Enhancing professional skills in the medical writing team

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Agenda

- What makes me qualified to speak on this topic?
- Why is training experienced writers important?
- What specific challenges do we face?
- What are the training options that we have?
- How can they be used to best effect?
- What is the future of training going to look like?
My career pathway to Professional Development Director

- Academia – 8 years
  - Post-doctoral research
- Medical Communications – 21 years
  - Medical writing
  - Client service
  - Professional development

Learning ‘curve’
Importance of ongoing training

- Who needs training to keep up with trends?
- You're fired, I only want people who already know what's coming.
- They don't have a class to fix that.

Be Even Greater
Training experienced writers – importance and benefits

For the individual

- Managing in a dynamic working environment
- Continuous development
- Motivation
- Feeling invested in

For the business

- Getting the best out of people
- Reputation with clients – delivering work to the highest standards
- Meeting the rapidly changing demands of the business
- Retention
- Reputation within agency environment – attracting top candidates
### Challenges and considerations

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<th>Development needs</th>
<th>Opportunities &amp; needs (account/client/project)</th>
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<td>Strengths</td>
<td>Training budgets &amp; time allowance</td>
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<td>Aspirations</td>
<td>Experience in team Company vision</td>
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Training options

- On-the job/reviewing
- Mentorship schemes

- External courses & accreditations

- Internal sessions & bespoke programmes

- Self-directed/online
Some practical examples

- Targeted approach driven by individual need
- Specialised training driven by client need
- Training programme driven by business need
Targeted approach driven by individual need

Current role and situation
Medical writer with 2 years of experience who is struggling with one core aspect of the role. This is compromising their ability to step up into the senior medical writer role.

Training need
- Working efficiently
- Task prioritisation
- Adhering to budgeted hours

How it was met
- Mentorship – super-reviewer assigned
- Personalised on-line course assignment
Specialised training driven by client need

**Situation**
- Client requires account team to produce figures and graphs in a new and complex way
- Experienced team, but none familiar with this approach

**Training need**
- Specific technical Excel training for the whole team

**How it was met**
- External expert in the technique approached
- 1 day bespoke training commissioned for delivery in-house
- Templates created for future use
Training programme driven by business need

**Situation**
Need for new account leadership role identified in the business

**Training need**
Specific skills identified for this account-specific role
Need to be applied to individuals at different stages of their careers

**How it was met**
Account leadership working group set up
Training programme developed and rolled out
In conclusion

Providing ongoing training is essential for success within our profession

Successful training requires assessment of individual and business needs

Training needs to be targeted and timely

Need to recognise that people learn in different ways

People want technology at work to mirror their personal lives – ease of use is the driver for employees