

The Medical Communications Agency

Paul Hatton

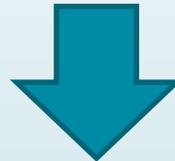


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Objectives

What do medical communications agencies do?

What might a career in medical communications look like?

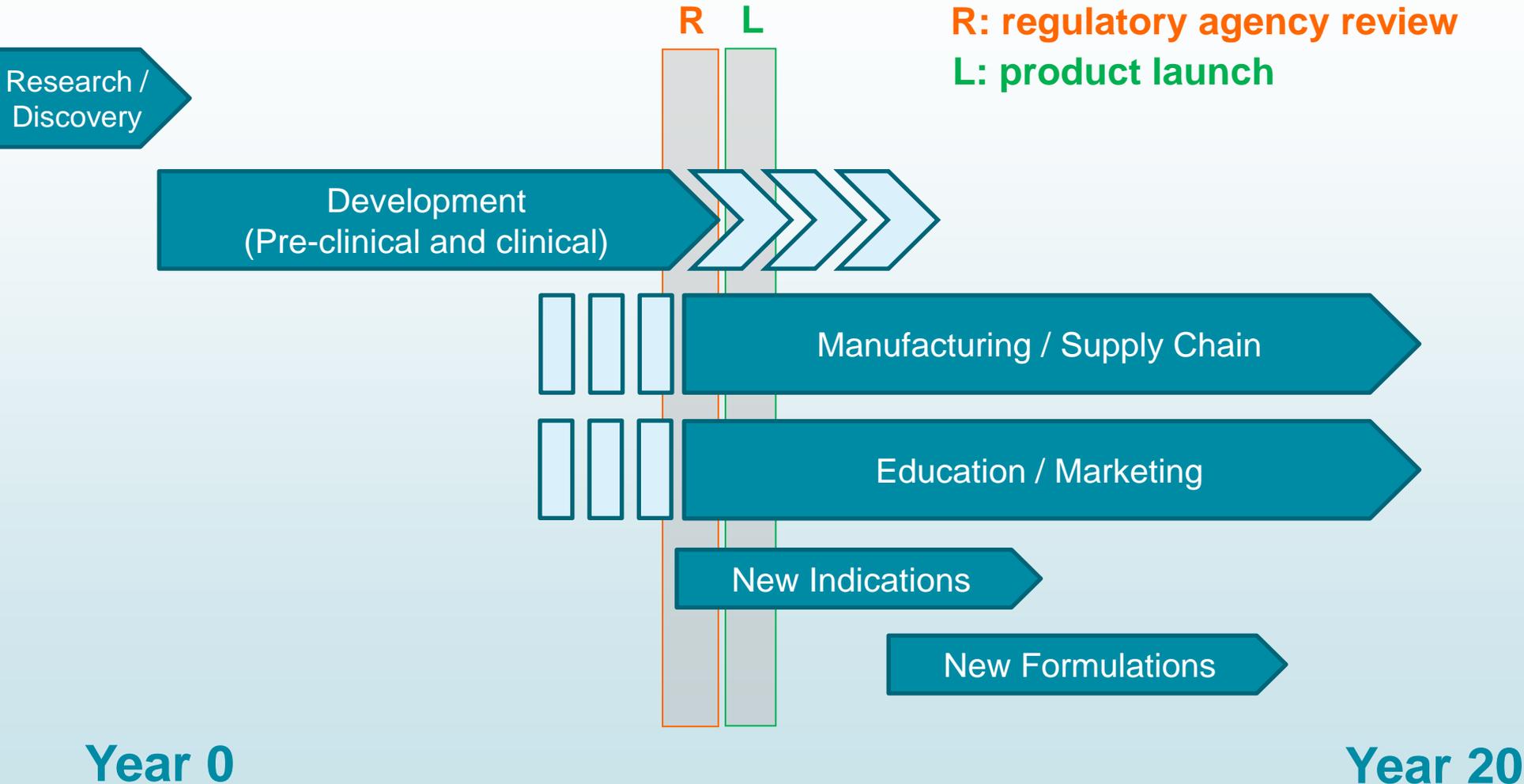


Is it right for me?

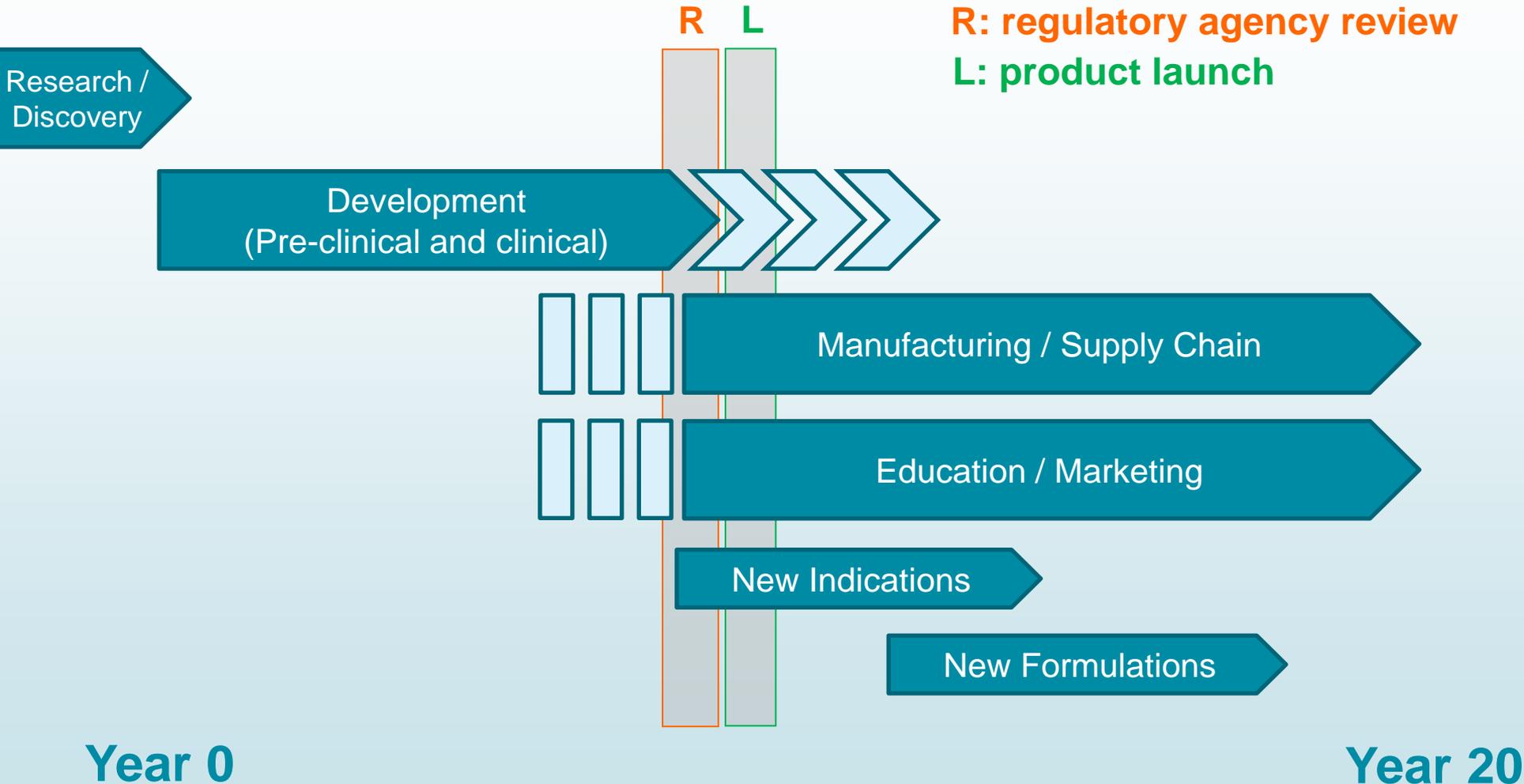
What do medical communications agencies do?

- **Help pharmaceutical companies communicate:**
 - The right information
 - To the right audience
 - In the right way
 - At the right time

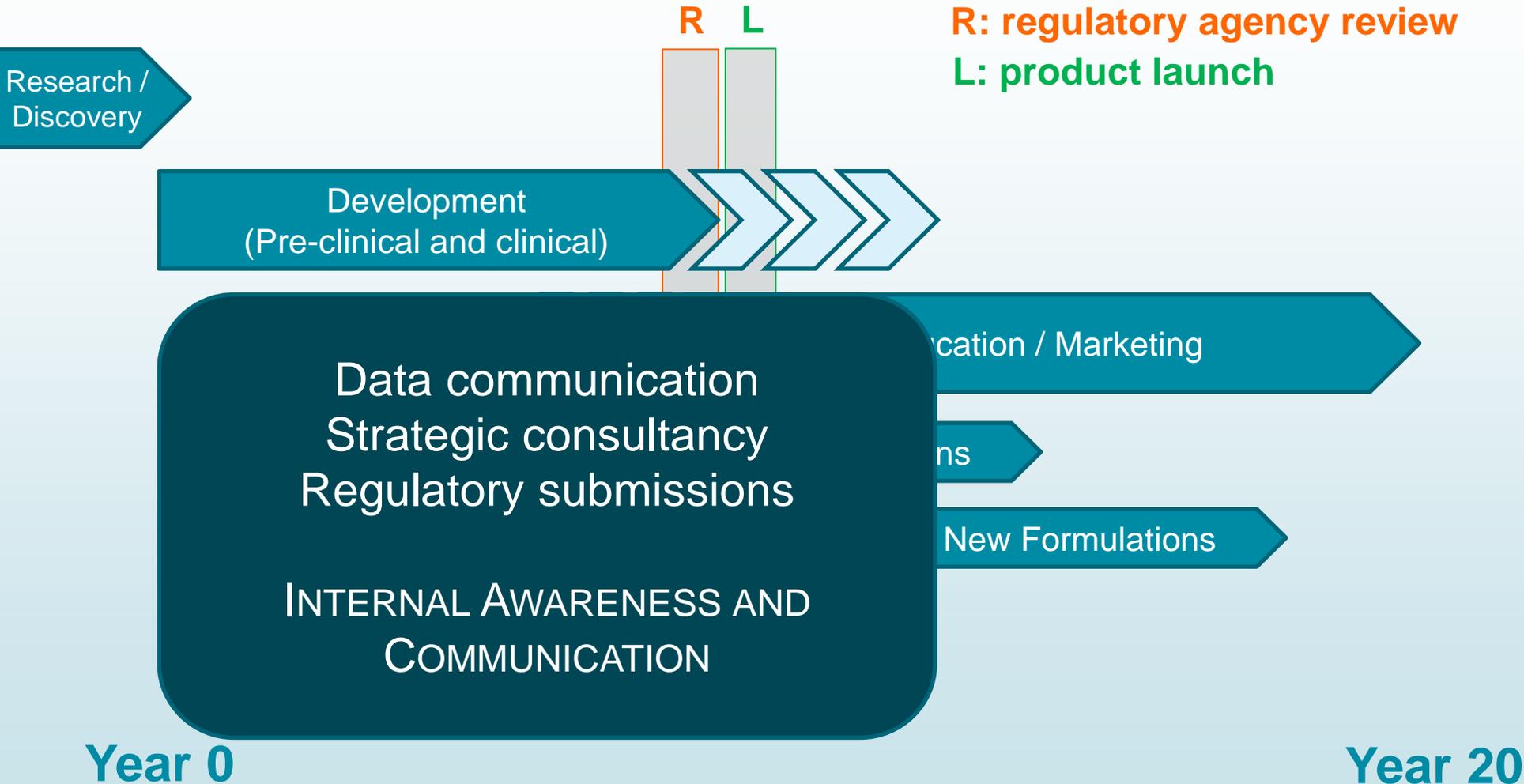
The drug lifecycle



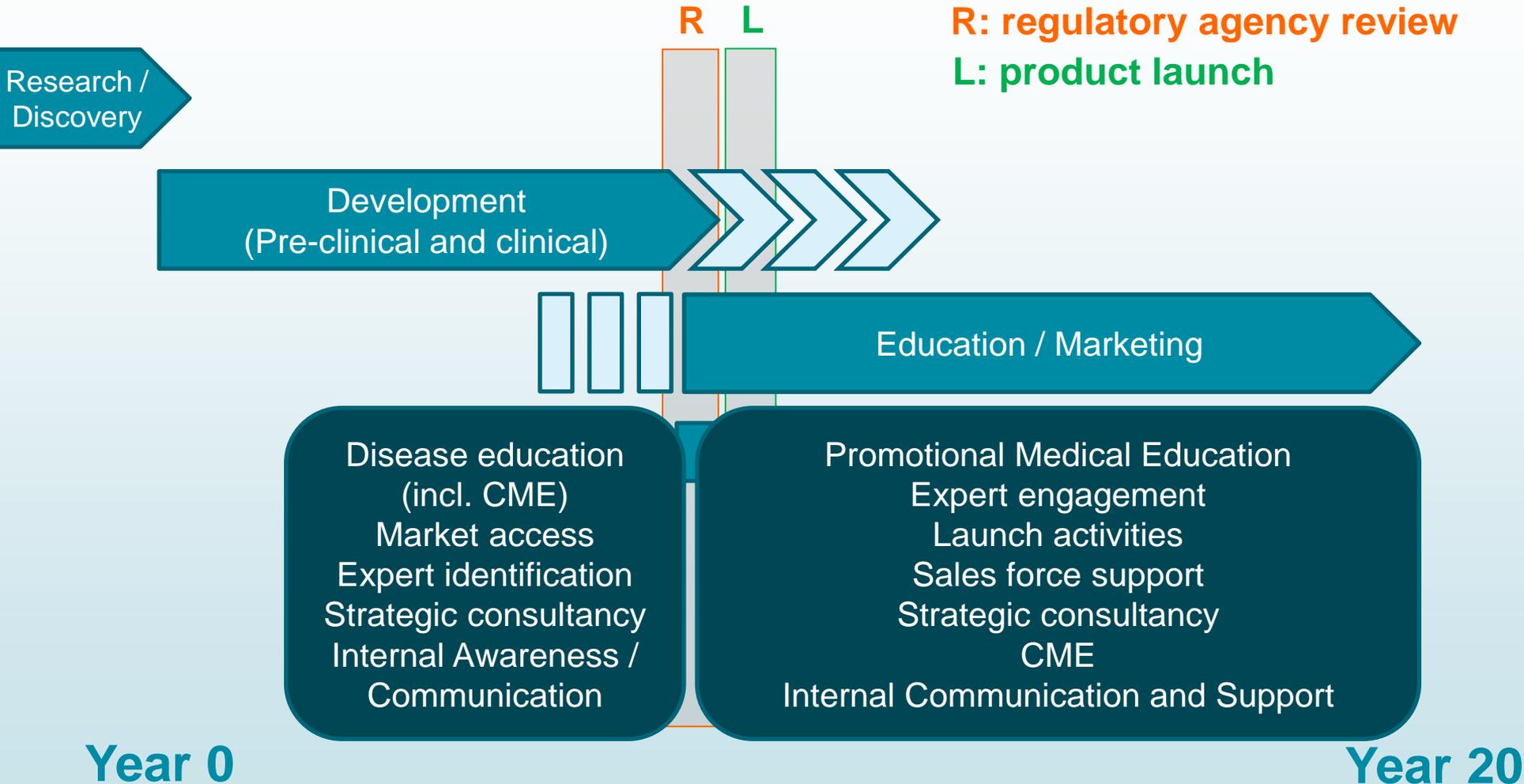
The drug lifecycle



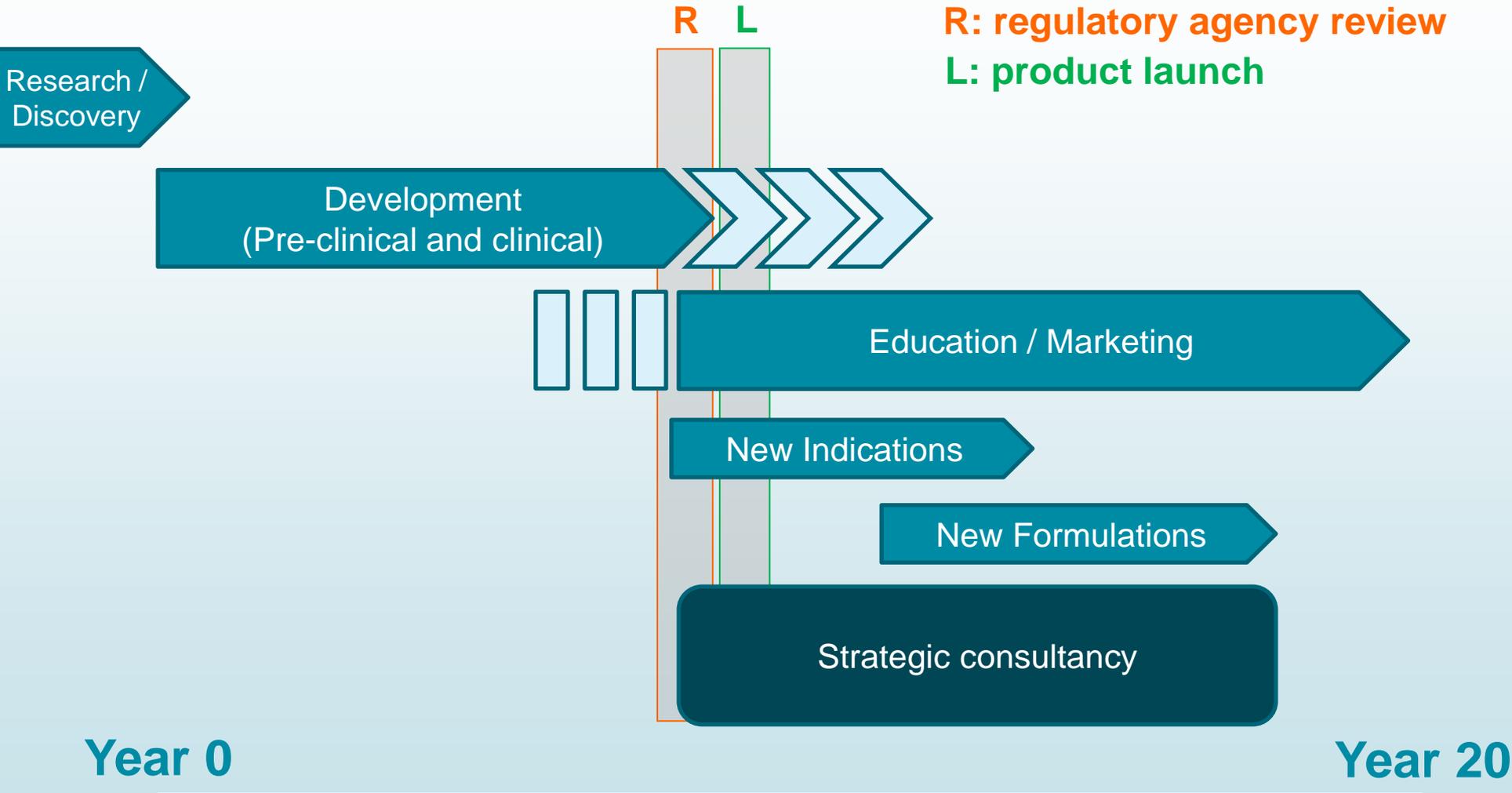
Agency support



Agency support



Agency support



Agencies offer a range of communications services



Strategic planning and support

Strategic consultancy: development of pre-launch, launch and life-cycle **strategic communications plans** and tactical implementation



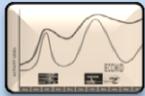
Publication planning and execution

Product data disseminating through **publications:** supporting clients and authors in the development of **manuscripts, posters and abstracts**



External expert management

Identification of therapy area experts, building relationships and **developing product advocates**



Med comms and marketing support

Educational literature, training materials and **digital content** to healthcare professionals



Scientific event management

International/national **conferences**, product **launch meetings**, **satellite symposia**, **expert forums** and **advisory boards**



Internal communications and training

Medical, marketing, sales and educational materials and activities for **internal audiences**

Audiences include...

External

Specialists

Primary Care Physicians

Nurses

Payers

Regulators

Patients

Internal

Medical and Commercial
Teams
(Global, Regional and Local)

MSLs

Sales Reps

Harnessing new communication channels

Web development, intranets, discussion forums, blogs, Twitter, database development, search engine optimization



Videos/AV sequences, animations, augmented reality



Podcasts, apps and mobile technology, E-learning programmes



Inactive T cell

B7.1

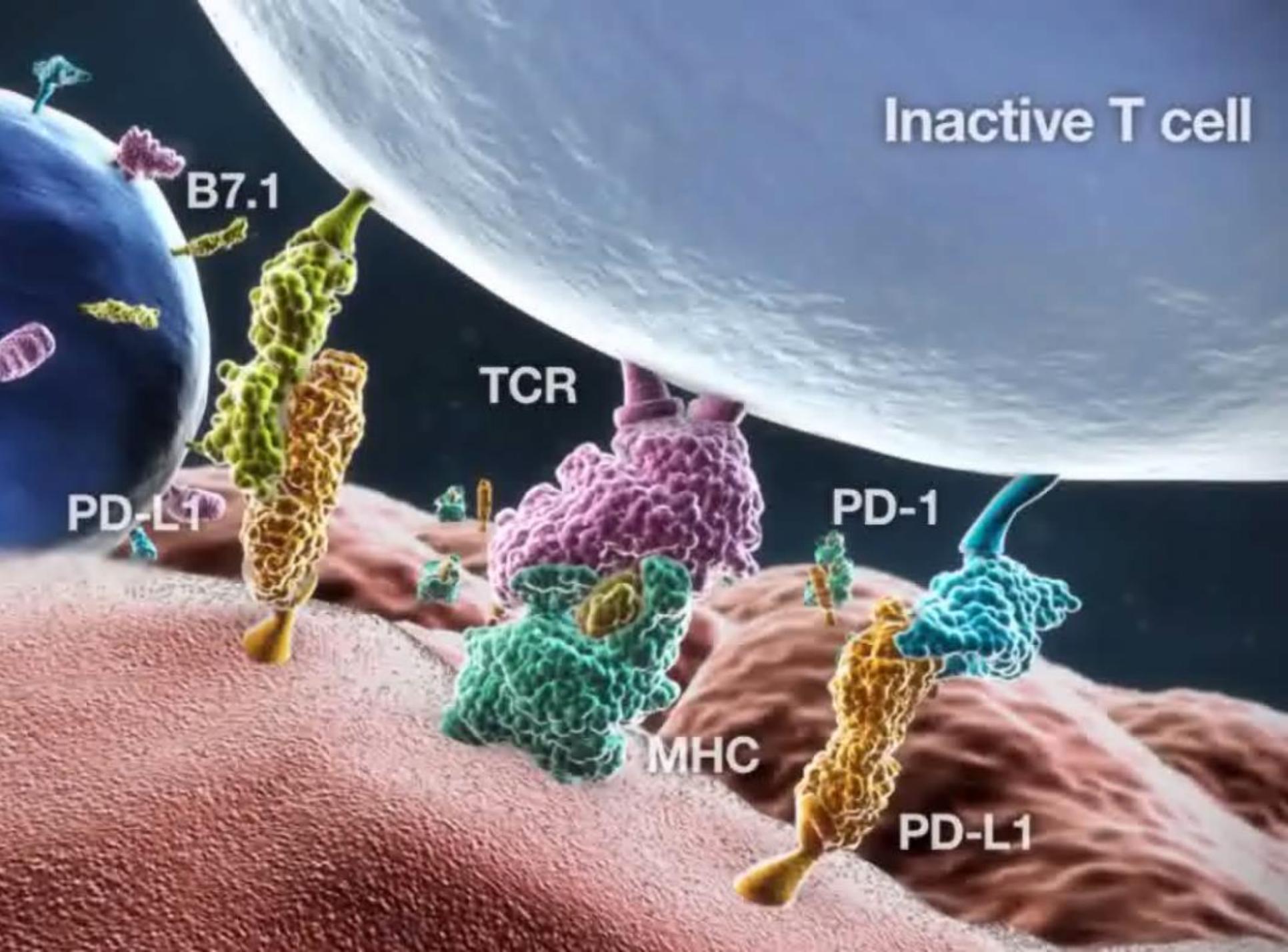
TCR

PD-L1

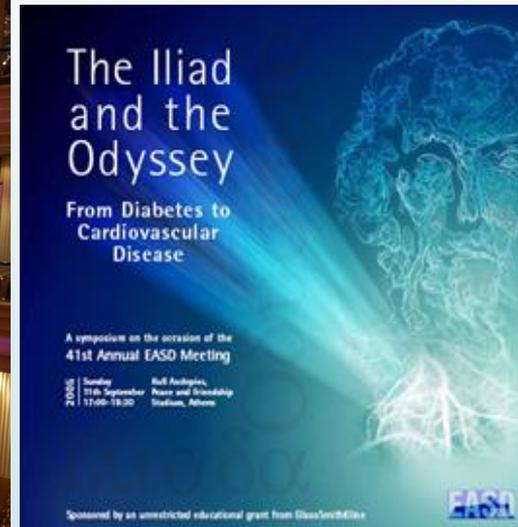
PD-1

MHC

PD-L1



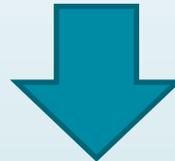
Case Study: Satellite Symposia



Objectives

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What might a career in medical communications look like?



Is it right for me?

The largest independent global medical communications group



>25 years old

>450 staff worldwide

>95% editorial and >70% client services staff qualified to MSc, PhD or MD level and/or pharma experience

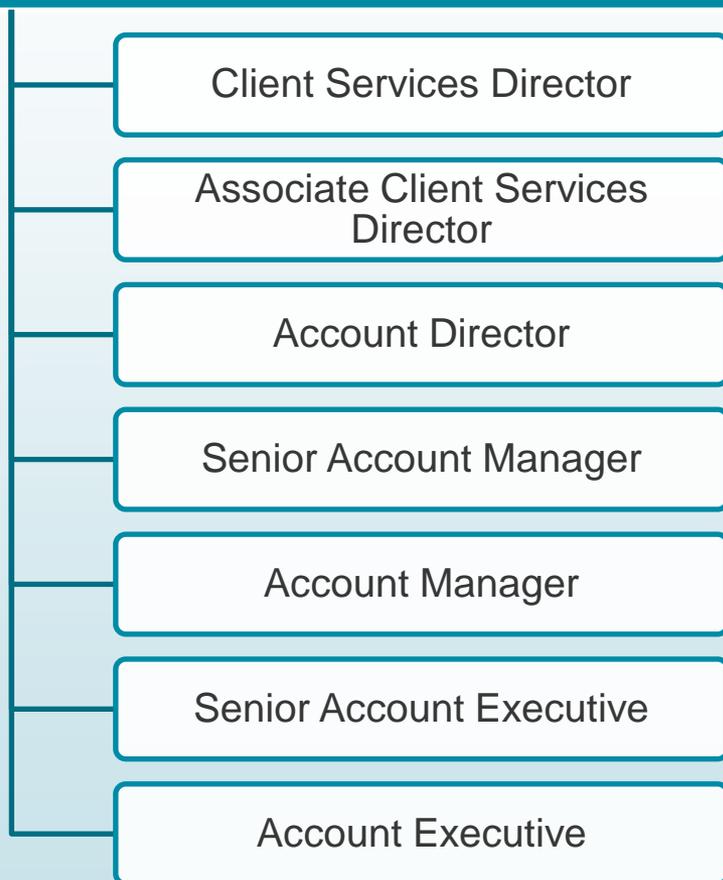
10 offices in global network

Anatomy of an agency



Client Services

Director, Client Services



Revenue targets and
business development

Strategic scientific
consultancy

Account leadership

Client relationship
management

Editorial support

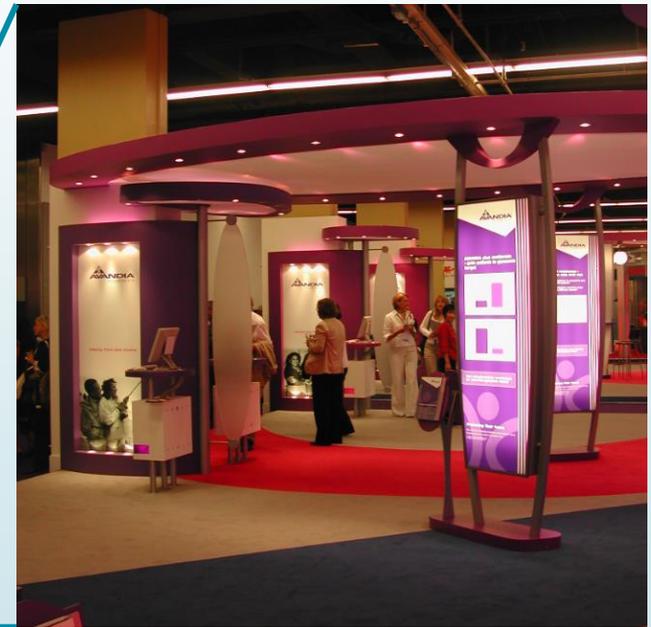
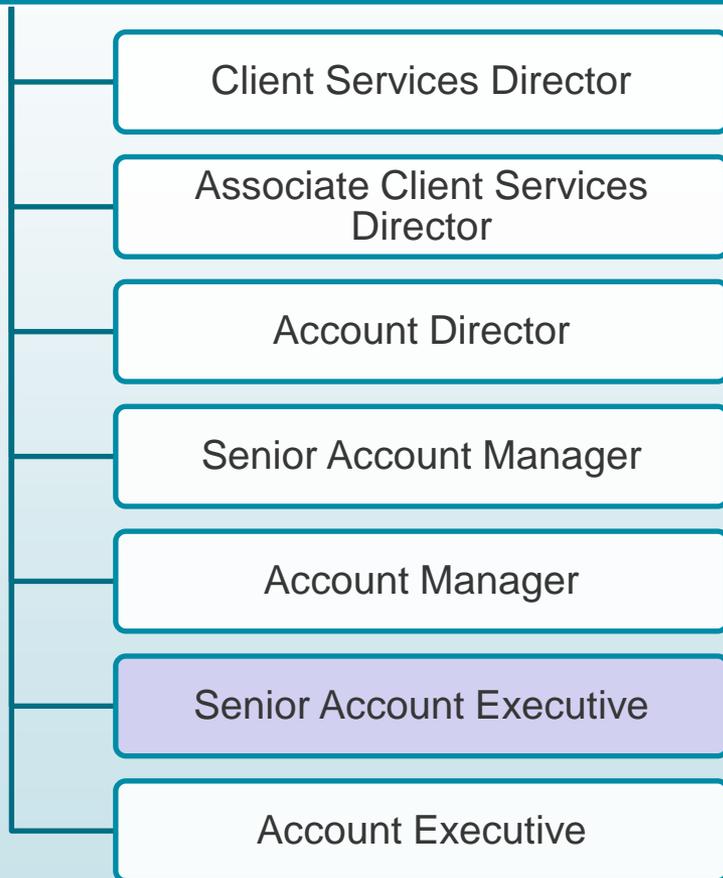
Project management

My journey to medical communications



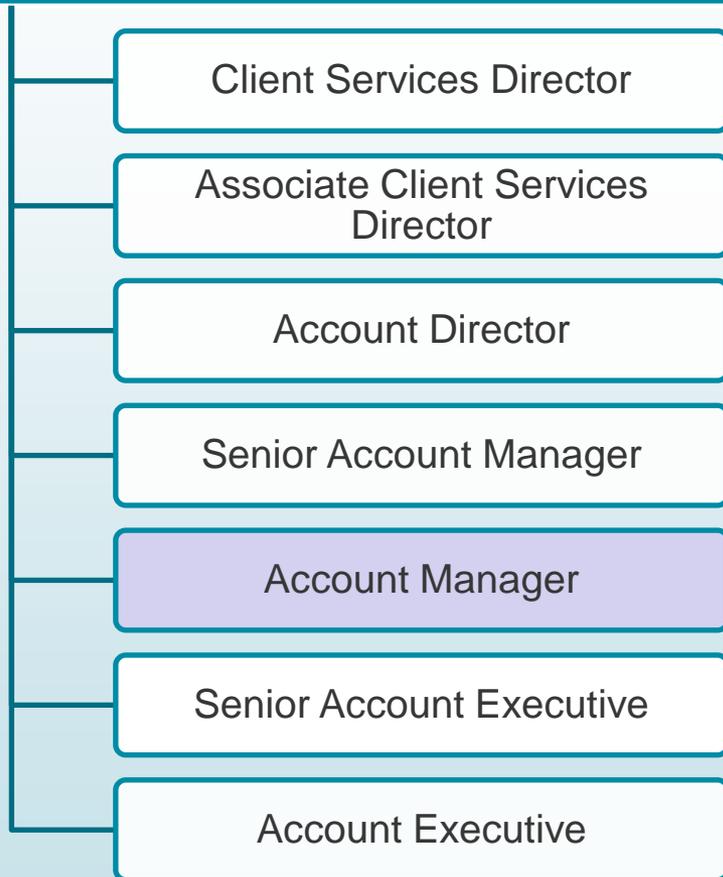
Client Services

Director, Client Services



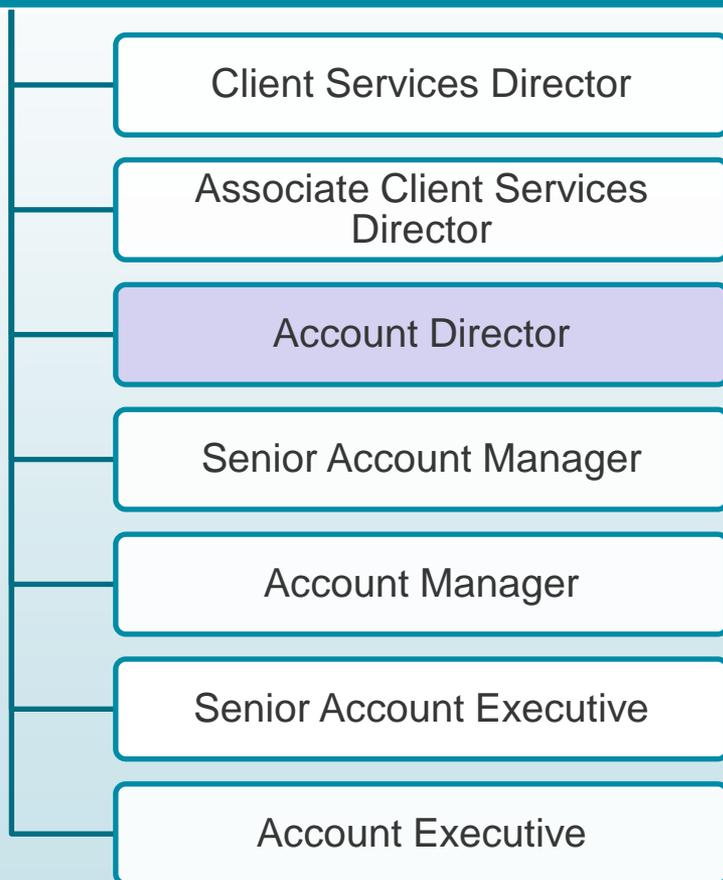
Client Services

Director, Client Services



Client Services

Director, Client Services



Leadership of single product account

Multiple activities:

Expert speaker programme
Promotional standalone
Satellite symposia
Tender submissions
Internal communications

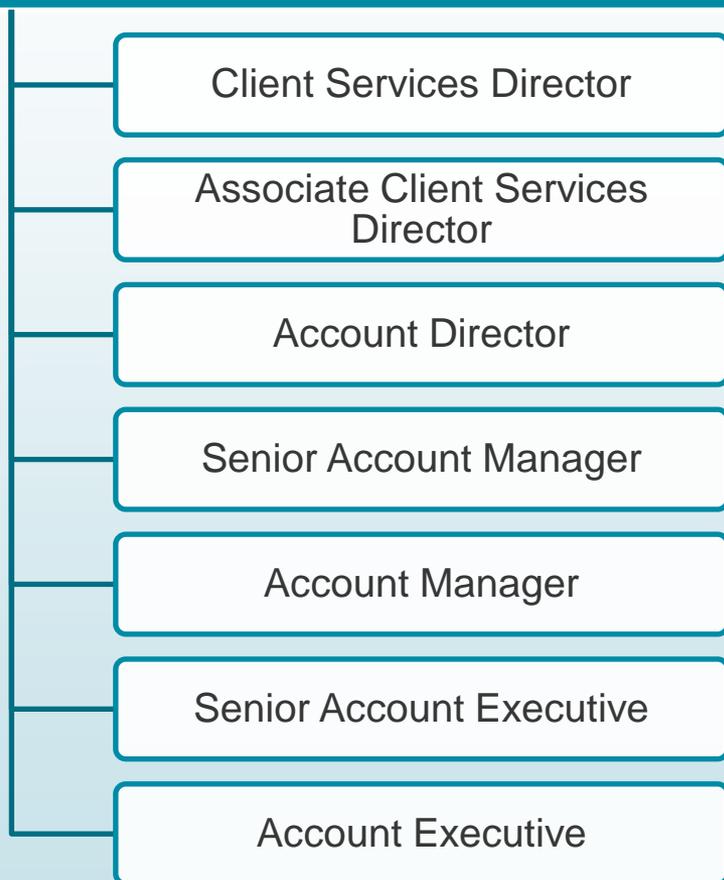
Client Services

Director, Client Services



Client Services

Director, Client Services



Revenue targets and business development

Strategic scientific consultancy

Account leadership

Client relationship management

Editorial support

Project management

Editorial Services

Editorial Director

Associate Editorial Director

Scientific Advisor

Editorial Team Leader

Associate Scientific Advisor

Principal Medical Writer

Senior Medical Writer

Medical Writer

Associate Medical Writer

Business leadership

Scientific rigour and strategic insight

Scientific quality assurance

Team and project management

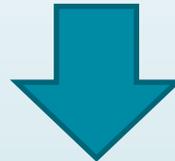
Medical writing excellence

Medical copy editing and quality assurance

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Is it right for me?

“The only stupid question is the one not asked”

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