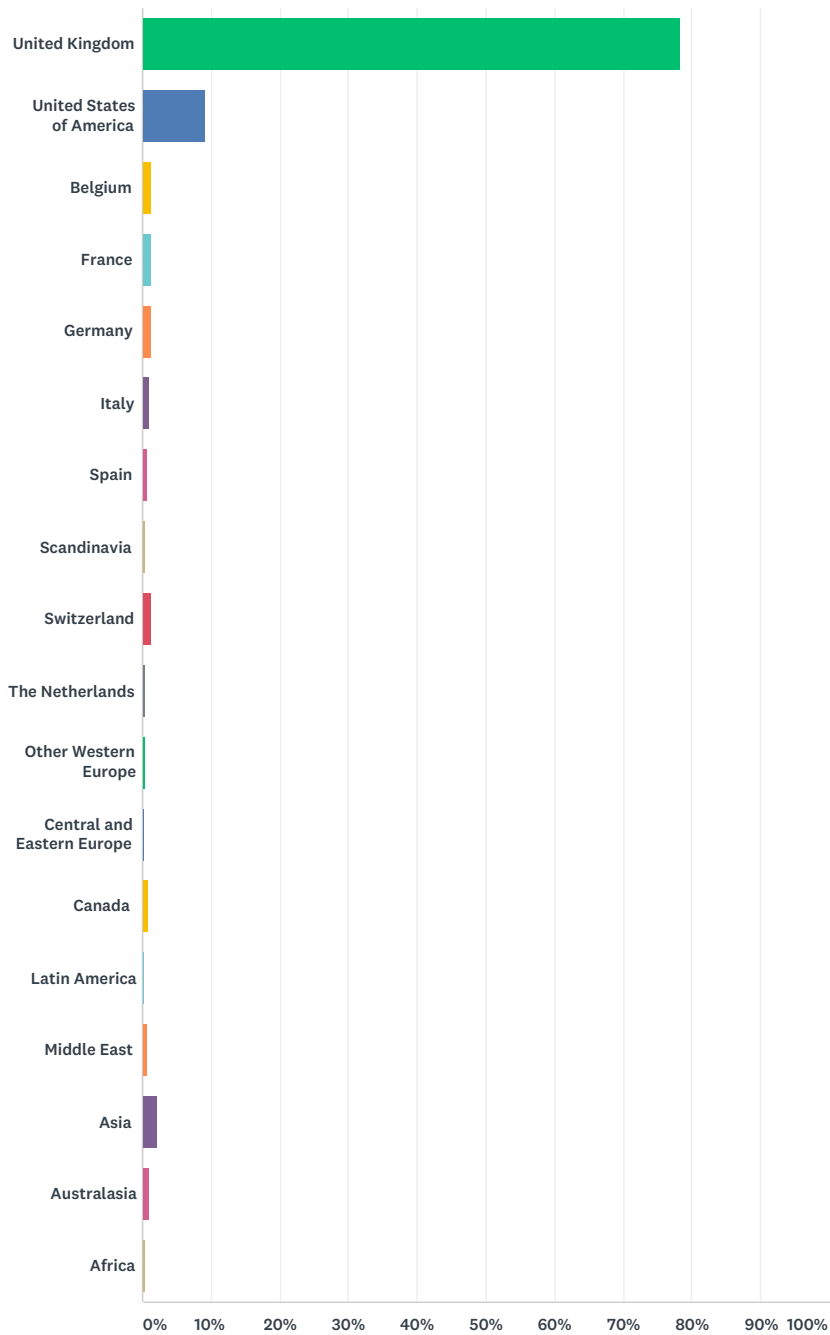


Q1 Where are you based (tick one answer)?

Answered: 515 Skipped: 0



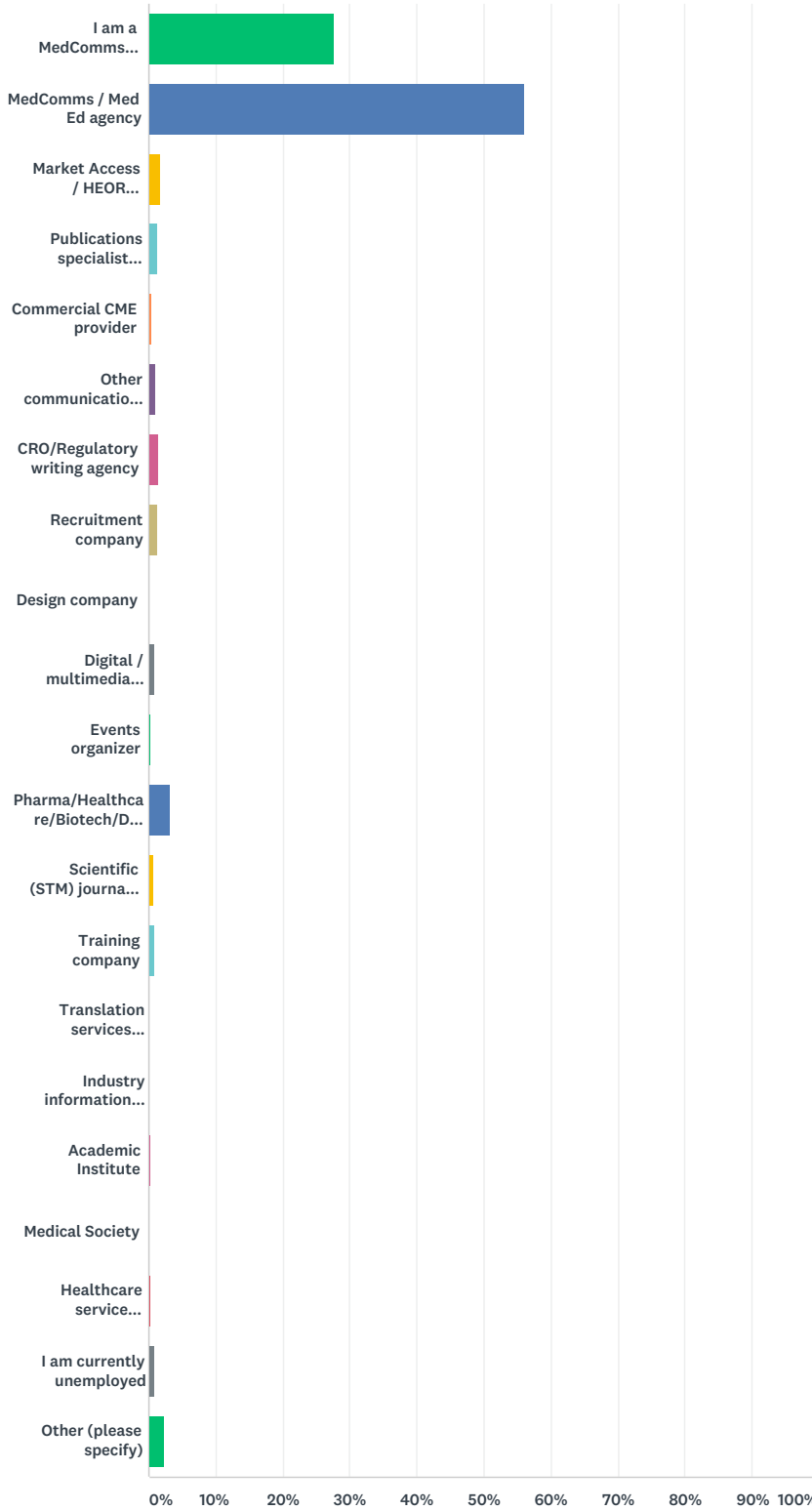
ANSWER CHOICES	RESPONSES	
United Kingdom	78.25%	403
United States of America	9.13%	47
Belgium	1.17%	6
France	1.17%	6
Germany	1.17%	6
Italy	0.97%	5
Spain	0.58%	3
Scandinavia	0.39%	2
Switzerland	1.17%	6
The Netherlands	0.39%	2

MedComms Networking Barometer 2019

Other Western Europe	0.39%	2
Central and Eastern Europe	0.19%	1
Canada	0.78%	4
Latin America	0.19%	1
Middle East	0.58%	3
Asia	2.14%	11
Australasia	0.97%	5
Africa	0.39%	2
TOTAL		515

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: 515 Skipped: 0



ANSWER CHOICES	RESPONSES	
I am a MedComms freelancer / consultant / interim / independent	27.57%	142
MedComms / Med Ed agency	56.12%	289
Market Access / HEOR specialist agency	1.75%	9

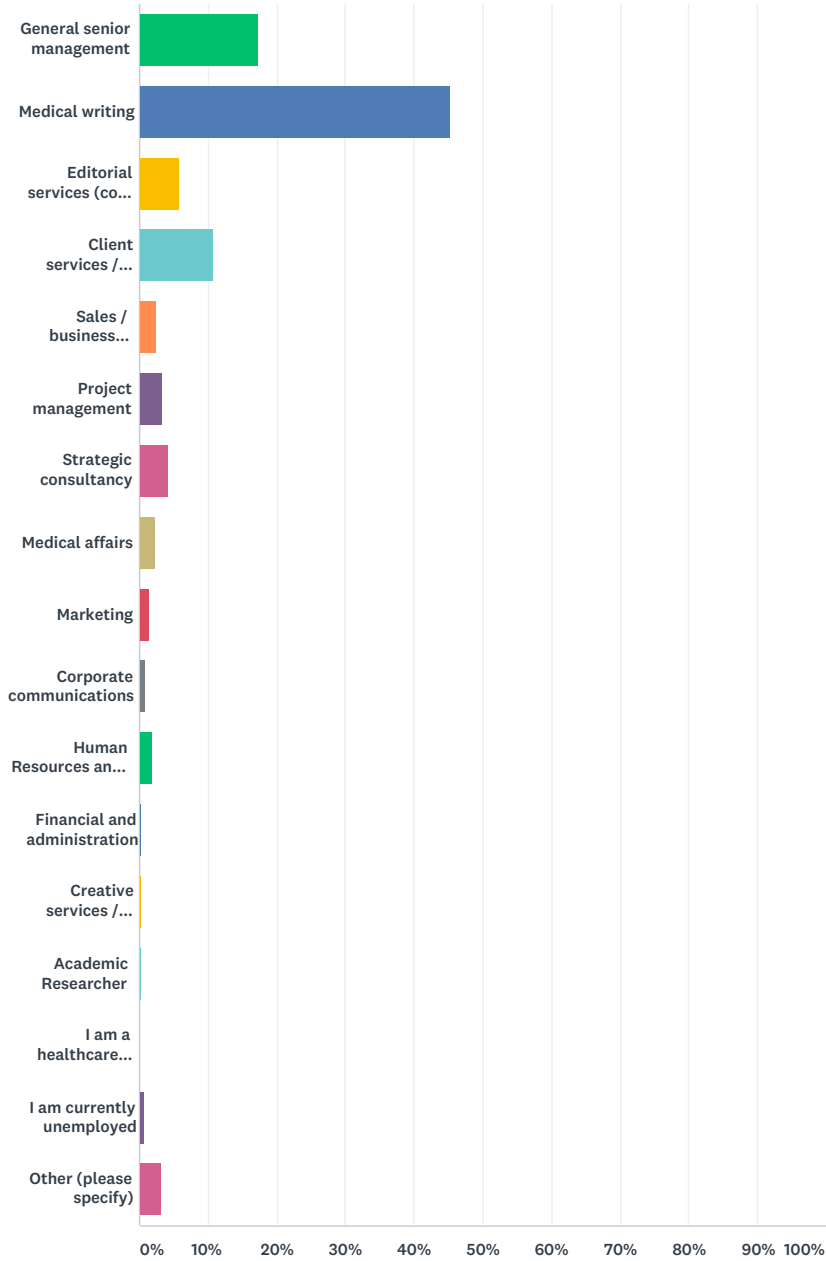
MedComms Networking Barometer 2019

Publications specialist agency	1.36%	7
Commercial CME provider	0.39%	2
Other communications agency (PR, branding etc)	0.97%	5
CRO/Regulatory writing agency	1.55%	8
Recruitment company	1.36%	7
Design company	0.00%	0
Digital / multimedia company	0.78%	4
Events organizer	0.19%	1
Pharma/Healthcare/Biotech/Devices company	3.11%	16
Scientific (STM) journals / books publishing company	0.58%	3
Training company	0.78%	4
Translation services provider	0.00%	0
Industry information services provider	0.00%	0
Academic Institute	0.19%	1
Medical Society	0.00%	0
Healthcare service organisation	0.19%	1
I am currently unemployed	0.78%	4
Other (please specify)	2.33%	12
TOTAL		515

#	OTHER (PLEASE SPECIFY)	DATE
1	Investigating how financially lucrative the business of freelance writing really is - unemployed in this particular arena but very interested in changing career to follow this path, potentially	1/31/2019 8:21 AM
2	Hospital	1/27/2019 2:34 PM
3	Creative, advertising and branding	1/14/2019 9:28 AM
4	Technology provider for pharma industry	1/4/2019 5:14 PM
5	Editorially independent medical news	1/3/2019 4:12 PM
6	Consulting	1/3/2019 4:06 PM
7	healthcare and pharmaceutical marketing solutions	1/3/2019 12:03 PM
8	Life-science consultancy agency	1/3/2019 10:21 AM
9	Investigator Payment Specialist	1/3/2019 9:40 AM
10	Government body	1/3/2019 9:33 AM
11	Publisher	1/3/2019 9:26 AM
12	Market Access & HEOR as well as a digital health company	1/3/2019 9:21 AM

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: 515 Skipped: 0



ANSWER CHOICES	RESPONSES	
General senior management	17.28%	89
Medical writing	45.24%	233
Editorial services (copy / production editing / proof-reading)	5.83%	30
Client services / account management	10.68%	55
Sales / business development	2.52%	13
Project management	3.30%	17
Strategic consultancy	4.27%	22
Medical affairs	2.33%	12
Marketing	1.55%	8

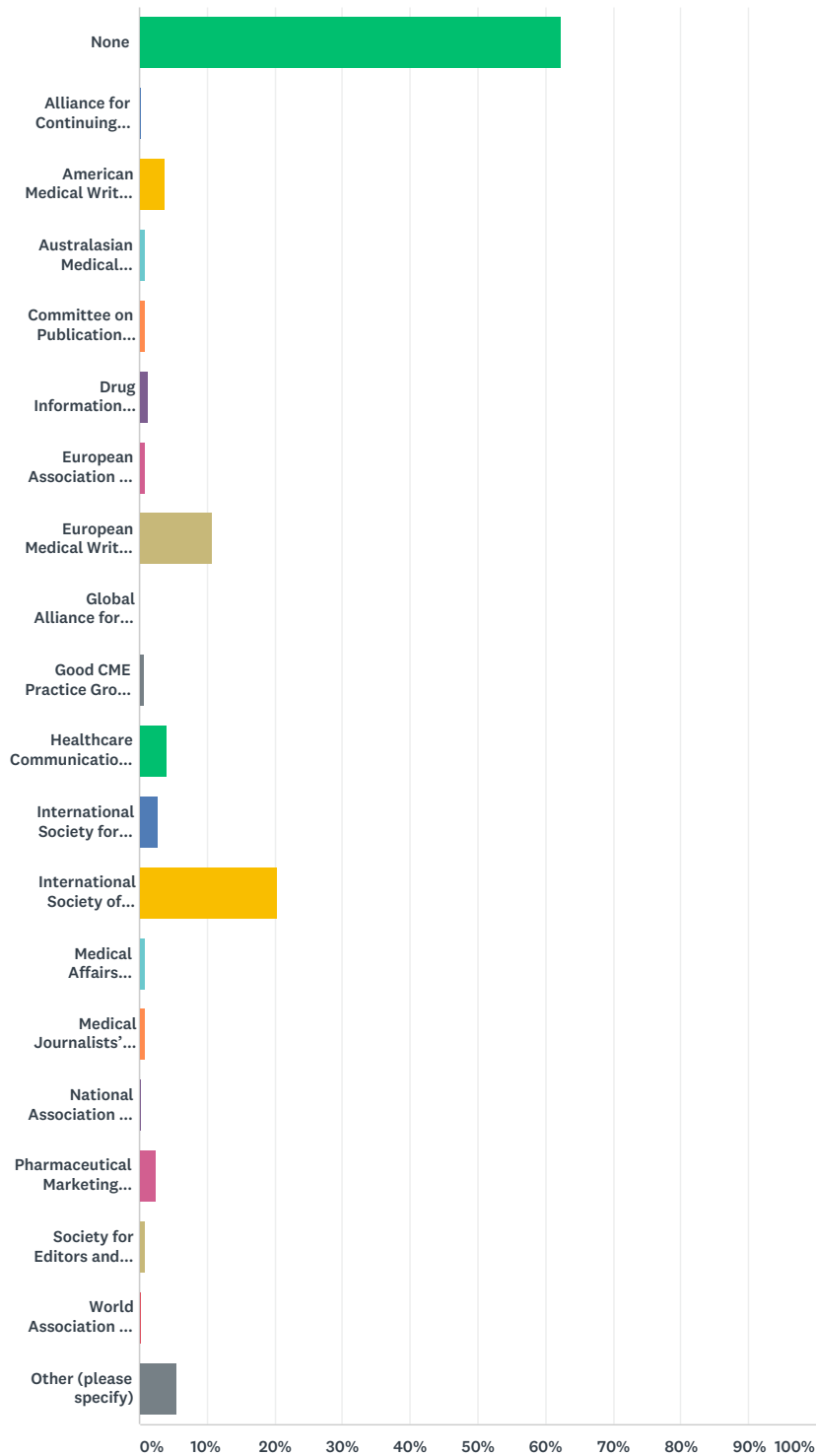
MedComms Networking Barometer 2019

Corporate communications	0.78%	4
Human Resources and recruitment	1.94%	10
Financial and administration	0.19%	1
Creative services / production / design	0.19%	1
Academic Researcher	0.19%	1
I am a healthcare professional	0.00%	0
I am currently unemployed	0.58%	3
Other (please specify)	3.11%	16
TOTAL		515

#	OTHER (PLEASE SPECIFY)	DATE
1	Quality & Compliance	1/29/2019 4:26 PM
2	Medical education/training	1/18/2019 8:33 AM
3	My current contracts are split between medical writing and publications (i.e. project management)	1/15/2019 8:30 PM
4	Grant writing	1/14/2019 8:37 PM
5	Publications Manager	1/10/2019 6:28 PM
6	Both account management/account director and Principle medical writer roles	1/8/2019 11:52 AM
7	Hybrid client services and scientific consultancy	1/4/2019 10:37 AM
8	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
9	Information Specialist	1/3/2019 4:54 PM
10	Training	1/3/2019 4:16 PM
11	Managing editor	1/3/2019 4:12 PM
12	Information Officer	1/3/2019 10:03 AM
13	Reviewing CTA for Invoices	1/3/2019 9:40 AM
14	Instructional designer	1/3/2019 9:22 AM
15	Compliance and Data Protection	1/3/2019 9:21 AM
16	Company Director	1/3/2019 8:47 AM

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

Answered: 515 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	62.33%	321
Alliance for Continuing Education in the Health Professions (ACEhp)	0.19%	1
American Medical Writers Association (AMWA)	3.69%	19
Australasian Medical Writer's Association (AMWA)	0.78%	4
Committee on Publication Ethics (COPE)	0.78%	4
Drug Information Association (DIA)	1.36%	7

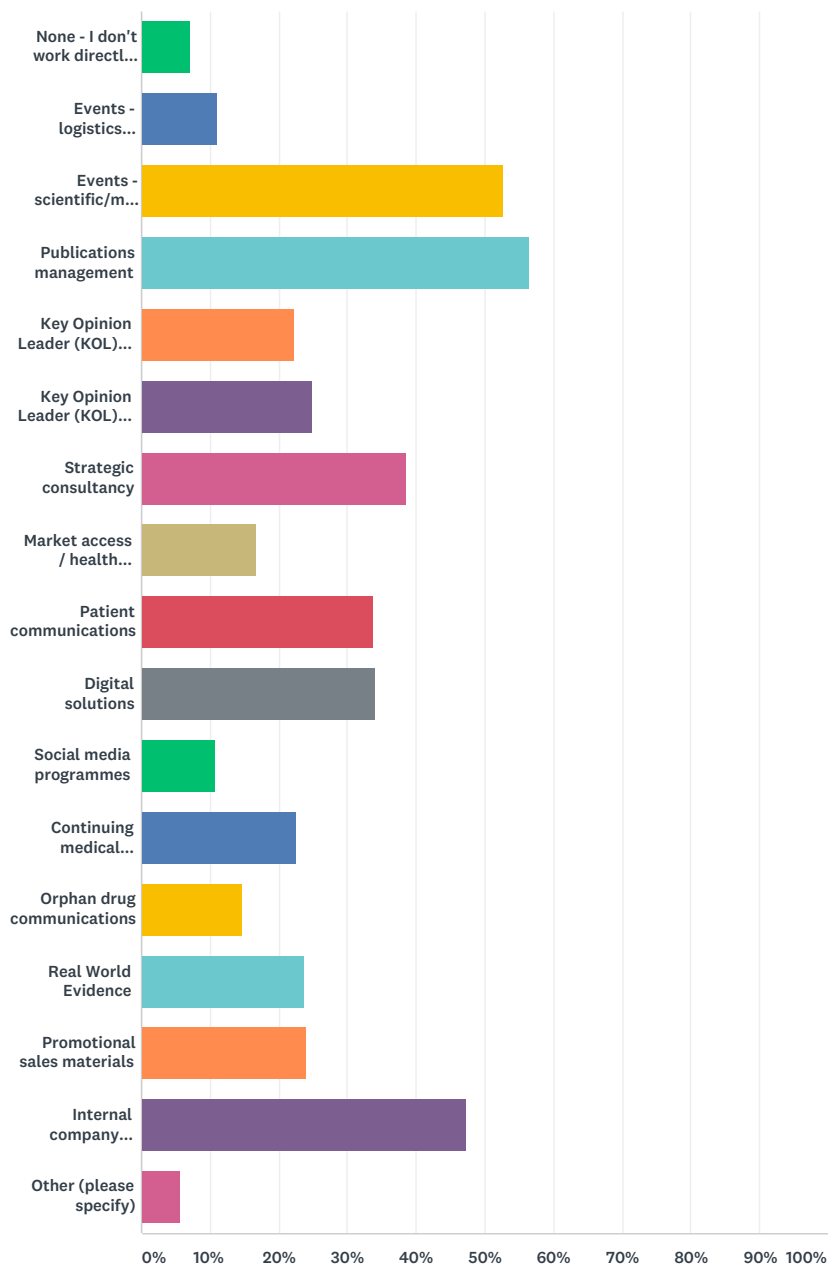
MedComms Networking Barometer 2019

European Association of Science Editors (EASE)	0.78%	4
European Medical Writers Association (EMWA)	10.68%	55
Global Alliance for Medical Education (GAME)	0.00%	0
Good CME Practice Group (gCMEp)	0.58%	3
Healthcare Communications Association (HCA)	3.88%	20
International Society for Pharmacoeconomics and Outcomes Research (ISPOR)	2.72%	14
International Society of Medical Publishing Professionals (ISMPP)	20.39%	105
Medical Affairs Professional Society (MAPS)	0.78%	4
Medical Journalists' Association	0.78%	4
National Association of Science Writers (NASW)	0.19%	1
Pharmaceutical Marketing Society (PM Society)	2.52%	13
Society for Editors and Proofreaders (SfEP)	0.78%	4
World Association of Medical Editors (WAME)	0.19%	1
Other (please specify)	5.44%	28
Total Respondents: 515		

#	OTHER (PLEASE SPECIFY)	DATE
1	Mediterranean Editors and Translators Association	1/30/2019 8:20 AM
2	Royal Pharmaceutical Society	1/28/2019 3:24 PM
3	Professional Copywriters Network	1/27/2019 9:59 PM
4	No paid societies.	1/26/2019 1:11 PM
5	None	1/22/2019 7:45 PM
6	No comment	1/19/2019 2:45 PM
7	British Association of Dermatologists British Dermatological Nursing Group Royal College of Nursing	1/18/2019 8:33 AM
8	British Pharmacological Society	1/17/2019 5:31 PM
9	Chartered Institute of Public Relations	1/16/2019 4:07 PM
10	TOPRA	1/16/2019 10:21 AM
11	Spanish association of medical writers (AERTeM)	1/15/2019 7:49 PM
12	IPSE: Association of Independent Professionals and Self-Employed Professional Copywriters Network	1/15/2019 9:44 AM
13	Chartered institute of marketing	1/13/2019 8:35 PM
14	N	1/12/2019 2:51 PM
15	Royal Pharmaceutical Society	1/11/2019 5:03 PM
16	Royal Society of Medicine	1/10/2019 10:25 PM
17	MedComms Networking	1/8/2019 3:28 PM
18	Royal Pharmaceutical Society	1/8/2019 3:19 PM
19	Translational Medicine	1/8/2019 3:08 PM
20	Healthcare Businesswomen's Association	1/7/2019 10:26 AM
21	Chartered Institute of Marketing	1/4/2019 5:14 PM
22	Association of Health Care Journalists	1/3/2019 4:12 PM
23	indian medical association MSME india	1/3/2019 12:03 PM
24	PIPA Pharmaceutical Information and Pharmacovigilance Association	1/3/2019 11:41 AM
25	ISPE	1/3/2019 10:56 AM
26	IPSE - Association for Independent Professionals and the Self-Employed	1/3/2019 10:48 AM
27	OASPA	1/3/2019 9:27 AM
28	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: 515 Skipped: 0



ANSWER CHOICES	RESPONSES
None - I don't work directly in MedComms	7.18% 37
Events - logistics management	11.07% 57
Events - scientific/medical programmes and content development	52.62% 271
Publications management	56.50% 291
Key Opinion Leader (KOL) / external expert profiling and identification	22.14% 114
Key Opinion Leader (KOL) / external expert management	24.85% 128
Strategic consultancy	38.45% 198
Market access / health outcomes	16.70% 86
Patient communications	33.79% 174
Digital solutions	34.17% 176
Social media programmes	10.68% 55

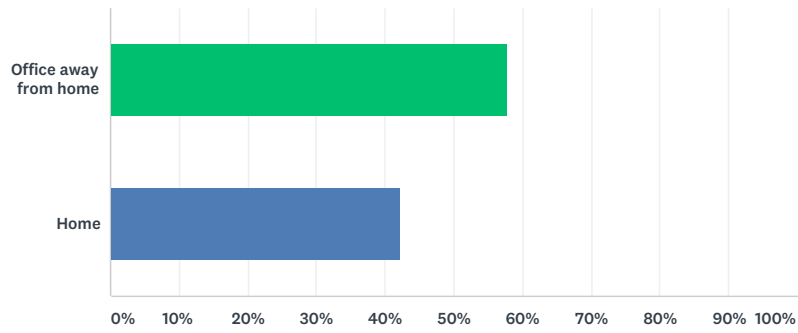
MedComms Networking Barometer 2019

Continuing medical education and professional development (CME / CPD)	22.52%	116
Orphan drug communications	14.56%	75
Real World Evidence	23.69%	122
Promotional sales materials	24.08%	124
Internal company training activities (MSLs, Reps and others)	47.18%	243
Other (please specify)	5.63%	29
Total Respondents: 515		

#	OTHER (PLEASE SPECIFY)	DATE
1	Patient engagement services	1/31/2019 8:35 AM
2	Medical Information	1/30/2019 8:00 PM
3	Currently travelling	1/29/2019 7:15 PM
4	Regulatory MW	1/28/2019 10:17 PM
5	Manuscript writing	1/28/2019 2:09 PM
6	Medical devices promotions	1/27/2019 9:59 PM
7	Manual translations	1/27/2019 8:05 PM
8	Training	1/27/2019 11:44 AM
9	External medical education, MSL decks for external use	1/20/2019 11:01 PM
10	Manuscripts	1/18/2019 11:40 AM
11	HCP Training	1/18/2019 8:33 AM
12	Regulatory Writing	1/16/2019 10:21 AM
13	Currently between client contracts	1/15/2019 1:36 PM
14	Journal articles, press releases, charity / corporate newsletters	1/15/2019 9:44 AM
15	videos, congress exhibition materials	1/11/2019 12:09 PM
16	Editing and design for journals	1/9/2019 12:22 PM
17	regulatory writing	1/8/2019 3:12 PM
18	PR/Media	1/8/2019 3:11 PM
19	Product development, product management	1/8/2019 3:08 PM
20	Editorial support including (mainly) copyright requests	1/8/2019 2:58 PM
21	Market research	1/7/2019 9:18 PM
22	Support to international congresses symposia	1/6/2019 10:26 AM
23	Med affairs	1/4/2019 9:32 PM
24	Clinical trial patient recruitment and retention	1/4/2019 6:09 PM
25	Anything that a MedComms agency produces, I might edit.	1/3/2019 3:44 PM
26	None	1/3/2019 11:41 AM
27	I have an internal training and development role in a company that covers all of the above	1/3/2019 10:51 AM
28	Strategic offerings such as wargaming workshops and competitor intelligence	1/3/2019 10:13 AM
29	I write, edit, and translate materials for publication in English by Japanese authors.	1/3/2019 7:28 AM

Q6 Where do you work from primarily?

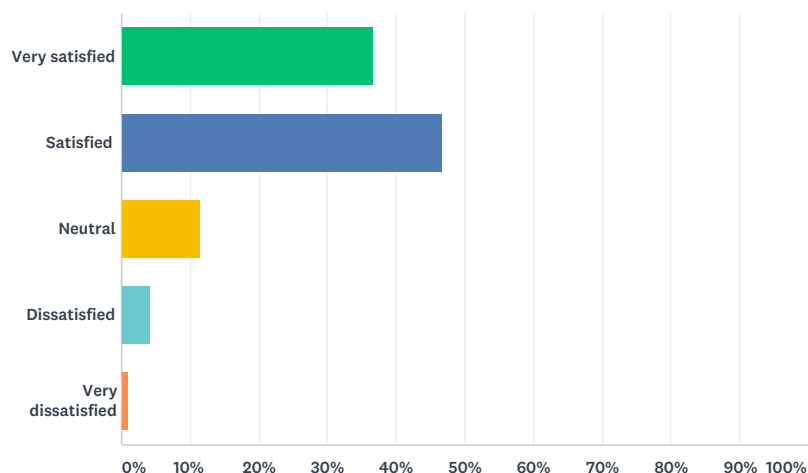
Answered: 515 Skipped: 0



ANSWER CHOICES	RESPONSES	
Office away from home	57.67%	297
Home	42.33%	218
TOTAL		515

Q7 How satisfied are you with your current job?

Answered: 515 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very satisfied	36.70%	189
Satisfied	46.60%	240
Neutral	11.46%	59
Dissatisfied	4.27%	22
Very dissatisfied	0.97%	5
TOTAL		515

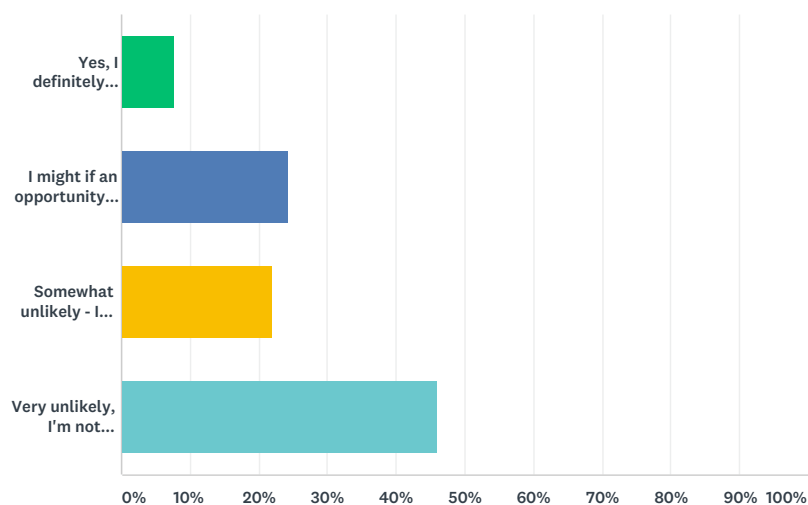
#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	I had some useful training opportunities in medical writing, procedures and ethics. The projects I was involved in enabled me to develop skills and contribute to the data-checking of manuscripts, slides and posters, journal searches and submissions, benchmarking and developed real-life evidence slides for a pharma client.	1/31/2019 5:34 PM
2	Very much enjoy my job but find it hard to start out in the industry as a freelancer even though I have 4 years previous industry experience	1/28/2019 8:54 PM
3	Recruitment of experienced writers seems particularly challenging at the moment.	1/27/2019 11:04 AM
4	I have a steady workload and use regular subcontractors. I enjoy the freedom and flexibility of working from home and have lots of nice clients. I find the 'last minute' nature of the work tricky to juggle, but not enough to affect my 'very satisfied' score	1/21/2019 1:56 PM
5	about to move to another inhouse role	1/15/2019 10:59 AM
6	no work-life balance	1/14/2019 10:47 AM
7	Client budgets are always the challenging part of this role!	1/9/2019 2:30 AM
8	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
9	Great autonomy and pay	1/7/2019 11:58 AM
10	Can be tricky to achieve good work/life balance	1/7/2019 12:12 AM
11	No career advancement in over 7 years of proven successful work. No real opportunities outside of UK.	1/6/2019 10:26 AM
12	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
13	Over 2018 I continued to work with two great medcomms clients, and re-established a connection with a third who had not contacted me for a couple of years.	1/4/2019 5:30 PM
14	Achieving and maintaining a good work-life balance is a constant challenge.	1/4/2019 2:58 PM
15	Too much work and too little resource	1/4/2019 10:37 AM
16	Appreciate the flexibility	1/3/2019 10:05 PM
17	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
18	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

MedComms Networking Barometer 2019

19	It would be lovely to have better balance between work and my other life activities.	1/3/2019 10:56 AM
20	Not enough work to keep me busy	1/3/2019 10:13 AM
21	I enjoy the flexibility of working from home	1/3/2019 10:01 AM
22	Want to transit into medical writing	1/3/2019 9:40 AM
23	Current agency refuses to acknowledge me as the writer of key publications in concordance with GPP3, citing lack of a relationship with the client organisation or authors.	1/3/2019 9:33 AM
24	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: 515 Skipped: 0

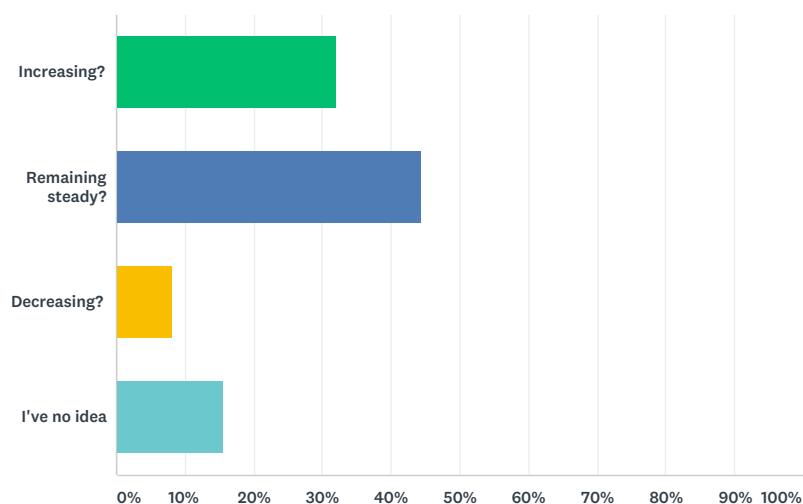


ANSWER CHOICES	RESPONSES
Yes, I definitely intend to move	7.77% 40
I might if an opportunity arises	24.27% 125
Somewhat unlikely - I doubt it	21.94% 113
Very unlikely, I'm not expecting to move	46.02% 237
TOTAL	515

#	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	Probably returning to previous employer	1/29/2019 7:15 PM
3	I'm the company owner	1/28/2019 4:10 PM
4	Freelance medical writing has its various challenges but it's worth the med-comms diversity, balance and freedom. After 10 years of freelance, I wouldn't go back to permanent roles, even for more money.	1/27/2019 9:59 PM
5	I am a company owner	1/27/2019 11:44 AM
6	Will consider a move in 2020	1/27/2019 7:22 AM
7	Secured a move already	1/27/2019 12:01 AM
8	Planning a career break to focus on my young family	1/22/2019 9:30 AM
9	Quite the opposite, I am hoping to expand my business	1/21/2019 1:56 PM
10	looking to retire in near future, so no likely moves.	1/17/2019 5:31 PM
11	I'm an interim/freelance consultant so not really applicable as "I go where the work is"!	1/15/2019 8:10 PM
12	If an opportunity opens up in my location, I would consider it.	1/14/2019 3:40 PM
13	Freelance and happy with it - but who knows what Brexit will bring?	1/12/2019 4:30 PM
14	Going into my fourth year as a freelancer, I would find it very difficult to go back to 9-5 office work.	1/4/2019 5:30 PM
15	Freelancer	1/3/2019 4:03 PM
16	No position can ever beat the flexibility I have as a freelancer!	1/3/2019 1:03 PM
17	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
18	I am an employer not employee	1/3/2019 10:15 AM
19	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: 515 Skipped: 0



ANSWER CHOICES	RESPONSES	
Increasing?	32.04%	165
Remaining steady?	44.27%	228
Decreasing?	8.16%	42
I've no idea	15.53%	80
TOTAL		515

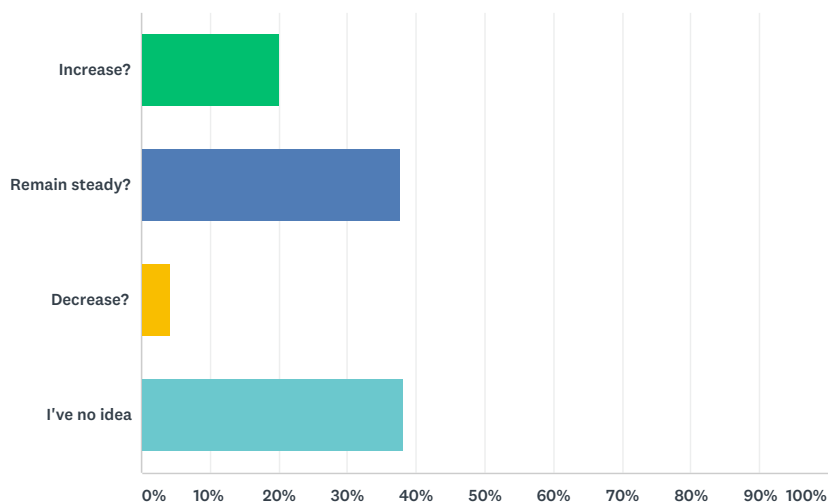
#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	As digital media develops, skilled medcomms professionals will be required in increasing capacity to make research understandable and compelling to the consumer - be that an academic audience, HCP or patient.	1/31/2019 5:34 PM
2	It appears to be increasing but I'm not yet involved enough to a point where I can comment with factual evidence/knowledge	1/31/2019 8:21 AM
3	Our workload is increasing	1/28/2019 4:10 PM
4	Possibly due to the current uncertainty over Brexit in the UK!	1/28/2019 1:58 PM
5	It is difficult to tell, but based on my year on year activity it feels pretty steady.	1/21/2019 1:56 PM
6	I think Brexit is currently having a big impact. For example, I have just had an internal pharma training cancelled for six months, due to economic uncertainty.	1/18/2019 8:33 AM
7	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
8	There is definitely more competition in our space, so the work is apparently decreasing	1/9/2019 2:30 AM
9	I see continued growth of the business	1/8/2019 9:06 PM
10	While the type of work being outsourced continues to evolve, the overall volume continues to increase	1/8/2019 3:49 PM
11	A lot of the biotechs are becoming established	1/8/2019 3:19 PM
12	Difficult to answer - there has certainly been a change, smaller agencies are not winning as much business and organic growth of agency business within Pharma is not as easy. Larger companies who incorporate lots of different agencies i.e. med comms, publishing, digital etc., are being more successful in winning business and are now preferred by the Pharma, plus the large Pharma companies are all procurement driven and want to save costs where ever they can and utilising more in-house staff as well.	1/8/2019 11:52 AM
13	Mergers of pharma companies continue to reduce the number of preferred suppliers that companies use and make it harder for small agencies to get work	1/7/2019 12:29 PM
14	Difficult for one person to gauge this accurately year on year. Unless things change dramatically in either direction.	1/7/2019 11:58 AM
15	Volume of work increasing but budgets being cut = some accounts barely worth servicing by med comms agencies	1/7/2019 10:02 AM
16	Have noticed companies making more fford to outsource to 'cheaper' alternatives, e.g. in India	1/7/2019 9:49 AM

MedComms Networking Barometer 2019

17	I hovered over saying increasing: there certainly seems to be plenty of work around.	1/4/2019 5:30 PM
18	Procurement are expecting more but budgets are tighter	1/4/2019 12:55 PM
19	As a freelancer I'm quite sheltered from the market activities, but if I had to guess I would say that some pharma clients seem to be reducing the amount of work sent to Med Comms agencies. This is based on recent experiences (August-December 2018) with two different Med Comms clients, who were not able to fully utilize my available time. The reason they gave was that promised accounts from pharma clients had failed to materialize all had stalled, etc. On the other hand, different Med Comms clients seems to have loads of work for me, so perhaps things are about the same overall!!	1/4/2019 11:44 AM
20	Swings and roundabouts	1/3/2019 9:57 PM
21	It comes in peaks and troughs, and is never predictable. Usually the school summer holidays are a very busy period for me but summer 2018 was unusually quiet. Then again autumn 2018 was the most manic period of work I have ever had. I could have sold my time five times over or more. Overall, though, I think it is about the same as last year.	1/3/2019 3:44 PM
22	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
23	I think it goes in waves according to the latest financial whim of the pharma industry	1/3/2019 9:39 AM
24	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
25	Reduced marketing/medical budgets for UK	1/2/2019 5:47 PM

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: 515 Skipped: 0

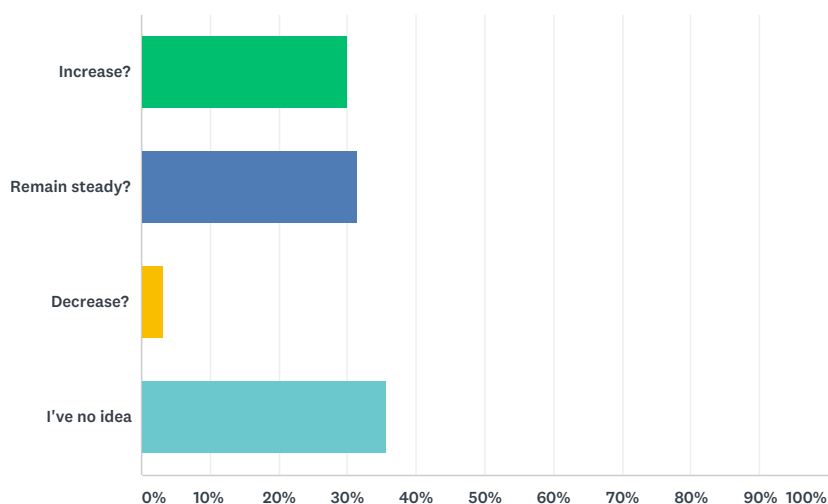


ANSWER CHOICES	RESPONSES	
Increase?	20.00%	103
Remain steady?	37.67%	194
Decrease?	4.27%	22
I've no idea	38.06%	196
TOTAL		515

#	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	There's no stopping agency buyouts which inevitably drive up costs and drive down independence and creativity	1/15/2019 8:10 PM
3	Not sure if this is what is meant by the question, but I think pharmaceutical companies are increasingly using a smaller number of medcomms agencies for all their relevant activities.	1/15/2019 1:36 PM
4	Seeing a pinch with budgets now.	1/13/2019 8:35 PM
5	Budgets are definitely getting tighter	1/9/2019 2:30 AM
6	As the large groups seek to find new revenue routes	1/8/2019 3:49 PM
7	As above, there has been a definite shift in the way Pharma companies are utilising med comms agencies. 3 very large accounts have all decided to take more work in-house and are currently only using the global med comms agencies who can provide everything. Everything is now procurement driven as well.	1/8/2019 11:52 AM
8	See reasons above	1/4/2019 11:44 AM
9	I think brexit will make many companies wary	1/3/2019 9:56 PM
10	Possibly decrease because of Brexit, depending on how that plays out.	1/3/2019 3:44 PM
11	Brexit is here to bring us to our knees.	1/3/2019 11:41 AM
12	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: 515 Skipped: 0

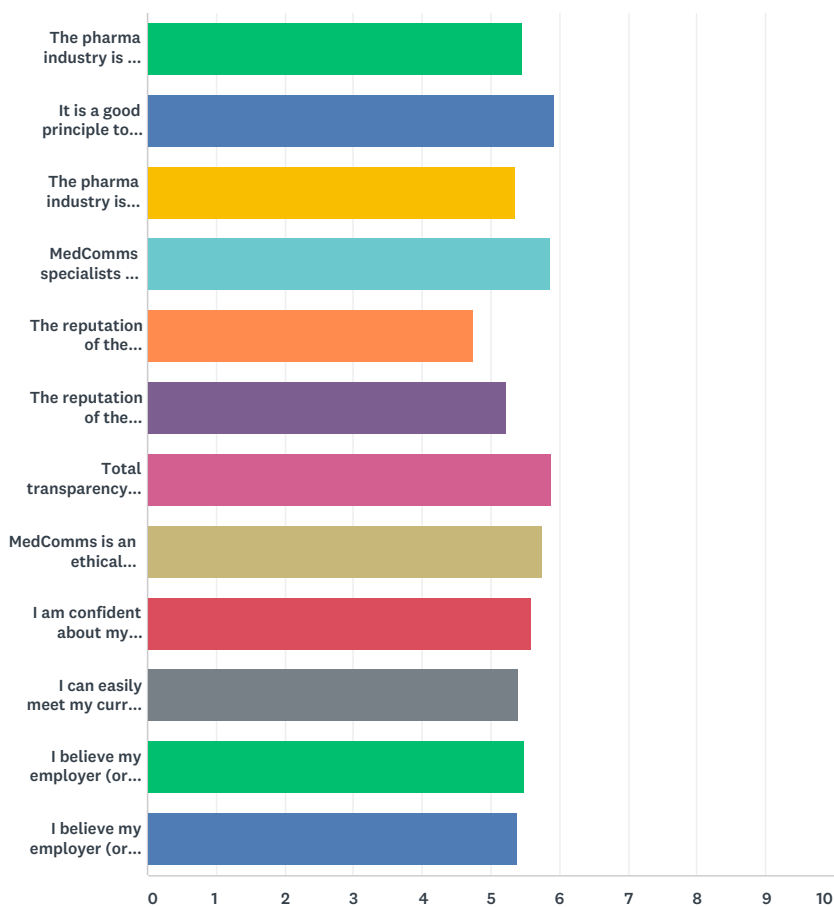


ANSWER CHOICES	RESPONSES	
Increase?	29.90%	154
Remain steady?	31.46%	162
Decrease?	3.11%	16
I've no idea	35.53%	183
TOTAL		515

#	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	There are a lot of mergers taking place and changes and with that brings changes to med comms agencies used as companies have their preferred suppliers but also change their in-house teams. Many seem to be trying to utilise more in-house teams anyway at the moment to save on cost.	1/8/2019 11:52 AM
6	It started already with BMS/Celgene...	1/4/2019 6:27 PM
7	See reasons above	1/4/2019 11:44 AM
8	This is on a global level where brexit is unlikely to be an influence	1/3/2019 9:56 PM
9	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: 515 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	0.78% 4	0.39% 2	1.75% 9	4.85% 25	6.21% 32	13.40% 69	20.19% 104	34.95% 180	13.59% 70		3.88% 20	515
It is a good principle to aim at, to publish all clinical trial data for all products	0.00% 0	0.00% 0	0.58% 3	0.39% 2	1.55% 8	0.78% 4	2.33% 12	11.26% 58	20.39% 105		62.72% 323	515
The pharma industry is indeed striving to publish all clinical trial data for all products	1.75% 9	0.58% 3	3.30% 17	4.27% 22	6.60% 34	13.98% 72	16.89% 87	27.57% 142	17.86% 92		7.18% 37	515
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	0.58% 3	0.19% 1	0.19% 1	0.39% 2	1.94% 10	4.08% 21	7.38% 38	15.73% 81	24.08% 124		45.44% 234	515
The reputation of the pharmaceutical industry is improving amongst the wider public	1.94% 10	2.33% 12	6.80% 35	9.13% 47	14.17% 73	22.72% 117	22.72% 117	14.17% 73	4.27% 22		1.75% 9	515
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	1.55% 8	1.17% 6	2.33% 12	3.30% 17	12.62% 65	21.55% 111	21.36% 110	24.27% 125	9.51% 49		2.33% 12	515

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Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	0.19%	0.58%	0.58%	0.39%	1.36%	2.14%	3.30%	12.62%	19.42%	59.42%	51%
	1	3	3	2	7	11	17	65	100	306	
MedComms is an ethical business	0.19%	0.00%	0.97%	1.36%	4.47%	6.60%	10.87%	28.74%	22.52%	24.27%	51%
	1	0	5	7	23	34	56	148	116	125	
I am confident about my personal financial future	0.78%	0.97%	1.17%	2.33%	6.99%	8.16%	14.17%	26.99%	22.52%	15.92%	51%
	4	5	6	12	36	42	73	139	116	82	
I can easily meet my current training needs	0.97%	0.78%	2.72%	3.88%	8.54%	13.59%	16.89%	25.24%	14.37%	13.01%	51%
	5	4	14	20	44	70	87	130	74	67	
I believe my employer (or in the case of Freelancers - I) will increase revenues in 2019 compared with 2018	1.36%	0.58%	1.75%	1.55%	9.32%	11.26%	12.04%	22.14%	21.55%	18.45%	51%
	7	3	9	8	48	58	62	114	111	95	
I believe my employer (or in the case of Freelancers - I) will increase profitability in 2019 compared with 2018	1.17%	1.36%	1.94%	2.14%	11.26%	14.17%	16.31%	21.94%	15.92%	13.79%	51%
	6	7	10	11	58	73	84	113	82	71	

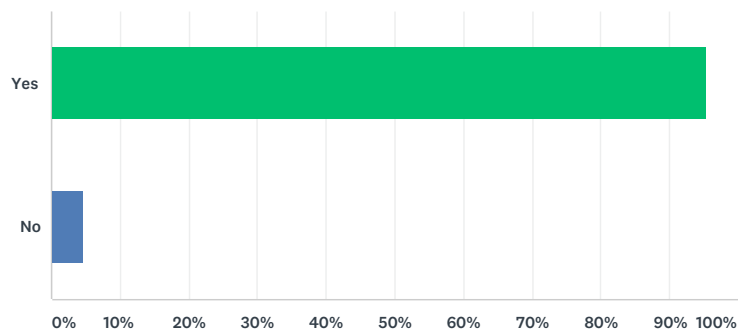
#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Staffing and other costs increasing all the time but chargeable rates flat for several years	1/31/2019 8:35 AM
2	Pharma companies balance ethical behaviour and commercial gains. Industry as whole could do more to improve transparency, some companies are better than others. MedComms agencies need to balance customer requirements (pharma gaining competitive advantage) with their own commercial needs so relies on both parties to behave in an ethical manner.	1/30/2019 10:40 PM
3	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
4	Never work for Pharma only medical device	1/27/2019 8:05 PM
5	In the era of 'portfolio careers', I find it frustrating that I often can no longer be considered for med comms/med ed/med writing jobs in pharma. This is because I am a registered HCP, who works clinically one day a week. This has been a serious issue for my business in the last two years, and is solely due to changes in regulation, as many companies state that I can only be paid personal honorarium and they will not pay me income through my limited company, VAT registered business. I can not accept personal honorarium as my med comms/med ed work is my core business and I am self employed. This has had a dramatic impact and frustratingly even though the work is still there and my pharma colleagues want to work with me, it is regulation that is preventing my med comms/med ed/med writing work with pharma (which I have been doing for the past 10 years!). It would be interesting to know if any other freelance med comms professionals who are also HCPs have experienced this?	1/18/2019 8:33 AM
6	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
7	Less opportunities as company buyouts reduce headcount	1/15/2019 8:10 PM
8	From recent communications with potential new clients, I feel the rates offered to medical writers, particularly those in Med Comms have decreased and don't reflect the skills and training we have attained. Discussion with peers indicate that there are more freelance writers and those overseas to the UK may offer their services at a lower rate.	1/15/2019 9:44 AM
9	I think we will remain constant	1/14/2019 3:43 PM
10	The impact of Brexit makes many of these statements difficult to answer, both due to its potential effect on med comms and on the pharmaceutical industry, and its potential impact on EU citizens' ability to work in the UK	1/8/2019 3:28 PM
11	Consideration for using a Likert scale for these questions may be preferable for data analyses	1/7/2019 12:04 PM
12	Brexit (and weakening GBP) a big consideration in responses to questions about revenue	1/7/2019 12:12 AM
13	Having worked for a number of different agencies, as a salaried employee as and as a freelancer, I've seen a marked difference in the quality of work produced by different Med Comms agencies and their clients. From a professional point of view, this is a real concern for me (e.g. implications for professional indemnity). It also makes me concerned for the industry in general. If poor quality work that does not meet industry guidelines (e.g. CONSTORT, GPP2, PRISMA, etc) is produced/made public, despite the involvement of a Med Comms agency (who are often, if not always, credited in such pieces), it undermines the notion that these agencies help to improve the quality, transparency and accuracy of pharma industry reporting. In an increasingly populist society, I also have concerns that the pharma industry is being viewed with increasing suspicion. Yet I don't see any credible response from pharma to try and counteract these concerns (e.g. the importance of herd immunization, in the context of decreasing uptake of the MMR vaccine). I worry that the reputation of the industry will likely continue to fall until such concerns are addressed publicly and in an accessible format.	1/4/2019 11:44 AM

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14	"credible" and "trusted" are two very different things. Before asking if someone expects to increase their revenue or profitability, the survey should ask if the person wants or needs to do so. Some of us have a good work-life balance that we're not looking to change.	1/3/2019 5:59 PM
15	I understand there is an issue of reputation of pharma industry with general public, I don't perceive an issue with healthcare professionals	1/3/2019 11:17 AM

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

Answered: 515 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	95.34%	491
No	4.66%	24
TOTAL		515

#	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	Absolutely but I feel that more mentorship is possibly required and could be offered by experienced individuals in this field to those striving to find a break. As a person who is aiming at making a career change later in life; it's difficult to find that.	1/31/2019 8:21 AM
3	Need for experienced medical writers however more should be done to recruit graduates and experience people looking for a change in career	1/30/2019 10:40 PM
4	Depends on the role and the person, though	1/28/2019 3:57 PM
5	With huge caveats. Plenty of downsides too.	1/28/2019 2:09 PM
6	Poor experience with senior figures behaving with hostility, arrogance.	1/28/2019 1:52 PM
7	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
8	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
9	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
10	Think the halcyon day's are gone I'm afraid!	1/15/2019 8:10 PM
11	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
12	If you love writing and science, it's a fantastic job. Potential for lots of variety and interesting insights into the world of healthcare / pharma. You also feel like you play a role in helping patients, albeit indirectly.	1/15/2019 9:44 AM
13	Despite the frustrations with the MedComms world (when you've been in it for a while!) I still believe it is an incredibly worthwhile career choice. When you work with some of the brightest people who are passionate about what they do it makes you so pleased you made the decision to join this industry all those years ago!	1/14/2019 3:30 PM
14	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
15	Love it!!! Best career decision I ever made	1/8/2019 3:36 PM
16	For the right type of person. It's definitely not for everyone.	1/7/2019 11:58 AM
17	Yes if you live in the UK	1/6/2019 10:26 AM
18	Yes, though it does depend on a number of factors.	1/4/2019 5:30 PM
19	MedComms is a great career. I'm constantly learning and using my education, as well as hearing about the latest developments in medicine. Although sometimes I do wish I'd picked an easier career...	1/4/2019 2:58 PM

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20	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
21	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
22	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
23	It depends on who "others" are. It's a worthwhile career for some people.	1/3/2019 5:59 PM
24	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
25	There are options for mobility and specialisation, and the pay is not bad.	1/3/2019 11:10 AM
26	Yes, but I would make clear the stresses involved	1/3/2019 10:51 AM
27	Good for work-life balance	1/3/2019 10:01 AM
28	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
29	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
30	There should be a 'yes and no' option as it really depends on what is important to the individual.	1/3/2019 9:33 AM
31	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
32	Not sure as it can be very stressful and demanding - not for the faint hearted!	1/3/2019 9:22 AM
33	Neither	1/3/2019 9:21 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: 62 Skipped: 453

#	RESPONSES	DATE
1	Some clients are excellent and very compliant, others still like to bend the rules!	1/30/2019 9:54 PM
2	2019 is the year of plant based nutrition according to The Lancet, The Economist, etc for human health, and planet earth. It will be interesting to see if this will be reflected in medcomms with more plant based nutrition related publications or if it will remain a conveniently ignored subject.	1/30/2019 8:20 AM
3	Pharma will always need MedComms support in some form even if the nature of the relationships / business needs change. Flexibility and novel ways of working will become more important.	1/29/2019 10:07 PM
4	Brexit will be a major blight on the UK Pharma industry and business in the UK in general	1/29/2019 7:15 PM
5	As professional medical communicators we must be vigilant and unrelenting in our adherence to ethical practices, and should embrace the opportunity we have every day to educate our employers and clients about industry best practices.	1/29/2019 5:33 PM
6	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
7	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 (http://eu.trialstracker.net/). 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
8	Very much enjoy my job but find it hard to start out in the industry as a freelancer even though I have 4 years previous industry experience	1/28/2019 8:54 PM
9	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
10	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
11	Some US pharma need better education/attitudes about ethics/good publication practice etc. in medcomms.	1/28/2019 2:09 PM
12	I am nervous about the effect of Brexit on clients' perceptions of UK pharma & MedComms.	1/28/2019 1:52 PM
13	A lot of people outside (and inside) the MedComms industry don't appear to understand the difference between medical journalism, medical writing and medical copywriting. Some writers can provide all 3 services but they are distinct types of writing skills.	1/27/2019 9:59 PM
14	No	1/27/2019 3:10 PM
15	No	1/27/2019 9:21 AM
16	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
17	As a freelancer, at present I am offered more work than I could possibly handle, but I am conscious that this could change at any time in the future. However, I am lucky to have a number of regular clients that I work with at present, which increases my feelings of job security.	1/23/2019 3:19 PM
18	As a freelance writer I am being engaged in more long-term contracts than previously.	1/22/2019 2:38 PM
19	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
20	no	1/15/2019 10:59 AM
21	I wish we could have an open discussion about rates - though I understand freelancers are often wary of discussing this. Somehow, we need a united voice about the value we bring to clients.	1/15/2019 9:44 AM
22	I think it's all going on the right direction	1/14/2019 3:43 PM
23	The fact that MedComms agencies in the UK are clustered in roughly three regional areas makes it difficult to gain access to the career if you cannot relocate to one of those areas. I suspect this excludes potential employees.	1/14/2019 3:40 PM

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24	There are some huge shifts in the MedComms business with many large agencies consolidating and acquiring, whilst other smaller, niche agencies growing up around them. It will be interesting to see where this shift goes in the coming months and years. I think there will be space for everyone but the proposition needs to be crystal clear to enable clients to know who to work with to achieve different goals.	1/14/2019 3:30 PM
25	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
26	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
27	Disclosure by authors is critical and makes everyone look bad if it doesnt happen. New ICMJE needs to be enforced by industry and agencies.	1/12/2019 8:57 PM
28	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
29	Med Comms offers numerous opportunities for career progression, is challenging, fun and fulfilling.	1/10/2019 6:12 PM
30	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
31	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
32	See above re Brexit impact	1/8/2019 3:28 PM
33	NA	1/8/2019 3:08 PM
34	As stated the use of agencies seems to be changing with smaller agencies not winning as much business as the larger agencies who can offer everything. This has its pros and cons. As a freelancer I am still busy but my work has shifted from account management of typical med comms projects to med education and more pharma hands off. It will be interesting to see if Brexit is having an effect/will effect med comms in the UK going forward considering many headquarters are in Europe for Pharmaceuticals.	1/8/2019 11:52 AM
35	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
36	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
37	I think we are all waiting to see if Brexit happens and what effect it will have on the pharma industry in the UK, and thus the effects on medcomms.	1/4/2019 5:30 PM
38	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
39	See q12	1/4/2019 11:44 AM
40	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
41	Thanks so much to NetworkPharma Ltd for hosting recruitment event in summer 2018 where I met my current employers in person before forwarding my CV and completing writing task and landing my first MedComms job.	1/3/2019 10:46 PM
42	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
43	MedComms employees i work with tend to focus their efforts to please the MedComm agency they work for rather than on client needs failing to recognize the importance of being customer focused	1/3/2019 3:44 PM
44	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
45	Long way to go before I would consider pharmaceutical industry ethical.	1/3/2019 2:47 PM
46	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
47	please do more for Asia market	1/3/2019 12:03 PM

MedComms Networking Barometer 2019

48	It has huge potential	1/3/2019 11:57 AM
49	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
50	Medcomms agencies are only located in a handful of UK locations, which limits mobility options. The genres of work are dictated by the client, so if there's something you'd like to try, or think you might be good at, it's not always possible.	1/3/2019 11:10 AM
51	Medical publishers are making it too hard for authors to submit scientific papers because each journal has its own set of publication requirements. There is no common submission standard and one is desperately needed. These bespoke requirements add substantially to the workload of authors and slow the process of medical publishing. I'm not saying these requirements are bad in themselves, rather that they are demanded too early in the publication process. All medical journals ought to accept a simplified, easily reviewable submission document, eg, Word file with an abstract (max 250 words), IMRAD-structured main text (max 4000 words), references (max 50), figures/tables (max 6). If a journal is interested, authors will happily comply with these bespoke requirements later. If not, authors can quickly and easily submit their paper elsewhere...without having to reduce the word count, cut the number of references, reformat, trim the abstract, recontact authors and get them to sign a new form, insert/delete bullet points, write/modify/delete a new mini-section, put redundant figures and tables in the supplementary material section, amend the letter to the editor, or save files in a different format! Journals need to remember that publishing is a secondary occupation for most authors and that simplification-via-standardisation could be win-win for all of us.	1/3/2019 10:56 AM
52	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
53	MedComms has an important role to play in promoting the facts, the truth and integrity in medical science. Fraud in research and bias in publications undermines science and provides ammunition to the sceptics and critics of the pharmaceutical industry. Look no further than to the anti-vaxers with the rubbish they peddle and the damage they do to health.	1/3/2019 10:32 AM
54	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
55	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
56	MedComms is still a very old school discipline with little new or creative approaches to delivering complex information in an engaging way!	1/3/2019 10:15 AM
57	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
58	The better medicine is communicated the best is accessed by patients	1/3/2019 9:43 AM
59	Cashflow dominated by pharma revenue is becoming increasingly challenging, with pricing being squeezed, payment terms becoming longer and more complicated, late payment becoming more common and speaking with the relevant finance teams more difficult.	1/3/2019 9:36 AM
60	GPP3 is a step in the right direction but it does not go far enough and is not completely discouraging unethical practices. Agencies are still scared or unwilling to challenge their clients on ethics. There's still a lot of work to be done to really make this industry fully transparent and ethical. Training is now non-existent in agencies. Pay is poor vs 25 years ago (very little growth vs living costs) but the demands and stress of the job have increased. At the same time recruitment and retention is problematic particularly for scientific staff. Too much emphasis on postgraduate research qualifications, as opposed to skills, experience, and broad knowledge of therapeutics and how healthcare works, is organised and is regulated in key markets.	1/3/2019 9:33 AM
61	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
62	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: 60 Skipped: 455

#	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	Medical writing classes/lecture/workshops for prospective medical writers to gain experience	1/30/2019 10:40 PM
3	Maybe info on the differences between in house and agency and how to switch roles. Transitioning from freelancing to in house. How to encourage creativity with risk averse clients.	1/29/2019 10:07 PM
4	Workshop on statistics for medical writers	1/29/2019 5:23 PM
5	open access	1/29/2019 11:12 AM
6	Tips on how to break into the freelance industry.	1/28/2019 8:54 PM
7	It would be great to know about the types of agencies.	1/28/2019 8:10 PM
8	The relationship between agencies in India and the European med comms agencies.	1/28/2019 4:10 PM
9	Continue to expand your HEOR coverage to include Real World Evidence (RWE) and Patient Reported Outcomes (PRO) as these areas are growing in importance for the pharma industry and thus for med comms.	1/28/2019 3:34 PM
10	Something on products that writers use to improve efficiency or for project management would be great. I find those kinds of discussions invaluable as we can learn so much from each other.	1/28/2019 2:47 PM
11	SEO copywriting and content marketing for medical communications. Plus the continuing need for offline medical content (eg, printed patient education, booklets, speeches, brochures, posters, leave pieces, abstracts etc)	1/27/2019 9:59 PM
12	None	1/27/2019 3:10 PM
13	Softer skills training	1/27/2019 11:44 AM
14	A Pharma perspective of MedComms: what are their expectations? Maybe a reciprocal version could be held too	1/27/2019 12:01 AM
15	GDPR, career pathways other than medical writing,	1/26/2019 2:43 PM
16	More events for established freelancers or MAPs. Less emphasis on new careers or starters	1/26/2019 1:11 PM
17	More events in North West England please. Possible topics include effects of Brexit on MedComms/Pharma, updates on guidelines etc, statistical analysis.	1/24/2019 8:11 AM
18	more client services/account lead sessions	1/22/2019 3:24 PM
19	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
20	GDPR Open access benefits and perceived drawbacks (from perspectives of MedComms, Pharma and HCPs)	1/18/2019 8:42 AM
21	ABPI updates	1/18/2019 8:33 AM
22	More support/information/training for account management.	1/17/2019 9:35 PM
23	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
24	Increased focus on Regulatory writing/working with the Pharma teams to deliver regulatory projects	1/16/2019 10:21 AM
25	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
26	More freelancer events please!	1/15/2019 1:36 PM
27	no	1/15/2019 10:59 AM
28	Should I join a MedComms society? If so which one(s)?	1/14/2019 3:40 PM
29	Importance of ongoing training within agencies, not just new staff	1/14/2019 12:49 PM
30	(Full disclosure: I have a financial bias) We are stuck in an antiquated thinking regarding how we reach our target audiences. Current thinking is: publish and wait and see what happens. A big move forward was open access but this still doesn't reach the authors' intended audience. If authors need to reach "global oncologists" you should be able to target your audience so all global oncologists can see the publication. This is possible and has been done but the vast majority of publications professionals are not discussing this with authors at the time of journal selection. If they would do so it would mitigate risk from ethics/compliance if data was off-label. This technology can also be used to ensure strategic communication plan objectives are met.	1/12/2019 8:57 PM

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31	How to become a successful freelancer.	1/10/2019 6:12 PM
32	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
33	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
34	Something about how to engage HCPs in med ed and ways to ensure effective education	1/8/2019 9:06 PM
35	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
36	Anything digital or to do with engaging HCPs	1/8/2019 3:36 PM
37	Any events around the impact of Brexit on med comms (if any) would be super, thanks	1/8/2019 3:28 PM
38	More of a focus of regulatory medical writing	1/8/2019 3:12 PM
39	New product development, Human Factors, process improvement, international and US, ISO 50501, ISO 13485, ISO 15189, medical event industry.	1/8/2019 3:08 PM
40	Once again Limited over Sole trader - why agencies now require this, what is the benefit to them? More on where to get online training/keeping up to date The LinkedIn session was great so maybe a session on the best way to approach new clients, how to do it, how to find new business, get your foot in the door etc.	1/8/2019 11:52 AM
41	Social media/millennials/digital innovation	1/4/2019 12:55 PM
42	I would be very interested to hear different parties' views on how freelancers can better manage/respond to clients who fail to provide them with work when promised, especially when the promise of a brief is dragged out over the course of a day or the week, making it impossible to secure work elsewhere. In effect, freelancers are working zero-hours contracts and I think it would be good if, as a group, we could strengthen our will on and lobby for some kind of amendment to our contracts that recognizes/counteract this issue. I'm becoming increasingly frustrated by this behaviour and it seems to be getting more common with each year that goes by. I'm always amazed that agencies can survive with such poor communication skills and poor use of available resource. Would they allow an in-agency medical writer to sit at their desk for hours at a time waiting for work to materialize, despite repeated requests?! If not, then why do they treat their freelancers this way? It got so bad with one client this year that for the first time ever I actually had to 'quit' (i.e. give 7 days' notice). I felt awful, but at the same time quite liberated! Also, I already do quite a few things to try and avoid/improve/manage such situations with clients, and I'll always ask whether compensation can be provided for significant 'avoidable' lost hours. However, not all clients will accommodate such requests, and some have been particularly rude (and unapologetic) when I've politely challenged them on the issue/pointed out the impact on me. For now, I no longer accept work from those clients and stick with those I know have good resourcing/freelance management processes. And those who will at least let me know in good time if there won't be any work for me after all (e.g. if a client cancels an expected project) so that I can try and secure work elsewhere. It definitely feels like there is something that can be done to improve the situation, but I think it needs more than my opinion to try and reach a solution...	1/4/2019 11:44 AM
43	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
44	Collaborations between MedComms and Pharma industry employees	1/3/2019 3:44 PM
45	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
46	Continued information on data sharing process.	1/3/2019 2:47 PM
47	Legal implications of communication decisions	1/3/2019 11:57 AM
48	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
49	Impact of Brexit, benefits of working from home considering increasing commuting costs	1/3/2019 11:09 AM
50	Careers fairs continuing in key locations in the North and South; practical workshops/how to guidance	1/3/2019 10:51 AM
51	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
52	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
53	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

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54	Open Access in journal publications for Pharma sponsored study pubs - debate the pros and cons for authors i.e. pharma companies may mandate that research can only be published in OA journals, will this restrict choice for authors? Should we all on-board with a full OA model?	1/3/2019 9:42 AM
55	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
56	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
57	Should the med comms industry now be properly and fully regulated?	1/3/2019 9:33 AM
58	Training aspects of interest to more senior medical writers.	1/3/2019 9:26 AM
59	I'd like to talk with others about writing for physicians and nurses who are knowledgeable in the field but do not have a high level of proficiency with English. I'd be glad to help present, if there is interest.	1/3/2019 7:28 AM
60	As a freelancer, how can you increase your work directly with Pharma ? HR or Procurement ?	1/2/2019 5:47 PM