



**Ashfield**  
Healthcare Communications

# Ashfield Healthcare Communications

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# An overview of Ashfield Healthcare Communications...



### **Commercial**

Comprehensive, ingenious and effective sales & marketing solutions

### **Clinical**

Patient support and healthcare professional education. Delivered in person, online or over the phone, our programmes bring clarity and build confidence

### **Healthcare Communications**

Connecting insight, intelligence and expertise to deliver powerful multichannel communication solutions

### **Insight & Performance**

Delivering business analytics, insights, marketing consultancy and proven programmes to drive organisational excellence

### **Market Access**

Comprehensive services to support strong formulary positioning

### **Medical Information**

Highly regarded, compliant and accurate medical information services

### **Meetings & Events**

Delivering meetings & events with certainty and impact

### **Pharmacovigilance**

Outstanding pharmacovigilance expertise and risk management services

# Agencies you may recognise



ACUMED



Galliard



Nyxeon



CircleScience



GeoMed



QXV



FireKite



iMed Comms



Watermeadow Medical



Gardiner-Caldwell  
Communications



InterPhase Consult



Zoetic Science

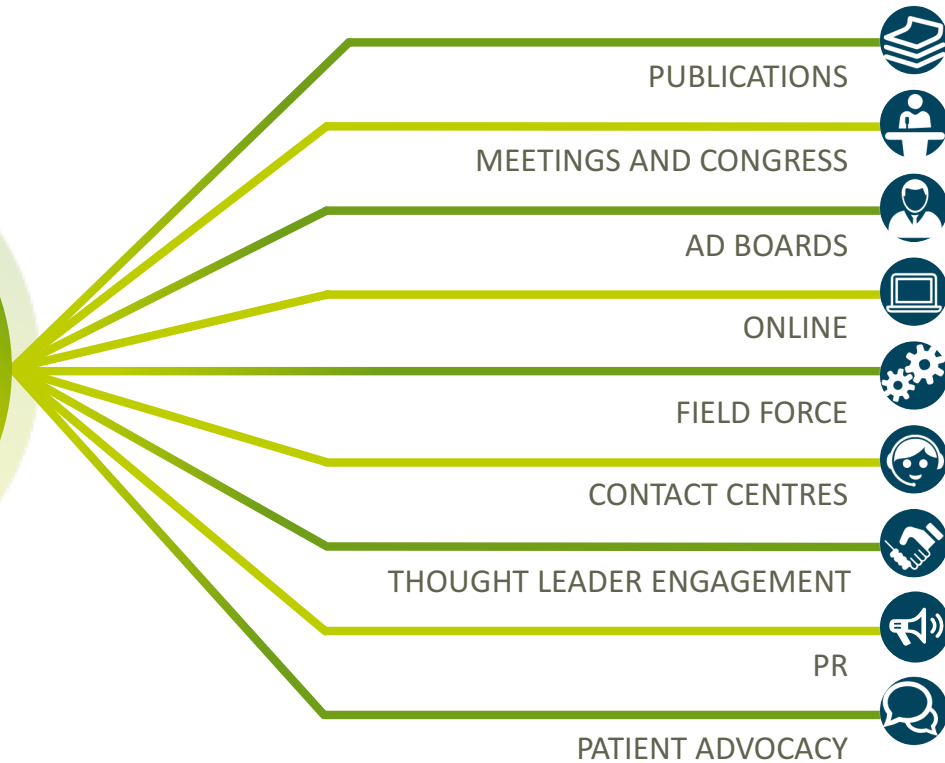


*The customer has more channel choice than ever before to access information*

## Reaching audiences means...



That delivering the **right information** at the **right time** via the **right channel** is fundamental to success





*Digital initiatives*



*Launch meetings*



*Disease area education*



*Meetings*



*Publications*



*Training materials*



*Many more*



# Who do we generate these materials for?





**38%**

Medical & Scientific Services

**22.5%**

Client Services

**11%**

Digital

**28.5%**

Others

- *Support Services*
- *Consultancy*
- *Workflow Solutions*
- *Congress*
- *Exhibitions*
- *Research Group*



# Strong strategic narrative...



...Our mission is to partner with our clients,  
**improving lives by helping healthcare  
professionals and patients get the medicines,  
knowledge and support** they need

# Our values



## Quality

For us only the best is good enough



## Partnership

We build on trust through delivering on our promises



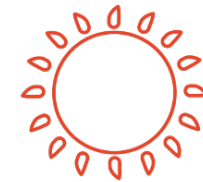
## Ingenuity

Our commitment to resolving problems and resourceful thinking everyday



## Expertise

Together we have a wealth of knowledge and skills built over many years

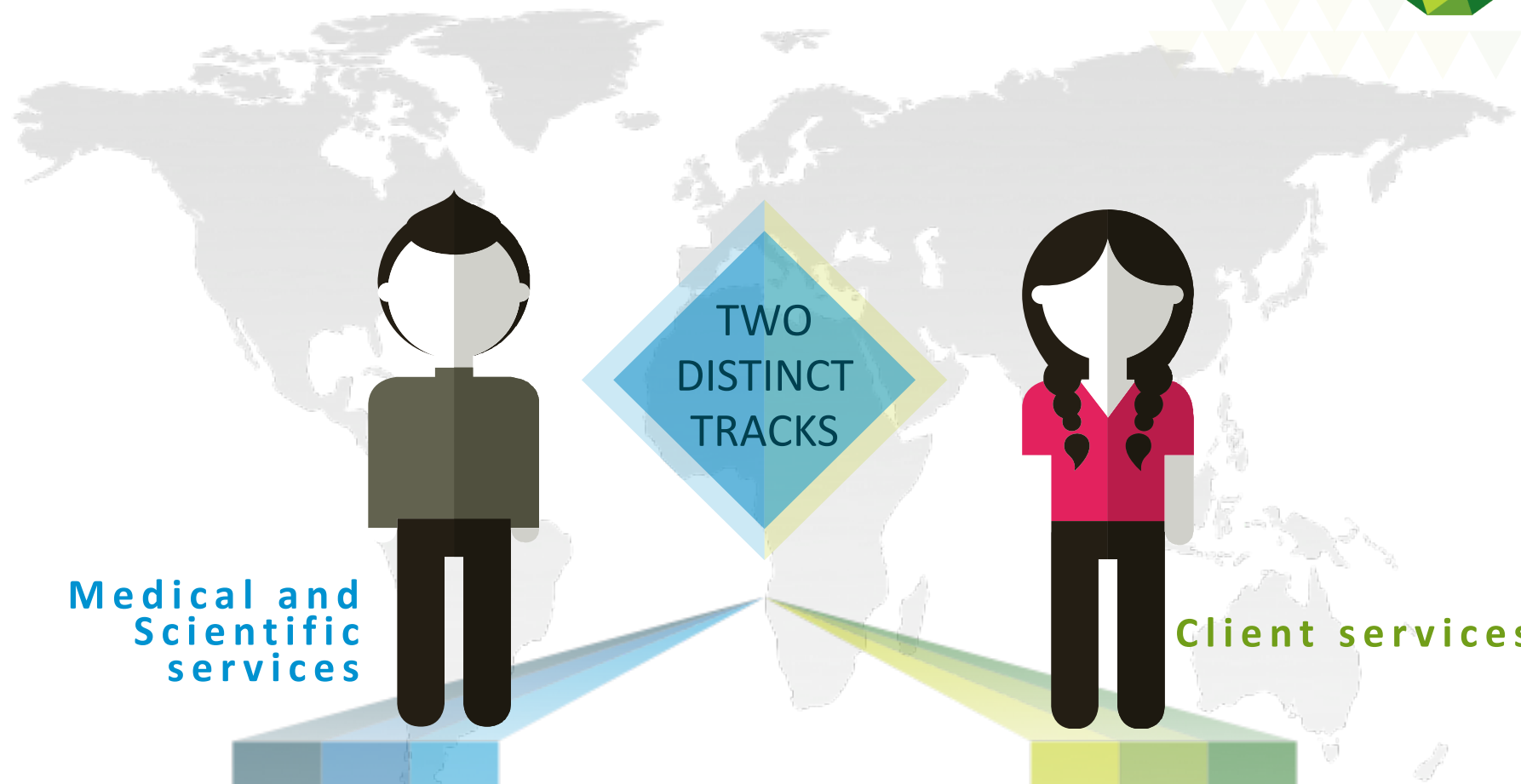


## Energy

We are passionate about what we do and eager for success



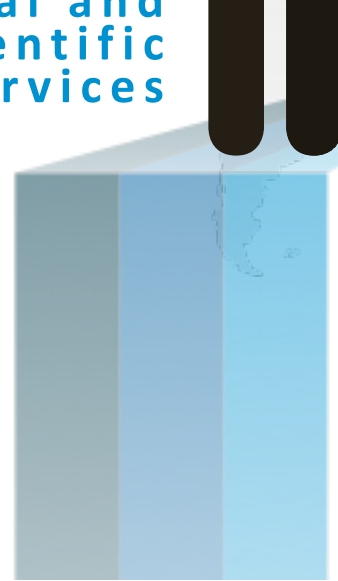
# Can you build a career at Ashfield...



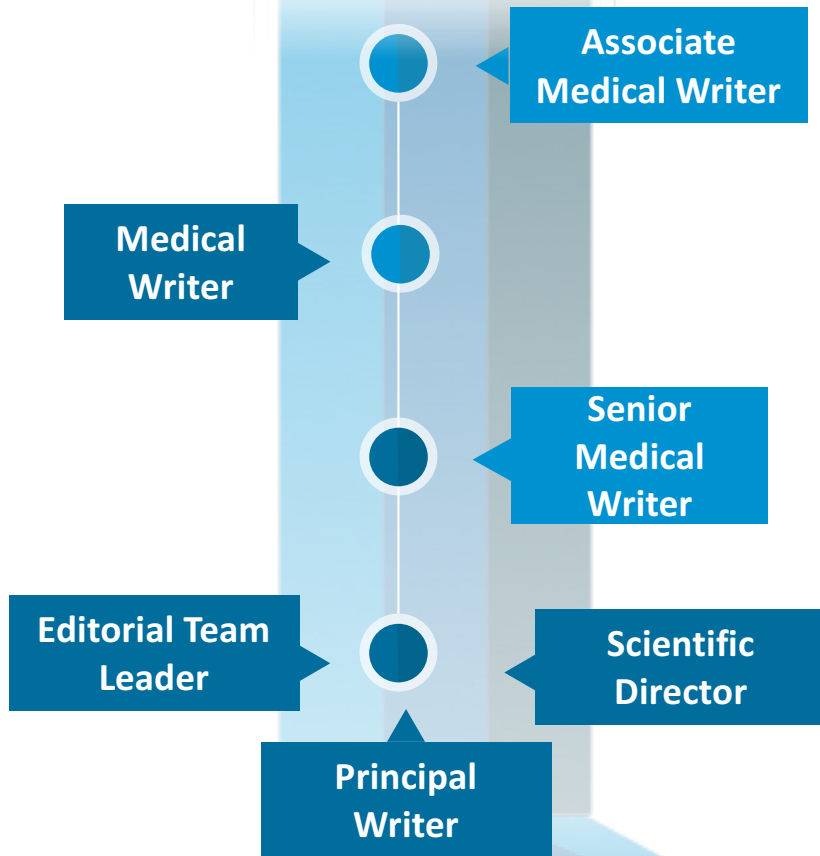
TWO  
DISTINCT  
TRACKS

Medical and  
Scientific  
services

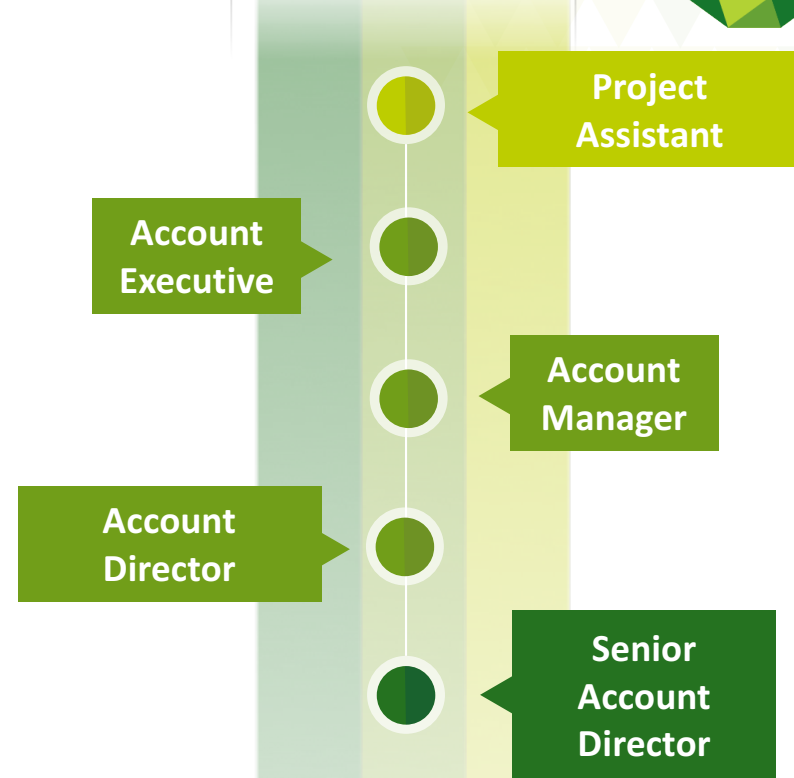
Client services



TYPICAL MEDICAL WRITER CAREER PATH



TYPICAL CLIENT SERVICES CAREER PATH



*STRONG AND STABLE CAREER PROGRESSION*



## EDITORIAL / SCIENTIFIC



- Grammar, writing, editing
- Technical skills
- Attention to detail – style/consistency, syntax, scientific accuracy, layout and design
- Good basic knowledge of healthcare and the pharmaceutical industry
- Creative ability
- Excellent inter-personal and communication skills
- Familiarity with code of practice guidelines for medical copy/copyright issues

## CLIENT SERVICES



- Project management skills
- Financial management
- Confident and decisive
- Enthusiastic and hard-working
- Organised and disciplined
- Strong influencing and negotiating
- Problem solving/diplomacy
- Creativity

# Where can you find us in the UK



## Glasgow

### Macclesfield

- Victoria Mill
- Peakeside House
- Hazelwood House

## Dublin

## Maidenhead

## London

## Witney





# A day in the life of an Associate Medical Writer...



A SLICE OF LIFE...

# Alex

ASSOCIATE MEDICAL WRITER



*It is a cliché but no two days are the same. There is such a variety of projects, presenting research at the forefront of patient care making it a dynamic and exciting role."*



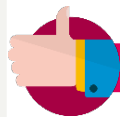
## WHAT I DO

*I write quite a lot.* Medical communication covers a huge range of projects including posters, presentations, manuscripts as well as lexicons and meetings all which require written work. However, verbal communication is also an important part of the role especially when talking to clients. All of these projects mean I am also involved in day-to-day project management.



## MY TYPICAL DAY

*Often, I will start by making a plan of the tasks for the day.* Some days I will only be working on one large project like drafting a manuscript, in which case that is a very easy day to plan! Most days though, I will be involved in multiple projects so I will need a longer to-do list. There may also be meetings to kick off a project, to discuss the status of a current project or to discuss internal processes.



## WHY IT'S GREAT

*The work is both interesting and challenging.* You are constantly learning and improving. And there is lots of training available as well as plenty of support from colleagues. No-one is left on their own and everyone is ready to help if you ever you need it. Everyone is part of a team working towards producing high quality work. And everybody is so nice!





# What makes Ashfield different...

# What makes Ashfield different?



Ashfield are very focused and passionate about hiring people who are brand new to MedComms as **they have the resources to train people up from the beginning and help them develop throughout their career.**

Ashfield made me feel part of the team before I'd even got the job! They taught me lots about the company and their values. Even after I wasn't successful in the role I applied for I was given an opportunity to apply for another role which shows **they valued me as a person and helped me to find my place within the company.**

Bridie, Project Assistant.

I really liked that everyone at the Assessment Centre was so friendly and welcoming, which put me at ease for the rest of the day. The friendly atmosphere assured me that **Ashfield would be a great place to work and I'm really enjoying it so far!**

Sophie, AMW

I chose Ashfield because of the potential for **great training and development and the opportunity to grow my career** within the company.

I was drawn to apply to Ashfield because of the company's broad scope of work across the Med Comms field. Throughout my application process I was so impressed by how friendly and supportive everybody was, be that over the phone or email, or finally at my assessment day! When I joined Ashfield, **I was quickly made to feel like a valuable part of the team** and have already learnt a lot about the industry in my short time here.

Molly, AMW

Ashfield stood out to me because it is a big company with lots of opportunities and the fact that they take on at entry level shows that **they are willing to invest in and contribute to the development of their employees.**

Maty, AMW

I knew as soon as the assessment day was over that I definitely wanted to work for Ashfield. **The professionalism of the employees, and the extent to which they put my mind at ease in order for me to perform at my is unrivalled by any other application process I've experienced.**

The day is a great taster of what life at Ashfield is like as every employee I have met on my journey so far has mirrored this caring nature.

Emily, AMW

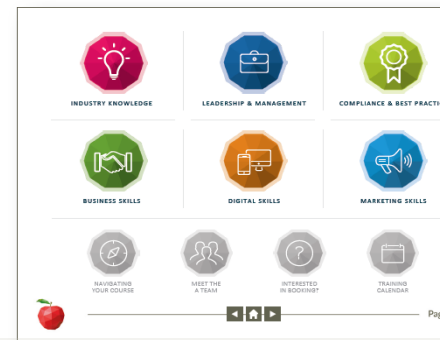
I like how Ashfield has the Academy as part of the company, it means **there is a clear training programme** rather than just being dropped straight into it! Ashfield also has a very clear structured career progression. I also like that Ashfield is such a large company, it meant I knew I wasn't going to be the only new person! It also offers the opportunity to move to different disease areas and different types of projects which you wouldn't get at a smaller agency. Abi, AMW

# At Ashfield we are committed to developing individuals...



## DEVELOPMENT

- 70% in-role learning
- 20% personal development
- 10% training



### Core training

- Compliance training
- Fundamental training programmes – critical to everyday effectiveness
- Development training programmes – enhancing individuals' careers and skills
- Managerial and executive training programmes



### Mentoring & coaching programmes

# Staff engagement

*We are a people-first business*

The Ashfield Way

**The Ashfield Way gives us all something to collectively work towards and constantly challenges us to think about the impact we have.**



Ashfield Cares

**We are committed to using our size, resources and geographical reach to have a positive impact on the communities around us and wider society through the work of 'Ashfield Cares'.**

Raising money for worthy causes . . . and having lots of fun whilst doing it!

We **raised £900** for Ronald McDonald this year

We **raised over £5,000** for East Cheshire in 2016, through Summer BBQs, Sports Days, Easter treasure Hunts and much more fun activity . . .



# THANK YOU

*For more information  
please contact us*



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