Ashfield Healthcare Communications

Katie Johnson, Talent Acquisition Associate

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Ashfield Healthcare Communications: An overview
...Our mission is to partner with our clients, improving lives by helping healthcare professionals and patients get the medicines, knowledge and support they need
So who is Ashfield?

We are a dynamic international healthcare services company

‘We partner with our clients, improving lives by helping healthcare professionals and patients get the medicines, devices, knowledge and support they need’

Commercial
Comprehensive, ingenious and effective sales & marketing solutions

Clinical
Patient support and healthcare professional education. Delivered in person, online or over the phone, our programmes bring clarity and build confidence

Healthcare Communications
Connecting insight, intelligence and expertise to deliver powerful multichannel communication solutions

Insight & Performance
Delivering business analytics, insights, marketing consultancy and proven programmes to drive organisational excellence

Market Access
Comprehensive services to support strong formulary positioning

Medical Information
Highly regarded, compliant and accurate medical information services

Meetings & Events
Delivering meetings & events with certainty and impact

Pharmacovigilance
Outstanding pharmacovigilance expertise and risk management services
Ashfield Healthcare Communications

1,200 People
Networked globally

Multichannel healthcare communications agencies
ACUMED
Ashfield Healthcare Communications K.K.
BlueMomentum
Cambridge BioMarketing
CircleScience
Cirrus Communications
Clinical Bridges
CodonMedical
FireKite
Gardiner-Caldwell Communications

Ashfield collaborators
Nurse educators and call centres
Contract sales and telesales
Medical information and pharmacovigilance
US market access

Specialists and centres of excellence

SCIENTIFIC PR
Galliard Nyxeon

DIGITAL, CREATIVE AND MARKETING
Ashfield Digital & Creative

CONSULTING
Insight & Performance InterPhase Consult

EVENTS AND EXHIBITS
Ashfield Meetings & Events

DISEASE EDUCATION
HIV Therapy Congress
Viral Hepatitis Congress
NDEI diabetes portal

Integrated multichannel services
Creative branding and marketing
Digital strategy and solutions
eLearning and training
External expert programmes
Healthcare strategy consulting
Live and virtual meetings
Medical education
Patient engagement programmes
Marketing strategy and materials
Publication planning and medical writing
Scientific and consumer PR
Strategic communications
We are Excellence. Connected.
*Sharing the fruits of insight and experience*

**GLOBAL NETWORK**

1200

STAFF IN EUROPE AND THE UNITED STATES

Backgrounds in healthcare communications, clinical practice, industry, and academia

~90%

MEDICAL & SCIENTIFIC SERVICES TEAM
HAVE AN MD, PHD, OR PHARMD

**High value insights and best practice multichannel application**

350+

Products supported from discovery to end of patent life across >130 therapy area indications

Partners with >105 pharma, biotech, device and nutraceutical companies
Reaching audiences, wherever they are

**Experts**
- External expert engagement programmes
- Strategic content planning
- Publication planning and medical writing
- Medical education programmes
- Advisory boards
- Peer-to-peer networking
- Scientific dialogue meetings
- Medical Scientific Liaison officers

**Prescribers**
- Market access consultancy
- Flexible sales teams across 20 countries
- Customer service representatives
- Remote detailing
- Medical dialogue centre services
- Nurse-led education teams
- Full meetings and events support
- Virtual and face-to-face training

**Patients**
- Patient engagement consultancy and research
- Patient education programmes and meetings
- Direct patient care programmes
- Treatment adherence support
- Nurse-led virtual and telephone support
- Clinical audit and review services
- Service redesign and support services
- Consumer and patient information
Different audiences require different communication outputs
Digital initiatives

Launch meetings

Disease area education

Meetings

Publications

Training materials

Many more

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www.ashfieldhealthcare.com
38% Medical & Scientific Services

22.5% Client Services

11% Digital

28.5% Others

- Support Services
- Consultancy
- Workflow Solutions
- Congress
- Exhibitions
- Research Group
Our values

**Quality**
For us only the best is good enough

**Partnership**
We build on trust through delivering on our promises

**Ingenuity**
Our commitment to resolving problems and resourceful thinking everyday

**Expertise**
Together we have a wealth of knowledge and skills built over many years

**Energy**
We are passionate about what we do and eager for success
Can you build a career at Ashfield...
Key skills and responsibilities of a Medical Writer

**Skills**
- Technical skills
- Confident and decisive
- Attention to detail
- Thick-skinned
- Flexible
- Creative ability
- Excellent inter-personal and communication skills
- Enthusiastic and hard-working
- Organised and disciplined

**Responsibilities**
- Grammar, writing, editing
- Style/consistency, syntax, scientific accuracy, layout and design
- Good basic knowledge of healthcare and the pharmaceutical industry
- Familiarity with code of practice guidelines for medical copy/copyright issues
- In-depth knowledge of therapy area
Where can you find us in the UK

**Glasgow**
- Victoria Mill
- Peakside House
- Hazelwood House

**Macclesfield**
- Victoria Mill
- Peakside House
- Hazelwood House

**Dublin**

**Maidenhead**

**London**

**Witney**
A day in the life of an Associate Medical Writer...
What is a Medical Writer?

- For most pharma products, a communications and publications programme will run alongside the clinical development process and beyond to ensure it remains on the clinical radar
  - A Medical Writer will provide a breadth of support for these activities

The role of a Medical Writer

- Work within a multi-disciplinary team to deliver high-quality scientific content for a wide range of materials
- Attend conferences, advisory boards and standalone meetings
- Review other writer’s work to check for scientific accuracy and grammatical/editorial errors
- Keep an eye on competitor drugs and strategies
- Liaise with a wide-range of clients, key healthcare professionals, experts and other agencies (statistics, creative, AV, iPads etc...)

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Day-to-day role

What many people think a typical day is like...

What our day is actually like....

Administrative tasks include:

- Phone calls
- PowerPoint slides
- Emails
- Writing
Day-to-day role cont’d...

**Emails**
- Sending out projects
- Chasing authors
- Following up with clients
- Ensuring project meets scope
- Briefing team members

**Writing**
- Abstracts
- Manuscripts
- Oral presentations
- Poster presentations
- Congress materials
- Educational/disease awareness materials
- Newsletters
- Etc...

**Meetings**
- Team meetings
- Client status updates
- Client launch meetings
- Manager catch-ups

**Learning new therapy areas, e.g.:**
- Cancer immunotherapy
- Alzheimer's disease
- COPD
- HIV
- Eating disorders

**Refuelling**
- Coffee
- Biscuits
- CAKE!
- United lunches

**Much more…**
Typical career path of a Medical writer

- Medical Writer
- Editorial Team Leader
- Principal Writer
- Senior Medical Writer
- Associate Medical Writer
- Scientific Director

CLEAR & DEFINED CAREER PROGRESSION

ONWARDS...
What makes Ashfield different...
The Allegro Programme

- Allegro is our 12-month, accelerated-learning programme for Associate Medical Writers based out of our Macclesfield office

- Allegro comprises of an 8-week training phase followed by two five-month rotations around our healthcare communications agencies, after which you will join one of our agencies as a writer

- To be considered for the role you must have a 2:1 in a Life Sciences degree. No previous writing experience is necessary: Ashfield provides extensive training, development and mentoring
Getting on to Allegro

We hold Assessment Centres throughout the year for our Associate Medical Writer roles.

This is a 1 day event incorporating; writing tests, group exercises and interviews.
What makes Ashfield different?

I like how Ashfield has the Academy as part of the company, it means there is a clear training programme rather than just being dropped straight into it! Ashfield also has a very clear structured career progression. I also like that Ashfield is such a large company, it meant I knew I wasn’t going to be the only new person! It also offers the opportunity to move to different disease areas and different types of projects which you wouldn’t get at a smaller agency.

Abi, AMW

Ashfield made me feel part of the team before I’d even got the job! They taught me lots about the company and their values. Even after I wasn’t successful in the role I applied for I was given an opportunity to apply for another role which shows they valued me as a person and helped me to find my place within the company.

Bridie, Project Assistant.

I chose Ashfield because of the potential for great training and development and the opportunity to grow my career within the company.

James, AMW

I was drawn to apply to Ashfield because of the company’s broad scope of work across the Med Comms field. Throughout my application process I was so impressed by how friendly and supportive everybody was, be that over the phone or email, or finally at my assessment day! When I joined Ashfield, I was quickly made to feel like a valuable part of the team and have already learnt a lot about the industry in my short time here.

Molly, AMW

Ashfield are very focused and passionate about hiring people who are brand new to MedComms as they have the resources to train people up from the beginning and help them develop throughout their career.

Victoria, AMW

I knew as soon as the assessment day was over that I definitely wanted to work for Ashfield. The professionalism of the employees, and the extent to which they put my mind at ease in order for me to perform at my best is unrivalled by any other application process I’ve experienced. The day is a great taster of what life at Ashfield is like as every employee I have met on my journey so far has mirrored this caring nature.

Emily, AMW
What else do we do...
We make being at work fun...
Ashfield Cares

We are improving lives now

<table>
<thead>
<tr>
<th>Charities supported</th>
<th>Time donated</th>
<th>Goods donated</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 charities supported</td>
<td>61.50 hours donated (adding £615 to our fund matching pot)</td>
<td>1,234 items donated (adding £832 to our fund matching pot)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Money raised for charities</th>
<th>Amount fund matched</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colleagues: £6,311</td>
<td>£2,026 matched to date</td>
</tr>
<tr>
<td>Ashfield Cares: £1,671</td>
<td>12 successful applications (and counting!)</td>
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Just some of the charities!
THANK YOU

For more information please contact us

Katie Johnson
Talent Acquisition Associate

Katie.johnson@ashfieldhealthcare.com
+44 (0)1625 664045