Starting your career in med comms

Matt Evans
altogether different
How did I get here?

- Found an advert in the back of New Scientist about something called ‘medical communications’.
- Trainee medical writer position in first med comms agency.
- Progressed through the editorial roles.
- Agency leadership at 7.4.
- Couldn’t see a long-term future as a post-doc.
- Interest in science and a PhD in biochemistry.
So, what is med comms?

Work with the pharmaceutical industry to raise awareness of diseases and treatments, educating and informing healthcare professionals on the benefits and risks of new therapies, supported by clinical and economic data.
Types of projects

Meetings
- Satellite symposia
- Standalone meetings
- Advisory boards
- Virtual meetings

Medical affairs
- Slide kits
- Expert engagement
- Publications/pubs planning
- Literature reviews

Commercial
- Promotional materials
- Objection handlers
- Internal training
- Market analyses

Digital
- Websites
- Apps
- E-learning
- Videos and animations
What does med comms mean to me?

Work with the pharmaceutical industry to raise awareness of diseases and treatments, educating and informing healthcare professionals on the benefits and risks of new therapies, supported by clinical and economic data.

- Intellectually stimulating and rewarding
- Chance to expand scientific understanding
- Opportunity for development and growth
- Teamwork and collaboration
- May involve travel to meet clients/experts
What are the entry opportunities?

Key attributes for any role: Scientific knowledge, eye for detail, teamwork, organizational skills, good communication, eagerness to learn
Choosing an agency – key criteria

- **Network**: Larger organizations, often spanning med comms, advertising and PR
- **Independent**: Tend to be smaller; may offer opportunity for greater responsibility early in career
- **Local**: Focus on an individual market or region
- **Global**: Support HQ clients pre- and post-launch
- **Specialist**: Focus on one sector – eg training or market access
- **Full service**: Span a range of services – eg publications, digital, training, meetings, consultancy
Not all agencies are the same…

You need to consider:

- Reputation
- Culture
- Training and support
- Development opportunities
Sources of information

Company websites provide insights into agency life and culture. Check out FirstMedCommsJob.com for more specific information about landing your first job.
Sources of information (cont)

Internships, work experience and networking events are all invaluable sources of information to ensure that you are prepared for the interview and for your first day on the job.
Questions?
Come and speak to the team at the AMICULUM booth