

Q1 Where are you based (tick one answer)?

Answered: 197 Skipped: 0



ANSWER CHOICES	RESPONSES	
United Kingdom	90.86%	179
United States of America	5.08%	10
Belgium	0.00%	0
France	0.00%	0
Germany	0.51%	1
Italy	0.00%	0

MedComms Networking Barometer 2018

Spain	0.51%	1
Scandinavia	0.00%	0
Switzerland	0.00%	0
The Netherlands	0.00%	0
Other Western Europe	0.51%	1
Central and Eastern Europe	0.51%	1
Canada	0.00%	0
Latin America	0.00%	0
Middle East	0.00%	0
Asia	1.52%	3
Australasia	0.51%	1
Africa	0.00%	0
TOTAL		197

Q2 What best describes where you currently work (we appreciate there will be some overlap of roles and nomenclature but please tick one “best” answer)?

Answered: 197 Skipped: 0

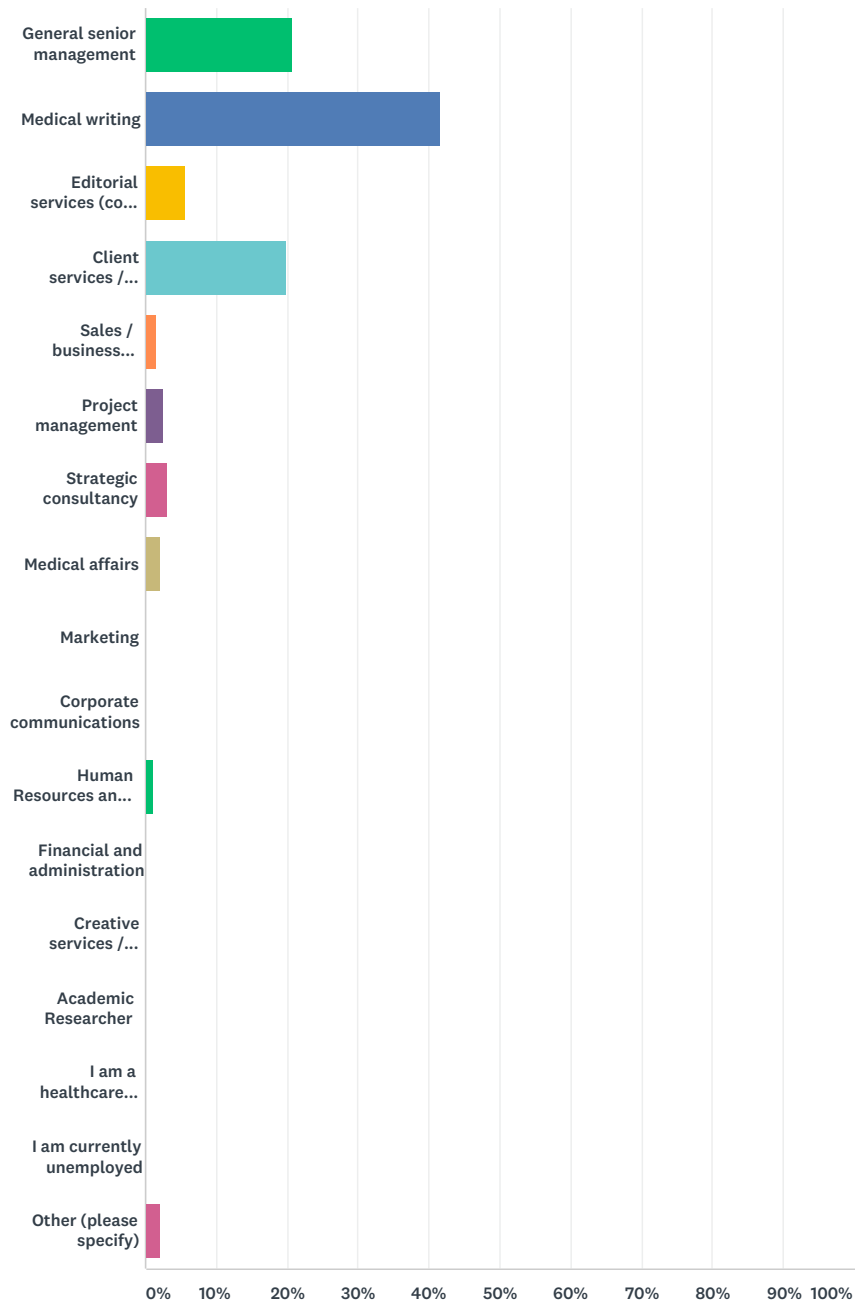


MedComms Networking Barometer 2018

ANSWER CHOICES		RESPONSES	
I am a MedComms freelancer / consultant / interim / independent		0.00%	0
MedComms / Med Ed agency		100.00%	197
Market Access / HEOR specialist agency		0.00%	0
Publications specialist agency		0.00%	0
Commercial CME provider		0.00%	0
Other communications agency (PR, branding etc)		0.00%	0
CRO/Regulatory writing agency		0.00%	0
Recruitment company		0.00%	0
Design company		0.00%	0
Digital / multimedia company		0.00%	0
Events organizer		0.00%	0
Pharma/Healthcare/Biotech/Devices company		0.00%	0
Scientific (STM) journals / books publishing company		0.00%	0
Training company		0.00%	0
Translation services provider		0.00%	0
Industry information services provider		0.00%	0
Academic Institute		0.00%	0
Medical Society		0.00%	0
Healthcare service organisation		0.00%	0
I am currently unemployed		0.00%	0
Other (please specify)		0.00%	0
TOTAL			197
#	OTHER (PLEASE SPECIFY)	DATE	
	There are no responses.		

Q3 What is the best fit, broad description, of your primary role (we appreciate there will be some overlap of roles and nomenclature but please tick one “best” answer)?

Answered: 197 Skipped: 0



ANSWER CHOICES	RESPONSES	
General senior management	20.81%	41
Medical writing	41.62%	82
Editorial services (copy / production editing / proof-reading)	5.58%	11
Client services / account management	19.80%	39
Sales / business development	1.52%	3
Project management	2.54%	5

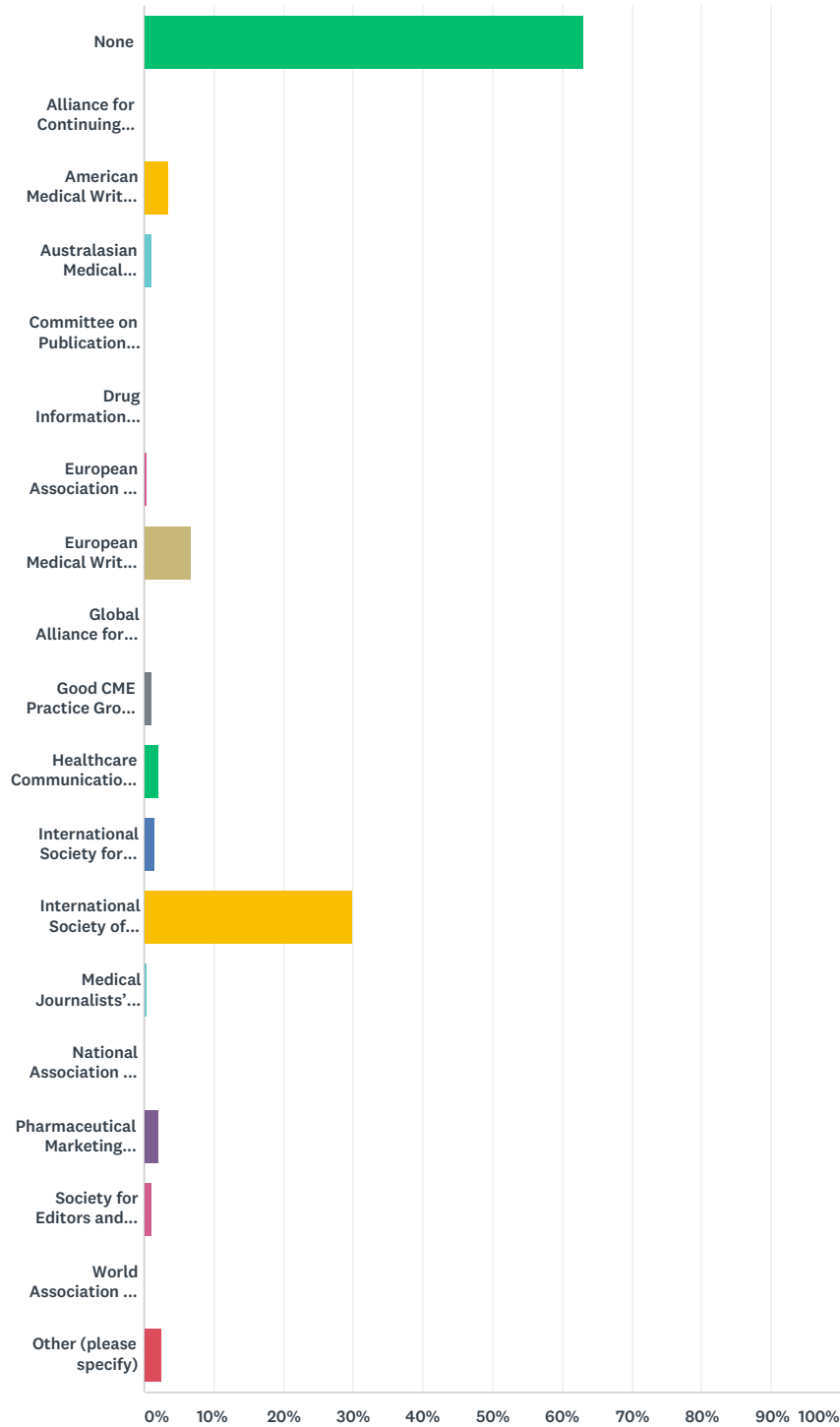
MedComms Networking Barometer 2018

Strategic consultancy	3.05%	6
Medical affairs	2.03%	4
Marketing	0.00%	0
Corporate communications	0.00%	0
Human Resources and recruitment	1.02%	2
Financial and administration	0.00%	0
Creative services / production / design	0.00%	0
Academic Researcher	0.00%	0
I am a healthcare professional	0.00%	0
I am currently unemployed	0.00%	0
Other (please specify)	2.03%	4
TOTAL		197

#	OTHER (PLEASE SPECIFY)	DATE
1	Medical Director - management, shareholder and responsible for medical strategy and content development	1/30/2018 10:39 AM
2	Scientific Director	1/29/2018 3:59 PM
3	Quality & compliance	1/16/2018 3:55 PM
4	Compliance and Data protection	1/3/2018 10:52 AM

Q4 What relevant professional organizations are you a member of (tick all that apply)?

Answered: 197 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	62.94%	124
Alliance for Continuing Education in the Health Professions (ACEhp)	0.00%	0
American Medical Writers Association (AMWA)	3.55%	7

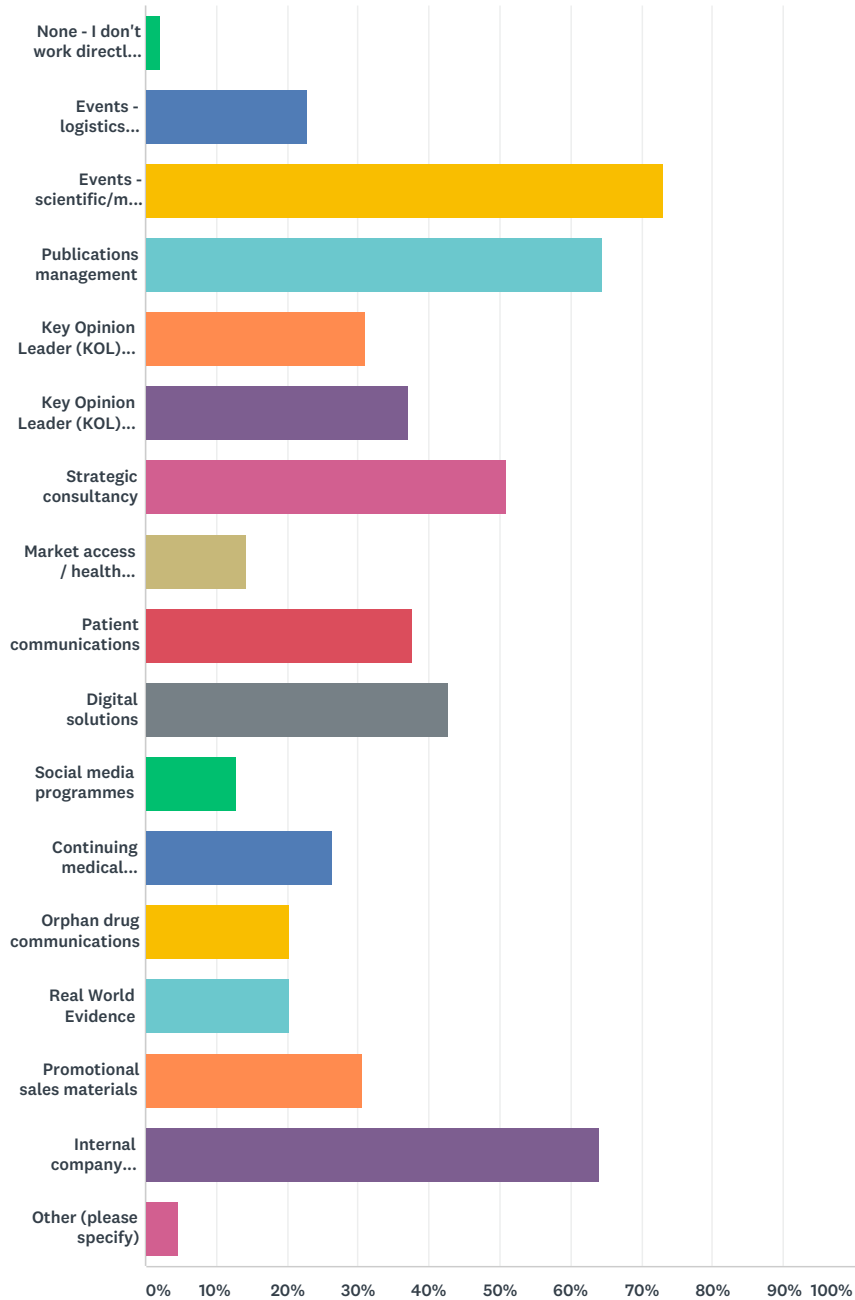
MedComms Networking Barometer 2018

Australasian Medical Writer's Association (AMWA)	1.02%	2
Committee on Publication Ethics (COPE)	0.00%	0
Drug Information Association (DIA)	0.00%	0
European Association of Science Editors (EASE)	0.51%	1
European Medical Writers Association (EMWA)	6.60%	13
Global Alliance for Medical Education (GAME)	0.00%	0
Good CME Practice Group (gCMEp)	1.02%	2
Healthcare Communications Association (HCA)	2.03%	4
International Society for Pharmacoeconomics and Outcomes Research (ISPOR)	1.52%	3
International Society of Medical Publishing Professionals (ISMPP)	29.95%	59
Medical Journalists' Association	0.51%	1
National Association of Science Writers (NASW)	0.00%	0
Pharmaceutical Marketing Society (PM Society)	2.03%	4
Society for Editors and Proofreaders (SfEP)	1.02%	2
World Association of Medical Editors (WAME)	0.00%	0
Other (please specify)	2.54%	5
Total Respondents: 197		

#	OTHER (PLEASE SPECIFY)	DATE
1	Medical Affairs Professional Society (MAPS)	1/29/2018 4:05 PM
2	no, though keep in touch with several	1/29/2018 3:42 PM
3	Royal Pharmaceutical Society	1/10/2018 8:42 AM
4	CMI	1/3/2018 10:52 AM
5	Royal Society of Chemistry	1/2/2018 2:10 PM

Q5 Which of the following specialist MedComms areas are you currently active in (tick all that apply)?

Answered: 197 Skipped: 0



ANSWER CHOICES	RESPONSES	
None - I don't work directly in MedComms	2.03%	4
Events - logistics management	22.84%	45
Events - scientific/medical programmes and content development	73.10%	144
Publications management	64.47%	127
Key Opinion Leader (KOL) / external expert profiling and identification	30.96%	61
Key Opinion Leader (KOL) / external expert management	37.06%	73

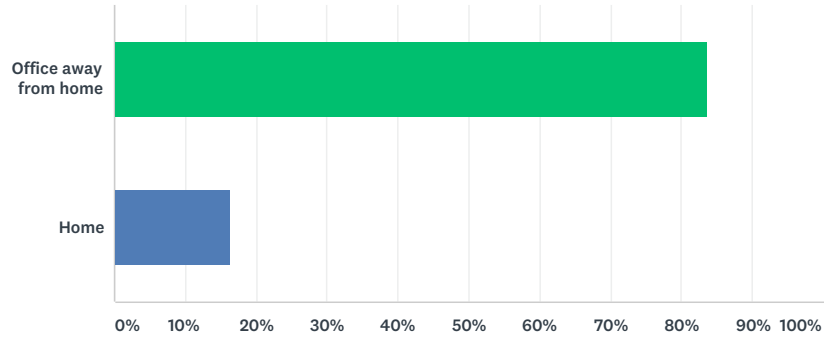
MedComms Networking Barometer 2018

Strategic consultancy	50.76%	100
Market access / health outcomes	14.21%	28
Patient communications	37.56%	74
Digital solutions	42.64%	84
Social media programmes	12.69%	25
Continuing medical education and professional development (CME / CPD)	26.40%	52
Orphan drug communications	20.30%	40
Real World Evidence	20.30%	40
Promotional sales materials	30.46%	60
Internal company training activities (MSLs, Reps and others)	63.96%	126
Other (please specify)	4.57%	9
Total Respondents: 197		

#	OTHER (PLEASE SPECIFY)	DATE
1	I	1/31/2018 7:56 AM
2	Y	1/30/2018 5:00 PM
3	Scientific platform/value story development Landscape assessments/evidence gap analyses Clinical program support: for HCPs/patients Advisory boards/peer-to-peer programming: live and virtual	1/29/2018 4:05 PM
4	Compliance	1/10/2018 4:26 PM
5	Competitor intelligence	1/9/2018 2:24 PM
6	life cycle management, phase IV support	1/8/2018 2:31 PM
7	Compliance against codes & Data Protection (GDPR)	1/3/2018 10:52 AM
8	Publications	1/2/2018 8:09 PM
9	I	1/2/2018 12:52 PM

Q6 Where do you work from primarily?

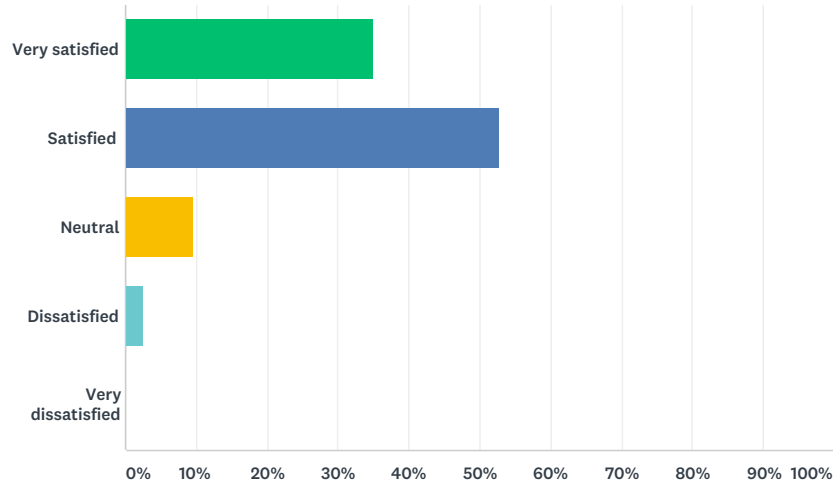
Answered: 197 Skipped: 0



ANSWER CHOICES	RESPONSES	
Office away from home	83.76%	165
Home	16.24%	32
TOTAL		197

Q7 How satisfied are you with your current job?

Answered: 197 Skipped: 0

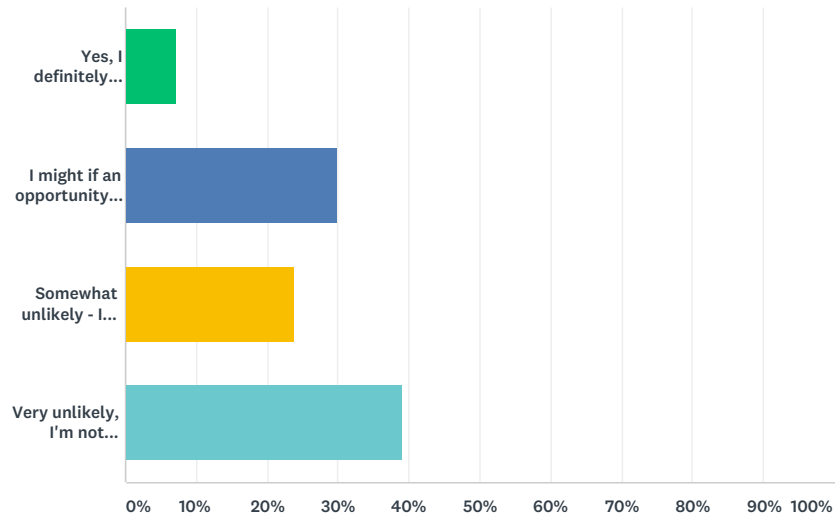


ANSWER CHOICES	RESPONSES	
Very satisfied	35.03%	69
Satisfied	52.79%	104
Neutral	9.64%	19
Dissatisfied	2.54%	5
Very dissatisfied	0.00%	0
TOTAL		197

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Am currently working notice.	1/30/2018 12:54 PM
2	I have recently started my position in my current company, after leaving my previous agency where I stayed for 2 years. I'm very happy with my current employer as they treat their writers with respect.	1/13/2018 12:38 PM
3	I want to rise to a management level position quickly, but currently I am unclear as to how to reach that within the agency I work in.	1/9/2018 2:24 PM
4	I love my role, I am constantly offered new opportunities to network and develop. I am able to work from home whenever I need to, I am able to carry out charitable work during office hours and I engage with a large variety of clients both internally and externally.	1/2/2018 2:53 PM

Q8 How likely is it that you will look to change your employer in 2018 (freelancers, you are your own employer)?

Answered: 197 Skipped: 0

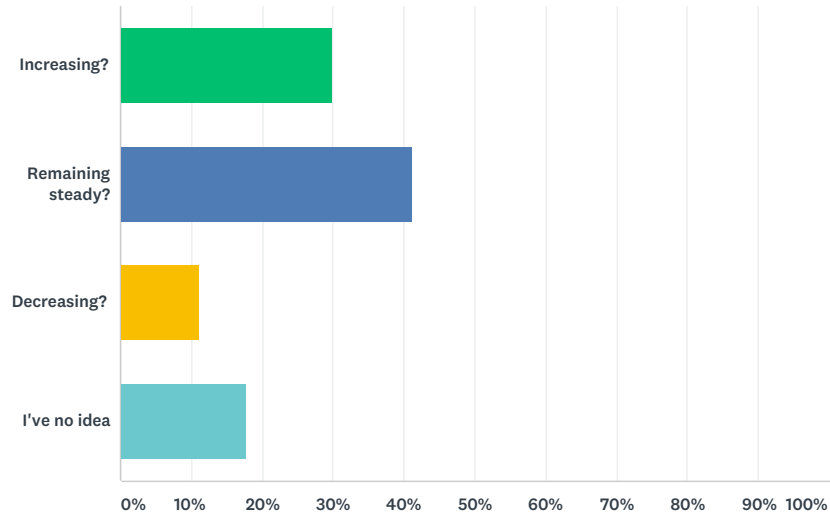


ANSWER CHOICES	RESPONSES	
Yes, I definitely intend to move	7.11%	14
I might if an opportunity arises	29.95%	59
Somewhat unlikely - I doubt it	23.86%	47
Very unlikely, I'm not expecting to move	39.09%	77
TOTAL		197

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Would move if offered better pay.	1/30/2018 9:42 PM
2	There are so many opportunities that current employers have to compete through a variety of methods to retain staff. So many recruiters and med comms agencies approach staff through LinkedIn these days. Demand for good staff is high!	1/30/2018 8:26 PM
3	Am moving to a new role in March 2018.	1/30/2018 12:54 PM
4	Continuing to take on/expand role/responsibilities within current agency	1/29/2018 4:05 PM
5	Accepted an offer for another position	1/23/2018 6:53 AM
6	Will be starting in a freelance capacity	1/9/2018 12:32 PM

Q9 From your own perspective, do you think the overall amount of MedComms activity that the Pharma/Healthcare/Biotech/Devices industry is outsourcing year on year is currently...

Answered: 197 Skipped: 0

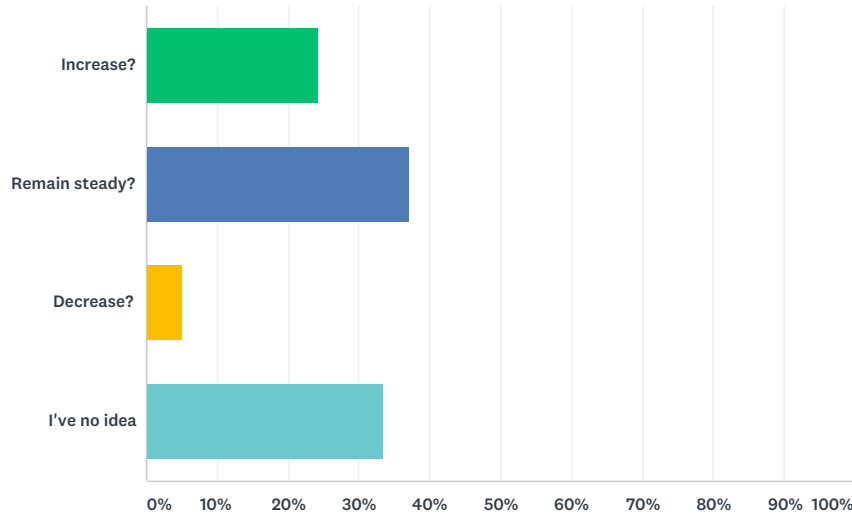


ANSWER CHOICES	RESPONSES
Increasing?	29.95% 59
Remaining steady?	41.12% 81
Decreasing?	11.17% 22
I've no idea	17.77% 35
TOTAL	197

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	The nature of the deliverables is evolving, but the volume is similar	1/31/2018 11:51 PM
2	Although many of our clients are experiencing cuts to their budgets...	1/31/2018 10:04 PM
3	Publications are down, meetings are up!	1/31/2018 4:54 PM
4	Colleagues across multiple agencies seem as busy as ever and most companies seem very active in recruitment, suggesting there must be continuing growth in the industry	1/29/2018 4:07 PM
5	However, the increase in mergers is starting to result in fewer opportunities for client expansion Most med comms business growth coming from mid-sized, biotech-focused companies rather than large pharma due to limitations on outsourcing to a few approved vendors	1/29/2018 4:05 PM
6	Hopefully increasing! In our experience they never get it quite right when they do it themselves...	1/29/2018 3:56 PM
7	But companies are consolidating their med comms work to fewer agencies	1/29/2018 3:52 PM

Q10 From your own perspective, comparing 2018 vs 2017 do you think the overall amount of consolidation/M&A activity amongst MedComms agencies will...

Answered: 197 Skipped: 0

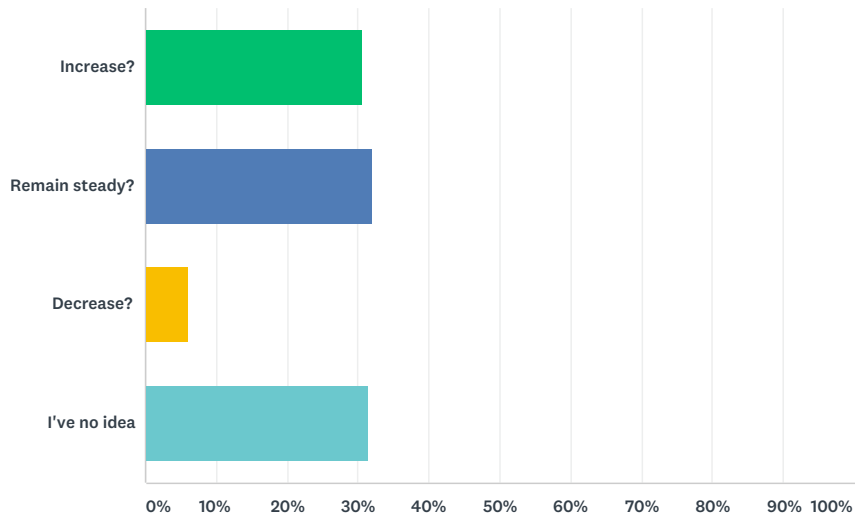


ANSWER CHOICES	RESPONSES
Increase?	24.37% 48
Remain steady?	37.06% 73
Decrease?	5.08% 10
I've no idea	33.50% 66
TOTAL	197

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	As long as we keep up the pace and don't churn out the same old... thing	1/31/2018 11:51 PM
2	Pharma seems to be moving med comms resourcing in-house	1/30/2018 2:54 PM
3	not sure what 'consolidation/M&A' refers to	1/30/2018 1:35 AM
4	It's always hard to gauge what will happen each year, but active M&A always seems offset by new startup organisations	1/29/2018 4:07 PM
5	There seems to be a push for service expansion into other related areas (eg, clinical operations, patient education, social media/digital) through M&A among med comm agencies	1/29/2018 4:05 PM
6	Increasing need for competencies across board, which smaller Med Comms will find challenging to provide; working with other non-aligned agencies always a challenge. Therefore smaller agencies may come together to get critical mass across spectrum, irrespective of the massive conglomerate agencies continuing to hoover up bespoke agencies.	1/29/2018 3:42 PM
7	It would be nice to reword the question for clarity	1/22/2018 10:28 AM

Q11 From your own perspective, comparing 2018 vs 2017 do you think the overall amount of consolidation/M&A activity amongst Pharma/Healthcare/Biotech/Devices companies will...

Answered: 197 Skipped: 0

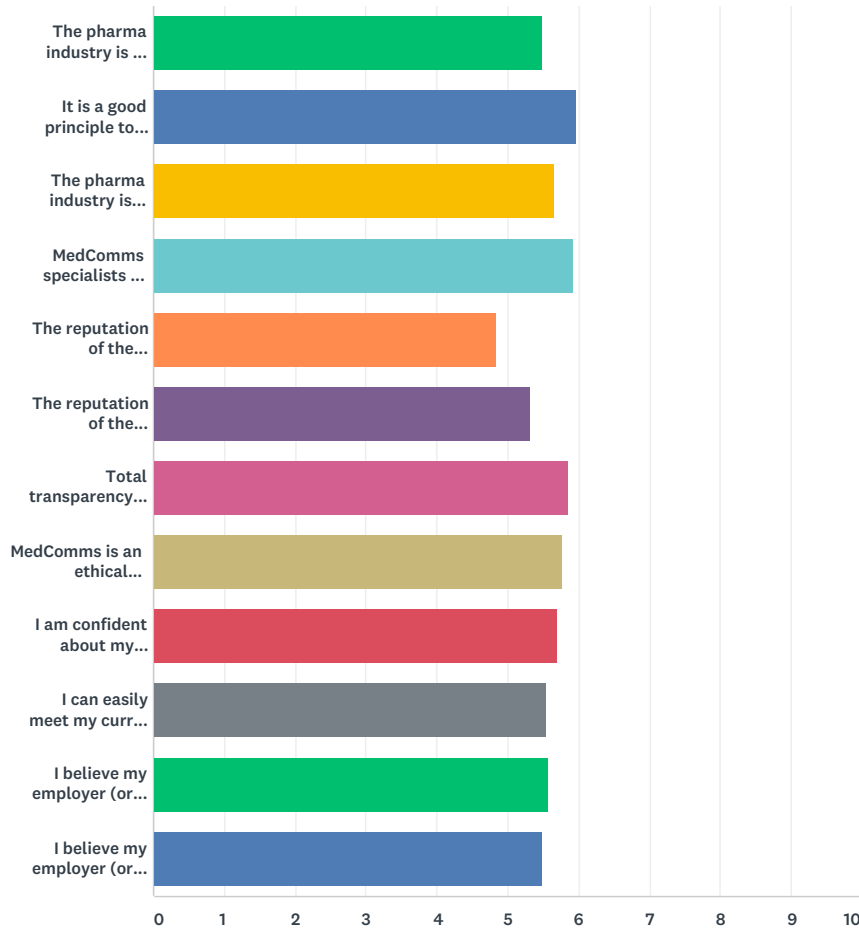


ANSWER CHOICES	RESPONSES
Increase?	30.46% 60
Remain steady?	31.98% 63
Decrease?	6.09% 12
I've no idea	31.47% 62
TOTAL	197

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Definitely the trend towards acquisitions to complement/strengthen/expand existing portfolios	1/29/2018 4:05 PM
2	It would be nice to reword the question for clarity	1/22/2018 10:28 AM
3	Change to tax laws in USA	1/10/2018 8:42 AM

Q12 How much do you agree with the following statements? Please answer from a personal viewpoint (read carefully - tick one answer for each statement).

Answered: 197 Skipped: 0



	I DON'T AGREE AT ALL 0	1	2	3	4	5	6	7	8	9	I ENTIRELY AGREE 9	TOTAL
The pharma industry is a credible and trusted source of information about medicines	0.51% 1	0.51% 1	3.05% 6	3.55% 7	6.60% 13	11.17% 22	25.38% 50	34.01% 67	9.64% 19		5.58% 11	197
It is a good principle to aim at, to publish all clinical trial data for all products	0.00% 0	0.51% 1	0.00% 0	0.00% 0	0.51% 1	1.02% 2	2.03% 4	6.60% 13	21.83% 43		67.51% 133	197
The pharma industry is indeed striving to publish all clinical trial data for all products	0.00% 0	0.00% 0	0.51% 1	2.03% 4	6.60% 13	13.20% 26	18.78% 37	29.95% 59	21.32% 42		7.61% 15	197
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	0.00% 0	0.51% 1	0.00% 0	0.51% 1	1.52% 3	1.52% 3	3.55% 7	14.21% 28	20.81% 41		57.36% 113	197

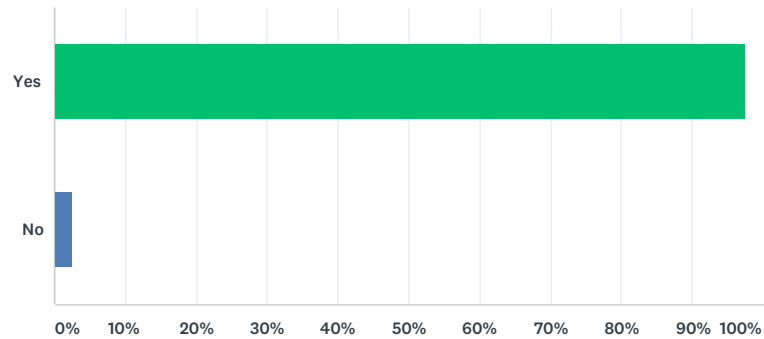
MedComms Networking Barometer 2018

The reputation of the pharmaceutical industry is improving amongst the wider public	2.54% 5	1.02% 2	5.58% 11	7.61% 15	16.24% 32	22.84% 45	20.30% 40	15.23% 30	7.11% 14	1.52% 3	197
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	1.02% 2	0.51% 1	0.51% 1	3.55% 7	15.74% 31	16.75% 33	25.38% 50	25.38% 50	10.15% 20	1.02% 2	197
Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	0.51% 1	0.00% 0	0.00% 0	0.00% 0	4.57% 9	2.03% 4	5.58% 11	12.18% 24	20.30% 40	54.82% 108	197
MedComms is an ethical business	0.00% 0	0.00% 0	1.52% 3	1.52% 3	3.05% 6	6.09% 12	10.15% 20	19.80% 39	34.01% 67	23.86% 47	197
I am confident about my personal financial future	0.51% 1	0.51% 1	1.52% 3	2.54% 5	2.54% 5	6.60% 13	14.21% 28	29.44% 58	25.38% 50	16.75% 33	197
I can easily meet my current training needs	0.00% 0	0.00% 0	2.03% 4	5.58% 11	6.09% 12	8.63% 17	18.78% 37	22.84% 45	20.81% 41	15.23% 30	197
I believe my employer (or in the case of Freelancers - I) will increase revenues in 2018 compared with 2017	0.00% 0	0.00% 0	2.03% 4	3.55% 7	6.60% 13	10.66% 21	10.15% 20	20.30% 40	21.83% 43	24.87% 49	197
I believe my employer (or in the case of Freelancers - I) will increase profitability in 2018 compared with 2017	0.51% 1	1.02% 2	2.03% 4	3.05% 6	7.61% 15	12.69% 25	14.21% 28	21.32% 42	20.30% 40	17.26% 34	197

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Can't mitigate for random single client changes, but across the board this will be true	1/31/2018 11:51 PM
2	Loss of a big account will affect 2018 revenue	1/30/2018 2:54 PM
3	I hope my employer will not increase profitability, as they have stated their goal is to maintain current, healthy profitability	1/29/2018 4:07 PM

Q13 If asked, do you recommend MedComms to others as a worthwhile career option?

Answered: 197 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	97.46%	192
No	2.54%	5
TOTAL		197

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Great for people with a scientific background that want an exciting career outside of the lab	1/31/2018 10:04 PM
2	Great experiences and exposure to different things	1/31/2018 4:56 PM
3	I don't know	1/31/2018 10:05 AM
4	But it's s stressful job and they pay is not great.	1/30/2018 9:42 PM
5	Although major change will (and needs to) happen e.g. publishing of trials in a way that has hardly changed for 100 years.	1/29/2018 5:54 PM
6	Plenty of people have jobs they do for an income - we are lucky to work in an industry where, despite the stresses, we all really enjoy what we do and have a passion for doing it well.	1/29/2018 4:07 PM
7	Always tempered with the suggestion to focus on digital platform knowledge and skills as this is the wave of the future	1/29/2018 4:05 PM
8	But the landscape is changing. Compliance is becoming ever tighter so that projects are harder to agree and move forward. Also continual mergers and buyouts are a challenge among pharma clients.	1/29/2018 3:42 PM
9	There is a decreasing ability to achieve a good worklife balance in medcomms. I see too many colleagues suffering with stress related illness that i would never recommend this industry	1/22/2018 9:34 AM
10	Yes, although it's tough and not for everyone...	1/20/2018 5:18 PM
11	Career path, hard work but very rewarding	1/11/2018 8:44 PM
12	Yes, but for writers only those with the right sorts of backgrounds	1/5/2018 9:14 AM

MedComms Networking Barometer 2018

Q14 Do you have any general comments at all to offer about the current state of the MedComms business, the Pharma industry, this survey or about life in general? All comments welcomed. Please remember the comments here will be made public.

Answered: 17 Skipped: 180

#	RESPONSES	DATE
1	Worried that cuts to pharma budgets will have a negative impact on the industry.	1/31/2018 10:04 PM
2	Being part of a big agency is very pressurised ... and target driven. Shareholders set the pace too much	1/31/2018 4:56 PM
3	No	1/31/2018 10:05 AM
4	Clients want greater strategic support and scientific senior leadership. Budgets have to be fought harder for and there has to be good differentiation between agency offerings. Pharma is adopting aggressive commercial strategies	1/30/2018 8:26 PM
5	Many pharma companies often detrimentally restrict their options in choosing quality MedComms agencies by adhering to their preferred provider list with the false belief that this is cost-saving. This is making it increasingly harder for smaller and even mid-sized agencies that can offer more innovative insights and tailored solutions for specific indications and resources (not to mention the importance of a more consistent and personal service) to compete with the international conglomerates. Pharma should keep the doors open to all agencies if they really want to move forward and offer something exciting and different rather than sticking with a standardized approach that every other company follows.	1/30/2018 10:39 AM
6	Pharma is trying itself in compliance and regulatory knots at a time when big data companies are about to revolutionise the provision of healthcare.	1/29/2018 5:54 PM
7	Publications seems to be less siloed from overall medical communications within client base, highlighting the trend towards truly integrated communications strategies of which publications are a part. Same holds true for HEOR - once marginalized, now becoming more integrated in overall evidence-generation planning and recognized as critical to the overall value story. Med Comms in general is becoming more focused on outcomes (eg RWE) and access (eg, payer communications), underscoring the need for a more integrated approach to scientific communications that addresses multiple stakeholder audiences.	1/29/2018 4:05 PM
8	It's an exciting time to be in MedComms!	1/29/2018 3:47 PM
9	Improve your job it's not mobile friendly, hard to search and feels like it's straight out the 90s	1/24/2018 6:16 PM
10	Trust in pharma remains tarnished by the continuing drip feed of negative stories around hidden data, inappropriate promotion, misguided physician interactions and occasionally outright dishonesty. Pharma will remain predominantly distrusted while these types of stories continue to surface.	1/23/2018 9:50 PM
11	I think the MedComms business must focus efforts on improving digital offerings as this is the future. Particularly virtual meetings, apps, web portals.	1/23/2018 11:42 AM
12	Loyalty is not rewarded - for promotions and salary increase - move jobs! Very sad.	1/22/2018 11:19 AM
13	It would be great if career opportunities in MedComs would be positioned as possible career development path in academia (to students, PhD students and postdocs).	1/22/2018 10:28 AM
14	Very heartening to see, as predicted, increased homebased work.	1/9/2018 2:24 PM
15	I think this is an increasing sector and thus provides good employment opportunities for the future	1/9/2018 2:24 PM
16	Joining the MedComms industry has been a real eye opener, it has made me more interested in news topics related to Pharma, such as new drug discoveries, financial information about drug companies and clinical trials as a whole. It has also made me more aware of the need to make information readable for patients to keep them more informed about treatment options/medicine options	1/2/2018 2:53 PM
17	More people interested in med comms as a career, but true quality is still difficult to find	1/2/2018 2:21 PM

Q15 What, if any, thoughts have you about topics you would like to see covered by MedComms Networking events over the coming 12 months? All suggestions welcomed. Please remember the comments here will be made public.

Answered: 15 Skipped: 182

#	RESPONSES	DATE
1	Staff retention	1/31/2018 11:51 PM
2	Positive stories from individuals that have got into MedComms, coming from other backgrounds. Success stories about people's careers.	1/31/2018 10:04 PM
3	working with procurement	1/31/2018 3:59 PM
4	Is there opportunity for some kind of sharing best practice? Forums for discussion?	1/31/2018 9:37 AM
5	Writing for Digital (including UX principles etc.) Interest talks held in London	1/30/2018 2:46 PM
6	The new model for scientific publishing.	1/29/2018 5:54 PM
7	Pricing and market access	1/29/2018 4:02 PM
8	Engaging your teams - how to motivate junior members of staff to prevent continual cycle of team members between agencies	1/29/2018 3:51 PM
9	more external CPD and training links please	1/22/2018 11:19 AM
10	Advances in digital and multi-channel communications Commercial materials and their perception by HCPs, patients, competitors Thank you for consideration!	1/22/2018 10:28 AM
11	How agencies can provide structured training programmes for medical writers.	1/13/2018 12:38 PM
12	Data protection and GDPR as it impacts the kind of work we do	1/10/2018 4:26 PM
13	Patient Lay Summaries	1/10/2018 8:42 AM
14	Expediting the efficiency of scientific exchange by harmonising and/or simplifying the ridiculous, unnecessary and petty differences in medical journal 'Instructions to Authors' between different publishers and individual journals.	1/3/2018 4:03 PM
15	The content is always relevant - keep up the good work Peter!	1/3/2018 12:44 PM