Been there, done it, got the T-shirt:
Life in Med Comms

Stephen Paterson
Freelance Med Comms Specialist
Questions, questions . . .

• Who am I?
• Why am I talking to you today?
• What am I going to talk about?
• Why is this (hopefully) relevant to you?
Answers, answers . . .

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Medical Writing & Reviewing • Project Management • Publication Planning

Paterson Medical Communications Ltd

Working with you to achieve your medical communication goals

Worked in Med Comms for 13 years

My career in Med Comms

Share how I started and draw some possible parallels with your situation
Academic background
• Graduated from University of Glasgow with a degree in . . .

- Medicine?
- Medical communications?
- Medical writing?
- Botany?
Botany

- Biophysics
- Biochemistry
- Ecology
- Genetics
- Molecular biology
- Morphology
- Physiology
- Taxonomy
But seriously, ... botany?

- Medicinal plants are the basis for may common drugs
  - docetaxel is derived from the yew tree and used mainly for the treatment of breast, ovarian, prostate, and lung cancer

“Current research in drug discovery from medicinal plants involves a multifaceted approach combining botanical, phytochemical, biological, and molecular techniques. Medicinal plant drug discovery continues to provide new and important leads against various pharmacological targets including cancer, HIV/AIDS, Alzheimer’s, malaria, and pain”
Academic background

PhD from University of Liverpool in . . .

Bracken control & management

- Study design
- Planning and co-ordination
- Data management, analysis and interpretation
- Communication of research findings
  - publications and oral presentations

Potential cancer risk via consumption or inhalation of spores!
An early lesson in academia:
“Scientists must communicate!”

Making a contribution to the advancement of scientific understanding . . .

. . . no matter what the findings are. Negative or unanticipated findings are all important!
Publications profile


Molecoular Ecology

Genetic characterization of heather (Calluna vulgaris (L.) hull) subject to different management practices in Great Britain

Meikle A, Paterson S, Finch RP, Marshall G, Waterhouse A
Misperceptions around medical communications / writing

You have to be a medic to do that!

You have to be an expert in every therapy area!

I must have an excellent command of English
Many others present today!

Positive, supportive, nurturing environment

Provided me with a great introduction to medical communications

Widespread domestic and international presence
Core therapy areas

• Major depressive disorder, bipolar disorder, schizophrenia, generalised anxiety disorder, Alzheimer’s disease & ADHD
• Asthma & COPD
• Oncology
• Epilepsy
• Erectile dysfunction
• Osteoarthritis & rheumatoid arthritis
Project types

• Publication writing, reviewing, planning and management
  – manuscripts, review articles, journal supplements, abstracts, posters, publication plans, communication strategies, good publication practice

• Writing/management of internal client documentation
  – objection handlers, promotional guides, disease area strategy reviews, medical information letters, slide decks, gathering and reporting of competitor intelligence from international conferences

• Planning, writing, management and on-site delivery of scientific meetings & related materials
  – advisory boards, standalone meetings and congress satellite symposia
  – Meetings programme development including scientific/educational focus, speaker profiling, and innovative formats to optimise delegate participation

• Writing regulatory and reimbursement documentation
  – Clinical study reports, investigator brochures, patient narratives, NICE submissions

• Copyediting and proofreading
Working as part of a multi-disciplinary team

- Medical Writer
- Account Manager
- Editor
- Audio-visual support
- Design
- Editorial Project Leader

Multiple entry points into medical communications business
Opportunities to travel

• Boston, Chicago, Philadelphia, San Diego and New York
• Hong Kong
• Sao Paulo
• Istanbul
• Across Europe
  – Czech Republic, Denmark, France, Germany, Hungary, Portugal, Spain, Sweden, Switzerland

There can be opportunities to venture outside the congress centre!
Freelance Med Comms

For me, an opportunity to seek a new challenge

- Widen my experience across therapy areas
- Tap into my ability to pick-up new therapy areas quickly and hit-the-ground running
- Flexible working practices
So, have you already got what it takes to make it in Med Comms?

- Organisation / time management
- Planning and resource management
- Data management, analysis and interpretation
- Clear effective written and oral communication of scientific concepts / data
- Team-working / line management
Been there, done it, got the T-shirt.
Life in Med Comms

Still there, doing it, no T-shirt (yet!) but a challenging and rewarding career in Med Comms

Thank you for listening!