Medical Writing in Focus
A Med Comms Agency Perspective

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Scientific Director, Complete Medical Group
The next 15 minutes…

- How I became a Medical Writer!
- Options for a medical writing career
- A quick look at Complete Medical Group
- What we seek in a medical writer
- Our recruitment process
- Training and career development
Options for Medical Writing

Medical Communications agencies

Pharma

Freelance

CRO

NHS

Medical societies

Journalism

Digital

Advertising agencies

PR Med Ed agencies
Options for Medical Writing

Medical Communications agencies

Pharma
Publishing
Freelance
CRO
NHS
Journalism
Digital
Advertising agencies
Medical societies
PR Med Ed agencies
Not all med comms agencies are the same

**Smaller agencies**
- Broader roles
- Project based work
- Minimal infrastructure
- Freelance support
- On the job training

**Larger agencies**
- More defined roles
- Account based work
- HR and IT support
- In-house teams
- Structured training
Complete Medical Group is a family of brands...

...a team of experts across disciplines, offering ‘Complete’ excellence across the mix
...and part of a global medical communications network

McCann Healthcare Worldwide

CFO, Medical Communications

CEO, Medical Communications, MHWW

Local/Regional Management

CMA, CC, CRW, CD

CMC

CHV

Caudex

APAC

Europe

NA

Global centres

Regional and in-country domestic offices

Director of Operational Excellence
What do our medical writers do?

- Med comms strategy
- Publication planning & delivery
- Websites and webcasts
- Abstracts & posters
- Thought-leader development
- Competitor Monitoring
- Internal communications
- Scientific congress activity
- Promotional support
- Educational materials
- Meetings / symposia
- Advisory boards
- Integrated Digital med comms
- Investigators’ meetings and clinical trial support
Look where our medical writers have been this year
What we look for in a Medical Writer

- Life sciences degree / PhD
- Pharma industry experience (desirable)
- Med comms experience (desirable)
- Range of therapy area knowledge
- Awareness of regulatory environment
  - Pharma code of conduct
  - Good Publication Practice
What we look for in a Medical Writer

- Clarity in editorial skills
- Assimilate and interpret data across therapy areas, quickly!
- Adapt style to channel and audience focus
- Project and workload planning
- MS Office skills
What we look for in a Medical Writer

- Analytical
- Patient and precise
- Accuracy and attention to detail
- Committed to excellence
- Deadline oriented – self motivated
- Completer-finisher
Our recruitment process

- Journal ad
- Website
- Recruiter
- Ad hoc
- Referral
- CV and letter
- Offsite test
- Interview
- Offer
- On site test
Core Editorial Roles at CMG

- Head of Editorial and Scientific Services
- Medical Writing Consultant
- Principal Medical Writer
- Senior Medical Writer
- Medical Writer
- Associate Medical Writer
- Scientific Director
- Editorial Team Leader
- Managing Editor
- Principal Medical Editor
- Senior Medical Editor
- Medical Editor
- Associate Medical Editor
Med Comms Medical Writing…

- Allows you to work on groundbreaking medicines alongside global experts
- Lets you become an expert, quickly!
- Gives opportunities to travel
- Can be demanding – requires flexibility
- Is always deadline orientated
- Ultimately, can be a highly satisfying career
Thank You!