

Ashfield Healthcare Communications

We're happy to be at Rutgers University today!

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RUTGERS

Graduate School of
Biomedical Sciences

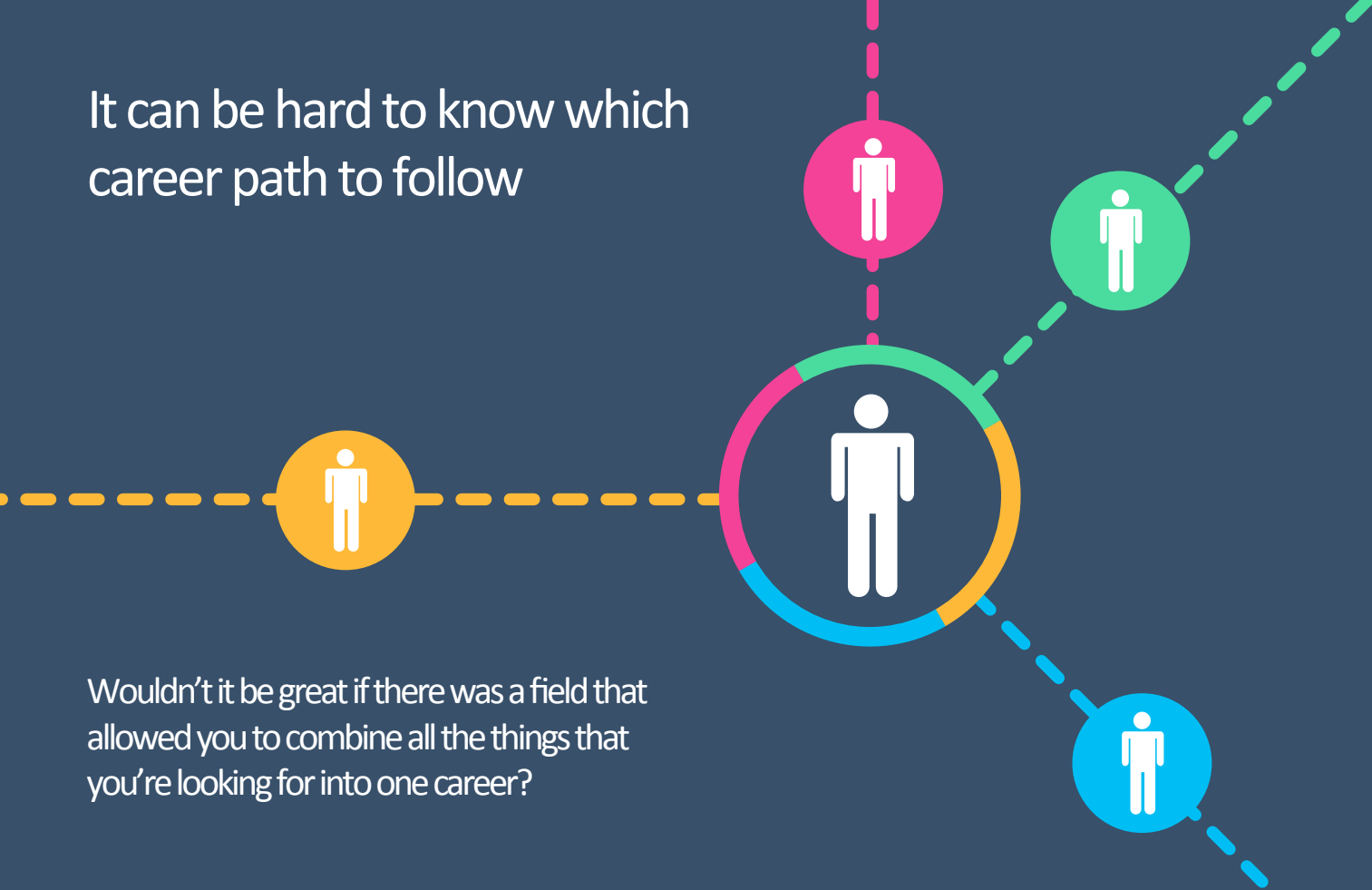


Ashfield Healthcare Communications

There are lots of things
people look for in a career



It can be hard to know which
career path to follow



Wouldn't it be great if there was a field that
allowed you to combine all the things that
you're looking for into one career?



Healthcare communications provides exciting opportunities to develop and realize your career ambitions



Innovation International travel

Scientific expertise Fun

Multichannel thinking

Leadership Forefront of medicine

Teamwork Business acumen

Financial management

Opportunities Project management

Personal development

but . . .

*What could
I do and
would I fit in?*



At Ashfield, you'll be working for a global leader
in healthcare communications





Our Offices:

Lyndhurst
New Jersey
USA

Macclesfield
UK

Tytherington
UK

Chicago
Illinois
USA

London
UK

Maidenhead
UK

Mannheim
Germany

New York
New York
USA

San Bruno
California
USA

Glasgow
UK

Middletown
Connecticut
USA



You'll be part of a large and growing team

Medical & Scientific Services **38%**

Client Services **22.5%**

Digital **11%**

Others **28.5%**

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



You'll have great opportunities
to work on exciting projects



Meetings



Digital initiatives



Publications



Launch meetings



Training materials



Disease area education



Many more



**We deliver
multichannel
healthcare
communications**

**Directly to the
pharmaceutical
industry**

**Including
smaller biotech
firms and large
pharmaceutical
companies**

**We are a full-
service agency
and pride
ourselves on
providing...**

**Compliance,
editorial and
strategic
planning**

**Coupled
with design
and digital
services**



We do this by providing...

Top-class
writing
support

Design
options

Logistics

Specialist/
dedicated
teams



Project
management
support

Digital
solutions

Flexibility

Consultancy
options

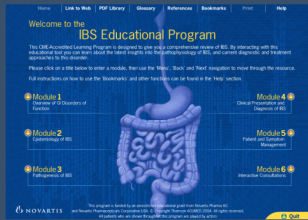


What do we typically generate?

Communications plans

Slide decks

Web sites / mini-sites



Competitor analyses/overviews

Competitive messaging analyses/gap analyses

Newsletters, brochures, patient education tools

Internal training tools

Meetings:
Investigator meetings/Symposia, Internal global-regional meetings, Advisory Boards

Disease brochures



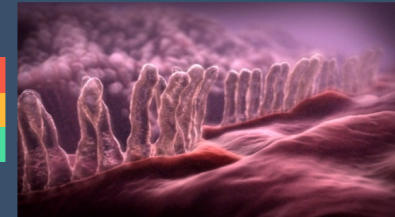
Disease backgrounders and scientific discussion documents

Case studies, monographs

MOA videos and other graphs

Clinical trial tools

Clinical protocol gap analysis



Executive reports from live events and internal meetings

Author support for publications, congress abstracts and posters

Scientific content for webinars and online learning



Who do we generate these materials

General
doctors

Multi-
disciplinary
teams

Patients

Nurses/
specialist
nurses

Specialist
physicians

Payors/Health
economics
specialists

Internal
audiences



What careers do we offer?

Two distinct tracks



1

Client services

- Project management
- Logistics
- Budget Management
- Pitch work for new business
- Timeline development
- Strategy/consultation

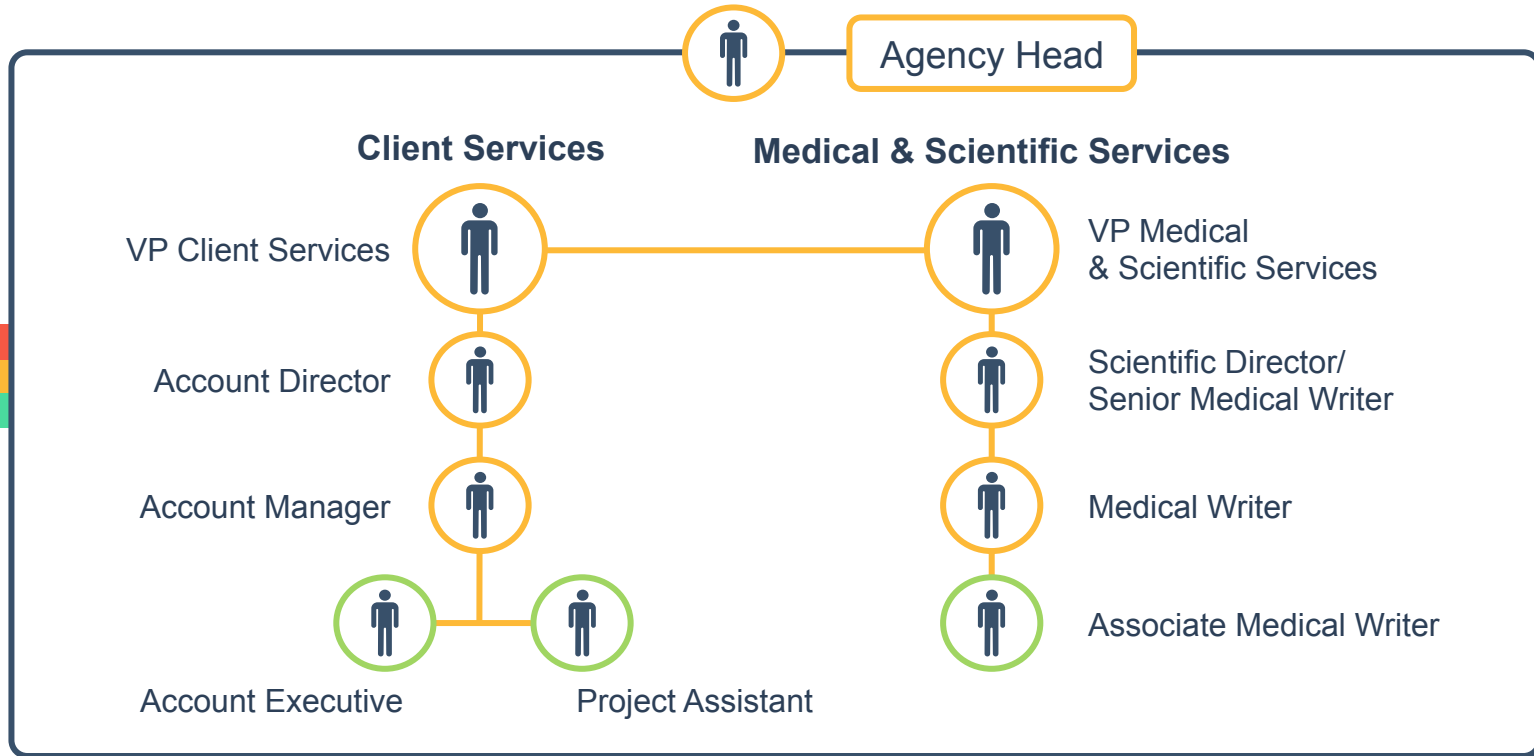
2

Medical and Scientific services

- Content development
- Meetings attendance and reporting
- Styles of writing per audience
- Strategy/Consultation
- Eye for detail



Typical team structure



Typical medical writer career path

Associate Medical Writer

Medical Writer

Senior Medical Writer

Team leader/
Editorial operations

Principal
Writer

Scientific
Director

Strong and stable career progression



How on earth am I going to provide content for all of these things?

A range of training and support is available

Communications planning

- Pub planning
- Meeting planning
- Affiliate training

Manuscript writing

- Clinical manuscript writing
- Grammar, style and editing

PowerPoint

- Posters
- Presentations

Digital solutions

- Setting up a website for patients and doctors to share their experiences
- Social media e.g. Twitter feed
- Online videocasts
- Tablet apps for disease awareness

Navigators group

- Sharing my experiences with other AMWs and getting advice

Traditional vs digital



I have a highly trained network of professionals to help me achieve this...

AMW

Client services

- interact directly with the client
- help establish budgets
- help establish timelines
- help organize meetings with TAEs
- help organize meeting logistics

Visual services

- help with posters
- help with presentations
- help with print items
- website design
- help with styling
- help with branding

Editorial

- check work for consistent style
- check work for spelling and grammar errors
- help authors to submit abstracts and manuscripts
- co-ordinate reviews by internal and external authors
- co-ordinate responses to reviewers comments



Typical client services career path

Project Assistant

Account Executive

Account Manager

Account Director

Senior Account Director

Strong and stable career progression



What do we look for in our staff ?



A passion for science

Strong writing skills

Attention to detail

Good communication

Organized, yet adaptable

Calm under pressure

Team worker

Deadline orientated





Here's an overview of the type of roles
that you can expect...



Edwin
Senior Medical Writer



Patrick
Account Director



Jenna
Account Manager



Emilia
Medical Editor



Kelly
Medical Writer





Patrick
Account Director



Background
BA English, Business



Med Comms Experience
11 years



Therapy
areas

Oncology, gastroenterology, anesthesia,
respiratory



Types of
projects

Business development, publications
(manuscripts, abstracts, scientific posters/
presentations), symposia, advisory board
meetings, slide decks, publication planning



Things I
like

Building strong relationships with my colleagues
and clients. Providing clients solutions to their
challenges. The variety of work—working across
multiple therapy areas is challenging and
rewarding.



Hobbies

Golf, watching sports, and traveling with
my family





Jenna
Account Manager



Background
BA Communications, Spanish



Med Comms Experience
7 years



Therapy
areas

Oncology, urology, psychology



Types of
projects

Publications (manuscripts, abstracts, scientific posters/presentations), advisory board meetings, slide decks



Things I
like

Working in a corporate environment where teamwork is a priority.



Hobbies

Personal training, running, traveling, spending time with my family





Edwin

Senior Medical Writer



Scientific Background

PhD, Biochemistry (with
Biophysics and Electrophysiology)



Med Comms Experience

20 years scientific writing
(6 months within agency)



Therapy
areas

Oncology (breast cancer, ovarian cancer),
cystic fibrosis, multiple sclerosis, stroke,
digestive diseases



Types of
projects

Publications, posters, abstracts, presentations



Things I
like

Team-oriented environment. Working across
multiple therapy areas and broadening my
knowledge of different disease conditions.



Hobbies

Spending time with my family; theatre and
literature; traveling; comic cons and
pop culture expos



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Emilia

Medical Editor



Scientific Background

BSc (Molecular Biology, Neurobiology), Psychology



Med Comms Experience

<1 year, science pubs 4 years



Therapy
areas

Multiple sclerosis, autoimmune disorders,
oncology, psychology



Types of
projects

Publications (manuscripts, abstracts,
scientific posters, presentations), biographies,
advisory board meetings, slide decks



Things I
like

Supportive, goal-oriented environment.



Hobbies

Horses (riding, training), automotive sports,
writing, travel



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Kelly
Medical Writer



Scientific Background
PhD (cancer cell biology),
Postdoc and Junior Faculty (HIV)



Med Comms Experience
Since June 2015



Therapy
areas

Leukemia and lung cancer



Types of
projects

Manuscripts, abstracts, posters,
training materials, slide presentations



Things I
like

Working with a team of great people



Hobbies

Baking, camping, running (so I can bake more),
spending time with my family



We have vacancies waiting
to be filled by the right people.

Speak to one of our representatives today
or keep in touch on Linked In, Twitter and
Facebook to find out more!

Judith Barclay, SPHR, CCP

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Ashfield Healthcare Communications

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**Medical Writers
Scientific Directors
Account Directors
Account Managers**

