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

HILARY DEAN, MARY GASKARTH, LAURA GEORGE, KAREN ALDERSON, ANDREA PAWLETT

McCANN
COMPLETE MEDICAL
Complete Connections

McCann Complete Medical is a group of expert agencies delivering customer insight and evidence generation, regulatory support, strategy development, medical communications and multi-channel stakeholder engagement. We’re passionate about everything we do, and that’s just one of the reasons why we enjoy lasting relationships with the world’s top healthcare companies.

McCANN COMPLETE MEDICAL

| CAUDEX MEDICAL | CMC |
| COMPLETE HEALTHVIZION | COMPLETE TRUE LIFE |
| COMPLETE CLARITY | COMPLETE REGULATORY |

complete-grp.com  @McCannCompleteMedical  @Complete_med
MED COMMS?
AN UNEXPECTED JOURNEY
WHAT IS MED COMMS?

We are commissioned by pharmaceutical companies to produce a range of educational or promotional materials (plus other writing-related tasks such as meeting reports).

This often involves working with clinicians to help them produce manuscripts or presentations.

We must balance the needs of the client with the scientific integrity of the materials.

...and some offer a mix of services!

...some help with strategy (timing of publications, important messaging around the benefit of a product)...

...others focus on manuscripts...

Some agencies deal primarily with legal documentation (new drug applications) and clinical trial reports...
TYPES OF MATERIALS

**Publication support**
- Manuscripts
- Abstracts
- Posters
- Publication summaries

**Meeting support**
- Presentations
- Exhibition stands
- Meeting reports
- Onsite support
- Workshop materials
- Newsletters
WHAT ABOUT THE DIGITAL REVOLUTION?

- Webinars
- Websites
- Touchscreens
- Interactive posters
- Infographics
- Interactive case studies
- eLearning
- Gamification
- Animations
- AR
BENEFITS OF WORKING IN MED COMMS

New job checklist

- Job satisfaction
- Job security
- Growing sector
- Working across a variety of scientific areas
- Breadth of project types and deliverables
- Roles to suit different personalities
- Option for flexible working in a few years
- Opportunity to travel
IS MED COMMS FOR ME?

I am at my happiest when I am in charge. All I need is a checklist...

I enjoy writing papers more than doing lab work

I like to ensure the details are correct. Consistency is important!

Account Manager  Medical Writer  Medical Editor
DAY-TO-DAY

**Doing** the work!
Checking the detail

**Communicating**
Lots and lots of emails, conversations, phone calls, skyping, meetings... internally as well as with pharmaceutical clients and clinicians

**Schedules**
**Deadlines**

**Processes**
**Checklists**
**Guidelines**

**Travel**
THE MAIN PLAYERS

You – as the lead

Your gang – your multidisciplinary team colleagues

The bosses – pharma clients and authors (medics)

Your audience – healthcare professionals
WHAT COULD MY CAREER PROGRESSION BE?

Probation pass: 6 months

Promotion to Senior Writer: 2-3 years

Promotion to Medical Writer: 1 year

Principal Writer
Scientific Team Lead
Scientific Director
Managing Scientific Director
Director of Scientific Services
Head of Operations
WHAT WE’RE LOOKING FOR

Relevant **qualification**

Transferrable **skills** - attention to detail, communication, time management, prioritising

Relevant transferrable **experience** – writing, reviewing, proofreading, financial tracking, project management

Personal **attributes** that meet our values and organisational culture:
- Committed
- Caring
- Curious
- Challenge
- Courageous
- Collaborative
- Community
THE PROCESS

CV and covering letter – clear, concise, free from errors

For writing or editing role, you will be asked to complete a test

If you pass, you’ll be invited to interview – this is a two-way conversation

There may be an additional onsite test at the interview

Congratulations – welcome to the team!
MAKE THE MOST OF YOUR APPLICATION

- Cover letter – well thought out and carefully written
- Tailor your CV – highlighting the most relevant experience for the job you’re applying for
- Clear and easy to read formatting
- Check for accurate spelling and grammar!

- Give yourself enough time and space to complete the test to the best of your ability
- Prepare for your interview
- Do some research and demonstrate it
- Show us your passion and enthusiasm!
WHAT DO **YOU** NEED TO FIND OUT FROM YOUR INTERVIEW?

- Client types
- Company culture and values
- How will I be developed?
- Company benefits
- Future plans and growth
- Career opportunities
- Location of offices and colleagues
- Size of agency and team
- Who will I be managed by?
- What makes the company unique?
A MCCANN COMPLETE MEDICAL PRESENTATION

HILARY DEAN, MARY GASKARTH, LAURA GEORGE, KAREN ALDERSON, ANDREA PAWLETT