



Medical Communications - The Agency Perspective

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PAREXEL MedCom

Today's Agenda

- What we do?
- How we do it?
- What we look for in a scientific writer?
- Training and career opportunities



What we don't do!

- “Sell drugs”
- “Ghost write!”
- “Work for the Lancet”

Quote of the Day:

- “I have no idea what Dave does but he seems to enjoy it...something medical?”

© Dave's Mum

What we actually do is...



Link clients to professionals, so they can help patients in need



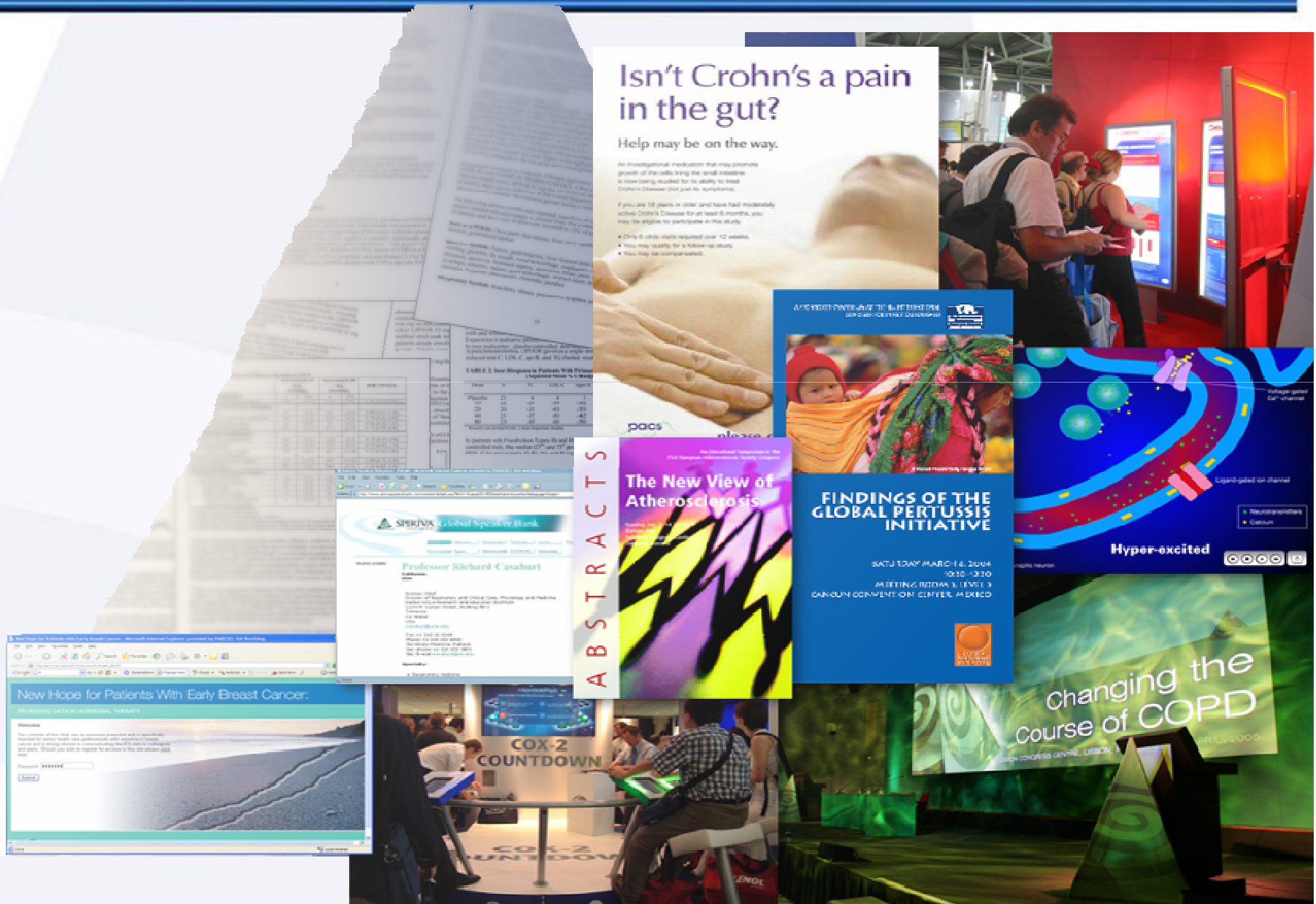
biogen idec



GE Healthcare



Translate Complex Scientific Data into Motivating Communications



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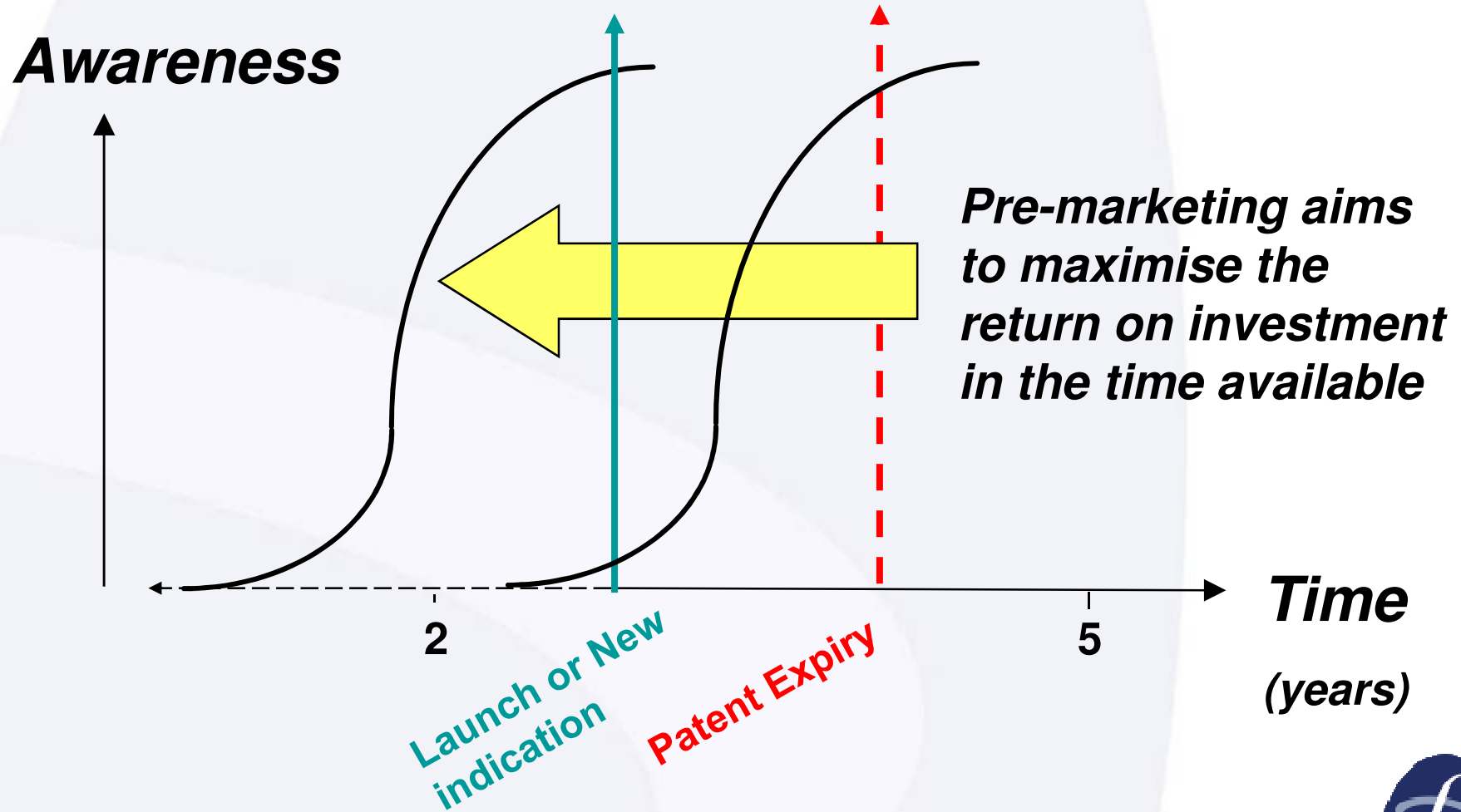


What is “Pre-launch Marketing”?

- Medical communication activities carried out before a drug is available for doctors to prescribe
- This can include:
 - Market Development
 - highlighting unmet medical needs
 - improving knowledge of a disease area
 - presenting a new therapeutic approach
 - Product Support
 - specific product information
 - Internal Communication
 - organisation and planning



What will Pre-marketing Achieve?



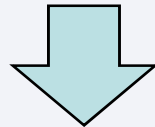
Why is Pre-launch Marketing Important?

- Development of a new drug takes around 10-15 years
- For every new drug that succeeds there is another that fails
- Patent on new drug is for 20 years
- Cost of development ~\$1 billion
- There maybe as little as 5 years to recoup investment
- Increasing competition and pressures on the industry make effective pharmaceutical marketing ever more important
- Medical communications can continue until well *after* launch

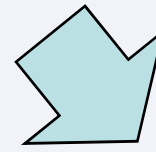
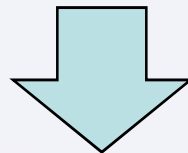
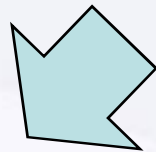


Typical Scientific Projects

Managing/tracking client's data



Disseminating data/scientific messages



Journals

Manuscripts
Proceedings

Congresses

Abstracts
Scientific posters
Speaker slides
Symposium materials
Exhibit panels
Post-meeting publications

Stand Alone

Monographs
Websites
Slide kits
Newsletters
CD-ROM
Videos



The Scientific and Editorial Delivery Process

Confirm requirements + budgets



Project kickoff



Create schedules

(Liaison with Studio, Meetings, Exhibits, Despatch)

*There is more to it than just
writing good science!*

Internal/Client/Faculty approvals



To Studio for layout



Internal/Client/Faculty approvals



To print + despatch/shipping



Reconciliation/Debrief

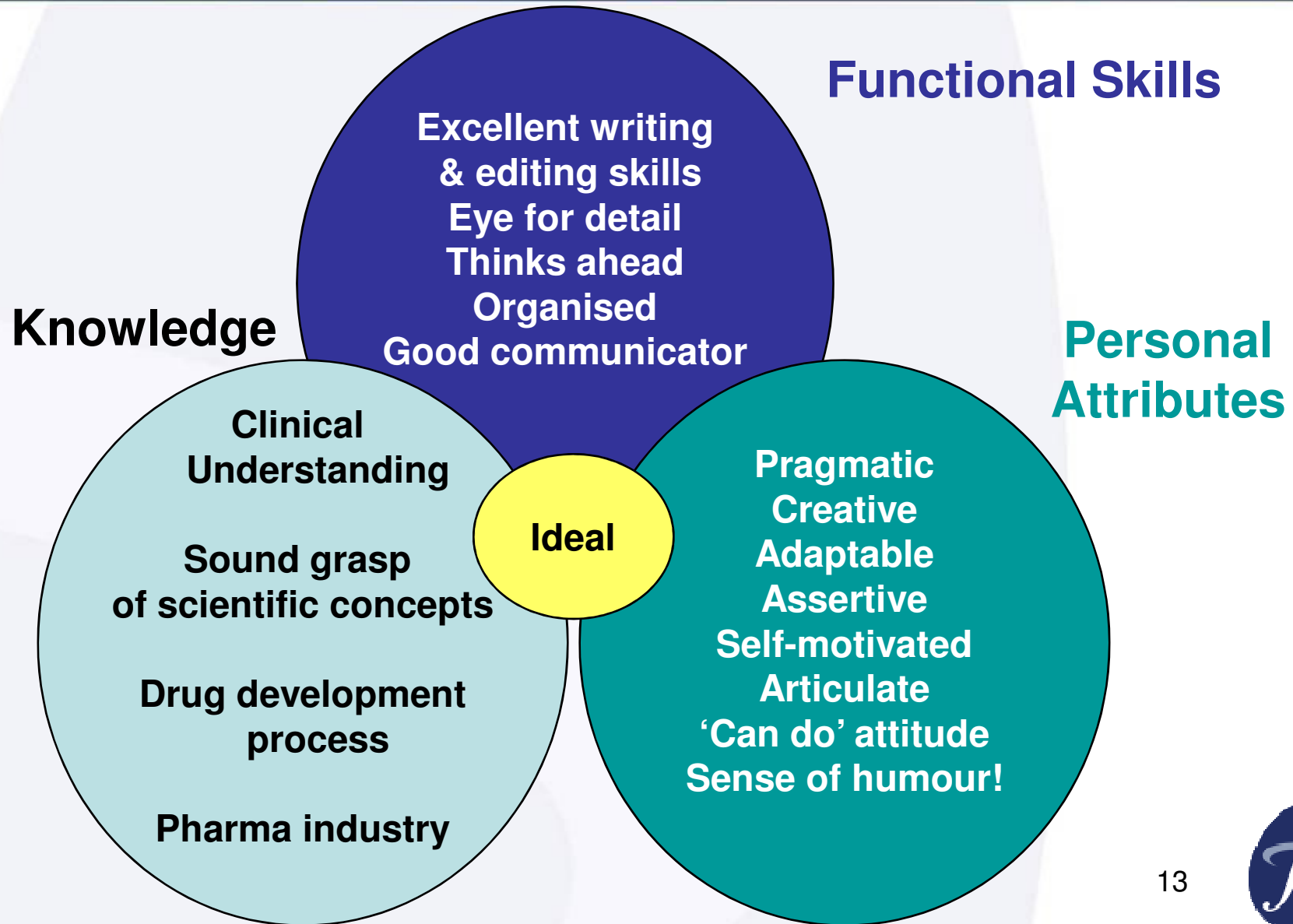


Agenda

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- How we do it?
- **What we look for in a scientific writer?**
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The Ideal Scientific Writer



Can You Meet The Daily Challenge?

- Working to budget



- Demanding clients



- Working to schedule



- Constantly moving targets

- Maintaining highest quality



The Rewards of Medical Writing

- Intellectual challenge
- Being at the forefront of medical science
- Developing good working relationships
 - Colleagues
 - Clients
 - Opinion leaders
- Seeing the end product
- Contributing to the company's success/growth
- Remuneration, benefits
- Travel



Why PAREXEL MedCom?

- Over 90 on-staff Scientific Writers and Editors
 - 74% Advanced degrees, 60% with PhDs or MDs
 - 50% Published authors
 - Many on journal Editorial Boards
- Unrivalled training program – The Academy
- Breadth of opportunities within Scientific and Editorial Services
 - Promotion from within
 - Well defined career path
- Supportive, informal, and pleasant working environment
- Healthy emphasis on work life balance
- Sports and Social Club



How to become a Scientific Writer...

- Get a biomedical degree and/or relevant pharma experience
 - Advanced qualifications are preferable
- Practice your writing skills
 - You will be assessed via a writing sample!
 - Demonstrate an ability to write creatively and accurately
 - Demonstrate a deep understanding of science and interpretation of clinical trial/scientific data
- Apply
 - Direct: To agencies
 - Speculative: Networkpharma or Inpharm
 - Job adverts: Guardian, New Scientist, EMWA
- Interview
 - Screening call
 - Writing sample
 - Face-to-face interview



Dave's Story

Bayer Schering Pharma



**BSc in Physiology
and Biochemistry**



**Medical Information
(9 years)**



**Sales
(1 Year)**



**Scientific Writer
(7 years)**



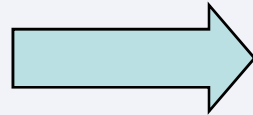
**Persuaded by
former boss to join
PAREXEL**



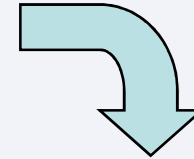
Charlie's Story



**BSc in Medical
Biochemistry**



**Postgraduate
research
(4 years)**



**Medical Writer
(6 years)**



**Medical Writer
(6 years)**



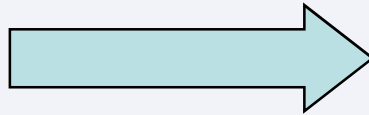
**Head-hunted to
join PAREXEL**



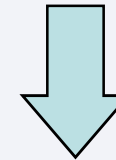
Dominik's Story



**BSc in
Biochemistry and
Zoology**



**Environmental volunteer
work in Brazil**



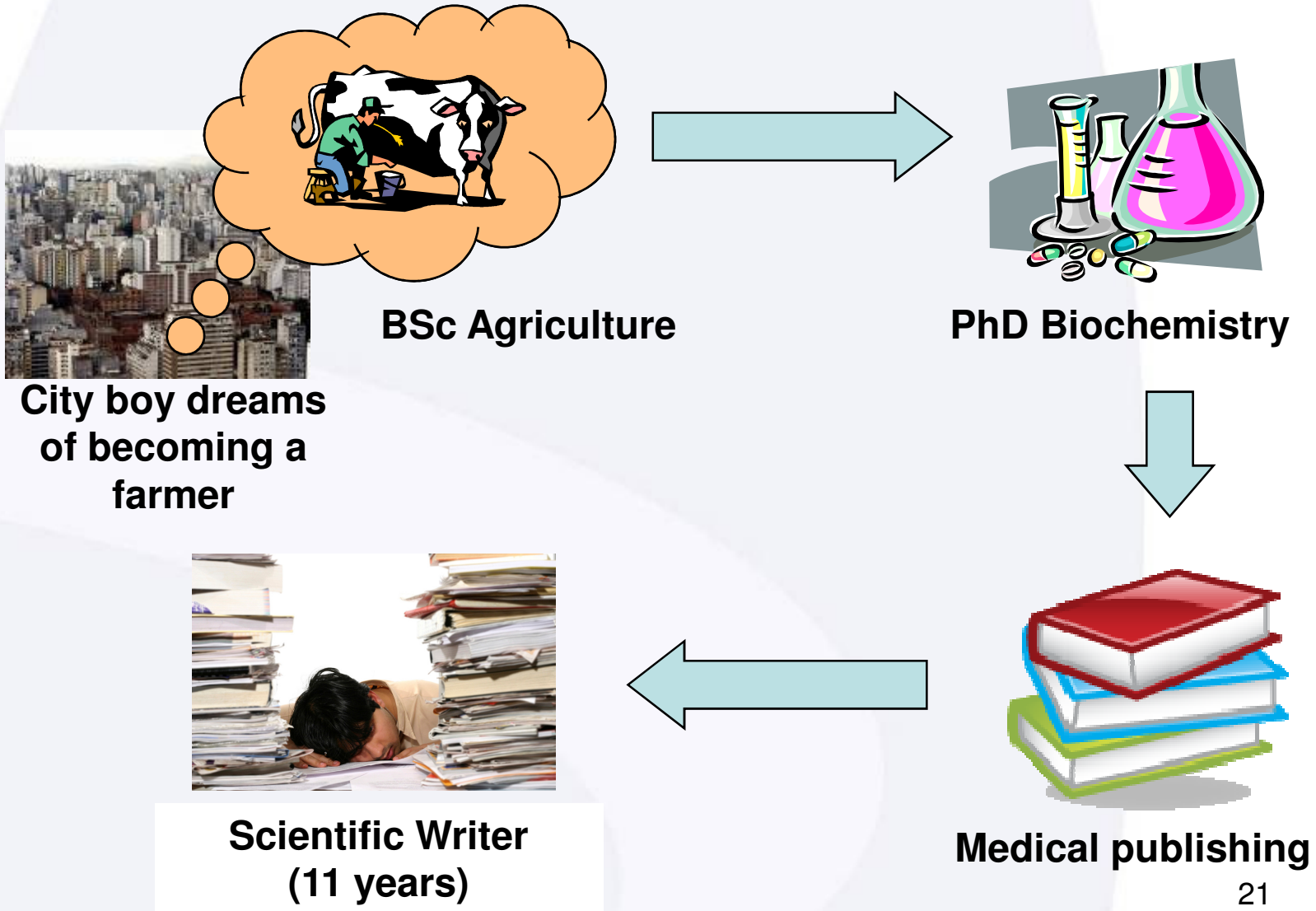
**Surfer and PAREXEL
freelancer in Oz**



**MSc Environmental
Conservation** ²⁰



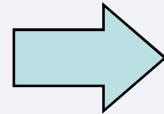
Nick's Story



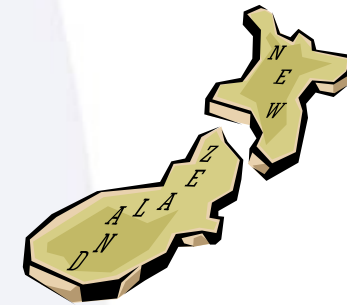
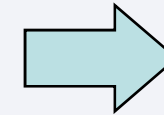
Karen's Story



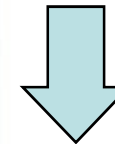
BSc Biochemistry



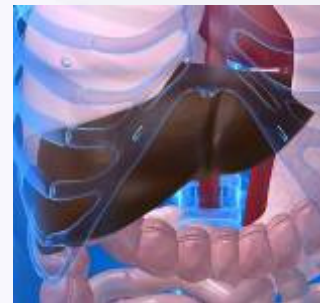
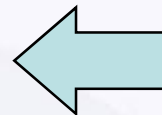
Microbiologist at a soft drinks factory



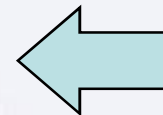
Travel to New Zealand



PhD Biochemistry



Post Doc in liver fibrosis



**Scientific Writer
(3 years)**



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- What we look for in a new medical writer?
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PAREXEL Fellowship of Scientific Writers and Editors

- Recognizes unique core competencies and supports and further enhances the world-class capability of PAREXEL
 - Scientific credentials
 - Scientific writing expertise
 - Editing and QC excellence
- Fellowship Professional Development
 - Foundation: Writers and Editors
 - Senior: Experienced Writers and Editorial Specialists
 - Masters: Managers, Directors, Lead Scientific Specialists, Scientific Strategic Advisors
- Associate Academy Members
 - Freelance professionals meeting PAREXEL's professional standards



What Does the Academy Training Cover?

- PAREXEL has invested heavily in customized Academy training for Scientific Writers and Editors
- Provides ongoing professional development on:
 - Scientific writing for different audiences and media
 - Statistical analysis and interpretation
 - Publication program development and implementation
 - Publication guidelines (PhRMA, OIG, ICMJE, CONSORT, etc)
 - Project management
 - Quality control procedures
 - Communication excellence
- Training programs are conducted through structured workshops, seminars, and practical sessions
- Refresher courses are provided as required



Training and Development for Editorial Specialists

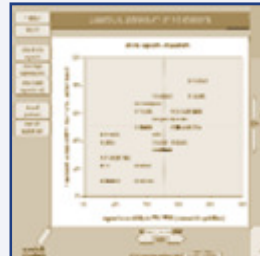
- A rigorous program of tailored training is available for Editorial Specialists, providing comprehensive skills in:
 - Copyediting
 - Proofreading, formatting, style guidelines
 - Use of grammar
 - Project management
 - Print and production processes; interactive media
 - Pharma guidelines
 - On-screen editing
 - PowerPoint



The Sales Slide!



Medical Writing



Publication Planning



Advocacy Development



Competitive Intelligence

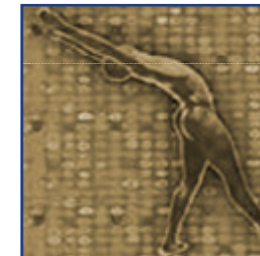


e-coms



CME

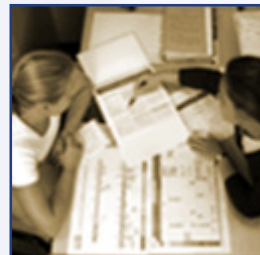
Any Questions?



Trial Branding



Exhibits



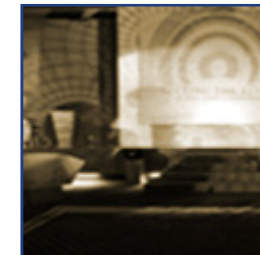
Reimbursement Services



KOL Development



Clinical Communication



Meetings and Events

