

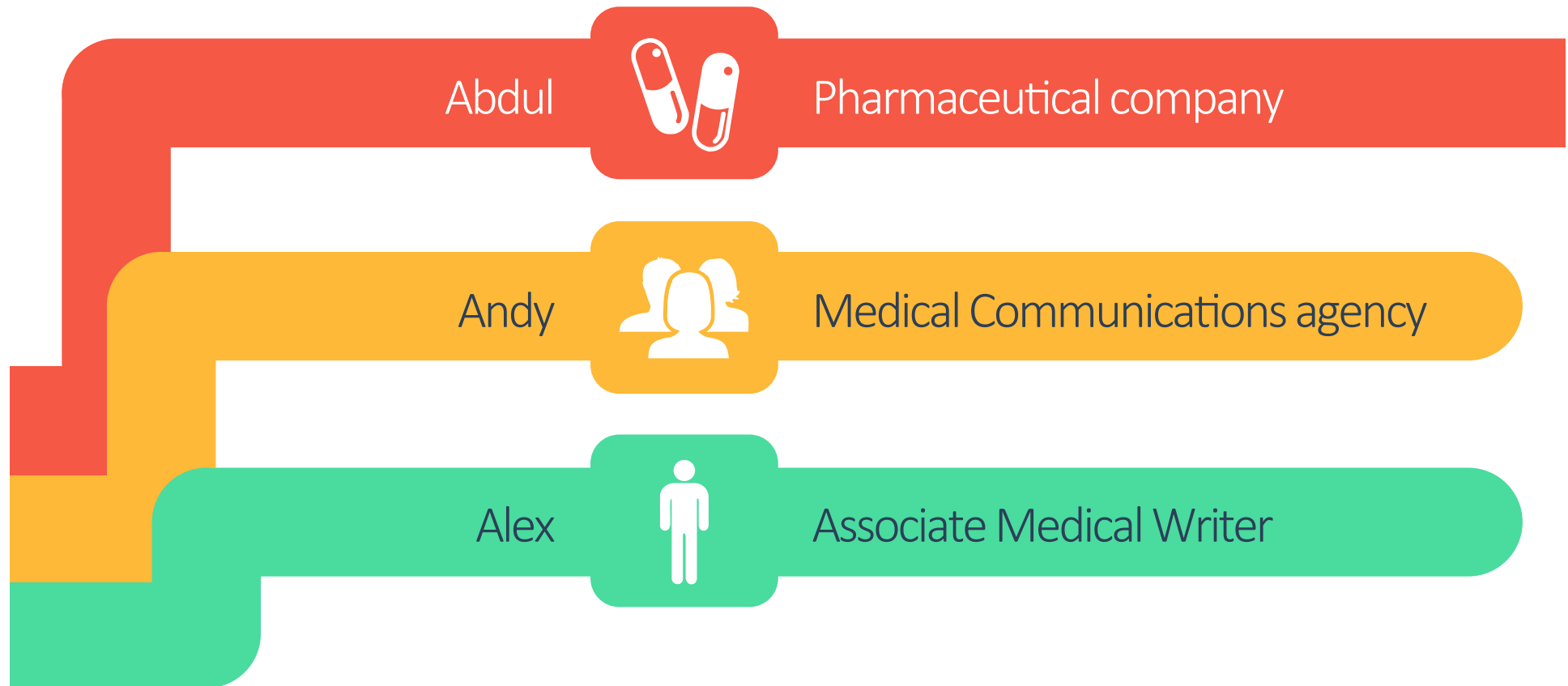
**THE AGENCY PERSPECTIVE.
WHAT WE DO, HOW WE DO IT,
WHAT WE LOOK FOR IN A NEW STAFF, AND
THE TRAINING AND CAREER OPPORTUNITIES AHEAD**

Abdul Al Khateeb (Senior Medical Writer)

Andy Brittain (Senior Medical Writer)

Alex Goonesinghe (Associate Medical Writer)

The big picture



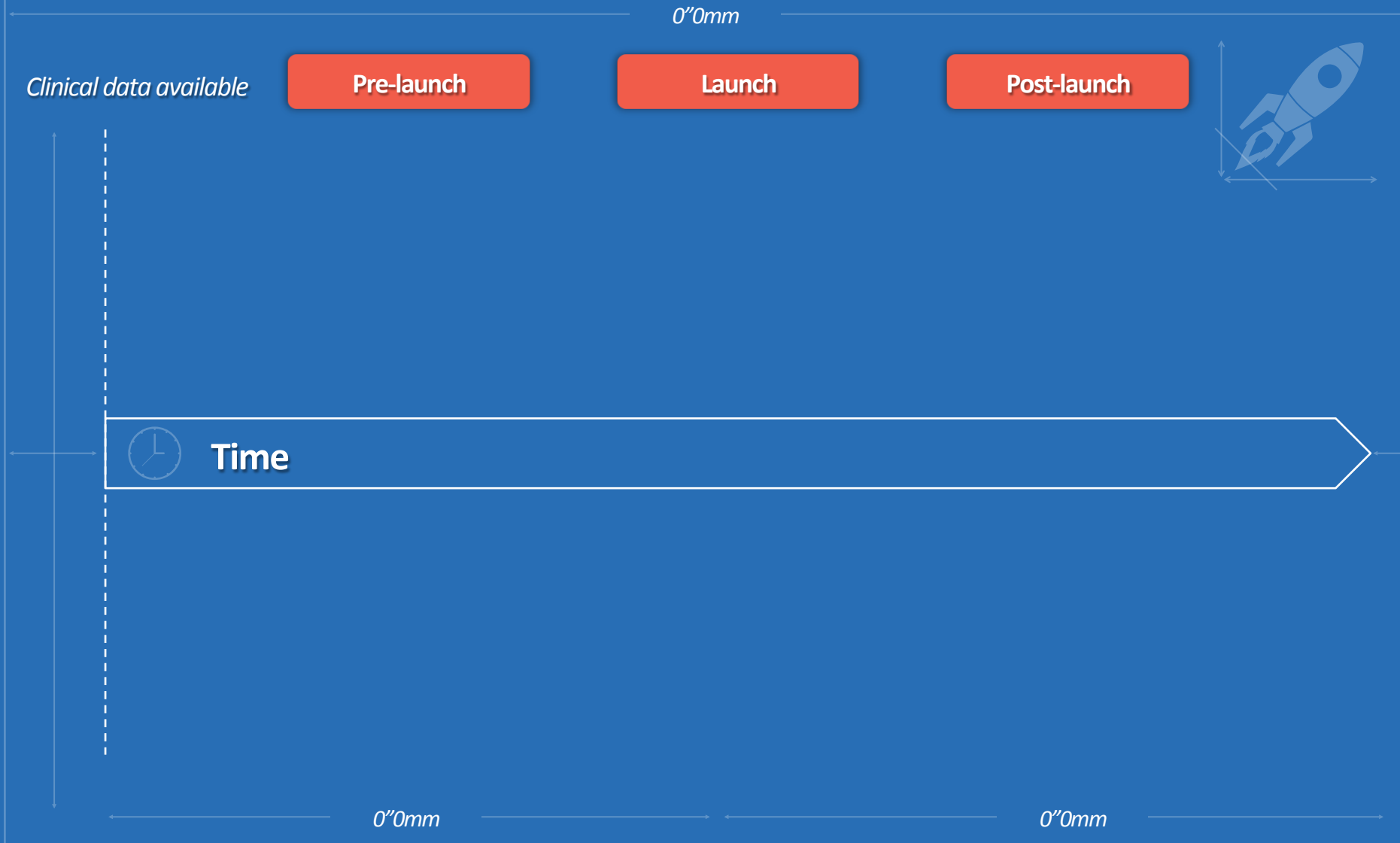
I'm in charge of developing **Drug X**



**Treatment of patients with ABC
disease**

Global pharmaceutical company

Overview of development



For each stage of Drug X's life, I need to communicate information to the right **people**, at the right **time** and in the right **way**



Communications plan will help me achieve this




Coordinated effort
to address communication objectives

Alignment
of all internal parties

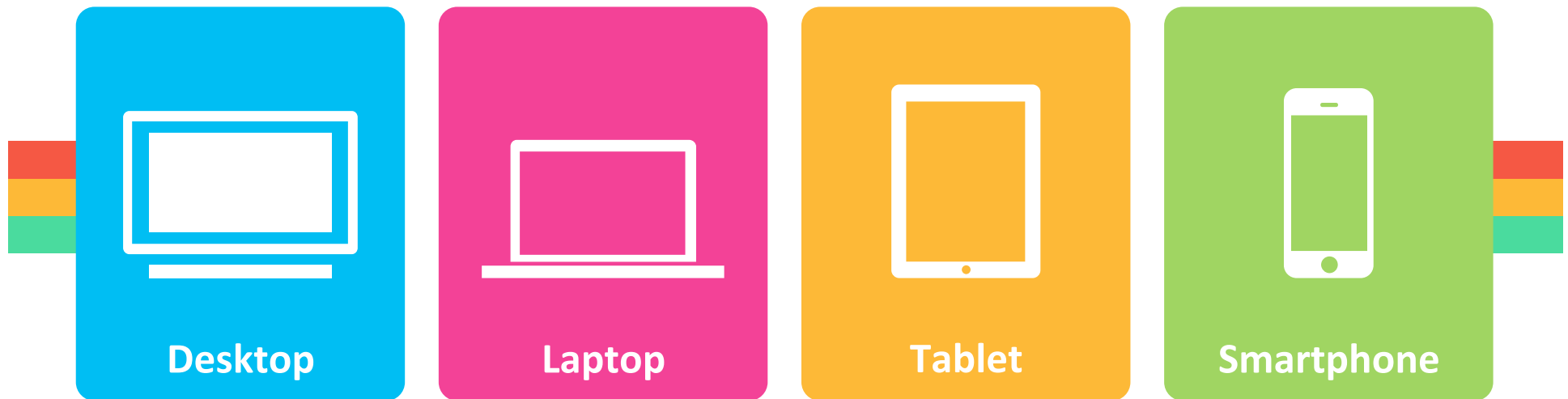
Work effectively
across medical affairs and marketing teams

Prioritises deliverables
over time and within a given budget



Right people
Right time
Right way

Consumers in a four screen world



Home



Office



Hospital

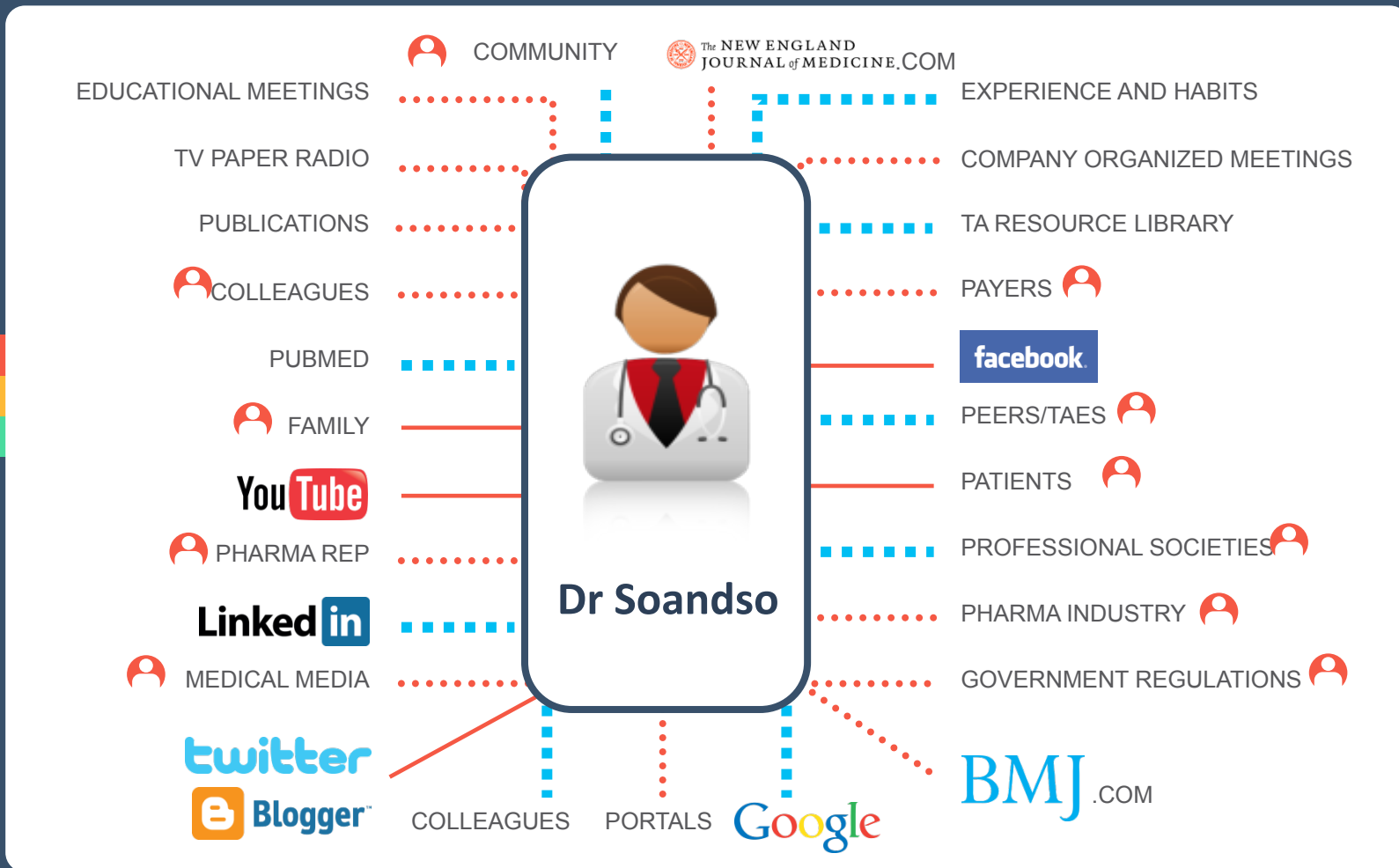


Travel



Commute

New behaviours and new ways of assimilating information



I need an agency that can work with me as a strategic partner

Achieve my objectives



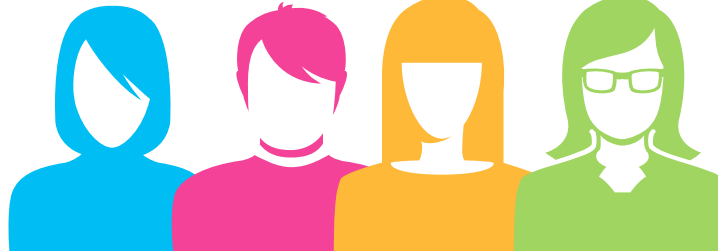
Project management



Overcome challenges



Scientific expertise



Right people
Right time
Right way

I'm sure I've got his card somewhere...

Andy Brittain
Senior Medical Writer



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We are KnowledgePoint360: a group of 17 medical communications agencies and specialist services

We have offices across the UK, Europe and the USA



>700 professionals

- ACUMED
- BlueMomentum
- CircleScience
- Clinical Bridges
- CodonMedical
- CreativeFusion
- eMedFusion
- FireKite
- Gardiner-Caldwell Communications
- GeoMed
- InterPhase
- Medex-Media
- Physicians World
- Physicians World Europe
- Scientific Connexions
- Seren Communications
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**We deliver
multichannel
healthcare
communications**

**Directly to the
pharmaceutical
industry**

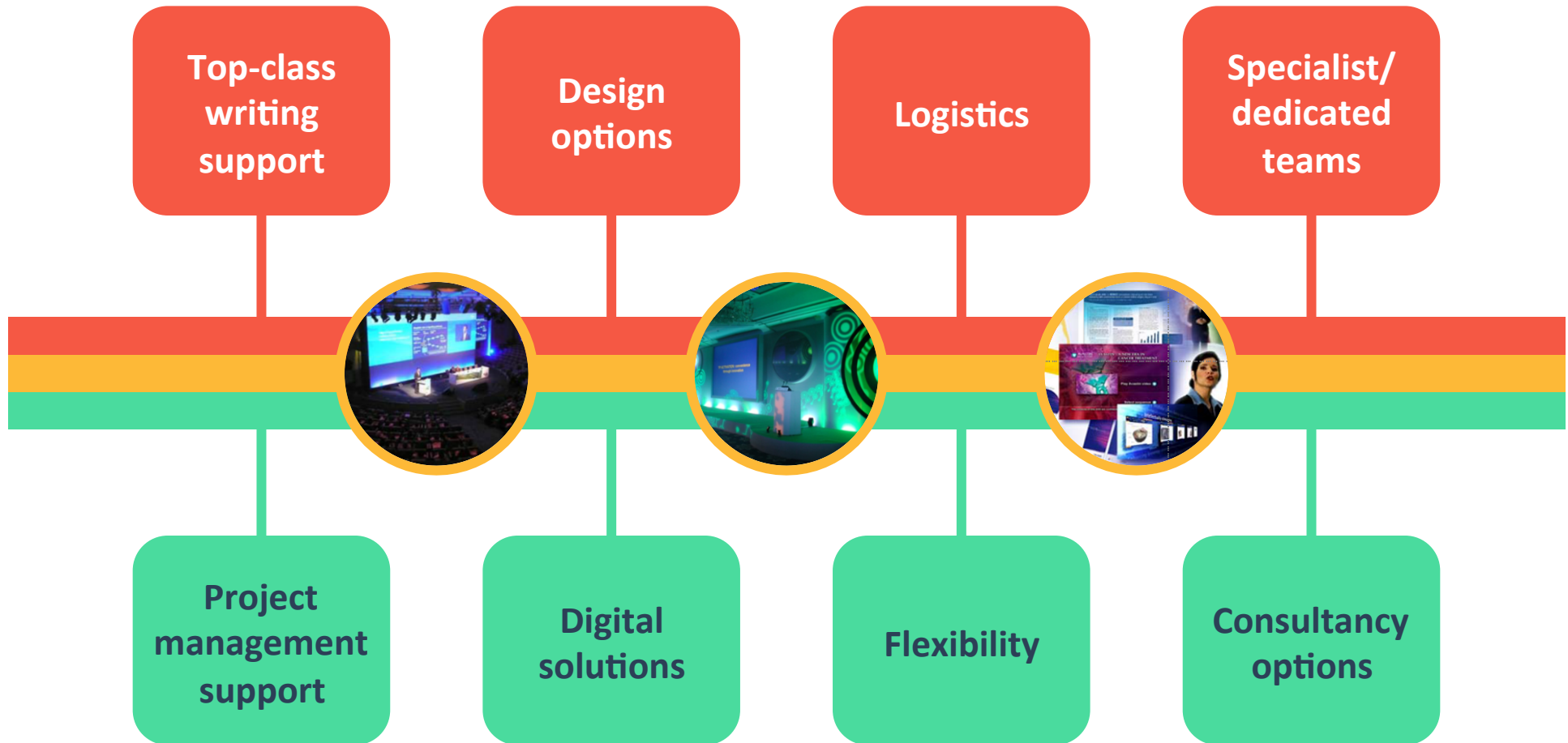
**Including
smaller biotech
firms and large
pharmaceutical
companies**

**We are a full-
service
agency and
pride
ourselves on
providing...**

**Compliance,
editorial and
strategic
planning**

**Coupled
with design
and digital
services**

We do this by providing...



What do we typically generate?

Communications plans

Internal training tools

MOA videos and other graphs

Slide decks

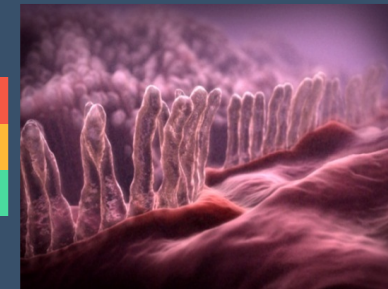
Meetings:
Investigator meetings/Symposia, Internal
global-regional meetings, Advisory Boards

Clinical trial tools

Disease brochures

Web sites / mini-sites

Clinical protocol gap analysis



Competitor analyses/overviews

Executive reports from live
events and internal meetings

Competitive messaging analyses/
gap analyses

Disease backgrounders and
scientific discussion documents

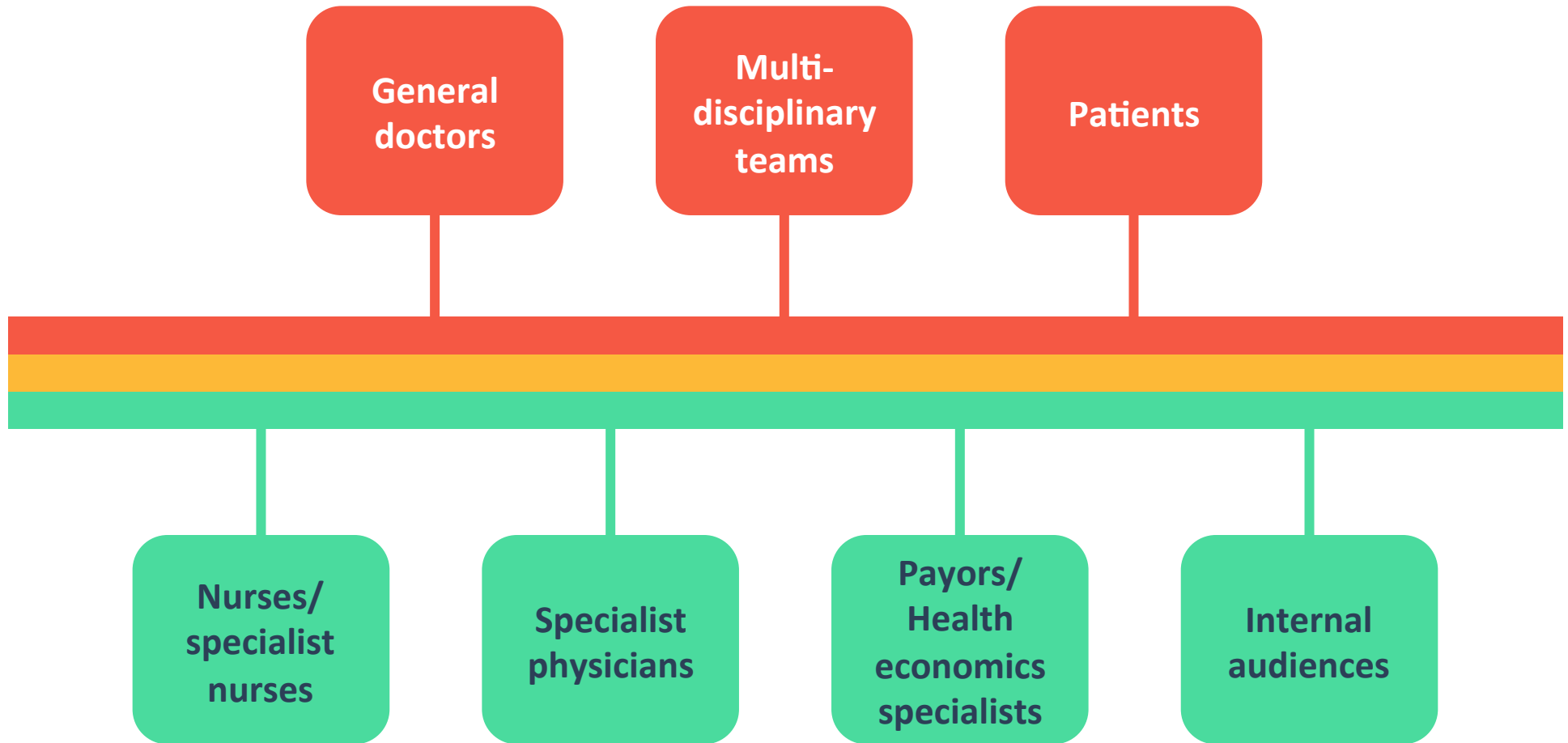
Author support for publications,
congress abstracts and posters

Newsletters, brochures,
patient education tools

Case studies, monographs

Scientific content for webinars
and online learning

Who do we generate these materials for



What careers do we offer?

Two distinct tracks



1

Client services

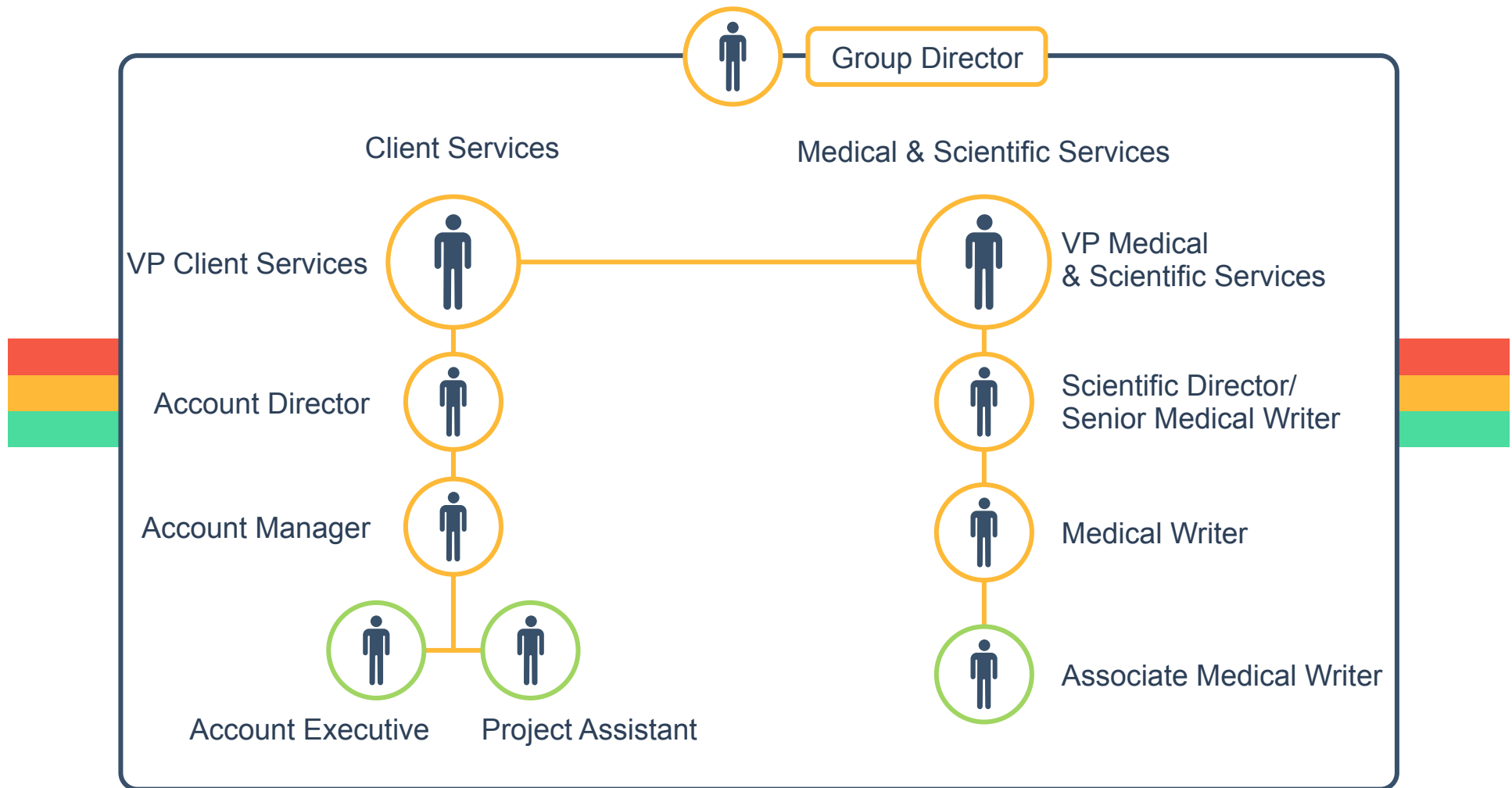
- Project management
- Logistics
- Budget Management
- Pitch work for new business
- Timeline development
- Strategy/consultation

2

Medical and Scientific services

- Content development
- Meetings attendance and reporting
- Styles of writing per audience
- Strategy/Consultation
- Eye for detail

Typical team structure



What do we look for in our staff



A passion for science

Strong writing skills

Attention to detail

Good communication

Organised, yet adaptable

Calm under pressure

Team worker

Deadline orientated

Typical medical writer career path





Typical client services career path

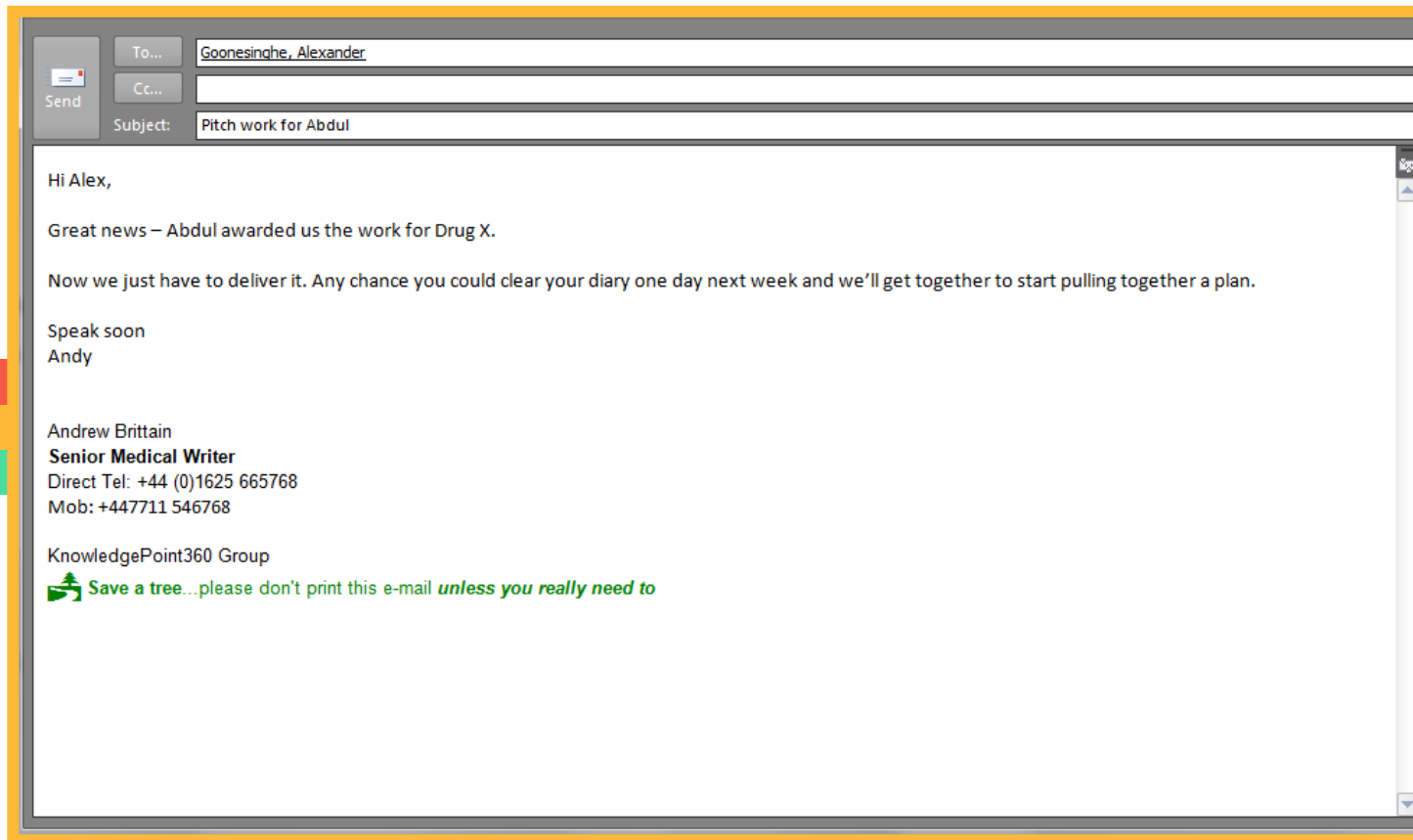


Strong and stable career progression

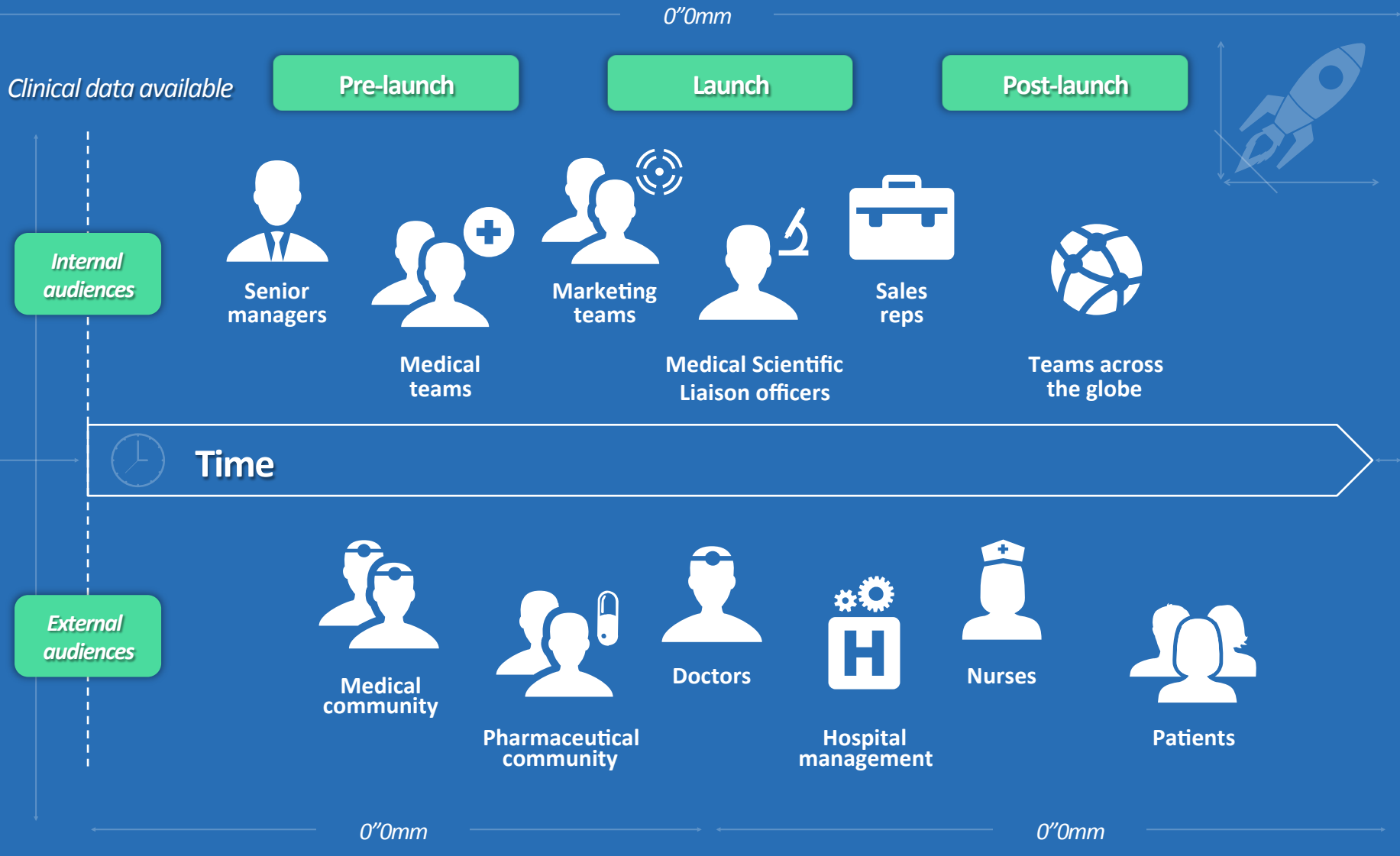
Summary: the role of the agency



Now, let's have look at how this work might transpire if we win the work from Abdul...



For each stage of Drug X's life, I need to communicate information to the right **people**, at the right **time** and in the right **way**



For each stage of Drug X's life, I need to communicate information to the right **people**, at the right **time** and in the right **way**



Time

Pre-launch

Working with Medical, Legal and MCLs

- Advisory Board
- Ph.III pubs
- Congress exposure with posters/talks
- Congress symposium
- Educational meeting

Launch

Working with Commercial and Legal teams

- Standalone meeting
- Symposium
- Product monograph
- Brand book
- Launchpad/Detail aid for CPOs
- Q&A
- Objection handler and call flow
- Messaging platform
- Training programme for MSLS

Post-launch

Working with MCLs, Commercial and Legal

- Ph.IIIb/Ph.IV manuscripts
- Real-life data
- Keep symposium and congress presence high
- Keep core slide deck and messaging platforms up-to-date
- White paper (Internal)

How on earth I am going to provide content for all of these things?

A range of training and support is available

Communications planning	Manuscript writing	PowerPoint	Digital solutions	Navigators group
<ul style="list-style-type: none">• Pub planning• Meeting planning• Affiliate training	<ul style="list-style-type: none">• Clinical manuscript writing• Grammar, style and editing	<ul style="list-style-type: none">• Posters• Presentations	<ul style="list-style-type: none">• Setting up a website for patients and doctors to share their experiences• Social media e.g. Twitter feed• Online videocasts• Tablet apps for disease awareness	<ul style="list-style-type: none">• Sharing my experiences with other AMWs and getting advice

Traditional vs digital



I have a highly trained network of professionals to help me achieve this...



What will my calendar look like for the next week?

	Monday	Tuesday	Wednesday	Thursday	Friday
08:00					
09:00			Meet with client services (budget)	Planning for Abdul meeting: - Budgets - check strategic objectives - detailed planning chart	Meeting with Andy
10:00	Team catch-up	Meet with digital services (website)			
11:00	Project brainstorm with team				
12:00			Vics' birthday lunch		Pay day lunch!!
13:00	Meet with scientific director (strategy)	Meet with studio (template)	Work on: - key scientific messages	Meeting with Abdul	Work on: - search for potential therapy area experts to set up advisory board and publication committee
14:00	Meeting with Andy to go through plans	Meet with studio (branding)		Work on: - search for potential target congresses - search for potential target journals	
15:00	Generate planning chart	Get briefs into studio for branding template design, and website design			
16:00					
17:00					Friday night line dancing club...

Three different routes into med comms

Abdul



BSc Psychology & Neuroscience



MRes Biological Sciences



MPhil Cell Biology



AMW



MW

SMW

Andy



BSc Biomedical science



Travelling and Travel agent - 3 years



MSc Biomedical and forensic studies in egyptology



EA

AMW

MW

SMW

Alex



BSc Biochemistry and Biological & Medicinal Chemistry



GSK – QA Chemist



MSc Molecular Pharmacology



PhD Development Biology and Disease Modelling



AstraZeneca - Technical lead for disease modelling in Zebrafish

AMW

THANK YOU

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Andrew Brittain (Senior Medical Writer)

Alex Goonesinghe (Associate Medical Writer)

