Presented at a MedComms Networking Event, 3 August 2016 www.MedCommsNetworking.com

### 1 What is medical communications?

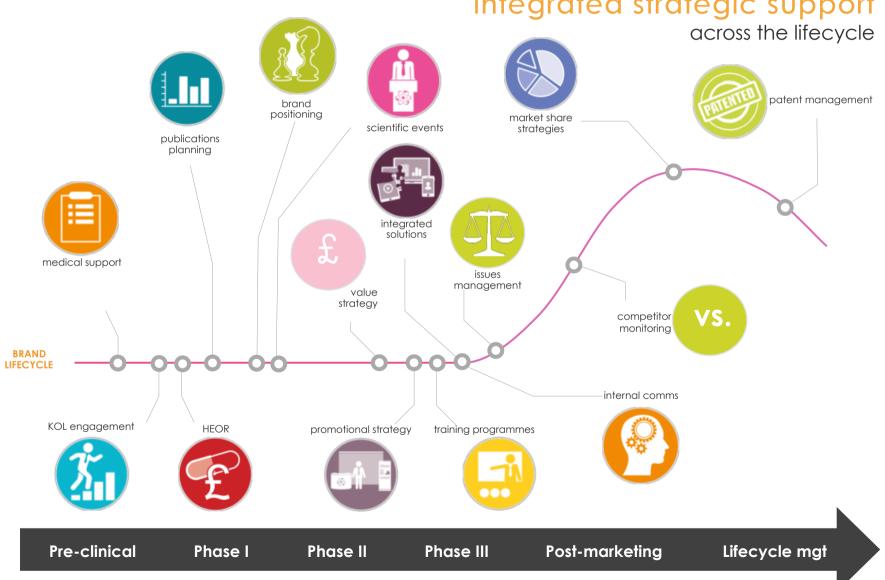
- 2 Why might you like a career in med comms?
- 3 The Client Service Team and what we look for
- 4 The Scientific Services Team and what we look for
- 5 What makes Darwin different?



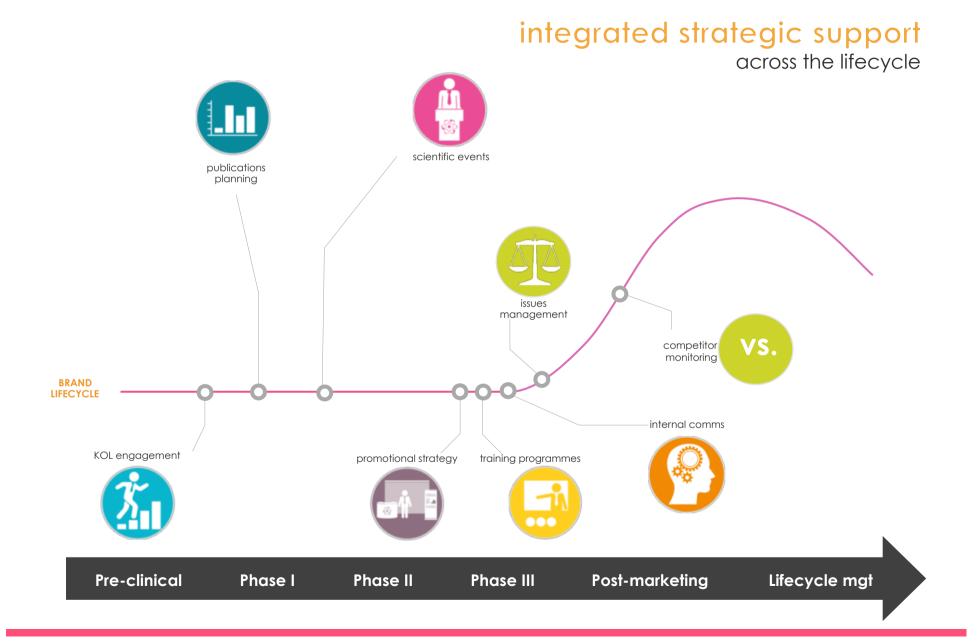
## What is medical communications?

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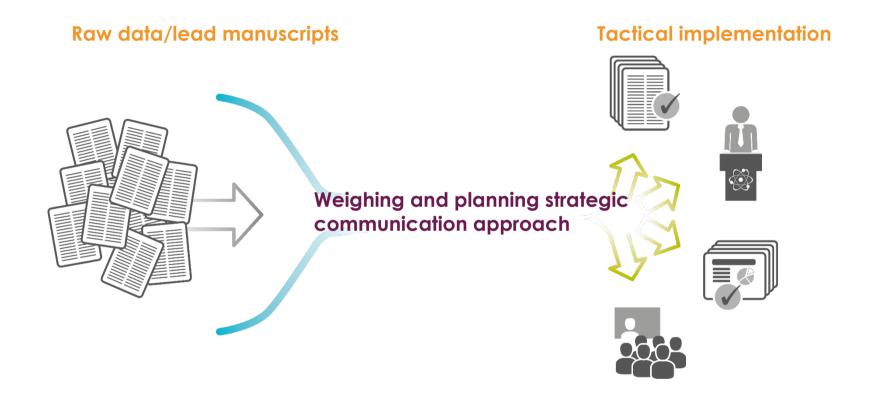
Communication of medical/scientific information to healthcare professionals, most often around a particular disease or a specific drug, and generally on behalf of a pharmaceutical company



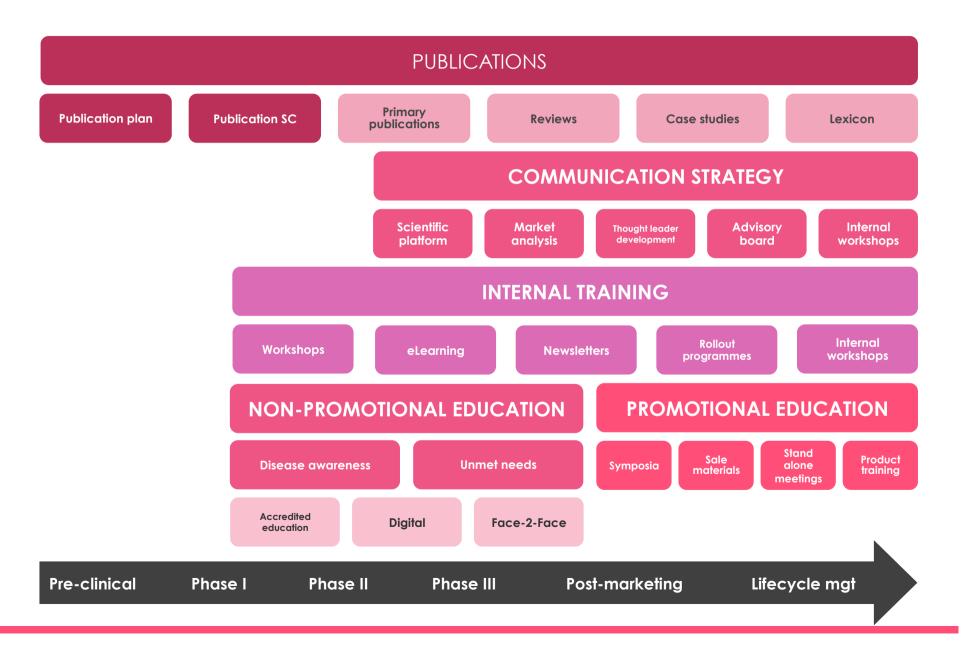
### integrated strategic support



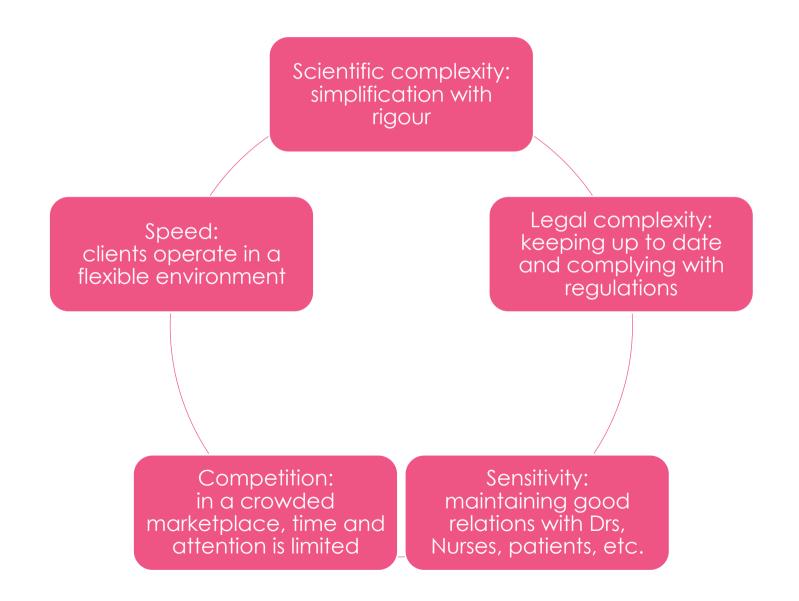
Medical education: from strategy to tactics



#### Medical education: a snapshot



#### Challenges

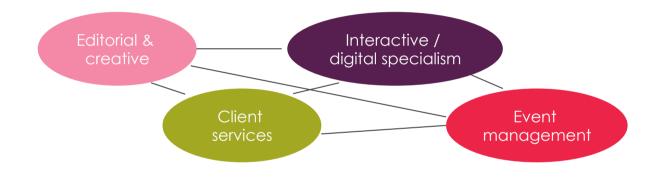




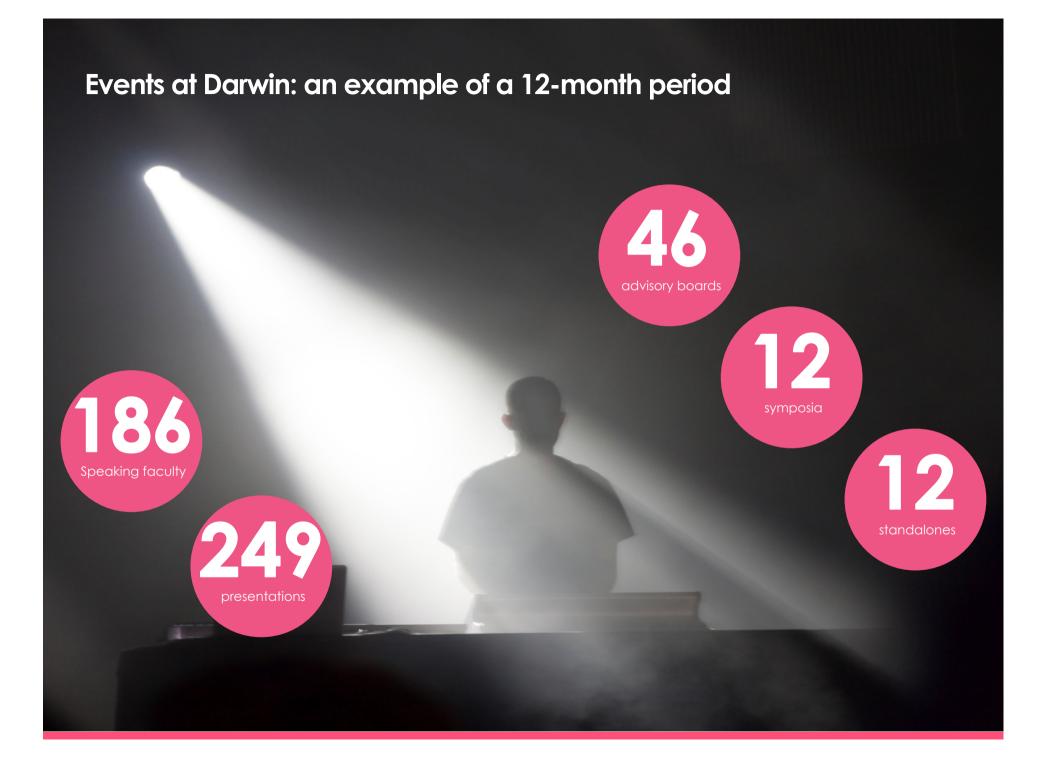
# Why might you like a career in med comms?

#### Why might you want to join an agency?

- Broad experience to be gained...
  - Opportunity to work with global experts in their field
  - Opportunity to work in a wide range of therapy areas
- Possibilities for a change in direction within agency



- Travel
- Fast-paced, challenging and never dull!



#### Training

Within Darwin, we offer opportunities for training, these might be

- Formal training arranged with external experts
  - Presentation training
  - CMPP training
  - Code of practice training (ABPI, EFPIA)
  - Negotiation skills training
- Mentoring on-going training from colleagues
- Internal training offered by colleagues, these might be lunch and learn-style sessions, challenge 'surgeries' to share best practice, etc.

Darwin offer tailored training opportunities in line with personal objectives



## The Client Service Team

#### My route into medical communications



A typical day for one of the Client Services Team

...there isn't one!

#### A typical day in client service

Creation of a client budget for a new project Brainstorm ideas for a new project and prepare slides for pitch presentation

Develop a pitch presentation, working with members from the wider group Work to tight deadlines as well as ad hoc requests! Create a budget reconciliation following the conclusion of a project

> Hold a kick-off meeting to discuss the content and functionality of a new educational website

Status call teleconference with client and team to update on current project work, changing priorities and plan next steps

> Review a piece of material created by the team before it is sent to the client

Attend strategic planning meeting at client's offices to discuss next projects Brief educational materials into the Scientific Services and Creative Teams

> Investigate potential venues for a forthcoming stand alone meeting

#### What do we look for in a member of the Client Service Team?

Someone who

- Has an interest in science many, but not all, have a science background
- Has a 'can do' attitude and enjoys a challenge
- Stays calm under pressure
- Enjoys liaising with clients and the wider team
- Has good **communication skills**
- Is organised with the ability to plan and drive a project
- Enjoys working as part of a team and knows how to get the best out of it
- Is comfortable with numbers (budgeting, reconciliations)
- Is comfortable presenting
- Understands the product strategy and can offer ideas
- Can problem solve
- Is willing to travel and work flexibly when needed

The ability to deliver what the client wants, on time and on budget!



### The role of Scientific Services

A typical day for one of the Scientific Services Team

...there isn't one!

#### A typical day in scientific services

Take minutes at an advisory board and draft a meeting report/ consensus document

> Review another writer's work and provide feedback on scientific content / style / quality check

Brainstorm ideas, research new disease area and prepare slides for pitch presentation

> Work to tight deadlines as well as ad hoc requests!

Teleconference with client and authors of a publication to take feedback/ authors' comments

> Draft presentation for salesforce training programme and assessment

Attend strategic planning meeting at client's offices to discuss next projects Draft a manuscript/ primary paper for a peerreviewed journal

> Devise content and functionality for the launch of a new educational website

Finalise core slide deck for use by physicians in national educational meetings

> Prepare CME accreditation application for a satellite symposium on behalf of faculty

#### What do we look for in a Scientific Services Team member?

Someone who

- Has a science background a PhD is an advantage but it is not mandatory
- Enjoys writing and has a talent for it
- Is able to **digest new information** rapidly
- Has good **desktop research** skills
- Has a 'can do' attitude and is willing to have a go at most things
- Enjoys working with others as **part of a team**
- Has good attention to detail
- Presentation skills
- Is willing to travel and work **flexibly**
- Takes feedback from others well

The ability to deliver what the client wants, on time and on budget!



## What makes Darwin different?

#### What makes Darwin different?

- A truly joined up team
  - Darwin is part of greyhealth group which is in turn part of the WPP network of agencies we have access to extensive resources
  - The office in London includes Darwin, the greyhealth London advertising team, the WG Access team who are responsible for market access along with the GCI group who are our PR experts
  - When we pitch to prospective clients, we handpick the individuals from these and our other sister agencies (such as those with digital expertise or those with local market knowledge) so that we can offer the expertise they need
- An inclusive and nurturing environment
  - We offer a very collaborative environment pulling together for a common goal
  - Everyone is encouraged to offer input company meetings, day-to-day project development, pitch development
  - We have a training academy that helps our team to fine tune their existing skills, develop new ones and encourages knowledge sharing

#### Join us!

- We're actively recruiting
- We are always keen to receive interesting CVs!
- Please visit the website to get in touch

http://www.darwinhc.com/

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Communication is the Cure.

