



The agency perspective

01 July 2014

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Agenda

- What is medical communications?
- Agency models
- What services does a med comms agency provide?
- Typical agency team and roles
- Why join?

What is *Medical Communications*?

Medical communication is providing consultancy services to the pharmaceutical industry to help raise awareness of medicines via education and promotion

Medical communications

A medical communications agency educates and informs healthcare professionals about innovations and perspectives in healthcare

What does a Med Comms agency actually do?

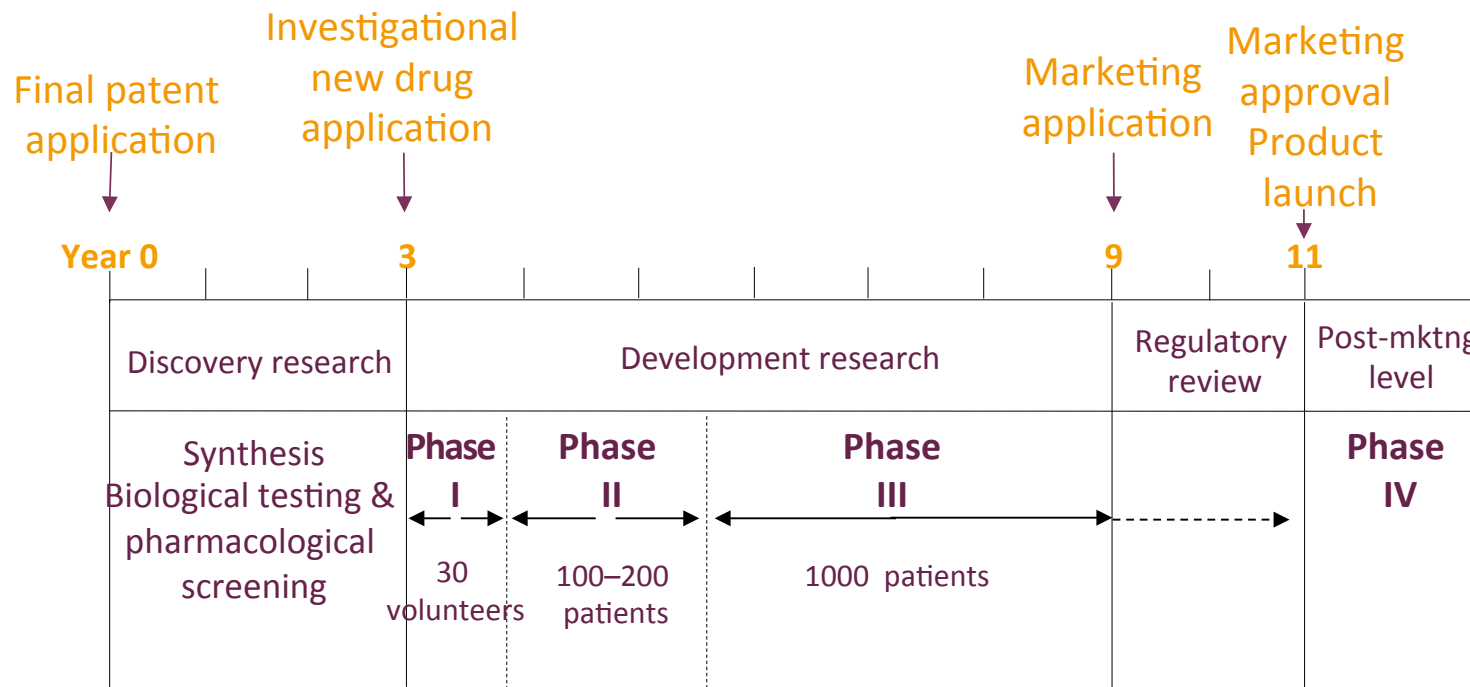
Provide **strategic counsel** to pharma companies on **optimising and maximising the dissemination of data** to all relevant target audiences

Provide **scientific and commercial communications** to increase **disease area awareness, anticipation** around the therapy and **differentiation** from it's competitors

Help pharma companies to **educate and inform** it's customers about the **benefits and risks of therapies**

Supported by data

Why do pharma companies need this?



10,000–30,000 substances → 1 new medicine

Developing a drug can take up to 15 years & can cost £billions!

HCPs need to be told about the medicine so they will prescribe it...

This requires marketing & communications activities

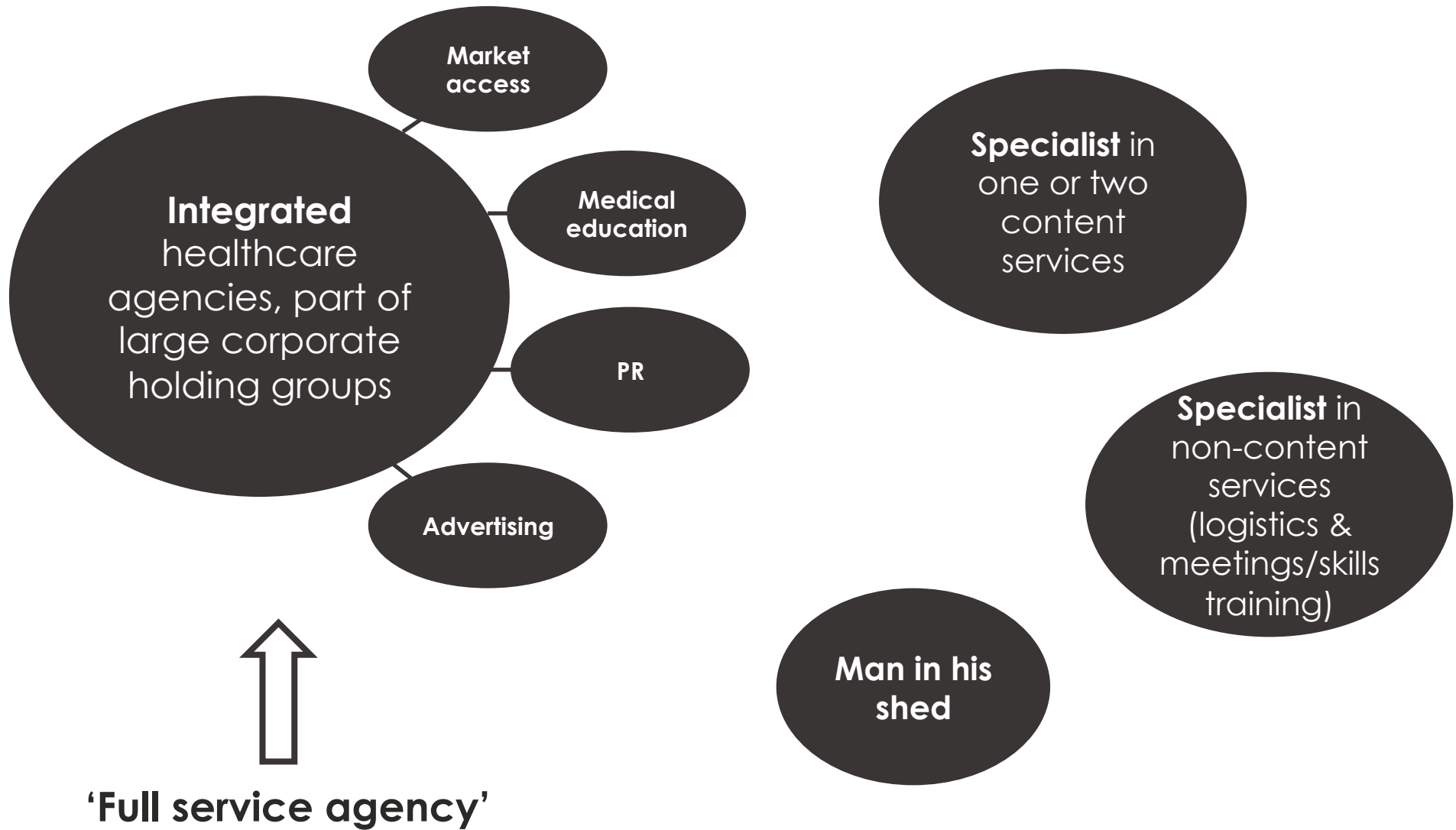
Pharma companies benefit from using agencies with specialist expertise

Agency models

Lots of terminology!



There are many agency models...



What services does a med comms agency provide?

Publications

Neuro-Oncology 13(10):1049–1058, 2011.
doi:10.1093/neuonc/nor092
Advance Access publication July 22, 2011

Treatment of high-grade and adolescents

T. J. MacDonald, D. Aguilera, and C. M. Kram
Aflac Cancer Center and Blood Disorders Service, Children's Medicine, Atlanta, GA, USA (T.J.M., D.A.); University Children's Hospital, Wittenberg, Halle, Germany (C.M.K.)

Pediatric high-grade gliomas (HG) and are associated with an extremely poor prognosis. There are no effective chemotherapy options for the treatment of pediatric HGG, but recent options are in active investigation. Molecular differences between pediatric HGG such that results from adult HGG cannot simply be extrapolated to

Review
Medicine

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Patients presenting late with HIV infection are at a higher risk of clinical events, are difficult to treat and have a higher mortality compared with those who present earlier. Indeed, being diagnosed too late for effective

low CD4⁺ T-cell counts. In addition to the detrimental effect on the health of the individual, late presentation also creates a significant societal burden because it is associated with increased risk of HIV transmission and

Eur J Ophthalmol 2012;22 (5): 751-761

DOI: 10.5301/ejo.5000117

ORIGINAL ARTICLE

Randomized, phase III study comparing osmoprotective carboxymethylcellulose with sodium hyaluronate in dry eye disease

Christophe Baudouin^{1,2}, Béatrice Cochener³, Pierre-Jean Pisella⁴, Brigitte Girard⁵, Pascale Pouliquen⁶, Hazel Cooper⁶, Catherine Creuzot-Garcher⁷

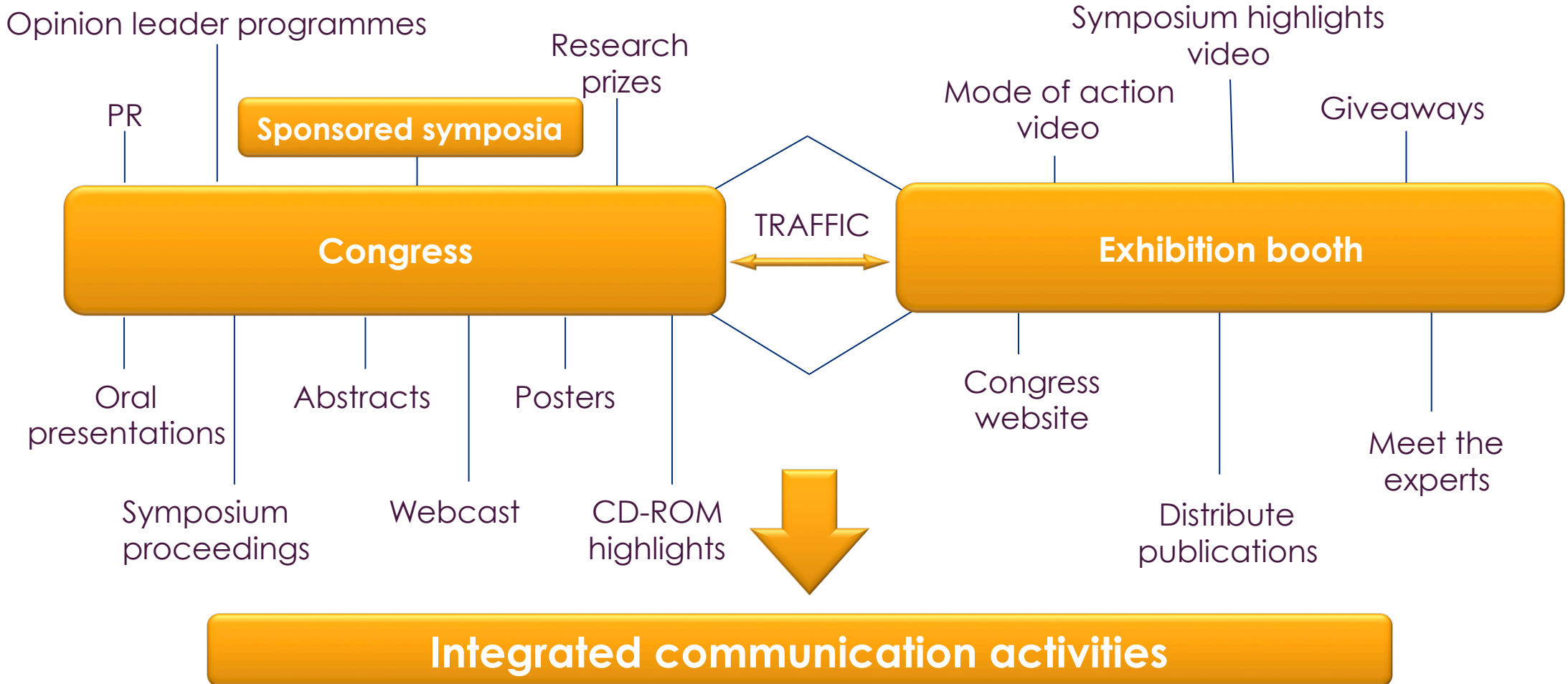
¹Centre Hospitalier National d'Ophtalmologie des Quinze-Vingts, Paris - France

²Institut de la Vision, UMRS 968, UPMC, Paris - France

³Centre Hospitalier Universitaire de Brest, Brest - France

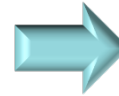
⁴Université François Rabelais, Tours - France

Congress activities and materials



Meetings

Advisory board meetings



Prepare meeting minutes & executive summaries

Standalone meetings

Launch events

Train-the-trainer meetings

Planning meetings



Medical materials

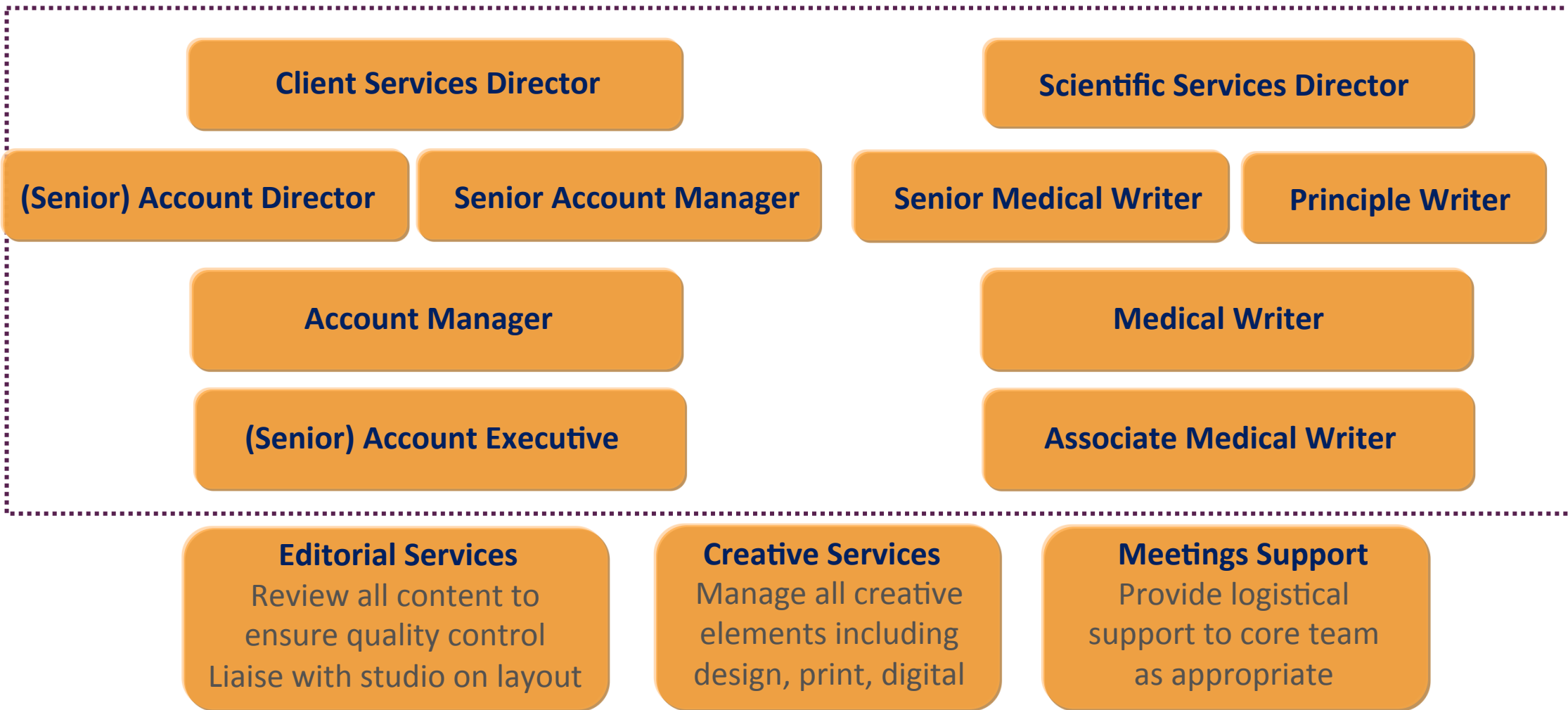
- Brochures or leaflets for use by sales representatives
 - Leave pieces
 - Details aids
 - Product monographs
- Competitor intelligence
- Internal training decks
- Communication plans



Typical agency team and roles

The typical agency team

Core team



The typical agency team

Core team

Client Services Director

Scientific Services Director

(Senior) Account Director

Senior Account Manager

Senior Medical Writer

Principle Writer

Account Manager

Medical Writer

(Senior) Account Executive

Associate Medical Writer

Editorial Services

Review all content to ensure quality control
Liaise with studio on layout

Creative Services

Manage all creative elements including design, print, digital

Meetings Support

Provide logistical support to core team as appropriate

How did I become a Client Services Director?

Human Biology BSc

Travelled around the world for 18 months

Spotted that Medical Communications actually existed!

Job as a Project Assistant in 2001

13 years later, CSD!!

Client Services/Account Management...lots of terminology

Account Manager

**Project
management**

Project Assistant

Client services

Account Director

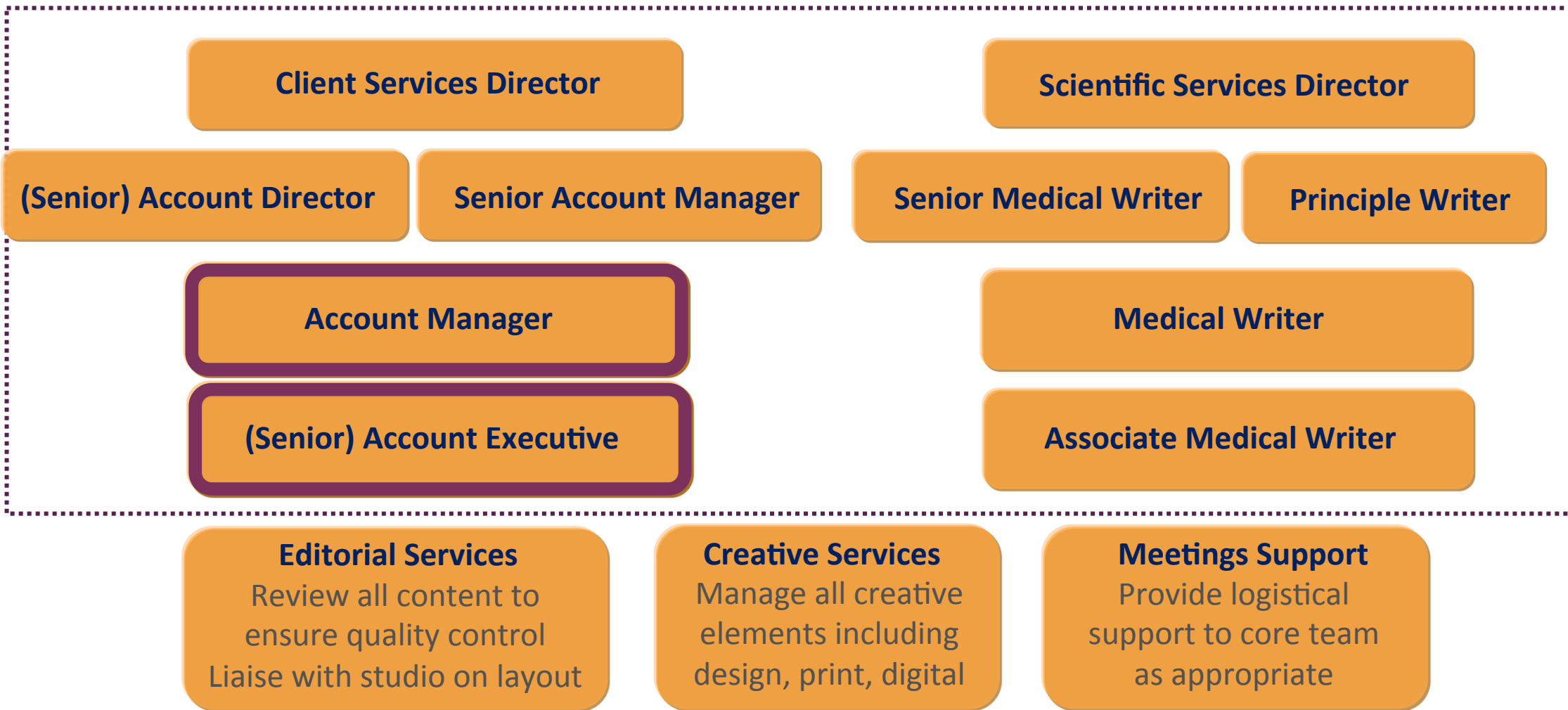
Account management

Project Manager

ACCOUNT EXECUTIVE

The typical agency team

Core team



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Senior Medical Writer

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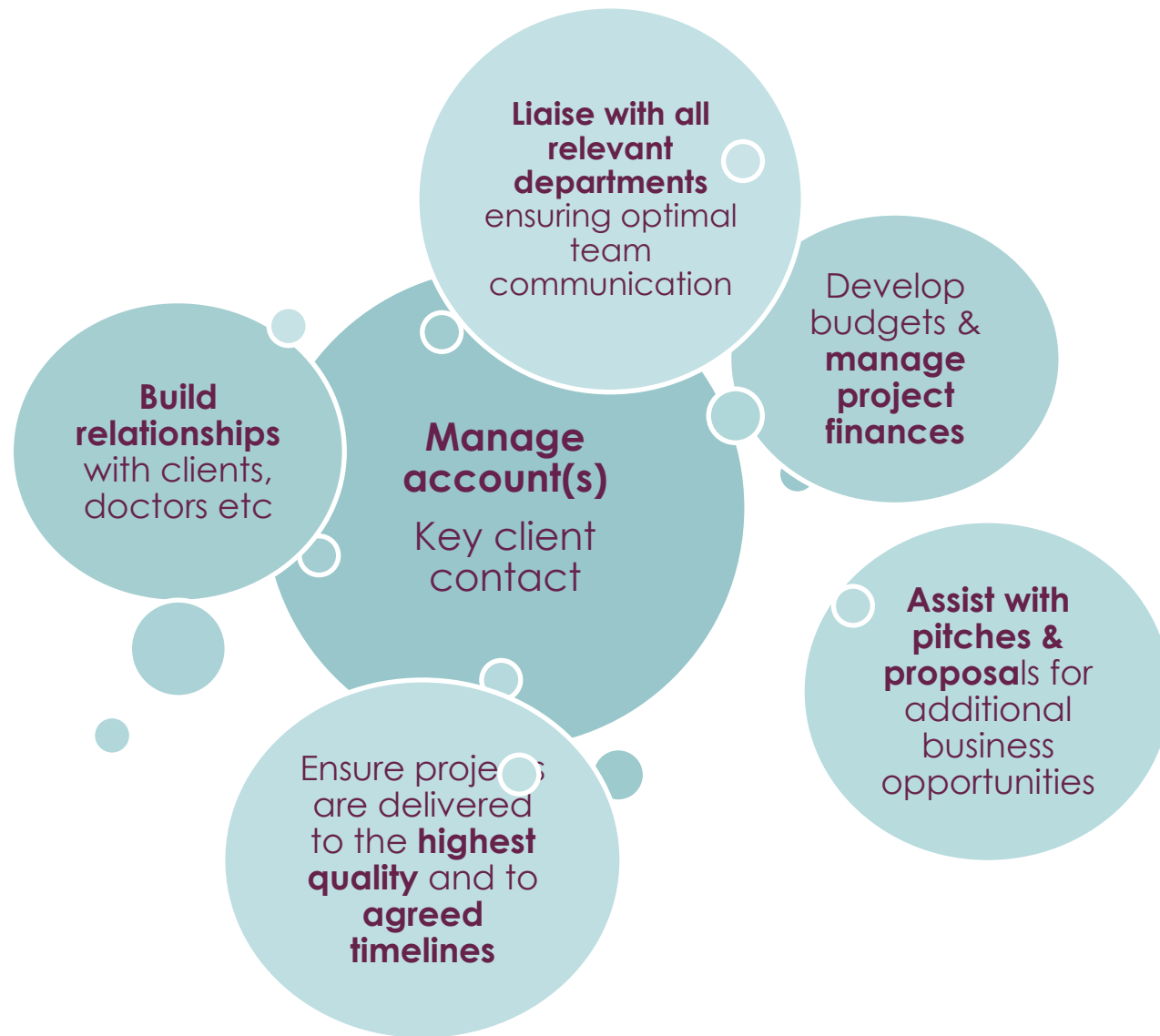
Manage all creative elements including design, print, digital

Meetings Support

Provide logistical support to core team as appropriate

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Role of the Account Manager



A day in the life of an Account Manager

Status update
call with the
client

Attend a
brainstorm for
a pitch

Teleconference
with medical

Create a

There isn't a typical day!

Review
another's
work

Attend a
standalone
meeting

Develop
project
timelines

Create a
faculty
briefing
document

Work with studio
on meeting
materials

What do we look for in a new Account Manager?

- **MEDICAL**
 - Interest in science/scientific background
- **ACCOUNT MANAGEMENT**
 - Enjoy working at the front line!
 - Good communication skills
 - Good organisational skills
 - Team player
 - Be comfortable with numbers (budgeting, reconciliations)
 - Be comfortable presenting (new business, client meetings, internal meetings)
 - Understand product strategy and offer ideas



Deliver what the client wants, on time, on budget

Scientific Services/Medical Writing...lots of terminology

MEDICAL EDITOR

Principle Writer

Editorial Team Leader

Scientific Advisor

Medical Writer

**Scientific
Services Director**

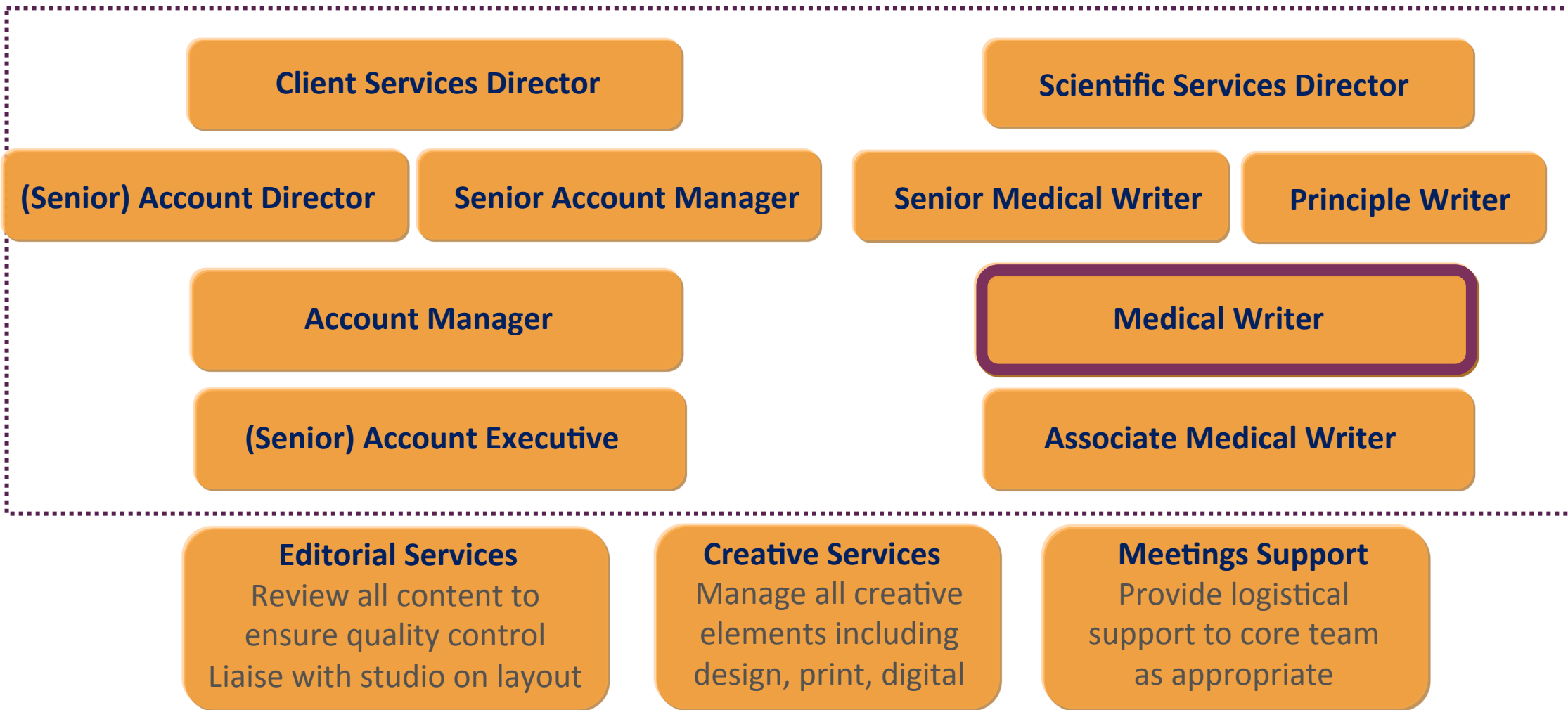
Associate Medical Writer

Scientific Services

Scientific Services Manager

The typical agency team

Core team



Role of the Medical Writer



A day in the life of a Medical Writer

Research new disease area and prepare slides for an upcoming pitch

Attend strategic planning meeting at client offices

Draft a primary paper or review article

There isn't a typical day!

feedback

educational website

Finalise core slide deck

Teleconference with client and authors to discuss feedback on a manuscript

Travel to an advisory board – take minutes, draft meeting report

Attributes of a good Medical Writer

- **MEDICAL**
 - Science background / PhD advantageous
- **WRITER:** Enjoy writing and have a talent for it
 - Attention to detail
 - Think on your feet / problem solver
 - Excellent 'desktop' research skills
 - Able to absorb new concepts rapidly
 - Presentation skills
 - People skills – 'bonding' with colleagues and clients
 - Willingness to travel
 - Take feedback well!



Deliver what the client wants, on time, on budget

Why join?

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Why join a Med Comms agency?

- Broad experience to be gained
- Fast paced and deadline driven
- Career progression: scope to progress rapidly
- Opportunities for change in direction within agency
 - Editorial & creative
 - Client services
 - Business development
- Opportunity to work with global experts in their field
- Opportunity to work in a range of therapy areas



And finally, it's not all work!



Ice skating



PLOD 2013

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Thank you

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