Introducing the Fishawack Group

Standing out from the crowd
Who I am - a brief introduction

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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!
Who we are – The Fishawack Group of Companies

- Established in 2001
- Now one of the largest independent agencies (~240 staff)
- Group of dynamic healthcare communications companies with a reputation built on excellence and creativity
- The Fishawack Group of Companies operates under 5 main brands
Where we are – a Global Medical Communications Company
Who we are – our People

55% medical writers or safety scientists, of which 90% hold PhDs / higher degrees
What we do – our services

Scientific medical communications
Promotional medical communications
Consultancy programs inc. Independent Global Leadership Boards
Market access communications
Strategic consultancy
What we do – covering a wide range of therapy areas

- Cardiology
- Dermatology
- Respiratory
- Gastroenterology
- Neurology – multiple sclerosis and Alzheimer’s
- Ophthalmology
- Sexual health
- Diabetes
- Cardiology
- Oncology
- Haematology
- Infectious diseases – vaccines and anti-microbials
On preferred supplier list of 15 of the top 20 pharma companies

Who we do it for – our clients
How do we do it? A large and talented team of scientific writers to work with and learn from...

- 500+ years of medical writing experience across >25 agencies

1 month
- Fresh
- New ideas

20+ years
- Experienced
- Broad knowledge on different project types and therapy areas
...supported and developed by a fully rounded training programme...

SUPPORTING TRAINING, ENHANCING PROFESSIONAL SKILLS

- Lunch and learn sessions – informal and interactive
- 'On the job' – senior review and mentoring
- External courses – tailored to individual needs
- Visiting external trainers – tailored to team needs
Editorial career progression at Fishawack

**Editorial**

- **0-3 yrs**
  - Medical Writer

- **2-4 yrs**
  - Senior Medical Writer

- **3-5 yrs**
  - Editorial Team Leader

- **≥4 yrs**
  - Editorial Manager

- **≥4 yrs**
  - Editorial Business Manager

- **≥3 yrs**
  - Principal Writer

- **≥8 yrs**
  - Scientific Director

- **Internal**
  - (training procedures and team development)

- **External**
  - (BD support, account development)

- **Science/ writing focus**
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.”