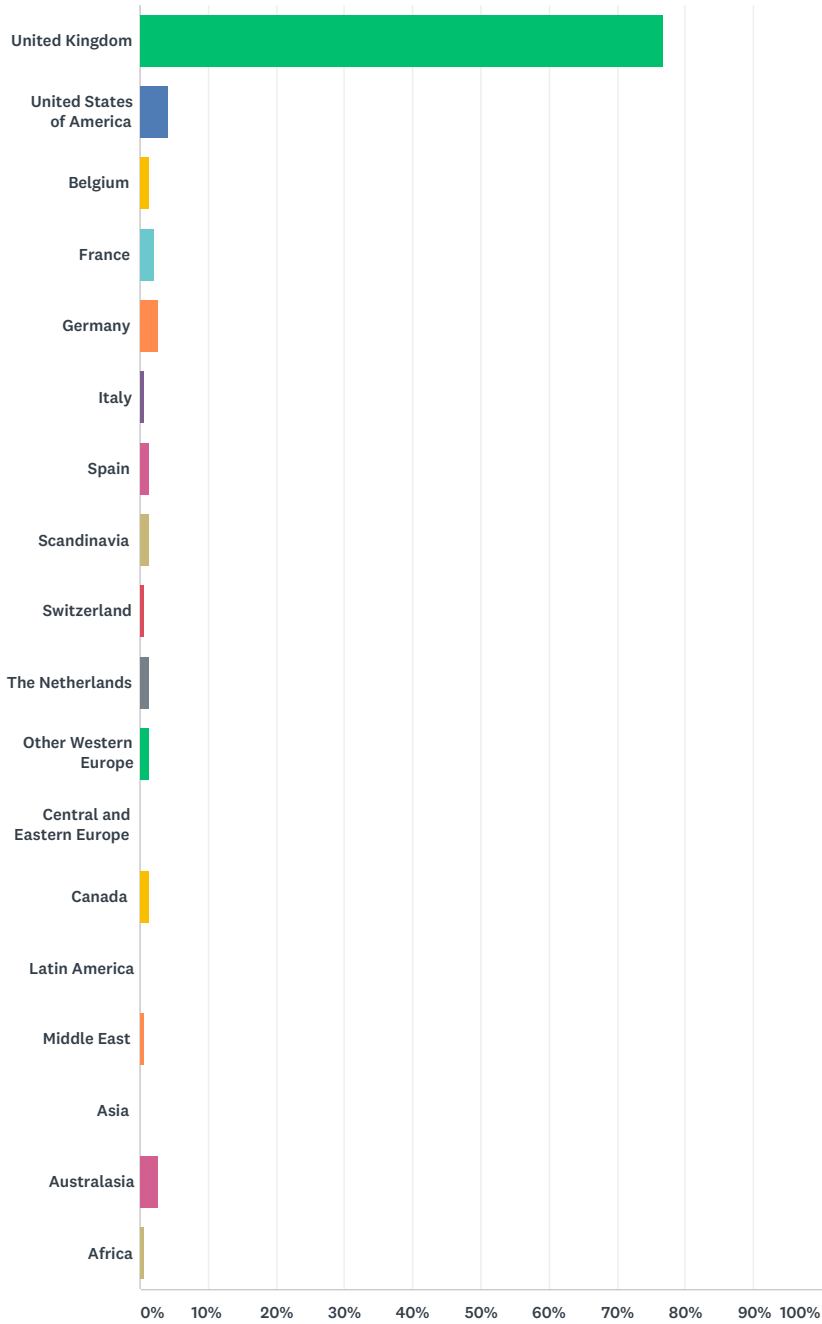


Q1 Where are you based (tick one answer)?

Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
United Kingdom	76.76%	109
United States of America	4.23%	6
Belgium	1.41%	2
France	2.11%	3
Germany	2.82%	4
Italy	0.70%	1
Spain	1.41%	2
Scandinavia	1.41%	2
Switzerland	0.70%	1
The Netherlands	1.41%	2
Other Western Europe	1.41%	2

MedComms Networking Barometer 2019

Central and Eastern Europe	0.00%	0
Canada	1.41%	2
Latin America	0.00%	0
Middle East	0.70%	1
Asia	0.00%	0
Australasia	2.82%	4
Africa	0.70%	1
TOTAL		142

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: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
I am a MedComms freelancer / consultant / interim / independent	100.00%	142
MedComms / Med Ed agency	0.00%	0
Market Access / HEOR specialist agency	0.00%	0
Publications specialist agency	0.00%	0

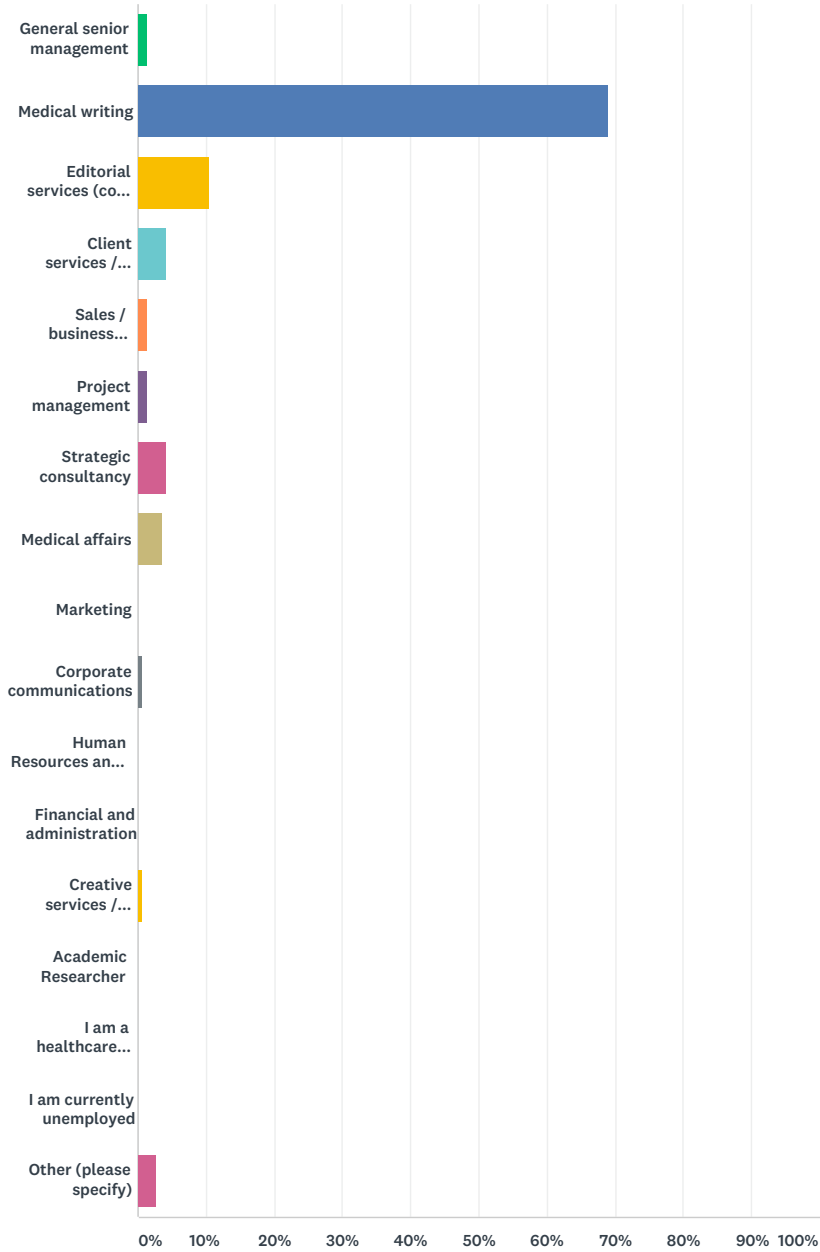
MedComms Networking Barometer 2019

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		142

#	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: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
General senior management	1.41%	2
Medical writing	69.01%	98
Editorial services (copy / production editing / proof-reading)	10.56%	15
Client services / account management	4.23%	6
Sales / business development	1.41%	2
Project management	1.41%	2
Strategic consultancy	4.23%	6
Medical affairs	3.52%	5
Marketing	0.00%	0
Corporate communications	0.70%	1

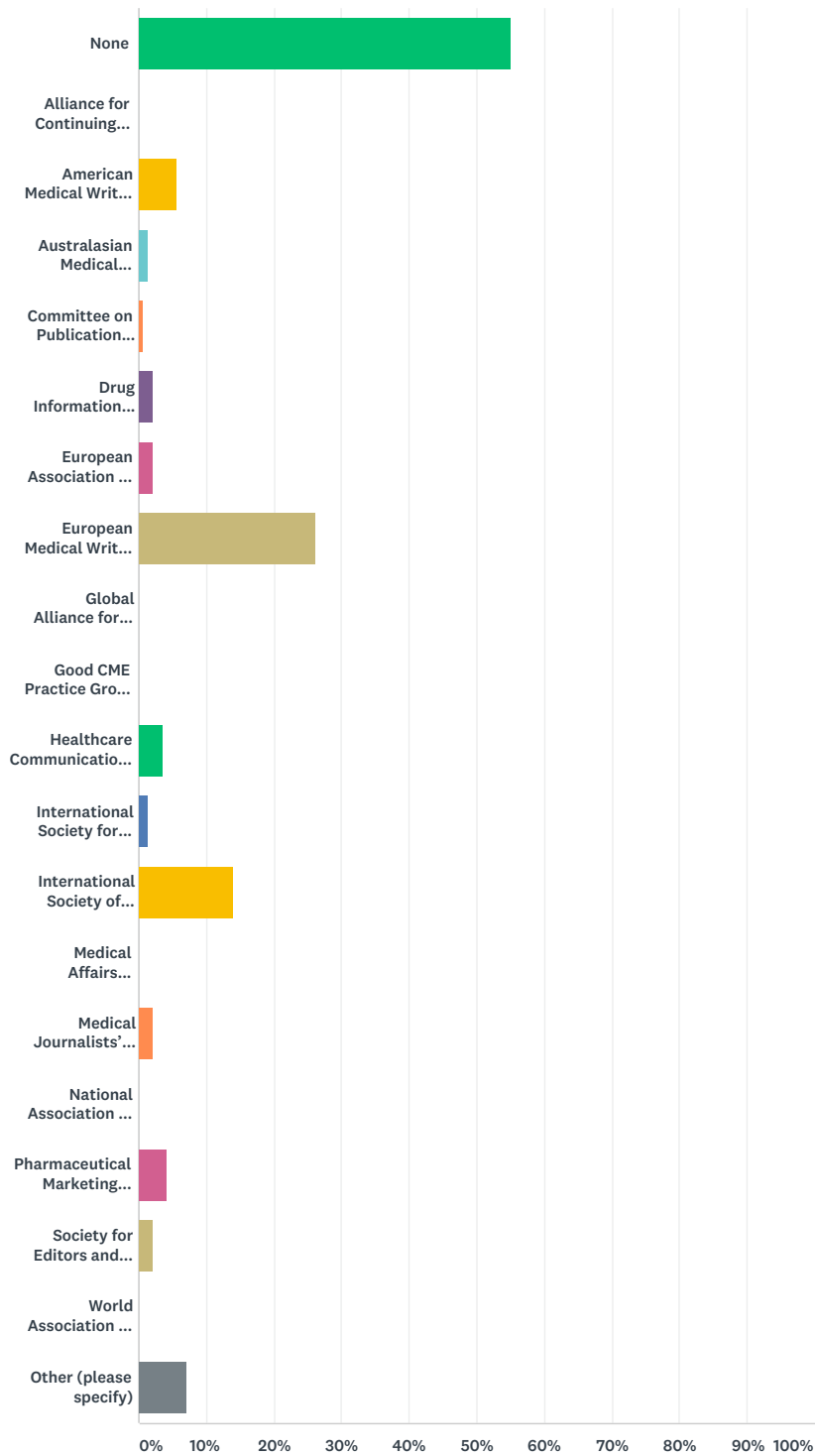
MedComms Networking Barometer 2019

Human Resources and recruitment	0.00%	0
Financial and administration	0.00%	0
Creative services / production / design	0.70%	1
Academic Researcher	0.00%	0
I am a healthcare professional	0.00%	0
I am currently unemployed	0.00%	0
Other (please specify)	2.82%	4
TOTAL		142

#	OTHER (PLEASE SPECIFY)	DATE
1	Medical education/training	1/18/2019 8:33 AM
2	My current contracts are split between medical writing and publications (i.e. project management)	1/15/2019 8:30 PM
3	Grant writing	1/14/2019 8:37 PM
4	Both account management/account director and Principle medical writer roles	1/8/2019 11:52 AM

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

Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	54.93%	78
Alliance for Continuing Education in the Health Professions (ACEhp)	0.00%	0
American Medical Writers Association (AMWA)	5.63%	8
Australasian Medical Writer's Association (AMWA)	1.41%	2
Committee on Publication Ethics (COPE)	0.70%	1
Drug Information Association (DIA)	2.11%	3

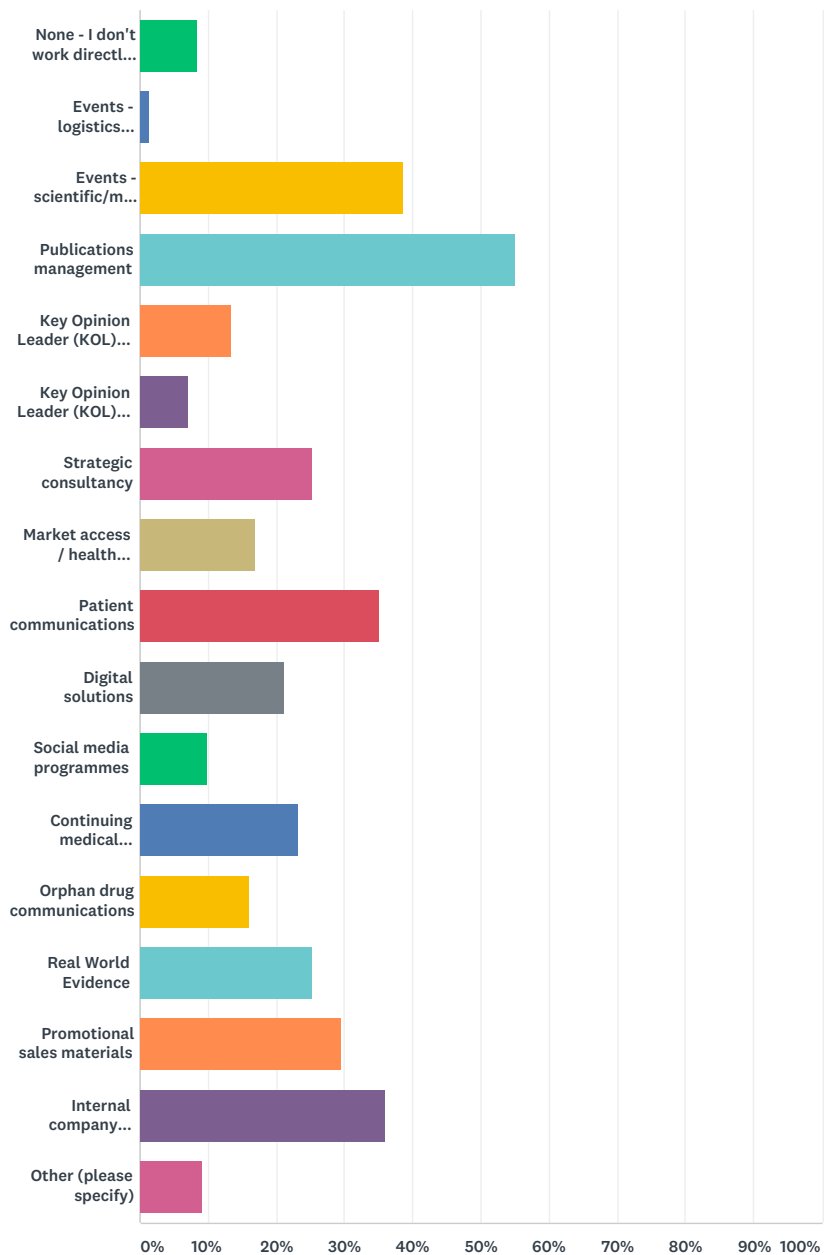
MedComms Networking Barometer 2019

European Association of Science Editors (EASE)	2.11%	3
European Medical Writers Association (EMWA)	26.06%	37
Global Alliance for Medical Education (GAME)	0.00%	0
Good CME Practice Group (gCMEp)	0.00%	0
Healthcare Communications Association (HCA)	3.52%	5
International Society for Pharmacoeconomics and Outcomes Research (ISPOR)	1.41%	2
International Society of Medical Publishing Professionals (ISMPP)	14.08%	20
Medical Affairs Professional Society (MAPS)	0.00%	0
Medical Journalists' Association	2.11%	3
National Association of Science Writers (NASW)	0.00%	0
Pharmaceutical Marketing Society (PM Society)	4.23%	6
Society for Editors and Proofreaders (SfEP)	2.11%	3
World Association of Medical Editors (WAME)	0.00%	0
Other (please specify)	7.04%	10
Total Respondents: 142		

#	OTHER (PLEASE SPECIFY)	DATE
1	Mediterranean Editors and Translators Association	1/30/2019 8:20 AM
2	Professional Copywriters Network	1/27/2019 9:59 PM
3	British Association of Dermatologists British Dermatological Nursing Group Royal College of Nursing	1/18/2019 8:33 AM
4	Chartered Institute of Public Relations	1/16/2019 4:07 PM
5	TOPRA	1/16/2019 10:21 AM
6	IPSE: Association of Independent Professionals and Self-Employed Professional Copywriters Network	1/15/2019 9:44 AM
7	Royal Pharmaceutical Society	1/11/2019 5:03 PM
8	MedComms Networking	1/8/2019 3:28 PM
9	ISPE	1/3/2019 10:56 AM
10	IPSE - Association for Independent Professionals and the Self-Employed	1/3/2019 10:48 AM

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

Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
None - I don't work directly in MedComms	8.45%	12
Events - logistics management	1.41%	2
Events - scientific/medical programmes and content development	38.73%	55
Publications management	54.93%	78
Key Opinion Leader (KOL) / external expert profiling and identification	13.38%	19
Key Opinion Leader (KOL) / external expert management	7.04%	10
Strategic consultancy	25.35%	36
Market access / health outcomes	16.90%	24
Patient communications	35.21%	50
Digital solutions	21.13%	30
Social media programmes	9.86%	14

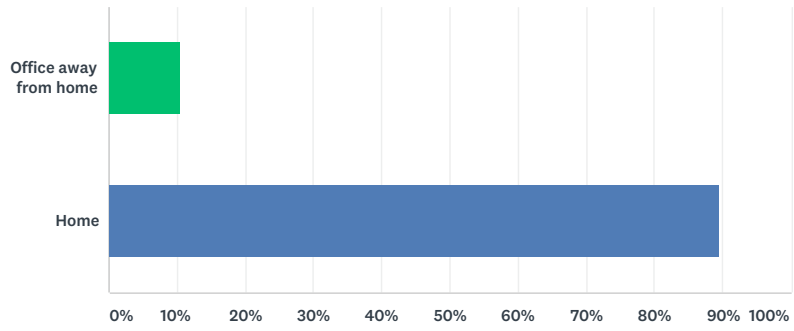
MedComms Networking Barometer 2019

Continuing medical education and professional development (CME / CPD)	23.24%	33
Orphan drug communications	16.20%	23
Real World Evidence	25.35%	36
Promotional sales materials	29.58%	42
Internal company training activities (MSLs, Reps and others)	35.92%	51
Other (please specify)	9.15%	13
Total Respondents: 142		

#	OTHER (PLEASE SPECIFY)	DATE
1	Currently travelling	1/29/2019 7:15 PM
2	Manuscript writing	1/28/2019 2:09 PM
3	Medical devices promotions	1/27/2019 9:59 PM
4	Manual translations	1/27/2019 8:05 PM
5	Manuscripts	1/18/2019 11:40 AM
6	HCP Training	1/18/2019 8:33 AM
7	Regulatory Writing	1/16/2019 10:21 AM
8	Currently between client contracts	1/15/2019 1:36 PM
9	Journal articles, press releases, charity / corporate newsletters	1/15/2019 9:44 AM
10	Editing and design for journals	1/9/2019 12:22 PM
11	PR/Media	1/8/2019 3:11 PM
12	Anything that a MedComms agency produces, I might edit.	1/3/2019 3:44 PM
13	I write, edit, and translate materials for publication in English by Japanese authors.	1/3/2019 7:28 AM

Q6 Where do you work from primarily?

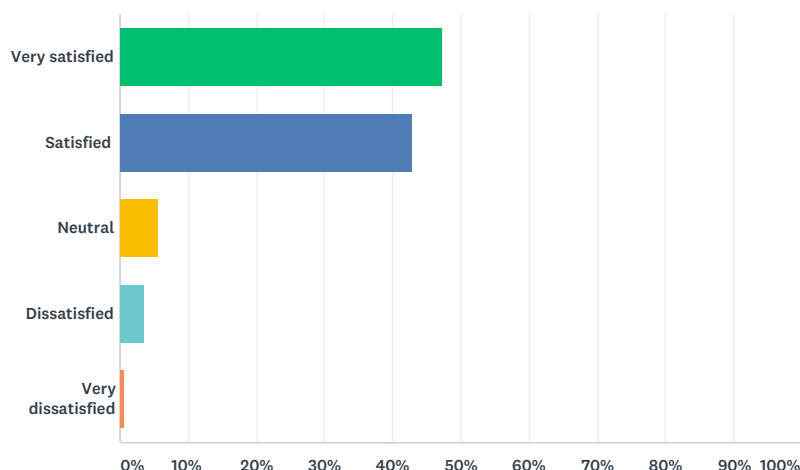
Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
Office away from home	10.56%	15
Home	89.44%	127
TOTAL		142

Q7 How satisfied are you with your current job?

Answered: 142 Skipped: 0

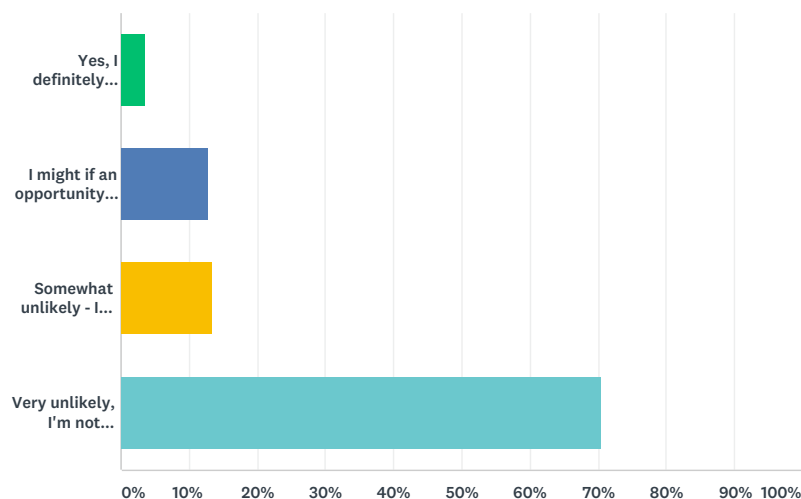


ANSWER CHOICES	RESPONSES
Very satisfied	47.18% 67
Satisfied	42.96% 61
Neutral	5.63% 8
Dissatisfied	3.52% 5
Very dissatisfied	0.70% 1
TOTAL	142

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Very much enjoy my job but find it hard to start out in the industry as a freelancer even though I have 4 years previous industry experience	1/28/2019 8:54 PM
2	I have a steady workload and use regular subcontractors. I enjoy the freedom and flexibility of working from home and have lots of nice clients. I find the 'last minute' nature of the work tricky to juggle, but not enough to affect my 'very satisfied' score	1/21/2019 1:56 PM
3	Great autonomy and pay	1/7/2019 11:58 AM
4	Can be tricky to achieve good work/life balance	1/7/2019 12:12 AM
5	Over 2018 I continued to work with two great medcomms clients, and re-established a connection with a third who had not contacted me for a couple of years.	1/4/2019 5:30 PM
6	Achieving and maintaining a good work-life balance is a constant challenge.	1/4/2019 2:58 PM
7	Appreciate the flexibility	1/3/2019 10:05 PM
8	It would be lovely to have better balance between work and my other life activities.	1/3/2019 10:56 AM
9	Current agency refuses to acknowledge me as the writer of key publications in concordance with GPP3, citing lack of a relationship with the client organisation or authors.	1/3/2019 9:33 AM

Q8 How likely is it that you will look to change your employer in 2019 (freelancers, you are your own employer)?

Answered: 142 Skipped: 0

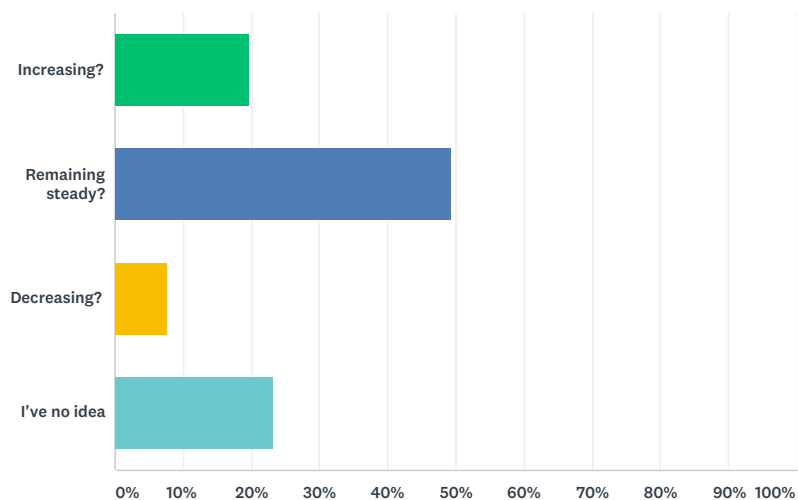


ANSWER CHOICES	RESPONSES
Yes, I definitely intend to move	3.52% 5
I might if an opportunity arises	12.68% 18
Somewhat unlikely - I doubt it	13.38% 19
Very unlikely, I'm not expecting to move	70.42% 100
TOTAL	142

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Probably returning to previous employer	1/29/2019 7:15 PM
2	Freelance medical writing has its various challenges but it's worth the med-comms diversity, balance and freedom. After 10 years of freelance, I wouldn't go back to permanent roles, even for more money.	1/27/2019 9:59 PM
3	Quite the opposite, I am hoping to expand my business	1/21/2019 1:56 PM
4	I'm an interim/freelance consultant so not really applicable as "I go where the work is"!	1/15/2019 8:10 PM
5	If an opportunity opens up in my location, I would consider it.	1/14/2019 3:40 PM
6	Freelance and happy with it - but who knows what Brexit will bring?	1/12/2019 4:30 PM
7	Going into my fourth year as a freelancer, I would find it very difficult to go back to 9-5 office work.	1/4/2019 5:30 PM
8	Freelancer	1/3/2019 4:03 PM
9	No position can ever beat the flexibility I have as a freelancer!	1/3/2019 1:03 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: 142 Skipped: 0

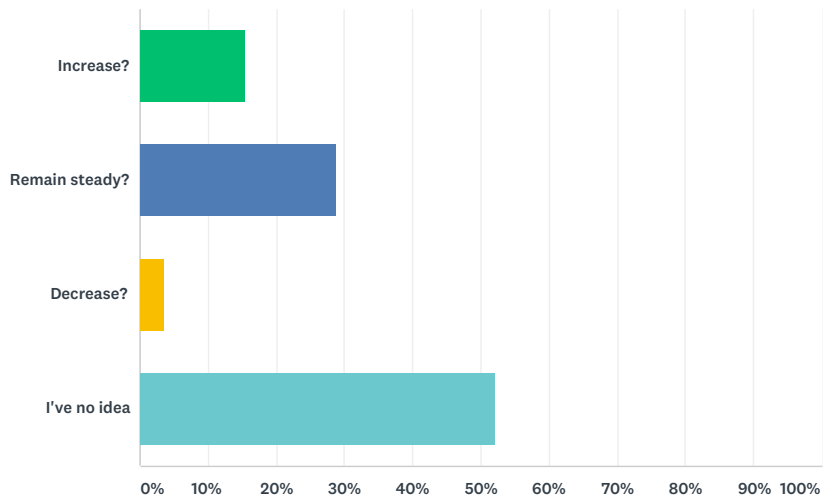


ANSWER CHOICES	RESPONSES
Increasing?	19.72% 28
Remaining steady?	49.30% 70
Decreasing?	7.75% 11
I've no idea	23.24% 33
TOTAL	142

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	It is difficult to tell, but based on my year on year activity it feels pretty steady.	1/21/2019 1:56 PM
2	I think Brexit is currently having a big impact. For example, I have just had an internal pharma training cancelled for six months, due to economic uncertainty.	1/18/2019 8:33 AM
3	Difficult to answer - there has certainly been a change, smaller agencies are not winning as much business and organic growth of agency business within Pharma is not as easy. Larger companies who incorporate lots of different agencies i.e. med comms, publishing, digital etc., are being more successful in winning business and are now preferred by the Pharma, plus the large Pharma companies are all procurement driven and want to save costs where ever they can and utilising more in-house staff as well.	1/8/2019 11:52 AM
4	Mergers of pharma companies continue to reduce the number of preferred suppliers that companies use and make it harder for small agencies to get work	1/7/2019 12:29 PM
5	Difficult for one person to gauge this accurately year on year. Unless things change dramatically in either direction.	1/7/2019 11:58 AM
6	I hovered over saying increasing: there certainly seems to be plenty of work around.	1/4/2019 5:30 PM
7	As a freelancer I'm quite sheltered from the market activities, but if I had to guess I would say that some pharma clients seem to be reducing the amount of work sent to Med Comms agencies. This is based on recent experiences (August-December 2018) with two different Med Comms clients, who were not able to fully utilize my available time. The reason they gave was that promised accounts from pharma clients had failed to materialize all had stalled, etc. On the other hand, different Med Comms clients seems to have loads of work for me, so perhaps things are about the same overall!!	1/4/2019 11:44 AM
8	It comes in peaks and troughs, and is never predictable. Usually the school summer holidays are a very busy period for me but summer 2018 was unusually quiet. Then again autumn 2018 was the most manic period of work I have ever had. I could have sold my time five times over or more. Overall, though, I think it is about the same as last year.	1/3/2019 3:44 PM
9	Reduced marketing/medical budgets for UK	1/2/2019 5:47 PM

Q10 From your own perspective, comparing 2019 vs 2018 do you think the overall amount of consolidation/M&A activity amongst MedComms agencies will...

Answered: 142 Skipped: 0

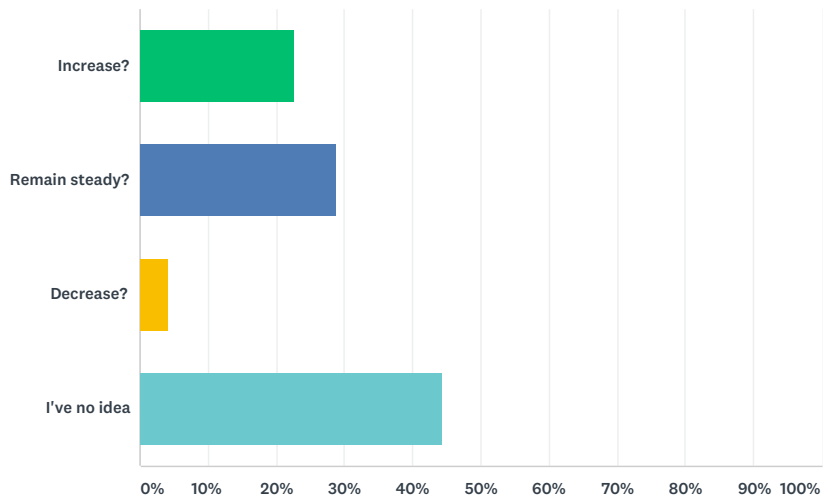


ANSWER CHOICES	RESPONSES	
Increase?	15.49%	22
Remain steady?	28.87%	41
Decrease?	3.52%	5
I've no idea	52.11%	74
TOTAL		142

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	There's no stopping agency buyouts which inevitably drive up costs and drive down independence and creativity	1/15/2019 8:10 PM
2	Not sure if this is what is meant by the question, but I think pharmaceutical companies are increasingly using a smaller number of medcomms agencies for all their relevant activities.	1/15/2019 1:36 PM
3	As above, there has been a definite shift in the way Pharma companies are utilising med comms agencies. 3 very large accounts have all decided to take more work in-house and are currently only using the global med comms agencies who can provide everything. Everything is now procurement driven as well.	1/8/2019 11:52 AM
4	See reasons above	1/4/2019 11:44 AM
5	Possibly decrease because of Brexit, depending on how that plays out.	1/3/2019 3:44 PM

Q11 From your own perspective, comparing 2019 vs 2018 do you think the overall amount of consolidation/M&A activity amongst Pharma/Healthcare/Biotech/Devices companies will...

Answered: 142 Skipped: 0

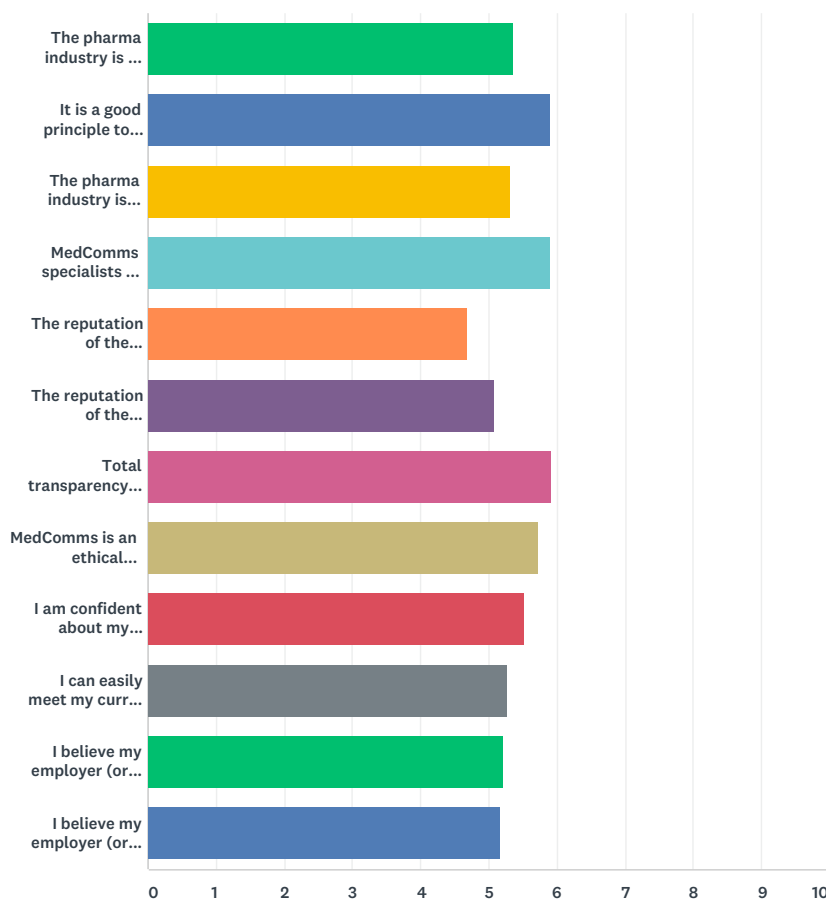


ANSWER CHOICES	RESPONSES
Increase?	22.54% 32
Remain steady?	28.87% 41
Decrease?	4.23% 6
I've no idea	44.37% 63
TOTAL	142

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	There are a lot of mergers taking place and changes and with that brings changes to med comms agencies used as companies have their preferred suppliers but also change their in-house teams. Many seem to be trying to utilise more in-house teams anyway at the moment to save on cost.	1/8/2019 11:52 AM
2	See reasons above	1/4/2019 11:44 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: 142 Skipped: 0



	I DON'T AGREE AT ALL 0	1	2	3	4	5	6	7	8	9	I ENTIRELY AGREE	TOTAL
The pharma industry is a credible and trusted source of information about medicines	0.00% 0	0.70% 1	2.82% 4	8.45% 12	6.34% 9	11.97% 17	25.35% 36	28.17% 40	11.97% 17		4.23% 6	14
It is a good principle to aim at, to publish all clinical trial data for all products	0.00% 0	0.00% 0	0.70% 1	0.70% 1	2.11% 3	1.41% 2	3.52% 5	11.97% 17	19.72% 28		59.86% 85	14
The pharma industry is indeed striving to publish all clinical trial data for all products	1.41% 2	0.70% 1	2.11% 3	7.04% 10	8.45% 12	12.68% 18	20.42% 29	26.76% 38	12.68% 18		7.75% 11	14
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	0.70% 1	0.00% 0	0.00% 0	0.70% 1	1.41% 2	2.11% 3	7.04% 10	19.01% 27	21.83% 31		47.18% 67	14
The reputation of the pharmaceutical industry is improving amongst the wider public	3.52% 5	1.41% 2	3.52% 5	13.38% 19	14.79% 21	24.65% 35	22.54% 32	11.97% 17	3.52% 5		0.70% 1	14
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	2.82% 4	0.70% 1	4.23% 6	1.41% 2	12.68% 18	27.46% 39	20.42% 29	21.83% 31	6.34% 9		2.11% 3	14

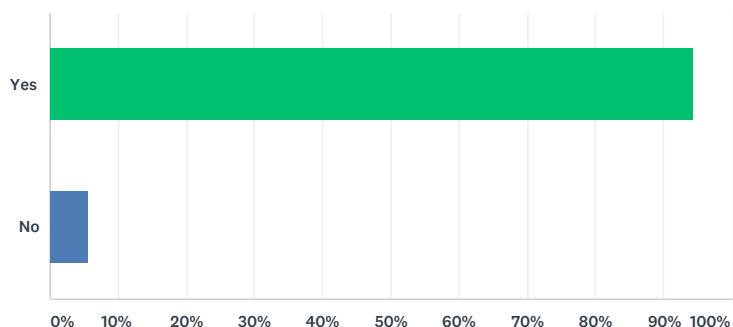
MedComms Networking Barometer 2019

Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	0.70% 1	0.00% 0	0.70% 1	0.00% 0	0.00% 0	0.70% 1	2.82% 4	12.68% 18	20.42% 29	61.97% 88	14
MedComms is an ethical business	0.70% 1	0.00% 0	0.70% 1	0.70% 1	6.34% 9	5.63% 8	12.68% 18	32.39% 46	21.83% 31	19.01% 27	14
I am confident about my personal financial future	0.70% 1	0.70% 1	1.41% 2	3.52% 5	7.75% 11	9.15% 13	18.31% 26	20.42% 29	24.65% 35	13.38% 19	14
I can easily meet my current training needs	0.70% 1	1.41% 2	2.82% 4	4.93% 7	11.27% 16	15.49% 22	11.97% 17	23.24% 33	11.27% 16	16.90% 24	14
I believe my employer (or in the case of Freelancers - I) will increase revenues in 2019 compared with 2018	2.11% 3	1.41% 2	2.11% 3	0.70% 1	15.49% 22	21.83% 31	14.79% 21	17.61% 25	14.08% 20	9.86% 14	14
I believe my employer (or in the case of Freelancers - I) will increase profitability in 2019 compared with 2018	2.11% 3	1.41% 2	1.41% 2	1.41% 2	16.20% 23	24.65% 35	15.49% 22	16.20% 23	10.56% 15	10.56% 15	14

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Never work for Pharma only medical device	1/27/2019 8:05 PM
2	In the era of 'portfolio careers', I find it frustrating that I often can no longer be considered for med comms/med ed/med writing jobs in pharma. This is because I am a registered HCP, who works clinically one day a week. This has been a serious issue for my business in the last two years, and is solely due to changes in regulation, as many companies state that I can only be paid personal honorarium and they will not pay me income through my limited company, VAT registered business. I can not accept personal honorarium as my med comms/med ed work is my core business and I am self employed. This has had a dramatic impact and frustratingly even though the work is still there and my pharma colleagues want to work with me, it is regulation that is preventing my med comms/med ed/med writing work with pharma (which I have been doing for the past 10 years!). It would be interesting to know if any other freelance med comms professionals who are also HCPs have experienced this?	1/18/2019 8:33 AM
3	Less opportunities as company buyouts reduce headcount	1/15/2019 8:10 PM
4	From recent communications with potential new clients, I feel the rates offered to medical writers, particularly those in Med Comms have decreased and don't reflect the skills and training we have attained. Discussion with peers indicate that there are more freelance writers and those overseas to the UK may offer their services at a lower rate.	1/15/2019 9:44 AM
5	The impact of Brexit makes many of these statements difficult to answer, both due to its potential effect on med comms and on the pharmaceutical industry, and its potential impact on EU citizens' ability to work in the UK	1/8/2019 3:28 PM
6	Brexit (and weakening GBP) a big consideration in responses to questions about revenue	1/7/2019 12:12 AM
7	Having worked for a number of different agencies, as a salaried employee as and as a freelancer, I've seen a marked difference in the quality of work produced by different Med Comms agencies and their clients. From a professional point of view, this is a real concern for me (e.g. implications for professional indemnity). It also makes me concerned for the industry in general. If poor quality work that does not meet industry guidelines (e.g. CONSTORT, GPP2, PRISMA, etc) is produced/made public, despite the involvement of a Med Comms agency (who are often, if not always, credited in such pieces), it undermines the notion that these agencies help to improve the quality, transparency and accuracy of pharma industry reporting. In an increasingly populist society, I also have concerns that the pharma industry is being viewed with increasing suspicion. Yet I don't see any credible response from pharma to try and counteract these concerns (e.g. the importance of herd immunization, in the context of decreasing uptake of the MMR vaccine). I worry that the reputation of the industry will likely continue to fall until such concerns are addressed publicly and in an accessible format.	1/4/2019 11:44 AM
8	"credible" and "trusted" are two very different things. Before asking if someone expects to increase their revenue or profitability, the survey should ask if the person wants or needs to do so. Some of us have a good work-life balance that we're not looking to change.	1/3/2019 5:59 PM

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

Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	94.37%	134
No	5.63%	8
TOTAL		142

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	With huge caveats. Plenty of downsides too.	1/28/2019 2:09 PM
2	Think the halcyon day's are gone I'm afraid!	1/15/2019 8:10 PM
3	If you love writing and science, it's a fantastic job. Potential for lots of variety and interesting insights into the world of healthcare / pharma. You also feel like you play a role in helping patients, albeit indirectly.	1/15/2019 9:44 AM
4	Despite the frustrations with the MedComms world (when you've been in it for a while!) I still believe it is an incredibly worthwhile career choice. When you work with some of the brightest people who are passionate about what they do it makes you so pleased you made the decision to join this industry all those years ago!	1/14/2019 3:30 PM
5	For the right type of person. It's definitely not for everyone.	1/7/2019 11:58 AM
6	Yes, though it does depend on a number of factors.	1/4/2019 5:30 PM
7	MedComms is a great career. I'm constantly learning and using my education, as well as hearing about the latest developments in medicine. Although sometimes I do wish I'd picked an easier career...	1/4/2019 2:58 PM
8	It depends on who "others" are. It's a worthwhile career for some people.	1/3/2019 5:59 PM
9	There should be a 'yes and no' option as it really depends on what is important to the individual.	1/3/2019 9:33 AM

MedComms Networking Barometer 2019

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: 19 Skipped: 123

#	RESPONSES	DATE
1	2019 is the year of plant based nutrition according to The Lancet, The Economist, etc for human health, and planet earth. It will be interesting to see if this will be reflected in medcomms with more plant based nutrition related publications or if it will remain a conveniently ignored subject.	1/30/2019 8:20 AM
2	Brexit will be a major blight on the UK Pharma industry and business in the UK in general	1/29/2019 7:15 PM
3	As professional medical communicators we must be vigilant and unrelenting in our adherence to ethical practices, and should embrace the opportunity we have every day to educate our employers and clients about industry best practices.	1/29/2019 5:33 PM
4	Very much enjoy my job but find it hard to start out in the industry as a freelancer even though I have 4 years previous industry experience	1/28/2019 8:54 PM
5	Some US pharma need better education/attitudes about ethics/good publication practice etc. in medcomms.	1/28/2019 2:09 PM
6	A lot of people outside (and inside) the MedComms industry don't appear to understand the difference between medical journalism, medical writing and medical copywriting. Some writers can provide all 3 services but they are distinct types of writing skills.	1/27/2019 9:59 PM
7	No	1/27/2019 3:10 PM
8	As a freelancer, at present I am offered more work than I could possibly handle, but I am conscious that this could change at any time in the future. However, I am lucky to have a number of regular clients that I work with at present, which increases my feelings of job security.	1/23/2019 3:19 PM
9	As a freelance writer I am being engaged in more long-term contracts than previously.	1/22/2019 2:38 PM
10	I wish we could have an open discussion about rates - though I understand freelancers are often wary of discussing this. Somehow, we need a united voice about the value we bring to clients.	1/15/2019 9:44 AM
11	The fact that MedComms agencies in the UK are clustered in roughly three regional areas makes it difficult to gain access to the career if you cannot relocate to one of those areas. I suspect this excludes potential employees.	1/14/2019 3:40 PM
12	There are some huge shifts in the MedComms business with many large agencies consolidating and acquiring, whilst other smaller, niche agencies growing up around them. It will be interesting to see where this shift goes in the coming months and years. I think there will be space for everyone but the proposition needs to be crystal clear to enable clients to know who to work with to achieve different goals.	1/14/2019 3:30 PM
13	Disclosure by authors is critical and makes everyone look bad if it doesn't happen. New ICMJE needs to be enforced by industry and agencies.	1/12/2019 8:57 PM
14	See above re Brexit impact	1/8/2019 3:28 PM
15	As stated the use of agencies seems to be changing with smaller agencies not winning as much business as the larger agencies who can offer everything. This has its pros and cons. As a freelancer I am still busy but my work has shifted from account management of typical med comms projects to med education and more pharma hands off. It will be interesting to see if Brexit is having an effect/will effect med comms in the UK going forward considering many headquarters are in Europe for Pharmaceuticals.	1/8/2019 11:52 AM
16	I think we are all waiting to see if Brexit happens and what effect it will have on the pharma industry in the UK, and thus the effects on medcomms.	1/4/2019 5:30 PM
17	See q12	1/4/2019 11:44 AM
18	MedComms has an important role to play in promoting the facts, the truth and integrity in medical science. Fraud in research and bias in publications undermines science and provides ammunition to the sceptics and critics of the pharmaceutical industry. Look no further than to the anti-vaxers with the rubbish they peddle and the damage they do to health.	1/3/2019 10:32 AM
19	GPP3 is a step in the right direction but it does not go far enough and is not completely discouraging unethical practices. Agencies are still scared or unwilling to challenge their clients on ethics. There's still a lot of work to be done to really make this industry fully transparent and ethical. Training is now non-existent in agencies. Pay is poor vs 25 years ago (very little growth vs living costs) but the demands and stress of the job have increased. At the same time recruitment and retention is problematic particularly for scientific staff. Too much emphasis on postgraduate research qualifications, as opposed to skills, experience, and broad knowledge of therapeutics and how healthcare works, is organised and is regulated in key markets.	1/3/2019 9:33 AM

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: 20 Skipped: 122

#	RESPONSES	DATE
1	Workshop on statistics for medical writers	1/29/2019 5:23 PM
2	open access	1/29/2019 11:12 AM
3	Tips on how to break into the freelance industry.	1/28/2019 8:54 PM
4	Something on products that writers use to improve efficiency or for project management would be great. I find those kinds of discussions invaluable as we can learn so much from each other.	1/28/2019 2:47 PM
5	SEO copywriting and content marketing for medical communications. Plus the continuing need for offline medical content (eg, printed patient education, booklets, speeches, brochures, posters, leave pieces, abstracts etc)	1/27/2019 9:59 PM
6	None	1/27/2019 3:10 PM
7	More events for established freelancers or MAPs. Less emphasis on new careers or starters	1/26/2019 1:11 PM
8	More events in North West England please. Possible topics include effects of Brexit on MedComms/Pharma, updates on guidelines etc, statistical analysis.	1/24/2019 8:11 AM
9	ABPI updates	1/18/2019 8:33 AM
10	More support/information/training for account management.	1/17/2019 9:35 PM
11	Increased focus on Regulatory writing/working with the Pharma teams to deliver regulatory projects	1/16/2019 10:21 AM
12	More freelancer events please!	1/15/2019 1:36 PM
13	Should I join a MedComms society? If so which one(s)?	1/14/2019 3:40 PM
14	(Full disclosure: I have a financial bias) We are stuck in an antiquated thinking regarding how we reach our target audiences. Current thinking is: publish and wait and see what happens. A big move forward was open access but this still doesn't reach the authors' intended audience. If authors need to reach "global oncologists" you should be able to target your audience so all global oncologists can see the publication. This is possible and has been done but the vast majority of publications professionals are not discussing this with authors at the time of journal selection. If they would do so it would mitigate risk from ethics/compliance if data was off-label. This technology can also be used to ensure strategic communication plan objectives are met.	1/12/2019 8:57 PM
15	Any events around the impact of Brexit on med comms (if any) would be super, thanks	1/8/2019 3:28 PM
16	Once again Limited over Sole trader - why agencies now require this, what is the benefit to them? More on where to get online training/keeping up to date The LinkedIn session was great so maybe a session on the best way to approach new clients, how to do it, how to find new business, get your foot in the door etc.	1/8/2019 11:52 AM
17	I would be very interested to hear different parties' views on how freelancers can better manage/respond to clients who fail to provide them with work when promised, especially when the promise of a brief is dragged out over the course of a day or the week, making it impossible to secure work elsewhere. In effect, freelancers are working zero-hours contracts and I think it would be good if, as a group, we could strengthen our will on and lobby for some kind of amendment to our contracts that recognizes/counteract this issue. I'm becoming increasingly frustrated by this behaviour and it seems to be getting more common with each year that goes by. I'm always amazed that agencies can survive with such poor communication skills and poor use of available resource. Would they allow an in-agency medical writer to sit at their desk for hours at a time waiting for work to materialize, despite repeated requests?! If not, then why do they treat their freelancers this way? It got so bad with one client this year that for the first time ever I actually had to 'quit' (i.e. give 7 days' notice). I felt awful, but at the same time quite liberated! Also, I already do quite a few things to try and avoid/improve/manage such situations with clients, and I'll always ask whether compensation can be provided for significant 'avoidable' lost hours. However, not all clients will accommodate such requests, and some have been particularly rude (and unapologetic) when I've politely challenged them on the issue/pointed out the impact on me. For now, I no longer accept work from those clients and stick with those I know have good resourcing/freelance management processes. And those who will at least let me know in good time if there won't be any work for me after all (e.g. if a client cancels an expected project) so that I can try and secure work elsewhere. It definitely feels like there is something that can be done to improve the situation, but I think it needs more than my opinion to try and reach a solution...	1/4/2019 11:44 AM
18	Should the med comms industry now be properly and fully regulated?	1/3/2019 9:33 AM
19	I'd like to talk with others about writing for physicians and nurses who are knowledgeable in the field but do not have a high level of proficiency with English. I'd be glad to help present, if there is interest.	1/3/2019 7:28 AM
20	As a freelancer, how can you increase your work directly with Pharma ? HR or Procurement ?	1/2/2019 5:47 PM