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

Abdul - Pharmaceutical company

Andy - Medical Communications agency

Alex - Associate Medical Writer
I’m in charge of developing **Drug X**

Treatment of patients with ABC disease

Global pharmaceutical company
Overview of development

Clinical data available

- Pre-launch
- Launch
- Post-launch

Time
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.

**Clinical data available**

- **Pre-launch**
  - Senior managers
  - Medical teams

- **Launch**
  - Marketing teams
  - Medical Scientific Liaison officers
  - Sales reps

- **Post-launch**
  - Teams across the globe

**Time**

- Internal audiences
- External audiences

- Medical community
- Pharmaceutical community
- Doctors
- Hospital management
- Nurses
- Patients
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

- Desktop
- Laptop
- Tablet
- Smartphone

- Home
- Office
- Hospital
- Travel
- Commute
New behaviours and new ways of assimilating information

Dr Soandso

**Influential Mediums**
- TV Paper Radio
- Publications
- Colleagues
- Youtube
- Pharama Rep
- Linkedln
- Medical Media

**Influential Networks**
- Educational Meetings
- Experience and Habits
- Company Organized Meetings
- Ta Resource Library
- Payees
- Peers/Taes
- Patients
- Professional Societies
- Pharma Industry
- Government Regulations

**KnowledgePoint360**
I need an agency that can work with me as a strategic partner.
I’m sure I’ve got his card somewhere...
We are KnowledgePoint360: a group of 17 medical communications agencies and specialist services.

We have offices across the UK, Europe and the USA.

Now part of Ashfield Commercial & Medical Services.
We are a full-service agency and pride ourselves on providing... Coupled with design and digital services.

We deliver multichannel healthcare communications.
We do this by providing...

- Top-class writing support
- Design options
- Logistics
- Specialist/dedicated teams

- Project management support
- Digital solutions
- Flexibility
- Consultancy options
What do we typically generate?

Communications plans
Slide decks
Web sites / mini-sites
Competitor analyses/overviews
Competitive messaging analyses/gap analyses
Newsletters, brochures, patient education tools

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

MOA videos and other graphs
Clinical trial tools
Clinical protocol gap analysis
Executive reports from live events and internal meetings
Author support for publications, congress abstracts and posters
Scientific content for webinars and online learning

Disease brochures
Disease backgrounders and scientific discussion documents
Case studies, monographs
Who do we generate these materials for

General doctors
Multi-disciplinary teams
Patients

Nurses/ specialist nurses
Specialist physicians
Payors/ Health economics specialists
Internal audiences
What careers do we offer?

Two distinct tracks
Client services

1. Project management
2. Logistics
3. Budget Management
4. Pitch work for new business
5. Timeline development
6. Strategy/consultation

Medical and Scientific services

2. Content development
3. Meetings attendance and reporting
4. Styles of writing per audience
5. Strategy/Consultation
6. Eye for detail
Typical team structure

Client Services
- VP Client Services
- Account Director
- Account Manager
- Account Executive
- Project Assistant

Medical & Scientific Services
- VP Medical & Scientific Services
- Scientific Director/Senior Medical Writer
- Medical Writer
- Associate Medical Writer

Group Director
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

Associate Medical Writer

Medical Writer

Senior Medical Writer

Team leader/Editorial operations
Principal Writer
Scientific Director

Strong and stable career progression
Typical client services career path

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

Strong and stable career progression
Summary: the role of the agency

- Provide multichannel healthcare communications to healthcare professionals...
- Contracted by big pharma and smaller biotech firms
- Offer two main career paths: M&SS and CS
- Produce a wide range of scientific deliverables and services
- Both with feasible and stable progression paths
- ...therapy area experts and internal audiences
Now, let’s have a look at how this work might transpire if we win the work from Abdul...

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An email

Hi Alex,

Great news – Abdul awarded us the work for Drug X.

Now we just have to deliver it. Any chance you could clear your diary one day next week and we’ll get together to start pulling together a plan.

Speak soon,

Andy

Andrew Brittain
Senior Medical Writer
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Mob: +447711 546768

KnowledgePoint360 Group

Save a tree… please don’t print this e-mail unless you really need to
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**
  - Pub planning
  - Meeting planning
  - Affiliate training

- **Manuscript writing**
  - Clinical manuscript writing
  - Grammar, style and editing

- **PowerPoint**
  - Posters
  - Presentations

- **Digital solutions**
  - 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

- **Navigators group**
  - Sharing my experiences with other AMWs and getting advice

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**Traditional vs digital**

KnowledgePoint360
I have a highly trained network of professionals to help me achieve this...

**AMW**

**Client services**
- interact directly with the client
- help establish budgets
- help establish timelines
- help organise meetings with TAEs
- help organise meeting logistics

**Visual services**
- help with posters
- help with presentations
- help with print items
- website design
- help with styling
- help with branding

**Editorial**
- check work for consistent style
- check work for spelling and grammar errors
- help authors to submit abstracts and manuscripts
- co-ordinate reviews by internal and external authors
- co-ordinate responses to reviewers comments

KnowledgePoint360
What will my calendar look like for the next week?

Monday
- 08:00: Team catch-up
- 09:00: Project brainstorm with team
- 10:00: Meet with digital services (website)
- 11:00: Meet with scientific director (strategy)
- 12:00: Meeting with Andy to go through plans
- 13:00: Generate planning chart
- 14:00: Meet with Andy to go through plans
- 15:00: Get briefs into studio for branding template design, and website design
- 16:00: Meet with studio (branding)
- 17:00: Vics’ birthday lunch

Tuesday
- 08:00: Meet with client services (budget)
- 09:00: Meet with digital services (website)
- 10:00: Meet with studio (template)
- 11:00: Meet with studio (branding)
- 12:00: Meet with Andy
- 13:00: Planning for Abdul meeting:
  - Budgets
  - Check strategic objectives
  - Detailed planning chart
- 14:00: Planning for Abdul:
  - Search for potential therapy area experts to set up advisory board and publication committee
- 15:00: Work on:
  - Search for potential target congresses
  - Search for potential target journals
- 16:00: Work on: search for potential target congresses
- 17:00: Pay day lunch!!

Wednesday
- 08:00: Meet with client services (budget)
- 09:00: Meet with digital services (website)
- 10:00: Meet with studio (template)
- 11:00: Meet with studio (branding)
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Thursday
- 08:00: Meet with client services (budget)
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- 16:00: Work on:
  - Search for potential target congresses
- 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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