

Medical Writing in Focus

A Med Comms Agency Perspective



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The next 15 minutes...

- How I became a Medical Writer!
- Options for a medical writing career
- A quick look at Complete Medical Group
- What we seek in a medical writer
- Our recruitment process
- Training and career development



My career pathway



Options for Medical Writing

Medical Communications
agencies

Pharma

Freelance

Publishing

CRO

NHS

Journalism

**Medical
societies**

Digital

Advertising
agencies

PR Med Ed agencies

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Not all med comms agencies are the same

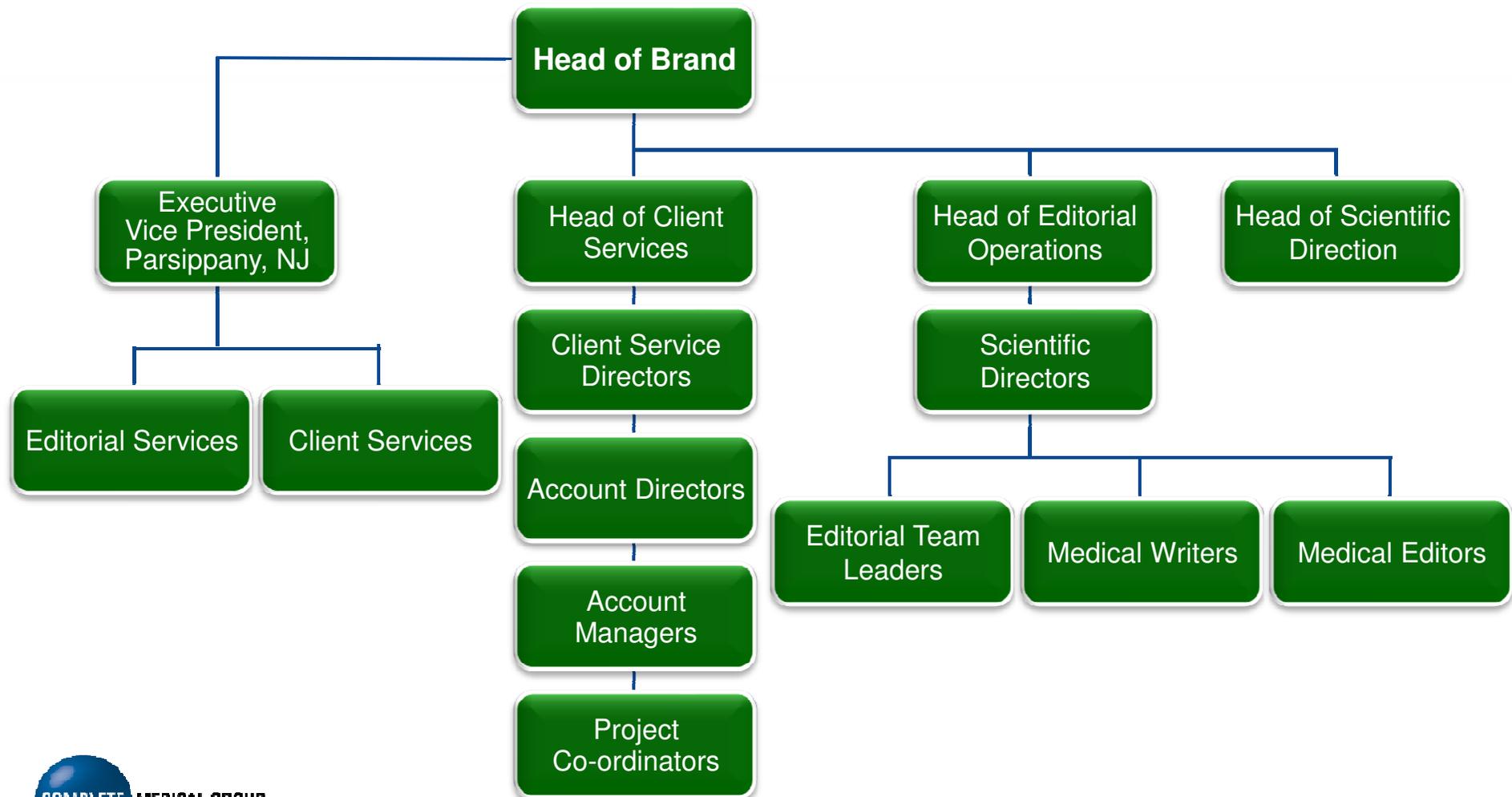
Smaller agencies

- Broader roles
- Project based work
- Minimal infrastructure
- Freelance support
- On the job training

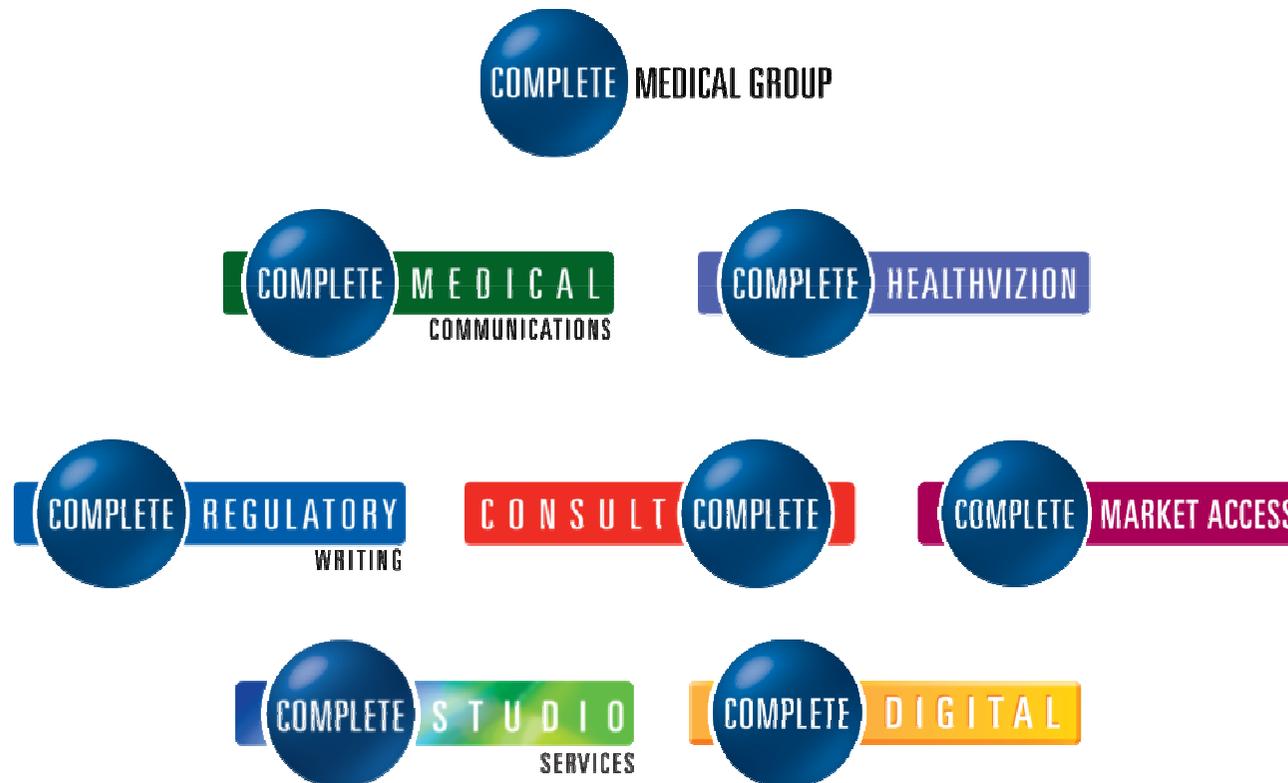
Larger agencies

- More defined roles
- Account based work
- HR and IT support
- In-house teams
- Structured training

Example structure of a large agency

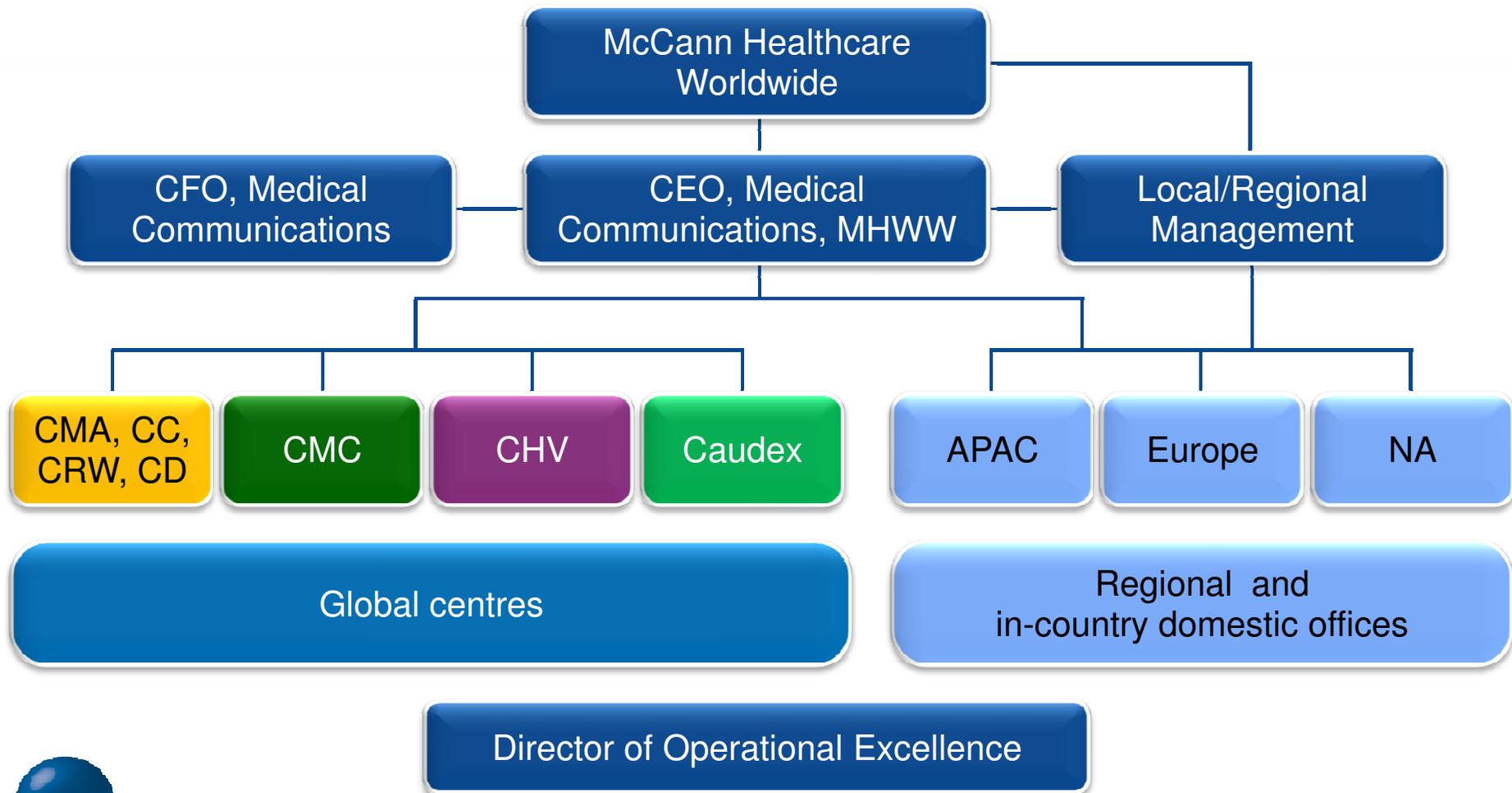


Complete Medical Group is a family of brands...



...a team of experts across disciplines,
offering 'Complete' excellence across the mix

...and part of a global medical communications network



What do our medical writers do?

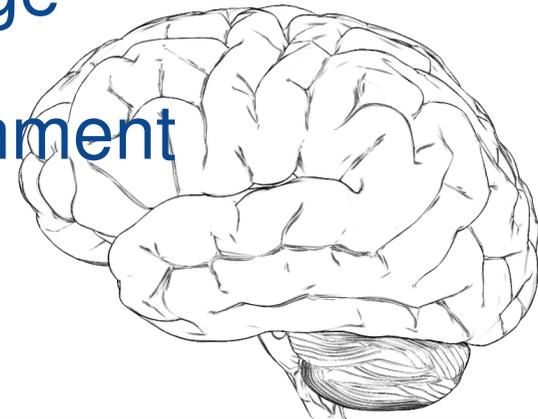


Look where our medical writers have been this year



What we look for in a Medical Writer

- Life sciences degree / PhD
- Pharma industry experience (desirable)
- Med comms experience (desirable)
- Range of therapy area knowledge
- Awareness of regulatory environment
 - Pharma code of conduct
 - Good Publication Practice



Knowledge

What we look for in a Medical Writer

- Clarity in editorial skills
- Assimilate and interpret data across therapy areas, quickly!
- Adapt style to channel and audience focus
- Project and workload planning
- MS Office skills



Skills

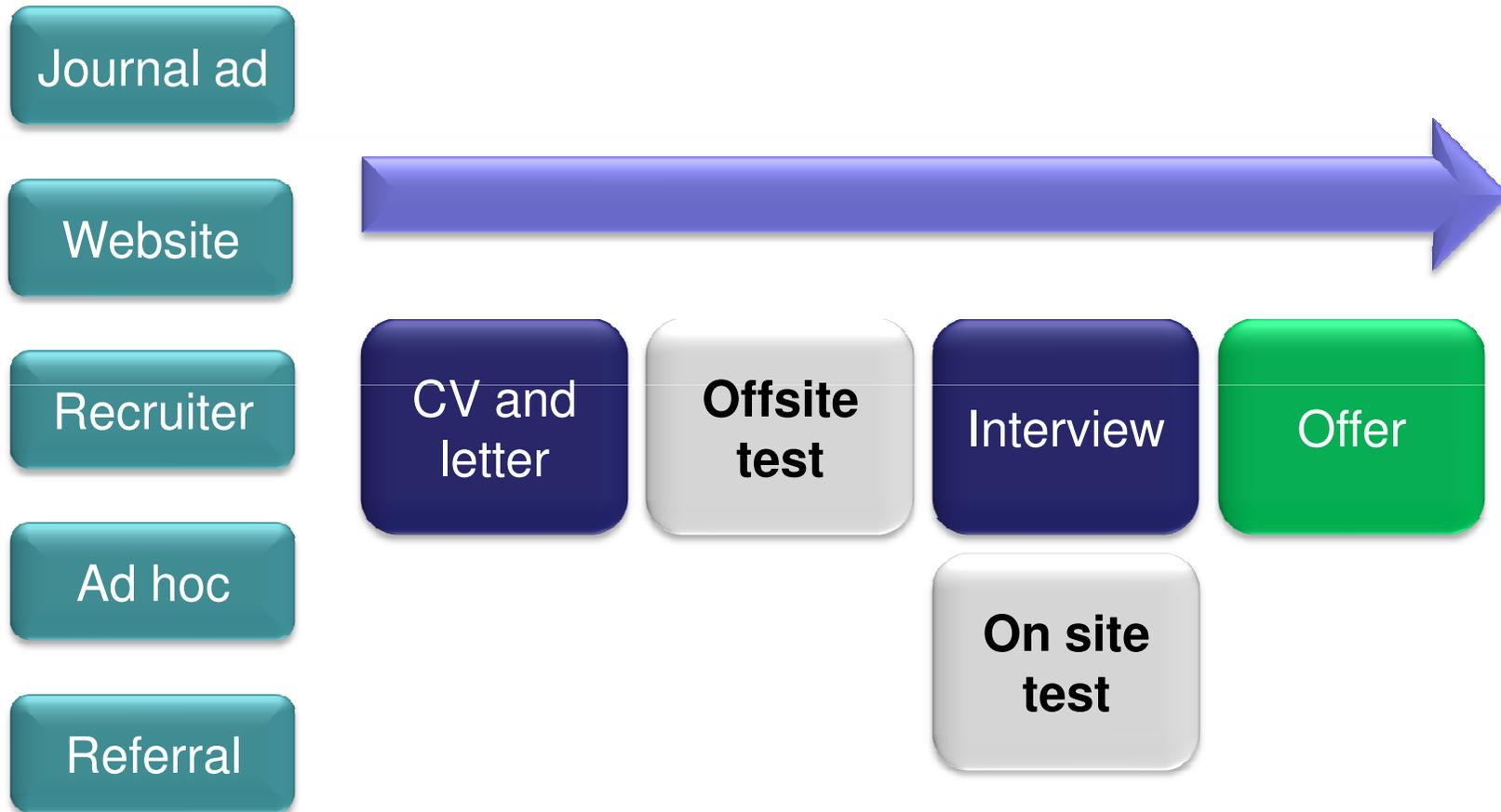
What we look for in a Medical Writer

- Analytical
- Patient and precise
- Accuracy and attention to detail
- Committed to excellence
- Deadline oriented – self motivated
- Completer-finisher



Attributes

Our recruitment process



Core Editorial Roles at CMG



Med Comms Medical Writing...

- Allows you to work on groundbreaking medicines alongside global experts
- Lets you become an expert, quickly!
- Gives opportunities to travel
- Can be demanding – requires flexibility
- Is always deadline orientated
- Ultimately, can be a highly satisfying career



Thank You !