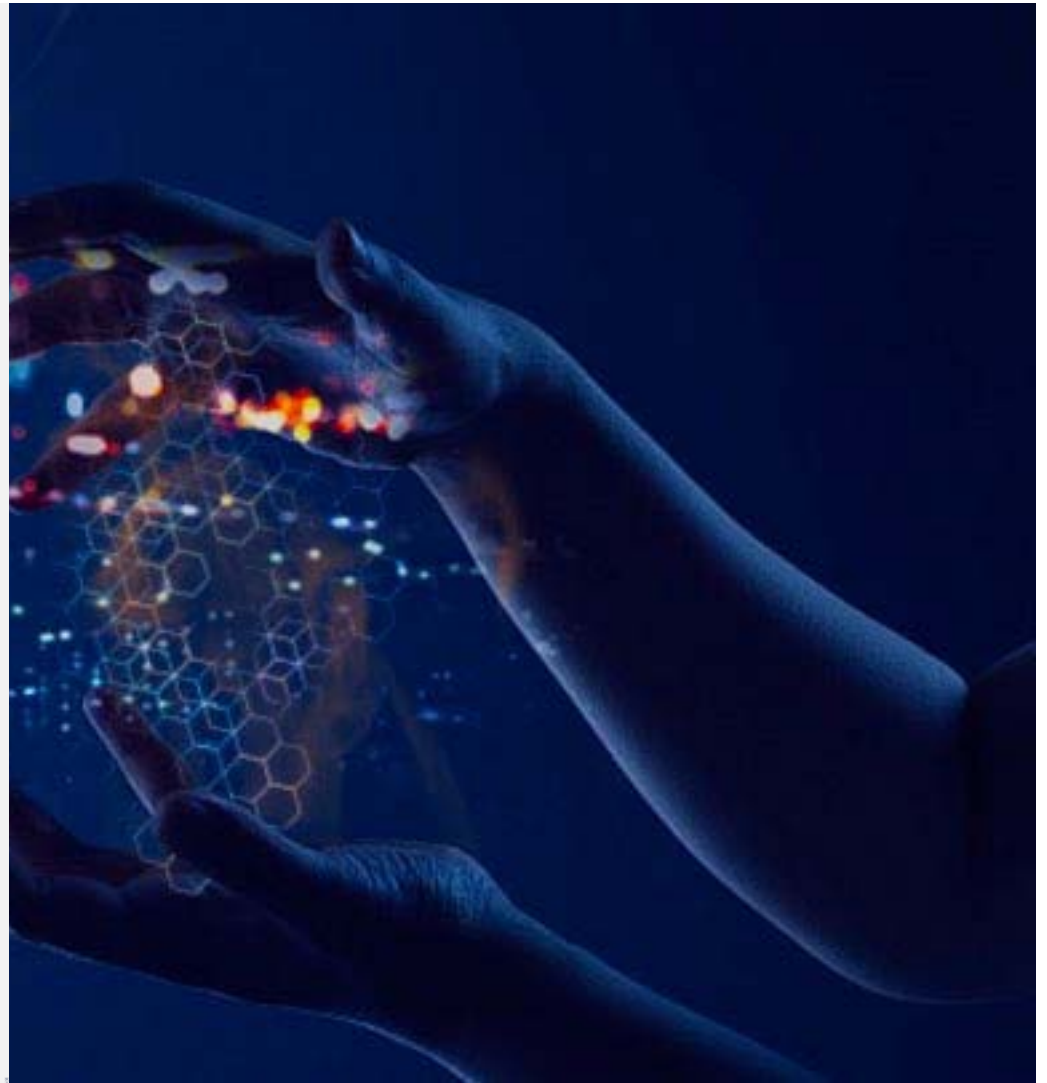# Medical communications: From academic to medical writer

Rina Adak
ApotheCom

Agenda

What is medical communications?
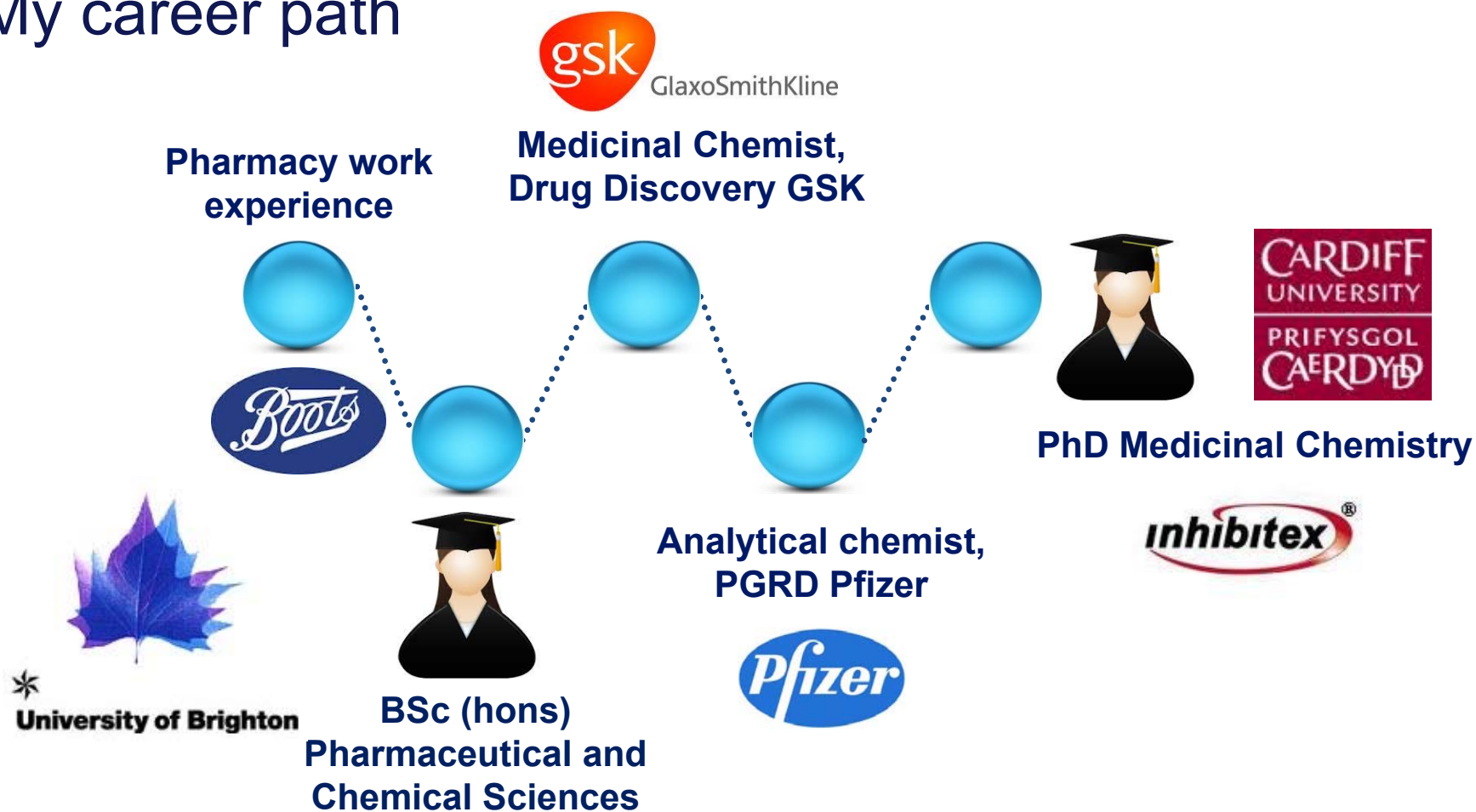
What we do at ApotheCom
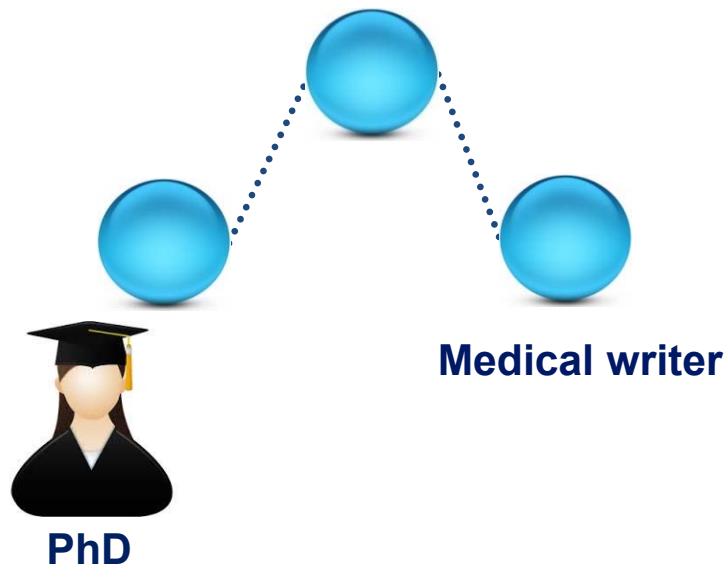
Life as a medical writer

Graduate recruitment scheme

My career path

From academic to medical writer

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

Medical writer

PhD

- 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

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	Transferable skills	Writing test	Interview
PhD or post doctoral experience	Writing Presentation Project management Mentoring Teamwork Discussing science with experts	Structure and flow Attention to detail	Presentation Chemistry Examples

apothecom Global Medical Communications Powerhouse

THERAPEUTIC AREA
SPECIALITY HUBS

Specialising in oncology, chronic diseases and rare diseases to harness expertise, strategy and integrated solutions and providing a hot house to nurture and train our talent

INNOVATION & EXCELLENCE

driven through dedicated practice areas:

- Scientific communications and publications
- Medical education
- Access pathways and outcomes

OUR PRINCIPAL PRINCIPLE

partnership working and solution finding throughout a program

SPECIALITY HUBS

innovation & excellence

FUELED BY:

160+ scientific story tellers

×10 PhDs, PharmDs

9 HUB OFFICES

HANDS-ON STRATEGY

PRINCIPAL PRINCIPLE

FUELED BY:

×10

90+ PhDs, PharmDs in our global scientific group

160+ scientific STORY TELLERS

9 HUB OFFICES around the world and supported by a global footprint of local agencies to be where our clients need us to be

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Alkermes
ACTELION
AstraZeneca
Baxalta
EMJ EUROPEAN MEDICAL JOURNAL
novo nordisk
gsk GlaxoSmithKline Biologicals
NOVARTIS
MERRIMACK
ORPHAN EUROPE RECORDATI GROUP
prothena
Shire

AMGEN Oncology
ANACOR PHARMACEUTICALS
astellas
Chiesi People and Ideas for innovation in healthcare
Daiichi-Sankyo
finox biotech swiss made
GILEAD
MERCK
MAST THERAPEUTICS, INC.
Otsuka
Roche
VERSARTIS

amyloidosis foundation
Amicus Therapeutics
Bayer
CSL Behring Biotherapies for Life™
FERRING PHARMACEUTICALS
GEDEON RICHTER
janssen J PHARMACEUTICAL COMPANIES OF Johnson & Johnson
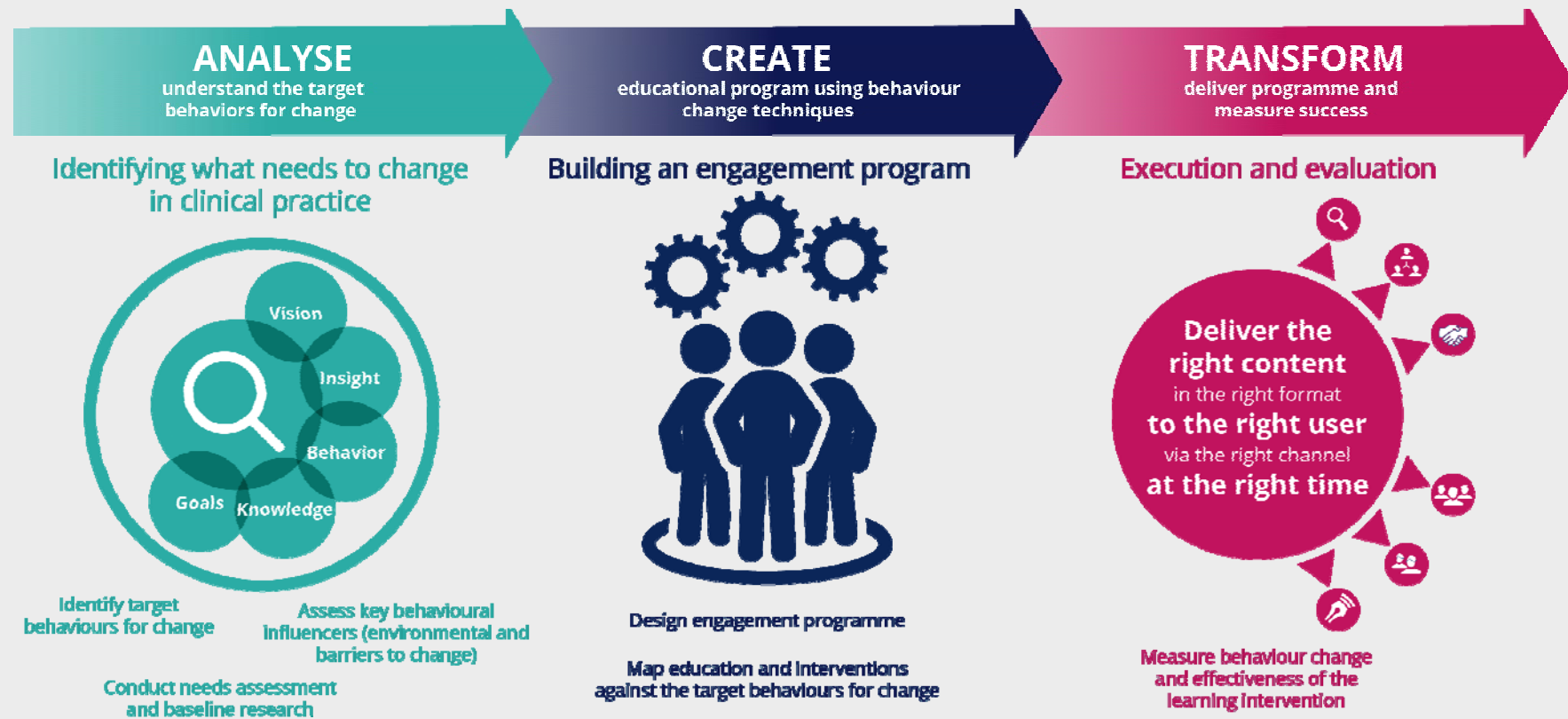MOMENTA
OBI PHARMA
Pfizer
SANDOZ Biopharmaceuticals a Novartis company
VERTEX THE SCIENCE of POSSIBILITY

Creating initiatives built on catalysts for change

ANALYSE
understand the target behaviors for change

CREATE
educational program using behaviour change techniques

TRANSFORM
deliver programme and measure success

Identifying what needs to change in clinical practice

Vision
Insight
Behavior
Goals
Knowledge

Identify target behaviours for change

Assess key behavioural influencers (environmental and barriers to change)

Conduct needs assessment and baseline research

Building an engagement program

Design engagement programme

Map education and interventions against the target behaviours for change

Execution and evaluation

Deliver the **right content** in the right format **to the right user** via the right channel **at the right time**

Measure behaviour 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
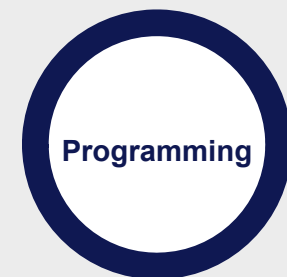
- Educational content development
- MOA/MOD
- Disease awareness campaigns
- Promotional content development
- Innovative educational initiatives

Medical education activities

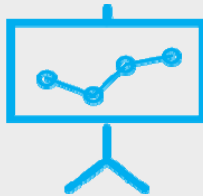# Publication activities

Abstracts
>750/year

Posters
>750/year

Manuscripts
>400/year

Slides
>45,000/year

Illustrations and animations
>200/year