The business of medical communications

Getting started in Account Management
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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

GO

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
Medical education and scientific liaison
Publications
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The right information to the right audience at the right time
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
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
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- 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
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
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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/