

**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 . . .



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 many 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

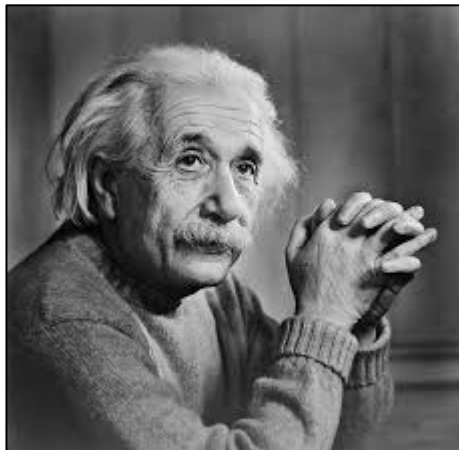


Potential cancer risk via consumption or inhalation of spores!



An early lesson in academia: “Scientists must communicate!”

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

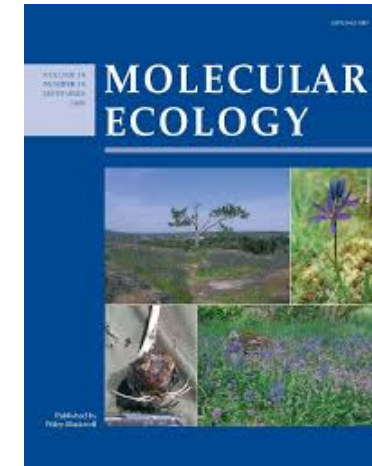


. . . no matter what
the findings are.
Negative or
unanticipated
findings are all
important!



Publications profile

- PATERSON, S., Pakeman, R.J. and Marrs, R.H. (2000). *Journal of Environmental Management*, 59, 31-45.
- Marrs, R.H., Le Duc, M.G., Mitchell, R.J., Goddard, D., PATERSON, S. and Pakeman, R.J. (2000). *Annals of Botany*, 85 (Supplement B): 3-15.
- Meikle, A., PATERSON, S., Finch, R. P., Marshall, G. and Waterhouse, A. (1999). *Molecular Ecology*, 8, 2037-2047.
- Marrs, R.H., Pakeman, R.J., Le Duc, M.G. and PATERSON, S. (1998). *Botanical Journal of Scotland*, 49, 347-356.
- PATERSON, S., Marrs, R.H. and Pakeman, R.J. (1997). *Annals of Applied Biology*, 130, 283-303.
- PATERSON, S., Pakeman, R.J. and Marrs, R.H. (1997). *Annals of Applied Biology*, 130, 305-318.
- PATERSON, S., Waterhouse, A., Robertson, D., Finch, R.P., Marshall, G. & Evans, N. (1997) Fifth BGS Research Conference, British Grassland Society, September 1997, pp. 61-62.
- Le Duc, M.G., Pakeman, R.J., Marrs, R.H., PATERSON, S. and Putwain, P.D. (1996). Final Report to MAFF, London.



PubMed.gov
US National Library of Medicine
National Institutes of Health
PubMed

PubMed ▼ paterson s [author] calluna

RSS Save search Advanced

Display Settings: Abstract

Mol Ecol. 1999 Dec;8(12):2037-47.

Genetic characterization of heather (*Calluna vulgaris* (L.) hull) subject to different management 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**

Med Comms agencies

McCANN
COMPLETE MEDICAL

INFORMED DIRECT LTD

 **KnowledgePoint360**

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!**

