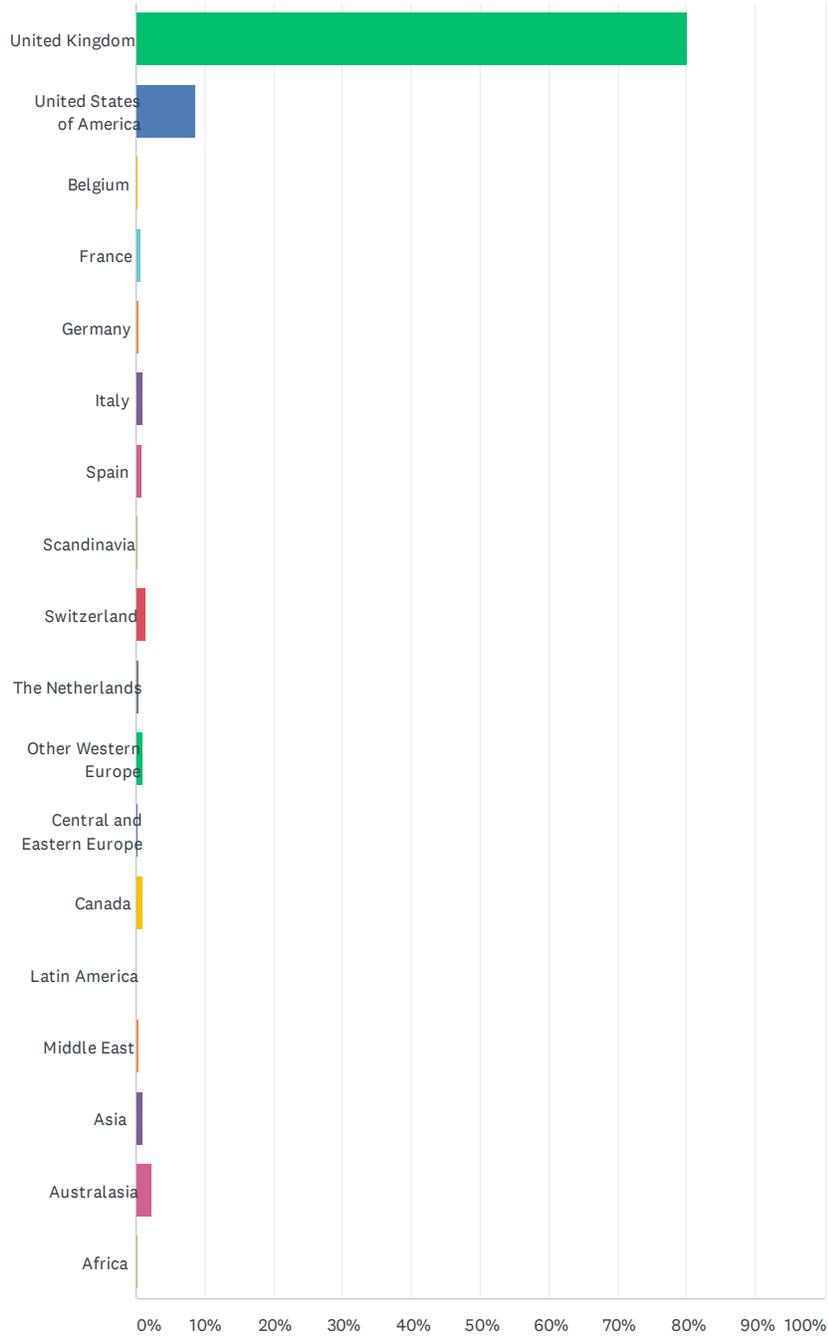


Q1 Where are you based (tick one answer)?

Answered: 612 Skipped: 0

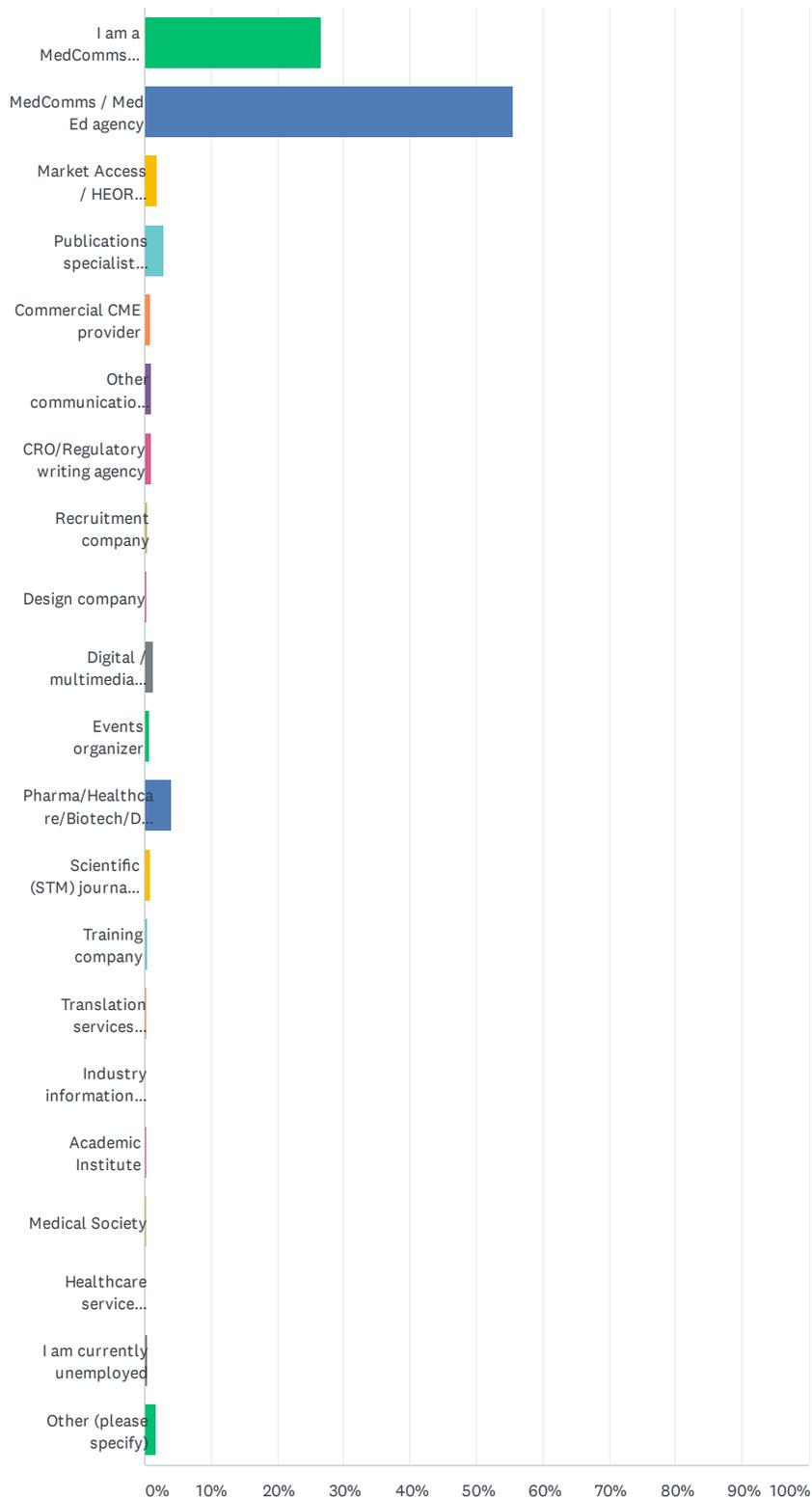


MedComms Networking Barometer 2021 (with a COVID twist)

ANSWER CHOICES	RESPONSES	
United Kingdom	80.07%	490
United States of America	8.66%	53
Belgium	0.16%	1
France	0.65%	4
Germany	0.49%	3
Italy	0.98%	6
Spain	0.82%	5
Scandinavia	0.16%	1
Switzerland	1.47%	9
The Netherlands	0.33%	2
Other Western Europe	1.14%	7
Central and Eastern Europe	0.16%	1
Canada	0.98%	6
Latin America	0.00%	0
Middle East	0.33%	2
Asia	1.14%	7
Australasia	2.29%	14
Africa	0.16%	1
TOTAL		612

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: 612 Skipped: 0



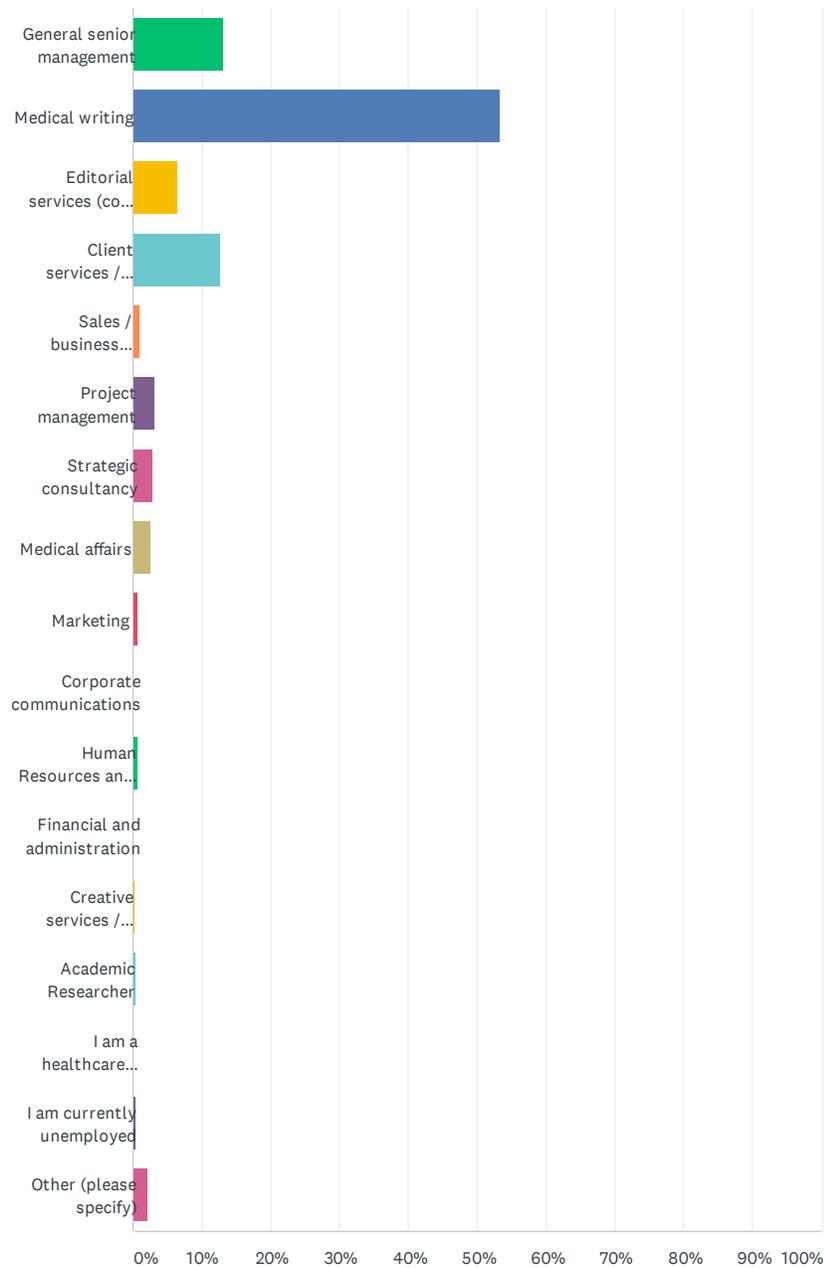
MedComms Networking Barometer 2021 (with a COVID twist)

ANSWER CHOICES	RESPONSES	
I am a MedComms freelancer / consultant / interim / independent	26.63%	163
MedComms / Med Ed agency	55.39%	339
Market Access / HEOR specialist agency	1.96%	12
Publications specialist agency	2.94%	18
Commercial CME provider	0.82%	5
Other communications agency (PR, branding etc)	0.98%	6
CRO/Regulatory writing agency	1.14%	7
Recruitment company	0.49%	3
Design company	0.16%	1
Digital / multimedia company	1.31%	8
Events organizer	0.65%	4
Pharma/Healthcare/Biotech/Devices company	3.92%	24
Scientific (STM) journals / books publishing company	0.82%	5
Training company	0.33%	2
Translation services provider	0.16%	1
Industry information services provider	0.00%	0
Academic Institute	0.16%	1
Medical Society	0.16%	1
Healthcare service organisation	0.00%	0
I am currently unemployed	0.33%	2
Other (please specify)	1.63%	10
TOTAL		612

#	OTHER (PLEASE SPECIFY)	DATE
1	Academic subject teacher	1/26/2021 2:30 PM
2	MedComms agency within a CRO	1/25/2021 2:18 PM
3	Self-employed content creator for life science/biotech companies	1/7/2021 9:06 PM
4	Regulatory writing freelancer / consultant / independent	1/5/2021 2:54 PM
5	Market research (specifically secondary desk research)	1/5/2021 10:29 AM
6	Med Comms pre-publications.	1/4/2021 4:26 PM
7	I am a patient advocate, former journalist, published author, and editor of an academic journal.	1/4/2021 3:32 PM
8	Sci Comms honours Student	1/4/2021 11:49 AM
9	I work for an agency that specialises in med comms/ med ed, publications, HEOR, digital. Perhaps your categories above should be multi-select to include all areas that are relevant for those who work in multi-speciality agencies	1/4/2021 11:16 AM
10	Medical devices: MedComms and regulatory	1/4/2021 10:18 AM

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: 612 Skipped: 0



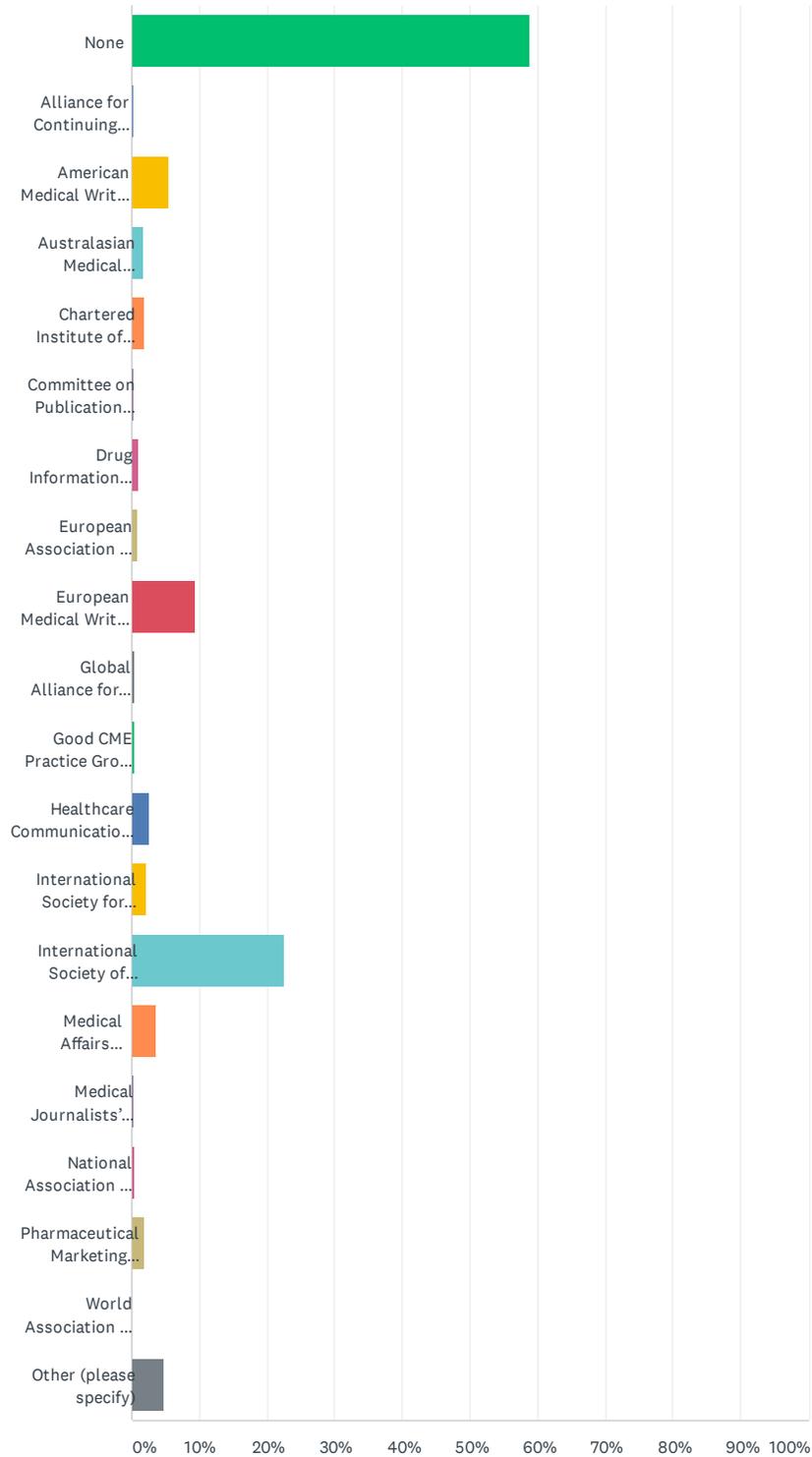
MedComms Networking Barometer 2021 (with a COVID twist)

ANSWER CHOICES	RESPONSES	
General senior management	13.24%	81
Medical writing	53.43%	327
Editorial services (copy / production editing / proof-reading)	6.54%	40
Client services / account management	12.75%	78
Sales / business development	1.14%	7
Project management	3.10%	19
Strategic consultancy	2.94%	18
Medical affairs	2.45%	15
Marketing	0.65%	4
Corporate communications	0.00%	0
Human Resources and recruitment	0.65%	4
Financial and administration	0.00%	0
Creative services / production / design	0.16%	1
Academic Researcher	0.33%	2
I am a healthcare professional	0.00%	0
I am currently unemployed	0.49%	3
Other (please specify)	2.12%	13
TOTAL		612

#	OTHER (PLEASE SPECIFY)	DATE
1	Referencing / Veeva	1/25/2021 11:51 AM
2	Publications management	1/25/2021 9:50 AM
3	Training and mentoring	1/22/2021 2:42 PM
4	Senior scientific management	1/21/2021 9:42 PM
5	Compliance and Data Protection	1/19/2021 2:12 PM
6	Na	1/11/2021 2:25 PM
7	Senior Director Meetings Management	1/6/2021 2:41 AM
8	Research project director	1/5/2021 10:29 AM
9	Technical services	1/5/2021 9:53 AM
10	Publications in Pharma	1/4/2021 4:20 PM
11	medical education grant writer	1/4/2021 11:08 AM
12	Creative concepting and scientific/medical writing and consultation	1/4/2021 10:45 AM
13	training, learning and development	1/4/2021 10:03 AM

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

Answered: 612 Skipped: 0



MedComms Networking Barometer 2021 (with a COVID twist)

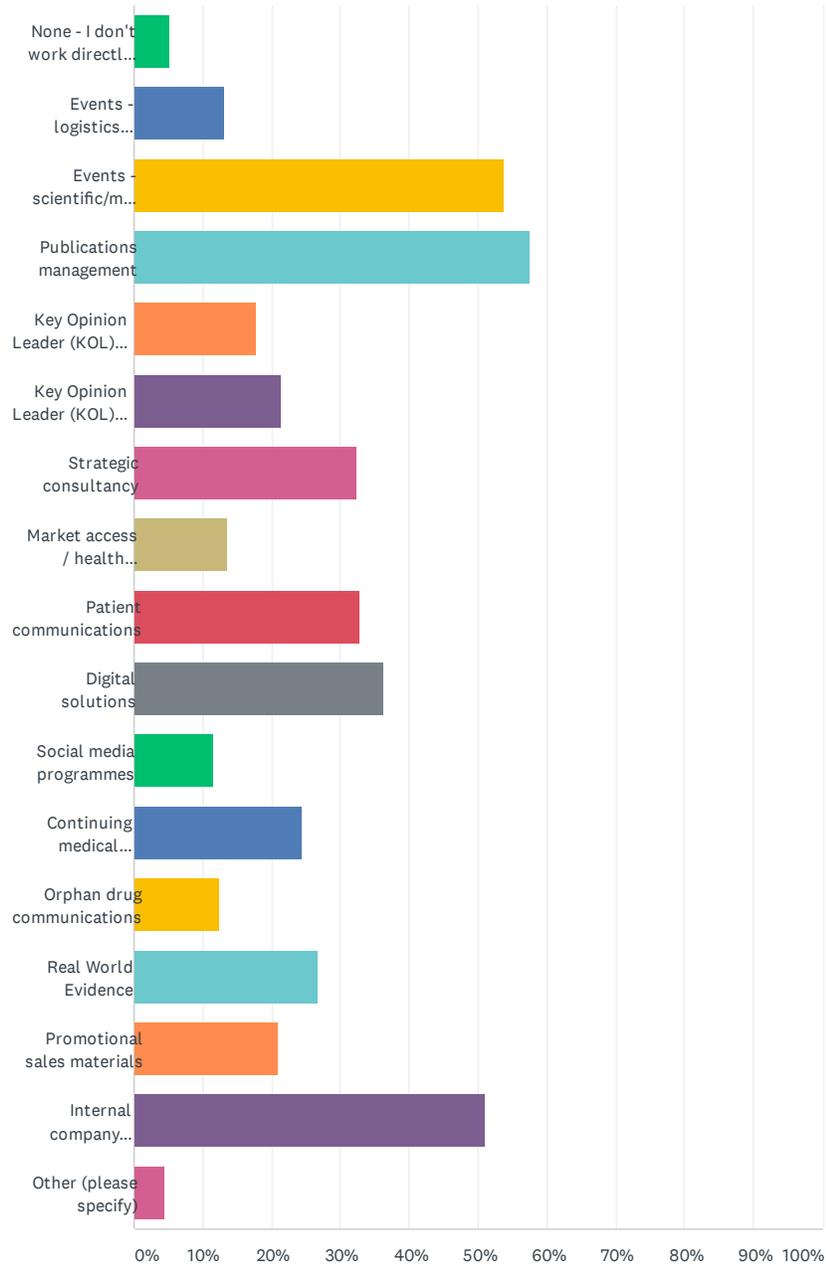
ANSWER CHOICES	RESPONSES	
None	58.82%	360
Alliance for Continuing Education in the Health Professions (ACEhp)	0.16%	1
American Medical Writers Association (AMWA)	5.39%	33
Australasian Medical Writer's Association (AMWA)	1.63%	10
Chartered Institute of Editing and Proofreading (CIEP)	1.80%	11
Committee on Publication Ethics (COPE)	0.16%	1
Drug Information Association (DIA)	0.98%	6
European Association of Science Editors (EASE)	0.82%	5
European Medical Writers Association (EMWA)	9.48%	58
Global Alliance for Medical Education (GAME)	0.33%	2
Good CME Practice Group (gCMEp)	0.33%	2
Healthcare Communications Association (HCA)	2.61%	16
International Society for Pharmacoeconomics and Outcomes Research (ISPOR)	2.12%	13
International Society of Medical Publishing Professionals (ISMPP)	22.55%	138
Medical Affairs Professional Society (MAPS)	3.59%	22
Medical Journalists' Association	0.16%	1
National Association of Science Writers (NASW)	0.33%	2
Pharmaceutical Marketing Society (PM Society)	1.80%	11
World Association of Medical Editors (WAME)	0.00%	0
Other (please specify)	4.74%	29
Total Respondents: 612		

MedComms Networking Barometer 2021 (with a COVID twist)

#	OTHER (PLEASE SPECIFY)	DATE
1	Pharmaceutical Society of Northern Ireland	1/28/2021 8:53 AM
2	Specific HR, Coaching and British Psych societies	1/26/2021 5:13 PM
3	IPSE: Association of Independent Professionals and the Self-Employed	1/26/2021 3:19 PM
4	Association of Health Care Journalists	1/26/2021 2:15 PM
5	ESMO	1/26/2021 11:40 AM
6	EACA-HCC (Europe), AACC Sante (France)	1/25/2021 6:48 PM
7	Patient Information Forum	1/25/2021 2:22 PM
8	I follow some organisations but do not yet hold membership of any.	1/25/2021 2:19 PM
9	ALCS for authors	1/25/2021 10:21 AM
10	.	1/25/2021 9:41 AM
11	Royal pharmaceutical society	1/19/2021 3:14 PM
12	CMI, GDPR Institut, EADPP	1/19/2021 2:12 PM
13	Royal Pharmaceutical Society	1/14/2021 9:54 AM
14	National Union of Journalists	1/14/2021 8:17 AM
15	IPSE	1/13/2021 9:29 AM
16	Patient Information Forum	1/12/2021 9:00 PM
17	National pharmaceutical society	1/11/2021 2:28 PM
18	Society for Health Communication	1/7/2021 12:08 AM
19	Chartered Institute of Personnel Development	1/6/2021 1:53 PM
20	Association of British Science Writers	1/6/2021 10:57 AM
21	Japan Association of Translators (JAT) American Translators Association (ATA)	1/5/2021 4:30 PM
22	Chartered institute of marketing	1/5/2021 1:51 PM
23	IPSE	1/5/2021 8:52 AM
24	Royal Soc Medicine	1/4/2021 3:35 PM
25	BELS	1/4/2021 2:34 PM
26	Chartered Management Institute British Psychological Society	1/4/2021 2:05 PM
27	British Pharmacological Society The physiological Society	1/4/2021 11:49 AM
28	Association of British Science Writers	1/4/2021 10:45 AM
29	Royal Society of Chemistry	1/4/2021 9:47 AM

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

Answered: 612 Skipped: 0



MedComms Networking Barometer 2021 (with a COVID twist)

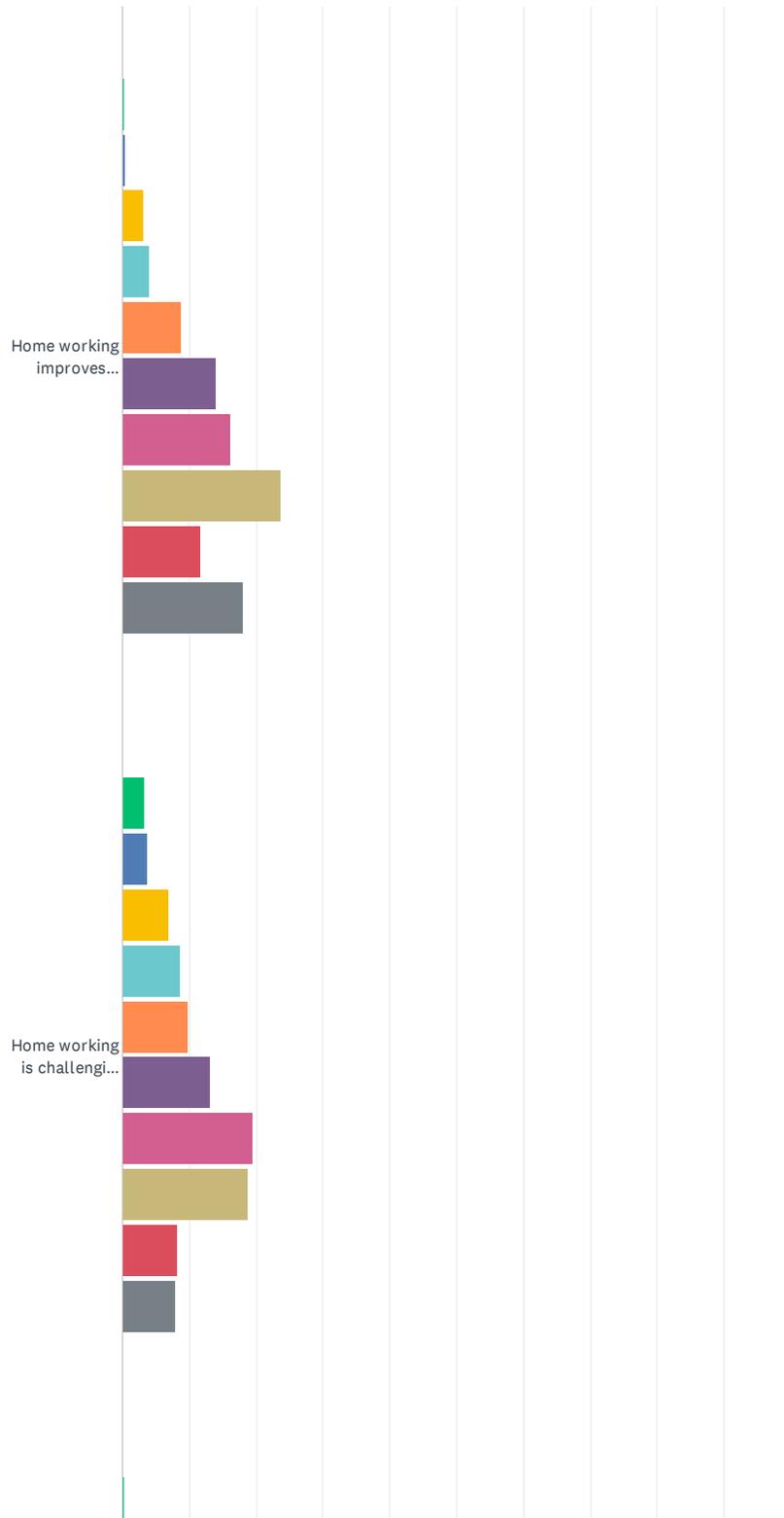
ANSWER CHOICES	RESPONSES	
None - I don't work directly in MedComms	5.23%	32
Events - logistics management	13.24%	81
Events - scientific/medical programmes and content development	53.76%	329
Publications management	57.52%	352
Key Opinion Leader (KOL) / external expert profiling and identification	17.81%	109
Key Opinion Leader (KOL) / external expert management	21.24%	130
Strategic consultancy	32.35%	198
Market access / health outcomes	13.56%	83
Patient communications	32.84%	201
Digital solutions	36.11%	221
Social media programmes	11.60%	71
Continuing medical education and professional development (CME / CPD)	24.51%	150
Orphan drug communications	12.42%	76
Real World Evidence	26.80%	164
Promotional sales materials	20.92%	128
Internal company training activities (MSLs, Reps and others)	51.14%	313
Other (please specify)	4.41%	27
Total Respondents: 612		

MedComms Networking Barometer 2021 (with a COVID twist)

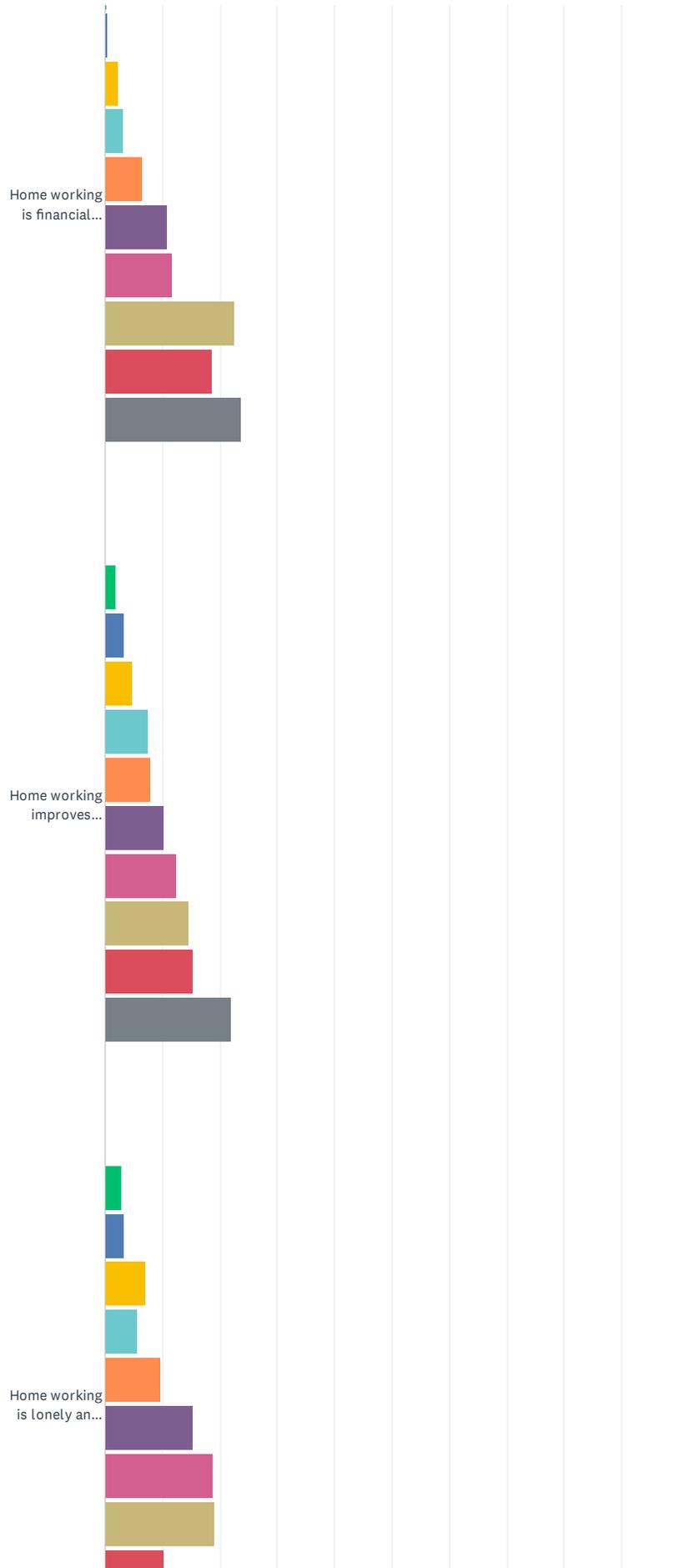
#	OTHER (PLEASE SPECIFY)	DATE
1	Setting up grants programme, internal communications eg workshops	1/31/2021 11:54 AM
2	Reactive and proactive slide sets for MSLs	1/28/2021 4:29 PM
3	Promo med ed	1/26/2021 11:40 AM
4	Internal comms	1/26/2021 8:59 AM
5	PEER-REVIEWED PUBLICATIONS AND PRESENTATIONS	1/25/2021 6:44 PM
6	Writing publications	1/25/2021 10:44 AM
7	Functional excellence team member, setting standards and guiding the business	1/25/2021 9:44 AM
8	Medical content development for medical information purposes; materials to support trial recruitment	1/25/2021 9:28 AM
9	health films	1/25/2021 9:19 AM
10	MedComms-specific training and mentoring	1/22/2021 2:42 PM
11	Regulatory, medical science	1/21/2021 12:07 AM
12	Med comms staff training	1/20/2021 12:29 PM
13	Training	1/14/2021 4:14 PM
14	General medical writing roles - HCP interviews, report writing etc	1/13/2021 9:29 AM
15	Scientific report for business people	1/7/2021 11:06 AM
16	Medical Strategy	1/6/2021 1:31 PM
17	Material for conferences, manuscripts for publication in learned journals	1/5/2021 6:32 PM
18	systematic literature reviews, literature gap analyses, social media analysis, target journal/congress identification	1/5/2021 10:29 AM
19	medical affairs support	1/5/2021 9:18 AM
20	Regulatory writing	1/4/2021 7:13 PM
21	Statement platforms	1/4/2021 12:14 PM
22	Systematic literature review development	1/4/2021 12:10 PM
23	Current on a break.	1/4/2021 11:53 AM
24	I work in global operational excellence	1/4/2021 11:16 AM
25	social media and comms strategy development	1/4/2021 11:08 AM
26	Nonclinical regulatory writing	1/4/2021 10:28 AM
27	Will be starting my role next week so I don't know yet	1/4/2021 9:48 AM

Q6 During 2020, because of COVID, most of us had experience of working at home, whether we wanted it or not. How much do you agree with the following statements? Please answer from a personal viewpoint (read carefully - tick one answer for each statement) and please include additional thoughts and insights in the comments box.

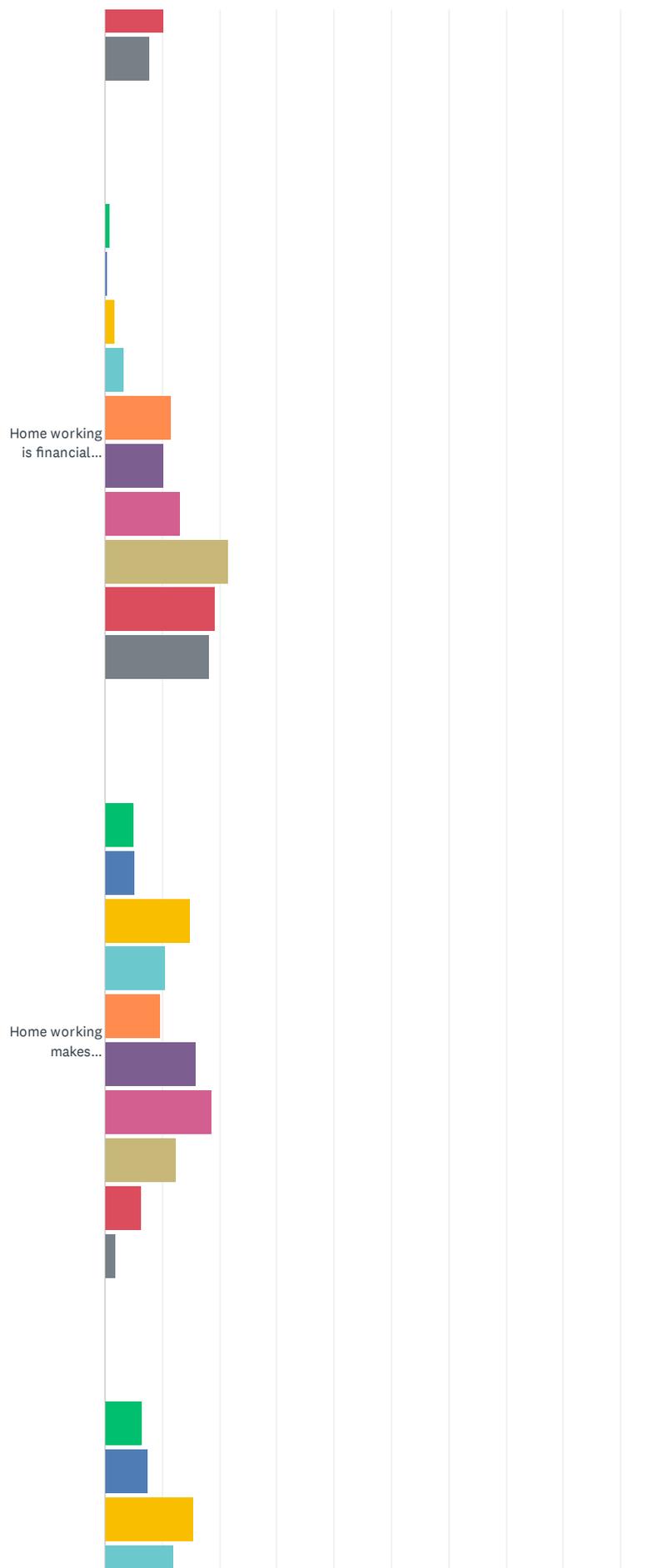
Answered: 612 Skipped: 0



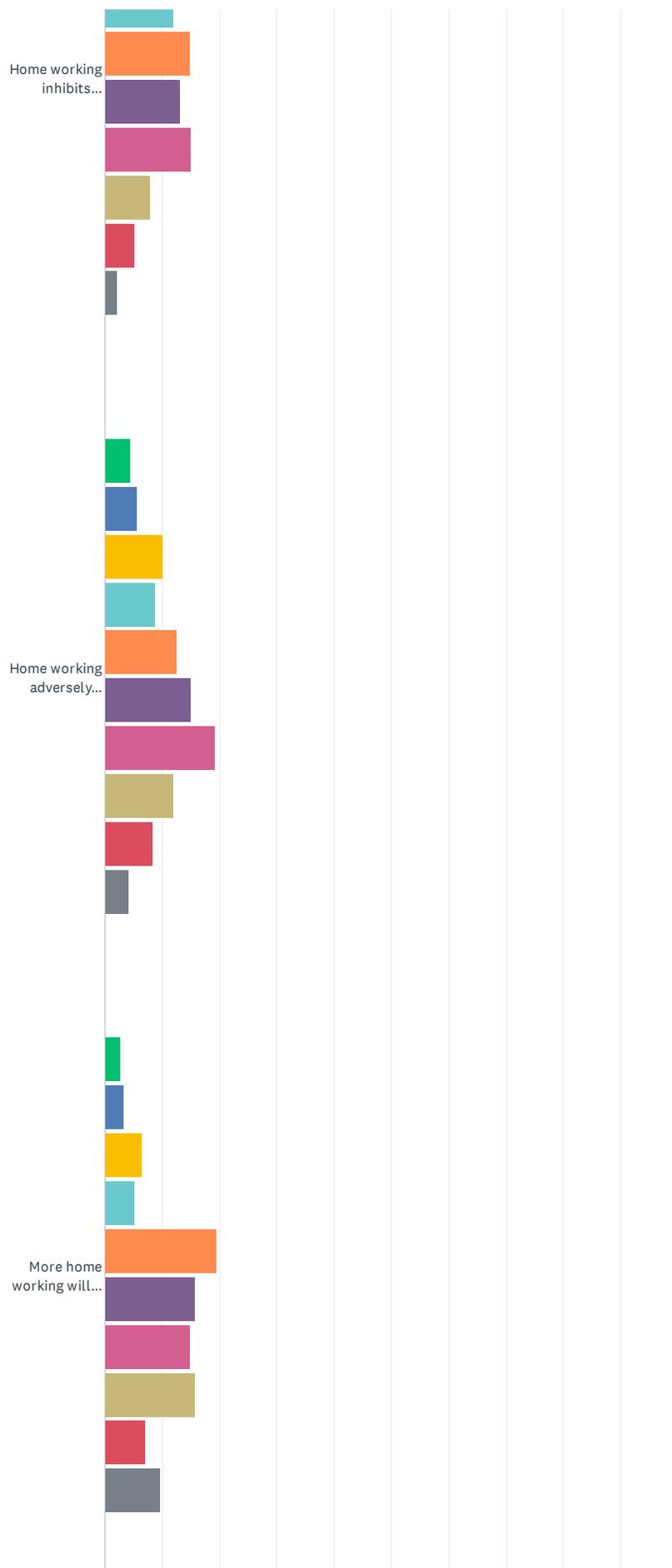
MedComms Networking Barometer 2021 (with a COVID twist)



MedComms Networking Barometer 2021 (with a COVID twist)



MedComms Networking Barometer 2021 (with a COVID twist)



MedComms Networking Barometer 2021 (with a COVID twist)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ I DON'T AGREE AT ALL 0
 ■ 1
 ■ 2
 ■ 3
 ■ 4
 ■ 5
 ■ 6
■ 7
 ■ 8
 ■ I ENTIRELY AGREE 9

	I DON'T AGREE AT ALL 0	1	2	3	4	5	6	7	8	I ENTIRELY AGREE 9	TOTAL	WEIGHTED AVERAGE
Home working improves productivity	0.16% 1	0.33% 2	3.11% 19	3.93% 24	8.84% 54	14.08% 86	16.20% 99	23.57% 144	11.78% 72	18.00% 110	611	7.43
Home working is challenging for individuals	3.44% 21	3.76% 23	6.87% 42	8.51% 52	9.82% 60	13.26% 81	19.48% 119	18.82% 115	8.18% 50	7.86% 48	611	6.33
Home working is financially advantageous for individuals	0.16% 1	0.49% 3	2.30% 14	3.13% 19	6.58% 40	10.86% 66	11.68% 71	22.53% 137	18.59% 113	23.68% 144	608	7.85
Home working improves work:life balance for individuals	1.96% 12	3.44% 21	4.91% 30	7.53% 46	7.86% 48	10.15% 62	12.27% 75	14.73% 90	15.22% 93	21.93% 134	611	7.14
Home working is lonely and isolating for individuals	2.94% 18	3.43% 21	7.19% 44	5.56% 34	9.64% 59	15.36% 94	18.79% 115	19.12% 117	10.29% 63	7.68% 47	612	6.48
Home working is financially advantageous for organisations	0.82% 5	0.33% 2	1.64% 10	3.28% 20	11.48% 70	10.16% 62	13.28% 81	21.64% 132	19.18% 117	18.20% 111	610	7.59
Home working makes team-working difficult within organisations	4.93% 30	5.26% 32	14.80% 90	10.53% 64	9.54% 58	15.95% 97	18.59% 113	12.34% 75	6.25% 38	1.81% 11	608	5.49
Home working inhibits creativity within organisations	6.57% 40	7.55% 46	15.44% 94	11.82% 72	14.94% 91	13.14% 80	15.11% 92	8.05% 49	5.25% 32	2.13% 13	609	5.08
Home working adversely affects unique culture within organisations	4.43% 27	5.57% 34	10.00% 61	8.69% 53	12.62% 77	15.08% 92	19.18% 117	11.97% 73	8.36% 51	4.10% 25	610	5.80
More home working will engender greater diversity within organisations	2.79% 17	3.28% 20	6.57% 40	5.25% 32	19.54% 119	15.60% 95	14.78% 90	15.60% 95	7.06% 43	9.52% 58	609	6.28

MedComms Networking Barometer 2021 (with a COVID twist)

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)..	DATE
1	The fact that everyone works from home at the moment has opened up opportunities for me to work with agencies that would never have considered me because I didn't want to work in their offices every day	1/31/2021 11:54 AM
2	Remote working des not help with building relationships and reading body language & emotions	1/28/2021 4:29 PM
3	As a freelancer, I am well used to home working so this year has seen no change for me in working practices. However, I know that home working does not suit everyone and can be detrimental to team cohesion. Also, it's easy for the potential work-life balance benefits of home working to be offset by the potential for individuals to be online or 'on-call' for longer hours - sometimes it's hard to step away from the computer! I think home working is hardest for anyone joining a new organisation, especially if they're at the start of their career. It's difficult to replicate office 'water-cooler' chat that can help new starters to fit in within a virtual environment. I would advise organisations to think carefully about how their new starters can get the most out of online training and mentoring.	1/27/2021 5:13 PM
4	Productivity was negatively impacted more by home schooling/childcare than having to work from home	1/26/2021 10:35 PM
5	Home working was tough when schools and nurseries were closed but otherwise it was all excellent and I was surprised at how well I, my role, and my teams, adapted to it!	1/26/2021 5:13 PM
6	As a freelancer I don't think i can comment on questions relevant to organisations	1/26/2021 11:48 AM
7	Many of these factors need to be fully embraced by employers, employees and government (schooling/day-care) to establish a new status paradigm shift of home working being as effective, desired and financially advantageous for the stakeholders sustainably - it is a long way off currently.	1/26/2021 10:40 AM
8	I think the statements are largely dependent on home situations... A person in their 20s with no familial commitments can likely adapt to WFH more easily than someone who is having to home school.	1/26/2021 9:53 AM
9	I have answered in general in my role but it differs a lot depending on where you are in your career and your life	1/25/2021 5:16 PM
10	Geographical location can be a rate limiting step in one's career and often is. If "home working" refers to any location globally, then yes it does engender diversity; otherwise no.	1/25/2021 2:19 PM
11	There would be different responses if home working were not enforced as it is under the pandemic. In that situation is a positive for company and staff.	1/25/2021 2:00 PM
12	This year " home working" has taken on new meaning with many having to carry out childcare at the same time, with partners working at home as well, and/or without having the option to work elsewhere such as coworking spaces or cafes. Therefore the minuses are amplified severalfold, with the only saving graces being that everyone else is in the same boat, and that many of us were already accustomed to working at home. For me the positives still outweigh the negatives, but I will be looking for more shared spaces to work in as soon as we are able to again to bring more balance. I work in a team and it would be great to collaborate in person.	1/25/2021 11:51 AM
13	I have been working from home, mostly with clients overseas, for nearly 15 years. Challenges in 2020 (change to work/life balance, adapting to having a second 'home worker' in the house) were due to Covid lockdowns, not home-working itself.	1/25/2021 10:51 AM
14	Once out of lockdown and if working from home becomes the norm over going into the office, I feel - to keep people motivated and prevent feeling isolated and promote well-being, 'video on' on virtual meetings should be made mandatory to instill a more professional work from home attitude.	1/25/2021 10:29 AM
15	Managers have had to learn to trust their teams to get on and do the job. When full time return to work is allowed, we will see more flexibility, with more people working remotely in future.	1/25/2021 9:44 AM
16	Though it can be challenging for a variety of reasons, I believe with the right support in place and the strict management of striking the balance between work and home (arguably the biggest challenge), on the whole I think it is advantageous for the employee and employer	1/25/2021 9:29 AM
17	Homeworking can have both positive and negative effects on both employee and employer, depending on personal circumstance/personality type and how effectively the situation is managed to overcome the downsides. It's also important not to confuse the current enforced homeworking situation (which often includes homeschooling on the side) with a properly planned and implemented choice of homeworking.	1/25/2021 9:18 AM
18	All of these questions are very difficult to answer because the impact of home working is very different for different people - some love it and some hate it, and everything in between. Also, home working in 2020 is not the same as usual home working e.g. childcare issues.	1/21/2021 10:26 PM
19	The impact of homeworking is largely down to the individual - some find it very difficult, others thrive	1/20/2021 12:29 PM
20	I believe the biggest advantage of remote working is that it gives employers access to a large - and currently untapped - pool of capable, experienced workers, many of whom are unable to seek work because of disability, care commitments etc. Remote working also eliminates expensive, time-consuming non-productive commuting to workplaces.	1/20/2021 11:43 AM

MedComms Networking Barometer 2021 (with a COVID twist)

21	There are many ways companies can promote collaboration and communication in a virtual format within their teams. This works best when implemented as a global approach and not just on an individual basis. Aside from the COVID pandemic, many med comms agencies have multiple office locations necessitating remote communication. Those with the best employee satisfaction will already be working to build socially cohesive teams across locations.	1/20/2021 11:20 AM
22	For individuals, I think remote working can be very powerful and help contribute towards better balance, more space for creativity, and overall improved working conditions. However, as usual, the issues are not individual but systemic, with the agency cultures that demand staff be 'on' 24 hours a day now that our offices are our homes. I worked happily remotely for years, and 2020 was the first ever where my mental and physical health were negatively rather than positively affected.	1/19/2021 3:53 PM
23	For those of us that were partial to fully remote, having the whole company join us has been beneficial. Our challenges were now shared and better appreciated.	1/19/2021 2:16 PM
24	Causes work to be closer to 24/7. It can be hard to turn off work.	1/19/2021 2:04 PM
25	As the one of your questions demonstrate, there are pros and cons on both sides of the WFH argument. Benefits and disadvantages for employers and employees. I think the ultimate goal for everyone has to be flexibility. If you employ the right people and empower them to manage their workload, there is no reason why the flexibility to work at home or the office on days to suit the individual and the organisation can't be worked through. Trust and structure to support the individual is key.	1/19/2021 9:13 AM
26	Very hard to give a single score as it can be very black and white for individuals - for some it works extremely well and for others it doesn't. I think there will be greater home working but it won't be for everyone. We will still need an office of some sort...	1/18/2021 8:52 PM
27	My job is entirely home-based anyway. COVID pandemic has just meant needing to carry on while juggling kids. I'm entirely happy with home-based working, but do recognise that it's not for everyone.	1/17/2021 9:59 PM
28	I'm used to working from home and generally enjoy it - but appreciate that it can also have downsides for individuals as well as organisations. Full time homeworking doesn't suit everyone.	1/15/2021 7:46 PM
29	Maybe different as a freelancer with no children and a workspace set up already. I would like to return to my co-working space once things are better - I don't like just being at home all the time and prefer to get outside and have some variety. Getting the right equipment is definitely important!	1/14/2021 3:45 PM
30	It depends very much on the person. Some thrive; some do not	1/14/2021 8:17 AM
31	I think your success at home working depends to at least some extent on your personality: put very crudely, introverts tend to be OK with it while extroverts suffer. I also feel it's not the ideal permanent solution - I learned much of what I know from being surrounded by colleagues in an office for 25 years, and just don't see how that can be replicated if everyone works at home. The ideal is probably flexible working, especially for younger employees or those newer to the job.	1/13/2021 5:14 PM
32	Working from home suits those who are naturally introverted and whose work requires deep concentration. This is common among medical writers. I suspect that those who are naturally extroverted or whose work depends on collaboration and coordination with others would find it more difficult.	1/13/2021 10:14 AM
33	I have been homebased for 10 years and it is a balancing act - experience of it means you can overcome barriers of things like loneliness/isolation, difficult team meetings etc., just by altering how things are done and ensuring you are in constant contact with people or even just working in a coffee shop occasionally	1/13/2021 9:29 AM
34	Home working CAN be lonely and CAN be bad for work/life balance if not managed well. I have spoken to people who rarely take breaks or log off on time; they are living at work rather than working from home. When managed well, wfh can increase productivity	1/12/2021 3:02 PM
35	Team-working and creativity (in medical writing) whilst working from home is more dependent on forming active and productive connections with colleagues/clients than on location	1/12/2021 1:58 PM
36	I didn't enjoy working at home at first, but now I have the proper set up I do enjoy the fact that I don't have to commute to/from the office, I can do chores during lunch and I like the added flexibility WFH gives me. Once we are allowed to go back to our offices, I would still like the option to go into the office a few days a week but would prefer not to be tied in to specific days (or told I have to be in the office at certain times). I want to continue to have the flexibility to choose.	1/12/2021 11:30 AM
37	Home working can work if the organisation has time to ensure relationships are invested in. If you treat homeworkers like freelancers they will most probably leave. There is a sense that office workers are the team and the homeworkers are on the outside. Teams should therefore be built including a good ratio of both homeworkers and office workers. Mentors for homeworkers should be provided.	1/11/2021 6:47 PM
38	The key thing is - it doesn't have to be all or nothing; 100% home working = not great IMO; 100% office + commuting = The Horror, The Horror. Pick a good blend somewhere in between depending on personal preferences and team structure = bingo.	1/11/2021 10:12 AM
39	Working from home has the capacity to be what you make of it, as does office working.	1/11/2021 9:36 AM

MedComms Networking Barometer 2021 (with a COVID twist)

Neither taken in isolation can give a great answer to any of these questions as it largely depends on both the organisation's and the individual's attitudes, cultures, and respective office set-ups.

40	Homeworking allows certain personality types to shine, whereas they have previously been at a disadvantage in the office environment	1/9/2021 1:04 PM
41	I was a home-based employed writer before the pandemic; back then, working from home could feel a little isolating at times. However, now everyone works from home the company has implemented Microsoft Teams, which makes virtually working together much more inclusive, and has set up a number of virtual social activities such as quizzes, a virtual charity 10k, a book club, and baking competitions.	1/8/2021 3:51 PM
42	Home working does need some thought/preparation in order to reap benefits - I don't think you can work from home as if in an office. Aspects such as improved work/life balance, not feeling isolated, team working, retaining company culture, and maintaining creativity are all possible - but you need to spend some time figuring out how. That is much a duty of the employee as it is the employer,	1/7/2021 11:25 AM
43	I have seen home working lead to a tendency to over-work and a poorer work-life balance. However, it has been really encouraging to see that med Comms as an industry has thrived through this pandemic and some very flexible attitudes to working (eg working patterns), and I would like to see this continue as a permanent change. We are a global industry and fixed hours are not always the most suited to all employees	1/7/2021 9:17 AM
44	It's not really the home working that is the problem, but also the need for home schooling when schools are shut during lockdown. My major challenge is having to do both jobs (medical writer and teacher) during a working day.	1/7/2021 6:49 AM
45	Home working should absolutely continue post COVID, and our company has updated the contractual allowance for most employees to work at least 3 days at home going forward. I think a balance between home and office working is ideal.	1/6/2021 4:21 PM
46	I was really impressed by all the things my company did and continues to do as we began WFH in mid-March 2020 and extended multiple times thru April. Will Always be grateful.	1/6/2021 1:31 PM
47	You can all the things that come with home working, including creativity and culture, as long as it comes from the top and everyone, including founders, invest heavily in it. (this was discovered pre-covid and is stronger after it)	1/5/2021 7:48 PM
48	I think the answer to these questions varies greatly depending on different people in different situations. For those well established in their careers living in houses with enough space for all the people working in them to have their own rooms, and enough good technology and decent desks and chairs etc, and a garden, then homeworking can be a huge benefit for the workers and their employers. But for those at the start of their careers living in shared houses with little or no private room, no outdoor space, and possibly poor or limited broadband, working on a laptop balanced on a biscuit tin on their bed, the situation is entirely different and likely to be isolating, unhelpful, demoralising and possibly frightening. People at the beginning of their careers learn so much by osmosis from seeing how more established colleagues operate and being able to ask casual questions in the course of the day (and maybe don't feel comfortable asking such things in an email for fear of looking stupid), so working from home will be a huge loss to them and also to the organisations employing them if they do nothing to mitigate the circumstances. It also depends on whether there are young children needing to be home-schooled or teenagers hogging the bandwidth, and how each company approaches managing remote workers. Some of my agency clients have been having lots of non-work bonding huddles and gift boxes, plus have been sent decent chairs and workstations (which presupposes that their homes can accommodate such things), whereas others have been left to just muddle through with little or no support or replication of water-cooler moments, and no donation of ergonomic technology. I know of quite a few people working on their beds or on sofas in the same room as other family members bellowing down phones or with school lessons being broadcast, both in-house agency employees and freelancers who had previously worked in co-working spaces or other out-of-the-house solutions, or whose dedicated offices had been taken over by a spouse for some reason. So very different experiences from one end of the spectrum to the other.	1/5/2021 6:32 PM
49	Looking after staff wellbeing is vital There are financial gains and losses for both employee and employer We have had to be more creative about creativity!	1/5/2021 2:51 PM
50	Hopefully companies embracing home working will appreciate more flexible approaches to working too, allowing more to work.	1/5/2021 2:16 PM
51	Difficult to answer - home working in normal times is very different to home working during a lockdown (e.g. people have childcare responsibilities when schools are closed). Also very dependent on individual preferences and working style.	1/5/2021 1:35 PM
52	I love working from home and hope to continue doing this in the future with occasional trips to the office to meet colleagues. I appreciate having my commute time back, which allows me more time with family and for myself.	1/5/2021 10:48 AM
53	The answer to most of these questions is entirely subjective to the individual. I don't find home working challenging but others will; I find home working improves my work/life balance, but for someone who lives for a pint after work with colleagues, it could be detrimental. I've tried to answer from my perspective but i don't believe my responses should or could be generalised.	1/5/2021 9:49 AM
54	Home working is here to stay! If we want to survive in our industry, we need to reimagine the office model and build a collaborative home-office policy and embrace the in-person-virtual	1/4/2021 8:53 PM

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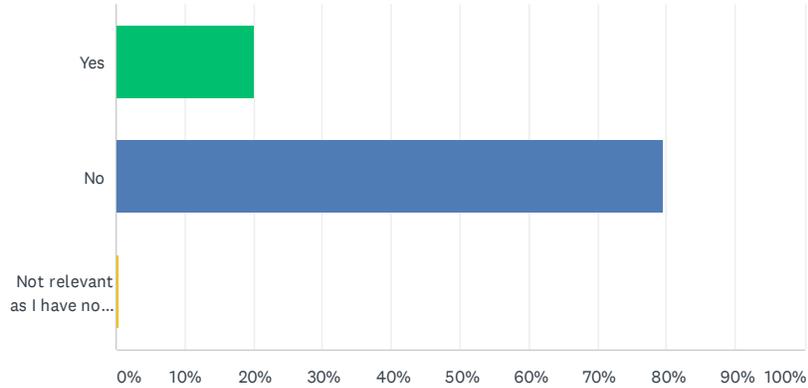
	partnership.	
55	For the many of us who are parents, homeworking this year has been a very different experience this year than usual. Based on experiences to date it is difficult to establish what the full effects of a workforce only homeworking (and not also homeschooling/caring/being interrupted) really are	1/4/2021 7:28 PM
56	The pros definitely outweigh the cons for home working due to the flexibility and lack of commute for the majority of people, companies need to maintain this flexibility post-COVID, whilst accommodating those who wish to work from the office for a few/all working days.	1/4/2021 3:36 PM
57	As a freelancer who has worked predominantly from home for over 20 years much of this is context dependent! (i.e., on whether you're an employee or not). So my responses are only valid for my specific situation.	1/4/2021 3:17 PM
58	I am glad the move to home working will open the industry up to more people outside the 2 main hubs of greater Manchester and London in the UK.	1/4/2021 2:24 PM
59	Experience of home working can be very different, dependent on personal circumstances. Under more normal circumstances I would view home working overwhelmingly in a positive light, but having two small children at home with me whilst trying to work during the Covid crisis of 2020 was phenomenally challenging!	1/4/2021 1:54 PM
60	ergonomics of home working needs to be better considered - not everyone has access to or can afford good office equipment or dedicated workspace. Could be health problems in long run. Senior management and older employees may see benefits of home working that are not evident to people who are learning their craft - they don't know what they don't know, or don't appreciate what they pick up by osmosis in an office environment. Zoom encourages the extroverts and leaves behind the thoughtful contributors. We need to find new ways and realise that there is much to learn (I am a freelancer who has worked from home since 1999 but also works within organisations at times so I look at this from different perspectives and generally am +++ about home working)	1/4/2021 12:14 PM
61	It's very hard to generalise. Home working has pros and cons, and they are different for each individual	1/4/2021 12:02 PM
62	I'm quite sure that working from home is bad for our psyches and bad for establishing our integration in society. I'm sure it's important to engage in more environments than less environments. A side note, it is bad for business in general since less jourmies mean less visits to local shops, less foot traffic so we've seen this phenomenon in NYC hot-dog stands; it can be assumed that this is not ironically not an 'isolated' issue.	1/4/2021 11:49 AM
63	As a sole freelancer a lot of the answers above are based on no experience at all and are really no more than guesswork	1/4/2021 11:29 AM
64	Ultimately, a greater blend of office and home working may become the norm, bringing the benefits afforded by an office environment and face-to-face team interaction, with the flexibility of home working (lack of commute, etc)	1/4/2021 11:16 AM
65	There are benefits in terms of being able to concentrate, doing deepdives into the medical literature or working on a proposal without distractions. No travel time and working your own preferred hours is also a benefit. But i would prefer to work in an office any day - I'm way more productive, it's more enjoyable, and I have many more opportunities to collaborate. The social side cannot be underestimated as it's also about support, engagement and motivation within the workplace.	1/4/2021 11:08 AM
66	Home working has resulted in longer hours and expectations to join calls out of normal working hours. I have been mostly working from home for about 5 years but have found it more difficult to switch off at the end of the day with everyone working from home now	1/4/2021 11:05 AM
67	What has been clear from the experience of 2020 from my perspective, is that while I appreciate the opportunity to be able to work from home when needed, being in a position where there is no choice makes it far less attractive, and has accentuated the cons to an extent that I fear we lose many of the huge benefits of teamwork and collaboration that we may previously have taken for granted. In medcomms, the ability to be home-based is relatively common across the industry; there is a reason that it is not taken up by all, and this situation has reinforced - and clarified - why I made that choice.	1/4/2021 10:57 AM
68	Employers need to offer salary increases to pay for additional heat/lighting costs for home working	1/4/2021 10:45 AM
69	You don't quite have the same connection to your Company when working from home; you communicate well with your immediate team, but rarely talk to people who you are not working with. There's more opportunities to do the latter in the office environment. It's also challenging as a senior manager. You can get a sense of how people are feeling by observing the atmosphere within teams - you don't get that on a Teams call.	1/4/2021 10:29 AM
70	Homeworking has been advantageous to me in terms of improving my work-life balance and reducing my financial costs, as I have saved >1.5 hours of commuting time/cost every day. I personally do not have children, so while there have been challenges with working at home, I have been able to adapt fairly easily and have benefitted from the change. Although, I do miss my colleagues and not being able to have organic conversations with people outside of your direct team has stunted some creativity and learning somewhat, as I now only interact with those who I work with directly. This may adversely impact the working culture, although I can also see how increased home working may benefit diversity in the workplace, allowing more people from a variety of backgrounds to work in this career.	1/4/2021 10:12 AM

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71	In my experience, the ideal scenario is a mix of homeworking with time in office - both have advantages and downsides, but a more flexible approach accommodates more of the workforce than mandating one way or the other	1/4/2021 10:07 AM
72	In some ways home working has made it easier to communicate in a team as there are fewer assumptions about team members overhearing information from ad-hoc office discussions, and everything is written down or recorded for future reference.	1/4/2021 10:03 AM
73	I've worked at home as a freelancer for more than 10 years - I can't really comment on the within organisations statements	1/4/2021 10:03 AM
74	Homeworking can be advantageous to individuals who want more from outside working hours and therefore get a better work-life balance, but it can be isolating for individuals who benefit from the office environment.	1/4/2021 10:01 AM
75	I have worked from home for 18 years so may have a different perspective	1/4/2021 9:38 AM

Q7 If you have worked at home at all during the past 12 months, has your employer (or in the case of Freelancers - have you) undertaken a formal health and safety assessment of your home work station? Please include additional thoughts and insights in the comments box.

Answered: 612 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	20.10%	123
No	79.41%	486
Not relevant as I have not worked at home at all	0.49%	3
TOTAL		612

MedComms Networking Barometer 2021 (with a COVID twist)

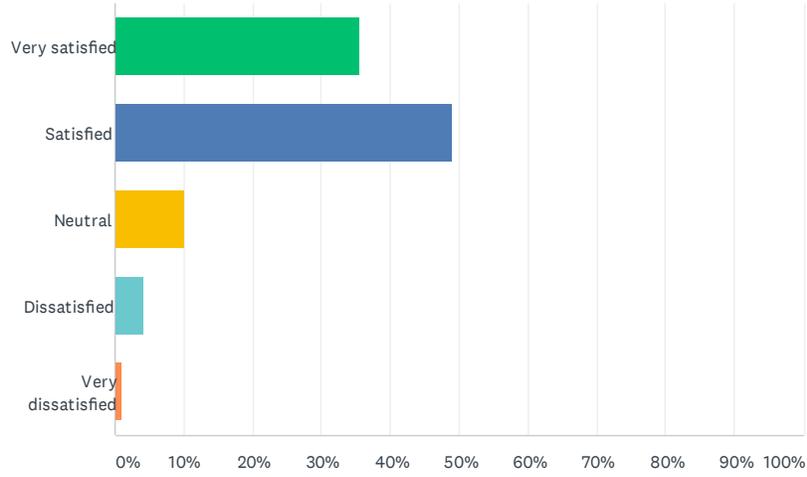
#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	I did set up a work station with screen and suitable chair when I started a few years ago	1/31/2021 11:54 AM
2	Assessment made by survey. Unaware of subsequent adjustments to staff work setups	1/30/2021 4:20 PM
3	Have sent us a link to some guidance but no formal assessment or requirement to complete	1/27/2021 11:19 AM
4	Guided people to self led H&S review rather than enforced it	1/26/2021 5:13 PM
5	I have been working from home for many years. I have not conducted a recent evaluation	1/26/2021 11:48 AM
6	Fortunate enough to have a organisation I was contracted by at the time offer this to me. As someone who works from home 90% of the time - it resulted in some positive changes. Recommend all external / home business owners, put date in diary for an office audit 1x per year to include H&S review.	1/26/2021 10:40 AM
7	They haven't specifically done individual checks however have encourages we ensure we have a safe space, equipment etc. offering to pay for this all. They have also encouraged us to flag if we don't have a safe space to work for whatever reason (small home, lots of children, no space for a desk etc.) to discuss on an individual basis to come up with a solution together.	1/26/2021 7:34 AM
8	This has been offered and requests for chair, stool, additional screen etc all met with positive response	1/25/2021 5:16 PM
9	and provided monitor, furniture if needed, mental health checks and support.	1/25/2021 2:00 PM
10	No - If I trip over something, I will blame my husband for leaving it there :-)	1/25/2021 10:51 AM
11	I did such an assessment several years ago and still have the same set up. I do, however, invest in life-coaching/counselling to maintain mental health	1/25/2021 10:21 AM
12	I did invest in a desk from a corporate supplier and and have an adjustable office chair. I recently bought a bigger and better computer monitor, to reduce eye strain and I bought some glasses that filter out blue light (for when I'm in front of the computer).	1/25/2021 9:50 AM
13	However, I do think this is an area of vital importance to the future of home working	1/20/2021 11:43 AM
14	All employees are required to complete a DSE checklist assessment for the home working environment.	1/20/2021 11:20 AM
15	I am a freelancer and had done this before 2020 for my home office.	1/19/2021 8:15 PM
16	We have been provided with self-assessment guidance but not had anyone formally review our home work stations	1/19/2021 3:13 PM
17	Its been an investment!	1/19/2021 2:16 PM
18	Although no formal assessment has been done, I find it easier to be comfortable and take regular short breaks when working at home, which I fell has helped with various back/neck/wrist issues from office-based working	1/18/2021 5:23 PM
19	Informally, I have checked the position and height etc of my chair, keyboard and monitor to ensure they are ergonomically suitable	1/18/2021 5:06 PM
20	Standard, as we are all home-based at the company I work for	1/17/2021 9:59 PM
21	Hadn't occurred to me to do this (as my own boss)	1/15/2021 7:46 PM
22	No point: I have it set up the way I like	1/14/2021 8:17 AM
23	Not a formal assessment, but I am always mindful of my work station safety.	1/13/2021 10:14 AM
24	As a freelancer, who would perform this health and safety check? I think it would be very beneficial to have one done	1/13/2021 9:29 AM
25	A stand up desk and second monitor have been the best investments work-wise!	1/12/2021 8:03 PM
26	We've been asked to do that but this has never been checked on	1/12/2021 1:59 PM
27	Worked at home for 3 years and had no assessment of my work station.	1/11/2021 6:47 PM
28	It was offered	1/11/2021 2:25 PM
29	This is a very UK centric question	1/7/2021 5:29 PM
30	My company has offered to have an ergonomic assessment done but I have not taken advantage. My company has also provided a \$300 annual virtual working bonus for 2020 and 2021 and a quarterly \$100 fitness reimbursement (provided it fits in program parameters) in 2020. Not. Lear as of right now if it'll continue into 2021.	1/6/2021 1:31 PM
31	I did a proper health and safety assessment when I first set up my home office as a freelance, but not this year.	1/5/2021 6:32 PM
32	Nothing formal, but I upgraded my working space with a sit-stand work station and upgraded my monitors, lighting, and microphone.	1/5/2021 4:30 PM
33	Not formalised assessment but have spoken to employees about good seating, a proper desk, sufficient space and ergonomics, and have provided a large monitor to each employee	1/5/2021 2:51 PM
34	I bought myself a better office chair for my back, I guess that counts as Health and safety!	1/5/2021 2:16 PM

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35	I've worked from home for the past 8 years so my health and safety processes have been the same for years	1/5/2021 11:24 AM
36	This has happened (once) in the past with previous med comms employers, but not with the last 3 agencies! It should be standard - I am continually surprised it is not. That said, I've not called attention to it so I guess I err on the side of taking responsibility for my own health and welfare.	1/5/2021 9:49 AM
37	I have worked at home for the past 4 years so no significant changes	1/5/2021 9:06 AM
38	Something that will need to be introduced as a compulsory part of the new 're-imagined' model!	1/4/2021 8:53 PM
39	Checking for ergonomic friendly desk setup and sufficient lighting, invested in new equipment to work better and more safely	1/4/2021 8:29 PM
40	Check cjsir position and height and bought new cushion for office chair that encouraged better posture.	1/4/2021 7:54 PM
41	Many people are still working from kitchen tables and chairs, which may have health impacts...	1/4/2021 3:36 PM
42	The parrot occasionally sprays me with pomegranate but honestly, it would never cross my mind to worry about health and safety at home. That said, I do use a kneeling stool...	1/4/2021 3:17 PM
43	Offers recommendations for ergonomic set up and allowed all employees an equipment purchase (larger screen in my case)	1/4/2021 2:34 PM
44	Company has offered assistance with home office kit, such as screens, risers, chairs, etc.	1/4/2021 1:38 PM
45	See answers above - I am very concerned about this aspect and it includes but goes beyond having a desk/screen at the right height!	1/4/2021 12:14 PM
46	Not required - I know what I need to work safely and comfortably, and am perfectly capable of working that out for myself	1/4/2021 10:57 AM
47	Although this assessment was done before 2020	1/4/2021 10:55 AM
48	The company shared guidance on optimal set up and provided any equipment (chairs, monitors and stands, and keyboard/mouse) required	1/4/2021 10:49 AM
49	Overall home working was a positive experience for me. Even though I miss being around colleagues and getting out of the house on a daily basis, I really appreciate the greater flexibility that the experience of Covid and homeworking will afford us in the future.	1/4/2021 10:46 AM
50	We are provided with information on how you should set up your home work station	1/4/2021 10:29 AM
51	No, however, my company allowed me to take all my desk equipment from the office, including my standing desk, dual monitors and vertical mouse - all of which I have due to back issues.	1/4/2021 10:12 AM
52	I have been provided with a guidance document on how to set up my home workstation	1/4/2021 10:06 AM
53	I did this when I first started working at home more than 10 years ago - my work station, including chair, keyboard, monitor etc, are all ergonomically good	1/4/2021 10:03 AM
54	An assessment was completed but the results of the assessment not yet actionned	1/4/2021 10:00 AM
55	Nothing formal, but having done these before I have a good understanding and invested in the correct equipment (standing desk, good chair, height adj monitor etc)	1/4/2021 9:51 AM
56	100% home working was thrust upon the workforce unexpectedly last year. Now that the situation has stabilised, companies need to think through long-term considerations, including: insurance, electricity, equipment, health and safety.	1/4/2021 9:49 AM
57	Something may have been circulated but I do not recall filling anything in or assessing the station myself	1/4/2021 9:40 AM

Q8 How satisfied are you with your current job?

Answered: 612 Skipped: 0



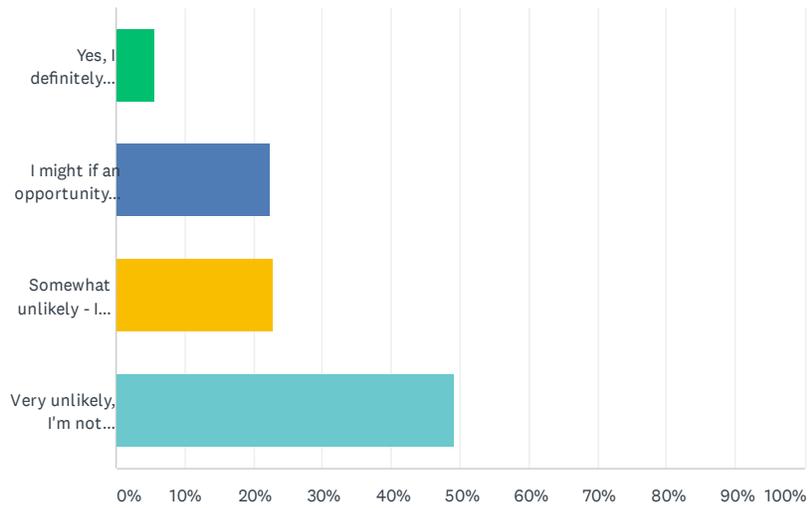
ANSWER CHOICES	RESPONSES	
Very satisfied	35.62%	218
Satisfied	49.02%	300
Neutral	10.13%	62
Dissatisfied	4.25%	26
Very dissatisfied	0.98%	6
TOTAL		612

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#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)..	DATE
1	It has been a disruptive year, due to Covid! I found it incredibly difficult to juggle my freelance work with home-schooling a 6-year-old during the first lockdown, so have decided to take some time out second time round until school re-opens. Not ideal, but I'm grateful that as a freelancer I have this option.	1/27/2021 5:13 PM
2	Really happy where I work - good group of people and interesting work. NexGen is by fair the best MedComms agency to work for.	1/26/2021 7:34 AM
3	Not yet employed	1/25/2021 2:19 PM
4	Work life balance was not an option in 2021	1/25/2021 11:46 AM
5	I would be more satisfied if we weren't continuously under-resourced. I enjoy the work but the pace/over-time is relentless	1/25/2021 9:42 AM
6	I love my job and am pleased with how things are going, but frustrated with how little time I've had over the last year to really develop things properly. Lockdown and homeschooling my children has meant that I've had very little time to think about anything, and work has been fragmented into the corners of the day.	1/22/2021 2:42 PM
7	Usually very satisfied (as a freelancer), but just satisfied currently!	1/15/2021 7:46 PM
8	I love my job in MedComms. It is so varied, and deeply rewarding.	1/13/2021 10:14 AM
9	I am completely overworked as are the people in my team	1/5/2021 1:49 PM
10	The company I work with has grown exponentially during lockdown; this is a huge achievement given the current landscape. However, it has required long and stressful hours to keep meeting clients needs and fitting in training/mentoring of new team members brought in to satisfy the growing workload. In my opinion, we have all been stuck in a working vortex driven simultaneously by fear (of not having a job) and gratitude (for having a job). Hoping 2021 will see the neutral opinion I have of my role diverge in a positive direction. When a company grows so big in a virtual setting, it is especially hard to maintain the culture that attracted you to the company in the first place without feeling like a virtual cog.	1/4/2021 6:02 PM
11	Increasingly fed up of how badly some clients/agencies treat freelancers.	1/4/2021 3:17 PM
12	There is not much support with career progression	1/4/2021 1:41 PM
13	Not currently working.	1/4/2021 11:53 AM
14	I have what I think is a common freelancer problem of not really knowing whether I've taken on too much work for Q1. Once contracts are underway and I know I can manage the workload, then I'd say I'm normally very satisfied.	1/4/2021 10:03 AM

Q9 How likely is it that you will look to change your employer in 2021 (Freelancers, you are your own employer)?

Answered: 612 Skipped: 0



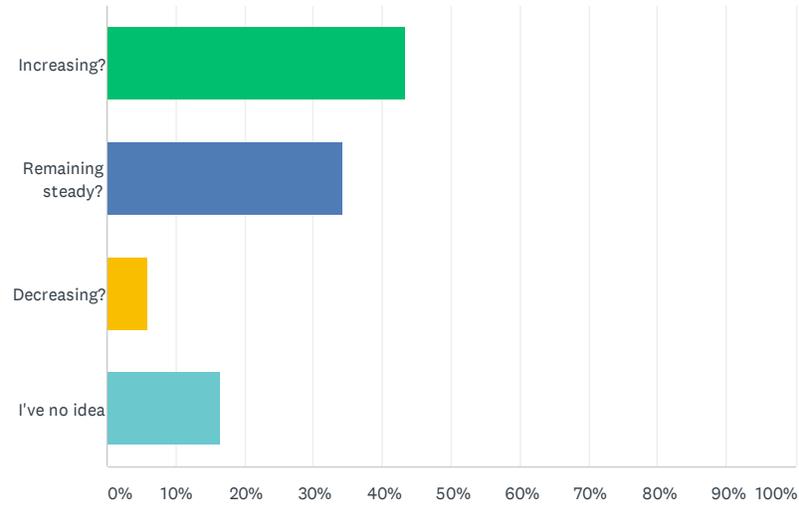
ANSWER CHOICES	RESPONSES	
Yes, I definitely intend to move	5.56%	34
I might if an opportunity arises	22.39%	137
Somewhat unlikely - I doubt it	22.88%	140
Very unlikely, I'm not expecting to move	49.18%	301
TOTAL		612

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#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	I need the flexibility that freelancing affords more than ever at the moment, so I have no plans to return to agency employment.	1/27/2021 5:13 PM
2	Always an option to make a move if makes sense . . . isn't everyone?	1/26/2021 10:40 AM
3	I've just moved into a new job	1/25/2021 8:40 PM
4	Freelance so doesn't apply	1/19/2021 8:15 PM
5	There has got to be somewhere that you can do excellent work with your team while also being rational and pragmatic -- we're making webinars, not curing cancer, everybody get a grip.	1/19/2021 3:53 PM
6	Dependent on the impact of IR35 changes on income as a freelancer	1/19/2021 3:10 PM
7	Five years at one agency and you start to plateau and be regarded as the writer that does "X" or "Y". So a switch may add a new burst to skill development and offer additional opportunities.	1/19/2021 2:16 PM
8	Though I'm increasingly open to the idea of moving on at some point in the future	1/15/2021 7:46 PM
9	Despite uncertainties round IR35, I still prefer the freelance life.	1/14/2021 3:45 PM
10	I will take a few months out to do other things.	1/13/2021 9:35 PM
11	The freedom afforded by working freelance isn't something I think I'll ever be able to give up...	1/13/2021 10:14 AM
12	Difficult one to answer as there is no way of knowing yet what IR35 will bring - this may force my hand to look at an employment opportunity	1/13/2021 9:29 AM
13	I might look outside of med comms, for a career shift	1/8/2021 12:34 PM
14	I have very supportive colleagues and a real sense of being part of a team, and this makes me want to stay in my current job	1/6/2021 2:50 PM
15	Mainly to get experience on working with different organisations to get a more well rounded view of the industry	1/6/2021 12:25 PM
16	I have worked in the medcomms industry for over 30 years, half of that time as a freelance contractor. I am not interested in returning to permanent, full-time roles in agencies but I'm still interested in tackling new med-comms challenges, projects and opportunities with new, unique clients.	1/5/2021 11:18 AM
17	Would never even consider employment.	1/4/2021 3:17 PM
18	I might change from self employed to Ltd	1/4/2021 12:14 PM
19	Happy as a freelancer and happy with the agency I am under contract with	1/4/2021 10:35 AM
20	I might consider a position with a MedComms Agency (as opposed to freelancing) if the right company was interested. However, I would want to continue working from home.	1/4/2021 10:12 AM
21	The only caveat here is that I am not completely sure what will happen when IR35 comes in in April - I'm hoping this won't change my plans. I'm a member of IPSE and am following developments closely.	1/4/2021 10:03 AM
22	My business has grown in 2020 and I am now looking to employ others in 2021.	1/4/2021 9:47 AM

Q10 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: 612 Skipped: 0



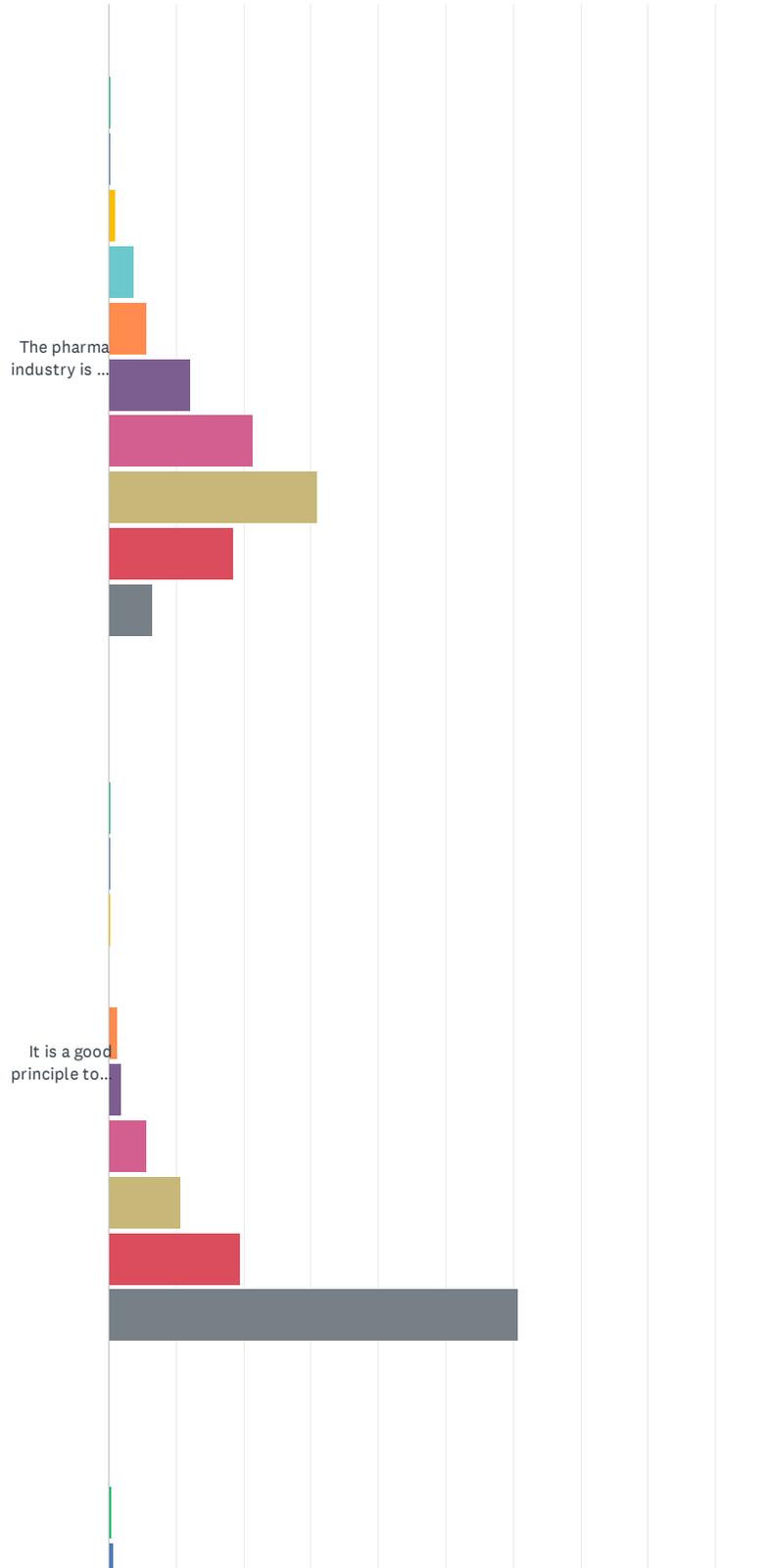
ANSWER CHOICES	RESPONSES	
Increasing?	43.30%	265
Remaining steady?	34.31%	210
Decreasing?	5.88%	36
I've no idea	16.50%	101
TOTAL		612

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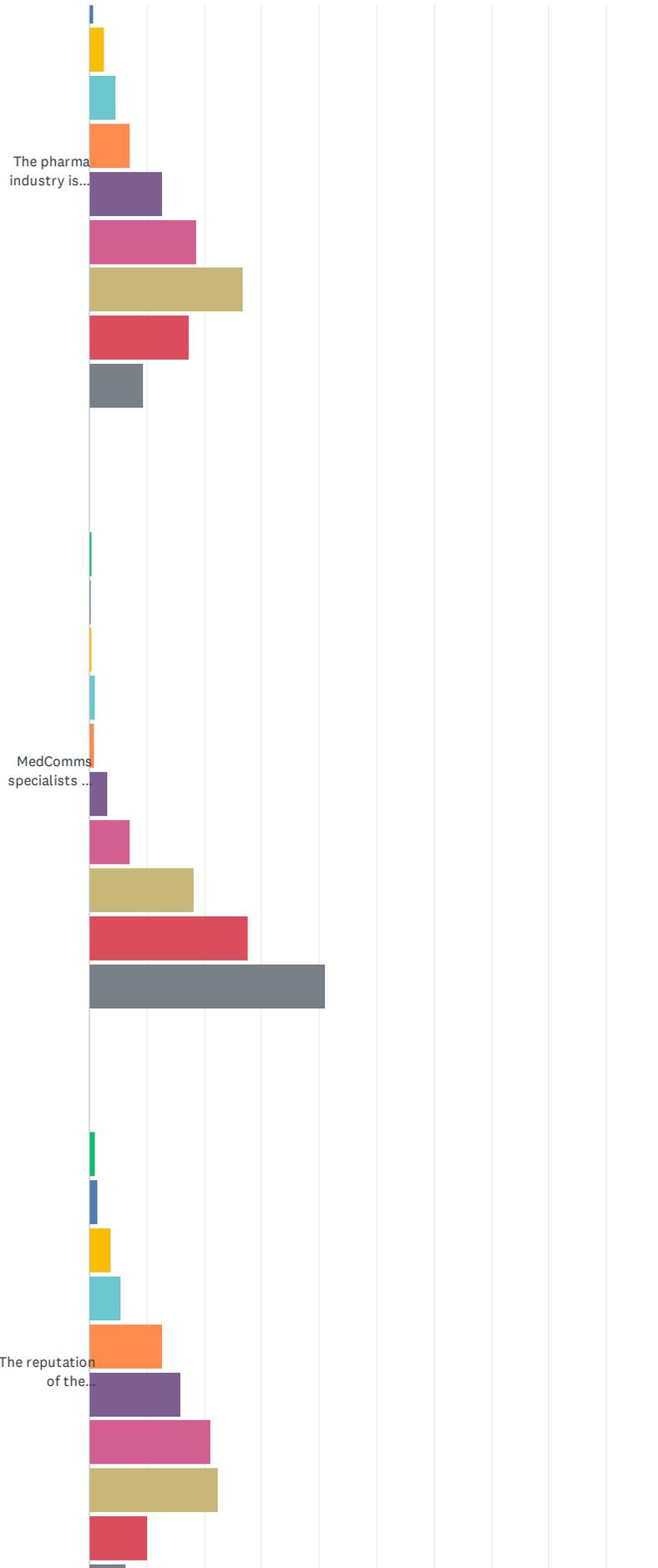
#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	My work load has stayed relatively stable	1/26/2021 11:48 AM
2	Most staying steady, some increasing and some companies moving to in-house 'agencies'	1/25/2021 5:16 PM
3	Commenting on local companies only or local branches of global organisations.	1/25/2021 2:19 PM
4	I've had a lot more enquiries from agencies and companies over the past 12 months than the previous year.	1/25/2021 10:21 AM
5	IR35-related trends unclear	1/25/2021 9:43 AM
6	Increasing with some clients, decreasing with others. I don't have a handle on whether there is a weighting one way or the other.	1/25/2021 9:18 AM
7	Pharma looking for more support, but invariable without an increase in budget!	1/20/2021 12:29 PM
8	...which is why I am attending as many as possible of your regular weekly webinars!	1/20/2021 11:43 AM
9	Just based on the amount of freelance work around in the second half of last year	1/15/2021 7:46 PM
10	Had several projects cancel or delayed due to COVID	1/14/2021 1:51 PM
11	It's hard to say, but the agencies I've been working with certainly seem to be busy, which suggests pharma outsourcing is at least steady, if not increasing.	1/13/2021 5:14 PM
12	There was certainly a low point for several months after March 2020 where companies scaled way back on budgets and resourcing, which is understandable.	1/12/2021 8:03 PM
13	Med comms agencies appear to have become extremely busy towards the end of 2020	1/12/2021 3:02 PM
14	Pharma are increasingly looking to Med Comms agencies to navigate the world of virtual events and other non-traditional comms	1/9/2021 1:04 PM
15	Work briefed in to my agency appears to be holding steady/increased slightly; the nature of the work appears to be shifting from traditional initiatives to more digital/virtual ones	1/8/2021 3:51 PM
16	Decreasing due to covid impact on core business	1/6/2021 3:26 PM
17	This has alot to do with the almost universal adoption of digital content and the support needed by pharmaceutical companies to manage these.	1/6/2021 12:25 PM
18	Some clients are increasing, some decreasing, but overall I think I am detecting an overall diminution in what is being outsourced over the past year as agencies seem to be looking for more bums on seats and less freelance input. I am not sure why, but I would guess that IR35 might have something to do with it, or seeking to reduce costs in the face of the pandemic and a misconception that freelancers are more expensive than employees.	1/5/2021 6:32 PM
19	Despite the challenges of COVID in 2020, my freelance work did not slow down. I still received ongoing enquiries for new contracts.	1/5/2021 11:18 AM
20	Very new to the role	1/5/2021 9:05 AM
21	Big push in 2020 to make print materials digital	1/4/2021 9:57 PM
22	It's increasing but there's an expectation that freelancers are sitting around with nothing to do and can take on long-term work commitments immediately. Highly unlikely!	1/4/2021 12:14 PM
23	My impression is that use of freelancers increases towards year end but is low for the rest of the year	1/4/2021 11:05 AM
24	My existing clients seem to have healthy budgets both during 2020 and into 2021.	1/4/2021 10:54 AM
25	For us it has been steady if not increasing. With the greater need for digital solutions for events, our workload rose despite Covid-related cuts. The trend towards a greater need for digital expertise will likely mean more business for 2021.	1/4/2021 10:46 AM
26	I have never been busier.	1/4/2021 10:35 AM
27	Possibly increasing, I had many offers of work in the second half of 2020 and for Q1 2021.	1/4/2021 10:03 AM
28	Largely remaining steady but may decrease as pharma companies are beginning to see an impact of COVID due to reduced patient:Dr visits, reduced diagnoses, reduced treatment etc.	1/4/2021 9:38 AM

Q11 How much do you agree with the following statements? Please answer from a personal viewpoint (read carefully - tick one answer for each statement) and please include additional thoughts and insights in the comments box.

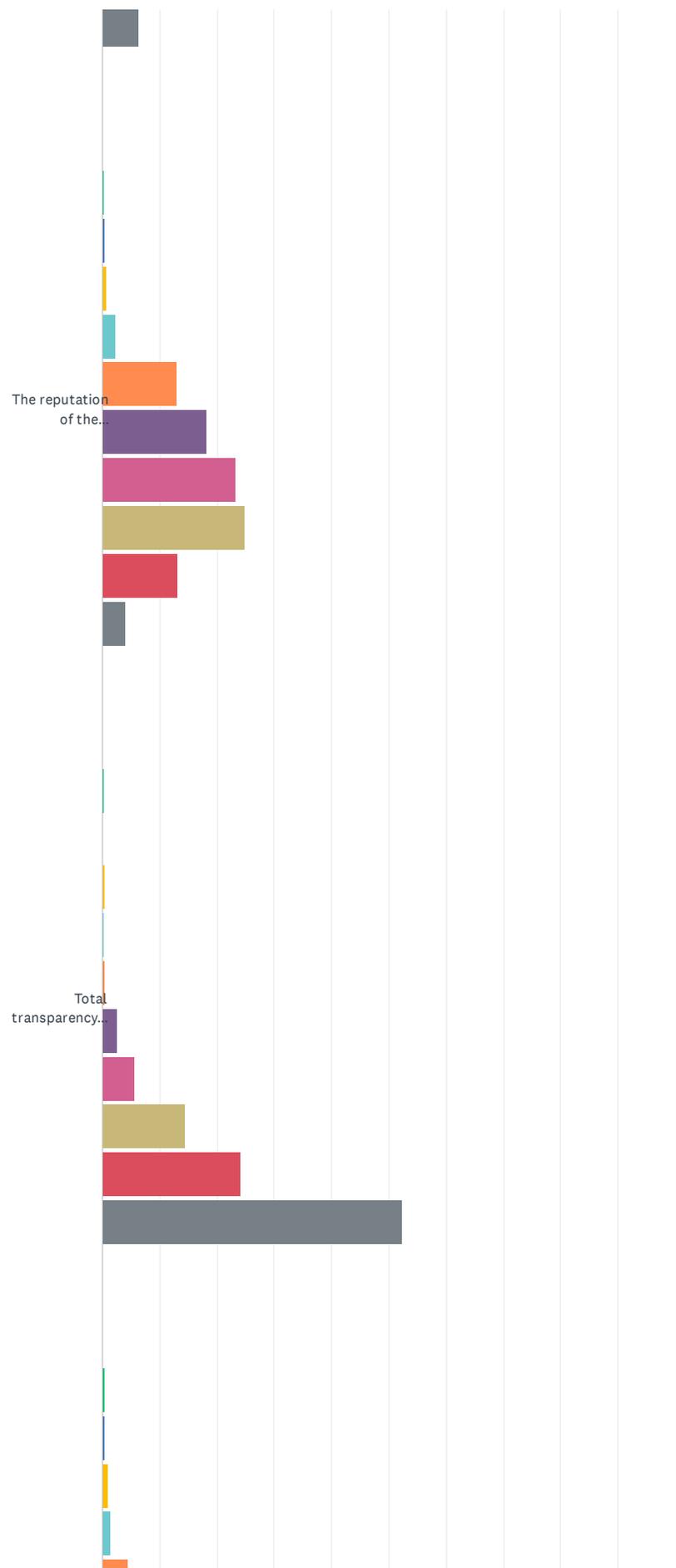
Answered: 612 Skipped: 0



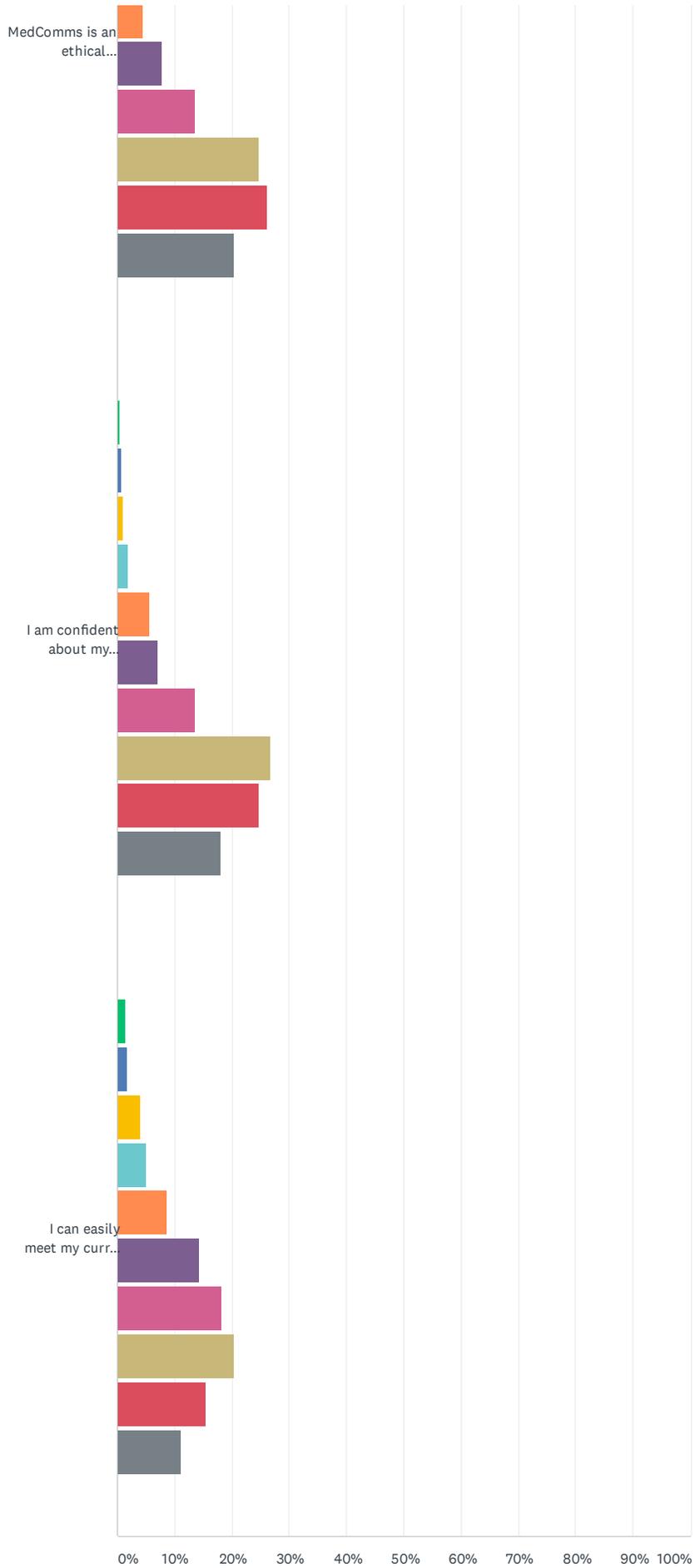
MedComms Networking Barometer 2021 (with a COVID twist)



MedComms Networking Barometer 2021 (with a COVID twist)



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	I DON'T AGREE AT ALL 0	1	2	3	4	5	6	7	8	I ENTIRELY AGREE 9	TOTAL
The pharma industry is a credible and trusted source of information about medicines	0.16% 1	0.16% 1	0.98% 6	3.76% 23	5.72% 35	12.09% 74	21.24% 130	30.88% 189	18.46% 113	6.54% 40	612
It is a good principle to aim at, to publish all clinical trial data for all products	0.16% 1	0.16% 1	0.16% 1	0.00% 0	1.31% 8	1.96% 12	5.56% 34	10.62% 65	19.44% 119	60.62% 371	612
The pharma industry is indeed striving to publish all clinical trial data for all products	0.49% 3	0.65% 4	2.45% 15	4.58% 28	7.03% 43	12.75% 78	18.63% 114	26.80% 164	17.32% 106	9.31% 57	612
MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards	0.49% 3	0.16% 1	0.49% 3	0.98% 6	0.82% 5	3.10% 19	7.19% 44	18.14% 111	27.61% 169	41.01% 251	612
The reputation of the pharmaceutical industry is improving amongst the wider public	1.14% 7	1.47% 9	3.76% 23	5.39% 33	12.75% 78	15.85% 97	21.08% 129	22.39% 137	9.97% 61	6.21% 38	612
The reputation of the pharmaceutical industry is improving amongst healthcare professionals	0.16% 1	0.49% 3	0.65% 4	2.29% 14	12.91% 79	18.30% 112	23.20% 142	24.84% 152	13.24% 81	3.92% 24	612
Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at	0.16% 1	0.00% 0	0.33% 2	0.16% 1	0.49% 3	2.45% 15	5.72% 35	14.38% 88	24.02% 147	52.29% 320	612
MedComms is an ethical business	0.33% 2	0.33% 2	1.14% 7	1.47% 9	4.41% 27	7.68% 47	13.56% 83	24.67% 151	26.14% 160	20.26% 124	612
I am confident about my personal financial future	0.49% 3	0.65% 4	1.14% 7	1.96% 12	5.56% 34	7.19% 44	13.56% 83	26.80% 164	24.67% 151	17.97% 110	612
I can easily meet my current training needs	1.47% 9	1.63% 10	3.92% 24	5.07% 31	8.66% 53	14.22% 87	18.14% 111	20.26% 124	15.52% 95	11.11% 68	612

MedComms Networking Barometer 2021 (with a COVID twist)

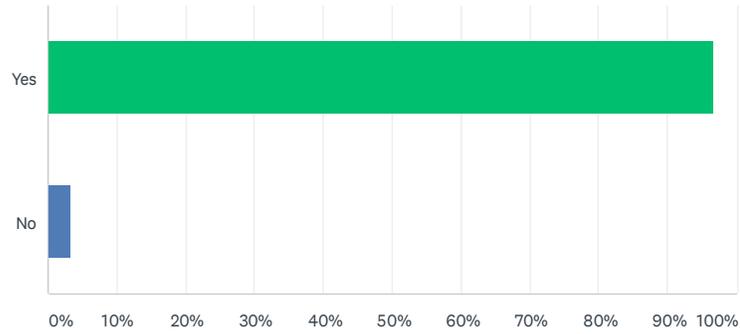
#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Not enough time!	1/30/2021 9:25 AM
2	Need more innovative and engaging formats	1/28/2021 4:29 PM
3	I think the COVID vaccine and COVID response has massively improved the reputation of pharmaceutical companies... particularly Pfizer.	1/26/2021 10:26 AM
4	No time for training!	1/25/2021 10:41 PM
5	Time is the key limiter re personal training needs as the company is willing but time is short	1/25/2021 5:16 PM
6	even during covid, joining online free webinars during work time was not viewed positively by my manager	1/25/2021 3:18 PM
7	Harder to get 'on the job training' as a freelancer	1/25/2021 2:22 PM
8	To publish all clinical trial data is a sound principle but I feel the public will over-search, over-analyse and misinterpret information should it be freely available. This could result in poor outcomes with patients potentially wanting to cease, alter or self-administer medications based on their understanding of its MOA or efficacy. We've seen this with the infodemic around Covid.	1/25/2021 2:19 PM
9	Training is not always affordable or accessible (i.e. available online at any time, rather than requiring travel to another location)	1/25/2021 9:29 AM
10	In some areas of Med Comms there is often a clear conflict of interest.	1/20/2021 1:59 PM
11	Restricted mainly by caring commitments	1/20/2021 11:43 AM
12	Although guidelines and public campaigns for better transparency are improving trial data reporting, it is still often easy to tell whether a publication was sponsored by a pharma company by the language used and the positive spin given to the data. When reading publications as a patient I still find independent publications more credible.	1/20/2021 11:20 AM
13	Covid has put medical research and pharma front and center. It should have been a win-win situation by significant misinformation has hurt the wider reputation. The speed of covid vaccine development is counter-balancing and we may still come out ahead in public opinion.	1/19/2021 2:16 PM
14	Perhaps pharma's role in developing coronavirus vaccines will help boost trust/credibility	1/15/2021 7:46 PM
15	This feels like guesswork and I don't feel I have enough information for some of these. I do wonder how the rapid development of COVID vaccines and the agreement to supply these free/at cost to lower income countries may change public and HCP views about pharma companies. I think in general better public understanding about drug development and the hurdles would help - many people do not understand how it all works usually and it can feed into negative ideas (eg 'the vaccine is rushed', 'they have been working on a MERS/SARS version for years and not succeeded, so why would this work?') Re financial relationships of HCPs -again it might help to be more transparent about what HCPs actually do with pharma and how/why they are paid.	1/14/2021 3:45 PM
16	Covid-19 has changed perceptions a little I suspect. The rapid vaccine development and the improved treatments probably improved confidence. How long this lasts is a moot point.	1/14/2021 8:17 AM
17	The COVID vaccines will hopefully be a good example of a positive development from pharma.	1/13/2021 5:14 PM
18	MedComms hours are long and although agencies say they believe in work life balance, that is not reflected in the level of resource within agencies. Training and development is mostly experiential, however more formalised training would ensure resource was confident and capable and avoid a lot of anxiety in individuals. Most performance appraisals are aimed at personality and team fit rather than capabilities and training needs.	1/13/2021 9:28 AM
19	The question on ethics is very difficult. While treating diseases remains a profit-driven industry, rather than a results-driven industry it is hard to find it anything other than inherently unethical. The list of unethical transgressions by the pharmaceutical industry is long and sadly continues to grow. I don't think 'MedComms' is unethical unto itself, but it is complicit in an unethical industry.	1/11/2021 9:36 AM
20	Being a home-based employed writer before the pandemic, I often missed out on training sessions due to not having the time/money for the 5 hour journey door to door. The past year, I received more training than in my first 2 years at my agency combined as all the sessions were virtual. I hope my company will continue to offer virtual training opportunities in the future.	1/8/2021 3:51 PM
21	Difficult to find any time in the working day for personal development	1/7/2021 2:48 PM
22	Making time for it in between professional responsibilities can be challenging at times.	1/6/2021 1:31 PM
23	Having entered client services with a PhD in sciences, I often find myself considering if the rate of promotion and salary development would be quicker in academia.	1/5/2021 2:30 PM
24	At the moment, since I have less childcare than usual so I just don't have time for training.	1/5/2021 2:16 PM
25	I'm so overworked that I don't have time you avail of the thousands of training opportunities my top ten Pharma company offers	1/5/2021 1:49 PM
26	My training is usually self-directed learning on a needs basis.	1/5/2021 11:24 AM

MedComms Networking Barometer 2021 (with a COVID twist)

27	As a freelancer, I am always interested in finding relevant training courses to keep up with changes in the med-comms industry. However, these training courses/events/meetings often tend to be priced for agencies and HCPs. They are not always accessible from a financial point of view for independents like me.	1/5/2021 11:18 AM
28	Pharmaceutical companies still have some room for improvement with regards to publishing information that is fair and balanced.	1/5/2021 4:16 AM
29	There is still a lot of clinical trial data that is not being published (or published, years after completion), especially early-stage data. There are definitely shades of grey regarding ethical practices between agencies, which risk tainting the whole industry. Some agencies will stand their ground on ethics, while others are happy to proceed with what appears to be a 'near enough is good enough' attitude (evidenced by the poor accuracy or lack of referencing), or the agency just goes along with a client who is either not concerned about adhering to ethical practices or actively asks for boundaries to be pushed.	1/4/2021 6:58 PM
30	Pharma is credible when you know the amount of regulation on them. They are still not trusted though!	1/4/2021 3:32 PM
31	Instances of 'desperate marketing' by pharma/agencies have increased over the two decades I've been freelance. The threshold of what's deemed 'ethical' has markedly slipped, in my own experience.	1/4/2021 3:17 PM
32	I can't comment on how healthcare professionals view the pharmaceutical industry, but the survey required an answer, so I have randomly assigned somewhere mid-point!	1/4/2021 10:57 AM
33	At an affiliate level, I think pharma is generally very ethical and trustworthy, but there's no getting away from the fact that companies have shareholders and are motivated by money rather than altruism. Global decisions may not always be completely honorable	1/4/2021 10:49 AM
34	Cannot answer first question in this section as unclear who you are asking about trusting the pharma industry. Generally I think healthcare providers, particularly the leaders we work with understand the importance of relationships with the pharma industry and trust the information they receive. Among the wider general population there is still mistrust of "big pharma" as a dark force that cannot be trusted. Conspiracy theories are a credible threat to healthcare and should be addressed to prevent the good progress made in healthcare being undermined.	1/4/2021 10:20 AM
35	IR35 is still a major worry, and I am still not seeing any consistency coming out of Med Comms agencies about how they are going to handle it (and silence from some, despite the one year delay). As a freelancer you can only prepare so much for this on your own.	1/4/2021 10:14 AM
36	For the reputation statement I put neutral because I think this is polarised. I have the impression that scientists and scientifically aware people are mostly impressed by the way pharma have kept non-Covid-19 activity going and stepped up Covid-19 research, but conspiracy theories are rife and suspicion of motives of pharma has probably worsened this year.	1/4/2021 10:03 AM

Q12 If asked, do you recommend MedComms to others as a worthwhile career option?

Answered: 612 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	96.57%	591
No	3.43%	21
TOTAL		612

MedComms Networking Barometer 2021 (with a COVID twist)

#	PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...	DATE
1	Depends on the person - going into Pharma/Biotech is considered moving up the food chain	1/28/2021 4:29 PM
2	I think this very much depends on the individual. If asked, I try to outline both pros and cons so they can make an informed decision.	1/27/2021 5:13 PM
3	The progression is excellent, it's a varied job, it's remained secure throughout COVID	1/26/2021 9:53 AM
4	If I think it'd be right for them and vice versa.	1/25/2021 5:46 PM
5	Keep your passion for science and enabling others to understand and benefit from the amazing ever-changing field of health and medicine.	1/25/2021 5:16 PM
6	Especially to any new graduates coming out of University with science degrees who do not see themselves working in a lab and want to be involved in shaping the world of healthcare in some way.	1/25/2021 10:29 AM
7	Yes, I feel quite energised speaking with people who may be interested in a career in med comms and helping them to identify what type of role may suit them.	1/25/2021 9:44 AM
8	Medical writing is genuinely interesting and can provide much needed variety. The key to agency longevity is to find a company with a genuine employee-focused ethos and then to find an account that aligns with your personal preference for pubs/training materials and has a client with a compatible way of working.	1/20/2021 11:20 AM
9	Yes, but I would recommend that everyone join a union and start to think about the collective power we hold.	1/19/2021 3:53 PM
10	Yes, but not one that suits everyone.	1/19/2021 3:08 PM
11	Its a chance to learn about the latest therapy developments and strategies, a chance to contribute to the clear and ethical spread of medical information, its easy to advance, the pay could be better, but as a service industry, is pretty good.	1/19/2021 2:16 PM
12	I won't mention the exciting travel opportunities at the moment!	1/19/2021 10:42 AM
13	Yes, as an interesting and varied career with many options	1/15/2021 7:46 PM
14	Depends so much on the person...	1/14/2021 8:17 AM
15	Every day, I use the knowledge gained from my scientific degree. I never feel like I have lost my way, or that what I am doing is not important or valued. MedComms is a challenging, yet endlessly rewarding and interesting career choice.	1/13/2021 10:14 AM
16	Whilst I believe the industry has a lot to learn with regards to people, I do believe they are adapting and the changes seen in 2020 have been fast paced and relevant.	1/13/2021 9:28 AM
17	Limited career opportunities in my region.	1/12/2021 9:54 PM
18	I would warn them however that is is not a 9-5 industry and that in general it is a fast paced environment with a lot of responsibility and can be stressful. That being said, it is	1/12/2021 11:30 AM
19	But one should be honest about the fast paced and pressured environment that it comes with.	1/11/2021 10:23 AM
20	Already recommended	1/7/2021 11:06 AM
21	To start career in MedComms, yes. Useful stepping stone to move in-house	1/6/2021 6:24 PM
22	Working as a medical writer for over 20 years has allowed me the flexibility to be available for my 3 children while they grew up - this was a key reason for my decision to stay in the industry. In addition, the continued use of my scientific degree gave me a sense of satisfaction in my career.	1/6/2021 2:50 PM
23	I wished my graduate program had done more to promote it as a potential option.	1/6/2021 1:31 PM
24	There are new career options for agile thinkers who can write clearly for international audiences (not just native or highly fluent English speakers).	1/5/2021 4:30 PM
25	Continuous learning, each week is different and shortage of experienced people means that good agencies invest heavily in their staff welfare and personal development	1/5/2021 2:51 PM
26	Depending on your background - when I entered client services having come from a PhD, I was hoping to learn a new skill like financial management whilst keeping in touch with the science however there is not always as much interaction with the science as I would like.	1/5/2021 2:30 PM
27	No. It is harshly demanding and way more stressful than should be necessary.	1/5/2021 4:16 AM
28	Depends on whether you care about principles and honesty. It can be a great and financially lucrative career but you may lose sleep at night on occasion unless you're prepared to say 'no' to some of the more extreme requests, and walk away. The latter is only really feasible if you're freelance.	1/4/2021 3:17 PM
29	I do but I make sure they are aware of the realities of agency life (often poor work-life balance, low support) and that its not for everyone. I still recommend because the options for flexible working and freelancing are so good.	1/4/2021 2:05 PM
30	I don't know anyone who doesn't find working in MedComms stressful.	1/4/2021 11:53 AM
31	I think work-life balance should remain a focus, particularly as life is more stressful than ever	1/4/2021 11:25 AM

MedComms Networking Barometer 2021 (with a COVID twist)

	before due to COVID	
32	It has certainly served me well. I have been able to have an enjoyable career within Med Comms having fulfilled a multitude of role across the business	1/4/2021 11:16 AM
33	Difficult to work remotely now from anywhere in Europe in the UK, where the vast majority of the jobs are, since Brexit has created a number of insurmountable barriers such as the need to have an in-UK address and tax registration. I have been knocked back a number of times from jobs since I have years of experience but no life sciences PhD, which is quite disenchanting, given the roles often involve editing / publications management / comms and don't focus on medical writing as such. These issues aside I think it's still a very, very interesting and rewarding career if you can just get that job! Many many thanks to Peter Llewellyn for facilitating professional development and community to support people in these objectives.	1/4/2021 11:08 AM
34	Yes, for some. I would say it requires a fairly uncommon combination of characteristics (eye for detail, good communication skills, strong scientific grounding), and long hours are typically expected. This may not appeal to all.	1/4/2021 11:03 AM
35	Although with less enthusiasm if congresses remain virtual, homeworking becomes the norm, and we are not able to travel to clients or events, or meet up with our co-workers for work and social reasons!	1/4/2021 10:57 AM
36	I feel the actual pharmaceutical industry offers better compensation - you work hard in either industry but the general formula in med comms is 'faster, cheaper' which doesn't offer long term career prospects. Development and retention are both quite poor in many agencies.	1/4/2021 10:45 AM
37	I am so glad that I discovered med comms and the variety that this career offers. I'm always trying to get my friends who are fed up of academia to come into med comms.	1/4/2021 10:03 AM

Q13 In light of your own experience in 2020, what advice and recommendations have you for employers in terms of improving policies that can support home working for their staff? What have you seen that's good? Or bad? What more can be done? All comments welcomed. Please remember the comments here will be made public.

Answered: 190 Skipped: 422

MedComms Networking Barometer 2021 (with a COVID twist)

#	RESPONSES	DATE
1	Flexible hours	1/31/2021 6:51 PM
2	Na	1/31/2021 4:36 PM
3	Encouraging a health work life balance	1/31/2021 9:53 AM
4	Offering flexible working schedules has been important to helping and keeping our team.	1/30/2021 2:23 PM
5	I've seen a lot of my friends in agencies lose some of their work/life balance through lockdown, and I think it's important for agencies to instill an ethos of good mental health and wellbeing, by ensuring their staff take adequate breaks and don't often work overtime. As a freelancer, this is much easier to achieve, although I am also guilty of overworking myself on occasion!	1/30/2021 12:45 PM
6	Flexible working is critical. This is due to both home workers family obligations plus the fact that we work across different time zones. To get the best talent you have to be flexible.	1/30/2021 8:46 AM
7	I love working at home. But not everyone does. So there needs to be flexibility. Employers need to make time for workers to chat virtually to brainstorm/reduce loneliness/pass on tips. Equally, I hope that employers won't rush to force people back into offices post-covid, as 'bums on seats at 9 am' doesn't always equate with optimum productivity.	1/30/2021 2:39 AM
8	Be kind and flexible towards schedules and deliverables by employees. Acknowledge that everybody is trying their best	1/28/2021 4:29 PM
9	NA	1/28/2021 8:06 AM
10	More to be done to genuinely support mental health of staff Better support for parents who are balancing working from home with home schooling Improve work-life balance	1/26/2021 11:55 PM
11	Flexible working hours and smaller core hours to support differing home situations.	1/26/2021 2:30 PM
12	We've seen a large increase in the number of meetings that is becoming counterproductive. Senior management needs to communicate more by email and less by large mass meetings in which very few people really get heard anyway.	1/26/2021 2:15 PM
13	Reliable IT Support is paramount. Ensure seamless online video systems . Emphasize and encourage team working.	1/26/2021 11:40 AM
14	Flexible working hours across a month, partial holiday days (hours as well as 1/2 days), regular social chat sessions as well as team / task calls. Emphasis that despite flexible working encourages email work continuing at odd hours, reactions to those emails are only expected when convenient.	1/26/2021 10:40 AM
15	I've never been employed in MedComms, so unsure how organisations manage this. Having worked freelance and from home since starting, I believe home working can be extremely beneficial to companies, as it can improve morale and productivity. However, for people who are used to working in an office and rely on it for socialisation, it is probably vital to still provide some co-working space. I do hope that this necessity to work in an office every day is reduced, and that employers can understand the benefits (environmental, productivity, staff welfare, financial) of home working, and that they can actively encourage people who want to work from home, to still keep working from home.	1/26/2021 10:26 AM
16	Remove the need to overwork, and support staff to not do it by putting incentives to ensure a better balance, including mental health. A lot of agencies say they support MH, but actually on the ground, SMT are not supportive when people need to take time away for personal reasons. Also support junior staff more, especially those who would normally thrive in an office environment, but now dont have the chance to learn/shadow their senior members/peers	1/26/2021 9:57 AM
17	Encourage regular informal catch-ups, be considerate of people's home life situations and gentle if productivity/billable time dips slightly	1/26/2021 9:53 AM
18	Providing more equipment - screens - chairs etc	1/26/2021 8:59 AM
19	Encourage social zoom sessions - coffee breaks, Friday 5pm drink zoom etc. This has made a huge difference for myself and my team, keeping us sane and not just talking work work work all the time. Also allows us to keep in touch with our colleagues who our living alone.	1/26/2021 7:34 AM
20	More flexibility in terms of remote working which is good. Employees should ensure staff can take breaks and don't just work all hours with no separation between home and work.	1/25/2021 7:39 PM
21	Never stop questioning !	1/25/2021 6:48 PM
22	Encourage on-line meeting attendees to use video. Helps team cohesiveness and reduce sense of isolation. Keep on-line meetings brief and focused - long meetings are exhausting.	1/25/2021 6:44 PM
23	Treating everyone as individuals with different needs that need different solutions. Take a more considered/proactive role in supporting everyone and making sure no-one goes unnoticed. Celebrating amazing performance during lockdown - there has been sooo much of to celebrate even in tough times (or maybe because of it)	1/25/2021 5:16 PM
24	GOOD: the company has been supportive throughout to work from home, and there is increasing flexibility in working hours (to allow personal appointments and exercise); BAD: unrelenting performance pressure put me in fear of dismissal, and makes me feel the company is too financially focused during a time when more compassion should have been shown	1/25/2021 3:18 PM
25	I think there needs to be an overhaul of how our time is allocated to meetings versus 'actual' work. As everyone is working from home, I have noticed an increase in the number of back-to-	1/25/2021 2:59 PM

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back online meetings. These seem to be much more tiring than meeting in real life! I don't think this practice is conducive to long-term productivity so employers should put in place guidelines to ensure their employees' time is protected so they are not jumping from meeting to meeting and then cramming in their work at the end of the day.

26	More support should be given to staff to ensure they have appropriate equipment and set-up for working from home	1/25/2021 2:21 PM
27	very regular health checks with staff, more regular collective get together events, openness on plans and challenges plus fun events along the way.	1/25/2021 2:00 PM
28	First, I should say that (even as a freelancer) I know that agencies have worked hard to try and ensure that staff have still felt 'part of the family' in this last difficult year. Certainly, the teams that I have worked with have generally felt very cohesive and creative, and productivity has not slipped. I have been concerned, though, about the number of agency - and some pharma - staff that I have shared Zoom meetings with who do not seem to have access to a properly set up desk and chair and an adequately-sized screen. I can't tell if this their choice or not at that particular time, but if this is their only option it will surely have consequences for their ongoing physical wellbeing. These types of concerns make the moral and financial implications of WFH rather more complicated for employers and employees. Who is responsible for making sure that employees have comfortable office furniture? If employers, what happens if the employee changes company? What if the employee doesn't have space? Should employers concern themselves about the current inequality created between employees saving £,000s/pa by not commuting and those who don't commute but are paying more for heating etc because they are at home. How permanent and widespread will WFH be in the future - could employees safely consider taking on higher rent or mortgage to cover room for a home office with money they save from not commuting? How is personnel management going - can team leaders and departmental managers be sure that they are picking up little signals of unhappiness that might be more obvious at the coffee machine or Friday drinks in the office? I have no doubt that WFH will be normalised in the future; however, I think that, once everyone has more choice about where they spend their working day, agencies need to have some open and frank consultations with their staff about how lockdown WFH has worked for different people, and what employers and employees need to do for each other to make it work effectively for everyone in the future.	1/25/2021 1:09 PM
29	Just be flexible and accommodating, know that there will likely be a lot more personal interruptions, and check in regularly with team members to ensure they are ok and have everything they need	1/25/2021 11:51 AM
30	A lot of work has been done to boost team morale with online socials and care packages but consideration needs to be taken of how difficult it is to juggle our work - which requires a huge amount of focus- with home schooling and limited childcare options.	1/25/2021 11:46 AM
31	More practical support – e.g. delivering computer monitors from the office to our homes. Encouraging but not demanding team-building, e.g. virtual coffee breaks.	1/25/2021 11:12 AM
32	Certain tasks cannot be performed on a standard laptop, requiring the use of a large screen, or they may require access to a colour printer with A3/A5 printing capabilities. Therefore, it's essential to adequately equip the home-based taskforce.	1/25/2021 10:37 AM
33	1. Video on for most meetings. Provide a company branded background if employees are unhappy to share their home environment if they feel it is too intrusive. 2. Coffee/Tea break break out rooms/sessions to mirror catch up chats in the lift or at lunch for social interaction with work colleagues. 3. Virtual team building sessions - cooking classes, escape rooms etc. 4. Providing work-out sessions or set step count or other challenges to get people moving when they are working from home to replicate the commute.	1/25/2021 10:29 AM
34	My company has provided excellent support in terms of working from home, mental wellbeing initiatives, regular communications - both from a business perspective and on COVID-19. We've instigated weekly (optional) catch-up meetings which focus on non-work topics and teams have their own regular catch-ups.	1/25/2021 10:28 AM
35	Use of zoom/teams has increased which has meant I've 'met' more of my client teams than before	1/25/2021 10:21 AM
36	I think desk assessments should've been done to ensure employees have the right equipment for working at home. We have had 15 min daily calls with different team members on a rota, these are just chats about anything and have enabled the team to stay close knit and reduce feelings of isolation from working from home for an extended period.	1/25/2021 10:00 AM
37	Make sure employees have the right tools to do their jobs	1/25/2021 9:53 AM
38	Not sure - I've worked at home for a long time and it's normal to me.	1/25/2021 9:50 AM
39	Regular and personal communication from Senior Management to connect teams with the business	1/25/2021 9:48 AM
40	My employer has given excellent support. At a team or day to day business level, we saw a massive peak in meetings in April 2020, but this settled down and most are able to manage their workload and screen time effectively.	1/25/2021 9:44 AM
41	I was already a home worker prior to the pandemic, so from my point of view I've found that since lockdown there has been a lot more support in place for homeworkers generally. I've felt less sidelined and more part of the team through measures that everyone has had to put in place to work more effectively remotely. I've also found there's been a better understanding from the company as to the difficulties of striking the balance between home and work life	1/25/2021 9:29 AM

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when working from home, and the feeling of having to prove you're working hard by doing more hours, not logging off until your team have logged off etc. I'm hopeful that when things return to normal, I will feel less of this pressure

42	Employers could do more to supply equipment - having a proper monitor, keyboard, mouse and headset makes a massive difference. Employers could also do more to encourage people to take their vacation time and ensure work-life balance.	1/25/2021 9:28 AM
43	Some generally agreed standards would be helpful	1/25/2021 9:19 AM
44	My employer has been very considered regarding working from home, introducing initiatives to provide us with more time back, maintain our work/life balance, look after our wellbeing and ensure our work stations are suitable for long-term home working. This has been greatly appreciated by employees.	1/25/2021 9:18 AM
45	Allowing time for informal catch ups/socialising. Wellbeing support through optional physical/mental health sessions. Small motivational gifts	1/25/2021 9:18 AM
46	Of course technology needs to be able to support it, but more use of video conferences my improve the togetherness despite the physical distance.	1/20/2021 4:22 PM
47	For those in agencies with productivity targets, more allowance should be made for non-work-related general check ins. We get bombarded with stuff from HR about wellbeing and mental health, but in reality, no-one has time to pay any attention to it in work time. Line managers need to be empowered to call up their line reports just for a chat - in fact, all colleagues should feel they have time to do this, regardless of formal working relationships. I also think we often forget that LMs are also people and need looking after - wellbeing of more senior staff tend to get ignored!	1/20/2021 12:29 PM
48	A lot more training is required, particularly on the mechanics and techniques of remote meetings, for both speakers and attendees. Better and more visible security is required across the board (as per earlier question).	1/20/2021 11:43 AM
49	There is a real benefit to having protected time for team interaction. As well as usual team meetings, this should also include regular allotted time for meetings with a more casual agenda to foster team spirit, shared insights and cohesive working.	1/20/2021 11:20 AM
50	Flexible working hours structured around core working hours are helpful. Regular virtual social events (during working hours!!) may be awkward but they do help to maintain team connections.	1/20/2021 2:40 AM
51	I've seen alot of good practice it's all about keeping people in contact on a regular basis through teams, webex etc	1/20/2021 1:28 AM
52	None	1/19/2021 8:15 PM
53	The (simple, self-explanatory) 'secret' to making remote working successful is to find ways to break up your time and be able to separate work and home. Wall-to-wall Zooms are the antithesis of this, removing thinking time and the ability to decompress. It's more important than ever that workloads be manageable, because there is the 'new normal' is a myth -- things are not normal, although we are expected to carry on as usual.	1/19/2021 3:53 PM
54	Use reliable video conferencing. Have a policy to engage with employees regularly, not just on business issues, but also tackling work-life balance. Assist employees with their mental and physical health	1/19/2021 3:14 PM
55	Embrace homeworking, even when offices open again. Understand that for some, especially younger employees living in shared houses etc, home working has been very difficult during lockdown.	1/19/2021 3:08 PM
56	I've seen some great efforts by agencies to keep their staff engaged and connected. Lots doing drinks/coffee get-togethers. I think sometimes the number of Zoom meetings got too much for some over time. It's a balance between doing the online things and offline. The treats and hampers, which were shared on social media during the first lockdown, were well appreciated.	1/19/2021 2:46 PM
57	Home working requires commitment and open communication across entire teams. Employers should ensure that all team members have access to tools/platforms and processes that support ongoing internal communication. Home working can be challenging for new starters or less experienced members of staff. Assigning a mentor/buddy to new staff members provides an opportunity for on the job learning from more established colleagues and may help to avoid new starters feeling disconnected from the team.	1/19/2021 2:30 PM
58	Consider how your organisation reacted as a reflection of your organisational culture. My organisation did a lot to ensure we were settled, had the right equipment and worked hard to maintain our open and inclusive culture. Trust your employees!	1/19/2021 2:28 PM
59	Extroverts that jumped in to carry on the company culture during lockdown have been great and generally well recognized. Introverts that have continued to deliver need some recognition as well.	1/19/2021 2:16 PM
60	Making sure that equipment, ie laptops, and software, VPN etc are as up to date as possible. Proving access to video teleconferencing platforms that function well. Providing cell phones to employees so that they do not need to use their personal cell phones for business purposes.	1/19/2021 2:04 PM
61	No comment	1/19/2021 11:02 AM
62	Our IT teams are unsung heroes. The speed with which we were all able to transition to home-	1/19/2021 10:42 AM

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working was incredible. Switching webcams on is important to feel connected - team leaders need to champion this. Calm and reasonable reactions to interruptions from small children put people at ease. Generally, we need to set expectations for a less formal but still productive environment.

63	Wellbeing policies, complete support for flexible working requests, virtual working guidelines and best practices.	1/18/2021 8:52 PM
64	No recommendations. The working day can be longer and more people staying on-line for longer. Having said that the working day in the office can be longer than mandated.	1/18/2021 1:40 PM
65	Trust in flexible working	1/17/2021 9:59 PM
66	I've appreciated my employer's clarity on expectations relating to working hours, with their emphasis on switching off at the end of the day and not falling into the trap of potentially being available all hours at home. Having a well-organised, up-to-date on-line repository for SOPs, policies, resources, etc., is important for all staff but especially those new to an organisation; this period of enforced home working is a good spur to efforts to get these right.	1/17/2021 1:41 PM
67	Keep checking in with staff - what worked well 6 months ago might not be right now.	1/16/2021 6:04 PM
68	My company has been hugely supportive and caring. More help with Internet access would be good.	1/14/2021 4:14 PM
69	I am freelance now so not sure this applies but I hugely appreciated flexible home working policies when I was employed in a medcomms agency before the pandemic. As someone with a chronic illness I think it helped reduce my time off sick if I didn't always have to come in and didn't have to justify it every time - plus it made me really appreciate my employer. Employers, if you don't already have flexible home working policies please consider making them a standard thing now you have seen how it can work in the last year.	1/14/2021 3:45 PM
70	Do place too much judgements on this year as it's been exceptional	1/14/2021 1:51 PM
71	Video calls help, messaging/chat functions to enable less formal communication than email	1/14/2021 10:09 AM
72	Don't make obtaining equipment a struggle! I've had to source a screen myself because there's been so many issues about trying to get one from the office. Really disheartening and frustrating	1/14/2021 8:58 AM
73	I have worked from home for many years, and the best part of it is the freedom to attend to my home life throughout my working day. I can get the dinner cooking, or can go to a doctor's appointment, or wait in for that delivery; all while I work. Giving employees flexibility and trusting them to get on with their work while at home would be very supportive.	1/13/2021 10:14 AM
74	Based on 2020, employers need to consider employee engagement, not on a one to one, but as a whole. The communication across the agency/agencies should be frequent, fun and informative. Isolation is a huge factor of 2020 and only doing the day to day with no cross desk conversations leads to further isolation.	1/13/2021 9:28 AM
75	Providing support and flexibility for life balance, especially for parents with school aged children who need to oversee home learning; stipends for equipment to improve home work set up; encourage health and wellness, including time to get out for fresh air/exercise during daylight hours; scheduling fun activities to off set the busy times and to maintain as much of the culture as possible.	1/12/2021 8:03 PM
76	Compressed hours, e.g. cramming a 5-day work week in 4 days	1/12/2021 4:02 PM
77	One size does not fit all	1/12/2021 1:58 PM
78	Be very flexible in the working hours/pattern you offer your employees. Some are able, and want to continue to work despite difficulties (e.g. childcare issues), as long as there is flexibility in when the work can be done.	1/12/2021 1:48 PM
79	flexible working hours to allow for home schooling	1/12/2021 1:43 PM
80	Be sure to check in with colleagues daily/minimum weekly to ensure they are coping. Webinars hints and tips for how to adjust to homeworking, with ideas on how to separate work from home life (not always easy when new to WFH full time). Understanding from employers that it can be a difficult transition, offer increased IT support, not everyone has the same technical abilities as the next person.	1/12/2021 11:30 AM
81	Encourage flexible working, but also work-life balance	1/12/2021 8:35 AM
82	Positives - weekly agency meeting to catchup regarding previous week and week ahead, daily standup meetings with team, weekly social drop ins to have non work related chat	1/11/2021 7:03 PM
83	Bring in policies to ensure homeworkers are protected from marginalisation and isolation eg, phone calls monitored/recorded, third party mentor to give unbiased advice should the need arise	1/11/2021 6:47 PM
84	Provide flexibility to accomodate personal and family needs	1/11/2021 3:29 PM
85	Staff should be encouraged to work the same hours they would if they were in the office and not take advantage of reduced travel time. Staff should be encouraged to get out in the daytime for a change of scenery.	1/11/2021 10:23 AM
86	Communication is key. Regular contact with teams and the creation of platforms for ease of communication are crucial to maintaining morale and mentally healthy staff.	1/11/2021 8:57 AM

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87	Embrace flexible working: This is so important to help all staff feel supported by their employer to help them balance work with mental wellbeing (e.g. in winter being able to take a longer lunch break to exercise and make the most of the daylight). Ensure staff know there are people to talk to during difficult times - regularly make staff aware of HR contact details, set up a Mental Health First Aiders programme. Encourage non-work interactions - e.g. virtual team weekly catch ups (not project status calls), virtual book/film clubs and quizzes	1/8/2021 3:51 PM
88	Not to seek easy solutions to problems solely to make the company seem as if they care for their employees. Giving employees extra days off, but remaining consistently under resourced doesn't work. I know so many people who have had to anyway work during their extra days off because of underlying resourcing problem.	1/8/2021 8:17 AM
89	Providing clear guidance on expectations, rules of engagement, etc. e.g. taking breaks, creating boundaries between work and personal life at home, not having to respond to communications immediately, but waiting till the next time you are working	1/7/2021 2:48 PM
90	Make it clear to staff that "water cooler" chats over video calls are fine, indeed encouraged. These are the glue that keeps our working lives held together.	1/7/2021 11:25 AM
91	Maintain regular communication so home workers do not feel isolated.	1/7/2021 6:49 AM
92	Flexibility is key.	1/6/2021 4:31 PM
93	Proper equipment installed from day one of WFH	1/6/2021 4:21 PM
94	More regular communication. Keeping to routines is key	1/6/2021 3:26 PM
95	Being more flexible with core working hours / reduced hours has made life easier for many.	1/6/2021 3:01 PM
96	Having worked in several MedComms agencies, the biggest factor that has affected my morale at work has been being part of a company that employs plenty of other remote workers. When I have been in a minority as a remote worker, that has felt quite difficult in terms of relationships with colleagues. The sense of belonging and being part of a team, for me, has been the main reason I have stayed so long in my current job (over 10 years).	1/6/2021 2:50 PM
97	Please see prior comments of dole of the wonderful, helpful things my employer did (annual virtual working stipend, fitness reimbursement). My company also added Summer Hours b/w Memorial Day and Labor Day (off at 1 pm Fridays) then instituted a Friday focus day which afternoons were encouraged to be mtg free. We were also given additional PTO, much of which will be carried over to next year (eg, Juneteenth off). Sr leaders were very accessible via regular Town Halls or Chats. Good year end chats and celebrations. Areas for improvement: focus seemed very much on work, lost a bit of personal touch and celebrations. Manager didn't ask how I was doing personally or what could to do of support.	1/6/2021 1:31 PM
98	Ensure you structure your day. Be strict about when you take breaks, when you go online and when you sign off to enable you have a better work life balance even if work and life are in the same place.	1/6/2021 12:25 PM
99	NR	1/6/2021 11:37 AM
100	Allow flexible working hours- around core hours if needed. Being at home may allow for earlier starts more naturally and it is unhelpful to have to wait to start work. Be realistic with employees that this is not a normal environment for home working when there are so many restrictions on everyday life. Continue to regularly communicate with home working employees and try to avoid events which they are excluded from.	1/6/2021 10:57 AM
101	Working from home requires employers to make sure there is a work/life balance	1/6/2021 2:41 AM
102	Touching base more regularly. Health and safety assessment and genuine help to set up desk and equipment. More efforts to motivate staff and interact with them. More social events virtually.	1/5/2021 7:54 PM
103	Flexibility when recruiting to allow more continued working from home as a viable option to attract the right person	1/5/2021 7:48 PM
104	Better communication about scheduling Up-to-date online file systems with well-organized access to files Read-only file sharing so we can see current status of shared projects A list of in-house acronyms	1/5/2021 4:30 PM
105	Supportive with respect to ensuring tech needs are met, flexibility in working patterns to accommodate care needs, support for wellbeing, continuing to train and recruit, albeit in a different way, recognizing teams efforts to go above and beyond in uncertain times.	1/5/2021 4:09 PM
106	Let individuals chose what works best from them, working from home or the office	1/5/2021 3:44 PM
107	walk before work, at lunch and after. well-being is key.	1/5/2021 2:59 PM
108	Flexible working hours to allow needs of changing childcare arrangements to be met.	1/5/2021 2:54 PM
109	At the start of lockdown 1, was shocked to hear that some agencies were not/could not set themselves up for home working	1/5/2021 2:51 PM
110	- Sending staff care packages with little treats is a nice touch (though mine went astray!) - Offering staff the opportunity to sit in on meetings that they wouldn't normally attend perhaps due to charging clients is good training for those staff members - I cringe a bit with the forced fun get togethers over zoom where a handful of people make jokes with their closest while the rest of the group just watch on. Maybe there should be a fun channel on teams that people could tap into when they need a lift with coffee break style quizzes for the individual, and/or	1/5/2021 2:50 PM

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people showcasing talents/pics/ideas/sharing funny stories. I do agree that group meetings are essential though for a feeling of still being together as one team but such meetings are better when there are fewer people in them.

111	When office-based, you have the opportunity to socialise with colleagues in passing i.e. when you make a coffee in the kitchen or over lunch. Working from home in a time-sheeted role where your productivity is determined by time coded against a job chargeable to the client has meant that an organisation is much more recoverable as all time is coded to specific jobs. With limited 'general admin' time available, a tendency to shut your laptop to eat lunch alone/stretch legs and coffees alone in your kitchen, there is no time available for socialising. I think it would be really nice if a company would allocate a small amount of time to everyone each week which you could put your time to for socialising but would not effect your job performance.	1/5/2021 2:30 PM
112	I think organising fun socials on occasion , like Zoom/Teams quizzes, are good for getting to know other members of staff. Also, questionnaires about home working facilities to ensure that the employee has a working space at least as good as they would have in the office. I would discourage back to back meetings, as the lack of need to physically move to the next meeting space means that the employees often have one call after another.	1/5/2021 2:25 PM
113	Flexibility to handle individual situations is key.	1/5/2021 2:09 PM
114	We have implemented a covid admin code to help working parents cope with homeschooling- allowing them to make up their hours if necessary rather than working consistently out of hours which is unsustainable long-term	1/5/2021 1:45 PM
115	Offering a wfh allowance to cover upgraded WiFi costs.	1/5/2021 1:15 PM
116	Companies should formalise specific policy changes that allow any employee (if feasible for their role) to stipulate the degree of home working they would like to do (from 0-5 days a week) - rather than allowing it to hang ambiguously such that people do not know what future plans to make. Not knowing if your employer will suddenly expect you to work in an office 3+ days a week having been working at home for a year can affect decisions such as investment in home office purchases and moving house. On the flip side, people who would like to work in an office 5 days a week face ambiguity over whether that will ever be catered for by their company again.	1/5/2021 1:10 PM
117	Part-time positions and/or job sharing would be very welcome. For many, especially those with smaller children, a demanding role full time is extremely difficult	1/5/2021 1:03 PM
118	I would suggest a structured routine at fixed times during the day to avoid working 'all hours' - where possible. I also believe it's important to carve out some time in the working day for all employees when online meetings are not scheduled, to give people time to complete work.	1/5/2021 11:24 AM
119	Respect freelancers and all home-workers by recognising that they need personal time, away from the office. So don't send internal emails or texts before 9am or past 6.30pm (or on the weekends), and expect them to immediately deal with these issues.	1/5/2021 11:18 AM
120	I think employers need to be more mindful about the longer hours many employees are working at home - and actively discourage it (it can be too easy to work well into the evening when there is no real distinction between work and home environments)	1/5/2021 10:21 AM
121	As mentioned above, greater advice and support around best practice for healthy working conditions (screen height, types of chair, standing desk, mouse position etc) should be offered more prominently by all med comms employers.	1/5/2021 9:49 AM
122	Please give flexibility and support (including MH support) for working parents	1/5/2021 9:18 AM
123	Need to find a way to avoid 9-6 back to back zoom calls daily. Its challenging to deliver excellence for your client when you are zoomed out	1/5/2021 9:06 AM
124	Providing a good office chair	1/5/2021 9:05 AM
125	There is no one size fits all. Ensure policies meet the needs of all, not just the preference/desires of management	1/5/2021 8:45 AM
126	In my view three things are important in relation to home working: 1. Trust 2. Mentoring/coaching 3. Creating some opportunity to meet f2f Home working works very well for some people and very badly for others - employees need to be able to decide what suits them best. A one size fits all solution won't work.	1/5/2021 7:38 AM
127	It is very useful to have screen sharing available for internal and external calls.	1/5/2021 4:16 AM
128	Budget for ergonomic furniture. Extra time off. Budget for personal development. Flexibility in work hours.	1/5/2021 12:20 AM
129	If staff have the right equipment and set up at work, and the company invests in the needed infrastructure and technology to allow better internet, server space (Cloud based) and access, the staff performance and working from home can have a positive impact. Office spaces of the future need to be reimagined as spaces for training, new starter induction, creative meetings, team gatherings, social fun events. Although, getting back to the office in any form is still a way away, it will be different when we do get back - especially in our industry.	1/4/2021 8:53 PM
130	WFH can lead to working regular overtime as the time normally spent on the office commute is now being lapsed into. Employers should discourage this to avoid burn out.	1/4/2021 8:18 PM
131	Flexible working hours are required, especially as many new home workers have family commitments. Assistance towards internet charges as better specs required for numerous	1/4/2021 7:54 PM

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	Teams and Zoom calls and large file downloads.	
132	I am very glad that my company has graciously offered lots of flexibility to employees to cope with the current pandemic. I do think though that organisations have to be careful how that is used, continued and expanded in future, as it often results in smaller groups of people doing a disproportionately large amount of work to cover for the flexibility.	1/4/2021 7:28 PM
133	Fund the provision of equipment to staff	1/4/2021 7:13 PM
134	Remember your staff are incurring costs by working at home, while the company saves money by not having people in the office. This should be considered and acknowledged, especially when home working is not by choice, e.g. during a nationwide lockdown. Accordingly, we compensated our staff for expenses when they were forced to work from home. It is also important to maintain team culture when you are working in isolation. Collaborative tools and regular Zoom meetings or the like help to keep morale up and maintain culture.	1/4/2021 6:58 PM
135	Provision of good IT equipment, regular team meetings to share best practices and discuss issues and no meeting days i.e. days when no meetings are encouraged. Encourage short meetings. Make allowances for people with young children or dependents.	1/4/2021 6:06 PM
136	Support health and safety assessments for home workers - not just equipment but mental health too Regular team meetings that encourage everyone to take part are really important	1/4/2021 5:42 PM
137	Consider partial subsidy to employees to offset costs of the use of home internet services.	1/4/2021 5:36 PM
138	Video-based team meetings on a regular basis	1/4/2021 4:54 PM
139	Offering flex time options as circumstances are in constant flux.	1/4/2021 4:26 PM
140	The company I work for has given us the £6 weekly tax relief as standard which is very kind. They have also provided the option to work in the office for those who feel lonely or struggle with their mental health when WFH	1/4/2021 3:36 PM
141	Use Zoom instead of Teams.	1/4/2021 3:32 PM
142	Regular 1:1s and team meetings online. Cameras to be turned on for meetings.	1/4/2021 3:27 PM
143	I can't comment as I'm freelance so what employer's do or don't do for their staff isn't at all relevant for me.	1/4/2021 3:17 PM
144	For employers, strive to offer flexible work setups. Some people are more suited to some setups than others. Flexible working hours are also welcome, however, we have a long way to go with our clients on this.	1/4/2021 3:13 PM
145	Implement standard rules for home working equipment - what can be spent and on what items etc. so it's clear for all. Host regular webinar Q&A's with senior management to keep the organisation in touch with each other.	1/4/2021 2:24 PM
146	I work with lots of agencies and those enjoying the most success have 1. Technology and support services that enable seamless virtual communication 2. Deliberate virtual engagement of teams in social events and casual chats to ensure their culture doesn't suffer 3. Mental health first aid and workshops to ensure healthy home working 4. Good modelling of healthy home working practices and work life balance at all levels of the agency 5. True flexible working policies so that staff who are balancing new responsibilities by being at home, e.g. homeschooling, extra childcare can do this without experiencing burnout or unnecessary stress	1/4/2021 2:05 PM
147	Flexibility is key, in terms of working hours and having the the option to work at home or in the office. Support in terms of appropriate IT equipment should be provided. It's also important for employers to try and keep social interactions going, even remotely, to maintain a sense of community and team spirit.	1/4/2021 1:54 PM
148	My company has instituted official 'coffee breaks', so we don't have to have a specific work focus but can just chat during those half-hours, a couple of times a week - very useful for connecting to colleagues not on current projects together.	1/4/2021 1:38 PM
149	Minimum of weekly check ins by Zoom are needed to stay connected. Some measurable metrics of productivity need to be agreed on.	1/4/2021 1:26 PM
150	Recommend offering employees the option of continuing to work from home, as long as they have demonstrated they can still be as productive.	1/4/2021 1:18 PM
151	Trust and faith in people is everything. A basic understanding that people work to different hours and schedules but will get the work done on time and to a high standard if given flexibility is really important to maintain work-life balance and mental health.	1/4/2021 12:45 PM
152	For new employees who have no experience in med comms, are new/relatively new to the Company, and are not used to home working, assign a 'buddy', who potentially is different from their line manager to check in regularly, 'show them the ropes' and help/support their integration to the Company/role.	1/4/2021 11:16 AM
153	100% home working should be made available for those who prefer it; however, I believe that many people will be keen to get back to the office for at least part of the working week.	1/4/2021 11:10 AM
154	Provide a nominal amount each month to put towards the costs of electricity, gas, water, coffee etc since we all have these costs increasing with WFH. Even 20 pounds / euros would be appreciated. Provide a proper setup including an appropriate chair, monitor, mouse etc. Recognise that people have caring responsibilities and may not be able to do regular hours any longer due to lockdown measures preventing schools / childcare or whatever from being open.	1/4/2021 11:08 AM

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Please reach out to your staff regularly to let them know you care and are available to support them. Covid is bloody tough for everyone and you never know who needs to hear it.

155	It's useful to have a regular group chat with colleagues doing a similar role to encourage sharing of information and to get to know each other better	1/4/2021 11:05 AM
156	I can only relate my own experience here, but my employer has been excellent and supportive throughout. The company have been very understanding of the needs for employees with children, and have been diligent in checking and supporting employees' mental health.	1/4/2021 11:03 AM
157	Make sure that you are providing a full range of virtual forums that allow your employees to engage with one another at a work and social level. Collect feedback from employees on an ongoing basis, and address issues raised openly and in a timely manner. Be flexible and mindful of people's personal circumstances. Provide support - don't just care, show you care!	1/4/2021 10:57 AM
158	Hopefully, home working will become much more widespread and the need for constant travel to meet people will be reduced. Use of web-based meeting platforms has enabled people to plan much more focused, effective meetings, which we should keep doing in 2021. But it can be a bit confusing with so many different platforms used and constant updates to each platform, so hopefully when the dust settles we can pick one system and stick with it.	1/4/2021 10:49 AM
159	I think it's important for employees to keep a work/life balance. Working from home the boundaries can blur and it can be hard to switch off. Sending a clear message for employees that they need to take breaks and finish at a reasonable time definitely help. Also any support with getting the right equipment for working from home has been a great help. It is also helping to have regular catch ups, so we don't feel too disconnected from our colleagues.	1/4/2021 10:46 AM
160	Meetings limited to 25 or 50 minutes when, or if 2 hours or more include a break.	1/4/2021 10:45 AM
161	Additional funds for desks/office equipment go a long way to helping employees feel supported. Allowing flexible hours as part of contract rather than on an ad hoc basis would help those with dependents and those who have to work around family feel more secure.	1/4/2021 10:36 AM
162	The agency I am under contract with has produced lots of useful supporting information on home working for their staff (including freelancers) covering physical and mental wellbeing, as well as practical support.	1/4/2021 10:35 AM
163	Some recommendations: - home working setup assessment (as you would have had in an office) - allowance for stationary	1/4/2021 10:29 AM
164	Tailoring an induction programme for new employees working at home is important	1/4/2021 10:29 AM
165	Diverse communication and remote co-authoring tools are essential for keeping the productivity high while working from home. There should be no technical barriers for making video calls and sending instant chat messages to anyone within the organization, on top of regular emails. A reliable system for collection of electronic signatures on documents should be in place. Allowing those working from home to purchase and/or borrow office furniture for their home working station would be a plus.	1/4/2021 10:28 AM
166	-	1/4/2021 10:18 AM
167	Homeworking should now be a standard option for all, regardless of reason. Personally I do not see myself ever returning to an office based job full time, I would prefer to have a mix of home and office.	1/4/2021 10:12 AM
168	Work flexibility can vastly improve employees work-life balance and, as a result, general wellbeing. However, isolation is a big issue, and flexibility to choose an office/home balance for each individual would be optimum.	1/4/2021 10:12 AM
169	better training and development of staff. a dedicaiton to in house development.	1/4/2021 10:12 AM
170	Regular non-work coffee break or lunch 'meetings' to replace usual tea-room chats. Ensuring 15 minute gap between meetings, as it is easy to end up in back to back meetings.	1/4/2021 10:12 AM
171	One agency I work with uses Skype to maintain communication - work based or general banter - among staff, and this reinforces the supportive, cheerful culture they are nurturing.	1/4/2021 10:12 AM
172	Offering support to teams who are all at home and dealing with very varying situations and circumstances is challenging. Regular contact, extra support through extra activities to promote wellbeing are good as a starting place. Some agencies have also done some nice personal touches with gifts and additional support through added leave etc to make staff feel appreciated.	1/4/2021 10:10 AM
173	A more flexible approach to the working day, whereby hours could be spread across the day/week instead of standard office hours, would probably enable staff to be more productive - but need to avoid an 'always on' culture at the same time, so it's a tricky one	1/4/2021 10:07 AM
174	I'd recommend they use some of their cost savings to provide home IT equipment to employees or desk chairs.	1/4/2021 10:07 AM
175	Be flexible to the needs of your team members. Flexible working hours and a demonstration of trust in your team members is one of the things that brings out the best in people	1/4/2021 10:04 AM
176	Actual flexible hours. Some employer say their hours are flexible but then only offer a small leeway. In many cases, so long as workers are available for core hours and meetings then it shouldn't matter when they get their work done, especially those who have caring responsibilities.	1/4/2021 10:03 AM

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177	To encourage people that it's healthy to log off on time as if you would were you in the office. Working from home doesn't mean you should work longer.	1/4/2021 10:01 AM
178	Make a decision on the future of home working, i.e. will you allow full-time home working to continue so employees, who are perhaps living in small and expensive rental accommodation, can move to somewhere where the cost and way of living is better?	1/4/2021 10:00 AM
179	The more that can be done to provide equipment, the better. A laptop is not enough - people need screens, keyboards, mice, headsets and preferably desks and chairs, ie mirror the office set up. Think about how people can feel included - remember that the corridor/kitchen conversations don't happen any more and while Teams is great for formal meetings, is time allowed for informal interaction? Is this expected to be outside/not included in working hours? How are businesses supporting well being? If you are providing virtual tools, do these actually help those who are isolated or crave human interaction?	1/4/2021 9:54 AM
180	It was great that we could take home whatever we needed to get our jobs done comfortably - we could have our desks and chairs brought to our homes if we needed!	1/4/2021 9:53 AM
181	Good things - financial support for purchasing the equipment needed; having a good policy about the quick introduction of necessary software tools, e.g. zoom and chat tools, slack/teams. Great to see the diversity of virtual team building ideas and products now available - virtual tools to enable teams to work together have really helped change the mindset and embrace WFH. Probably the absolutely best thing my company have done is to directly financially support the additional costs of childcare during the pandemic. This was an incredible gesture that is continuing for the time being.	1/4/2021 9:51 AM
182	Good equipment and broadband.	1/4/2021 9:49 AM
183	Policies need to be as clear as possible	1/4/2021 9:48 AM
184	When I employ someone to work for me, I check their home office requirements and provide them with a new laptop, desk, chair etc so that I know they work comfortably and safely.	1/4/2021 9:47 AM
185	I believe that all managers need to conduct a working from home assessment for their employees to ensure they have the correct equipment and workable environment.	1/4/2021 9:44 AM
186	Health & safety assessments for home workers will need to be put in place	1/4/2021 9:44 AM
187	For people who have worked in offices, it would have been useful to have some upfront training about WFH. There isn't enough casual communication as everyone is siloed, and managers need to understand that they need to spend time communicating with colleagues	1/4/2021 9:42 AM
188	Ensure they have the correct equipment and resource. Keep checking in with them, even though we may not be in a lockdown it can still be lonely.	1/4/2021 9:40 AM
189	Ensure everyone has sufficient equipment: desk chair, mouse keyboard, large screen. Pay for over time staff are all carrying out or risk staff moving elsewhere for higher compensation packages.	1/4/2021 9:39 AM
190	Be open, honest and flexible - there are lots of small things that can improve homeworking, the biggest is giving people the flexibility to make it work for them but understanding that some will always want an office environment	1/4/2021 9:38 AM

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: 102 Skipped: 510

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#	RESPONSES	DATE
1	Na	1/31/2021 4:36 PM
2	As a freelancer IR35 is a big concern for me right now as it could change the way I decide to work as well as impacting my financial situation.	1/31/2021 11:54 AM
3	Don't be afraid to look to small agencies for work. I'm currently working at a small but widely awarded agency as their first medical writer-in training. While my job role isn't solely medical writing I have a chance to gain exposure to the client services and account management side before making my decision of which path I want to go down. I'm also hugely fortunate that the company I work for has a wealth of experience which I can utilise for training.	1/30/2021 3:22 PM
4	MedComms is a thriving business. With the pandemic we need to ensure that teams keep the work/ life balance, otherwise they will burn out. Clients must NOT always expect 24/7 cover because people work at home.	1/30/2021 8:46 AM
5	Personally, I've never been so busy (for which I am extremely thankful in the current climate). However, increasingly, it feels as though more clients are begging me to take on extra projects to 'fix' work that was produced by another writer, but which was either extremely poorly written or has missed the mark entirely in terms of content. Frankly, I've been amazed by the poor quality of some of the 'client-ready' documents that I've seen produced in the past couple of years. As an industry, are we missing something in terms of training/experience for new writers?	1/30/2021 2:39 AM
6	Nothing can replace F2F interactions and meetings. Need to balance F2F meetings with remote work	1/28/2021 4:29 PM
7	NA	1/28/2021 8:06 AM
8	work-life balance is not always prioritised in the industry although I have seen more of a push to value and respect this in the last few years. Home working is definitely valuable in enabling work-life balance.	1/27/2021 11:19 AM
9	Embracing virtual congresses. Will be interesting to see in a post pandemic era what form conferences will take.	1/26/2021 11:55 PM
10	Lucky to be in medcomms, feels very secure despite COVID causing uncertainty elsewhere	1/26/2021 2:30 PM
11	N/A	1/26/2021 9:57 AM
12	Not enough training done for future generations - uni fairs - going into secondary schools etc	1/26/2021 8:59 AM
13	Celebrate the successes and your team.	1/26/2021 7:34 AM
14	Don't be afraid to communicate good news strongly and widely, as long as they are "Evidence-Based-Medicine"	1/25/2021 6:48 PM
15	Seems like we're in a growth industry; always more work than I can take on.	1/25/2021 6:44 PM
16	Thank goodness we work in health - the last year has shown how valuable this is to everyone and why we want to continue to keep it strong.	1/25/2021 5:16 PM
17	I feel grateful that I work in a sector that has been able to continue delivering value to our clients, and has displayed an impressive willingness to innovate in response to the changed working environment	1/25/2021 3:18 PM
18	I think a lot of MedComms agencies openly claim that they support their employees' mental health and foster an environment where employees are put first. This is of course great and I'm proud to work in an industry that supports people in this way but I do think in some cases it may be exaggerated and that people have actually felt let down when their employer doesn't actually respond as expected when an issue arises. I don't know if it's possible to hold agencies to account but I think they should be more responsible about the message they communicate versus what they actually do.	1/25/2021 2:59 PM
19	I'm not yet employed in the field but, having reading numerous articles, I believe the standard of some health writing is embarrassingly poor - and this comes down to barriers to entry. Employers should insist on a science/medical background complemented by journalism or writing training, (even for the the simplest of writing tasks) not the inverse. Science is complex and vast; it is not something you "learn as you earn" having no foundational understanding.	1/25/2021 2:19 PM
20	The publications based businesses are still failing to publish all data fairly and equitably - they still promote best and bury worst pretty much without challenge - the unlinking of pharma paying agencies to manage their plans needs to be broken.	1/25/2021 2:00 PM
21	Things seem to be incredibly busy. I thought there may be less activity due to cancelled conferences and things but I've seen the opposite.	1/25/2021 11:51 AM
22	The industry appears to be very healthy, with many agencies looking for freelance staff to work long-term contracts.	1/25/2021 10:51 AM
23	Colleagues working in all aspects of events (management, logistics, content etc.) have suffered more than others during the last year. There should be more training available to allow them to break into other areas of the med comms industry, which haven't been affected as much.	1/25/2021 10:37 AM
24	Our med comms agency is extremely busy and I think others too, based the volume of vacancies I see. After a lull in Q2 2020, pharma and agencies have adapted well to the new	1/25/2021 10:28 AM

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world of virtual meetings and working from home, and it seems unlikely that we'll ever go back to working exactly as we did formerly.

25	Medical writers seem to be in demand at the moment, from my experience, though I wonder how this will change, if at all, come March and IR35.	1/25/2021 10:21 AM
26	Seems stronger but the freelance situation is difficult as limiting who we can work with - we need clarity and more flexibility	1/25/2021 9:48 AM
27	In 2020 we had to adapt quickly to online congresses/virtual engagements and the ability to be dynamic was important. We got through it, but didn't necessarily excel - 2021 needs to deliver higher quality interactions between industry sponsors and the Congress attendees, or we need to leverage alternative platforms, especially if those provided by congress bodies are not set up for optimal interactions.	1/25/2021 9:44 AM
28	There's definitely a strong argument for training of HCPs on digital presentations - there is significant room for improvement. More than ever before, speakers need to be able to talk to camera and engage audiences remotely.	1/25/2021 9:28 AM
29	We have probably delivered more and been more successful while having a better work/life balance. However, we really miss our colleagues!	1/21/2021 9:42 PM
30	Pharma/ MedComms agencies seem to be inconsistent in their approach to using freelancers with the upcoming changes to IR35. This whole area feels unsettled	1/20/2021 1:59 PM
31	It is a pity that it required this vile pandemic to highlight the advantages of remote working, medical consultations. However, I feel there will definitely be long-term benefits, especially in terms of bring medicine to the general public.	1/20/2021 11:43 AM
32	Med comms is busier than ever, a great industry to work in	1/20/2021 1:28 AM
33	Nine	1/19/2021 8:15 PM
34	I don't know about everyone else, but it seems that everyone I know, inside the industry and out, with a wide variety of life/living situations, is struggling. There's plenty of scientific evidence to show that extended upheaval, anxiety and uncertainty takes a huge toll in all sorts of ways. It's OK to not be OK, and over-working is not a solution to that.	1/19/2021 3:53 PM
35	I think there is still a lot of uncertainty for freelancers about the real impact of the IR35 changes. Having chosen freelancing because I wanted more control over how and when I worked etc...it's a challenge to now have to relinquish this control to some of my clients, who have yet to share their processes.	1/19/2021 3:10 PM
36	Lots of work and lots of change.	1/19/2021 3:08 PM
37	Patient centric pubs, lay summaries, etc. are a great direction to keep moving in. Inclusivity, especially as more and more patients are being involved in their treatment choices, is a worthy goal.	1/19/2021 2:16 PM
38	No comment	1/19/2021 11:02 AM
39	Although we have all demonstrated that we can all work from home, I do hope there is enthusiasm to get back together with colleagues and clients when it is safe to do so.	1/19/2021 10:42 AM
40	The industry appears to be in good health. The lack of face to face meetings has been largely overcome in that it has had less impact than expected. There will likely be a change to a new normal, both in terms of internal working, and in terms of how international meetings are conducted	1/18/2021 1:40 PM
41	I'm interested to see what a 'typical' congress will look like in 2-3 years time and how that will impact the med comms industry.	1/16/2021 6:04 PM
42	Am thankful that the industry has remained buoyant despite the pandemic	1/15/2021 7:46 PM
43	Workload has gone mad, as have stress levels!	1/14/2021 4:14 PM
44	The pandemic doesn't appear to have had a severe adverse impact on MedComms business. If anything, as a freelance writer, I have witnessed an increase in requests for support.	1/14/2021 9:09 AM
45	N/A	1/14/2021 8:58 AM
46	I've had a busy year, which suggests medcomms is thriving.	1/13/2021 5:14 PM
47	I believe that MedComms is a brilliant business, the opportunities are vast and the support we provide to the Pharma industry invaluable.	1/13/2021 9:28 AM
48	Miss F2F interactions! Want a balanced mix of F2F and digital meetings in the future.	1/12/2021 9:54 PM
49	Agencies appear to be winning more and more work, at the same time as struggling to recruit new staff. There's increased pressure on agency staff, especially those who are working from home with children or family to care for	1/12/2021 3:02 PM
50	In an industry that is very demanding on your cognitive skills ensure billable time allows transition between projects and enough time to stay on top of admin that keeps the writer on top of their projects. This will prevent mistakes from happening. Ensure there are enough staff on each account to prevent continuous peaks which inevitably end up sitting solely on a couple of people's shoulders.	1/11/2021 6:47 PM
51	Not enough talent, and this is something the industry needs to invest in (as a whole).	1/11/2021 2:25 PM

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52	Agencies need to be prepared to pivot towards greater emphasis on strategic offerings. As economic drivers increase the industry's embracing of in-house, albeit following an outsourcing model (i.e. establishing medical writing centers in India), traditional agencies will need to demonstrate value with respect to strategy and QA of the in-house writers.	1/11/2021 11:35 AM
53	Staff resourcing in agencies is always problematic - it rarely seems adequately or efficiently deployed	1/11/2021 11:25 AM
54	Companies really need to address the lack of work-life balance in the MedComms industry. So many companies boast that their employees benefit from this when working from them, but it very rarely is the case in reality. I think this is one of the main reasons that so many individuals turn to freelancing.	1/8/2021 8:17 AM
55	Treatments and vaccinations for SARS-CoV-2 have brought the value of medical science to the forefront of people's minds in a way I would never have dreamed. My hope is that this leads to better funding and access for much more research in human health and disease. Brexit is a worry in terms of potential effects on research collaboration, access to new medicines and supply chain.	1/7/2021 11:25 AM
56	Med comms continues to thrive. Busy, busy, busy!	1/6/2021 4:21 PM
57	I feel very fortunate to be part of an industry that has remained fairly stable during the covid crisis. I have worked from home for many years, so the changes in 2020 have not had a great effect on my working life. And being part of a large medcomms agency has meant that work has remained constant - it has been good to be busy throughout such a chaotic year. I hope that others have found the same.	1/6/2021 2:50 PM
58	I'm really grateful how the industry seemed to weather the storm and in fact became a go to resource for info re: COVID vaccines. There were some missteps with a few pubs here and there but rapid availability of peer-reviewed publications and the speed of vaccine development, scale up and distribution has been truly inspiring and I think restored Pharma/biotech's reputation.	1/6/2021 1:31 PM
59	It's seems to me that the Medcomms business is forever evolving and presents those in this career with great variety which for someone new to both the pharmaceutical and medcomms industry is very refreshing and a great learning experience	1/6/2021 12:25 PM
60	I have heard more people use the term 'science communication' in the last year than ever before. This is a great opportunity to promote the importance of the field within the scientific community and to ensure the difference is clear between scientists and science communicators (though a person can wear both hats).	1/6/2021 10:57 AM
61	In general I find other MedComms people delightful to work with; the biggest challenge is communicating clearly about projects (who is the target audience, what are the deadlines, and dive I often step in when an organization is short-handed, what are my responsibilities and did I do satisfactorily?)	1/5/2021 4:30 PM
62	There is a need for more diversity and inclusion in Med Comms and organisations need to take more action to address this.	1/5/2021 3:01 PM
63	- It's difficult to gauge public opinion of pharma on media like twitter where there are so many who consider pharma an evil industry. More should be done to educate people on how much work has to happen. Rolling out of a global vaccination programme is a good place to start this. - I know every business is feeling the financial pinch and there have been pay and promotion freezes, this is a concern but only consolidates my thinking about possibly moving jobs as an employee.	1/5/2021 2:50 PM
64	Please include 'don't know' as an option on questions	1/5/2021 1:35 PM
65	At present it feels like there is a serious resourcing issue for medical writing and account handling staff within many MedComms agencies.	1/5/2021 1:10 PM
66	I have noticed budget cuts for external spend.	1/5/2021 11:24 AM
67	From a freelance perspective, the MedComms business seems to be increasingly busy (possibly as Pharma clients have more time to initiate and work on projects when they are not travelling - they still want to spend their budgets)	1/5/2021 10:21 AM
68	NA	1/5/2021 9:05 AM
69	The industry seems to have greater demands, with less time to develop materials. Submission sites in general have become very complicated. Many sites do not have guidelines that are specific enough or that match what is encountered on the submission site itself.	1/5/2021 4:16 AM
70	From a medical writer's perspective, agencies still don't seem to have grasped the issues causing a growth-limiting shortage of medical writers. Agency management is still overweight in folks from the commercial side of the sector; need more scientific hands at the helm.	1/4/2021 11:01 PM
71	The industry is thriving with business volume and profits increasing. Agencies are adapting well to having teams working from home. Most agencies have been supportive and rather refreshing in their attitudes. Many believe that the future will be hot desking, and for most just 2-3 days per week in office. Offices will have less desks and more meeting areas and quiet zones.	1/4/2021 7:54 PM
72	Is MedComms overly bureaucratic/ compliance focussed? Time to simplify?	1/4/2021 6:06 PM
73	The trends we've seen emerging in 2020, e.g. virtual meetings, home working are permanent changes. We need to better understand the implications of these changes and define what	1/4/2021 5:42 PM

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	support and guidance our teams and our clients need.	
74	Nothing at this time	1/4/2021 5:36 PM
75	I think Med Ed will continue to grow in relevance	1/4/2021 4:54 PM
76	The Pharma industry is proving that the well being of people is a huge concern and not all about financial gain.	1/4/2021 4:26 PM
77	If the sheer amount of recruiter spam is anything to go by, the MedComms industry is a valuable one to work in!	1/4/2021 3:36 PM
78	Use Zoom instead of Teams.	1/4/2021 3:32 PM
79	If I had to do this over again I definitely wouldn't.	1/4/2021 3:17 PM
80	The business is changing very quickly. On one hand, it's exciting as we're pushed to constantly reinvent ourselves. On the other hand, we're continuously being put under pressure by our clients to deliver more for less. The latter creates a horrible culture, and this is why so many people are unhappy in this industry. We need to be better at protecting our own and ensuring agencies have a healthy culture that can still fulfill our clients' needs, but not drive our workforce to exhaustion.	1/4/2021 3:13 PM
81	No comments	1/4/2021 2:57 PM
82	Its hard to comment on this without getting into a "comparative healthcare system" debate. Personally I'd like to see good medicines find their way to the right patients regardless of cost. This doesn't happen in the richest countries which is mind boggling. As an industry there needs to be greater prioritization to serve the "have nots" as well as the "haves".	1/4/2021 1:26 PM
83	Home working means (at least in my mind) that we should try to be more actively engaged with our colleagues and coworkers. It is all to easy for individuals to feel isolated, despite being part of a team or organisation. Frequent and meaningful contact/communication is essential.	1/4/2021 11:16 AM
84	Thankfully, MedComms doesn't seem to have been affected too greatly by the pandemic since meetings have moved online.	1/4/2021 11:10 AM
85	Medcomms is a secure and ethical business. It is detail and can be high pressured. Most clients are lovely and very appreciative although some clearly don't fully understand the effort that our teams put in to deliver what can be challenging projects/ initiative. Remote working provides opportunities to engage in a career whilst living is a preferred location.	1/4/2021 11:09 AM
86	I work in medical education grants and my company did a survey with industry that found the majority of industry are going to decrease their education budgets going forward. I don't think grants are the answer	1/4/2021 11:08 AM
87	Everyone was incredibly busy in 2020! Publications have become increasingly important with the cancellation of onsite congresses in 2020. The switch to digital went well	1/4/2021 11:05 AM
88	It's not for everyone; in truth, I'm not even sure it's for me long-term - although having said that I've been doing it for nearly a decade now! The pay is reasonable but long hours are expected in return. Sometimes I feel like client expectations have grown out of control and our industry is rooted too deeply in the 'customer is always right' philosophy. Additionally, the longer I spend in the job, the more 'babysitting' clients and authors seem to require - a frustrating, if necessary, impediment to doing 'real work'.	1/4/2021 11:03 AM
89	Now more than ever I feel grateful and privileged to be working in the MedComms business, supporting the Pharma industry at a time when we can make such a huge and tangible difference.	1/4/2021 10:57 AM
90	I think MedComms is going to continue to be stable, if not thriving in 2021, as it did in 2020. This survey was fun to fill in and I can't wait to hear about the results!	1/4/2021 10:46 AM
91	it would be useful to see questions about people's perceived diversity/equality of medcomms included in this survey next year	1/4/2021 10:45 AM
92	Being kept busy and having my freelance contract extended several times has made the COVID-19 restrictions over the last 9 months just about bearable and kept me sane.	1/4/2021 10:35 AM
93	Plenty of opportunities available in 2021	1/4/2021 10:20 AM
94	-	1/4/2021 10:18 AM
95	Sustainability from an environmental perspective (carbon footprint etc.) needs to be brought to the fore. EMWA is starting to look into this, but as an industry (Pharma and Medcomms) we need to change the way we work to reduce our carbon footprint.	1/4/2021 10:01 AM
96	Med comms has been impacted by COVID, but has also provided opportunities to think about innovation and how we can best support clients. This can only be positive for the future of the industry. However, as an industry I think we continue to struggle to recruit the right people - we don't just need good scientists, people with excellent writing or project management skills, etc, we need people who can think strategically, be innovative, look at the big picture, build and manage relationships, etc. These are qualities that seem often to be forgotten when 'selling' med comms as a career.	1/4/2021 9:54 AM
97	It seems that the medcomms industry is doing brilliantly - I got hired into the business in the middle of a pandemic!	1/4/2021 9:53 AM
98	Agencies typically request freelancers with the promise of X days per week work, which often	1/4/2021 9:49 AM

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does not materialise. Of course, when work does come through the deadline is often very short notice. Personally, I push back and strange thing is that instead of COB tomorrow, Friday 'next Tuesday is fine'.

99	The upcoming IR35 changes remain a concern	1/4/2021 9:49 AM
100	I am excited to see how the landscape of the industry will look once we can return back to "normal". What lessons will we apply? How many more people will work from home?	1/4/2021 9:44 AM
101	It's generally doing quite well	1/4/2021 9:40 AM
102	N/A	1/4/2021 9:39 AM

Q15 We now run weekly #MedComms webinars - on Wednesdays at 12.00 UK time, see www.MedCommsNetworking.com for details of upcoming events - and wherever possible we add the recordings to NetworkPharma.tv. What topics and speakers would you like to see included over the coming 12 months? All suggestions welcomed. Please remember the comments here will be made public.

Answered: 93 Skipped: 519

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#	RESPONSES	DATE
1	Open Access publishing - impact on traditional STM publishing model from some of the key players , Elsevier, Wiley , Springer etc	1/31/2021 6:27 PM
2	Na	1/31/2021 4:36 PM
3	New ABPI code	1/31/2021 11:54 AM
4	Address questions from audience on different topics	1/28/2021 4:29 PM
5	NA	1/28/2021 8:06 AM
6	Virtual conferences and webinars - are they here to stay?	1/26/2021 12:13 PM
7	The effect of Brexit on pharma and medcomms in the UK; ways to enhanced medical writing skills for more SENIOR writers (currently more focussed on junior members); scientific storytelling; behavioural change training (ensure digital medcomms is translating into effective changes in pharma)	1/26/2021 9:57 AM
8	Tips on promoting virtual engagement	1/25/2021 7:39 PM
9	Physician-Patients behaviour changes needed...	1/25/2021 6:48 PM
10	1. incorporating patient perspectives into strategic communications and planning; 2. what do we have to do differently when communicating to healthcare professionals about precision medicines (e.g. interpretation of patient genetic profiling)	1/25/2021 3:18 PM
11	Effective resource management strategies to manage writer workloads	1/25/2021 2:59 PM
12	I would value the opportunity to engage with a mentor or coach. I do see from your latest email though that there is opportunity for 1:1 sessions with Sarah Nelson.	1/25/2021 2:19 PM
13	Copyright issues Writing for different target audiences Medical statistics Introduction to treatment guidelines Writing manuscripts	1/25/2021 12:02 PM
14	Something to do with bridging the gap between freelancer and medcomms agency / growing your freelance business into a company	1/25/2021 11:51 AM
15	Working outside IR35 as a freelancer. Is it feasible? EU-based clients for UK-based freelancers: what the future holds? IR35 and BREXIT: should freelancers trade as sole traders or as a Ltd company?	1/25/2021 10:37 AM
16	Commercial news/awareness in med comms. It can be quite hard to know who's up, who's down, M&A etc when most agencies are private companies or part of larger groups. Also what are the trends occurring in outsourcing, freelancing, digital work, events?	1/25/2021 10:05 AM
17	Market access overview, how company leaders got to their current position,	1/25/2021 10:00 AM
18	More omnichannel examples of best practice	1/25/2021 9:53 AM
19	A review of how the new IR35 is effecting the industry	1/20/2021 1:59 PM
20	The format of the Wednesday Webinars is excellent, and they are chaired by Peter in a style which brings out the best in the presenters. They have given me a window into Medical Writing and encouraged me to seek opportunities in this field as a practical way to utilise my career and life experiences for a productive purpose. Watch this space!	1/20/2021 11:43 AM
21	Topic - The gender imbalance in med comms. Why are the vast majority of medical writers female but management roles are dominated by men. How can we get more women into leadership roles?	1/20/2021 11:20 AM
22	The transition to digital events in the covid era, more sharing of ideas and experiences	1/20/2021 1:28 AM
23	anything that takes the jargon out of responsibilities like developing strategies, responding to RFPs, remote pitching	1/19/2021 3:53 PM
24	I know you have done this already but could we have a refresher on IR-35 changes and how this is going to affect the freelancing world.	1/19/2021 2:46 PM
25	HEOR data, studies, approaches and patient centric efforts.	1/19/2021 2:16 PM
26	Assessing the impact of publication extenders	1/19/2021 11:25 AM
27	No comment	1/19/2021 11:02 AM
28	Are congresses making the most of their virtual platforms, or putting submissions at risk?	1/19/2021 10:42 AM
29	General update on IR35. Discussion on new proposals on limiting tax relief when closing a limited company - this might not be on everyone's mind but big changes are afoot for those closing down and retiring	1/18/2021 1:40 PM
30	Perhaps views from our contacts within the pharmaceutical companies: are there changes they would like to see us make on a day-to-day level?	1/17/2021 1:41 PM
31	Up to date information on what you do and don't need as a freelancer and what is reasonable in a contract or from clients (this may be a repeat but always helpful). This should ideally be separate from IR35 discussions, as that is important but can dominate when other issues also need to be discussed eg round contracts.	1/14/2021 3:45 PM
32	Market Access Bite size training on medical writing	1/14/2021 1:51 PM

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33	IR35 - what are bigger companies able to offer freelancers.	1/14/2021 10:09 AM
34	IR35 and impact of Brexit on freelancers	1/14/2021 9:09 AM
35	Fallout from, and any other issues surrounding Brexit would be useful - the only communication I've had from a Dutch client was about UK service providers no longer being able to charge VAT. Also the old sole trader/limited company/IR35 issue if there are any developments.	1/13/2021 5:14 PM
36	I'd love to hear from agencies about what they're looking for in their freelance support. What attributes are most useful, what are the biggest red flags, what makes their lives easier or more difficult?	1/13/2021 10:14 AM
37	Mental health - the real world problem; Mentoring - opportunities to find an industry related mentor not within your current environment; Best and worst of digital offerings in Pharma; Client Services/Account Management - the real value; Regulations and Guidelines - what's new, what is coming up	1/13/2021 9:28 AM
38	- Impact of Brexit on Marketing Authorisations following the UK's from the EU - Considerations around the potential speed of science and peer-review publications in other therapy areas following the rapid development and approval of Covid-19 vaccines	1/12/2021 8:03 PM
39	A more engaging format could be interesting, e.g. Q&A/interview type sessions rather than an hour-long presentation. Key points from the webinar - I rarely have an hour to spare to listen to the entire webinars	1/12/2021 3:02 PM
40	Gender equality in medcomms and how other companies are trying to address disparities in senior management.	1/12/2021 1:48 PM
41	Imposter syndrome, professionalism, honesty. More 'real' topics on people's struggles getting into medcomms or what's challenging whilst in medcomms and how to overcome it!	1/11/2021 10:56 PM
42	Diversity topics such as LGBT medical writers, medical writers with English as second language	1/7/2021 11:06 AM
43	Medical writing in the era of coronavirus restrictions	1/7/2021 6:49 AM
44	ABPI refresher Project compliance	1/6/2021 6:24 PM
45	Routes of progression in medical writing	1/6/2021 4:21 PM
46	An overview of the different roles available within MedComms, how they differ from each other, and how they grow and work together. For example, how does Medical Writing differ to Regulatory Writing and HEOR Medical Writing, in terms of projects and work days, career advancement, etc.	1/6/2021 3:18 PM
47	Sorry can't really think of anything. Maybe key takeaways and best practices COVID facilitated that May be here to stay; maximizing virtual Congress and meetings; summary of benefits and challenges moving to virtual congresses has provided.	1/6/2021 1:31 PM
48	How can one transition from medcomms to pharma and vice versa. What are the pros and cons of this?	1/6/2021 12:25 PM
49	What it's like to start a new role remotely. I'm currently looking to change jobs and would like a fully remote position but can't imagine how this would work to begin with.	1/6/2021 10:57 AM
50	How can freelancers politely ask "How did I do?" at the end of a project, in a way that is likely to get a mutually helpful response?	1/5/2021 4:30 PM
51	How to conduct an objective risk assessment of a home office.	1/5/2021 3:41 PM
52	Best computer software to help medical writing. IR35, what to do to protect yourself as freelancers.	1/5/2021 2:54 PM
53	I know you've been trying since day 1 but more pharma presence would be invaluable!	1/5/2021 2:51 PM
54	Pitching at the right pace - I've seen way too many boring death by ppt presentations	1/5/2021 2:50 PM
55	Someone from Pharma could take people through specific procedures, such as drug approval process, or who's who in Pharma. Maybe educational things like specific drug classes or disease areas to help people move between types of therapy area/deliverable. There's lots of good stuff on getting into med writing as a junior, but not so much about career development as you get more experienced. You could advise on how writers could move between therapy areas, or acquire new skills. Understanding the differences between senior and principal writer could be helpful too.	1/5/2021 2:25 PM
56	Brexit impact Digital innovations - online tools and services enabling us to work professionally and efficiently in a remote environment. What could I use to work smarter, what subscriptions would be invaluable etc?	1/5/2021 11:24 AM
57	It would be useful to discuss ways that freelancers can turn down certain clients or drop them, so you only focus on the ideal clients you want to work with. There are a lot of difficult and dodgy clients in the medcomms industry, who are not worth dealing with.	1/5/2021 11:18 AM
58	More on IR35	1/5/2021 9:06 AM
59	As someone new to the sector, topics on things that I may miss out on from not being exposed to an office environment e.g. landscape of sector, big players etc.	1/5/2021 9:05 AM

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60	Wasn't aware of the weekly webinars. Thank you for the information. A suggestion for a topic would be copyright levels as it pertains to journal articles. This is often needed after a manuscript is submitted and choosing the correct copyright can be confusing.	1/5/2021 4:16 AM
61	Tips/resources for navigating early-to-mid career progression from content writing role to contributing more as a strategic partner	1/4/2021 11:34 PM
62	Some topics of interest (to me, anyway): - Medical writer job satisfaction; - Patient involvement in publications (e.g. patient authors); - Role of AI in medical writing (regulatory and publications).	1/4/2021 11:01 PM
63	2020 in reflection - company perspectives or even individual case studies (including personal learnings, med comms related, general advances)	1/4/2021 8:53 PM
64	1. How to get the work/ life balance right 2. Increasing productivity but not working hours 3. Useful databases and 'newsfeeds' to keep up to date 4. Ideas for training for new skills	1/4/2021 7:54 PM
65	The MedComms area has become heavily bureaucratic. How do we streamline/ simplify? Is it time to ditch the data-vision tools as the industry standard...is the tail wagging the dog?	1/4/2021 6:06 PM
66	Virtual meeting learnings - case studies from meetings held The role of social media in medical communications	1/4/2021 5:42 PM
67	Nothing I can think of.	1/4/2021 5:36 PM
68	Best practice for virtual congresses - from congress organisers/societies	1/4/2021 4:54 PM
69	Social media assistance (as no help in the 2021 ABPI...) and any insights for online activities	1/4/2021 3:36 PM
70	I'd like to see a Code of Practice for agencies and Pharma to adhere to when commissioning work from freelancers. Of course, this must work both ways. For me, it's about mutual respect. At the moment, I don't feel particularly 'respected', in terms of my time being valued and my goodwill not being abused.	1/4/2021 3:17 PM
71	Strategies for data back-up and record keeping.	1/4/2021 3:15 PM
72	A few ideas: - how to switch from an hourly rate system, to a value-based system - how can we collectively improve working conditions for agency teams – it's not too much to ask to only work contracted hours! - training new starters in MedComms - Coaching without micromanaging - How to innovate in MedComms - Using social media in healthcare - Can/should the MedComms industry help increase confidence in public trust in science? ...	1/4/2021 3:13 PM
73	How to reach HCPs most effectively without face to face events	1/4/2021 2:24 PM
74	Flexible working - especially case studies from agencies that have tried something new or different like a 4 day week	1/4/2021 2:05 PM
75	Basic writing tips for junior writers, statistics for medical writers	1/4/2021 1:50 PM
76	Advice to honours students seeking a career in medcomms ☐	1/4/2021 11:49 AM
77	Moving into freelance writing after the tax changes in April.	1/4/2021 11:10 AM
78	1. Bringing creativity to Medcomms 2. Increasing engagement and reach of publications 3. Using marketing principles and technology to personalise content and engagement	1/4/2021 11:09 AM
79	Would be great to include access to a course on delivering virtual presentations - since we, as health / medical / science communicators, are delivering presentations now entirely via Zoom or other virtual methods and there are a lot of different considerations to take into account with regards to audience, rapport, sitting on virtual panels etcetera.	1/4/2021 11:08 AM
80	Real world evidence, health economics etc. More updates on virtual congresses	1/4/2021 11:05 AM
81	Not helpful I know, but I'd say more of what you're already doing - a great service!	1/4/2021 10:57 AM
82	No new suggestions - but wanted to convey my thanks and warm congrats for all the really interesting topics covered in 2020. In my opinion you provide a hugely important service to the Med Comms industry - thank you!	1/4/2021 10:55 AM
83	I recently saw a session with three employees from different Med Comms agencies and there first months on the job. I'd be keen to learn more about other agencies and how they work.	1/4/2021 10:46 AM
84	You already cover a wide range of useful topics	1/4/2021 10:35 AM
85	-	1/4/2021 10:18 AM
86	IR35 (as a matter of urgency) - from both a freelance and agency best practice scenario.	1/4/2021 10:14 AM
87	Real-world evidence - specifically around pubs on use of an intervention in routine care. There are no specific reporting guidelines that match this type of v common study, so how do people approach writing pubs? Pick-N-Mix between CONSORT/STROBE/RECORD ?	1/4/2021 10:12 AM
88	A couple of specific requests: storage - cloud vs hard drive and other options, including what med comms agencies prefer; infographics - aims, uses, development.	1/4/2021 10:03 AM
89	Guidance on moving from full-time employment at a MedComms agency to freelancing.	1/4/2021 10:00 AM
90	It would be great to hear some case studies of how companies adapted their strategies in 2020 as the pandemic progressed...F2F meetings that were converted to digital. What went well, what could be improved. How did they make the innovative and engaging. I think LinkedIn has	1/4/2021 9:51 AM

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been awash with providers touting solutions, but it would be great to hear from the end users and their real world experiences vs the polished marketing output on LI!!

91	Storytelling in Medcomms. Clinical trials 101.	1/4/2021 9:44 AM
92	reimbursement processes	1/4/2021 9:44 AM
93	Career progression in account management/client services	1/4/2021 9:39 AM