Starting your career in med comms

Jane Smith and Ben Clarke
Introductions

An independent cluster of agencies providing medical communications, consulting, healthcare learning and digital services to clients worldwide
So, what is med comms?

Work with the pharmaceutical industry to raise awareness of diseases and treatments, educating and informing healthcare professionals on the benefits and risks of new therapies, supported by clinical and economic data.
Types of projects

Meetings
- Satellite symposia
- Standalone meetings
- Advisory boards
- Speaker training

Medical affairs
- Slide kits
- Expert engagement
- Publications/pubs planning
- Literature reviews

Commercial
- Promotional materials
- Objection handlers
- Internal training
- Market analyses

Digital
- Websites
- Apps
- E-learning
- Videos and animations
Work with the pharmaceutical industry to raise awareness of diseases and treatments, educating and informing healthcare professionals on the benefits and risks of new therapies, supported by clinical and economic data.

What does med comms mean to me?

- Intellectually stimulating and rewarding
- Chance to expand scientific understanding
- Opportunity for development and growth
- Teamwork and collaboration
- May involve travel to meet clients/KOLs
What are the entry opportunities?

Look out for opportunities to start general and then specialise later (ie internships or broad ‘trainee’ roles)

- Medical writing
- Editorial
- Account or project management
- Medical writing
Choosing an agency – key criteria

- Network
- Independent
- Local
- Global
- Specialist
- Broad services
Not all agencies are the same...
Sources of information
Sources of information
Agency life

Ben Clarke
What we do

Publications
- Abstracts
- Posters
- Oral presentations

- Manuscripts
- Systematic reviews
- Publications plans

- Internal brand meetings
- Advisory boards
- Roundtables

- Standalones
- Symposia
- Congress support

- Clinical study materials
- Patient materials
- KOL engagement

- Online resources
- Training materials
- Educational slide sets
- Payer materials / value dossiers
- Strategy development
Team structure

- Medical writers
- Trainee medical writers
- Editors
- Editorial administration
- Strategy support
- Experienced account support
- Trainee account support
- Team leadership

[Diagram showing the team structure with various roles and their connections]
Involvement by role

Writing Compliance

Technical review Strategic review

Budgeting

Editing

Strategic planning

START

FINISH

Medical writers
Trainee medical writers
Editors
Editorial administration
Strategy support
Experienced account support
Trainee account support
Team leadership

Review coordination
Design
Submission
Training process: medical writers

- Editorial meetings
- Annual agency event
- Lunch and learn sessions
- Accompanying senior writers
- Internal exercises
- Mentoring
- Trainee writer checklist
- Mentoring
Training process: medical writers
Training timeline

- **Start**
- **6 months**
  - Client liaison
  - Internal/client team meetings
  - Onsite congress support
- **1 year**
- **2 years**
  - Increased independence
Progression: team leader

- Medical writers
- Trainee medical writers
- Editors
- Editorial administration
- Strategy support
- Experienced account support
- Trainee account support

Team leadership
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Questions?
Altogether different

Come and speak to the team at the AMICULUM booth