Working in Medical Communications
David Hallett and Rosie Pigott
15 January 2015
Overview

• What is medical communications?
• Why join a Medical Communications agency?
• Who are Darwin?
• The role of the medical writer
• The role of the account manager
• Getting into Medical Communications
What is medical communications?
Consultancy services to the pharmaceutical industry to improve awareness and understanding of medicines.
integrated strategic support
across the lifecycle

BRAND LIFECYCLE

publications planning

KOL engagement

scientific events

promotional strategy

training programmes

issues management

competitor monitoring

internal comms

vs
### Average R&D cost of a new medicine up to launch: $1 billion

<table>
<thead>
<tr>
<th>Discovery research</th>
<th>Development research</th>
<th>Regulatory review</th>
<th>Post-mktng level</th>
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<tbody>
<tr>
<td>Synthesis</td>
<td>Phase I</td>
<td>Phase II</td>
<td>Phase III</td>
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<tr>
<td>Biological testing</td>
<td>30 voluns</td>
<td>100-200 patients</td>
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<td>&amp; pharmacological</td>
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<td>screening</td>
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- **Year 0**: Final patent application
- **3**: Investigational new drug application
- **9**: Marketing application
- **11**: Marketing approval
- **1 new medicine**

**Phase I**: 30 voluns

**Phase II**: 100-200 patients

**Phase III**: 1000 patients

**Phase IV**: 10,000–30,000 substances
Weighing and planning strategic communication approach

medical support
from strategy to tactics
Different approaches

- CME
- Symposia
- Papers
- Standalone meetings
- Advisory boards
- Internal training
- Rep materials
Challenges

• Scientific complexity: simplification with rigour
• Legal complexity: regulations
• Sensitivity: relationships with doctors, nurses, patients, experts
• Competition for time and attention
• Speed
Why join a Med Comms agency?
Why might you want to join an agency?

• Broad experience to be gained...
  – Opportunity to work with global experts in their field
  – Opportunity to work in a wide range of therapy areas
• Possibilities for a change in direction within agency

• Travel
• Fast-paced, challenging and never dull!
Who are Darwin?
a WPP group of companies
<table>
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<tr>
<th>Company Name</th>
<th>Logo</th>
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<tr>
<td>Allergan</td>
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<td>Astellas</td>
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<td>Bayer HealthCare</td>
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<td>Biogen Idec</td>
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<td>Bristol-Myers Squibb</td>
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<td>Janssen</td>
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<td>Pfizer</td>
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<tr>
<td>Roche</td>
<td>![Roche Logo]</td>
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<tr>
<td>Sanofi Pasteur</td>
<td>![Sanofi Pasteur Logo]</td>
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</tbody>
</table>

The company we keep
Our experience

- Virology
- Oncology
- Vaccines
- Cardiovascular and metabolic
- Women's health
- Musculoskeletal
- Immunology
- Ophthalmology
- CNS
- Oral care
- Haematology
- Respiratory
- Anti-infectives
- Animal health
- Urology
In the last year…

**scientific events**

- **ad boards**: 55
- **symposia**: 15
- **standalones**: 10
- **speaking faculty**: 200
- **presentations**: 140
The role of the medical writer
Scientific Services Team

Scientific Services Director

- Principal Medical Writer
  - Senior Medical Writer
    - Medical Writer
    - Medical Editor
- Associate Medical Writer
  - Associate Medical Editor
  - Senior Medical Editor
  - Medical Editor
  - Senior Medical Writer

Most training is through mentoring
Opportunities to attend specific training events

Scientific Services Internship
A typical day for a medical writer

doesn’t one
A typical day for a medical writer

- Take minutes at an advisory board and draft a meeting report/consensus document
- Review another writer's work and provide feedback on scientific content/style/quality check
- Draft a manuscript/primary paper for a peer-reviewed journal
- Brainstorm ideas, research new disease area and prepare slides for pitch presentation
- Devise content and functionality for the launch of a new educational website
- Attend strategic planning meeting at client's offices to discuss next projects
- Teleconference with client and authors of a publication to take feedback/authors' comments
- Finalise core slide deck for use by physicians in national educational meetings
- Draft presentation for salesforce training programme and assessment
- Prepare CME accreditation application for a satellite symposium on behalf of faculty
- Work to tight deadlines as well as ad hoc requests!
Good writers are well rounded...

Scientific/ biomedical expertise and knowledge
Effective communication
Interpersonal skills – Work with team and client responsiveness
Attention to detail
High ethical standards
Market awareness
Able to assimilate new concepts rapidly
Practical and creative solutions
Comfortable with statistics and clinical data

Our clients

Deliver what the clients want, not what you think they should want!
Travel usually required

SAVE THE DATE

IAC XVIII INTERNATIONAL AIDS CONFERENCE

Monday 19 | Tuesday 20 | Wednesday 21 July 2010
Prater Room | Marriott Courtyard Hotel | Vienna | Austria
12.30–14.30 each day

SCIENTIFIC EXCHANGE

Melia Castilla Hotel | Madrid, Spain
Friday 25 – Saturday 26 November 2011
(with arrival on the evening of Thursday 24 November and departure early afternoon on Saturday 26 November)

INVITATION
What about editors?

- Not every agency has them
- Check and improve the work of writers
- Also check the work of designers and other creatives
- Accuracy, brevity, clarity, client style, fit to audience
- They often liaise between departments

- Very varied work
- Shorter jobs
- Organisational challenges
- Diplomacy is an asset
- Comfortable working independently
- No travel!
The role of the account manager
The account management function

- Recognise the client’s needs
- Drive projects with efficient planning and execution
- Organise resources
- Manage the client’s budget
- Understand the product and the marketing campaign
- Update the client on the status of projects
A typical day for an account manager

there isn’t one
A typical day for an account manager

- Draft budgets for new projects and reconcile old projects
- Review creative work and some content before it goes to the client to ensure consistency across all materials and provide feedback on content/style/quality check
- Attend strategic planning meeting at client’s offices to discuss next projects
- Teleconference with client to run through the status of all ongoing projects
- Brainstorm ideas, research new disease area and prepare slides for pitch presentation
- Follow up with the writing team, other members of the client service team and the creative teams to ensure project deadlines are met
- Provide forecasts to and in conjunction with the finance team
- Work to tight deadlines as well as ad hoc requests!
- Answer questions from members of the team and the client on a daily basis
- Logistical support at symposia, ad boards, standalone meetings
- Answer questions from members of the team and the client on a daily basis
- Review creative work and some content before it goes to the client to ensure consistency across all materials and provide feedback on content/style/quality check
What do we look for in an account manager?

- **MEDICAL**: Interest in science
- **ACCOUNT MANAGEMENT**
  - Enjoy working in the front line!
  - Commercial awareness
  - Good communication skills
  - Good organisational skills
  - Team player
  - Be comfortable with numbers (budgeting and reconciliations)
  - Be comfortable presenting (new business, client meetings, internal meetings)
  - Understand product strategy and assist in delivering tactics

Deliver what the client wants, on time, on budget
Travel usually required

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auora networ
alliance for european aphthelial treatment advanced
20–22 APRIL 2012
PRAGUE - CZECH REPUBLIC

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Getting into Medical Communications
Starting out

- University careers service
- Contact agencies:
  - Internships
- Temporary work?
- Conferences
- Further education? (e.g. Imperial College, Manchester, Nottingham, University of Worcester)
- MedComms Networking
  www.medcommsnetworking.co.uk
- European Medical Writers Association
  www.emwa.org/
Thank you

Please get in touch: david.hallett@darwinhc.com