

# Careers in Medical Communications

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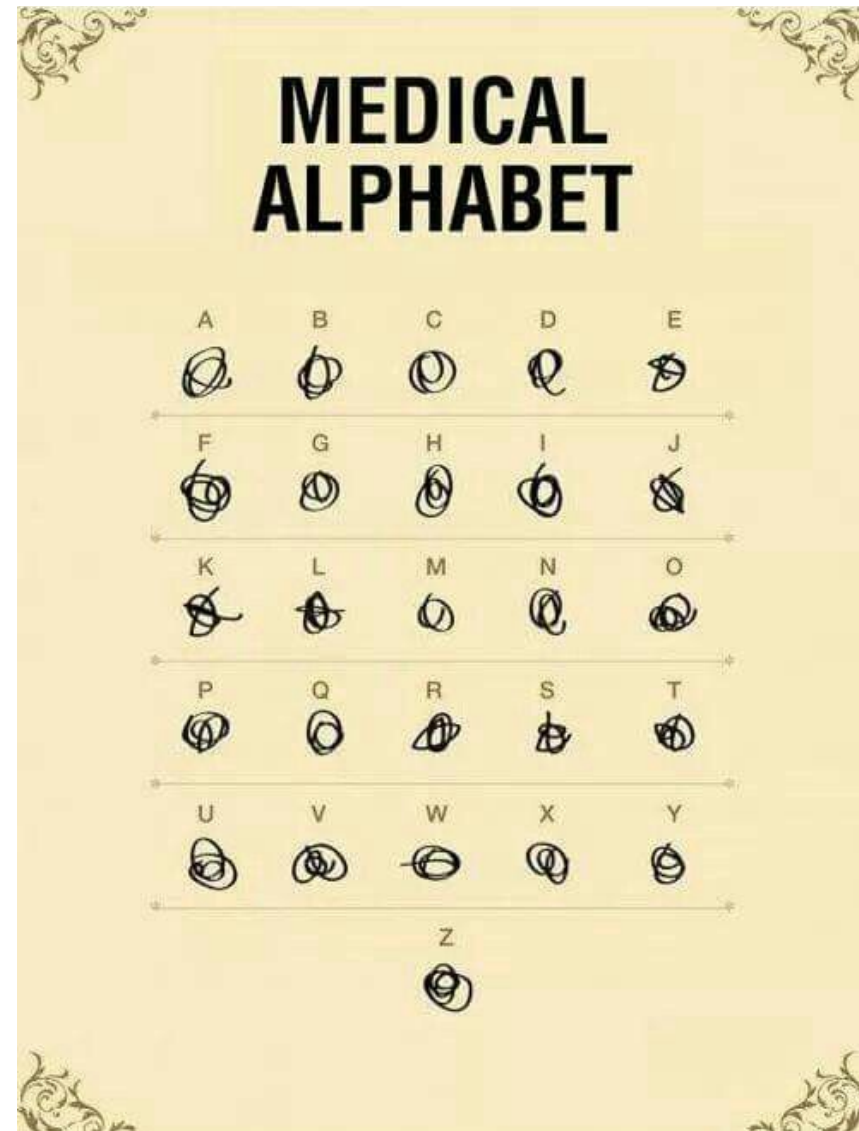
 **CommonHealth**  
Worldwide

# agenda

- Introductions
- Who is Ogilvy
- Overview of the World of Healthcare Communications
- The Opportunities for You
- Examples of What We Do and How You Could Help
- How to Get a Job

# Is There Opportunity for Life Science Doctorates in Medical Writing?

Yes, lots!



# WPP – the world's largest communications group



Ogilvy CommonHealth  
Worldwide



# Ogilvy worldwide network

*Includes 497 offices in 125 countries with 14,000+ employees working in over 50 languages.*



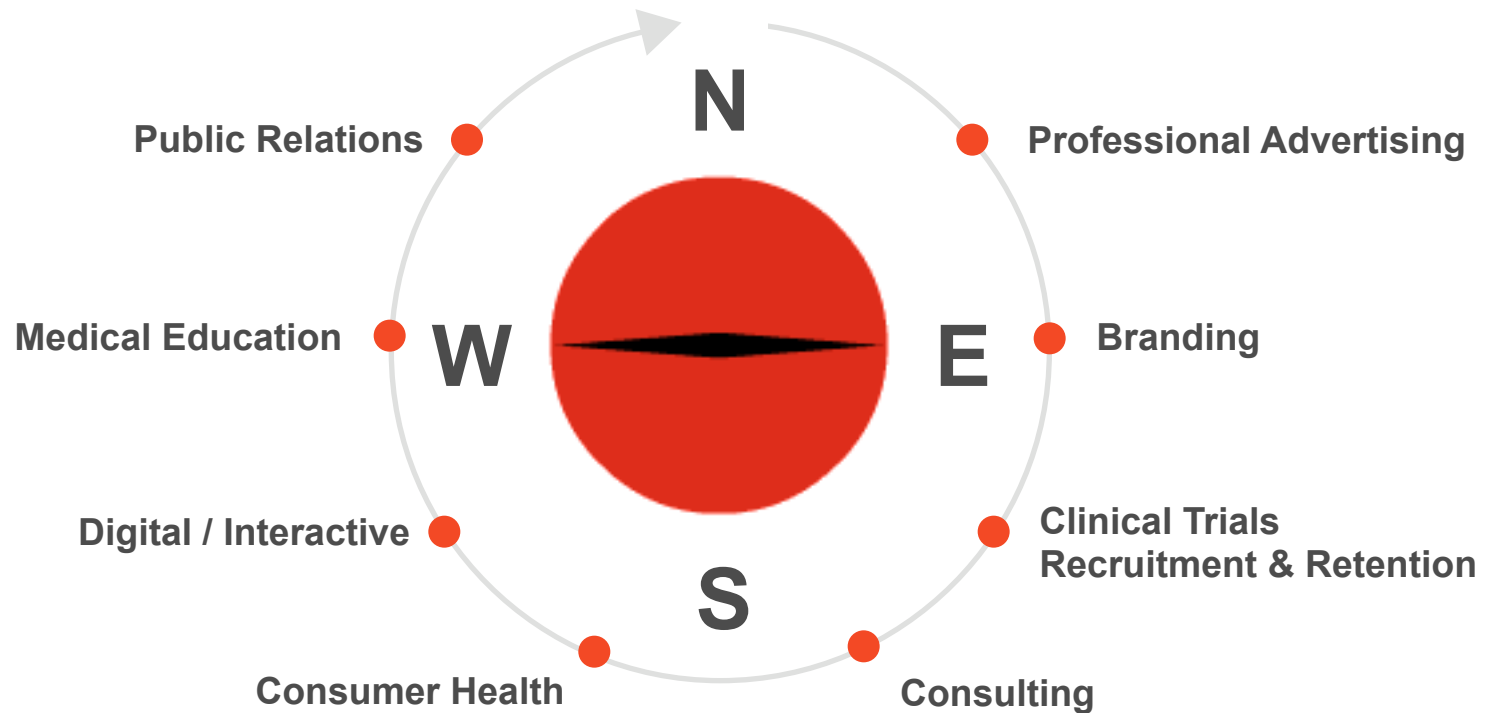
# Ogilvy CommonHealth Worldwide: global reach



Barcelona	Bogotá
Brno	Buenos Aires
Brussels	Mexico
Copenhagen	Montreal
Düsseldorf	New York
Frankfurt	Sao Paulo
Helsinki	Toronto
Istanbul	Bangkok
Leusden	Beijing
Lisbon	Bryanston
London	Dubai
Madrid	Kuala Lumpur
Milan	Manila
Oxford	Mumbai
Paris	Seoul
Reading	Shanghai
Steinhausen	Sydney
Stockholm	Singapore
Vienna	Taipei
Warsaw	Tokyo

**53** offices  
**33** countries


# impact through integration




# extending the life of brands



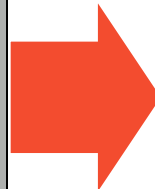
# meded: structured for science, strategy and service



Scientific Services



Account Services



Editorial and Production



Meeting Services



Mixed Media

Database Management/  
Speaker Bureau

our work

# current clients

Client	Brand	Therapeutic Area	Assignment
Abbott	Kaletra**	HIV	Patient launch events
Allergan	Botox Therapeutic	Various	Promotional Med Ed OL development
Bayer	Nexavar	Oncology	General Med Ed
Cell Genesys	GVax	Oncology	General Med Ed
Cephalon	Fentora	Pain	General Med Ed
Eisai	Parampanel	Neurodegenerative disorders	Publications and Sci Platform
	Tric/Lancelot	CV	Publications
HGS	Belimumab*	Autoimmune	General Med Ed
GSK	Casopitant	Oncology	General Med Ed
Lux Bioscience	Various	Ophthalmology	General Med Ed
Merck	MK364	OAB	Scientific Platform
Neurotoxin Institute	NTI	Various	CME
Takeda	Lapaquistat**	Hypercholesterolemia	Scientific Platform
Pfizer	N/A	N/A	Sales Incentive Programs
Roche Dx	Various**	Various	General Med Ed
Unilever	Dove**	Skin care	General Med Ed
	Vaseline Intensive Care**	Skin Care	General Med Ed

## Educational Booth



## Live Injection



## Workshops/Symposia

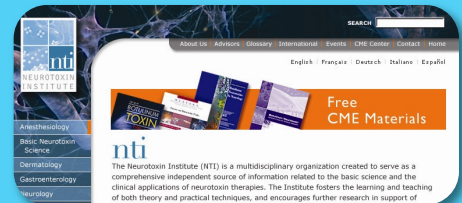
## TV



# A Truly Multimedia Approach



## Website



## Print Materials



## Bi-annual Meeting



## DVDs



## CD-ROMs





# Interactive Educational Booth: All Major Medical Meetings

x

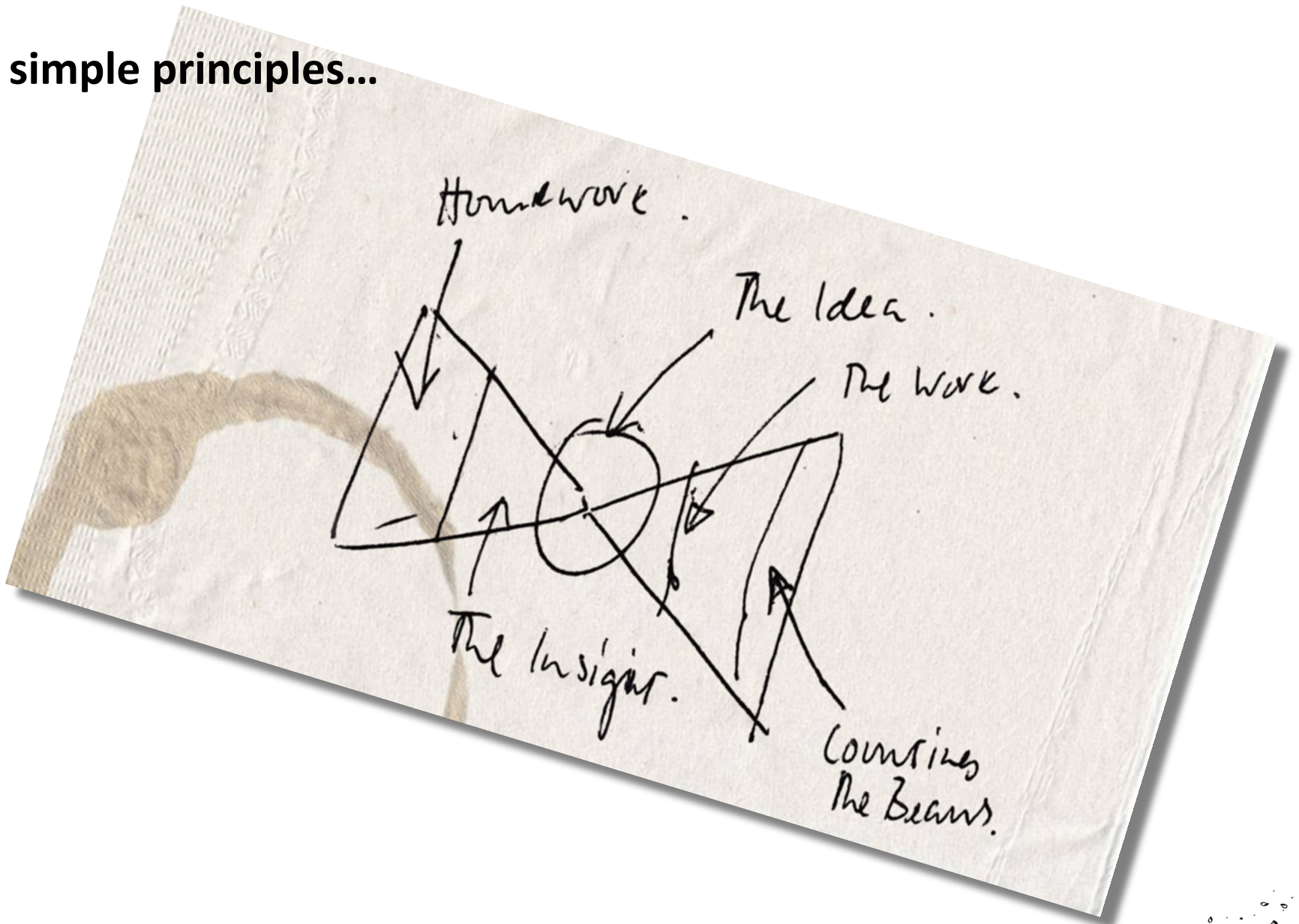


brand

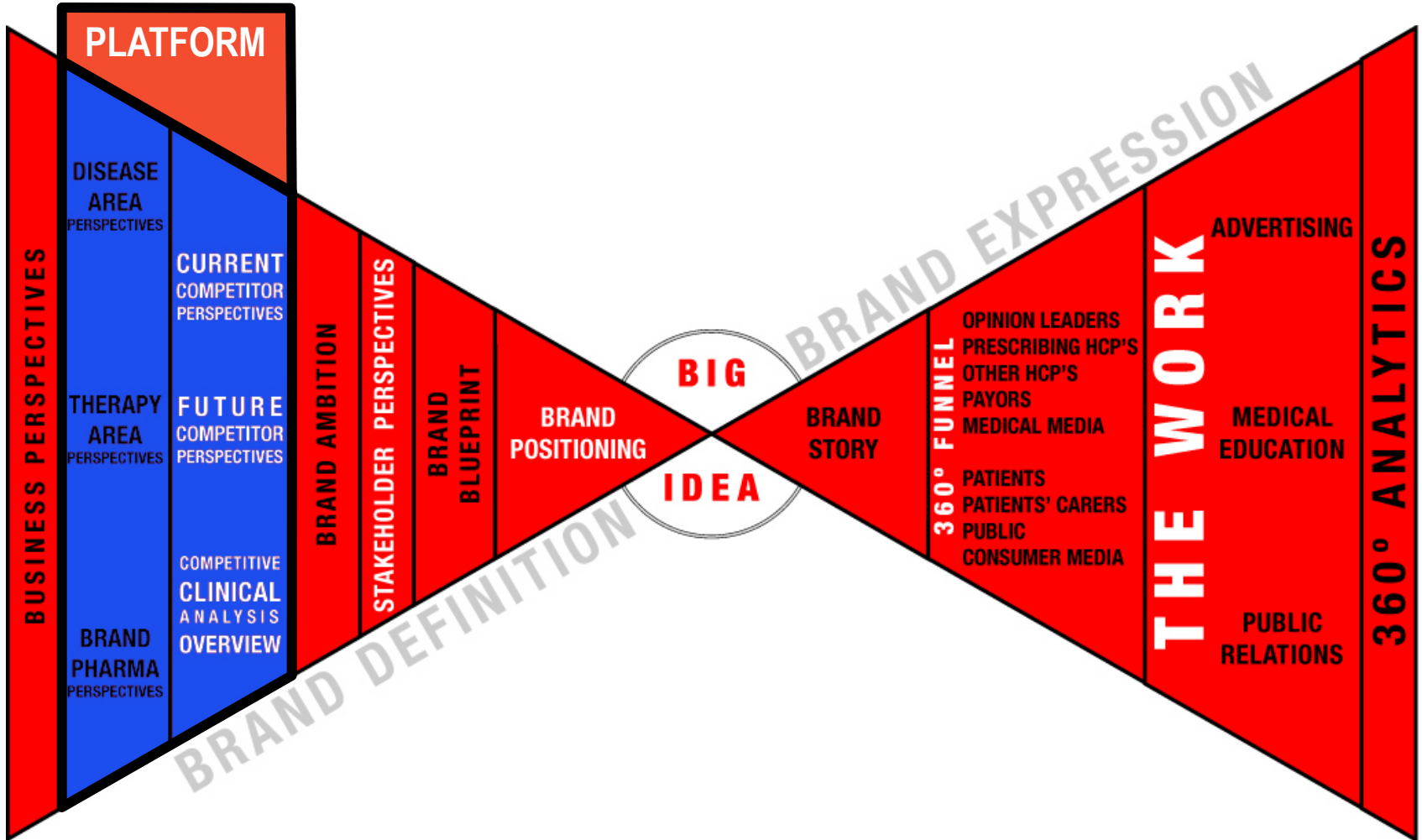
development

*Agiloy* CommonHealth  
Worldwide

simple principles...



# the brand butterfly



## scientific platform: what is it?

- An organized, fully referenced library of product and market characteristics
- Diffracts the data and market conditions that comprise the brand universe
  - Orient and inform thinking; identify knowledge gaps
  - Organize statement rollout and storyboard
  - Drives other tactics and strategy
- Can be expanded to provide service across the life of the brand
  - Pipeline analysis tool: Organizes and structures pipeline supply
  - The value proposition: Stimulates forward thinking via aspirational statements that support brand positioning
  - KOL communications

## competitive surveillance activities

- Keeping the brand team abreast of scientific activities conducted by competitors
  - New trial initiation
  - Data release (abstracts, publications, press release)
  - FDA approval status
- Interpretation and analysis of competitor data
  - Mechanism differentiation
  - Analyst reports
  - Business coverage
  - What does this news mean for the brand? What does it mean for the market?



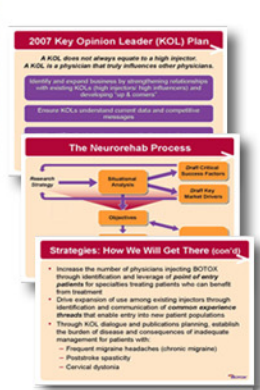
# Publication Plan

# Symposium Plan



Abstracts

Posters



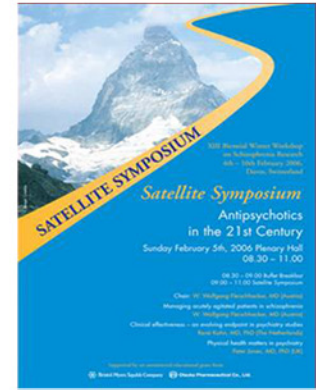
Podium Presentations



Original Articles



Reviews/ Secondary Publications



Symposia etc.

opportunities for

life science doctorates

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## what we look for/keys to success

- Strong writing skills in English with adaptable “voice”
- Interpersonal skills
- Foundation of confident presentation skills
- Willingness to embark on a business career (using science as a medium)
- Wide scientific interest and knowledge
- Quick study
- Ability to take feedback well
- Adaptable to the “office” environment and schedule

## new challenges

*“You start over in a way, having to re-educate yourself in many new areas of science and medicine. The amount of new information at first is overwhelming...a bit like drinking from a fire hydrant”*



your scientific training

how it translates

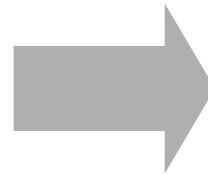
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# Background Research



***For your lab***

Conduct literature survey to understand “your favorite gene” in another model organism



***For your client***

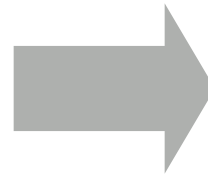
Conduct literature survey to help your client differentiate their drug from others in the therapeutic area or class

# Scientific Presentation



Defending your thesis to a group of scientific peers/thesis committee

***Homogenous audience***



Presenting your scientific rationale to your internal team or a group of brand managers

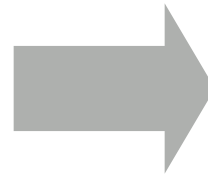
***Heterogeneous audience***

# Scientific Writing



Development of a primary manuscript, incorporating ideas of and gaining approval from co-authors

***Academic co-authors***



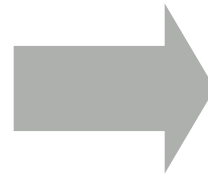
Development of a primary manuscript, incorporating the ideas of and gaining approval from external and internal authors

***Industry and academic co-authors***

# Time-sensitive Research



Your boss calls from a meeting and asks for a download of information regarding lipid metabolism; after a few hours of research, you email him/her a primer on the subject



Your client calls from a meeting and asks what you know about lipid metabolism; a few hours later, a brief client-friendly report is sent out

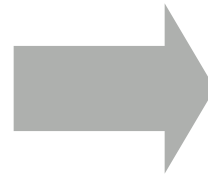
*Quick synthesis of in-depth information*

*Quick synthesis of in-depth information  
“sans jargon”*

# Work Conflict



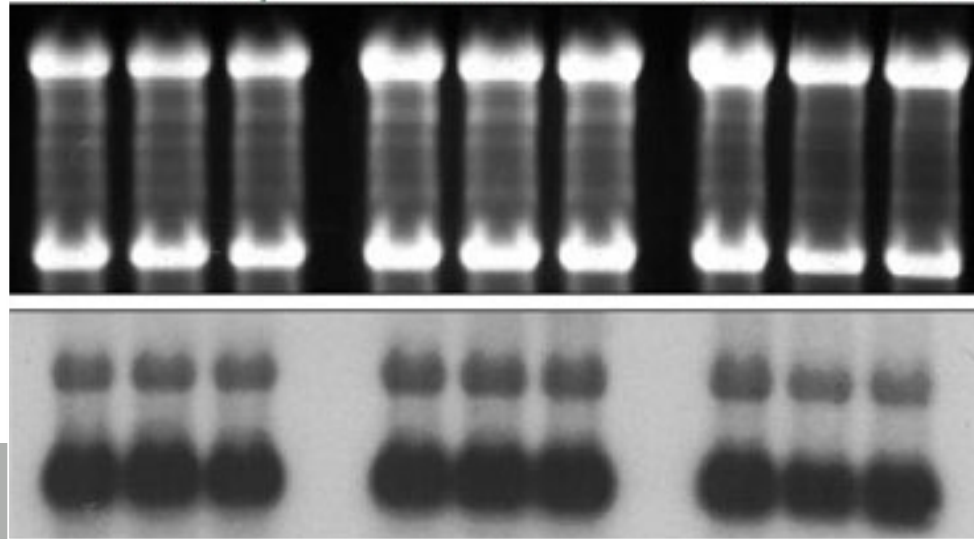
Clearing paper jams  
from the printer;  
promptly blame  
labmates



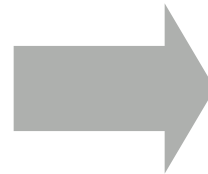
Clearing paper jams  
from the printer; promptly  
blame co-workers



# Specialized Trades



mRNA isolation,  
Northern blotting,  
protein crystallization



No application  
whatsoever!

(Thank goodness...)

(But it can't hurt.)

job hunting

## companies/titles to look for

- Medical Education
- Healthcare Advertising
- Continuing Medical Education
- Healthcare Communications
- Healthcare Public Relations
- Scientific Associate
- Scientific Services
- Associate Medical Director
- Assistant Medical Director
- Medical Director
- Medical Writer
- Medical Editor

## where to look

- Careerbuilder.com
- Monster.com
- Hotjobs.com or Yahoo
- Metrojobs.com
- Craig's List
- NYTimes (paper and online)
- Executive Search
- Trade Press

**Most agencies are concentrated in the NY/NJ/PA area (close to the Pharma companies). Some have CA offices. The big agencies have global networks.**

# trade publications

Medical Advertising News

Medial Marketing & Media

Pharmaceutical Executive



# what should YOU look for

## Company with:

- Strong structure that will support on-the-job training and mentorship
- Training opportunities to improve general skills
- Access to other opportunities in the company
- Clear career development path (no apparent glass ceilings!)
- Short commute (no joke!)
- Strong business ethics

# Is there opportunity for life science doctorates at Ogilvy?

- **Of Course!**

- Visit [www.ogilvychww.com/careers](http://www.ogilvychww.com/careers)
- Select United States opportunities
- Search for Medical Writer – Pipeline
- Apply
- Follow up with Joy Gray: [joy.gray@ogilvy.com](mailto:joy.gray@ogilvy.com)

- **Good luck!**