

# Starting your career in MedComms





Vineeta Rayan



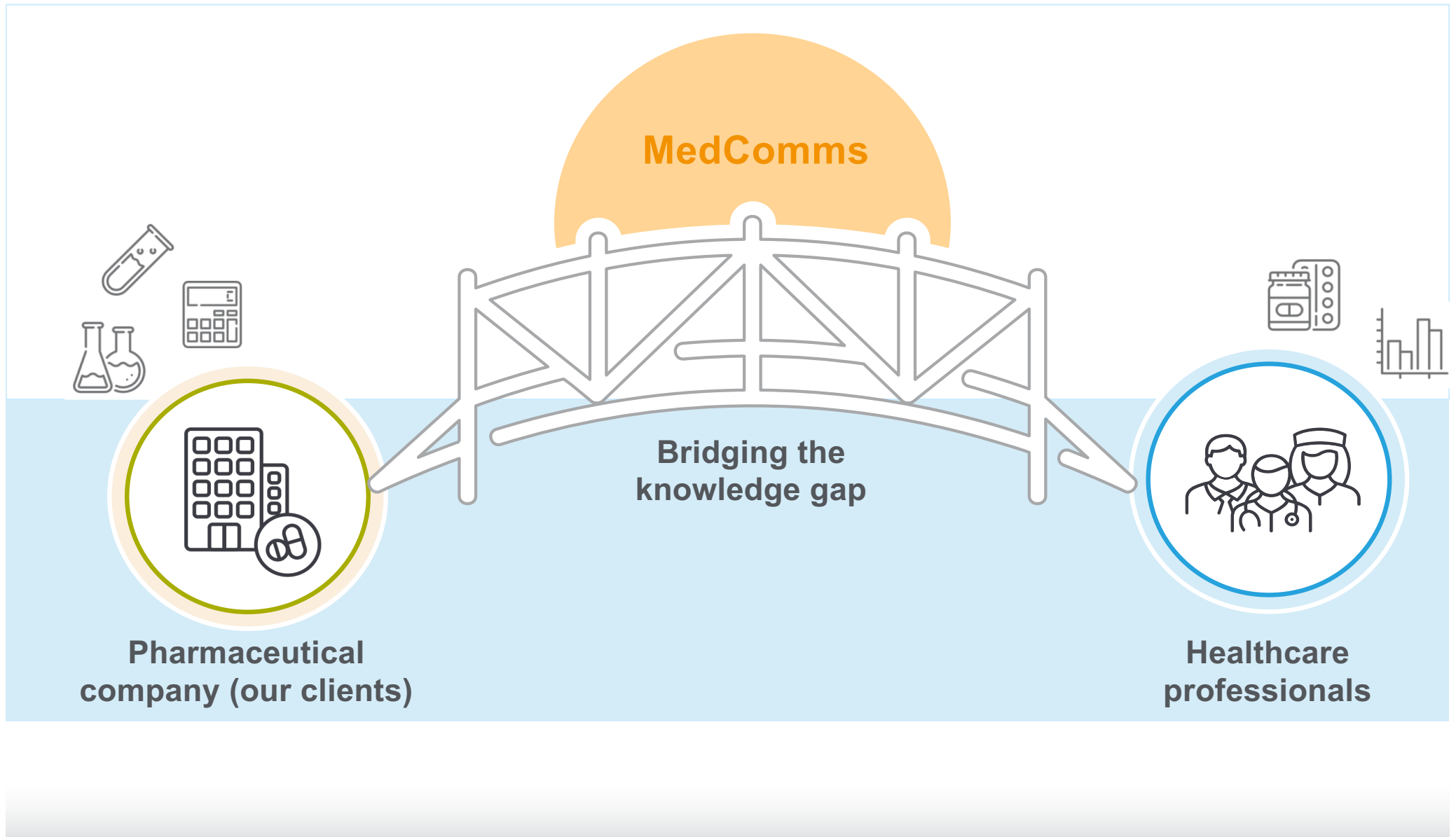
Olivia Harrison

# What is MedComms?

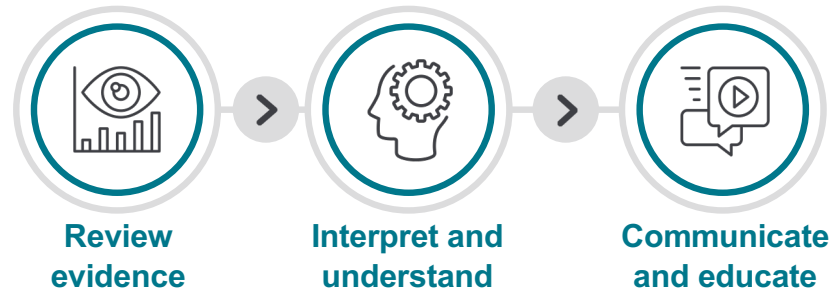
MedComms agencies work with **pharmaceutical clients** to **raise awareness** of diseases and treatments, **educating** and informing **healthcare professionals** about **the benefits and risks** of new therapies, supported by clinical and economic **data**



# Why is it so important?



# How do we bridge the knowledge gap?



Strategic input	Meetings	Scientific content	Training materials	Digital
Brand planning	Congress symposia	Slide sets	Objection handlers	Websites/apps
Market and competitor analyses	Standalone meetings	Publications	Speaker training	Videos and animations
Strategy development	Advisory board meetings	HEOR and market access materials	e-Learning	Social media
Consultancy projects	Exhibition booth content	Promotional materials	Infographics	New technologies
	Virtual events	Patient communications		

# What does MedComms mean to me?



Intellectual  
stimulation  
and reward



Expand  
scientific  
understanding



Professional  
and personal  
development



Travel  
opportunities



Teamwork and  
collaboration

# What are the entry opportunities?

**Medical writing**  
**Account and project management**  
**Editing**

## **Key attributes for any role:**

- Scientific knowledge
- Teamwork
- Eye for detail
- Organizational skills
- Good communication skills
- Adaptability
- Eagerness to learn



# Medical writing

**Medical writers play a key role in communicating scientific data to a variety of different audiences**

A flair for transforming complex scientific information into clear and engaging content is important. In addition, you need to demonstrate a desire to work as part of a team and to high standards of scientific and technical accuracy

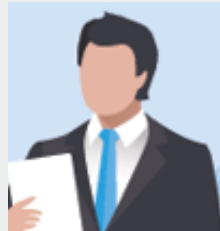




# Working as part of a team



Account Director



Account handler



Scientific lead



Medical writer



Trainee medical writer



Project manager



Designer



Editor

## Advisory board meeting

### Briefing calls and objectives

#### Agenda

#### Meeting invitations

Venue logistics

Attendee travel plans

#### Slide presentations

#### Pre-reading materials

Signage and materials

#### Slide rehearsals/tech checks

#### Onsite attendance

#### Post-meeting report

Evaluation forms

# Account and project management

**Account and project managers play an essential role in liaising with all parties to ensure that projects are delivered in line with the client's brief, on time and on budget**

Good communication and organizational skills are essential for this role. You also need to be adaptable, be able to juggle priorities, and work effectively as part of a team



# Editing support

**Editors work in collaboration with the wider team to check the technical accuracy and editorial quality of all materials at each stage of development**

To thrive in this role you need a keen eye for detail, good organizational skills and the ability to work to deadlines



# Choosing an agency – key criteria

## 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?



# Choosing an agency – key criteria

## Reputation

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

## Culture

Supportive? Friendly? Collaborative?

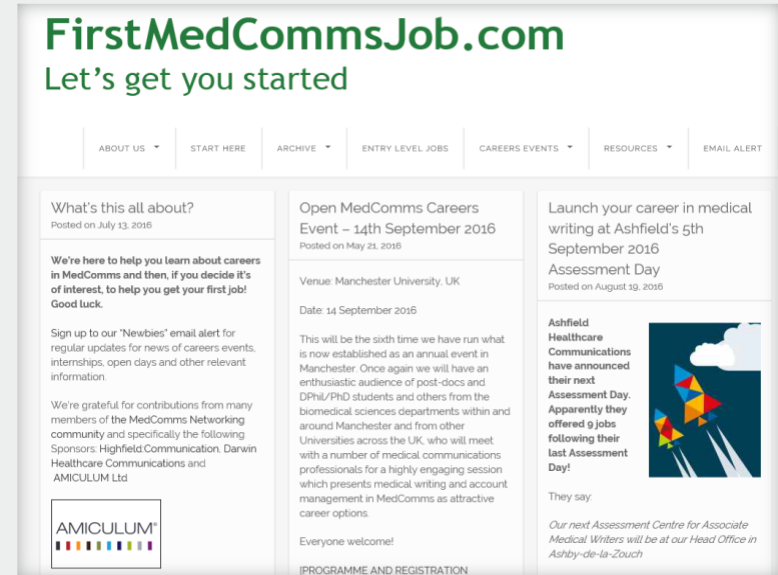
## Career progression

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, 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



# *altogether*

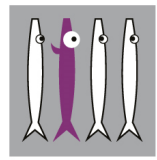
different



COMRADIS



EVIDA



MUDSKIPPER

上海



DIGITAL



SEVEN POINT FOUR



SEQUES



DELTA KN



DESIGN

NZ • CHINA • SINGAPORE • UAE • SWITZERLAND • UK • USA