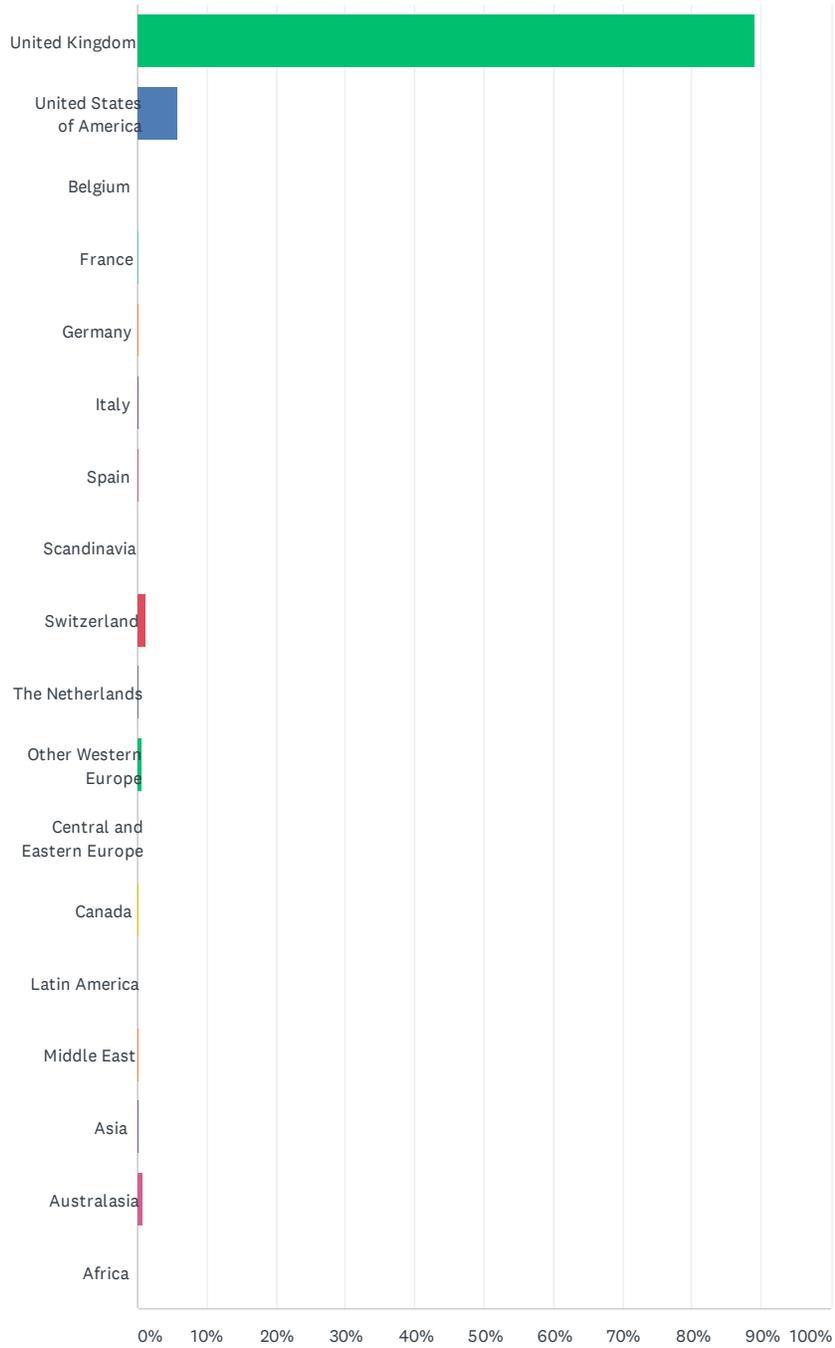


### Q1 Where are you based (tick one answer)?

Answered: 339 Skipped: 0



## MedComms Networking Barometer 2021 (with a COVID twist)

| ANSWER CHOICES             | RESPONSES |            |
|----------------------------|-----------|------------|
| United Kingdom             | 89.09%    | 302        |
| United States of America   | 5.90%     | 20         |
| Belgium                    | 0.00%     | 0          |
| France                     | 0.29%     | 1          |
| Germany                    | 0.29%     | 1          |
| Italy                      | 0.29%     | 1          |
| Spain                      | 0.29%     | 1          |
| Scandinavia                | 0.00%     | 0          |
| Switzerland                | 1.18%     | 4          |
| The Netherlands            | 0.29%     | 1          |
| Other Western Europe       | 0.59%     | 2          |
| Central and Eastern Europe | 0.00%     | 0          |
| Canada                     | 0.29%     | 1          |
| Latin America              | 0.00%     | 0          |
| Middle East                | 0.29%     | 1          |
| Asia                       | 0.29%     | 1          |
| Australasia                | 0.88%     | 3          |
| Africa                     | 0.00%     | 0          |
| <b>TOTAL</b>               |           | <b>339</b> |

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: 339 Skipped: 0



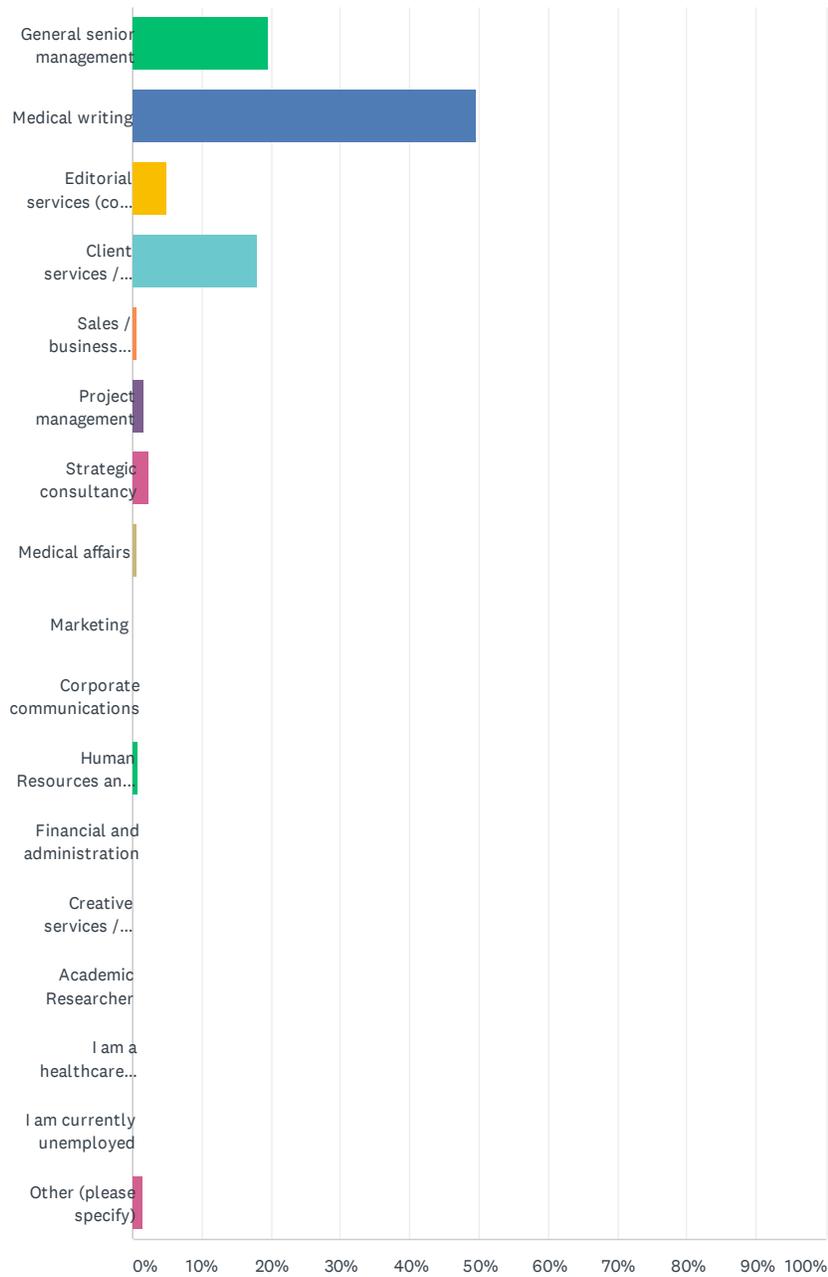
## MedComms Networking Barometer 2021 (with a COVID twist)

| ANSWER CHOICES  | RESPONSES |            |
|---|-----------|------------|
| I am a MedComms freelancer / consultant / interim / independent | 0.00%     | 0          |
| MedComms / Med Ed agency  | 100.00%   | 339        |
| Market Access / HEOR specialist agency                          | 0.00%     | 0          |
| Publications specialist agency                                  | 0.00%     | 0          |
| Commercial CME provider   | 0.00%     | 0          |
| Other communications agency (PR, branding etc)                  | 0.00%     | 0          |
| CRO/Regulatory writing agency                                   | 0.00%     | 0          |
| Recruitment company   | 0.00%     | 0          |
| Design company  | 0.00%     | 0          |
| Digital / multimedia company                                    | 0.00%     | 0          |
| Events organizer  | 0.00%     | 0          |
| Pharma/Healthcare/Biotech/Devices company                       | 0.00%     | 0          |
| Scientific (STM) journals / books publishing company            | 0.00%     | 0          |
| Training company  | 0.00%     | 0          |
| Translation services provider                                   | 0.00%     | 0          |
| Industry information services provider                          | 0.00%     | 0          |
| Academic Institute  | 0.00%     | 0          |
| Medical Society   | 0.00%     | 0          |
| Healthcare service organisation                                 | 0.00%     | 0          |
| I am currently unemployed                                       | 0.00%     | 0          |
| Other (please specify)  | 0.00%     | 0          |
| <b>TOTAL</b>  |           | <b>339</b> |

| # | OTHER (PLEASE SPECIFY)  | DATE |
|---|-------------------------|------|
|   | There are no responses. |      |

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

Answered: 339 Skipped: 0



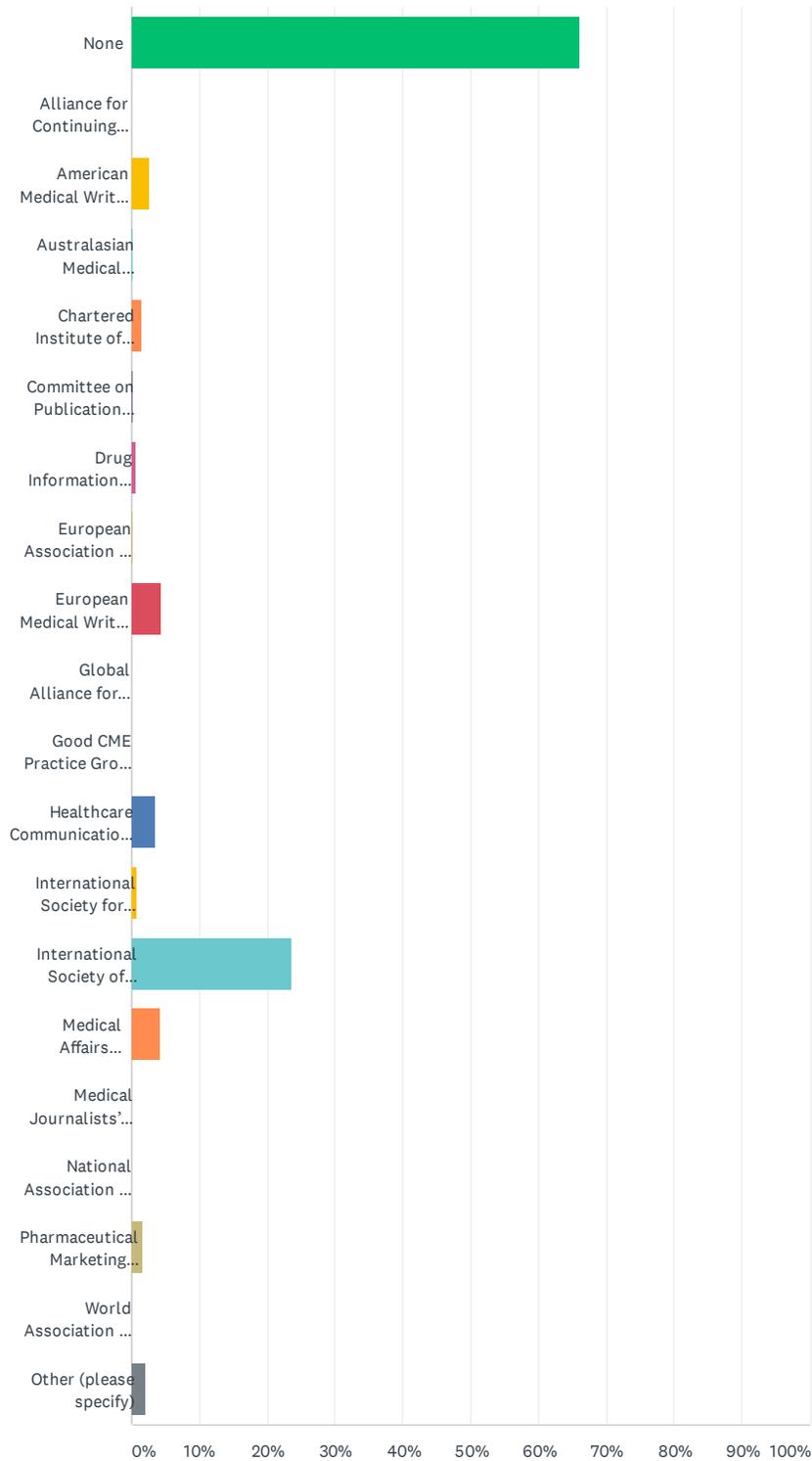
## MedComms Networking Barometer 2021 (with a COVID twist)

| ANSWER CHOICES   | RESPONSES |            |
|--|-----------|------------|
| General senior management                                      | 19.76%    | 67         |
| Medical writing  | 49.56%    | 168        |
| Editorial services (copy / production editing / proof-reading) | 5.01%     | 17         |
| Client services / account management                           | 17.99%    | 61         |
| Sales / business development                                   | 0.59%     | 2          |
| Project management   | 1.77%     | 6          |
| Strategic consultancy  | 2.36%     | 8          |
| Medical affairs  | 0.59%     | 2          |
| Marketing  | 0.00%     | 0          |
| Corporate communications                                       | 0.00%     | 0          |
| Human Resources and recruitment                                | 0.88%     | 3          |
| Financial and administration                                   | 0.00%     | 0          |
| Creative services / production / design                        | 0.00%     | 0          |
| Academic Researcher  | 0.00%     | 0          |
| I am a healthcare professional                                 | 0.00%     | 0          |
| I am currently unemployed                                      | 0.00%     | 0          |
| Other (please specify)   | 1.47%     | 5          |
| <b>TOTAL</b>   |           | <b>339</b> |

| # | OTHER (PLEASE SPECIFY)             | DATE               |
|---|------------------------------------|--------------------|
| 1 | Referencing / Veeva                | 1/25/2021 11:51 AM |
| 2 | Senior scientific management       | 1/21/2021 9:42 PM  |
| 3 | Compliance and Data Protection     | 1/19/2021 2:12 PM  |
| 4 | Na                                 | 1/11/2021 2:25 PM  |
| 5 | 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: 339 Skipped: 0



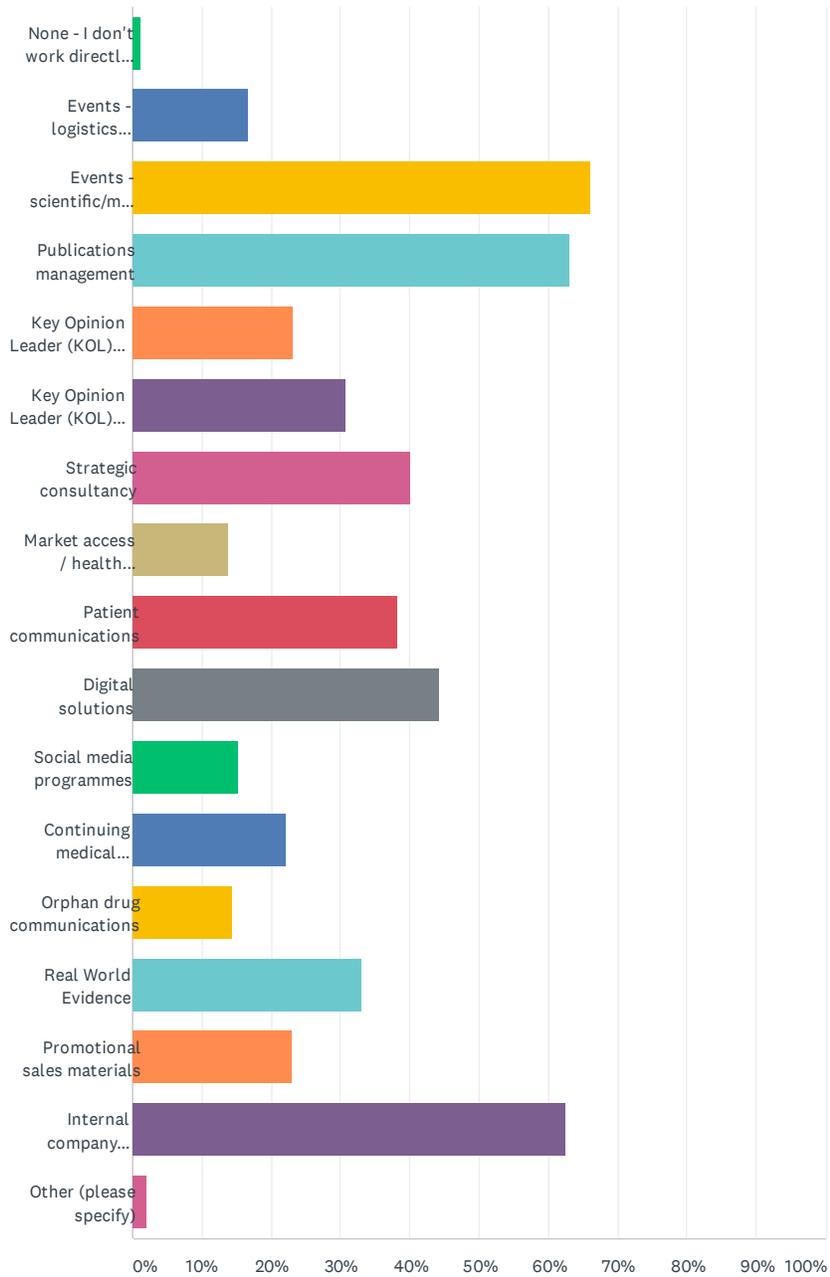
## MedComms Networking Barometer 2021 (with a COVID twist)

| ANSWER CHOICES  | RESPONSES |     |
|---|-----------|-----|
| None  | 66.08%    | 224 |
| Alliance for Continuing Education in the Health Professions (ACEhp)       | 0.00%     | 0   |
| American Medical Writers Association (AMWA)                               | 2.65%     | 9   |
| Australasian Medical Writer's Association (AMWA)                          | 0.29%     | 1   |
| Chartered Institute of Editing and Proofreading (CIEP)                    | 1.47%     | 5   |
| Committee on Publication Ethics (COPE)                                    | 0.29%     | 1   |
| Drug Information Association (DIA)  | 0.59%     | 2   |
| European Association of Science Editors (EASE)                            | 0.29%     | 1   |
| European Medical Writers Association (EMWA)                               | 4.42%     | 15  |
| Global Alliance for Medical Education (GAME)                              | 0.00%     | 0   |
| Good CME Practice Group (gCMEp)   | 0.00%     | 0   |
| Healthcare Communications Association (HCA)                               | 3.54%     | 12  |
| International Society for Pharmacoeconomics and Outcomes Research (ISPOR) | 0.88%     | 3   |
| International Society of Medical Publishing Professionals (ISMPP)         | 23.60%    | 80  |
| Medical Affairs Professional Society (MAPS)                               | 4.13%     | 14  |
| Medical Journalists' Association  | 0.00%     | 0   |
| National Association of Science Writers (NASW)                            | 0.00%     | 0   |
| Pharmaceutical Marketing Society (PM Society)                             | 1.77%     | 6   |
| World Association of Medical Editors (WAME)                               | 0.00%     | 0   |
| Other (please specify)  | 2.06%     | 7   |
| Total Respondents: 339  |           |     |

| # | OTHER (PLEASE SPECIFY)                            | DATE               |
|---|---|--------------------|
| 1 | Specific HR, Coaching and British Psych societies | 1/26/2021 5:13 PM  |
| 2 | ESMO  | 1/26/2021 11:40 AM |
| 3 | EACA-HCC (Europe), AACC Sante (France)            | 1/25/2021 6:48 PM  |
| 4 | CMI, GDPR Institut, EADPP                         | 1/19/2021 2:12 PM  |
| 5 | National pharmaceutical society                   | 1/11/2021 2:28 PM  |
| 6 | Chartered Institute of Personnel Development      | 1/6/2021 1:53 PM   |
| 7 | Chartered institute of marketing                  | 1/5/2021 1:51 PM   |

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

Answered: 339 Skipped: 0



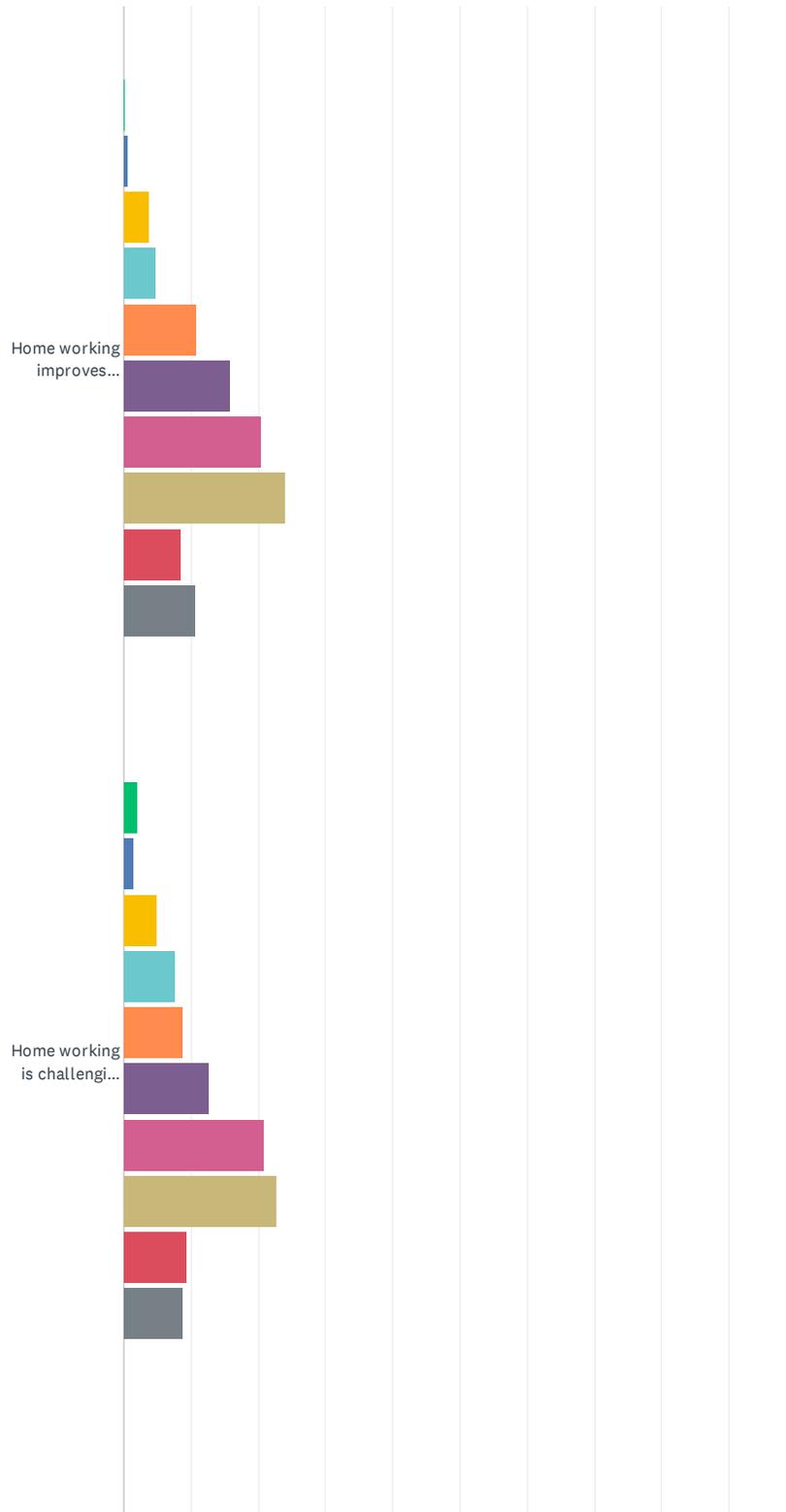
## MedComms Networking Barometer 2021 (with a COVID twist)

| ANSWER CHOICES  | RESPONSES |     |
|---|-----------|-----|
| None - I don't work directly in MedComms                                | 1.18%     | 4   |
| Events - logistics management   | 16.81%    | 57  |
| Events - scientific/medical programmes and content development          | 66.08%    | 224 |
| Publications management   | 63.13%    | 214 |
| Key Opinion Leader (KOL) / external expert profiling and identification | 23.30%    | 79  |
| Key Opinion Leader (KOL) / external expert management                   | 30.68%    | 104 |
| Strategic consultancy   | 40.12%    | 136 |
| Market access / health outcomes   | 13.86%    | 47  |
| Patient communications  | 38.35%    | 130 |
| Digital solutions   | 44.25%    | 150 |
| Social media programmes   | 15.34%    | 52  |
| Continuing medical education and professional development (CME / CPD)   | 22.12%    | 75  |
| Orphan drug communications  | 14.45%    | 49  |
| Real World Evidence   | 33.04%    | 112 |
| Promotional sales materials   | 23.01%    | 78  |
| Internal company training activities (MSLs, Reps and others)            | 62.54%    | 212 |
| Other (please specify)  | 2.06%     | 7   |
| Total Respondents: 339  |           |     |

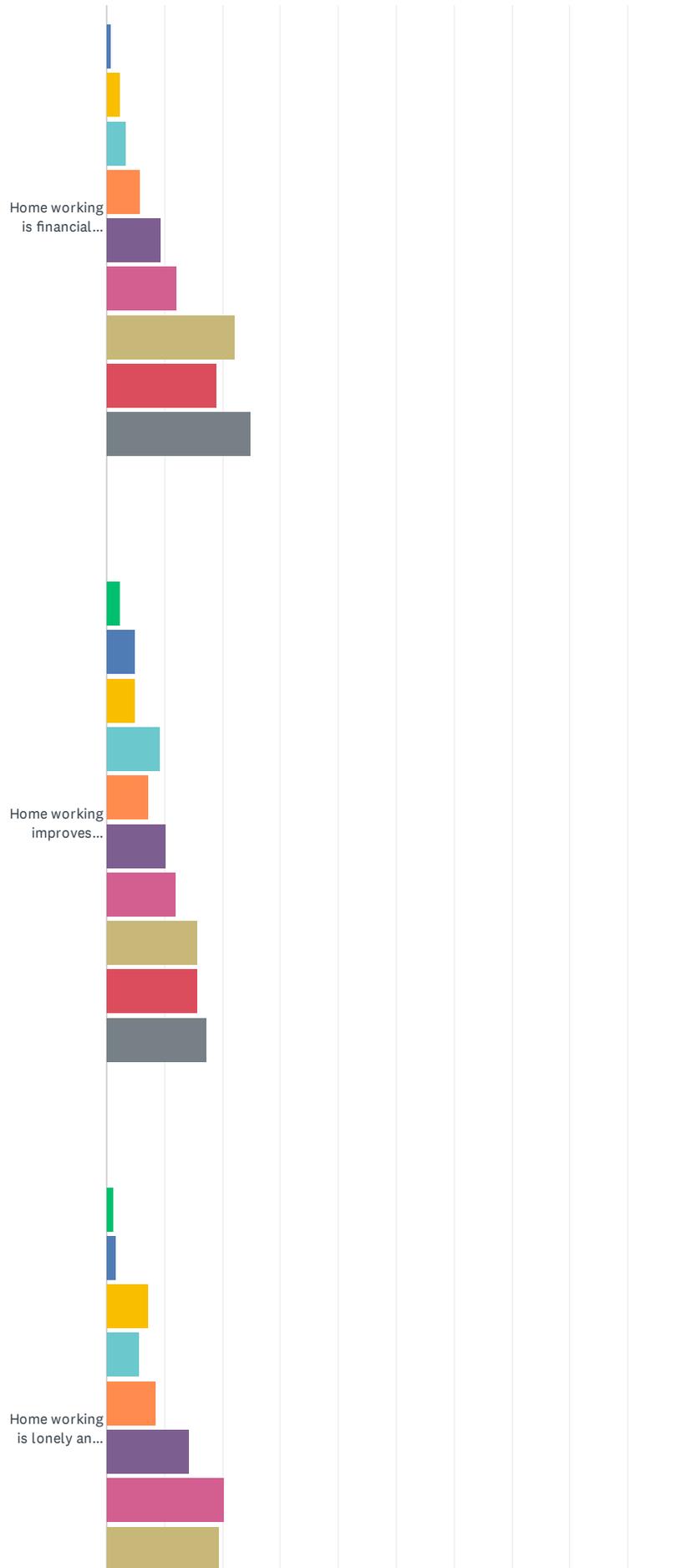
| # | OTHER (PLEASE SPECIFY)                                 | DATE               |
|---|--|--------------------|
| 1 | Promo med ed   | 1/26/2021 11:40 AM |
| 2 | health films   | 1/25/2021 9:19 AM  |
| 3 | Med comms staff training                               | 1/20/2021 12:29 PM |
| 4 | Training   | 1/14/2021 4:14 PM  |
| 5 | medical affairs support                                | 1/5/2021 9:18 AM   |
| 6 | Systematic literature review development               | 1/4/2021 12:10 PM  |
| 7 | 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.

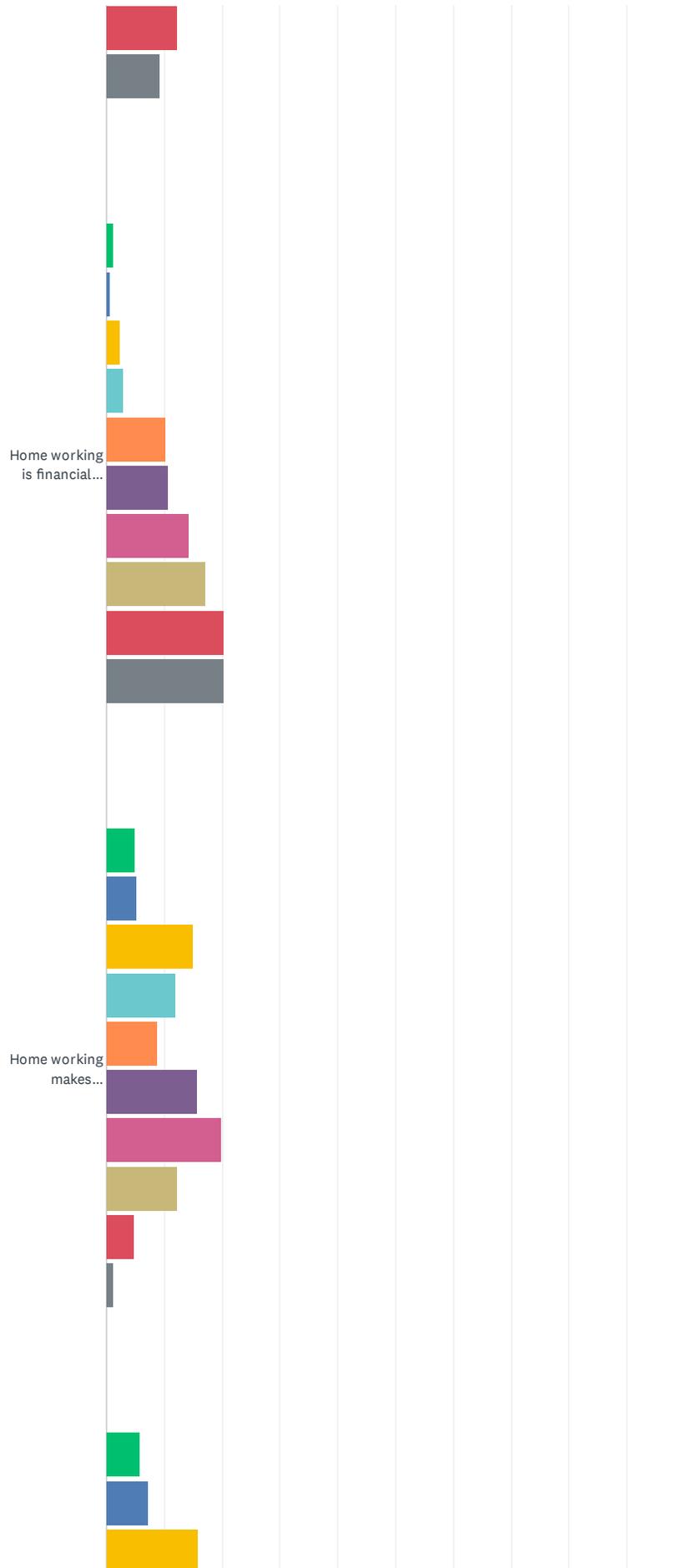
Answered: 339 Skipped: 0



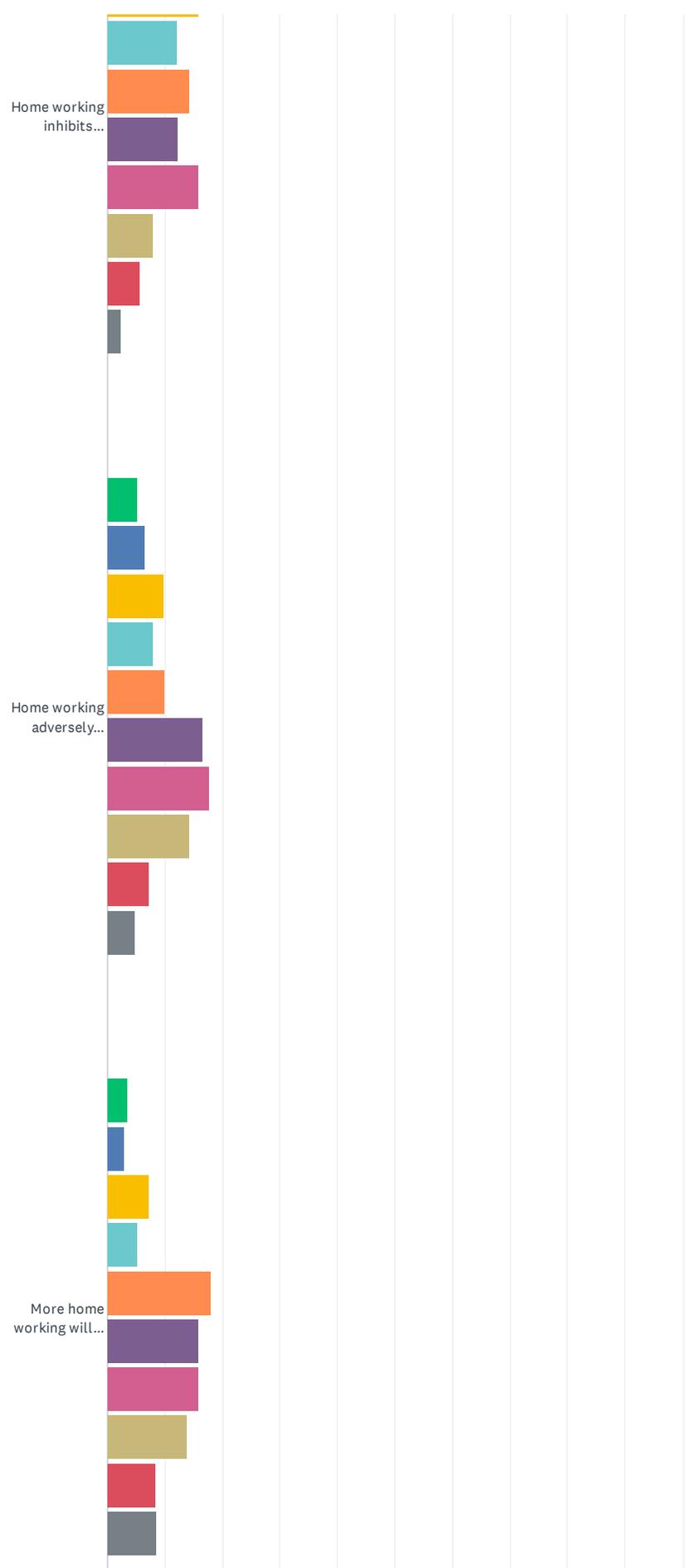
# MedComms Networking Barometer 2021 (with a COVID twist)



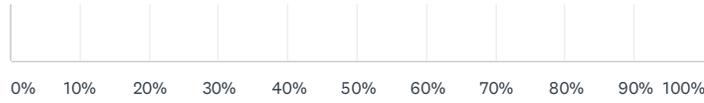
# MedComms Networking Barometer 2021 (with a COVID twist)



# MedComms Networking Barometer 2021 (with a COVID twist)



# MedComms Networking Barometer 2021 (with a COVID twist)



|  | 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                                     | 0.30%<br>1             | 0.59%<br>2  | 3.85%<br>13  | 4.73%<br>16  | 10.95%<br>37 | 15.98%<br>54 | 20.41%<br>69 | 23.96%<br>81 | 8.58%<br>29  | 10.65%<br>36       | 338   | 7.01             |
| Home working is challenging for individuals                            | 2.07%<br>7             | 1.48%<br>5  | 5.03%<br>17  | 7.69%<br>26  | 8.88%<br>30  | 12.72%<br>43 | 21.01%<br>71 | 22.78%<br>77 | 9.47%<br>32  | 8.88%<br>30        | 338   | 6.75             |
| Home working is financially advantageous for individuals               | 0.00%<br>0             | 0.89%<br>3  | 2.37%<br>8   | 3.25%<br>11  | 5.92%<br>20  | 9.47%<br>32  | 12.13%<br>41 | 22.19%<br>75 | 18.93%<br>64 | 24.85%<br>84       | 338   | 7.90             |
| Home working improves work:life balance for individuals                | 2.37%<br>8             | 5.03%<br>17 | 5.03%<br>17  | 9.17%<br>31  | 7.40%<br>25  | 10.36%<br>35 | 11.83%<br>40 | 15.68%<br>53 | 15.68%<br>53 | 17.46%<br>59       | 338   | 6.87             |
| Home working is lonely and isolating for individuals                   | 1.18%<br>4             | 1.77%<br>6  | 7.37%<br>25  | 5.60%<br>19  | 8.55%<br>29  | 14.16%<br>48 | 20.35%<br>69 | 19.47%<br>66 | 12.39%<br>42 | 9.14%<br>31        | 339   | 6.78             |
| Home working is financially advantageous for organisations             | 1.18%<br>4             | 0.59%<br>2  | 2.36%<br>8   | 2.95%<br>10  | 10.32%<br>35 | 10.62%<br>36 | 14.16%<br>48 | 17.11%<br>58 | 20.35%<br>69 | 20.35%<br>69       | 339   | 7.59             |
| Home working makes team-working difficult within organisations         | 5.03%<br>17            | 5.33%<br>18 | 15.09%<br>51 | 11.83%<br>40 | 8.88%<br>30  | 15.68%<br>53 | 19.82%<br>67 | 12.43%<br>42 | 4.73%<br>16  | 1.18%<br>4         | 338   | 5.39             |
| Home working inhibits creativity within organisations                  | 5.92%<br>20            | 7.40%<br>25 | 15.98%<br>54 | 12.13%<br>41 | 14.20%<br>48 | 12.43%<br>42 | 15.98%<br>54 | 7.99%<br>27  | 5.62%<br>19  | 2.37%<br>8         | 338   | 5.13             |
| Home working adversely affects unique culture within organisations     | 5.31%<br>18            | 6.49%<br>22 | 9.73%<br>33  | 7.96%<br>27  | 10.03%<br>34 | 16.52%<br>56 | 17.70%<br>60 | 14.16%<br>48 | 7.37%<br>25  | 4.72%<br>16        | 339   | 5.79             |
| More home working will engender greater diversity within organisations | 3.55%<br>12            | 2.96%<br>10 | 7.40%<br>25  | 5.33%<br>18  | 18.05%<br>61 | 15.98%<br>54 | 15.98%<br>54 | 13.91%<br>47 | 8.28%<br>28  | 8.58%<br>29        | 338   | 6.22             |

## MedComms Networking Barometer 2021 (with a COVID twist)

| #  | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...   | DATE               |
|----|--|--------------------|
| 1  | Productivity was negatively impacted more by home schooling/childcare than having to work from home  | 1/26/2021 10:35 PM |
| 2  | 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  |
| 3  | 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  |
| 4  | 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  |
| 5  | 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  |
| 6  | 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 |
| 7  | 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  |
| 8  | 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  |
| 9  | 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 |
| 10 | The impact of homeworking is largely down to the individual - some find it very difficult, others thrive   | 1/20/2021 12:29 PM |
| 11 | 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 |
| 12 | 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  |
| 13 | Causes work to be closer to 24/7. It can be hard to turn off work.   | 1/19/2021 2:04 PM  |
| 14 | 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  |
| 15 | 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  |
| 16 | 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  |
| 17 | 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 |
| 18 | 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  | 1/11/2021 6:47 PM  |

## MedComms Networking Barometer 2021 (with a COVID twist)

be built including a good ratio of both homeworkers and office workers. Mentors for homeworkers should be provided.

|    |  |                    |
|----|--|--------------------|
| 19 | 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 |
| 20 | Working from home has the capacity to be what you make of it, as does office working. 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.   | 1/11/2021 9:36 AM  |
| 21 | 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   |
| 22 | 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   |
| 23 | 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  |
| 24 | 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   |
| 25 | 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   |
| 26 | 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   |
| 27 | 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   |
| 28 | 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  |
| 29 | 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   |
| 30 | 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 partnership.   | 1/4/2021 8:53 PM   |
| 31 | 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   |
| 32 | 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   |
| 33 | 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   |
| 34 | 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   |
| 35 | 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  |
| 36 | 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  |
| 37 | 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 | 1/4/2021 10:57 AM  |

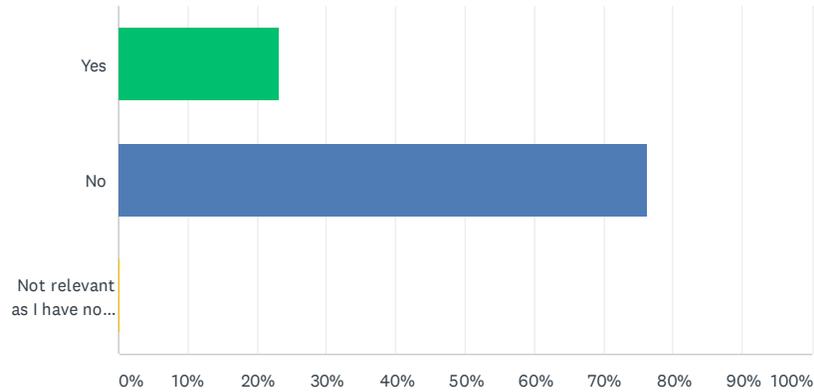
## MedComms Networking Barometer 2021 (with a COVID twist)

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.

|    |   |                   |
|----|---|-------------------|
| 38 | Employers need to offer salary increases to pay for additional heat/lighting costs for home working   | 1/4/2021 10:45 AM |
| 39 | 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 |
| 40 | 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 |
| 41 | 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 |
| 42 | 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 |
| 43 | 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 |
| 44 | 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: 339 Skipped: 0



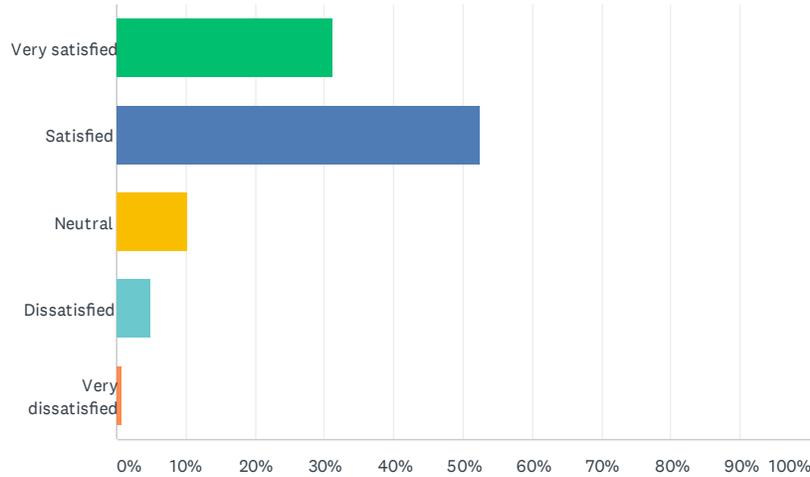
| ANSWER CHOICES                                   | RESPONSES |            |
|--|-----------|------------|
| Yes  | 23.30%    | 79         |
| No   | 76.40%    | 259        |
| Not relevant as I have not worked at home at all | 0.29%     | 1          |
| <b>TOTAL</b>                                     |           | <b>339</b> |

## MedComms Networking Barometer 2021 (with a COVID twist)

| #  | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...   | DATE               |
|----|--|--------------------|
| 1  | Assessment made by survey. Unaware of subsequent adjustments to staff work setups  | 1/30/2021 4:20 PM  |
| 2  | Have sent us a link to some guidance but no formal assessment or requirement to complete   | 1/27/2021 11:19 AM |
| 3  | Guided people to self led H&S review rather than enforced it   | 1/26/2021 5:13 PM  |
| 4  | They haven't specifically done individual checks however have encouraged 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  |
| 5  | This has been offered and requests for chair, stool, additional screen etc all met with positive response  | 1/25/2021 5:16 PM  |
| 6  | and provided monitor, furniture if needed, mental health checks and support.   | 1/25/2021 2:00 PM  |
| 7  | All employees are required to complete a DSE checklist assessment for the home working environment.  | 1/20/2021 11:20 AM |
| 8  | We have been provided with self-assessment guidance but not had anyone formally review our home work stations  | 1/19/2021 3:13 PM  |
| 9  | Standard, as we are all home-based at the company I work for   | 1/17/2021 9:59 PM  |
| 10 | We've been asked to do that but this has never been checked on   | 1/12/2021 1:59 PM  |
| 11 | Worked at home for 3 years and had no assessment of my work station.   | 1/11/2021 6:47 PM  |
| 12 | It was offered   | 1/11/2021 2:25 PM  |
| 13 | This is a very UK centric question   | 1/7/2021 5:29 PM   |
| 14 | 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   |
| 15 | 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   |
| 16 | Something that will need to be introduced as a compulsory part of the new 're-imagined' model!   | 1/4/2021 8:53 PM   |
| 17 | Many people are still working from kitchen tables and chairs, which may have health impacts...   | 1/4/2021 3:36 PM   |
| 18 | Company has offered assistance with home office kit, such as screens, risers, chairs, etc.   | 1/4/2021 1:38 PM   |
| 19 | 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  |
| 20 | 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  |
| 21 | 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  |
| 22 | We are provided with information on how you should set up your home work station   | 1/4/2021 10:29 AM  |
| 23 | 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  |
| 24 | I have been provided with a guidance document on how to set up my home workstation   | 1/4/2021 10:06 AM  |
| 25 | An assessment was completed but the results of the assessment not yet actioned   | 1/4/2021 10:00 AM  |
| 26 | 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: 339 Skipped: 0

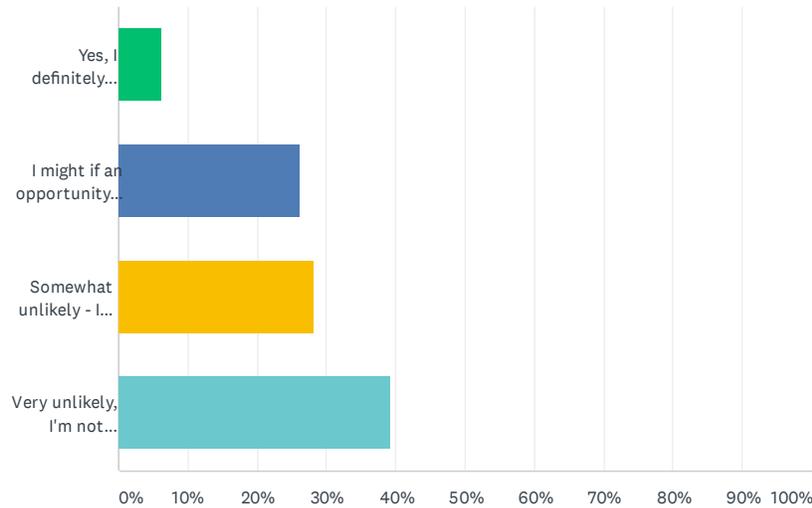


| ANSWER CHOICES    | RESPONSES |            |
|-------------------|-----------|------------|
| Very satisfied    | 31.27%    | 106        |
| Satisfied         | 52.51%    | 178        |
| Neutral           | 10.32%    | 35         |
| Dissatisfied      | 5.01%     | 17         |
| Very dissatisfied | 0.88%     | 3          |
| <b>TOTAL</b>      |           | <b>339</b> |

| # | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...  | DATE               |
|---|---|--------------------|
| 1 | 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  |
| 2 | Work life balance was not an option in 2021   | 1/25/2021 11:46 AM |
| 3 | 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  |
| 4 | 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   |
| 5 | There is not much support with career progression   | 1/4/2021 1:41 PM   |

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

Answered: 339 Skipped: 0

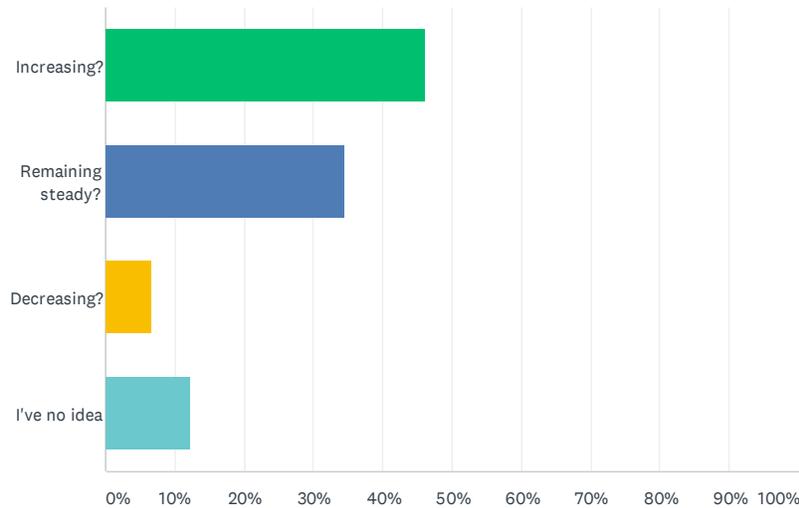


| ANSWER CHOICES                           | RESPONSES |            |
|--|-----------|------------|
| Yes, I definitely intend to move         | 6.19%     | 21         |
| I might if an opportunity arises         | 26.25%    | 89         |
| Somewhat unlikely - I doubt it           | 28.32%    | 96         |
| Very unlikely, I'm not expecting to move | 39.23%    | 133        |
| <b>TOTAL</b>                             |           | <b>339</b> |

| # | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...   | DATE              |
|---|--|-------------------|
| 1 | I've just moved into a new job   | 1/25/2021 8:40 PM |
| 2 | 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 |
| 3 | I might look outside of med comms, for a career shift  | 1/8/2021 12:34 PM |
| 4 | 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  |
| 5 | 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 |

**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: 339 Skipped: 0

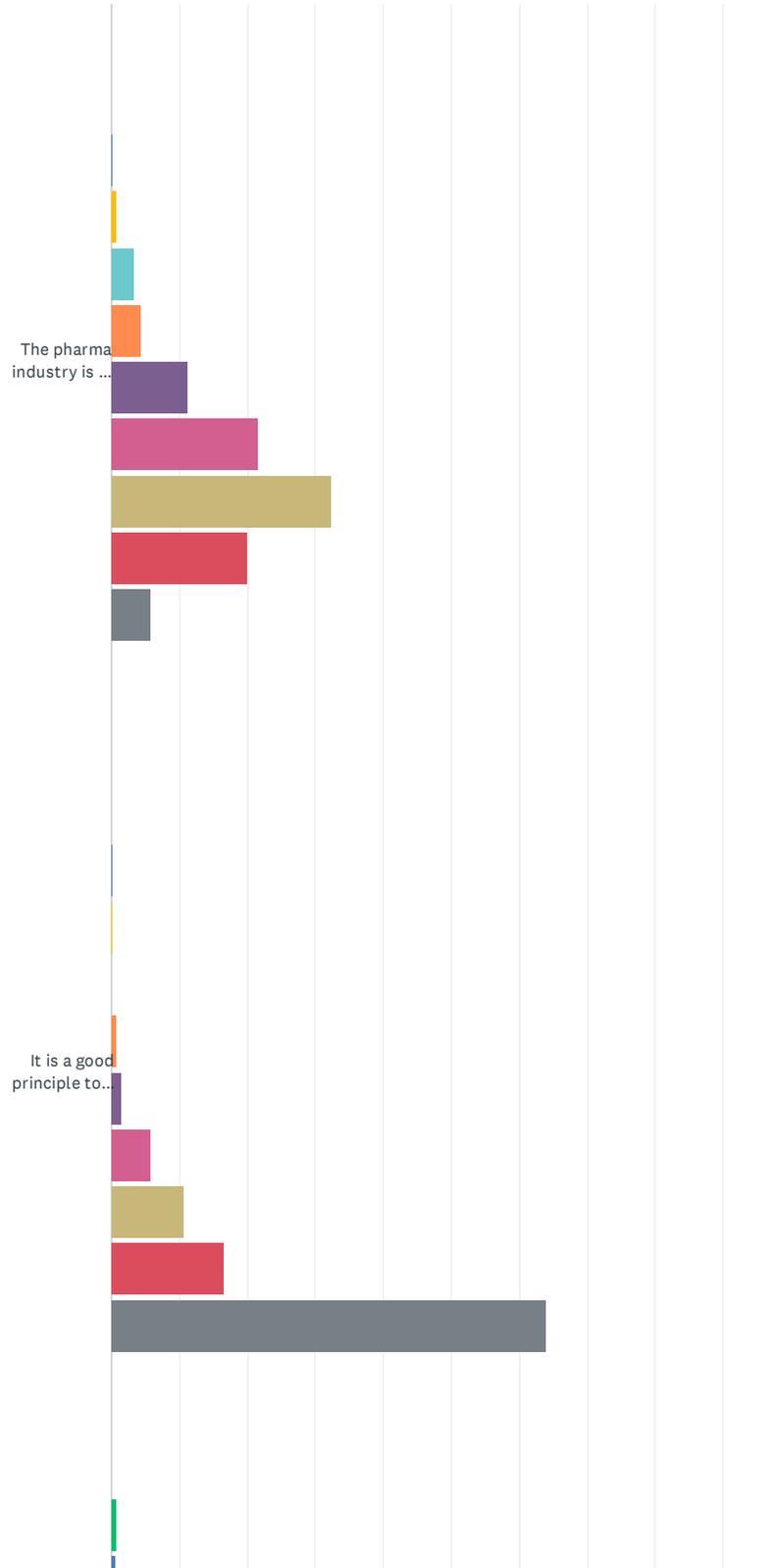


| ANSWER CHOICES    | RESPONSES |            |
|-------------------|-----------|------------|
| Increasing?       | 46.31%    | 157        |
| Remaining steady? | 34.51%    | 117        |
| Decreasing?       | 6.78%     | 23         |
| I've no idea      | 12.39%    | 42         |
| <b>TOTAL</b>      |           | <b>339</b> |

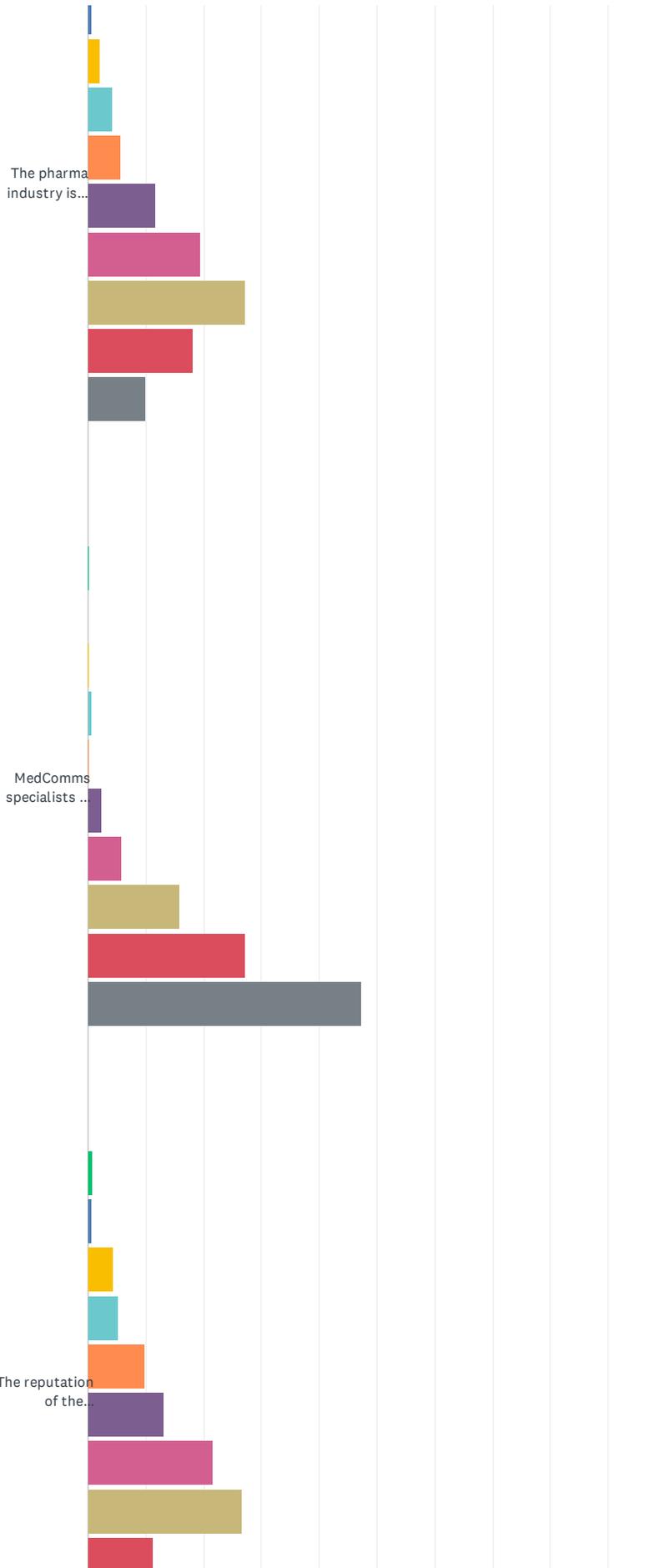
| #  | PLEASE ADD ANY FURTHER INSIGHTS HERE (REMEMBER THE COMMENTS HERE WILL BE MADE PUBLIC)...   | DATE               |
|----|--|--------------------|
| 1  | Most staying steady, some increasing and some companies moving to in-house 'agencies'  | 1/25/2021 5:16 PM  |
| 2  | Increasing with some clients, 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  |
| 3  | Pharma looking for more support, but invariable without an increase in budget!   | 1/20/2021 12:29 PM |
| 4  | 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   |
| 5  | 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   |
| 6  | Decreasing due to covid impact on core business  | 1/6/2021 3:26 PM   |
| 7  | 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  |
| 8  | Very new to the role   | 1/5/2021 9:05 AM   |
| 9  | 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  |
| 10 | 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  |
| 11 | 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.

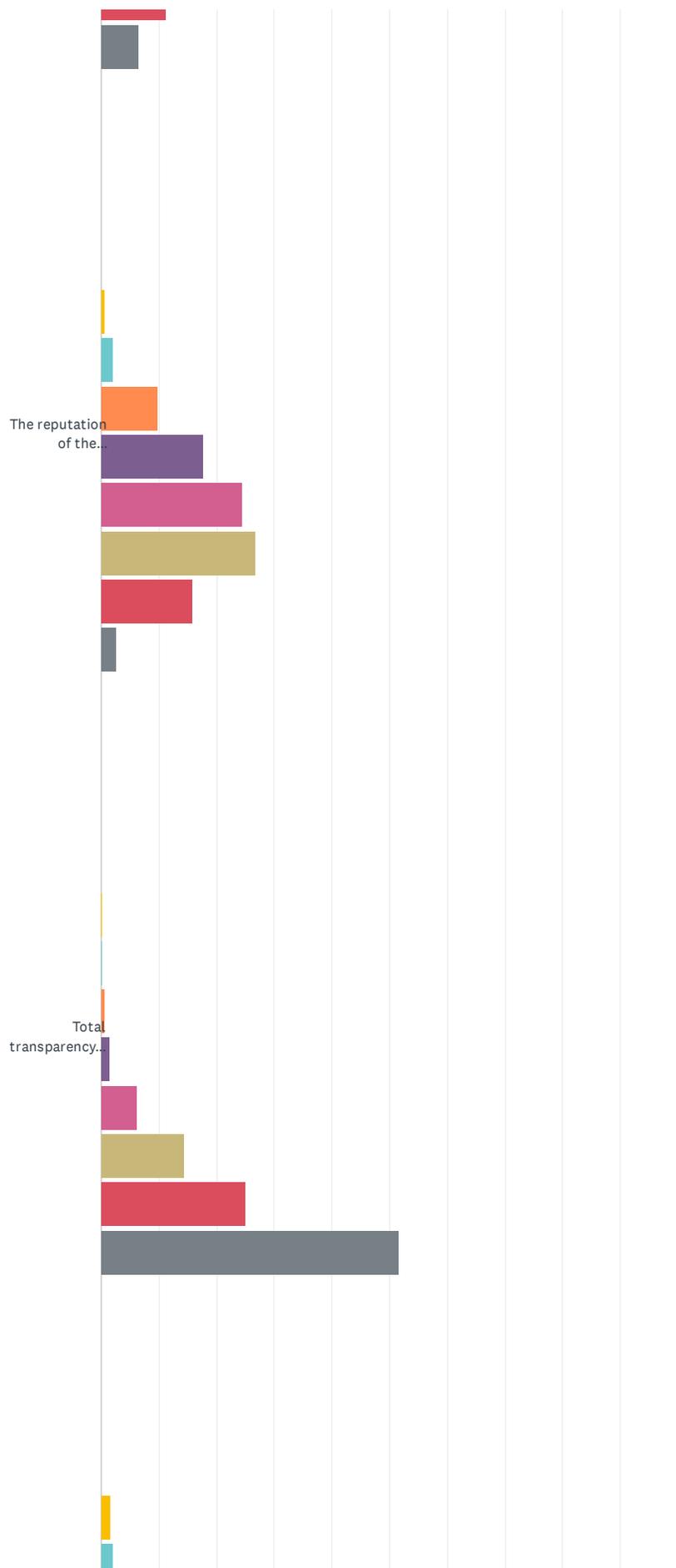
Answered: 339 Skipped: 0



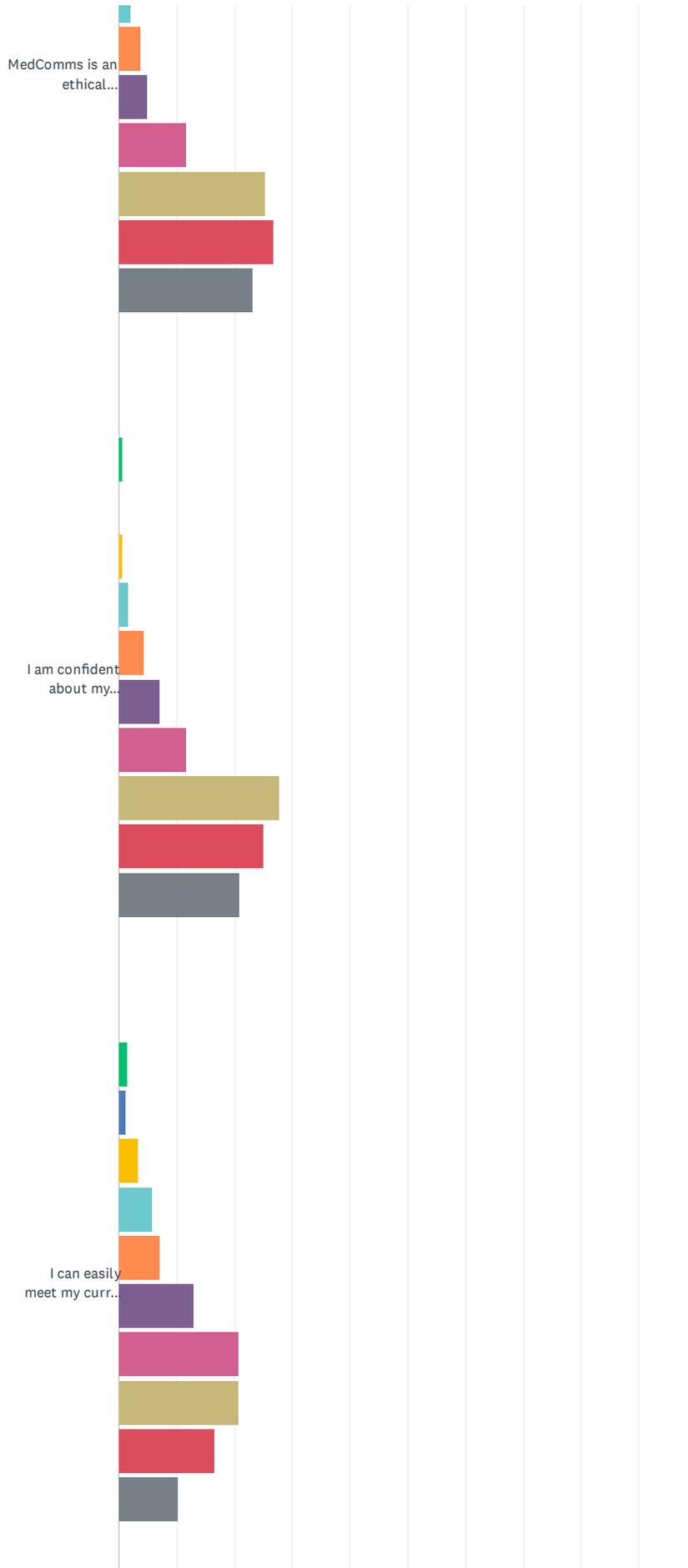
# MedComms Networking Barometer 2021 (with a COVID twist)



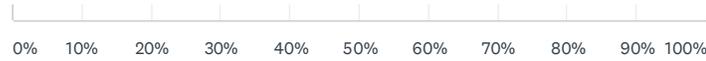
# MedComms Networking Barometer 2021 (with a COVID twist)



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# MedComms Networking Barometer 2021 (with a COVID twist)



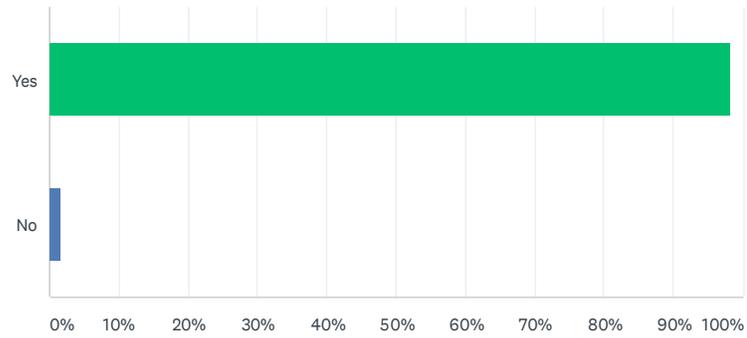
|  | I DON'T AGREE AT ALL 0 | 1          | 2           | 3           | 4           | 5            | 6            | 7             | 8            | I ENTIRELY AGREE 9 | TOTAL |
|--|------------------------|------------|-------------|-------------|-------------|--------------|--------------|---------------|--------------|--------------------|-------|
| The pharma industry is a credible and trusted source of information about medicines                                      | 0.00%<br>0             | 0.29%<br>1 | 0.88%<br>3  | 3.24%<br>11 | 4.42%<br>15 | 11.21%<br>38 | 21.53%<br>73 | 32.45%<br>110 | 20.06%<br>68 | 5.90%<br>20        | 339   |
| It is a good principle to aim at, to publish all clinical trial data for all products                                    | 0.00%<br>0             | 0.29%<br>1 | 0.29%<br>1  | 0.00%<br>0  | 0.88%<br>3  | 1.47%<br>5   | 5.90%<br>20  | 10.62%<br>36  | 16.52%<br>56 | 64.01%<br>217      | 339   |
| The pharma industry is indeed striving to publish all clinical trial data for all products                               | 0.88%<br>3             | 0.59%<br>2 | 2.06%<br>7  | 4.13%<br>14 | 5.60%<br>19 | 11.80%<br>40 | 19.47%<br>66 | 27.14%<br>92  | 18.29%<br>62 | 10.03%<br>34       | 339   |
| MedComms specialists can play a direct role in ensuring pharma companies work to best practice standards                 | 0.29%<br>1             | 0.00%<br>0 | 0.29%<br>1  | 0.59%<br>2  | 0.29%<br>1  | 2.36%<br>8   | 5.90%<br>20  | 15.93%<br>54  | 27.14%<br>92 | 47.20%<br>160      | 339   |
| The reputation of the pharmaceutical industry is improving amongst the wider public                                      | 0.88%<br>3             | 0.59%<br>2 | 4.42%<br>15 | 5.31%<br>18 | 9.73%<br>33 | 13.27%<br>45 | 21.53%<br>73 | 26.55%<br>90  | 11.21%<br>38 | 6.49%<br>22        | 339   |
| The reputation of the pharmaceutical industry is improving amongst healthcare professionals                              | 0.00%<br>0             | 0.00%<br>0 | 0.59%<br>2  | 2.06%<br>7  | 9.73%<br>33 | 17.70%<br>60 | 24.48%<br>83 | 26.84%<br>91  | 15.93%<br>54 | 2.65%<br>9         | 339   |
| Total transparency of financial arrangements between industry and healthcare professionals is a good principle to aim at | 0.00%<br>0             | 0.00%<br>0 | 0.29%<br>1  | 0.29%<br>1  | 0.59%<br>2  | 1.47%<br>5   | 6.19%<br>21  | 14.45%<br>49  | 25.07%<br>85 | 51.62%<br>175      | 339   |
| MedComms is an ethical business  | 0.00%<br>0             | 0.00%<br>0 | 1.77%<br>6  | 2.06%<br>7  | 3.83%<br>13 | 5.01%<br>17  | 11.80%<br>40 | 25.37%<br>86  | 26.84%<br>91 | 23.30%<br>79       | 339   |
| I am confident about my personal financial future  | 0.59%<br>2             | 0.00%<br>0 | 0.59%<br>2  | 1.77%<br>6  | 4.42%<br>15 | 7.08%<br>24  | 11.80%<br>40 | 27.73%<br>94  | 25.07%<br>85 | 20.94%<br>71       | 339   |
| I can easily meet my current training needs  | 1.47%<br>5             | 1.18%<br>4 | 3.24%<br>11 | 5.90%<br>20 | 7.08%<br>24 | 12.98%<br>44 | 20.65%<br>70 | 20.65%<br>70  | 16.52%<br>56 | 10.32%<br>35       | 339   |

## 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  | No time for training!  | 1/25/2021 10:41 PM |
| 3  | Time is the key limiter re personal training needs as the company is willing but time is short   | 1/25/2021 5:16 PM  |
| 4  | 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 |
| 5  | 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  |
| 6  | 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  |
| 7  | 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   |
| 8  | Difficult to find any time in the working day for personal development   | 1/7/2021 2:48 PM   |
| 9  | 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   |
| 10 | Pharmaceutical companies still have some room for improvement with regards to publishing information that is fair and balanced.  | 1/5/2021 4:16 AM   |
| 11 | 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  |
| 12 | 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  |

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

Answered: 339 Skipped: 0



| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 98.23%    | 333 |
| No             | 1.77%     | 6   |
| TOTAL          |           | 339 |

## 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 progression is excellent, it's a varied job, it's remained secure throughout COVID  | 1/26/2021 9:53 AM  |
| 2  | 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  |
| 3  | 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 |
| 4  | 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  |
| 5  | Yes, but not one that suits everyone.   | 1/19/2021 3:08 PM  |
| 6  | I won't mention the exciting travel opportunities at the moment!  | 1/19/2021 10:42 AM |
| 7  | 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  |
| 8  | 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 |
| 9  | But one should be honest about the fast paced and pressured environment that it comes with.   | 1/11/2021 10:23 AM |
| 10 | 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   |
| 11 | 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   |
| 12 | 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   |
| 13 | No. It is harshly demanding and way more stressful than should be necessary.  | 1/5/2021 4:16 AM   |
| 14 | I think work-life balance should remain a focus, particularly as life is more stressful than ever before due to COVID   | 1/4/2021 11:25 AM  |
| 15 | 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  |
| 16 | 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  |
| 17 | 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: 113 Skipped: 226

## 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  | 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 |
| 6  | Flexible working hours and smaller core hours to support differing home situations.  | 1/26/2021 2:30 PM  |
| 7  | Reliable IT Support is paramount. Ensure seamless online video systems . Emphasize and encourage team working.   | 1/26/2021 11:40 AM |
| 8  | 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  |
| 9  | 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  |
| 10 | 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  |
| 11 | Never stop questioning !   | 1/25/2021 6:48 PM  |
| 12 | 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  |
| 13 | 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-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.   | 1/25/2021 2:59 PM  |
| 14 | 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  |
| 15 | 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  |
| 16 | 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 |
| 17 | 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 |
| 18 | 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 |
| 19 | 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 |
| 20 | 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 |
| 21 | Make sure employees have the right tools to do their jobs  | 1/25/2021 9:53 AM  |
| 22 | Regular and personal communication from Senior Management to connect teams with the business   | 1/25/2021 9:48 AM  |
| 23 | 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 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 | 1/25/2021 9:29 AM  |
| 24 | Some generally agreed standards would be helpful   | 1/25/2021 9:19 AM  |

## MedComms Networking Barometer 2021 (with a COVID twist)

|    |   |                    |
|----|---|--------------------|
| 25 | 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  |
| 26 | Allowing time for informal catch ups/socialising. Wellbeing support through optional physical/mental health sessions. Small motivational gifts  | 1/25/2021 9:18 AM  |
| 27 | 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 |
| 28 | 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 |
| 29 | 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  |
| 30 | 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  |
| 31 | 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  |
| 32 | 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  |
| 33 | 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  |
| 34 | No comment  | 1/19/2021 11:02 AM |
| 35 | Our IT teams are unsung heroes. The speed with which we were all able to transition to home-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.   | 1/19/2021 10:42 AM |
| 36 | Wellbeing policies, complete support for flexible working requests, virtual working guidelines and best practices.  | 1/18/2021 8:52 PM  |
| 37 | Trust in flexible working   | 1/17/2021 9:59 PM  |
| 38 | 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  |
| 39 | Keep checking in with staff - what worked well 6 months ago might not be right now.   | 1/16/2021 6:04 PM  |
| 40 | My company has been hugely supportive and caring. More help with Internet access would be good.   | 1/14/2021 4:14 PM  |
| 41 | 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  |
| 42 | Compressed hours, e.g. cramming a 5-day work week in 4 days   | 1/12/2021 4:02 PM  |
| 43 | 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  |
| 44 | flexible working hours to allow for home schooling  | 1/12/2021 1:43 PM  |
| 45 | 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 |
| 46 | Encourage flexible working, but also work-life balance  | 1/12/2021 8:35 AM  |
| 47 | Positives - weekly agency meeting to catchup regarding previous week and week ahead, daily  | 1/11/2021 7:03 PM  |

## MedComms Networking Barometer 2021 (with a COVID twist)

|    |   |                    |
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|    | standup meetings with team, weekly social drop ins to have non work related chat  |                    |
| 48 | 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  |
| 49 | Provide flexibility to accomodate personal and family needs   | 1/11/2021 3:29 PM  |
| 50 | 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 |
| 51 | 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  |
| 52 | 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   |
| 53 | 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   |
| 54 | 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  |
| 55 | Proper equipment installed from day one of WFH  | 1/6/2021 4:21 PM   |
| 56 | More regular communication. Keeping to routines is key  | 1/6/2021 3:26 PM   |
| 57 | Being more flexible with core working hours / reduced hours has made life easier for many.  | 1/6/2021 3:01 PM   |
| 58 | 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   |
| 59 | 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  |
| 60 | 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   |
| 61 | 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   |
| 62 | Let individuals chose what works best from them, working from home or the office  | 1/5/2021 3:44 PM   |
| 63 | walk before work, at lunch and after. well-being is key.  | 1/5/2021 2:59 PM   |
| 64 | 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   |
| 65 | - 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 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. | 1/5/2021 2:50 PM   |
| 66 | 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   |
| 67 | Flexibility to handle individual situations is key.   | 1/5/2021 2:09 PM   |
| 68 | Offering a wfh allowance to cover upgraded WiFi costs.  | 1/5/2021 1:15 PM   |
| 69 | 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  | 1/5/2021 1:10 PM   |

## MedComms Networking Barometer 2021 (with a COVID twist)

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.

|    |   |                   |
|----|---|-------------------|
| 70 | 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  |
| 71 | Please give flexibility and support (including MH support) for working parents  | 1/5/2021 9:18 AM  |
| 72 | Providing a good office chair   | 1/5/2021 9:05 AM  |
| 73 | 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  |
| 74 | It is very useful to have screen sharing available for internal and external calls.   | 1/5/2021 4:16 AM  |
| 75 | 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  |
| 76 | 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  |
| 77 | 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  |
| 78 | 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  |
| 79 | Consider partial subsidy to employees to offset costs of the use of home internet services.   | 1/4/2021 5:36 PM  |
| 80 | 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  |
| 81 | 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  |
| 82 | 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  |
| 83 | 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  |
| 84 | 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  |
| 85 | 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  |
| 86 | 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 |
| 87 | 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 |
| 88 | 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 |
| 89 | 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 |
| 90 | 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 |
| 91 | 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   | 1/4/2021 10:46 AM |

## MedComms Networking Barometer 2021 (with a COVID twist)

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.

|     |   |                   |
|-----|---|-------------------|
| 92  | Meetings limited to 25 or 50 minutes when, or if 2 hours or more include a break.   | 1/4/2021 10:45 AM |
| 93  | 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 |
| 94  | Some recommendations: - home working setup assessment (as you would have had in an office) - allowance for stationary   | 1/4/2021 10:29 AM |
| 95  | Tailoring an induction programme for new employees working at home is important   | 1/4/2021 10:29 AM |
| 96  | 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 |
| 97  | better training and development of staff. a dedicaiton to in house development.   | 1/4/2021 10:12 AM |
| 98  | 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 |
| 99  | 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 |
| 100 | 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 |
| 101 | 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 |
| 102 | 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 |
| 103 | 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 |
| 104 | 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 |
| 105 | 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  |
| 106 | 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  |
| 107 | Policies need to be as clear as possible  | 1/4/2021 9:48 AM  |
| 108 | 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  |
| 109 | Health & safety assessments for home workers will need to be put in place   | 1/4/2021 9:44 AM  |
| 110 | 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  |
| 111 | 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  |
| 112 | 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  |
| 113 | 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: 52 Skipped: 287

## MedComms Networking Barometer 2021 (with a COVID twist)

| #  | RESPONSES  | DATE               |
|----|--|--------------------|
| 1  | Na   | 1/31/2021 4:36 PM  |
| 2  | 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  |
| 3  | 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 |
| 4  | Embracing virtual congresses. Will be interesting to see in a post pandemic era what form conferences will take.   | 1/26/2021 11:55 PM |
| 5  | Lucky to be in medcomms, feels very secure despite COVID causing uncertainty elsewhere   | 1/26/2021 2:30 PM  |
| 6  | N/A  | 1/26/2021 9:57 AM  |
| 7  | Celebrate the successes and your team.   | 1/26/2021 7:34 AM  |
| 8  | 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  |
| 9  | 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  |
| 10 | 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  |
| 11 | 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  |
| 12 | 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 |
| 13 | 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 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.  | 1/25/2021 10:28 AM |
| 14 | 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  |
| 15 | 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  |
| 16 | Med comms is busier than ever, a great industry to work in   | 1/20/2021 1:28 AM  |
| 17 | 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  |
| 18 | Lots of work and lots of change.   | 1/19/2021 3:08 PM  |
| 19 | No comment   | 1/19/2021 11:02 AM |
| 20 | 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 |
| 21 | 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  |
| 22 | Workload has gone mad, as have stress levels!  | 1/14/2021 4:14 PM  |
| 23 | 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  |
| 24 | 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  |
| 25 | Not enough talent, and this is something the industry needs to invest in (as a whole).   | 1/11/2021 2:25 PM  |
| 26 | Staff resourcing in agencies is always problematic - it rarely seems adequately or efficiently deployed  | 1/11/2021 11:25 AM |
| 27 | Treatments and vaccinations for SARS-CoV-2 have brought the value of medical science to  | 1/7/2021 11:25 AM  |

## MedComms Networking Barometer 2021 (with a COVID twist)

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.

|    |  |                   |
|----|--|-------------------|
| 28 | Med comms continues to thrive. Busy, busy, busy!   | 1/6/2021 4:21 PM  |
| 29 | 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  |
| 30 | 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 |
| 31 | 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  |
| 32 | - 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  |
| 33 | Please include 'don't know' as an option on questions  | 1/5/2021 1:35 PM  |
| 34 | 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  |
| 35 | NA   | 1/5/2021 9:05 AM  |
| 36 | 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  |
| 37 | 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 support and guidance our teams and our clients need.   | 1/4/2021 5:42 PM  |
| 38 | Nothing at this time   | 1/4/2021 5:36 PM  |
| 39 | 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  |
| 40 | 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  |
| 41 | No comments  | 1/4/2021 2:57 PM  |
| 42 | 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 |
| 43 | 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 |
| 44 | 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 |
| 45 | 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 |
| 46 | 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 |
| 47 | 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 |
| 48 | 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  |
| 49 | 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  |

## MedComms Networking Barometer 2021 (with a COVID twist)

|    |  |                  |
|----|--|------------------|
| 50 | 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 |
| 51 | It's generally doing quite well  | 1/4/2021 9:40 AM |
| 52 | 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](http://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: 42 Skipped: 297

## MedComms Networking Barometer 2021 (with a COVID twist)

| #  | RESPONSES  | DATE               |
|----|--|--------------------|
| 1  | Na   | 1/31/2021 4:36 PM  |
| 2  | 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  |
| 3  | Physician-Patients behaviour changes needed...   | 1/25/2021 6:48 PM  |
| 4  | Effective resource management strategies to manage writer workloads  | 1/25/2021 2:59 PM  |
| 5  | Copyright issues Writing for different target audiences Medical statistics Introduction to treatment guidelines Writing manuscripts  | 1/25/2021 12:02 PM |
| 6  | 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 |
| 7  | 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 |
| 8  | Market access overview, how company leaders got to their current position,   | 1/25/2021 10:00 AM |
| 9  | More onmichannel examples of best practice   | 1/25/2021 9:53 AM  |
| 10 | 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 |
| 11 | The transition to digital events in the covid era, more sharing of ideas and experiences   | 1/20/2021 1:28 AM  |
| 12 | anything that takes the jargon out of responsibilities like developing strategies, responding to RFPs, remote pitching   | 1/19/2021 3:53 PM  |
| 13 | Assessing the impact of publication extenders  | 1/19/2021 11:25 AM |
| 14 | No comment   | 1/19/2021 11:02 AM |
| 15 | Are congresses making the most of their virtual platforms, or putting submissions at risk?   | 1/19/2021 10:42 AM |
| 16 | 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  |
| 17 | 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  |
| 18 | Gender equality in medcomms and how other companies are trying to address disparities in senior management.  | 1/12/2021 1:48 PM  |
| 19 | 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 |
| 20 | Routes of progression in medical writing   | 1/6/2021 4:21 PM   |
| 21 | 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  |
| 22 | How to conduct an objective risk assessment of a home office.  | 1/5/2021 3:41 PM   |
| 23 | I know you've been trying since day 1 but more pharma presence would be invaluable!  | 1/5/2021 2:51 PM   |
| 24 | Pitching at the right pace - I've seen way too many boring death by ppt presentations  | 1/5/2021 2:50 PM   |
| 25 | 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   |
| 26 | 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   |
| 27 | 2020 in reflection - company perspectives or even individual case studies (including personal learnings, med comms related, general advances)  | 1/4/2021 8:53 PM   |
| 28 | Virtual meeting learnings - case studies from meetings held The role of social media in medical communications   | 1/4/2021 5:42 PM   |
| 29 | Nothing I can think of.  | 1/4/2021 5:36 PM   |
| 30 | Social media assistance (as no help in the 2021 ABPI...) and any insights for online activities  | 1/4/2021 3:36 PM   |
| 31 | 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   |

## MedComms Networking Barometer 2021 (with a COVID twist)

|    |  |                   |
|----|--|-------------------|
| 32 | How to reach HCPs most effectively without face to face events   | 1/4/2021 2:24 PM  |
| 33 | Basic writing tips for junior writers, statistics for medical writers  | 1/4/2021 1:50 PM  |
| 34 | Moving into freelance writing after the tax changes in April.  | 1/4/2021 11:10 AM |
| 35 | 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 |
| 36 | Real world evidence, health economics etc. More updates on virtual congresses  | 1/4/2021 11:05 AM |
| 37 | Not helpful I know, but I'd say more of what you're already doing - a great service!   | 1/4/2021 10:57 AM |
| 38 | 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 |
| 39 | Guidance on moving from full-time employment at a MedComms agency to freelancing.  | 1/4/2021 10:00 AM |
| 40 | Storytelling in Medcomms. Clinical trials 101.   | 1/4/2021 9:44 AM  |
| 41 | reimbursement processes  | 1/4/2021 9:44 AM  |
| 42 | Career progression in account management/client services   | 1/4/2021 9:39 AM  |