



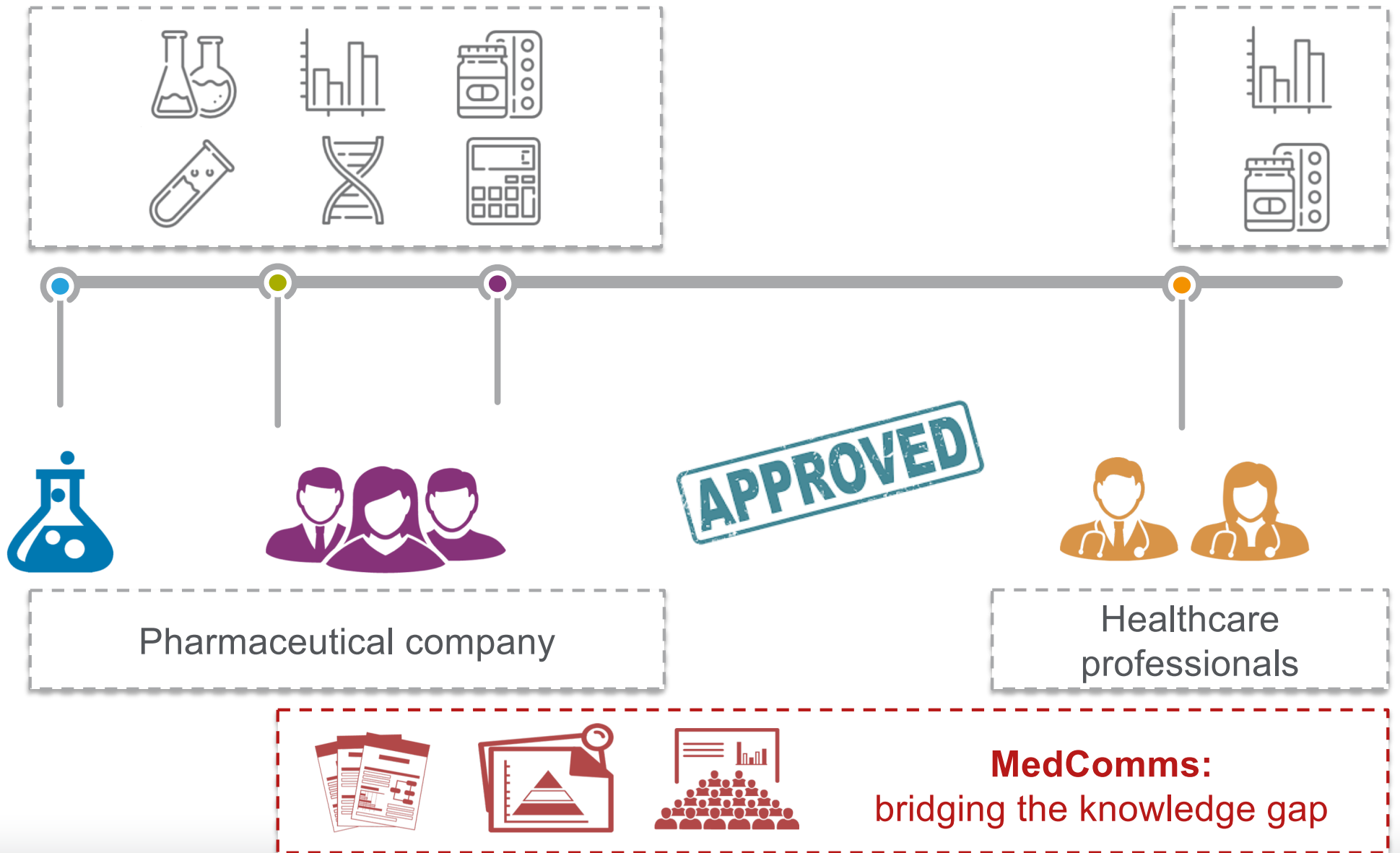
# Starting your career in MedComms

Hannah Wills

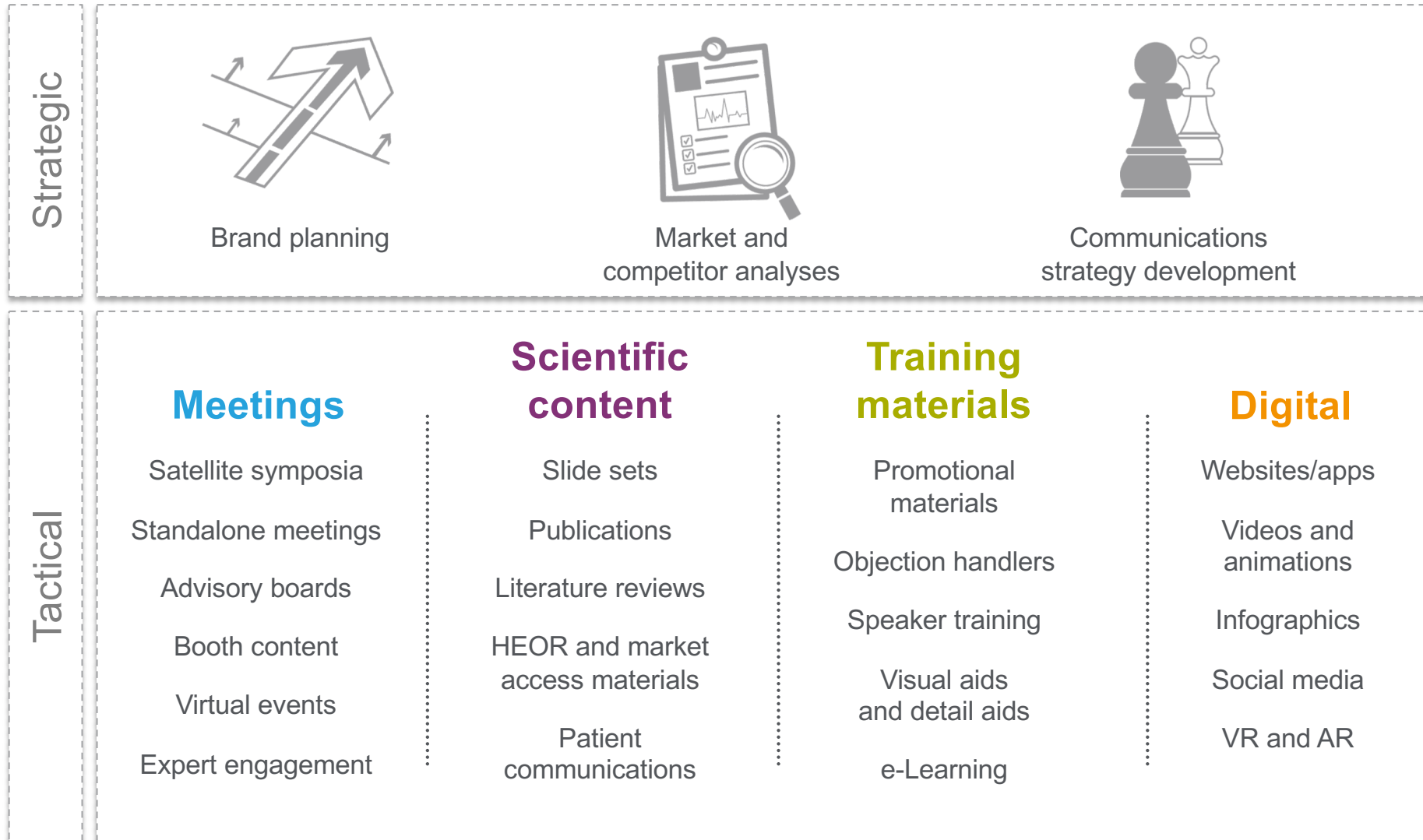
# What is MedComms?




# Why is MedComms so important?



# Bridging the knowledge gap



# What does MedComms mean to me?



MedComms agencies work with pharmaceutical clients to raise awareness of diseases and treatments, educating and informing healthcare professionals about the benefits and risks of new therapies, supported by clinical and economic data



Intellectually stimulating and rewarding



Chance to expand scientific understanding



Opportunity for development and growth

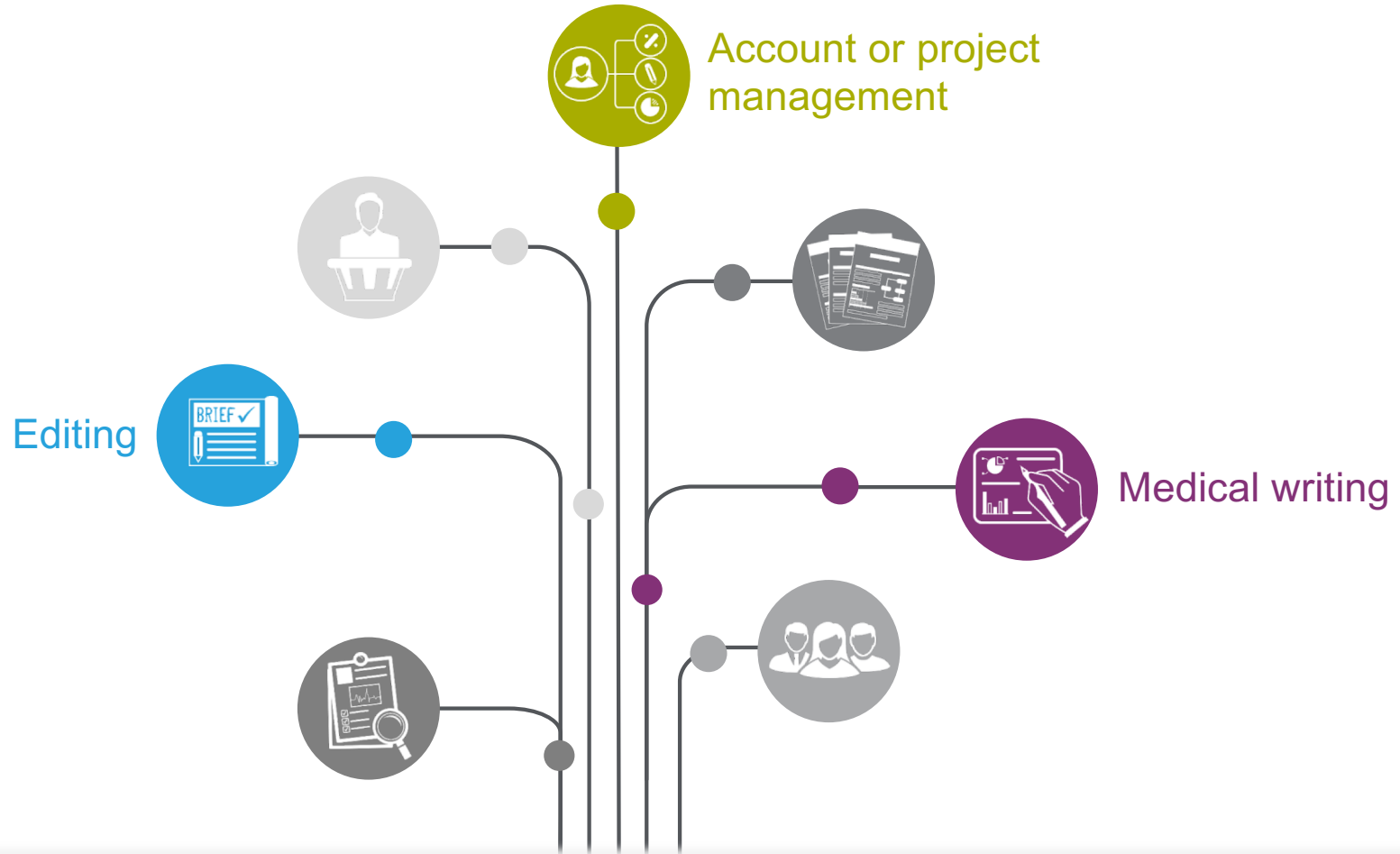


May involve travel to meet clients/KOLs

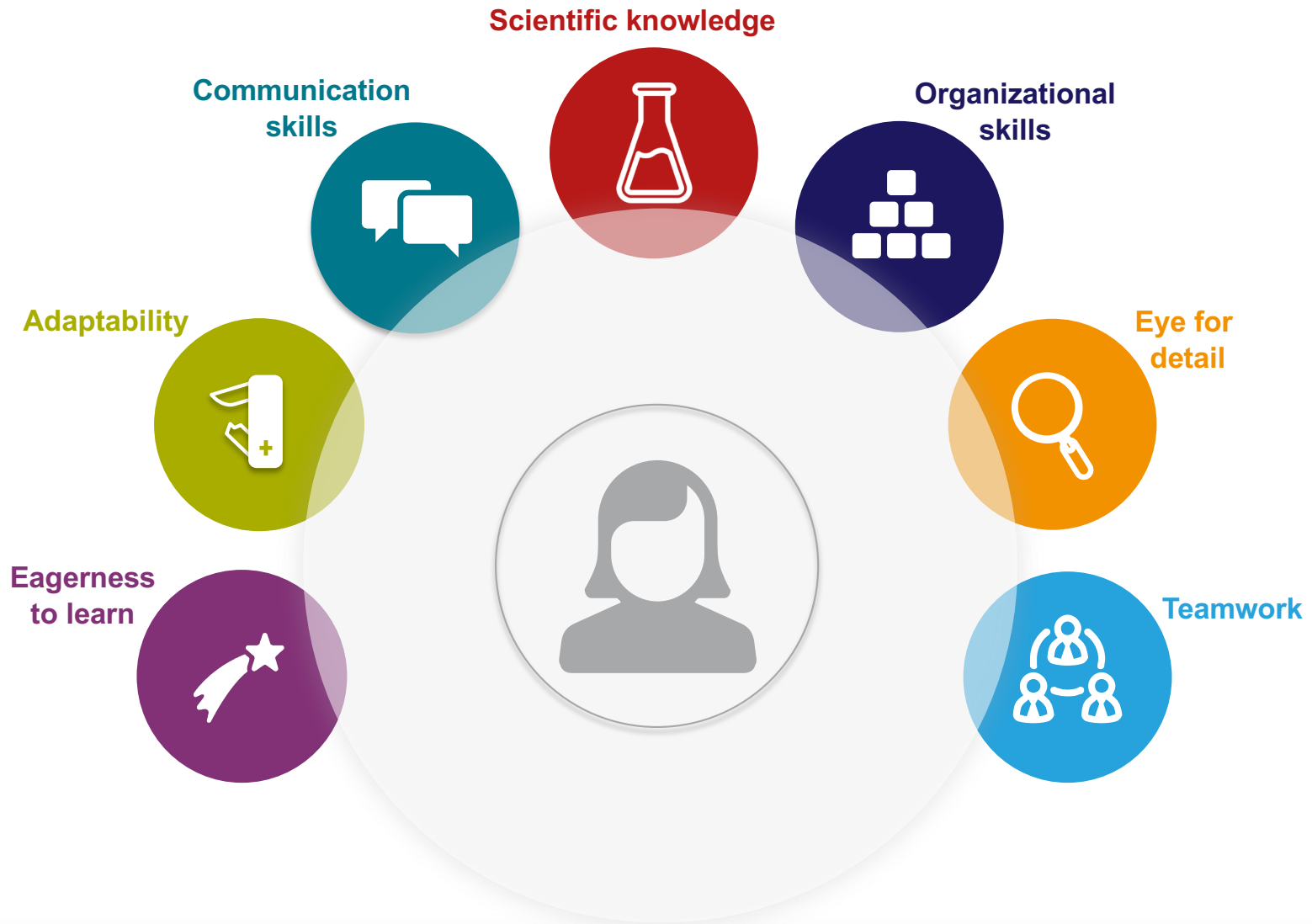


Teamwork and collaboration

# MedComms entry-level opportunities



# Key attributes for any role



# Working as part of a team



- ## Meeting
- Objectives and briefing calls
  - Agenda
  - Venue logistics
  - Attendee travel plans
  - Slide presentations
  - Pre-reading materials
  - Signage and materials
  - Slide rehearsals/tech checks
  - Onsite attendance
  - Post-meeting report
  - Evaluation forms



Medical writing



Scientific background



Medical editing



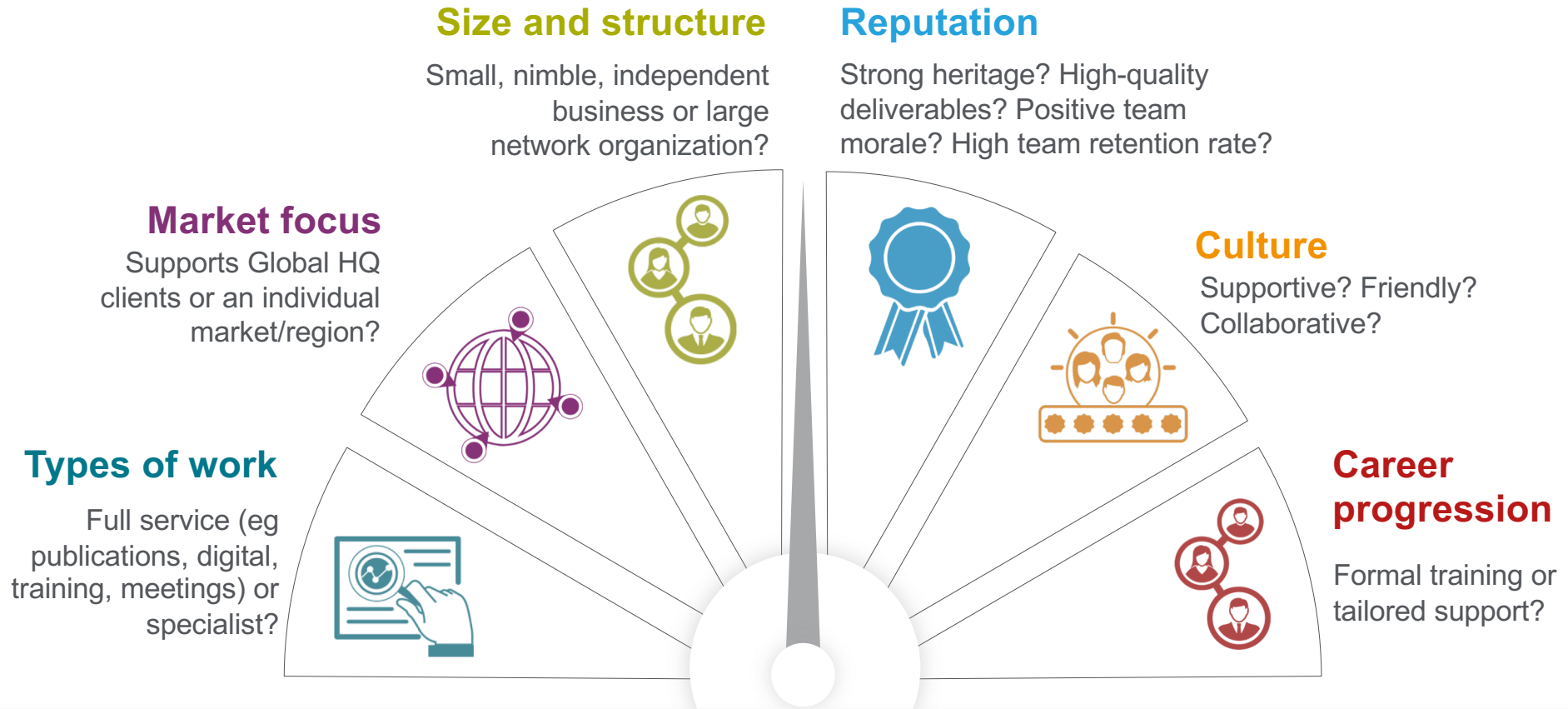
Design



Project management



# Choosing an agency – key criteria



No two agencies are the same – you need to find the *best fit for you*

# Sources of information

The collage features four distinct images:

- Top Left:** A website header for "SEVEN POINT FOUR" with navigation links: Who we are, What we do, Why 7.4?, Careers, Contact.
- Top Right:** A job board header for "FirstMedCommsJob.com" with the tagline "Let's get you started" and navigation links: ABOUT US, START HERE, ARCHIVE, ENTRY LEVEL JOBS, CAREERS EVENTS, RESOURCES, EMAIL ALERT.
- Bottom Left:** A Polaroid-style sign that says "We're HIRING an intern" with a background of colorful pens.
- Bottom Center:** A LinkedIn logo above a graphic of five stylized people icons and a steaming coffee cup.
- Bottom Right:** The header for the "EUROPEAN MEDICAL WRITERS ASSOCIATION" with navigation links: Home, About Us, Training, Journal, Conferences, Resources. Below it is a green banner for "A Day in the Life of MedComms" with the subtitle "A snapshot view of the global business that is MedComms".

Websites, networking events, internships/work experience are all invaluable sources of information to ensure that you are prepared for the interview **and** for your first day on the job



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# My journey into MedComms

Anna Bakewell



# My journey into MedComms

Medical Writer,  
7.4 Limited



Second interview



7.4 Open Day, January 2017



Building experience



MedComms Careers Session, January 2016



PhD Molecular  
Neuroscience  
Cardiff University



BSc Zoology  
Cardiff University

# Building experience



## Scientific research

- Alzheimer's disease research project
- Literature review
- Conference poster presentation



## Communication skills

- Published article for The Conversation
- Communicating Your Science Workshop
- Volunteering with children with learning disabilities



## Teamwork

- Korfball
- Working within a large team
- Postgraduate Day committee



## Organization and responsibility

- Self-directed research project
- Korfball club secretary
- Postgraduate Day committee co-chair
- Undergraduate research project supervisor



# What does a medical writer do?



“  
We have a new drug  
to launch!



“  
How will doctors use this  
drug?  
What further information do  
they need?  
  
Let's ask the experts!



“  
Here are my slides—  
all done!



## Treatment course

- Started treatment March 2017
- 160mg/d
- After 4 weeks, fatigue, HFSR, nausea
- Albumin 22mg/dL, Bilirubin 0.8mg/dL
- INR 1, Hb<sub>A1c</sub> 6.1%, CRP 4.5 mg/dL
- Dose modification 160mg>120mg

## Case study

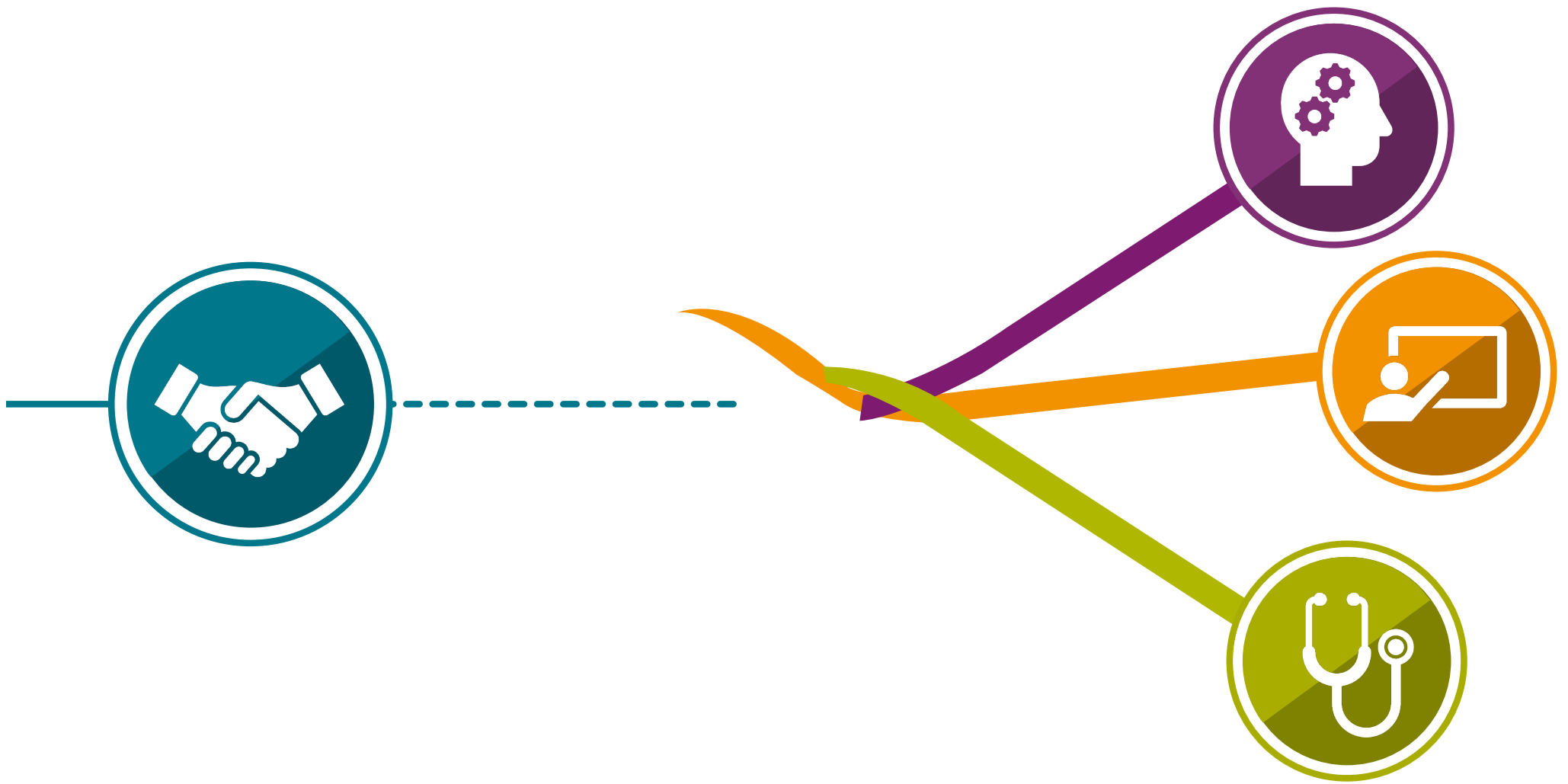
AEs reported after 4 weeks of treatment:

- Fatigue
- HFSR
- Nausea



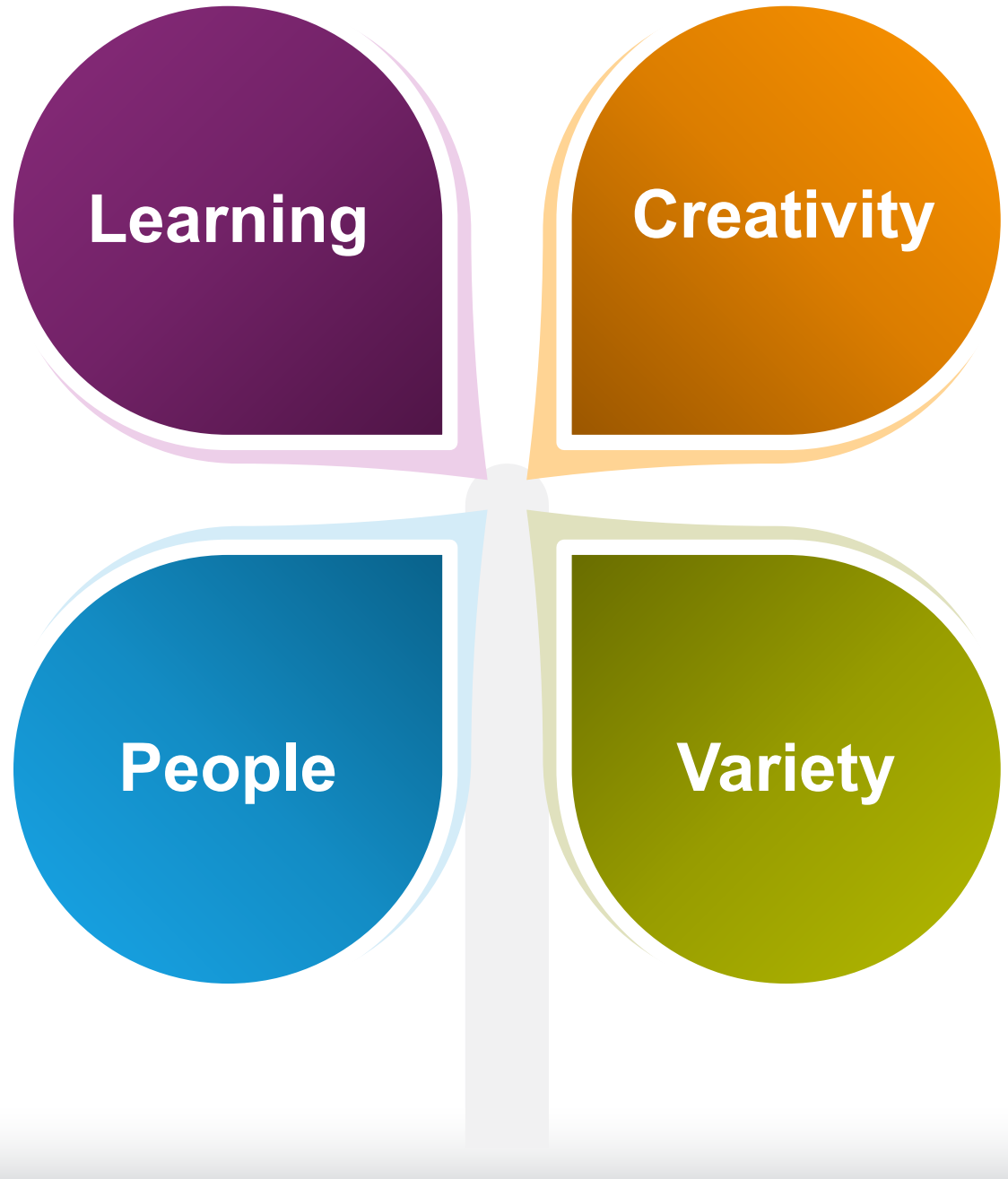
Dr X, personal communication







**Why do I like  
my job?**



Communication



Effective learning



Some cool PowerPoint tricks



Teamwork



What skills have I developed?



Time management



Organization and prioritization



Industry knowledge

# Thank you

Come and meet us at the AMICULUM booth



# Questions?

