Introducing the Fishawack Group

Standing out from the crowd
Who we are

● Group of dynamic healthcare communications companies with a reputation built on excellence and creativity

● Established in 2001

● Now one of the largest independent agencies (~220 staff)

● The Fishawack Group of Companies operates under 5 main brands
Where we are

USA (64): Conshohocken, PA, San Francisco, CA

UK: Abingdon (55), Knutsford (72) and Brighton (23)

Switzerland (20): Basel

China: Hong Kong

Fishawack Group agency

Partner agency
What we do – our services

<table>
<thead>
<tr>
<th>Editorial</th>
<th>Client Services</th>
<th>Account Management</th>
<th>Delivery Shared Services</th>
<th>Internal Shared Services</th>
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What we do – covering a wide range of therapy areas

- Sexual health
- Diabetes
- Respiratory
- Dermatology
- Gastroenterology
- Infectious diseases – vaccines and anti-microbials
- Neurology – multiple sclerosis and Alzheimer’s
- Cardiology
- Ophthalmology
- Oncology
- Haematology
Who we do it for – our clients

On preferred supplier list of 12 of the top 20 pharma companies
How we do it

Account Teams
- Editorial
- Account management
- Client service

Delivery shared services
- Events management
- Digital
- Studio and creative
- Project support

Internal shared services
- Finance
- HR
- IT
Editorial team: a large and talented team of scientific writers to work with and learn from...

- Largest team in Fishawack: >120 people in-house writers in the UK, US and Switzerland (representing >50% of the company)
- All with a life sciences degree; >90% with PhD
- Comprises medical writers/editors, copy/medical editors and editorial assistants

500+ years of medical writing experience across >25 agencies

- Fresh
- New ideas
- Experienced
- Broad knowledge on different project types and therapy areas
...supported and developed by a fully rounded training programme...

Lunch and learn sessions – informal and interactive

‘On the job’ – senior review and mentoring

Visiting external trainers – tailored to team needs

External courses – tailored to individual needs

Jane Fraser Associates Ltd
Training in Writing, Editing and Presentation Skills
Well defined and unique career pathway

0-3 yrs
Medical Writer

2-4 yrs
Senior Medical Writer

0-3 yrs

3-5 yrs
Editorial Team Leader

≥3 yrs
Principal Writer

≥4 yrs
Editorial Manager

≥4 yrs
Editorial Business Manager

≥4 yrs

≥8 yrs
Scientific Director

Editorial/Technical Director

Editorial Business Director

Science/writing focus

Internal
(training procedures and team development)

External
(BD support, account development)
Our philosophy

- Fishawack represents a set of values and a vision:
- Be the best at what we do
- Show clients the same respect we wish to be shown
- Demonstrate honesty and integrity
- Express individuality whilst working within the professional standards

“When asked to summarise why we stand out from the crowd in one sentence, I say that Fishawack is a specialist medical communications business that encourages independent thinking and embraces innovation and creativity. This remains rare for a medical communications business.”

Olive Fearn
Thank you!

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Diane has a strong background in the medical sciences and medical communications industry. She gained her PhD in medical microbiology from Edinburgh University and worked as a post-doctoral research scientist for nearly 10 years in tropical medicine and neurobiology at Edinburgh and Oxford universities, respectively. In 1998, Diane entered the medical communications agency environment as a medical writer, and has gained extensive experience in editorial and client service roles within two agencies during this time. She has worked on a broad range of project types, in both a tactical and strategic capacity, and gained a considerable depth of knowledge in a range of therapy areas.

In her role as Group Professional Development Director at Fishawack, Diane is responsible for Human Resource management across the Group, from co-ordinating recruitment, to supporting skills and career development, to retaining talent.

Diane is delighted to be have finally reached a stage in her life where she can combine her love of medical science and chatting to people into a bona fide career!
A word from one of our newer Medical Writers... Dr Hannah Greenwood

6 months
- Fresh
- New ideas

18 years
- Experienced
- Broad knowledge on different project types and therapy areas
My Background

Research Background

- BSc (Hons) Infection and Immunity with Industrial Experience, Aston University
  - Year abroad in Dubai, UAE
- PhD, University of Birmingham
  - Healthy Ageing/Immunology
- Post-Doctoral Scientist (2 years), University of Birmingham
  - Clinical trials
  - Respiratory research
- Publications, Presentations, Abstracts, Awards

Communication Background

- Teaching Assistant
- Recruitment for clinical trials
- Public Engagement in Science
  - Pint of Science Festival
  - Access Project
  - I’m a Scientist Get Me Out of Here
- STEM Ambassador
- Joined Fishawack Nov 2015
6 months at Fishawack...

- Types of work:
  - Publications
    - Posters, Abstracts, Manuscripts
  - Presentations

- Subject areas:
  - Multiple Sclerosis, Diabetes, Asthma, Hypophosphatasia (HPP)

- There's no I in team