Medical Writing as a Career

Where I came from and what I did once I got there...

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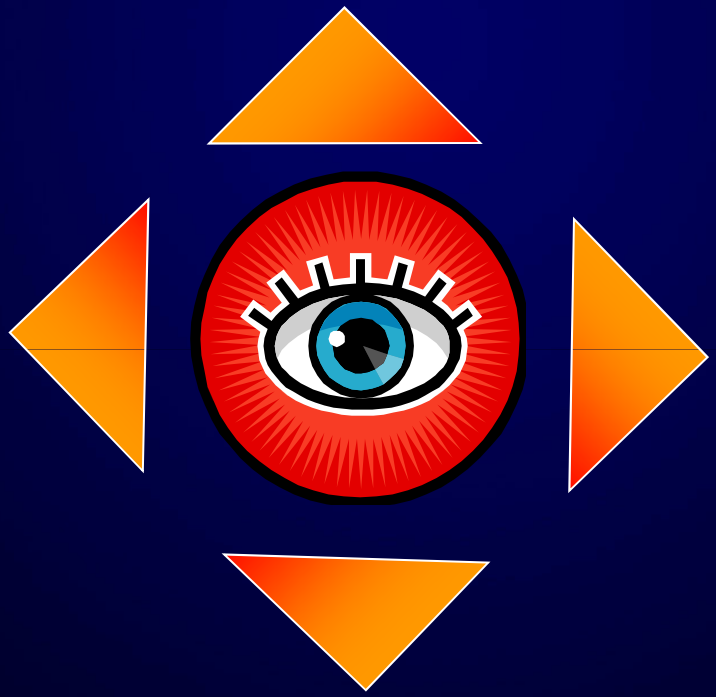
able mc Ltd

Med Comms...



...through a writer's eye

Oxford, May 2010

Starting out

- Academic background
  - Medical School (Birmingham)
  - BSc Hons Molecular and Microbiology (Liverpool)

- Medical writing introduction
  - Editorial Assistant:
  - Section Editor:

Royal Pharmaceutical Society of Great Britain

ims | INTELLIGENCE APPLIED.

Career ladder in Med Comms

- Writer - Editorial Manager:
- Account Director/Editorial Director:
- Group Editorial and Scientific Director:
- Director, BioScience:
- Independent (since 2007)
  - Writing - home office
  - Interim dept management

QUINTILES

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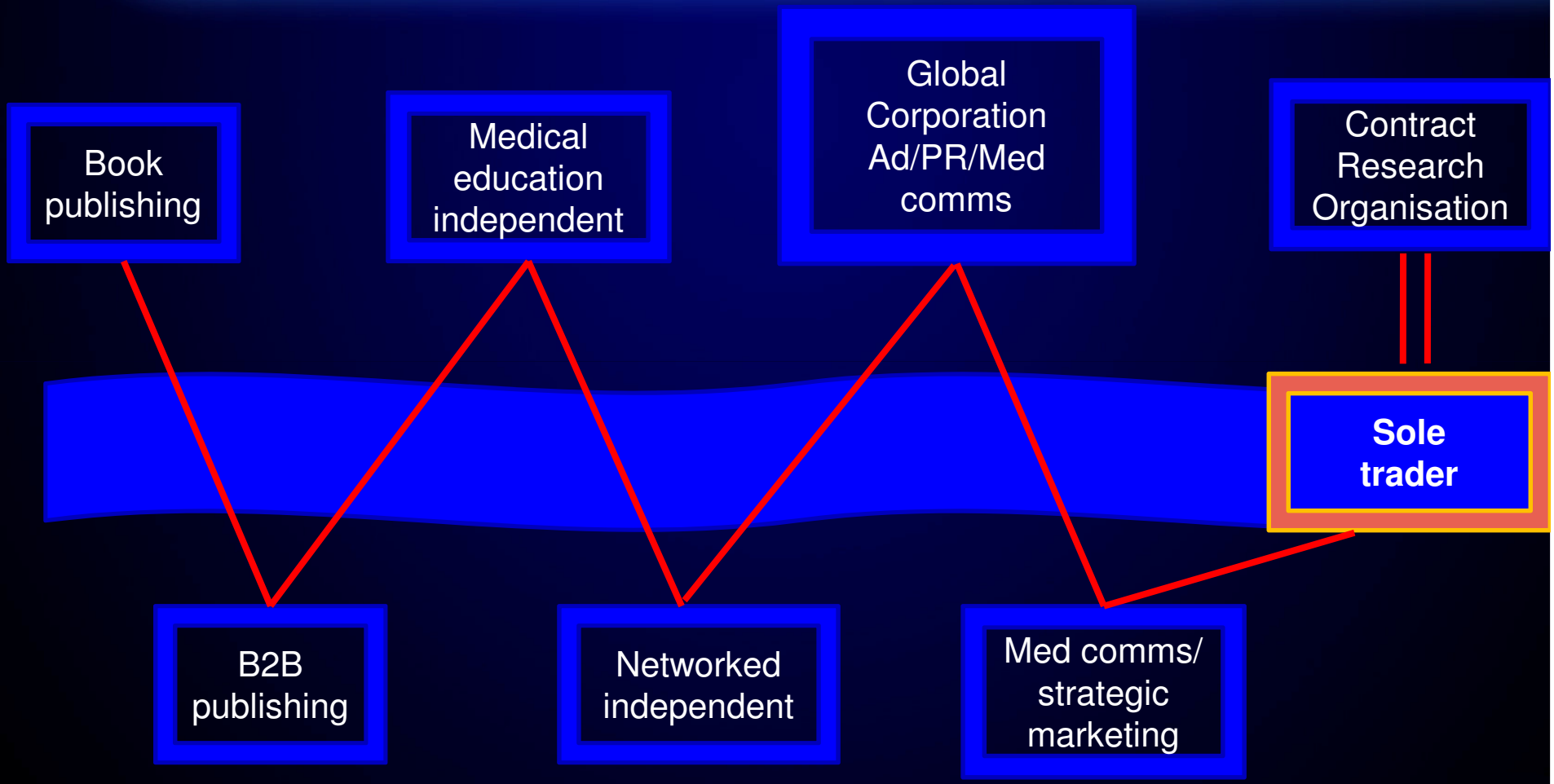
COLWOOD

Ogilvy Healthworld Medical Education

SEVEN POINT FOUR

Not all agencies are the same..



Med Comms in perspective

- Communicate a wide variety of medical information to healthcare professionals - Drs, nurses, pharmacists, payers (and sometimes to patients or patient groups)
- Usually paid for by the Pharma industry (somehow)
- Usually related, in some form, to a pharmaceutical agent or medical device either currently being marketed or still in development
- Can take many forms – word documents, printed materials, journal articles, meetings and events, electronic media and websites...
- Highly regulated environment – ethical and evidence-based
- Can work either at global, regional or domestic (eg UK) level – is quite a difference!

So what have I done in 20 years...

- What haven't I...

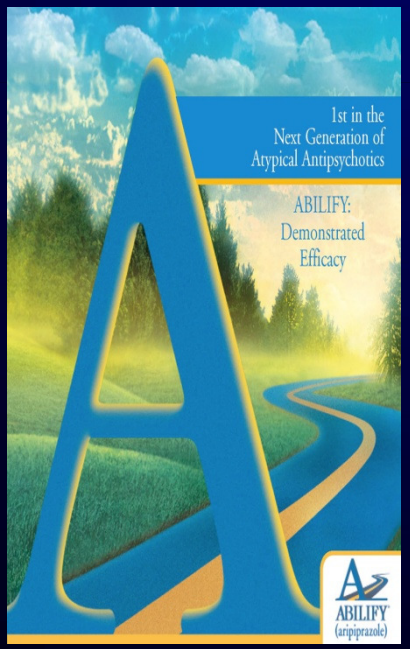
Has Med Comms been a good career for me?

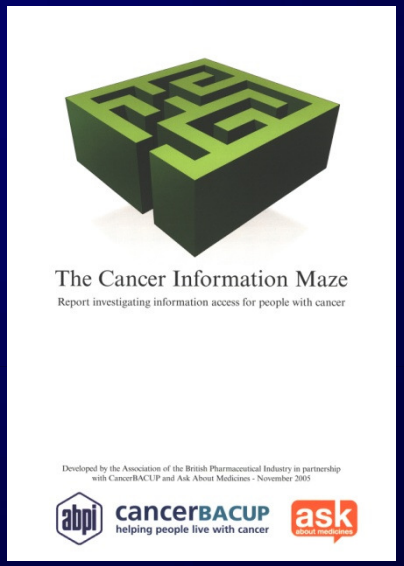
- Challenging but rewarding
  - Fast-moving, driven, dynamic
  - Variety and creativity
  - Flexible
- Applying interest in science and medicine to ‘bigger picture’
- Cutting edge exposure to new information and ideas
- Opportunity to meet ‘Thought Leaders’ at the top of their game
- Travel
- Opportunity for rapid career progression
- Interesting mix of colleagues
- GOOD medical writers always in demand

Also, you can make a difference...

Articles

Thrombolysis with alteplase for acute ischaemic stroke in the Safe Implementation of Thrombolysis in Stroke-Monitoring Study (SITS-MOST): an observational study





Oxford, May 2010

Thank you for listening

Feel free to ask us

..more..

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