Starting your career in MedComms
Hannah Wills

Vicki Wright
What is MedComms?

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.
Why is MedComms so important?

MedComms

We bridge the knowledge gap

Pharmaceutical company (our clients)

Healthcare professionals
How do we bridge the knowledge gap?

**Strategic input**
- Brand planning
- Market and competitor analyses
- Strategy development
- Consultancy projects

**Meetings**
- Congress symposia
- Standalone meetings
- Advisory boards
- Exhibition booth content
- Virtual events

**Scientific content**
- Slide sets
- Publications
- HEOR and market access materials
- Promotional materials
- Patient communications

**Training materials**
- Objection handlers
- Speaker training
- e-Learning
- Infographics

**Digital**
- Websites/apps
- Videos and animations
- Social media
- New technologies
What does MedComms mean to me?

- Intellectual stimulation and reward
- Expand scientific understanding
- Travel opportunities
- Teamwork and collaboration
- Professional and personal development
What are the entry opportunities?

Medical writers
Play a key role in communicating scientific data to a variety of audiences

Editors
Work with the wider team to check the technical accuracy and editorial quality of all materials at each stage of development

Account and project managers
Play an essential role in liaising with all parties to ensure that projects are delivered in line with the brief, timescales and budget
Key attributes

- Scientific curiosity
- Eagerness to learn
- Organizational skills
- Communication skills
- Eye for detail
- Adaptability
- Teamwork
Working as part of a team

Advisory board meeting

Objectives and briefing calls
  Agenda
Meeting invitations
  Venue logistics
Attendee travel plans
Slide presentations
Pre-reading materials
Signage and materials
Slide rehearsals
Onsite attendance
Post-meeting report
  Evaluation forms
Choosing an agency

Type of work
Full service (eg publications, digital, training, meetings) or specialist?

Market focus
Supports Global HQ clients or an individual market/region?

Size and structure
Smaller, nimble, independent business or large international network organization?

Reputation
Strong heritage? High-quality deliverables? Positive team morale? High team retention rate?

Culture
Supportive? Friendly? Collaborative?

Career progression
Formal training or tailored support?

No two agencies are the same – you need to find the best fit for you
Sources of information

Websites, networking events and 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.
My journey into MedComms
Vicki Wright PhD
7.4
This time
3 years ago...

Marketing Executive
in Publishing

PhD Neuropharmacology
- Public engagement
- Personal tutor
- Chair, Biology
- Postgraduate Society

BSc Biology with
industrial placement

3 years ago…
What did I have to offer?
Choosing a direction
From the interview to the current day

- April 2017: Offered full-time position
- Dec 2017: Account executive
- Sept 2018: Account manager

- Finance
- Client liaison
- Project management
- Scientific project work
A ‘typical day’

Team meeting
Client call
Brainstorm meeting
Project work

Emails
Account finance
Lunch!
Project work
Did I choose the right path?
What skills have I developed?

- Communication
- Relationship development
- Industry knowledge/strategy
- Financial acumen
- Organization and prioritization
- Travel