Medical Communications
The career for me?
Matt Brierley: how I got here...

- BSc Biology (Portsmouth)
- PhD Neuroscience (Sussex)
- 2xPost-doc (Nottingham)
- 2xPost-doc (Manchester)
- Associate MW
- Medical Writer
- Senior Medical Writer
- Scientific Director
Therapy areas I have worked in... and some of the places I have been

- Diabetes
- Pompe’s disease
- Epilepsy
- Infectious diseases
- Hepatitis
- Alzheimer’s disease
- Schizophrenia
- Kidney disease
- Oncology
  - Breast, prostate, melanoma, myeloma, ovarian, lung, leukemia, supportive care and bone metastases

- Milan
- San Francisco
- New York
- Paris
- Davos
- Stockholm
- Munich
- Madrid
- Nice
- Los Angeles
- Prague
- Brussels
- Amsterdam
Medical communications agencies

What do we do?

– Communicate science to healthcare professionals
– Disease area and product education: right audience
– Provide strategic insight
– Provide specialists: studio, design, consultants
– Deliver quality ... on time
Medical communications agencies

Who are our audiences?

- General doctors
- Nurses/specialist nurses
- Specialist physicians
- Multidisciplinary teams
- Payers/health economic specialists
- Patients
- Internal audiences (training)
Medical communications agencies

Who are our clients?

– ‘Big Pharma’
– Smaller biotech companies
– Individual institutions
– National, international and global teams
Medical communications agencies

What do we generate?

- Communications plans
- Scientific platforms
- Slide decks
- Meetings: Investigator meetings/Symposia, Internal global-regional meetings, Advisory Boards
- MSL training
- Disease brochures
- MOA videos and other graphs
- Clinical trial tools
- Clinical protocol gap analysis

- Competitor analyses/overviews
- Competitive messaging analyses/gap analyses
- Newsletters, brochures, patient education tools
- Backgrounders and scientific discussion points
- Case studies, monographs
- Executive reports from live events and internal meetings
- Publications, congress abstracts and posters
- Scientific content for webinars and online learning
What is an all-service agency?

An agency that offers...

- Top class writing support
- Editorial support
- Design options
- Digital and multi-channel approaches
- Logistics
- Flexibility
- Specialist/dedicated teams
- Consultancy options
- Strategy
- Problem solving
Fedra Pavlou: how I got here...

BSc Pharmacology (Leeds)

- Junior Editor (Healthcare Market Analysis)
- Managing Editor (Healthcare Market Analysis)
- Editor (Pharma & Healthcare Publishing)
- Editor-in-Chief (Pharma & Healthcare Publishing)
- Director, Editorial Operations (Medical Communications)
A little bit about KnowledgePoint360
Among largest medical communications companies worldwide: >730 people in 11 locations

MACCLESFIELD:
ACUMED • CircleScience • eMedFusion • Gardiner-Caldwell Communications • GeoMed • InterPhase • Medex-Media • StemScientific

NEW JERSEY:
Clinical Bridges • Gardiner-Caldwell Communications • Physicians World • StemScientific • Scientific Connexions

LONDON:
ACUMED • CircleScience • InterPhase

MANNHEIM:
Physicians World Europe

NEW YORK: ACUMED

NEW JERSEY: Clinical Bridges • Gardiner-Caldwell Communications • Physicians World • StemScientific • Scientific Connexions

PENNSYLVANIA: Scientific Connexions • TGaS Advisors

CHICAGO: BlueMomentum • CodonMedical • Physicians World • StemScientific

MEXICO CITY: LiveMed

SAN BRUNO: BlueMomentum • CodonMedical • Physicians World
A large company with a small family mentality
A career in Medical Communications

Medical writing
- Content development
- Meetings attendance
- Strategy
- Consultation
- Pitch work for new business

Client services
- Project management
- Logistics
- Budget Management
- Consultation
- Pitch work for new business

TEAMWORK
What do we look for in a medical writer?

- A Passion for science
- Strong writing skills
- Attention to detail
- Good communication
- Organised, yet adaptable
- Calm under pressure
- Teamworker
- 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
Fiona Scott...
An (almost) typical journey into medical writing

BSc Zoology (Manchester)

MRes Biol. Sciences (Manchester)

Senior Product Executive (MyTravel)

PhD Neuroscience (Manchester)

Research Assistant (Manchester)

Associate MW

Other distractions

Police Special Constable

Personal Trainer diploma
My first year

- Wide variety of projects
  - Supporting authors
  - Posters, abstracts and slide decks
  - iPad apps
  - New business pitches

- Several therapeutic areas:
  - Oncology
  - Alzheimer’s Disease
  - Infectious diseases
  - Obesity

Development
- Training courses
- Company meetings
- Building skill set

Teamwork
- Building internal relationships
- Getting to know clients and authors
- Timesheets!

On the horizon...
- My first satellite symposium...
  - Paris May 2013 😊
Am I a medical writer?

Do you enjoy:
- Science
- Writing
- Learning
- Communicating
- Teamwork
- Variety
- Challenge
- Travel
- Accuracy
- Working to deadlines?

...this could be the career for you!