Improving lives:

Engaging employees in healthcare communications

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Employee engagement

Personalised healthcare comms

Improving lives

Putting patients at the centre of our business
Objectives and overview

- Planning your career in healthcare communications
- The organisation
  - Environment within the organisation
  - Career opportunities
  - Developing individuals
Network of a large-scale healthcare communications organisation...

Multichannel healthcare communications agencies
- ACUMED
- BlueMomentum
- CircleScience
- Clinical Bridges
- CodonMedical
- FireKite
- Gardiner-Caldwell Communications
- GeoMed
- iMed Comms
- Infusion
- ZOETIC SCIENCE

Specialists and centres of excellence
- **SCIENTIFIC PR**
  - Galliard Nyxeon
- **DIGITAL, CREATIVE AND MARKETING**
  - Ashfield Digital & Creative
- **CONSULTING**
  - Insight & Performance InterPhase Consult
- **EVENTS AND EXHIBITS**
  - Ashfield Meetings & Events
- **DISEASE EDUCATION**
  - HIV Therapy Congress
  - Viral Hepatitis Congress
  - NDEI diabetes portal

Ashfield collaborators
- Nurse educators and call centres
- Contract sales and telesales
- Medical information and pharmacovigilance
- US market access

Integrated multichannel services
- Creative branding and marketing
- Digital strategy and solutions
- eLearning and training
- External expert programmes
- Healthcare strategy consulting
- Live and virtual meetings
- Medical education
- Patient engagement programmes
- Marketing strategy and materials
- Publication planning and medical writing
- Scientific and consumer PR
- Strategic communications
Part of an expert multifaceted team...

- **38%**
  Medical & Scientific Services

- **22.5%**
  Client Services

- **11%**
  Digital

- **28.5%**
  Others
  - Support Services
  - Consultancy
  - Workflow Solutions
  - Congress
  - Exhibitions
  - Research Group

5 : Part of UDG Healthcare plc

www.ashfieldhealthcare.com
...with offices around the world

Our locations

Chicago, Illinois, USA
Lyndhurst, New Jersey, USA
New York, New York, USA
Dublin, Ireland
London, UK
Maidenhead, UK
Haddam, Connecticut USA
Mannheim, Germany
San Bruno, California, USA
Witney, UK

People working flexibly, not constrained by office locations
The environment within the organisation...
The four enablers of engagement

**STRONG STRATEGIC NARRATIVE**
Visible, empowering leadership
Where have we come from and where are we going?

**ENGAGING MANAGERS**
Focus on their people and give them scope
Treat their people as individuals
Coach and stretch their people

**EMPLOYEE VOICE AND INVOLVEMENT**
Throughout the organisation
People reinforce and challenge views
Employees are seen as central to solutions

**ORGANISATIONAL INTEGRITY**
The values on the wall are reflected in day-to-day behaviours
Strong strategic narrative...

...the value of working for a fully engaged employer

...Our mission is to partner with our clients, improving lives by helping healthcare professionals and patients get the medicines, knowledge and support they need
Organisational integrity

Quality
For us only the best is good enough

Partnership
We build on trust through delivering on our promises

Ingenuity
Our commitment to resolving problems and resourceful thinking every day

Expertise
Together we have a wealth of knowledge and skills built over many years

Energy
We are passionate about what we do and eager for success
Living the values

The best way to predict the future is to invent it.
What is LABTIME?

100 hours of exploration time for each member

Opportunity to investigate any areas of interest to employees that are of value to the business

Gives employees the opportunity to expand outside their role

Opportunity to work with new people in and outside the team

Platforms/support in place to take their ideas forward
Career opportunities
Typical career paths in healthcare communications...

TWO DISTINCT TRACKS

Medical & Scientific Services

Client Services
Typical career paths in communications...healthcare

**Medical & Scientific Services**

- Associate Medical Writer
- Medical Writer
- Senior Medical Writer
- Team Leader/Editorial Operations
- Principal Writer
- Scientific Director

**Client Services**

- Project Assistant
- Account Executive
- Account Manager
- Account Director
- Senior Account Director

**STRONG AND STABLE CAREER PROGRESSION**

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iMed Comms  
Infusion  

Specialists and centres of excellence

Pegasus  
Physicians World Europe  
QXV Comms  
Scientific Connexions  
Seren Communications  
StemScientific  
Watermeadow Medical  
ZOETIC SCIENCE  

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Marketing strategy and materials  
Publication planning and medical writing  
Scientific and consumer PR  
Strategic communications
Career pathway: LC

Motivations:
- Develop a career in medical writing
- Demonstrating experience and increasing responsibility
- Develop leadership qualities, team working and problem solving
- Line manage a team and contribute to development of others
- Gain more responsibility and expand upon strengths

Home working as located in south of England

Career:
- Clinical trial management
- MW
- SMW
- Principal Writer
- Scientific Director
- Director of Editorial Operations

Part-time for work/life balance
Flexible working hours
Maternity leave
Career pathway: KT

To have a graduate career which applied my relevant skills and provided me with broad experience

To move to a fast pace environment with a clear plan for career progression

To become a team leader and drive strategic direction

To challenge myself to try something new, learn new skills and provide a fresh look at development opportunities

To move into a position of responsibility and leadership; including line management

Career

Motivations
Developing individuals
Grow your career...

- To have the **most highly skilled, informed** and **motivated** staff, through continually providing **best-quality** training, development and support
Is your employer committed to developing individuals?

**DEVELOPMENT**
- 70% in-role learning
- 20% personal development
- 10% training

**Core training**
- Compliance training
- Fundamental training programmes – critical to everyday effectiveness
- Development training programmes – enhancing individuals’ careers and skills
- Managerial and executive training programmes

**Mentoring & coaching programmes**
Is your employer committed to developing individuals?

35 Training courses available

1,416 Training places offered in 2015–16

Courses covered:
- Industry knowledge
- Leadership and management
- Compliance and Best Practice
- Business skills
- Marketing skills
- And coming soon...digital skills
Inspiring the leaders of tomorrow

Inspire – leadership development programme

- **2.5-day** programme, *based on our values*
- Our values define our culture and the creation of Inspire was a key central activity in creating a values-based organisation
- **80 leaders** from Ashfield Healthcare Communications have completed the programme = **200 development days**

“We are a people-based business. Developing our people is one of the core elements of successfully delivering our strategy and supporting our clients in effectively delivering their strategy.”

**CEO, Brendan McAtamney**

“I’ve just attended INSPIRE #11, and the programme really ‘does what it says on the tin’. It was a truly excellent course in terms of content, delivery and format, this last providing a great opportunity to meet, work with and learn from people across UDG.”

**Murray Edmunds, Watermeadow**
Staff engagement

We are a people-first business

The Ashfield Way

The Ashfield Way gives us all something to collectively work towards and constantly challenges us to think about the impact we have.

Ashfield Cares

We are committed to using our size, resources and geographical reach to have a positive impact on the communities around us and wider society through the work of ‘Ashfield Cares’.

Raising money for worthy causes... and having lots of fun whilst doing it!

We raised £900 for Ronald McDonald this year

We raised over £5,000 for East Cheshire in 2016, through Summer BBQs, Sports Days, Easter treasure Hunts and much more fun activity...
THANK YOU

For more information please contact us

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