

MedComms News

THE CLINICAL PROFESSIONALS GROUP

MedComms PROFESSIONALS

Dna, Clark and a Prize Winning Agency

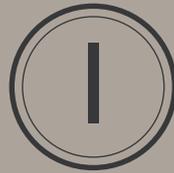
Medical communications has ever proved itself as an industry in which women can flourish. Synergy Vision ably demonstrated this when they scooped the corporate category prize at the Women of the Future Awards.

This stunning victory highlights policies and programmes implemented by Synergy Vision such as an extensive programme for new recruits and working policies designed to help new mothers when returning to work.

Freelancing offers more flexibility and freedom than a more structured career path. Certainly, one of the reasons for taking the freelancing plunge is a desire to spend more time with children. However, making allowances for such desires, as in the way of Synergy Vision, is one of the many ways agencies can address the skills gap in the higher echelons of their teams.

In order give them a keener edge in an increasingly crowded market, medical communications agencies are constantly evolving. For example, they can bolster their specialist services through the introduction of new units. One such is healthcare agency dna communications who have recently brought in a dedicated PR unit. Adding new functional specialisms to any company is a risk calculated to increase business. Broadening their services moves dna into a position where communications challenges clients face can be more readily solved.

Another metamorphosis is a change of location. Clark Healthcare Communications is the newest kid on the block in the bustling and historic area of Farringdon, hive of healthcare PR. This moves them closer to clients but also allows the agency space to grow. Their expanding team and two Communiqué shortlist nominations showcase how far a start-up can come in a short space of time thanks to the drive and experience of its founders.



INDUSTRY NEWS

- + AMA call for an out-right ban on US drug advertising
- + 2015 global measles vaccination milestones off track, says WHO
- + Novartis curates interactive history of medicine exhibition



MEET THE MEDCOMMS TEAM

- + SARAH GODDARD
- + LOWRI HUGHES
- + MATT THOMAS
- + ROSALIND MARTIN
- + AYAZ ILYAS
- + ASHLEE WILEY
- + DANIELA FOSTER-TURNER



SITE OF THE MONTH

thenounproject.com
Perfect for all your icon needs at affordable prices or attribution!

MedComms Junior Assessment Centre

Here at MedComms Professionals we are happy to announce that we are holding the third in our series of Junior Assessment Centre in January 2016!

The event is packed out with helpful information and fresh perspectives on familiar topics. The aim of the Assessment Centre is to give our candidates the edge when it comes to breaking into the dynamic and lively world of the medical communications industry.

The day is designed to help candidates gain a better understanding of how agencies operates whilst running through a selection of the different types of work that occur whilst working in med comms. There will also be a presentation and leadership task that many of our previous candidates have found useful as we provide detailed feedback.

If you would like to find out more please contact Matt Thomas on 0118 9522 792 or email: matt.thomas@clinicalprofessionals.co.uk

IMPORTANT DATES - DECEMBER

DEC (WHOLE MONTH)	CHILDHOOD CANCER AWARENESS / DECEMBER - AWARENESS FOR BOWEL CANCER
DEC 1ST	WORLD AIDS DAY
DEC 1 - 6TH	ANGER AWARENESS WEEK WEAR IT PINK
DEC 3RD	DAY OF PERSONS WITH DISABILITIES
DEC 5TH	VOLUNTEER DAY
DEC 7 - 13TH	WALLACE AND GROMIT'S BIG BAKE
DEC 25TH	CHRISTMAS
DEC 26TH	BOXING DAY
DEC 30TH	RUDYARD KIPLING'S 150TH BIRTHDAY
DEC 31ST	NEW YEARS EVE

RANDOM FACTS

- > Mobile Phone Throwing is an official sport in Finland.
- > There are 328 people named "Abcde" in the U.S.
- > Coca-Cola owns every domain variation of ahh.com, from 2 H's up to 62 H's.
- > Nomophobia is the fear of being without your mobile phone or losing your signal.

FREELANCER OF THE MONTH

With over 12 years of experience in of developing and implanting UK and pan-EU healthcare communications consultancy services to pharmaceutical clients, Leila has a strong and versatile set of skills and experience to offer. Over the course of her extensive career, she's delivered a broad range of projects including programme strategy and management, media relations and materials development, affiliate communications, educational events and congress. plus advocacy group and public affairs work.

Working autonomously or within teams, Leila takes pride in continually delivering work of the highest quality for her clients, and also helps to guide the work of junior staff she works with. Get in touch to hear more about our incredible freelancer of the month!

"Stop being afraid of what could go wrong and start being positive about what could go right!"

Exhibitions this Month

London:

+ **The Crime Museum Uncovered**

On Untill April 2016 - Museum of London

+ **Celts: Art and Identity**

Until 31 January 2016 - British Museum

+ **Goya: The Portraits**

Until 10 January 2016 - The National Gallery

Nationwide:

15th December

Star Wars Episode VII: The Force Awakens - Cinemas UK

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PROFESSIONALS



Life as a MedComms Writer - Amy Schlachter

Being asked to create the writing tests for the Clinical Professionals graduate assessment day was a scary prospect. Not only did I need to go back to my graduate self and try erase all knowledge of the intricate and nuanced medical writing skills I'd acquired working with the pharmaceutical industry, I needed to think about how a few tests could pick out the seeds of a budding medical writer.

Writers in our industry are unique. We need to quickly grasp complex scientific prose and translate it into copy that is engaging, accurate and can pass through regulatory hoops with an Approved stamp, all while we maintain strong communicative relationships with clients. How could a few tests spot such skills?

After much pondering and with the support of the Clinical Professionals team, we designed two tests to evaluate PowerPoint and copywriting skills to mirror the demands of med ed and advertising agencies, as well as assess how applicants would email their creation to their client.

And what I saw was interesting. While many of the nuanced skills can and will be learnt by writers as they grow, I saw an innate enthusiasm and desire to communicate shine through some of the tests. So go with what your instincts say when it comes to marking tests that a graduate will carry out for their first interviews – even in scientific copy the writing that will stand out with clients is that in which passion can be felt through the page.

Monthly Puzzle

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					4		9	
		1				5		8

CONTACT MEDCOMMS PROFESSIONALS

+44 (0)118 952 2792

INFO@MEDCOMMSPROFESSIONALS.COM

WWW.MEDCOMMSPROFESSIONALS.COM

C/O CLINICAL PROFESSIONALS,
33 BLAGRAVE STREET,
READING, BERKSHIRE
RG1 1PW

