

# MedComms News

THE CLINICAL PROFESSIONALS GROUP

## MedComms PROFESSIONALS

### Meet the Newly Minted Business Manager - An Interview with Daniela Foster-Turner

#### What's been the biggest challenge since joining MedComms Professionals?

I would definitely say learning the market. Getting to grips with how agencies work has been a bit tricky, especially in an industry that encompasses so many different sectors and flavours of expertise. Running our junior assessment centre has definitely cemented my knowledge though, being able to answer the graduates' questions about med comms proved to me just how much I actually know now!

#### What makes med comms so special to recruit for?

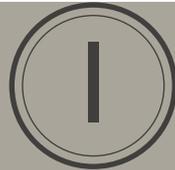
Within our business everyone else deals with the same pharmaceutical clients but my team gets to deal with our own specialised sector made up of so many different companies. It really branches us out and allows the business to expand in new and refreshing ways. It's such a unique hands-on environment compared to other areas of the pharmaceutical industry where skilled professionals can help get a drug to market in a hundred different ways.

#### What advice would you give to hiring managers?

The more you can tell a recruiter about the specifics of the role you're recruiting for and what you're looking for the better! If hiring managers can be directly involved in conversations with us along with HR it has a great effect on processes. It means that I can brief my team on the client's idea of a perfect candidate and then we can go out and find them!

#### And finally, describe yourself in 20 words or fewer.

Loud, talkative, so energetic, willing to get involved in everything, thrives as part of a successful team.



#### INDUSTRY NEWS

MHP wins EFPIA account for EU health outcomes campaign

NHS launches first wave of diabetes prevention programme

Consilium wins Allergy Therapeutics account

GSK's chief executive Sir Andrew Witty to retire next year



#### MEET THE MEDCOMMS TEAM

+ SARAH GODDARD

+DANIELA FOSTER-TURNER

+MATT THOMAS

+ROSALIND MARTIN

+ASHLEE WILEY



#### SITE OF THE MONTH

[color.adobe.com](http://color.adobe.com)

A free site that helps create colour schemes for your projects!

### Communique Awards!

Kicking off back in 2005, the Communiqué Awards have long been held as a hallmark of excellence within healthcare communications. The bustle of agency life at this time of year may be sent into something of a further flurry with the submission deadline for Communiqué fast approaching later this month.

This year brand new categories have been added to the mix and at this stage we can only speculate as to who might win. The award for excellence in content management/curation allows for agencies to showcase their lengthier campaigns (running for a minimum of two years) in their bid to prove their original content was the most brilliant.

The two remaining fresh categories throw competition out to the wider businesses in general with the charity, patient or professional association of the year and the Communiqué networked consultancy of the year. Will one of the giants emerge such as Ogilvy or Nucleus emerge victorious or will the crown go to the likes of Huntsworth Health, Publicis or Open Health? I'm sure the bookies will be more than happy to get in on the action.

All that can be advised at this stage is to read all applications very carefully and allow it to rest overnight prior to submission. And of course it's always a pleasure to meet some of our clients face to face at the glitz and glamour of the awards ceremony. See you in July!

### IMPORTANT DATES - APRIL

APRIL 1ST	APRIL FOOLS DAY/WALK TO WORK DAY
APRIL 2ND	INTERNATIONAL PILLOW FIGHT DAY
APRIL 7TH	WORLD HEALTH DAY
APRIL 11TH - 17TH	NATIONAL GARDENING WEEK
APRIL 17TH	WORLD HAEMOPHILIA DAY
APRIL 18TH - 24TH	PARKINSON AWARENESS WEEK
APRIL 22ND	EARTH DAY / LONDON MARATHON
APRIL 23RD	ST GEORGE'S DAY/400TH ANIVERSARY OF SHAKESPEARE'S DEATH
APRIL 24TH	LONDON MARATHON
APRIL 25TH	WORLD MALARIA DAY
APRIL 30TH	INTERNATIONAL JAZZ DAY

# MedComms Junior Assessment Centre



Hiring a fresh graduate into their first role within medical communications is always something of a risk. Without having had previous agency experience, even the brightest and most bushy tailed candidate with their life science degree in hand is something of an unknown quantity.

In our effort to battle this uncertainty, MedComms Professionals have rolled out our innovative Assessment Centres specially designed to put our recruits through their paces and prove their medical communications knowledge and potential.

Our business manager Daniela and Matt, seasoned consultant and veteran of our previous centres, ran the day and had plenty of encouraging things to say about our attendees. Daniela was impressed by the high level of interest. “Everyone was really engaged and asking great questions. It was brilliant to be able to give me more information about medical communications as an industry and their potential paths in it.”

Matt similarly enjoyed providing the candidates insight into the sector. “It was exciting to see the future account directors and editorial team leaders I’ll be working with in just a few short years.”

We asked the group for their feedback in order for us to be able to improve future events and the glowing reviews that came in certainly proved how worthwhile the day was.

- “Really informative and helped me to confirm that I want to continue on this career path.”
- “I would 100% recommend it to anyone considering entering the industry.”
- “Information provided was very relevant and helpful.”
- “I would recommend this fay as it gives you a great insight into the industry and the jobs that are available.”

Over the course of the day, the candidates were provided with a detailed presentation on how medical communications runs so smoothly as an industry and what they can expect in the day to day life of an account executive or medical writer. “It was a very informative day that helped me to understand a lot more about the industry and the day has also provided me with more hints and tips to assist me in choosing my preferred sector within MedComms.”

As consultants who’ve seen it all and then some, Daniela and Matt were able to provide plenty of guidance when it comes to applications and interviews which many felt was the most valuable aspect of the whole day. “The process of interviewing can be really stressful due to a lack of information, the presentation helped to eliminate the stress factors.”

Another of our candidates said “I feel a lot more confident about approaching interview now. A lot of questions were answered throughout the presentation, even to the last detail.”

In order to demonstrate what they might be like in an agency environment, each candidate had previously completed a writing test and on the day took part in a hypothetical client liaison scenario where they had to brief a contact on the progress of a digital campaign. “I particularly enjoyed the presentation as it gave me the chance to step out of my comfort zone and think about what is required when working for a client.”

This was our way of giving the candidates greater awareness of what agency work involves. “It gave me an idea of what needs to happen when it comes to managing a project as well as building relationships with clients.” We will definitely be continuing to hold these Assessment Centres in order to smooth the way for juniors into industry as current staffing shortages at the 3-5 years of experience level shows the need for greater recruitment into agencies.

Overleaf you’ll see profiles on the top performers from the day.

# Meet the Best Junior Candidates



## Hannah D - Medical Writer

Hannah is a fantastic master's graduate who performed well at our assessment centre. Hannah is an incredibly personable and confident individual. She wants a position that offers a clear line of progression in addition to some writing responsibilities. Hannah has written a number of papers, posters and presentations. She was also responsible for assisting other students in designing their studies for their own papers. Hannah is also quite a creative individual. Having been involved in the University Magazine, she was better able to portray her great editing and time management abilities. I would highly recommend Hannah for an interview.

## Ashleigh - Account Executive

It was a pleasure to have Ashleigh attend our assessment centre. She came with a high degree of education, having notably been awarded the UQ Dean's Commendation for High Achievement in 2008, 2009, 2010 and 2011. During the day, Ashleigh showed excellent communication skills and fantastic leadership skills. It is clear to see that Ashleigh would be an outstanding addition to any organisation as an account executive.

## Hannah C - Account Executive

Currently gaining as much communications experience as possible through interning, Hannah is a biology graduate who has proven herself to be incredibly motivated about securing her first role within the medical communications industry. She performed very well at our assessment centre, showing her in depth understanding of the sector, confident leadership capabilities and sheer willingness to throw herself wholeheartedly into projects and get teams working together. She has a very lively and enthusiastic personality which, along with her scientific prowess, makes her an ideal fit for account executive roles and she would be an asset to any agency ready to take her on.

## Khaled - Account Executive

After meeting with Khaled at our assessment centre I can confidently say that he is an enthusiastic individual with clear passion towards the medcomms sector. Off the back of his BA in Pharmacy and MSc in Advanced Nutrition, Khaled has most recently been working as a laboratory assistant and more recently a learning officer for Leeds Beckett University. The specialised areas he has covered in these roles include supervising biochemistry practical sessions, chemical reagent preparations and running dietetics and nutrition labs by providing support to students and academic staff. Khaled is expressive, passionate and itching to have an opportunity in medical communications. He is happy and the first to get stuck into any task therefore I would highly recommend you meeting with Khaled for an entry level opportunity.

If you are interested in our top candidates from our MedComms Assessment Centre please get in touch!

Call: 0118 9522 792 or Email: [info@medcommsprofessionals.com](mailto:info@medcommsprofessionals.com)

## RANDOM FACTS

- > Oxford University is older than the Aztec Empire.
- > It rains diamonds on both Saturn and Jupiter.
- > The official Twitter account of Sweden is given to a random citizen every week to manage
- > There is a secret chess game available in Facebook messenger.

## FREELANCER OF THE MONTH

This superb freelance senior medical writer/copywriter has extensive medical communications experience.

A long established freelancer, she has worked across a variety of materials covering both digital and traditional print. Having started in a medical education focused role and then moved on to more healthcare advertising projects she is well versed in multiple therapy areas and more than capable of taking on any projects sent her way. She has covered anything and everything from manuscripts, posters, e-detail aids, websites, monographs and more. With her extremely personable disposition, confidence and array of valuable skills and abilities, I highly recommend you take advantage of her immediate availability and willingness to commute into London with the option of 1 or 2 days of home working.

***“We have to continually be jumping off cliffs and developing our wings on the way down.” - Kurt Vonnegut***

### Exhibitions this Month

#### London:

##### + Alice in Wonderland

Until 17th April 2016 - British Library

##### + Otherworlds: Visions of our Solar System

Until 15th May 2016 - Natural History Museum

##### + By Me William Shakespeare: A Life in Writing

Until 29th May 2016 - Inigo Rooms

##### + Celebrating Charlotte Brontë 1816-1855

Until 14th Aug 2016 - National Portrait Gallery

##### + Leonardo da Vinci: The Mechanics of Genius

Until 4th Sept 2016 - Science Museum

# MedComms

## PROFESSIONALS



**“We’re all Schizos!” -**

### Life as a Creative Director/Copywriter by Sunny Deo

And I mean that in the nicest possible way. After all, I think we meet so many people in life that we carry pieces of their personality with us, and end up adopting them when a situation calls for it. And it’s the same for me in my job as a Creative Director/Copywriter. And I find it fascinating.

There are all sorts of writers from various backgrounds. And, just like you, we see things in our own unique way to grab attention or keep people reading (e.g. this headline). I’ve worked with, for, and mentored some great writers. And I’ve found that the writer I am today is a combination of all those. We get so inspired by different styles, and anything new and original always brings a wondrous smile to my face.

I’ve written for every industry there is, but only recently got exposed to the health-care side at Grey Group Asia Pacific, where I led the global brand comms for GSK’s Panadol in Singapore. That was different and very fresh considering my background is all integrated and FMCG. But I embraced it nonetheless and that was the first time I heard the term ‘science writer’.

Today, whenever I write, it’s like acting. You just get, or shift, into character, whatever that means and whatever that takes. Sometimes, I imagine thinking how another writer would, depending on the brand personality, and it just flows out. I think by the end of it, the more experience we accumulate, the more we become the sum of all parts. And I think that’s a great place to be.

### Monthly Puzzle

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8		7	1		5		2	9
		4	5	9	8	3		
2					1			6
5	1						4	7
4		1	3		6	2	9	5
	5		9	1		7	3	8
3		8		5				

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