

Presented at a
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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?
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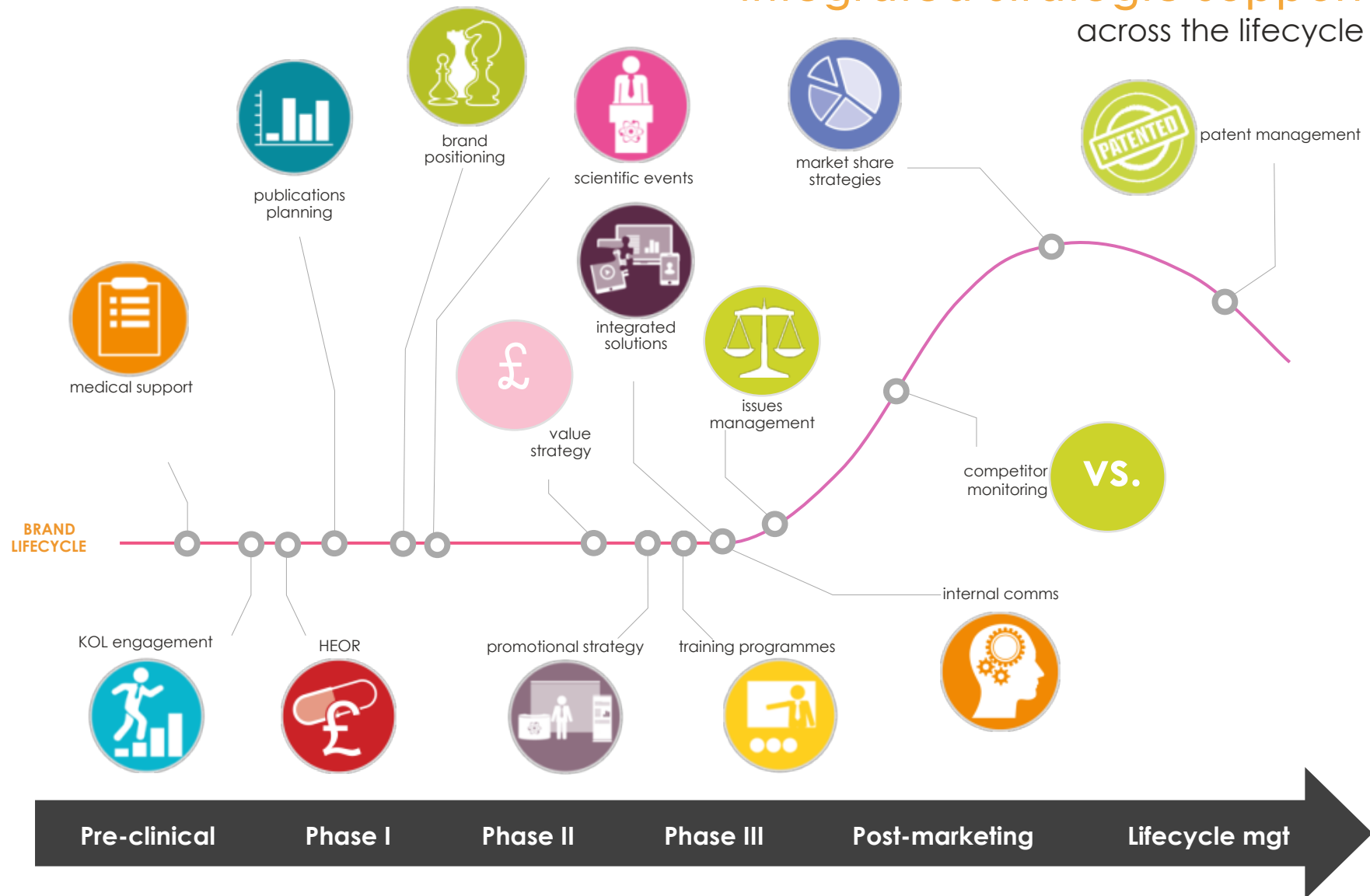
What is medical communications?

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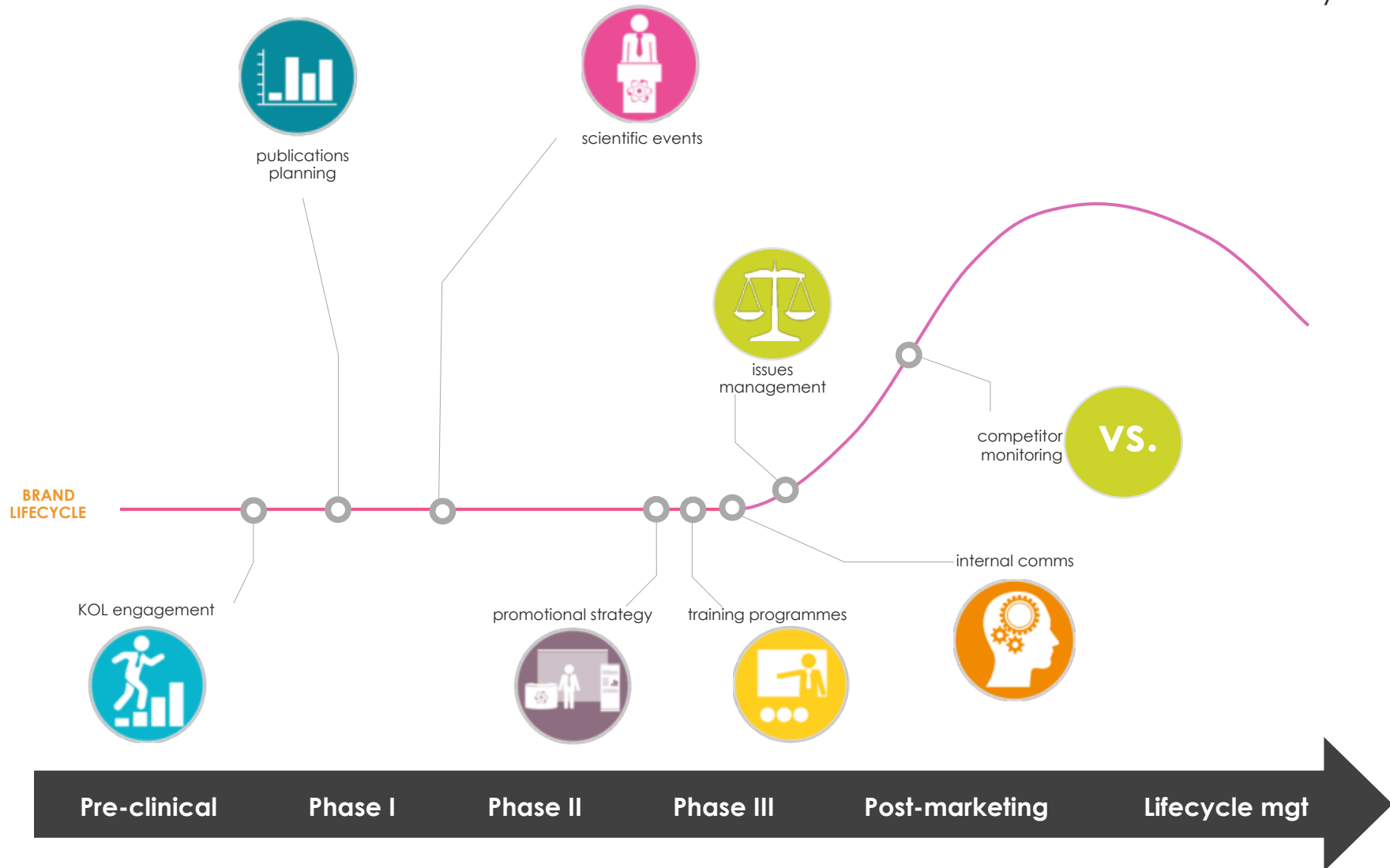
Communication of medical/scientific information to healthcare professionals, most often around a particular disease or a specific drug, and generally on behalf of a pharmaceutical company



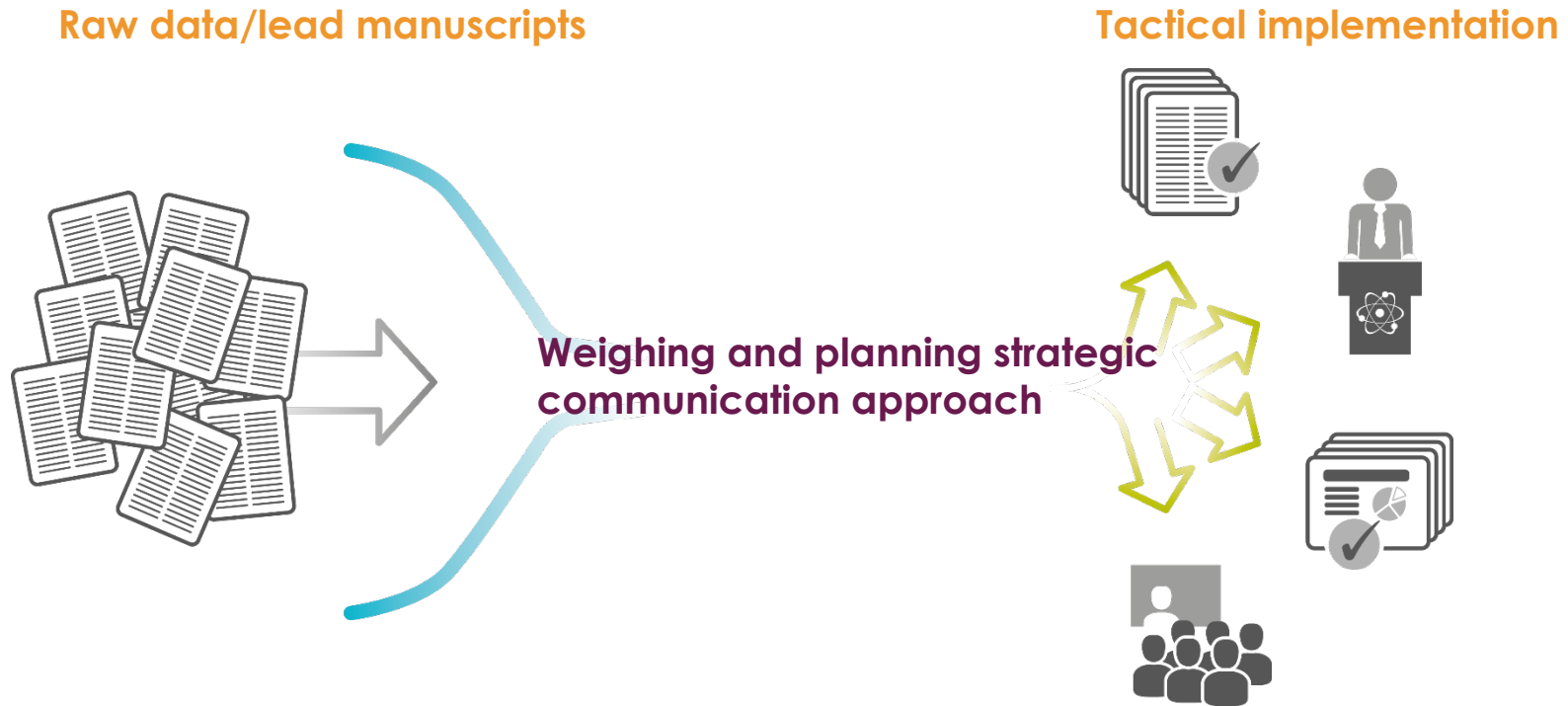
integrated strategic support across the lifecycle



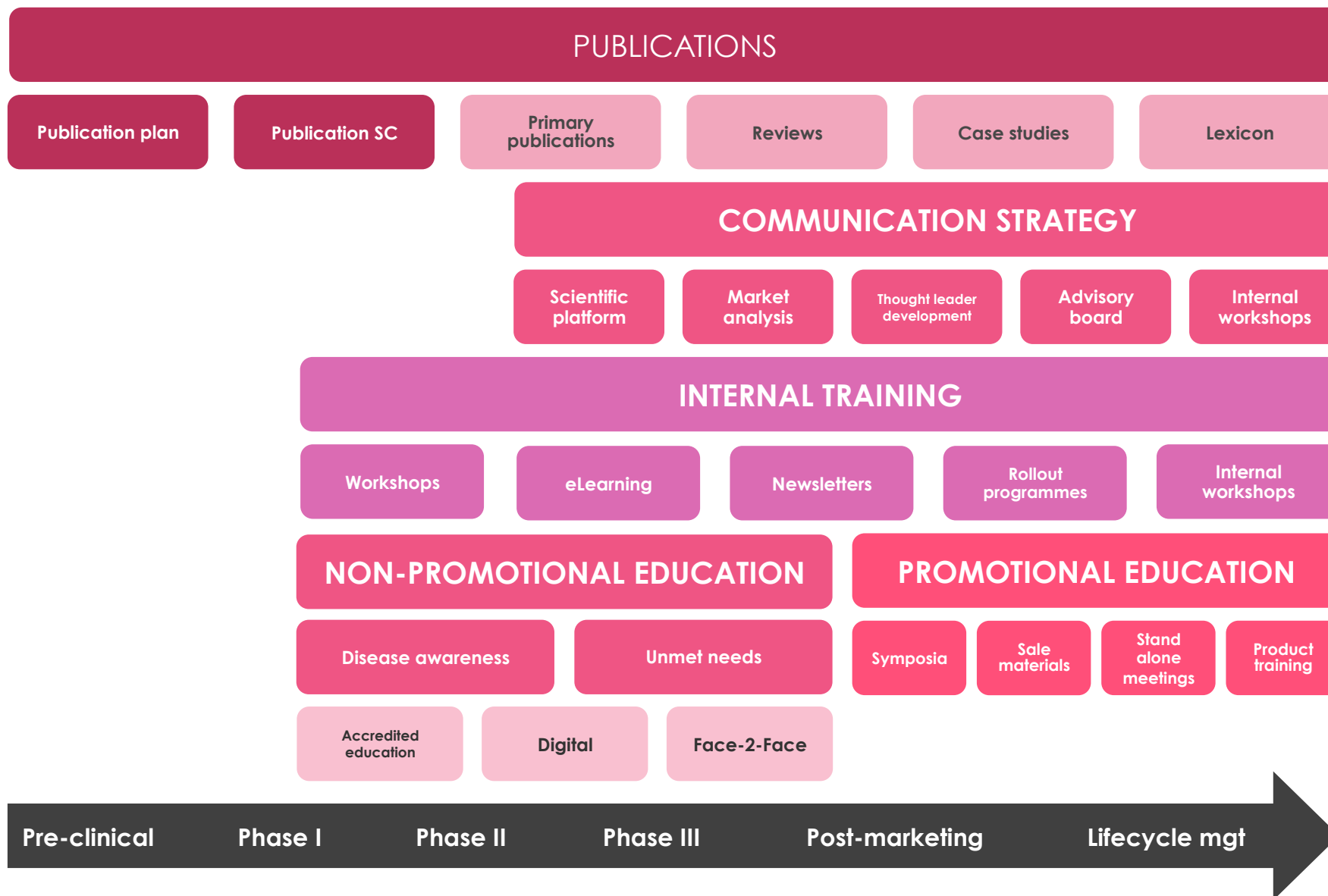
integrated strategic support across the lifecycle



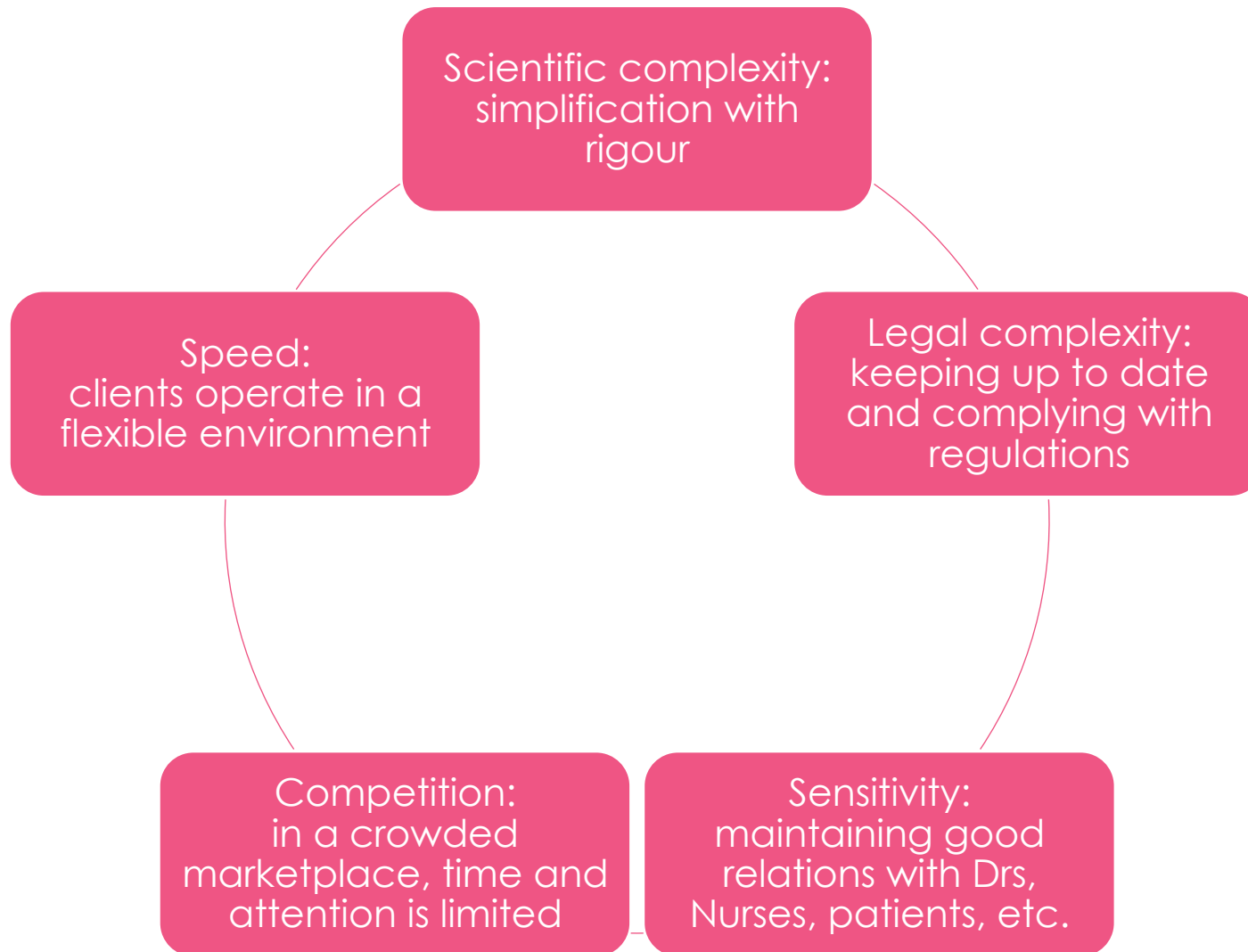
Medical education: from strategy to tactics



Medical education: a snapshot



Challenges



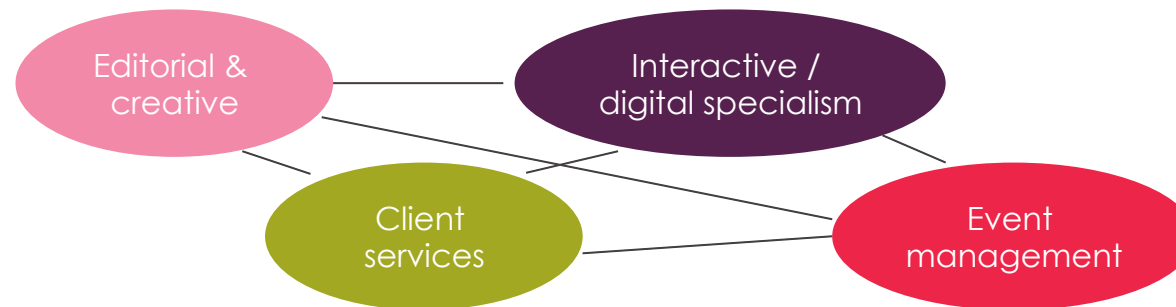


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Why might you like a career in med comms?

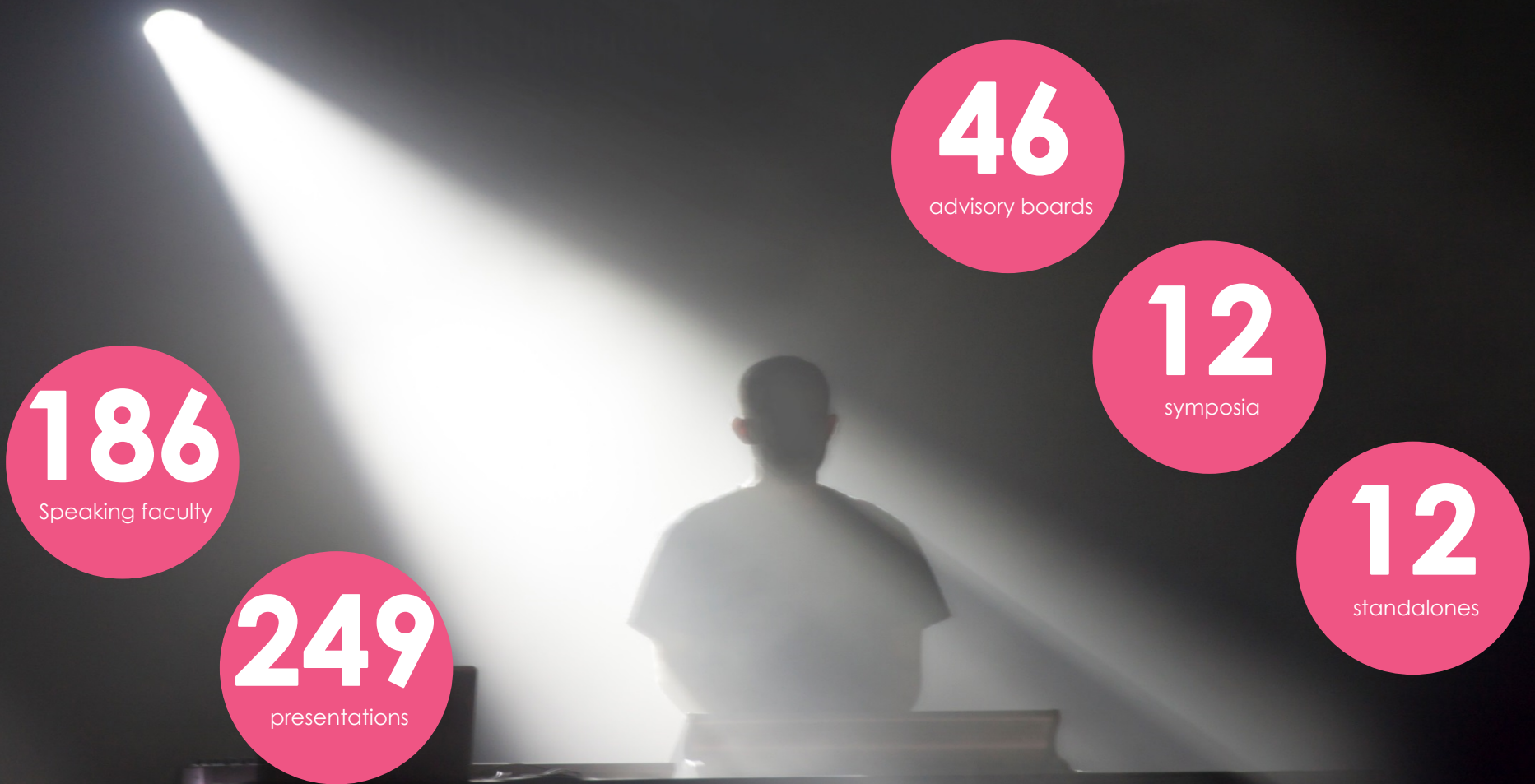
Why might you want to join an agency?

- 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!
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Events at Darwin: an example of a 12-month period



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

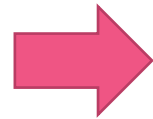


The Client Service Team

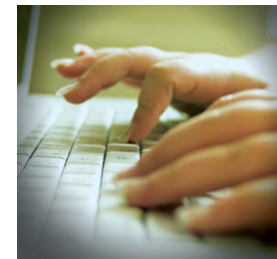
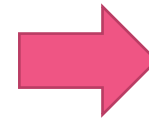
My route into medical communications



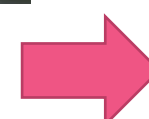
Got a BSc in Applied Biology
Worked in medical research



Discovered that the medical communications industry existed



Got a job as an Associate Medical Writer and Editor



Changed roles to become an Account Manager, Sr AM, now an Account Director

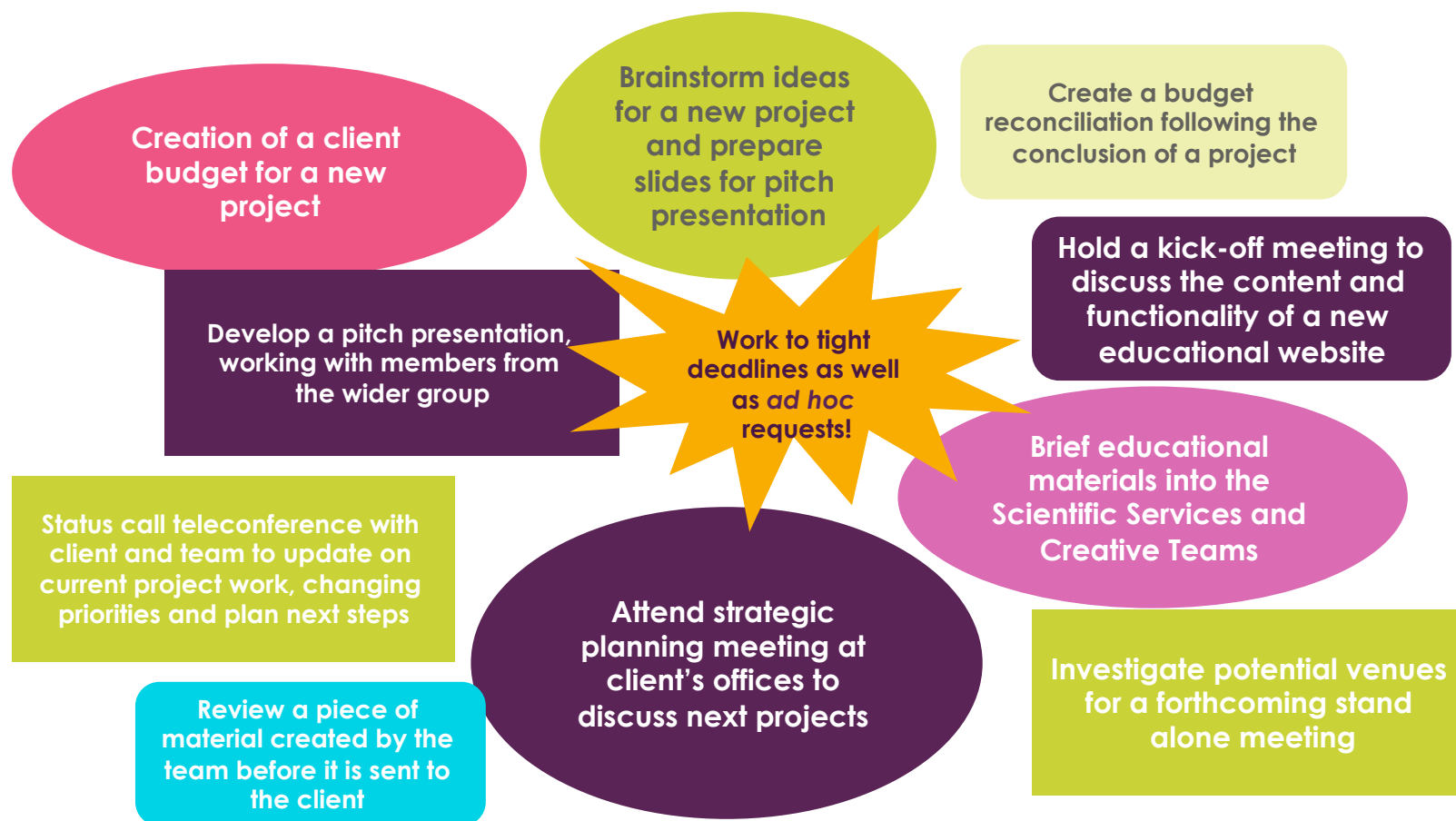


A typical day for one of the Client Services Team

...there isn't one!



A typical day in client service



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!



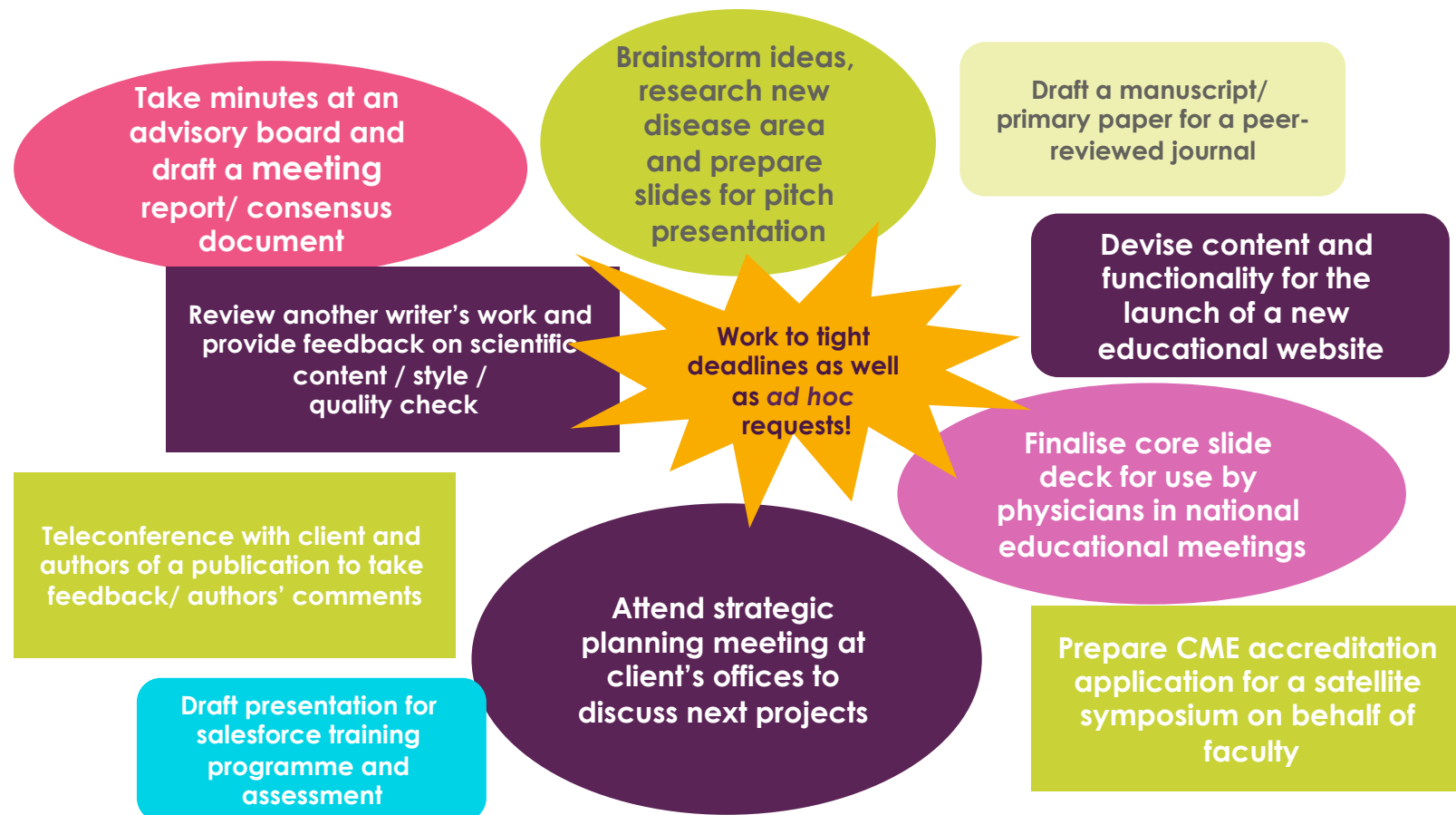
The role of Scientific Services

A typical day for one of the Scientific Services Team

...there isn't one!



A typical day in scientific services



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
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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/>

Anna Timbrell, Account Director

Darwin | greyhealth group

e: anna.timbrell@darwinhc.com

t: +44 (0)1865 822 566

Communication is the Cure.

