

# Starting your career in MedComms





**Hannah Wills**



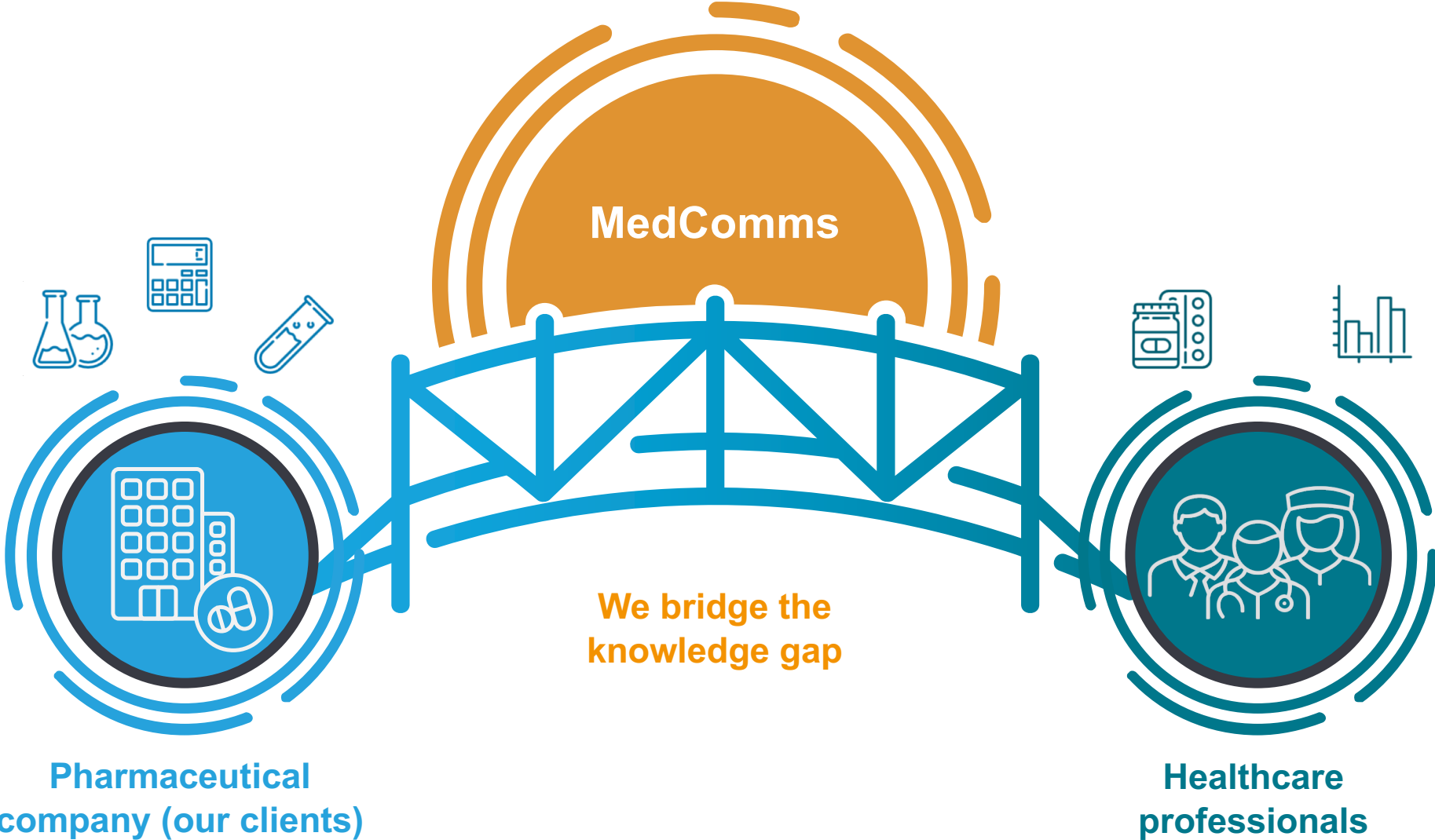
**Vicki Wright**

# What is MedComms?

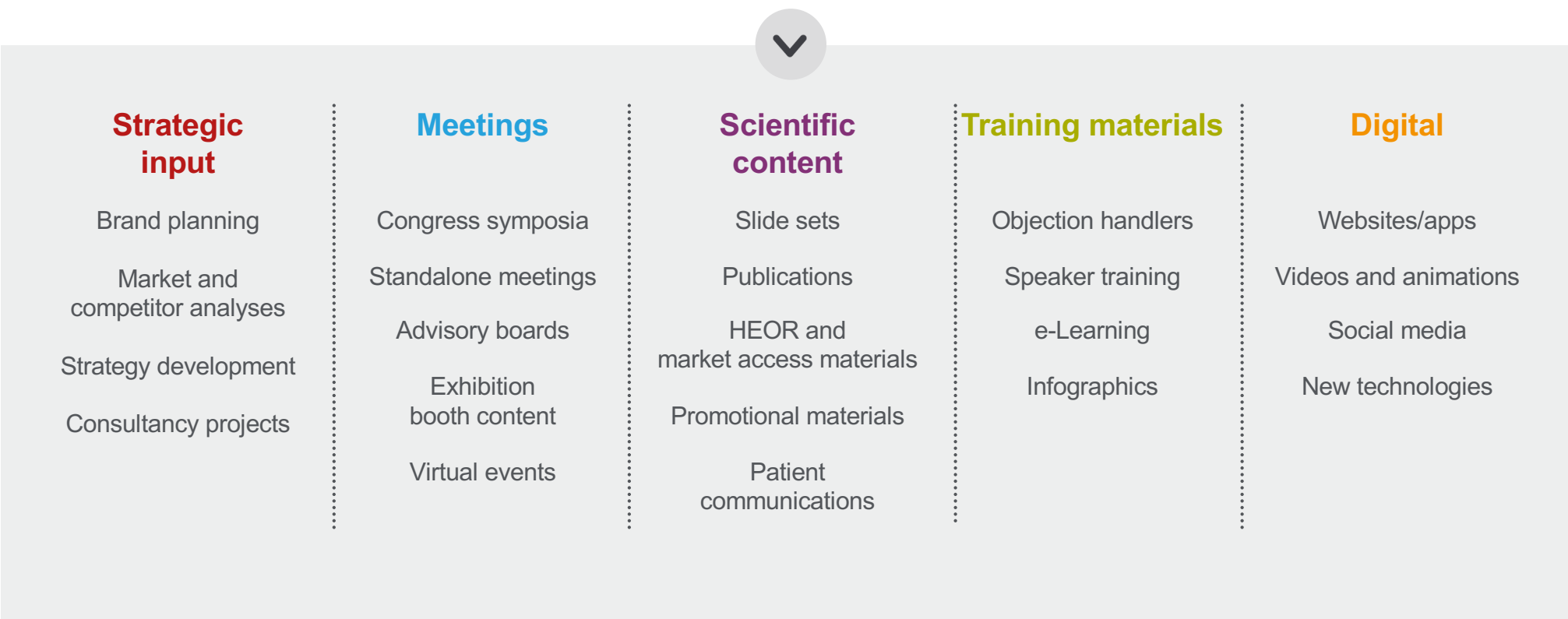
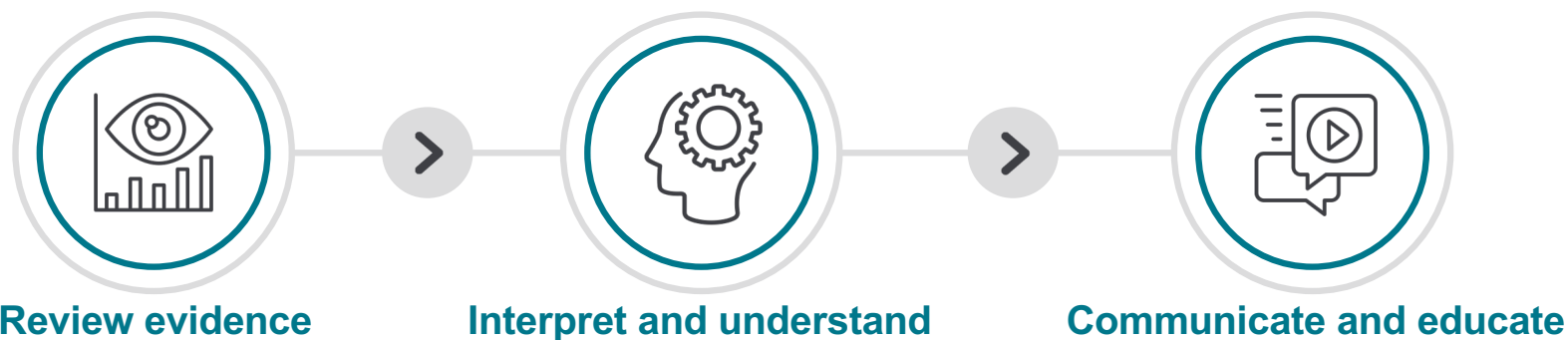
MedComms agencies work with **pharmaceutical clients** to **raise awareness** of diseases and treatments, **educating** and informing **healthcare professionals** about **the benefits and risks** of new therapies, supported by clinical and economic **data**



# Why is MedComms so important?



# How do we bridge the knowledge gap?



# What does MedComms mean to me?



Intellectual  
stimulation  
and reward



Expand  
scientific  
understanding



Travel  
opportunities



Teamwork and  
collaboration



Professional  
and personal  
development

# What are the entry opportunities?



Medical writers

Play a key role in communicating scientific data to a variety of audiences



Editors

Work with the wider team to check the technical accuracy and editorial quality of all materials at each stage of development



Account and project managers

Play an essential role in liaising with all parties to ensure that projects are delivered in line with the brief, timescales and budget

# Key attributes

Scientific curiosity

Eagerness to learn

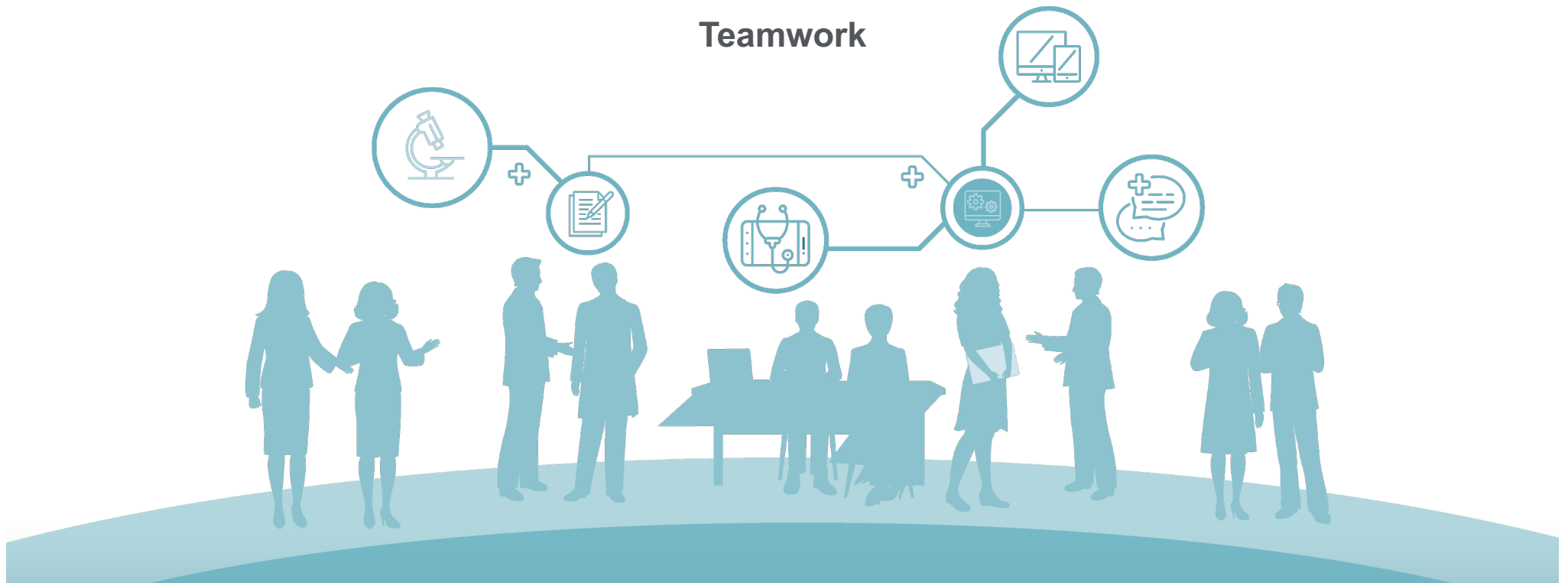
Organizational skills

Communication skills

Eye for detail

Adaptability

Teamwork





# Working as part of a team



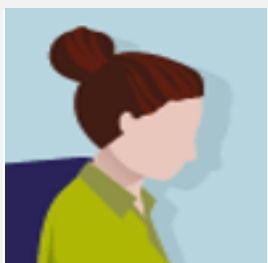
Account director



Account handler



Editorial lead



Medical writer



Entry-level writer



Project manager



Designer



Editor

## Advisory board meeting

Objectives and briefing calls

Agenda

Meeting invitations

Venue logistics

Attendee travel plans

Slide presentations

Pre-reading materials

Signage and materials

Slide rehearsals

Onsite attendance

Post-meeting report

Evaluation forms

# Choosing an agency

## Type of work

Full service (eg publications, digital, training, meetings) or specialist?

## Market focus

Supports Global HQ clients or an individual market/region?

## Size and structure

Smaller, nimble, independent business or large international network organization?

## Reputation

Strong heritage? High-quality deliverables? Positive team morale? High team retention rate?

## Culture

Supportive? Friendly? Collaborative?

## Career progression

Formal training or tailored support?

**No two agencies are the same –  
you need to find the *best fit for you***

# Sources of information



Websites, networking events and internships/work experience are all invaluable sources of information to ensure that you are prepared for the interview *and* for your first day on the job

# My journey into MedComms

Vicki Wright PhD

7.4



# This time 3 years ago...



UNIVERSITY OF  
**BATH**

BSc Biology with  
industrial placement



UNIVERSITY OF  
**BATH**

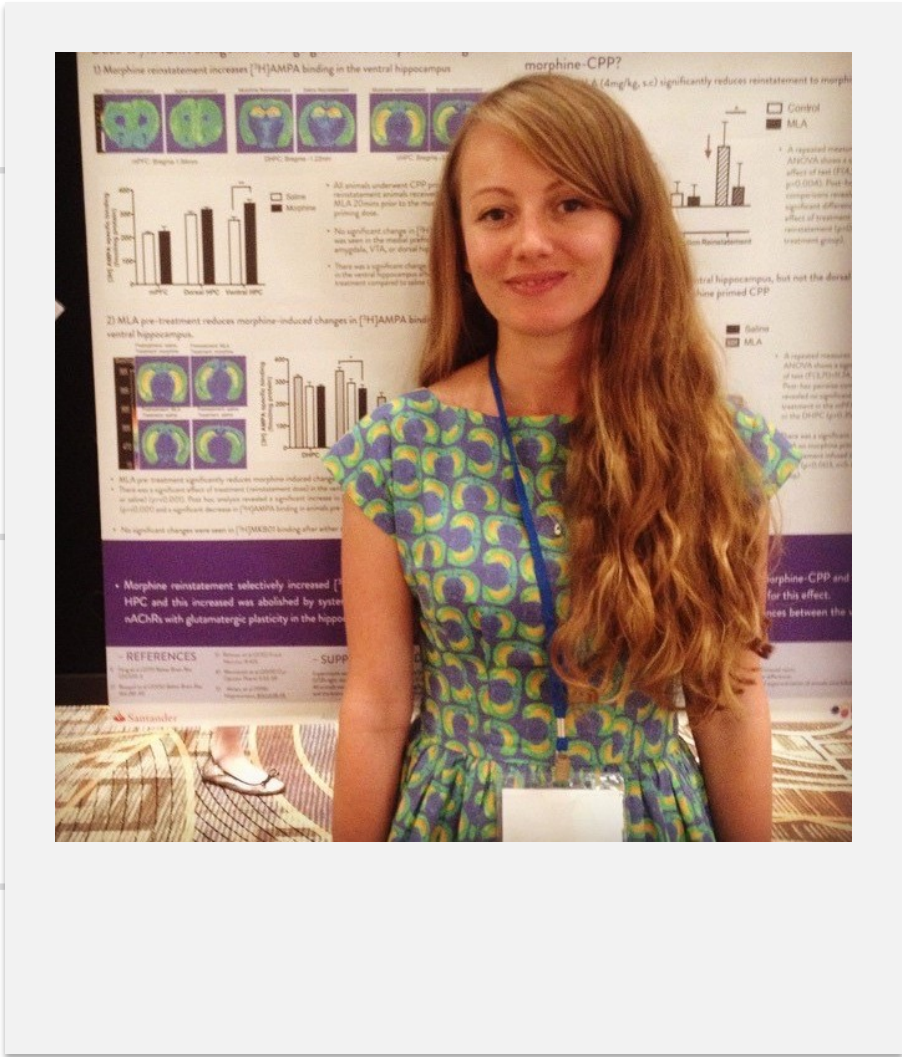
PhD Neuropharmacology

- Public engagement
- Personal tutor
- Chair, Biology  
Postgraduate Society



Marketing Executive  
in Publishing

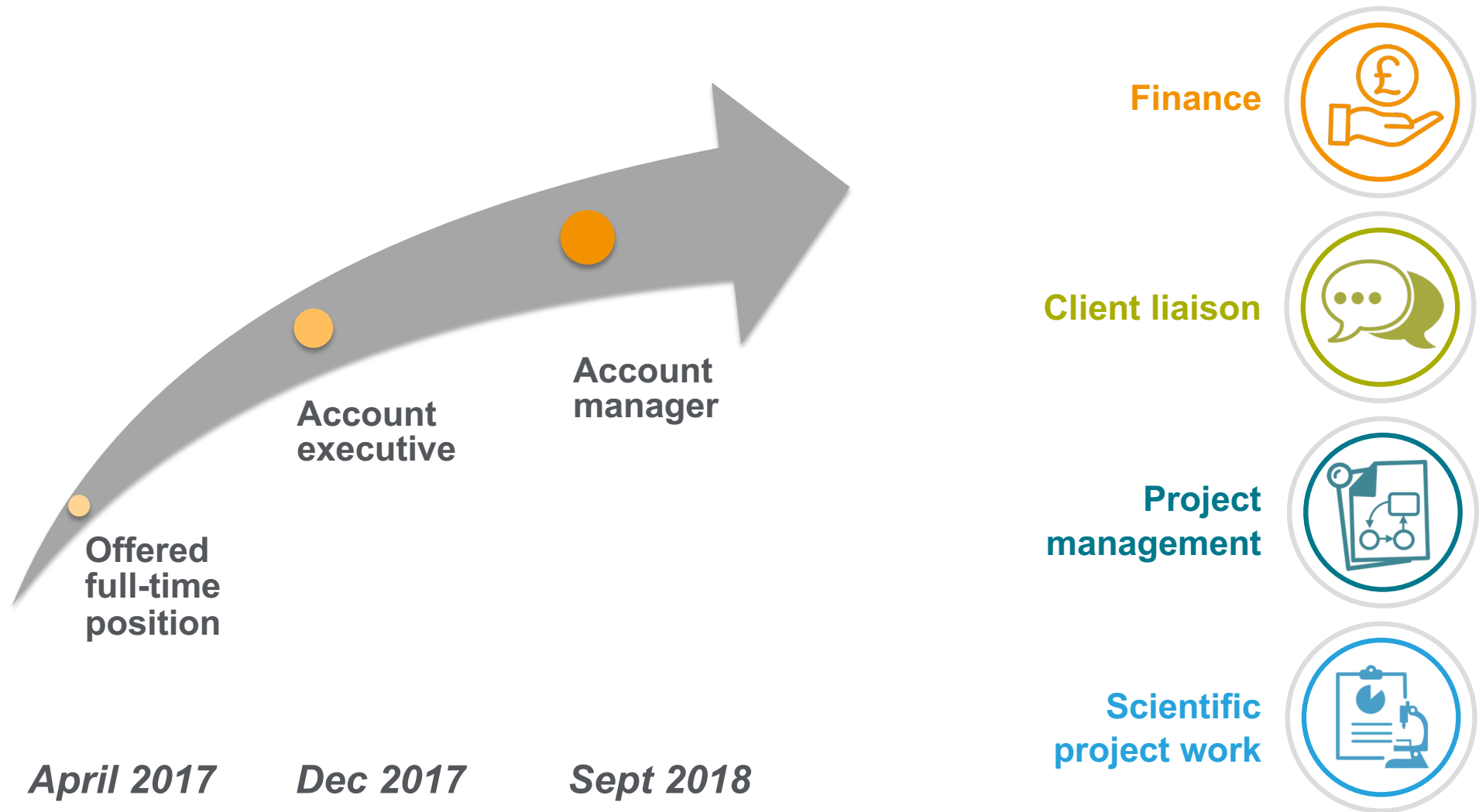
# What did I have to offer?



# Choosing a direction

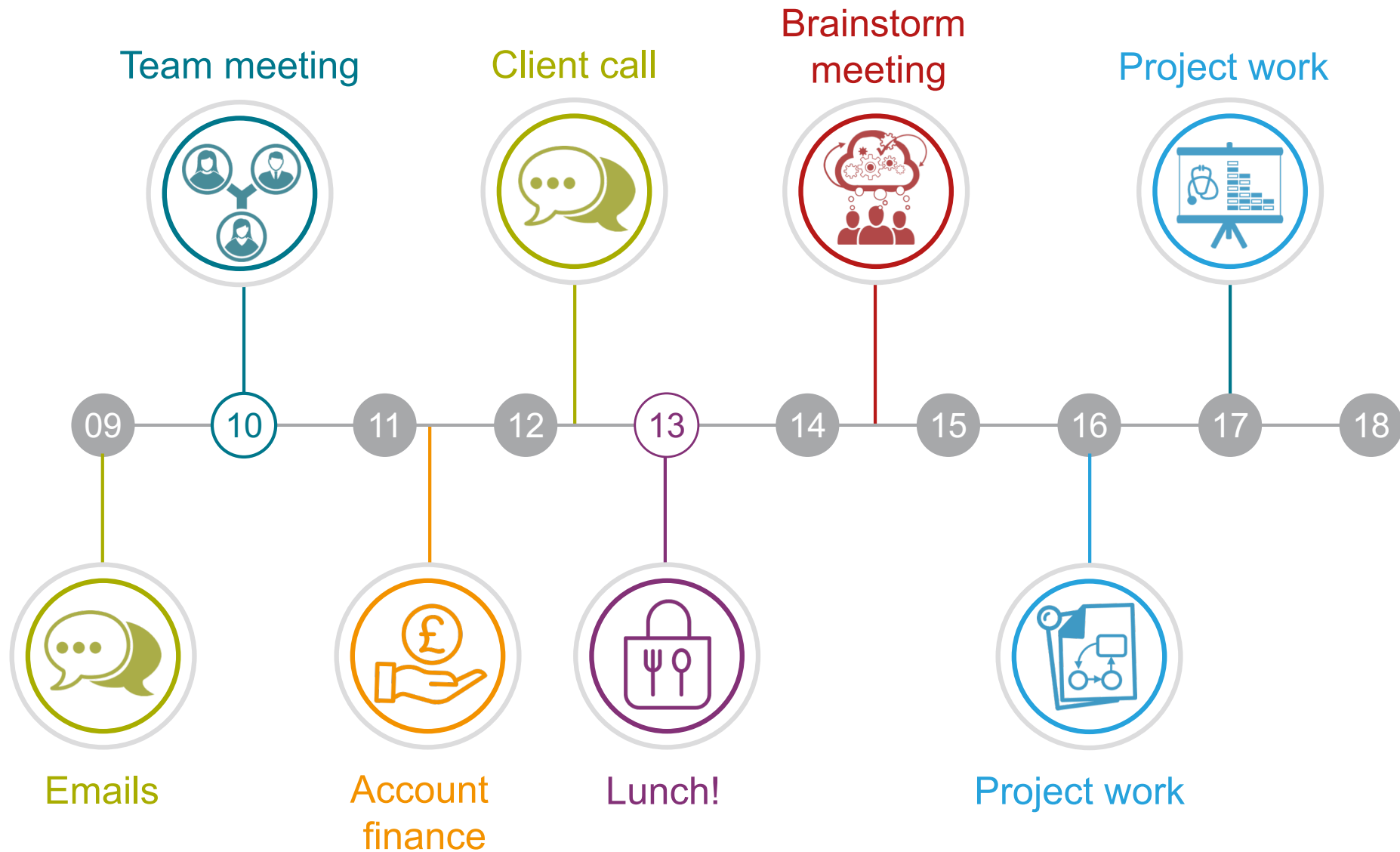


# From the interview to the current day





# A 'typical day'



**Did I choose  
the right path?**



# What skills have I developed?

Communication



Relationship development



Industry knowledge/strategy



Financial acumen



Organization and prioritization



Travel



# *altogether*

different



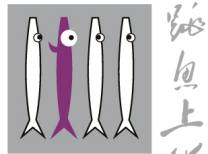
COMRADIS

NZ • CHINA •



EVIDA

• SINGAPORE •



MUDSKIPPER

UAE • SWITZERLAND •



DIGITAL

• UK •



SEVEN POINT FOUR

USA



SEQUES



DELTA KN



DESIGN