

Medical Communications Agencies...

Uncovered!



Dr Diane Sutherland
Group Professional
Development Director



Dr Phil Loder
Client Service Director



Dr Martin Callaghan
Digital Business Director

Presentation overview



What is a medical communications agency?



The editorial department



Opportunities beyond editorial

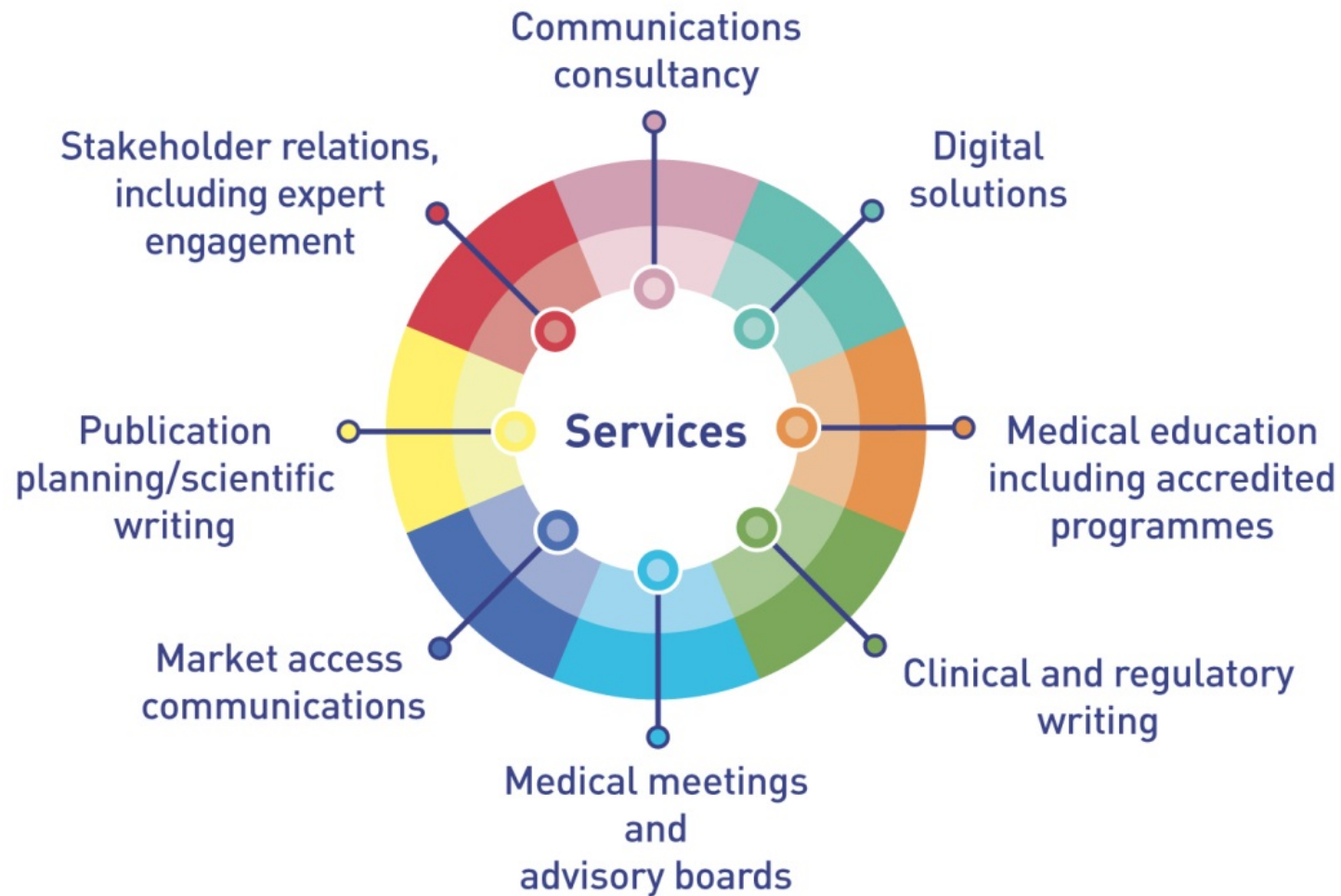


Getting started

What do agencies do?

- ✓ Provide a professional scientific writing service to the pharmaceutical industry
- ✓ Effective and appropriate communication...
- ✓ ...to diverse audiences (healthcare professionals, patients, governments, internal pharma teams)
- ✓ ...in different market settings, e.g. global, regional, national, emerging markets

What do agencies do?



Agencies are made up of distinct departments



What do medical writers do?



Research, write, edit high-quality material for a variety of projects



Ensure correct use of English and scientific accuracy



Work to a brief, budget and timeline



Collaborate with healthcare professionals



Liaise with clients



Work with other agency depts.



Mentor, train and manage junior writers



Manage workload (personal/ across the team)



Participate in business development opportunities

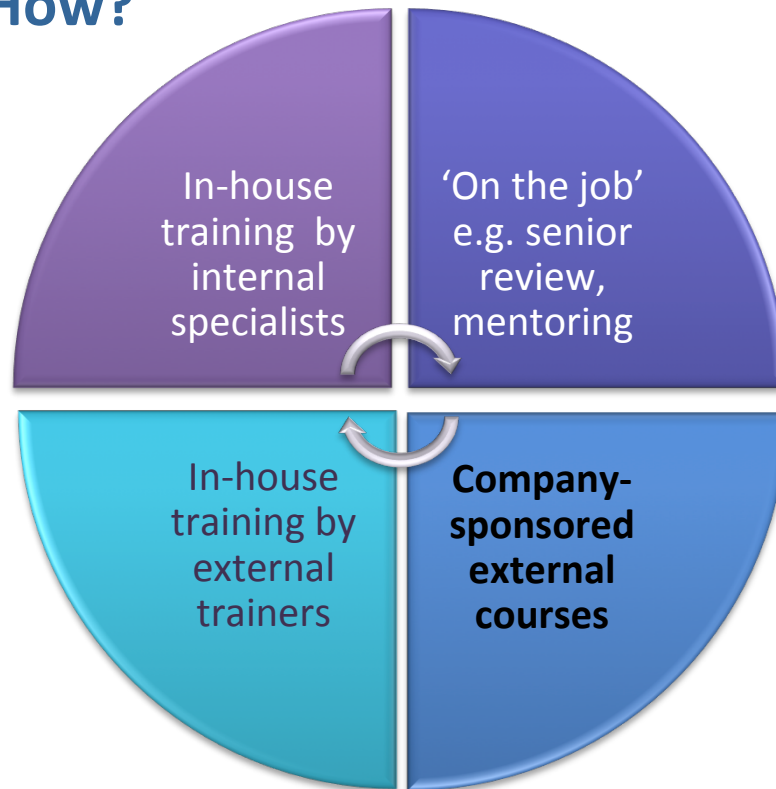
Typical projects for medical writers



Publications	Primary/secondary manuscripts, reviews, editorials
'Core' materials	Product/disease monographs, slides, Q&A documents
Digital solutions	Websites, apps, videos/podcasts, e-learning
Meeting materials	Advisory boards, conference symposia - abstracts, posters, slide presentations, newsletters
Patient materials	Information leaflets, posters
Medical education	CME programmes, speaker training
Regulatory affairs	Clinical trial documentation, market authorisation applications
Market access	Tender dossiers, health economics
Training materials (pharma)	Slides kits, e-learning, question handlers
Comms consultancy	Strategic workshops, communication planning, competitor reports

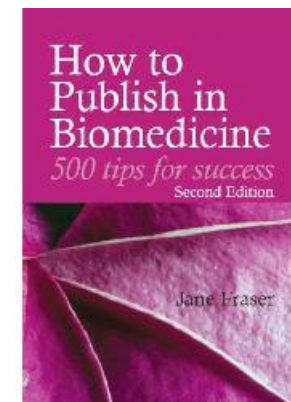
Training and professional development

How?

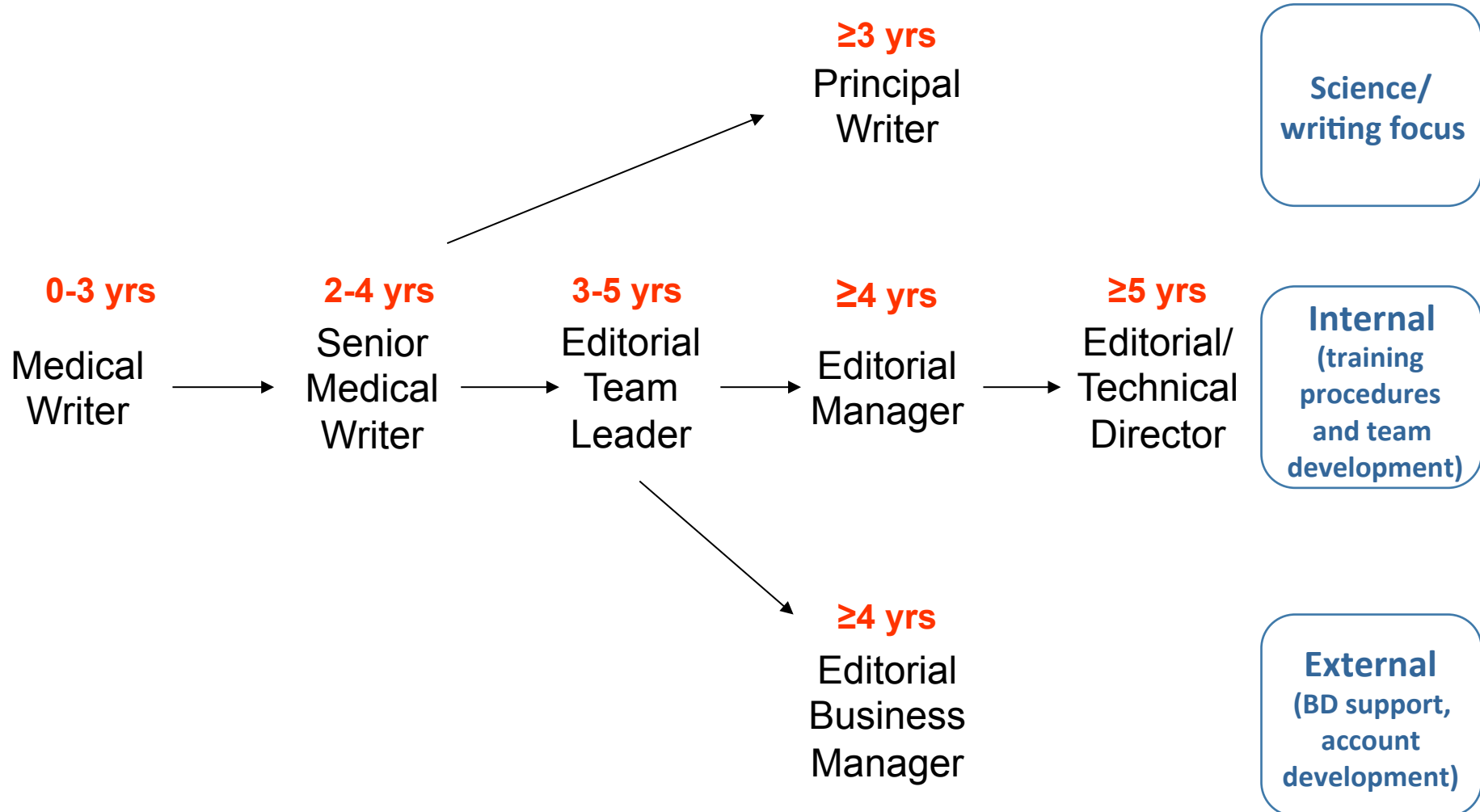


What?

- Writing/editing
- Software, e.g. PowerPoint
- Regulatory, e.g. ABPI
- GPP2
- Health economics
- Statistics



Career progression – an example



Presentation overview



What is an agency, what do they do, and why?



The editorial department

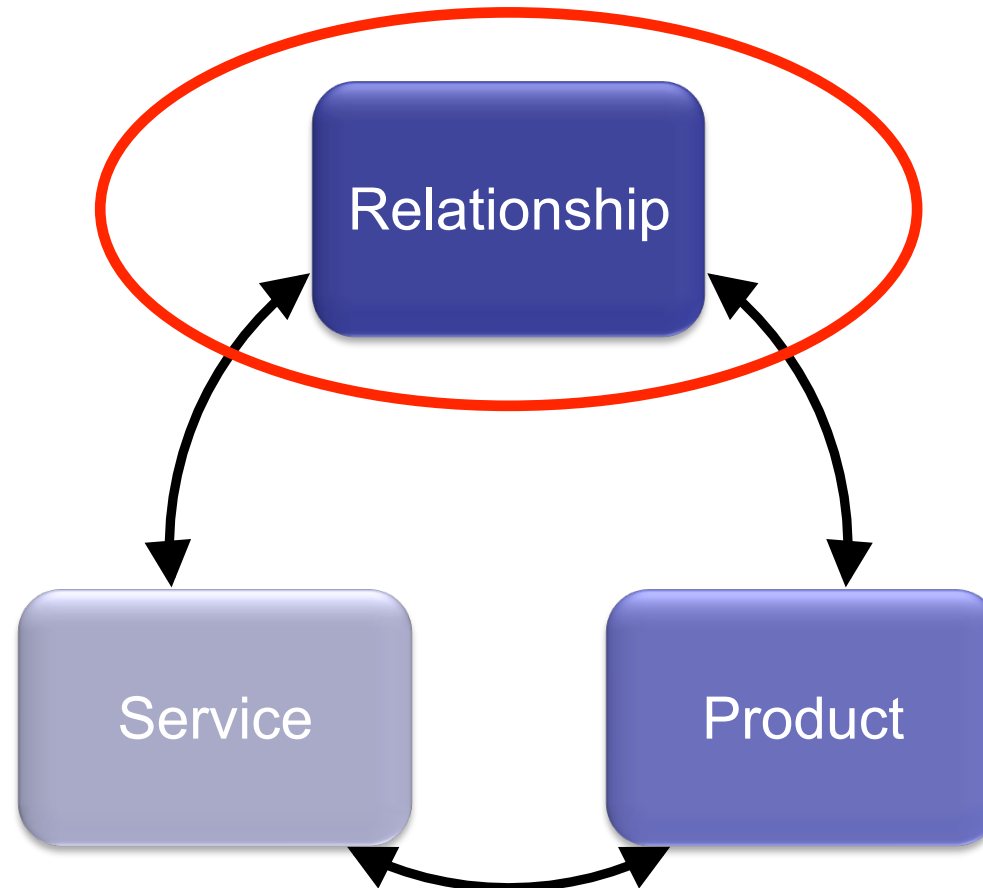


Opportunities beyond editorial



Getting started

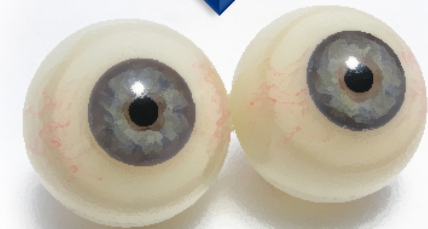
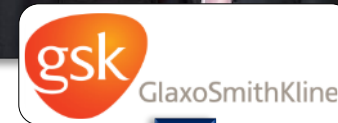
The client service route: what is client service?



The client service route: what does it involve?



The client service route: how did I do it?



From editorial to digital - moving with the times



1999

2003

2008

2011

From editorial to digital - moving with the times

Leading editorial projects mainly in public and emerging markets

Running conference symposia and other events

Facilitating advisory boards and clients' strategic workshops

Business development activities (pitches and proposals)

Development and curation of Fishawack digital services portfolio

Digital project scoping with clients and developers (using my scientific and editorial training)

Digital content development e.g. e-learning course design

Digital business development (pitches and proposals)

Promoting awareness of the digital landscape across Fishawack

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Getting started

What's the process?

Look for agencies (this afternoon and on www.medcommsnetworking.co.uk/)

Prepare your application
(covering letter and CV)

Writing and editing tests

Interview (presentation, editorial,
other departments)

Job offers

What are agencies looking for in writers?

- Writing skills
- Attention to detail
- Therapy area experience/potential
- Team fit
- Suitability to role
- Enthusiasm!



Some considerations for a potential new writer

Am I a good team player?

Do I enjoy writing?

Am I enthusiastic about learning a wide range of areas of medicine?

Do I have an interest in the pharma industry/healthcare

Can I work flexibly and to tight timelines



From academia to agency



Using your knowledge



Building on it



Opening new doors