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

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
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

- 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
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.
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.
How did I get here?

Jack Bills
Wear sunscreen

“If I could offer you only one tip for the future…. sunscreen would be it.
The long-term benefits of sunscreen have been proven by scientists whereas the rest of my advice has no basis more reliable than my own meandering experience…”
A little about me…

**BSc (Hons) Genetics**
- CRISPR gene editing dissertation
- Breast cancer research project
- 12-month industrial placement at GSK

**Work experience**
- University Admissions Team
- Royal Air Force reserves
- Opticians

**Extra curricular**
- Volunteering projects in Africa and Asia
- Leader of the Staffordshire Youth Orchestra
- Halle Youth Orchestra
Job hunt – Part I

What I wanted:

• A permanent job
• To utilise the content and skills from my degree
• To help improve patient access to information on science and medicine
• To move from lab research towards a patient-focused role

What I got:

• A temporary job
• Hospitality
• No intellectual stimulation
• No use of my degree
“Remember the compliments you receive, forget the insults. If you succeed in doing this, tell me how”

“Unfortunately, on this occasion, due to a lack of experience…”
My route into MedComms

“Have you considered MedComms? AMICULUM is advertising a commercial internship”
Researching MedComms

YouTube

Company websites

Related articles

- http://medcommsnetworking.com/
- https://firstmedcommsjob.com/
The Internship

3-month internship
Permanent job offer: Trainee Account Executive

“Whatever you do, don't congratulate yourself too much or berate yourself either, your choices are half chance, so are everybody else’s”
What do I actually do?

1. Project management
2. Finance

And a whole lot more…
CAR T-cell therapy:

1. CAR T cells: 1
2. Cancer cells: 0
3. T cells are harvested via apheresis and sent to a lab for reprogramming.
4. CAR T cells are delivered into the patient's blood by infusion as a one-time treatment.
5. CAR T cells undergo expansion in preparation for delivery to the patient.
6. CAR T cells are activated and a viral vector is used to deliver RNA containing the CAR.

CAR T-cell therapy designated as 'breakthrough' therapy by the FDA.

Ongoing Trials:
- Solid tumours
- Haematologic malignancies

アメリカ
144 trials
26%
30%

イギリス
15 trials
83%
My advice?

- Research and network
- Don’t get disheartened
- Seek opportunities
“Trust me on the sunscreen”