Medical communications: From academic to medical writer

Rina Adak
ApotheCom
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My career path

Pharmacy work experience

University of Brighton
BSc (hons) Pharmaceutical and Chemical Sciences

Medicinal Chemist, Drug Discovery GSK

PhD Medicinal Chemistry

Analytical chemist, PGRD Pfizer

Cardiff University

Pfizer

Inhibitex
From academic to medical writer

Researched non-lab based careers
But still high science and uses PhD experience

Medical writer

- Clinical trials
- Regulatory affairs
- Patent attorney

✓ Highly scientific career
✓ Uses my education, experience and research skills
✓ Enjoyed writing my thesis and presenting at congresses
✓ Manage own projects and mentor
✓ Fast-paced
✓ Rewarding

PhD

MedComms Networking
Different types of medical communications agency

**Regulatory affairs**
- Clinical trial documentation (Clinical Trial Applications and Investigational New Drug Application)
- Marketing Authorisation Applications
- New Drug Applications

**Health economics**
- Materials to support cost-effectiveness messages

**Public relations**
- Materials to communicate to the media
- Issues management

**Advertising and branding**
- Trade press; consumer adverts; sales aids; direct mail; exhibition stand materials

**Medical education**
- Support of publication activities, (journal manuscripts and conference presentations)
- Educational materials

**Medical communications** agencies provide expert strategic consultancy to help **pharmaceutical companies** educate physicians, patients and other stakeholders about **new therapies** and the **diseases** they treat.
Getting into the medical communications industry

- **Established scientist**
  - PhD or post doctoral experience

- **Transferable skills**
  - Writing
  - Presentation
  - Project management
  - Mentoring
  - Teamwork
  - Discussing science with experts

- **Writing test**
  - Structure and flow
  - Attention to detail

- **Interview**
  - Presentation
  - Chemistry Examples
Creating initiatives built on catalysts for change

ANALYSE
understand the target behaviors for change

Identifying what needs to change in clinical practice

- Identify target behaviors for change
- Assess key behavioral influencers (environmental and barriers to change)
- Conduct needs assessment and baseline research

CREATE
educational program using behaviour change techniques

Building an engagement program

- Design engagement programme
- Map education and interventions against the target behaviors for change

TRANSFORM
deliver programme and measure success

Execution and evaluation

- Deliver the right content in the right format to the right user via the right channel at the right time
- Measure behavior change and effectiveness of the learning/intervention
Creating an integrated scientific story

Understanding the landscape
- Category analysis and literature search
- Disease state
- Competitive environment
- Unmet need
- Stakeholder research and insights

Data portfolio & analysis
- Clinical development programmes
- Stakeholder needs
- Current data, trials and content
- Literature analysis
- Scientific congress activities
- Association and online information

Scientific identity
- Scientific platform development
- Value proposition and evidence base
- Brand vocabulary
- Scientific visualisation and animation
- Addressing the therapeutic unmet need

Engaging key stakeholders
- Identification and profiling of key opinion leaders
- Alignment and advocacy
- Bridging and ownership
- Engagement in key communications and training activities

Programming
- Educational content development
- MOA/MOD
- Disease awareness campaigns
- Promotional content development
- Innovative educational initiatives
Medical education activities

- 20+ scientific platforms
- 81 MSL slide kits
- 150+ congresses, symposia
- 47 MSL training programmes
- 102 advisory boards
- 78 expert engagement programmes including 10+ investigator support platforms
- 65 MOA and data visualisations
Publication activities

- **Abstracts**: >750/year
- **Posters**: >750/year
- **Manuscripts**: >400/year
- **Slides**: >45,000/year
- **Illustrations and animations**: >200/year
Life as a medical writer

Scientific expert

Clients

Creativity

Teams

Onsite

Continually learning and thinking

Flexibility
email: graduates@apothe.com

GET SET FOR 2018
Are you seeking a position in an exciting global healthcare communications company?

ARE YOU...

100%
FLEXIBLE?

100%
ENERGETIC?

100%
DEDICATED?