer. Having said that the working day in the office can be longer than mandated.	1/18/2021 1:40 PM
15	I am freelance now so not sure this applies but I hugely appreciated flexible home working policies when I was employed in a medcomms agency before the pandemic. As someone with a chronic illness I think it helped reduce my time off sick if I didn't always have to come in and didn't have to justify it every time - plus it made me really appreciate my employer. Employers,	1/14/2021 3:45 PM

MedComms Networking Barometer 2021 (with a COVID twist)

if you don't already have flexible home working policies please consider making them a standard thing now you have seen how it can work in the last year.

16	Do place too much judgements on this year as it's been exceptional	1/14/2021 1:51 PM
17	Video calls help, messaging/chat functions to enable less formal communication than email	1/14/2021 10:09 AM
18	I have worked from home for many years, and the best part of it is the freedom to attend to my home life throughout my working day. I can get the dinner cooking, or can go to a doctor's appointment, or wait in for that delivery; all while I work. Giving employees flexibility and trusting them to get on with their work while at home would be very supportive.	1/13/2021 10:14 AM
19	Providing support and flexibility for life balance, especially for parents with school aged children who need to oversee home learning; stipends for equipment to improve home work set up; encourage health and wellness, including time to get out for fresh air/exercise during daylight hours; scheduling fun activities to off set the busy times and to maintain as much of the culture as possible.	1/12/2021 8:03 PM
20	One size does not fit all	1/12/2021 1:58 PM
21	Not to seek easy solutions to problems solely to make the company seem as if they care for their employees. Giving employees extra days off, but remaining consistently under resourced doesn't work. I know so many people who have had to anyway work during their extra days off because of underlying resourcing problem.	1/8/2021 8:17 AM
22	Flexibility is key.	1/6/2021 4:31 PM
23	NR	1/6/2021 11:37 AM
24	Flexibility when recruiting to allow more continued working from home as a viable option to attract the right person	1/5/2021 7:48 PM
25	Better communication about scheduling Up-to-date online file systems with well-organized access to files Read-only file sharing so we can see current status of shared projects A list of in-house acronyms	1/5/2021 4:30 PM
26	I think organising fun socials on occasion , like Zoom/Teams quizzes, are good for getting to know other members of staff. Also, questionnaires about home working facilities to ensure that the employee has a working space at least as good as they would have in the office. I would discourage back to back meetings, as the lack of need to physically move to the next meeting space means that the employees often have one call after another.	1/5/2021 2:25 PM
27	Part-time positions and/or job sharing would be very welcome. For many, especially those with smaller children, a demanding role full time is extremely difficult	1/5/2021 1:03 PM
28	I would suggest a structured routine at fixed times during the day to avoid working 'all hours' - where possible. I also believe it's important to carve out some time in the working day for all employees when online meetings are not scheduled, to give people time to complete work.	1/5/2021 11:24 AM
29	Respect freelancers and all home-workers by recognising that they need personal time, away from the office. So don't send internal emails or texts before 9am or past 6.30pm (or on the weekends), and expect them to immediately deal with these issues.	1/5/2021 11:18 AM
30	I think employers need to be more mindful about the longer hours many employees are working at home - and actively discourage it (it can be too easy to work well into the evening when there is no real distinction between work and home environments)	1/5/2021 10:21 AM
31	Need to find a way to avoid 9-6 back to back zoom calls daily. Its challenging to deliver excellence for your client when you are zoomed out	1/5/2021 9:06 AM
32	Budget for ergonomic furniture. Extra time off. Budget for personal development. Flexibility in work hours.	1/5/2021 12:20 AM
33	Flexible working hours are required, especially as many new home workers have family commitments. Assistance towards internet charges as better specs required for numerous Teams and Zoom calls and large file downloads.	1/4/2021 7:54 PM
34	Remember your staff are incurring costs by working at home, while the company saves money by not having people in the office. This should be considered and acknowledged, especially when home working is not by choice, e.g. during a nationwide lockdown. Accordingly, we compensated our staff for expenses when they were forced to work from home. It is also important to maintain team culture when you are working in isolation. Collaborative tools and regular Zoom meetings or the like help to keep morale up and maintain culture.	1/4/2021 6:58 PM
35	Provision of good IT equipment, regular team meetings to share best practices and discuss issues and no meeting days i.e. days when no meetings are encouraged. Encourage short meetings. Make allowances for people with young children or dependents.	1/4/2021 6:06 PM
36	Video-based team meetings on a regular basis	1/4/2021 4:54 PM
37	I can't comment as I'm freelance so what employer's do or don't do for their staff isn't at all relevant for me.	1/4/2021 3:17 PM
38	I work with lots of agencies and those enjoying the most success have 1. Technology and support services that enable seamless virtual communication 2. Deliberate virtual engagement of teams in social events and casual chats to ensure their culture doesn't suffer 3. Mental health first aid and workshops to ensure healthy home working 4. Good modelling of healthy home working practices and work life balance at all levels of the agency 5. True flexible	1/4/2021 2:05 PM

MedComms Networking Barometer 2021 (with a COVID twist)

working policies so that staff who are balancing new responsibilities by being at home, e.g. homeschooling, extra childcare can do this without experiencing burnout or unnecessary stress

39	The agency I am under contract with has produced lots of useful supporting information on home working for their staff (including freelancers) covering physical and mental wellbeing, as well as practical support.	1/4/2021 10:35 AM
40	Work flexibility can vastly improve employees work-life balance and, as a result, general wellbeing. However, isolation is a big issue, and flexibility to choose an office/home balance for each individual would be optimum.	1/4/2021 10:12 AM
41	Regular non-work coffee break or lunch 'meetings' to replace usual tea-room chats. Ensuring 15 minute gap between meetings, as it is easy to end up in back to back meetings.	1/4/2021 10:12 AM
42	One agency I work with uses Skype to maintain communication - work based or general banter - among staff, and this reinforces the supportive, cheerful culture they are nurturing.	1/4/2021 10:12 AM
43	Good equipment and broadband.	1/4/2021 9:49 AM
44	When I employ someone to work for me, I check their home office requirements and provide them with a new laptop, desk, chair etc so that I know they work comfortably and safely.	1/4/2021 9:47 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: 30 Skipped: 133

MedComms Networking Barometer 2021 (with a COVID twist)

#	RESPONSES	DATE
1	As a freelancer IR35 is a big concern for me right now as it could change the way I decide to work as well as impacting my financial situation.	1/31/2021 11:54 AM
2	MedComms is a thriving business. With the pandemic we need to ensure that teams keep the work/ life balance, otherwise they will burn out. Clients must NOT always expect 24/7 cover because people work at home.	1/30/2021 8:46 AM
3	Personally, I've never been so busy (for which I am extremely thankful in the current climate). However, increasingly, it feels as though more clients are begging me to take on extra projects to 'fix' work that was produced by another writer, but which was either extremely poorly written or has missed the mark entirely in terms of content. Frankly, I've been amazed by the poor quality of some of the 'client-ready' documents that I've seen produced in the past couple of years. As an industry, are we missing something in terms of training/experience for new writers?	1/30/2021 2:39 AM
4	Seems like we're in a growth industry; always more work than I can take on.	1/25/2021 6:44 PM
5	I'm not yet employed in the field but, having reading numerous articles, I believe the standard of some health writing is embarrassingly poor - and this comes down to barriers to entry. Employers should insist on a science/medical background complemented by journalism or writing training, (even for the the simplest of writing tasks) not the inverse. Science is complex and vast; it is not something you "learn as you earn" having no foundational understanding.	1/25/2021 2:19 PM
6	The industry appears to be very healthy, with many agencies looking for freelance staff to work long-term contracts.	1/25/2021 10:51 AM
7	Colleagues working in all aspects of events (management, logistics, content etc.) have suffered more than others during the last year. There should be more training available to allow them to break into other areas of the med comms industry, which haven't been affected as much.	1/25/2021 10:37 AM
8	Medical writers seem to be in demand at the moment, from my experience, though I wonder how this will change, if at all, come March and IR35.	1/25/2021 10:21 AM
9	Pharma/ MedComms agencies seem to be inconsistent in their approach to using freelancers with the upcoming changes to IR35. This whole area feels unsettled	1/20/2021 1:59 PM
10	Nine	1/19/2021 8:15 PM
11	I think there is still a lot of uncertainty for freelancers about the real impact of the IR35 changes. Having chosen freelancing because I wanted more control over how and when I worked etc...it's a challenge to now have to relinquish this control to some of my clients, who have yet to share their processes.	1/19/2021 3:10 PM
12	The industry appears to be in good health. The lack of face to face meetings has been largely overcome in that it has had less impact than expected. There will likely be a change to a new normal, both in terms of internal working, and in terms of how international meetings are conducted	1/18/2021 1:40 PM
13	Am thankful that the industry has remained buoyant despite the pandemic	1/15/2021 7:46 PM
14	The pandemic doesn't appear to have had a severe adverse impact on MedComms business. If anything, as a freelance writer, I have witnessed an increase in requests for support.	1/14/2021 9:09 AM
15	I've had a busy year, which suggests medcomms is thriving.	1/13/2021 5:14 PM
16	Miss F2F interactions! Want a balanced mix of F2F and digital meetings in the future.	1/12/2021 9:54 PM
17	Agencies appear to be winning more and more work, at the same time as struggling to recruit new staff. There's increased pressure on agency staff, especially those who are working from home with children or family to care for	1/12/2021 3:02 PM
18	Companies really need to address the lack of work-life balance in the MedComms industry. So many companies boast that their employees benefit from this when working from them, but it very rarely is the case in reality. I think this is one of the main reasons that so many individuals turn to freelancing.	1/8/2021 8:17 AM
19	In general I find other MedComms people delightful to work with; the biggest challenge is communicating clearly about projects (who is the target audience, what are the deadlines, and how I often step in when an organization is short-handed, what are my responsibilities and did I do satisfactorily?)	1/5/2021 4:30 PM
20	I have noticed budget cuts for external spend.	1/5/2021 11:24 AM
21	From a freelance perspective, the MedComms business seems to be increasingly busy (possibly as Pharma clients have more time to initiate and work on projects when they are not travelling - they still want to spend their budgets)	1/5/2021 10:21 AM
22	The industry is thriving with business volume and profits increasing. Agencies are adapting well to having teams working from home. Most agencies have been supportive and rather refreshing in their attitudes. Many believe that the future will be hot desking, and for most just 2-3 days per week in office. Offices will have less desks and more meeting areas and quiet zones.	1/4/2021 7:54 PM
23	Is MedComms overly bureaucratic/ compliance focussed? Time to simplify?	1/4/2021 6:06 PM

MedComms Networking Barometer 2021 (with a COVID twist)

24	I think Med Ed will continue to grow in relevance	1/4/2021 4:54 PM
25	If I had to do this over again I definitely wouldn't.	1/4/2021 3:17 PM
26	Being kept busy and having my freelance contract extended several times has made the COVID-19 restrictions over the last 9 months just about bearable and kept me sane.	1/4/2021 10:35 AM
27	Plenty of opportunities available in 2021	1/4/2021 10:20 AM
28	Sustainability from an environmental perspective (carbon footprint etc.) needs to be brought to the fore. EMWA is starting to look into this, but as an industry (Pharma and Medcomms) we need to change the way we work to reduce our carbon footprint.	1/4/2021 10:01 AM
29	Agencies typically request freelancers with the promise of X days per week work, which often does not materialise. Of course, when work does come through the deadline is often very short notice. Personally, I push back and strange thing is that instead of COB tomorrow, Friday 'next Tuesday is fine'.	1/4/2021 9:49 AM
30	The upcoming IR35 changes remain a concern	1/4/2021 9:49 AM

Q15 We now run weekly #MedComms webinars - on Wednesdays at 12.00 UK time, see www.MedCommsNetworking.com for details of upcoming events - and wherever possible we add the recordings to NetworkPharma.tv. What topics and speakers would you like to see included over the coming 12 months? All suggestions welcomed. Please remember the comments here will be made public.

Answered: 29 Skipped: 134

MedComms Networking Barometer 2021 (with a COVID twist)

#	RESPONSES	DATE
1	New ABPI code	1/31/2021 11:54 AM
2	I would value the opportunity to engage with a mentor or coach. I do see from your latest email though that there is opportunity for 1:1 sessions with Sarah Nelson.	1/25/2021 2:19 PM
3	Working outside IR35 as a freelancer. Is it feasible? EU-based clients for UK-based freelancers: what the future holds? IR35 and BREXIT: should freelancers trade as sole traders or as a Ltd company?	1/25/2021 10:37 AM
4	A review of how the new IR35 is effecting the industry	1/20/2021 1:59 PM
5	General update on IR35. Discussion on new proposals on limiting tax relief when closing a limited company - this might not be on everyone's mind but big changes are afoot for those closing down and retiring	1/18/2021 1:40 PM
6	Up to date information on what you do and don't need as a freelancer and what is reasonable in a contract or from clients (this may be a repeat but always helpful). This should ideally be separate from IR35 discussions, as that is important but can dominate when other issues also need to be discussed eg round contracts.	1/14/2021 3:45 PM
7	Market Access Bite size training on medical writing	1/14/2021 1:51 PM
8	IR35 - what are bigger companies able to offer freelancers.	1/14/2021 10:09 AM
9	IR35 and impact of Brexit on freelancers	1/14/2021 9:09 AM
10	Fallout from, and any other issues surrounding Brexit would be useful - the only communication I've had from a Dutch client was about UK service providers no longer being able to charge VAT. Also the old sole trader/limited company/IR35 issue if there are any developments.	1/13/2021 5:14 PM
11	I'd love to hear from agencies about what they're looking for in their freelance support. What attributes are most useful, what are the biggest red flags, what makes their lives easier or more difficult?	1/13/2021 10:14 AM
12	- Impact of Brexit on Marketing Authorisations following the UK's from the EU - Considerations around the potential speed of science and peer-review publications in other therapy areas following the rapid development and approval of Covid-19 vaccines	1/12/2021 8:03 PM
13	A more engaging format could be interesting, e.g. Q&A/interview type sessions rather than an hour-long presentation. Key points from the webinar - I rarely have an hour to spare to listen to the entire webinars	1/12/2021 3:02 PM
14	Diversity topics such as LGBT medical writers, medical writers with English as second language	1/7/2021 11:06 AM
15	How can freelancers politely ask "How did I do?" at the end of a project, in a way that is likely to get a mutually helpful response?	1/5/2021 4:30 PM
16	Someone from Pharma could take people through specific procedures, such as drug approval process, or who's who in Pharma. Maybe educational things like specific drug classes or disease areas to help people move between types of therapy area/deliverable. There's lots of good stuff on getting into med writing as a junior, but not so much about career development as you get more experienced. You could advise on how writers could move between therapy areas, or acquire new skills. Understanding the differences between senior and principal writer could be helpful too.	1/5/2021 2:25 PM
17	Brexit impact Digital innovations - online tools and services enabling us to work professionally and efficiently in a remote environment. What could I use to work smarter, what subscriptions would be invaluable etc?	1/5/2021 11:24 AM
18	It would be useful to discuss ways that freelancers can turn down certain clients or drop them, so you only focus on the ideal clients you want to work with. There are a lot of difficult and dodgy clients in the medcomms industry, who are not worth dealing with.	1/5/2021 11:18 AM
19	More on IR35	1/5/2021 9:06 AM
20	1. How to get the work/ life balance right 2. Increasing productivity but not working hours 3. Useful databases and 'newsfeeds' to keep up to date 4. Ideas for training for new skills	1/4/2021 7:54 PM
21	The MedComms area has become heavily bureaucratic. How do we streamline/ simplify? Is it time to ditch the data-vision tools as the industry standard...is the tail wagging the dog?	1/4/2021 6:06 PM
22	Best practice for virtual congresses - from congress organisers/societies	1/4/2021 4:54 PM
23	I'd like to see a Code of Practice for agencies and Pharma to adhere to when commissioning work from freelancers. Of course, this must work both ways. For me, it's about mutual respect. At the moment, I don't feel particularly 'respected', in terms of my time being valued and my goodwill not being abused.	1/4/2021 3:17 PM
24	Strategies for data back-up and record keeping.	1/4/2021 3:15 PM
25	Flexible working - especially case studies from agencies that have tried something new or different like a 4 day week	1/4/2021 2:05 PM
26	You already cover a wide range of useful topics	1/4/2021 10:35 AM

MedComms Networking Barometer 2021 (with a COVID twist)

27	IR35 (as a matter of urgency) - from both a freelance and agency best practice scenario.	1/4/2021 10:14 AM
28	Real-world evidence - specifically around pubs on use of an intervention in routine care. There are no specific reporting guidelines that match this type of v common study, so how do people approach writing pubs? Pick-N-Mix between CONSORT/STROBE/RECORD ?	1/4/2021 10:12 AM
29	A couple of specific requests: storage - cloud vs hard drive and other options, including what med comms agencies prefer; infographics - aims, uses, development.	1/4/2021 10:03 AM