MedComms Careers Event
Oxford, May 2014

Peter Llewellyn
peter@networkpharma.com

Director, NetworkPharma Ltd
Director, European CME Forum Ltd
Director, Burntsky Ltd
Introduction

• Who am I, why would you listen to me?
• What about you?
• What are you doing here and what will happen?
• Is Pharma a force for good... or evil?
• HOW expensive is the development of medicines?
• So, what is MedComms?
• Can we give you an edge?
Who am I?

• Bsc Hons Microbiology, Bristol
• Bayer (CRA + Sales + Marketing)
• The Medicine Group – special projects
• Oxford Clinical Communications (OCC)
• Maxim Medical
• InPharm - Internet Services Ltd
• NetworkPharma / ECF / Burntsky
What do I do?
Introduction

• Who am I, why would you listen to me?
• **What about you?**
• What are you doing here and what will happen?
• Is Pharma a force for good... or evil?
• HOW expensive is the development of medicines?
• So, what is MedComms?
• Can we give you an edge?
So, what about you?
So, what about you?

The difference between feeling your nuts....
So, what about you?

The difference between feeling your nuts....

and feeling you’re nuts!
So, what about you?

An English professor asked his students to punctuate the following sentence:

A woman without her man is nothing.

All of the males in the class wrote:
A woman, without her man, is nothing.

All the females in the class wrote:
A woman: without her, man in nothing.

PUNCTUATION IS POWERFUL.
An English professor asked his students to punctuate the following sentence:

**A woman without her man is nothing.**

All of the males in the class wrote:

**A woman, without her man, is nothing.**

All the females in the class wrote:

**A woman: without her, man in nothing.**

**PUNCTUATION IS POWERFUL.**
Can you read this?

Aocccdrnig to rscheearch at Cmabrigde Unervtisy, it deosn't mttae in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be at the rghit pclae. The rset can be a toatl mses and you can sitll raed it wouthit a porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe.
Introduction

• Who am I, why would you listen to me?
• What about you?
• **What are you doing here and what will happen?**
• Is Pharma a force for good... or evil?
• HOW expensive is the development of medicines?
• So, what is MedComms?
• Can we give you an edge?
So, what about you?

Answers: 18 of 18 - Return rate: 100.0%

Feedback, May 2013
Would you recommend the workshop to others?
Yes / No
Day 1 Session 1 – 09.00-11.00

- Introduction - Peter Llewellyn
- The Pharmaceutical Industry, Medicines Development and Medical Communications - Peter Llewellyn
- The Role of the Writer in Regulatory Affairs - Julie Bowdler
Day 1 Session 2 – 11.30-13.00

• The role of the Medical Writer; where we came from and what we do – Melanie Martin, Rick Flemming and Jo Whelan
Day 1 Session 3 – 14.00 – 15.30

• Tips for improving your medical writing – Alison McIntosh
Day 1 Session 4 – 16.00-19.30

- Presentations and Speed Dating with the MedComms Agencies; **7.4 Limited, Darwin Healthcare Communications, Fishawack Group, MedSense, Oxford PharmaGenesis, and Watermeadow**
Day 2 Session 1 – 09.00-11.00

• Introduction – Peter Llewellyn
• Publication Planning, Rules and Responsibilities for Writers and understanding the Journal Editor's perspective - Liz Wager
• Industry Codes of Practice – Richard Olbrich
Day 2 Session 2 – 11.30-13.30

• Recognising your existing skills and strengths, presenting yourself to the agencies, the writing tests and interviews, training opportunities and career development, what to expect of life in a MedComms agency

- Karen Wilson Smith, Annick Moon, Karen Kent and Katia Chrysostomou
Rules of the game

• Feel free to ask anything...
• Take our contact details
• Feel free to follow up
• The more you join in, the better
• You make your own luck
• **Enjoy yourselves!**
Introduction

- Who am I, why would you listen to me?
- What about you?
- What are you doing here and what will happen?
- **Is Pharma a force for good... or evil?**
- HOW expensive is the development of medicines?
- So, what is MedComms?
- Can we give you an edge?
Some points to consider

The UK pharmaceutical industry:

• directly employs about 65,000 people
• indirectly employs about 250,000 people
• generated net exports of over £6 billion in 2008
• invested £4.5 billion in Britain in 2007
• discovered about a fifth of leading medicines

Ref ABPI Knowledge Hub
Penicillin
Deaths from heart disease

Death rates from CVD, adults aged under 75, England
MMR and measles in England

Source: NHS IC
There has been a huge shift in medicine...

Treating **acute** illnesses

- Bacterial Infections
- Heart attacks

Managing **chronic** conditions

- Diabetes
- Obesity
- Cardiovascular disease

But: There are still many unsolved problems

- Stroke
- Cancers
- Dementia
- Mental illnesses
It takes two to tango... BMJ February 2009
Bad Science and The Drug Pushers
May 2014: 75,875 signatures, 463 organisations… and counting
But, Ben, there’s... 

Rules, regulations and guidelines...
But, Ben, there’s...

Rules, regulations and guidelines...

And then more bloody rules, regulations and guidelines...
But, Ben, there’s…

Rules, regulations and guidelines…

And then more bloody rules, regulations and guidelines…

And then some more….
Introduction

• Who am I, why would you listen to me?
• What about you?
• What are you doing here and what will happen?
• Is Pharma a force for good... or evil?
• **HOW expensive is the development of medicines?**
• So, what is MedComms?
• Can we give you an edge?
From the laboratory to the pharmacy

• Drug discovery
• Drug Patents
• Chemical and pharmaceutical development and toxicology
• Clinical development
• Manufacturing
• Registration and regulatory affairs
• Sales and marketing
• Post-marketing surveillance
Some points to consider

• developing a new medicine takes maybe 14 years
• for every 1 new medicine that succeeds 10,000 fail
• a patent on a new medicine is for 20 years
• developing a new medicine costs about 2 billion USD
• there maybe as little as 5 years to recoup investment
• many services are outsourced throughout life cycle
Communication needs during development

Investigators  Patient Groups  Regulators  HCPs
Key Opinion Leaders  Financial community  Politicians  Pharmacists
Financial community  Sales force  Patients
What will pre-marketing achieve?

Pre-marketing aims to maximise the return on investment in the time available.
Introduction

• Who am I, why would you listen to me?
• What about you?
• What are you doing here and what will happen?
• Is Pharma a force for good... or evil?
• HOW expensive is the development of medicines?
• **So, what is MedComms?**
• Can we give you an edge?
So what is MedComms?

• Medical communications provides consultancy services to the pharmaceutical industry to help raise awareness of medicines via education and promotion
So what is MedComms?

“Pure promotion”

Press Ad

“Pure education”

CME/CPD

“Independent Education”

(“True Medical Education”)
So what is MedComms?

A full explanation can be found here: http://www.inpharm.com/news/155113/cme-spotlight-education-providers-pharma-guidance
So what is MedComms?
Introduction

• Who am I, why would you listen to me?
• What about you?
• What are you doing here and what will happen?
• Is Pharma a force for good... or evil?
• HOW expensive is the development of medicines?
• So, what is MedComms?
• **Can we give you an edge?**
<table>
<thead>
<tr>
<th>Skill</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing</td>
<td>Thesis, papers, posters, slides, grant applications</td>
</tr>
<tr>
<td>Presenting</td>
<td>Conference presentations, transfer talk</td>
</tr>
<tr>
<td>Project management</td>
<td>Designing experiments and scheduling resources</td>
</tr>
<tr>
<td>Project leading and mentoring</td>
<td>Project students, teaching/demonstrating</td>
</tr>
<tr>
<td>Opinion leader experience</td>
<td>Confidently discuss complex issues with leading experts (e.g. Friday night in the King’s Arms)</td>
</tr>
</tbody>
</table>
The route to success

what people think it looks like            what it really looks like
More information...

Annual careers guide, webcasts, videos, audioboos, past presentations, Google map of offices, Linkedin groups are all at

www.MedCommsNetworking.co.uk/startingout

Jobs are at

www.NextMedCommsJob.com