Starting your career in MedComms
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?

MedComms

Bridging 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 board meetings
- 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

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**Review evidence**

**Interpret and understand**

**Communicate and educate**
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

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 Director
Account handler
Scientific lead
Medical writer
Trainee medical writer
Project manager
Designer
Editor
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 (e.g., 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.
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different