

Complete Connections



McCann Complete Medical is a group of expert agencies delivering customer insight and evidence generation, regulatory support, strategy development, medical communications and multi-channel stakeholder engagement. We're passionate about everything we do, and that's just one of the reasons why we enjoy lasting relationships with the world's top healthcare companies.

McCANN
COMPLETE MEDICAL

| CAUDEX MEDICAL

| COMPLETE HEALTHVIZION

| COMPLETE CLARITY

| CMC

| COMPLETE TRUE LIFE

| COMPLETE REGULATORY

complete-grp.com



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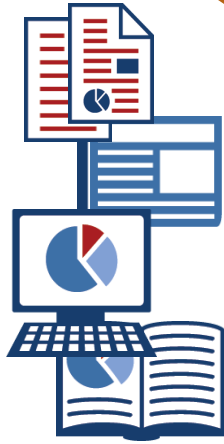
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MED COMMS?

AN UNEXPECTED JOURNEY

WHAT IS MED COMMS?

We are commissioned by pharmaceutical companies to produce a range of educational or promotional materials (plus other writing-related tasks such as meeting reports)



This often involves working with clinicians to help them produce manuscripts or presentations



We must balance the needs of the client with the scientific integrity of the materials



...and some offer a mix of services!



some help with strategy (timing of publications, important messaging around the benefit of a product)...



others focus on manuscripts



Some agencies deal primarily with legal documentation (new drug applications) and clinical trial reports...



TYPES OF MATERIALS



Publication support

- Manuscripts
- Abstracts
- Posters
- Publication summaries

Meeting support

- Presentations
- Exhibition stands
- Meeting reports
- Onsite support
- Workshop materials
- Newsletters



WHAT ABOUT THE DIGITAL REVOLUTION?



- Webinars
- Websites
- Touchscreens
- Interactive posters
- Infographics
- Interactive case studies
- eLearning
- Gamification
- Animations
- AR

BENEFITS OF WORKING IN MED COMMS

New job checklist

- Job satisfaction
- Job security
- Growing sector
- Working across a variety of scientific areas
- Breadth of project types and deliverables
- Roles to suit different personalities
- Option for flexible working in a few years
- Opportunity to travel

IS MED COMMS FOR ME?

I am at my happiest when I am in charge. All I need is a checklist...



Account Manager

I enjoy writing papers more than doing lab work



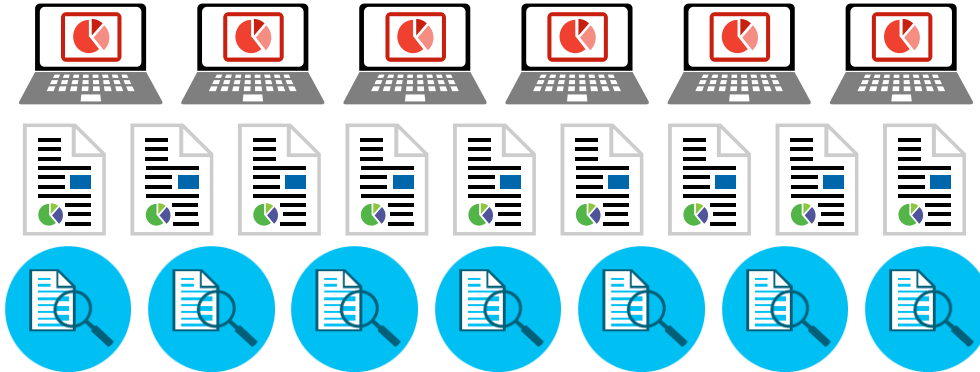
Medical Writer

I like to ensure the details are correct. Consistency is important!

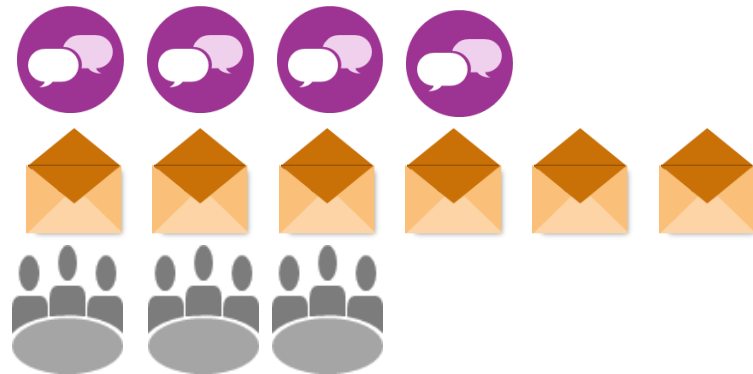


Medical Editor

DAY-TO-DAY



Doing the work!
Checking the detail



Communicating

Lots and lots of emails, conversations, phone calls, skyping, meetings... internally as well as with pharmaceutical clients and clinicians



Schedules
Deadlines



Processes
Checklists
Guidelines



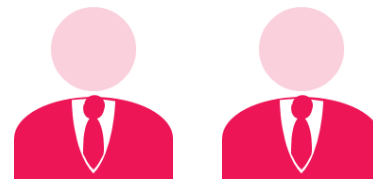
Travel

THE MAIN PLAYERS

You – as the lead



Your gang – your multidisciplinary team colleagues

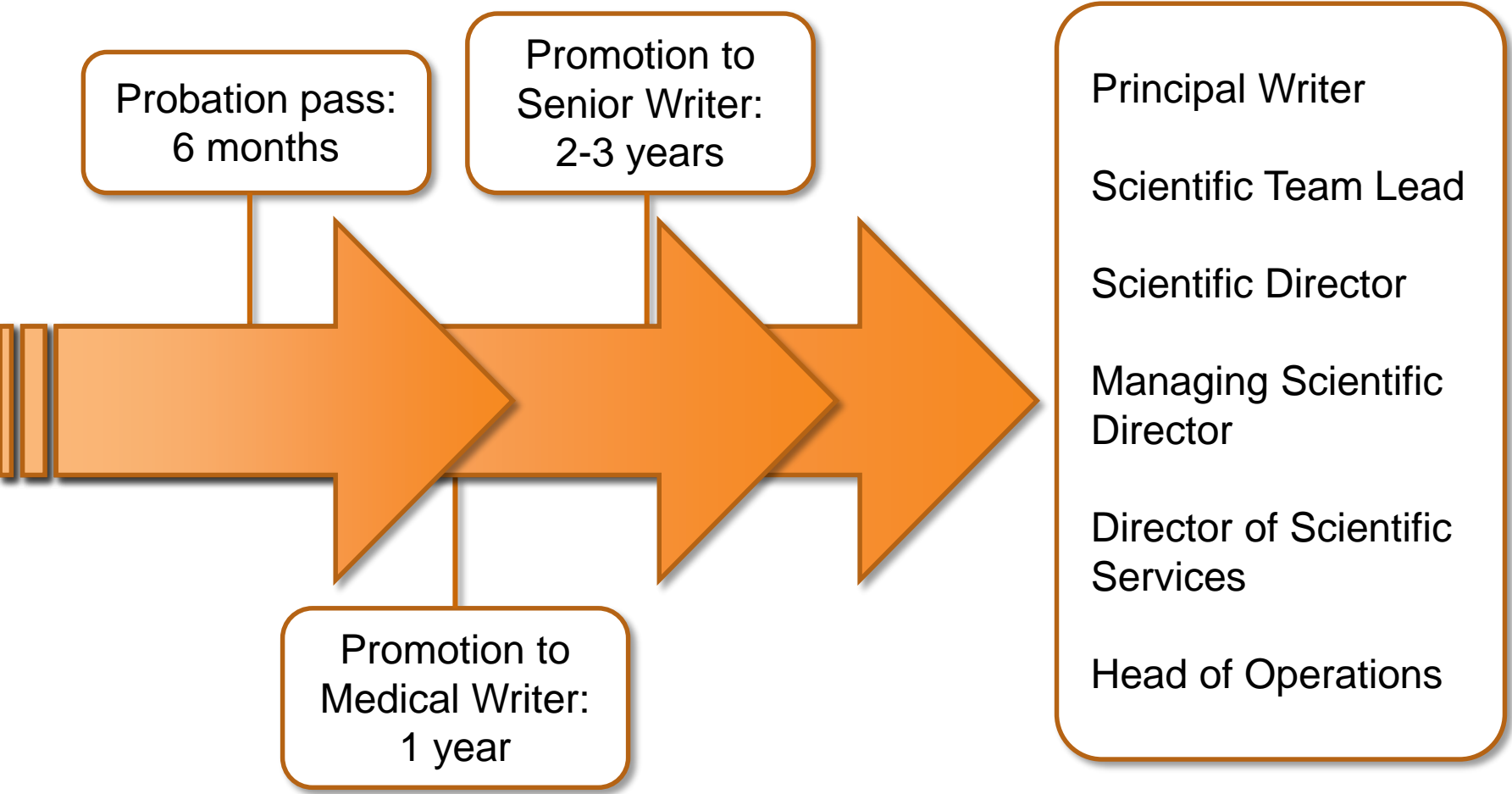


The bosses – pharma clients and authors (medics)

Your audience – healthcare professionals



WHAT COULD MY CAREER PROGRESSION BE?



WHAT WE'RE LOOKING FOR



Relevant **qualification**



Transferrable **skills** - attention to detail, communication, time management, prioritising



Relevant transferrable **experience** – writing, reviewing, proofreading, financial tracking, project management



Personal **attributes** that meet our values and organisational culture:

- Committed
- Caring
- Curious
- Challenge
- Courageous
- Collaborative
- Community

THE PROCESS



CV and covering letter – clear, concise, free from errors



For writing or editing role, you will be asked to complete a test



If you pass, you'll be invited to interview
– this is a two-way conversation



There may be an additional onsite test at the interview



Congratulations – welcome to the team!

MAKE THE MOST OF YOUR APPLICATION



- Cover letter – well thought out and carefully written
- Tailor your CV – highlighting the most relevant experience for the job you're applying for
- Clear and easy to read formatting
- Check for accurate spelling and grammar!



- Give yourself enough time and space to complete the test to the best of your ability
- Prepare for your interview
- Do some research and demonstrate it
- Show us your passion and enthusiasm!

WHAT DO YOU NEED TO FIND OUT FROM YOUR INTERVIEW?



A MCCANN COMPLETE MEDICAL PRESENTATION

HILARY DEAN, MARY GASKARTH, LAURA GEORGE,
KAREN ALDERSON, ANDREA PAWLETT

