

# The business of medical communications

**Getting started in Account Management**

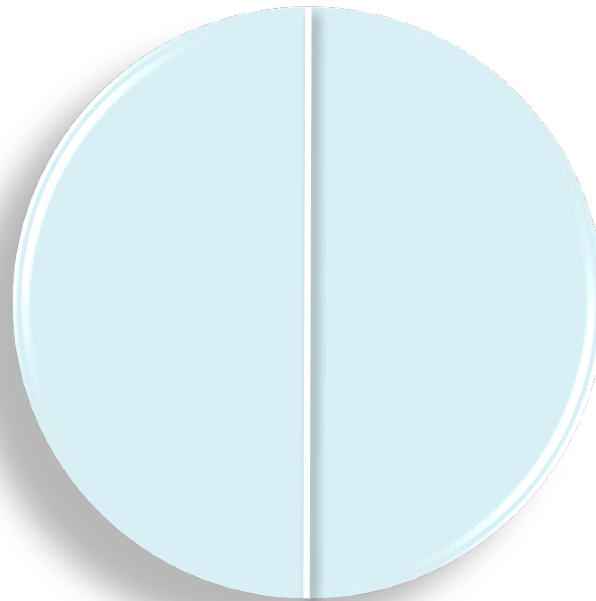
by Lindsey Heer, Heer and Now Limited

Presented at a **MedComms Networking** event, 7 March 2018



Where does  
MedComms fit in?

**Treatment X**



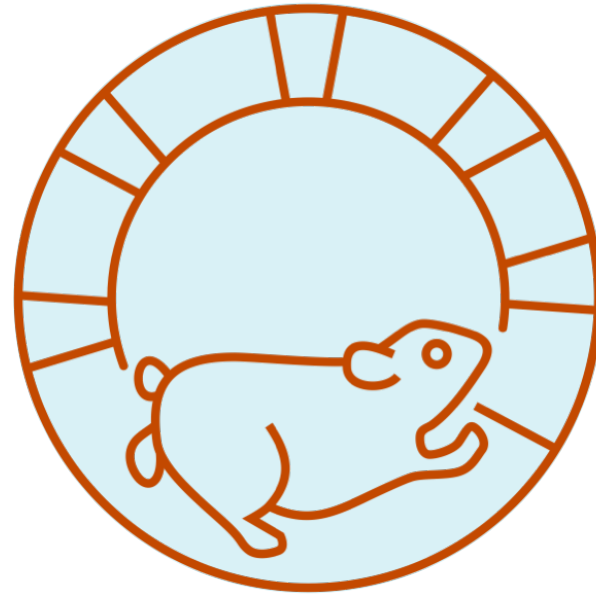
An investigational pharmaceutical,  
medical device or biotechnology product

Preclinical



*In vitro studies*

Preclinical



*In vivo studies*

Clinical



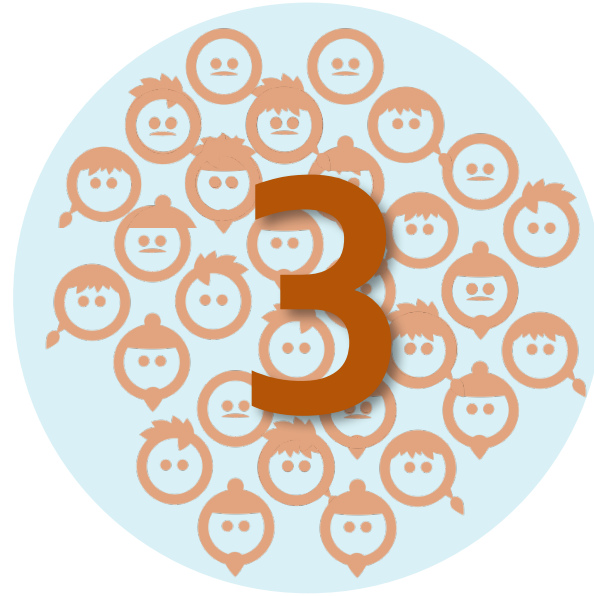
Phase 1 trials in small numbers of volunteers

Clinical



Phase 2 trials in a few hundred patients

# Clinical



Phase 3, pivotal safety and efficacy trials  
in hundreds or thousands of patients



Regulatory  
authorities



Marketing authorization approval  
from the EMA or FDA

**~10 years**  
**~€2 billion**  
bench to  
market



Achieving commercialisation and peak sales  
against the patent expiry clock

# Effective communication is critical



Publications



Medical education and scientific liaison



Regulatory



Market access



Advertising




Public and/or professional relations

The right **information** to the right **audience** at the right **time**

# MedComms



Publications



Medical education  
and scientific liaison




Regulatory



Market access



Advertising



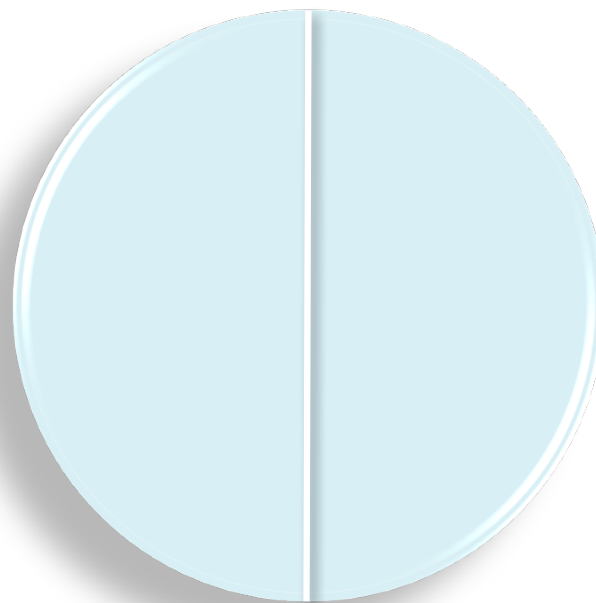
Public and/or  
professional relations

The right **information** to the  
right **audience** at the right **time**

The slide features a white background with teal and grey decorative elements. A teal horizontal bar is at the top, and a grey horizontal bar is to its right. A teal triangle is on the left side, and a teal trapezoid is on the right side. A teal horizontal bar is at the bottom, and a grey horizontal bar is to its right.

What do MedComms  
account managers do?

Treatment X



One agency  
account  
corresponds to one  
pharmaceutical  
brand



Team members may work on one or more accounts,  
depending on the volume of work involved

Account teams  
include commercial  
and scientific roles



Company and team structure vary between agencies...  
the team as a whole is responsible for client service



Job titles vary  
between agencies

Account director  
/team lead

Account managers  
and/or project  
managers

Event managers or  
logistics coordinators



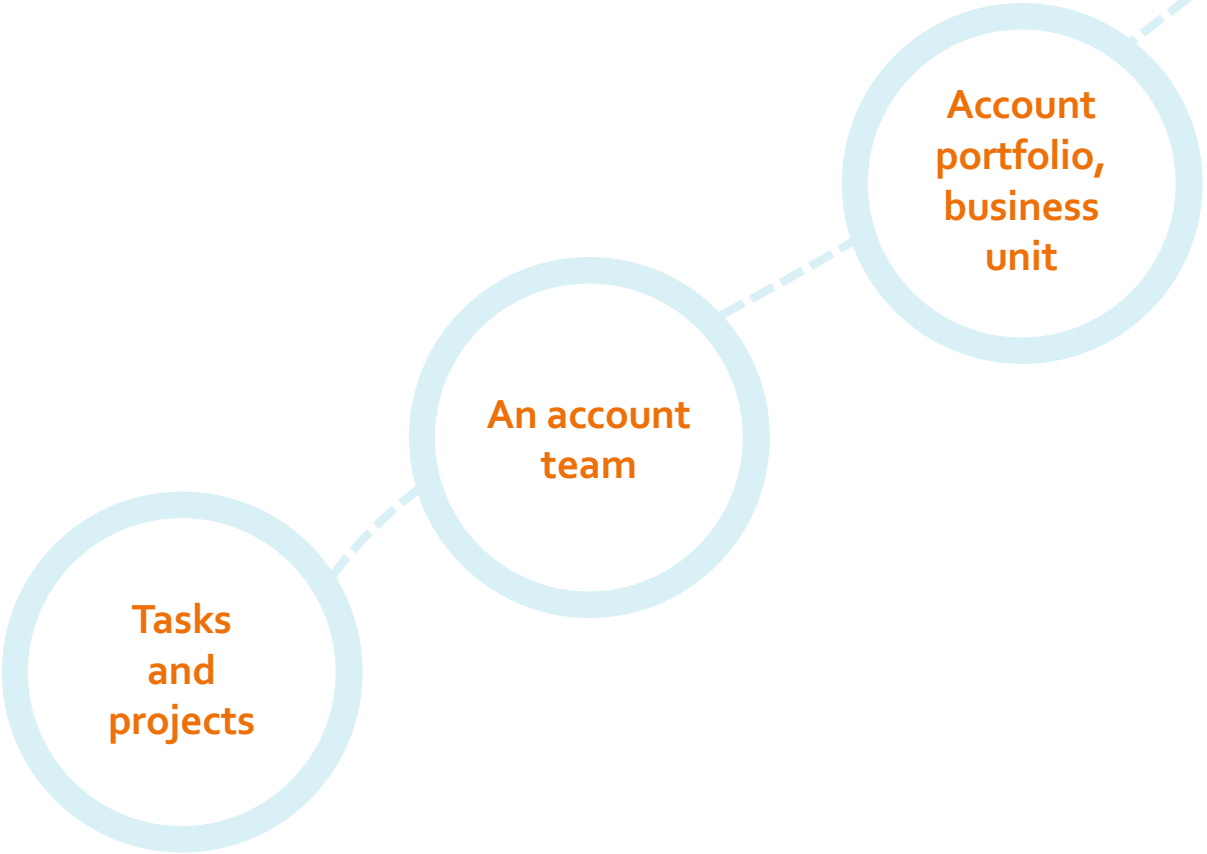
Scientific/editorial  
lead

Medical  
writers

Medical and production  
editors, editorial assistants

Account managers are the glue in a team that make sure projects are completed **on brief, on time and on budget**

**With experience  
comes increasing  
responsibility**





# How to get started

# A scientific background

Is not always essential



What agencies  
look for when  
recruiting account  
managers



What agencies  
look for when  
recruiting account  
managers

Communication



What agencies  
look for when  
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managers

Communication

Attention to detail

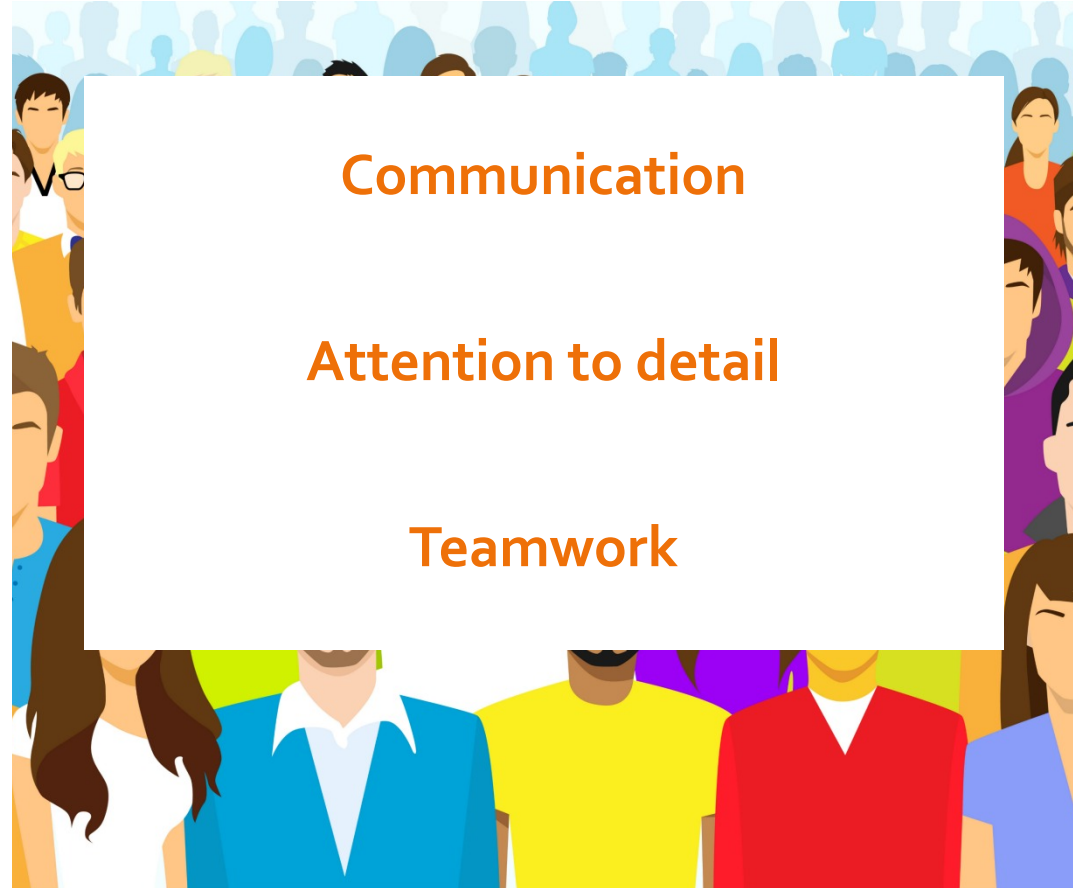


What agencies  
look for when  
recruiting account  
managers

Communication

Attention to detail

Teamwork





# What agencies look for when recruiting account managers

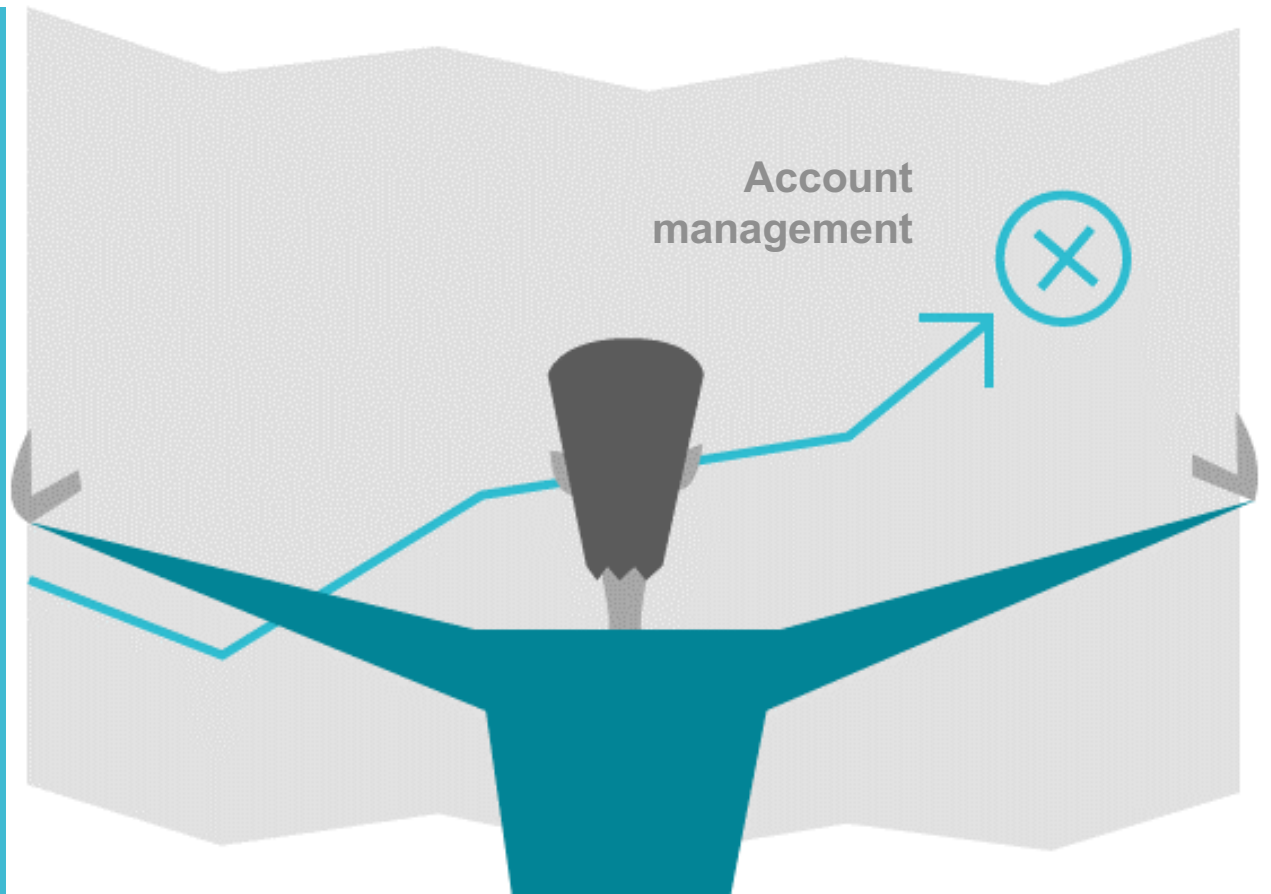
**Communication**

**Attention to detail**

**Teamwork**

**Organisation**

# How to become an account manager



# How to become an account manager

Research



# How to become an account manager

Research

FirstMedCommsJob.com

MedComms Networking

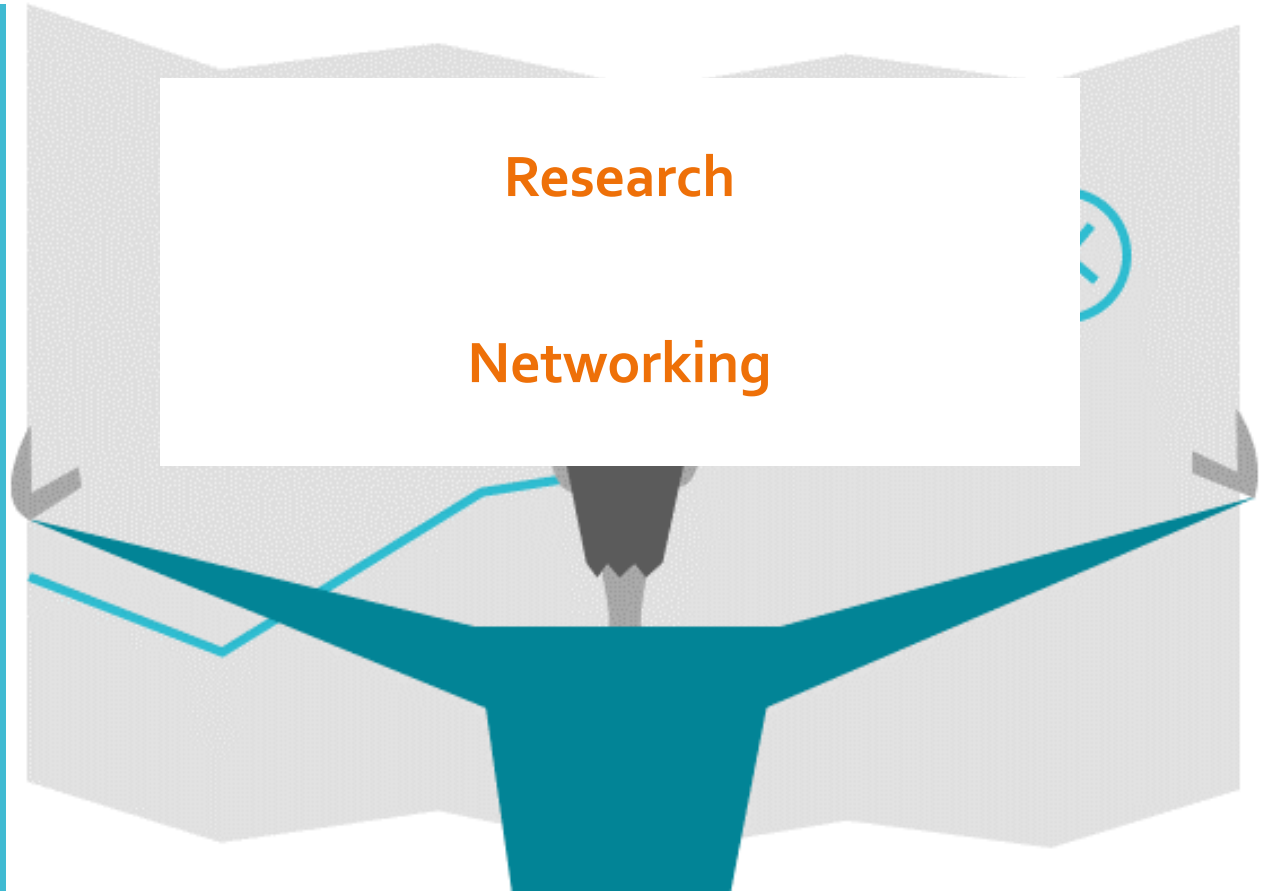
LinkedIn

Individual agency  
websites

# How to become an account manager

Research

Networking



# How to become an account manager

**Research**

**Networking**

**Specialist qualifications,  
work experience**

# How to become an account manager

**Research**

**Networking**

**Specialist qualifications,  
work experience**

**Application, test, interviews**

# What to look for in an agency

Not all agencies are the same





# What to look for in an agency

Not all agencies are the same

The company



# What to look for in an agency

Not all agencies are the same



The company

The work



# What to look for in an agency

Not all agencies are the same



The company

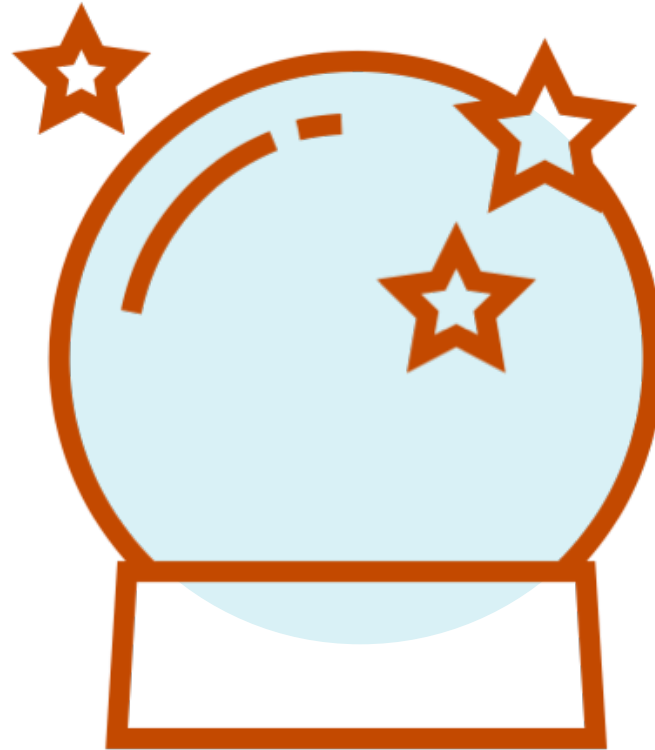
The work

Support and development



# Is there a future in MedComms?

The pharmaceutical industry continues to grow



Your enjoyment depends on the team around you

Free to download from  
**FirstMedCommsJob.com**

Also available on my LinkedIn page:  
**[www.linkedin.com/in/lindseyheer/](http://www.linkedin.com/in/lindseyheer/)**

