



ISMPP University

What's Your Path?
Career Development
in Medical Publications

January 17, 2018





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ISMPP Announcements

- **REGISTER NOW** for the 14th Annual Meeting of ISMPP at www.ismpp.org. Exhibitor and sponsorship opportunities also available.
- **The ISMPP U Committee wants to hear from you!**
Groups or individual members can submit topic ideas via the ISMPP U proposal form located on the ISMPP U Committee page: <http://www.ismpp.org/ismppu>



What ISMPP Does:

- **ADVANCES** the medical publication profession through education and advocacy
- **DRIVES** integrity, excellence, and transparency in medical publications
- **LEADS** the establishment and adoption of standards and best practices



How ISMPP Benefits You:

- **Educational conferences** in the US, Europe and Asia Pacific
- **ISMPP Certified Medical Publication Professional™** (CMPP) credential
- Member-only monthly educational webinar series, **ISMPP U** and **The MAP email newsletter**
- **Networking opportunities** with 1500+ colleagues
- **Advocacy** in support of the medical publication profession



Become an ISMPP CMPP™!

- Applications are being accepted for the September 2018 exam
 - Deadline to submit – February 1, 2018
- Are you a 2013 ISMPP CMPP™?
 - This is your YOUR year to recertify
 - Earn 50 CE credits by September 30
 - Recertify by exam in March or September
- Contact cmpp@ismpp.org with any questions. We're here to help!



CMPP Credit Expansion

- Call for volunteers for a new Task Force that will support the expansion of credit-earning opportunities for CMPP recertification through proactive identification of qualifying self-study activities.
- Email cmpp@ismpp.org by January 29 to volunteer!





For Your Best ISMPP U Experience...

To optimize your webinar experience today:

- Use a hardwired connection if available
- Use the fastest internet connection available to you
- If you are accessing the presentation over your computer, please be sure to increase the volume of your computer speakers



Questions

- To ask a question, please type your query into the Q&A box
 - To ensure anonymity and that all panelists receive your question, please choose the drop down box option, **"ALL Panelists"** Otherwise, all audience members will be able to see your submitted question
- We will make every effort to respond to all questions

1. Click on the question mark to view the Q&A box

2. Type your question into the Q&A box and SEND

NOTE: Make sure you send your question to "ALL Panelists"

The screenshot displays the Zoom interface with the Q&A panel open. The top bar shows the 'Participants' list with 'Lisa Klos (Host, me)' as the speaker. The 'Q&A' panel shows a question from 'Laine Capaccio' asking 'can you see my q&a?'. The 'Send to' dropdown menu is set to 'All Participants', and the 'Send' button is visible. The 'Ask:' dropdown menu is also set to 'All Panelists'.



Disclaimer

Information presented reflects the personal knowledge and opinion of the presenters and does not necessarily represent the position of their current or past employers or the position of ISMPP.



Learning Objectives

At the end of this presentation attendees should be able to:

- Be familiar with typical professional roles in medical publications at pharmaceutical companies, medical communications agencies, and independent settings.
- Have increased awareness of possibilities to move among professional career tracks and grow in leadership roles.
- Know about pathways to work independently and in small business settings that support medical publications.



Faculty



Introductions

FACULTY: **Lindsey Summers** is the Practice Lead for Regulatory Affairs and Medical Writing for Ascent Life Sciences. She has nearly 11 years of recruiting in the Clinical Development spectrum of Pharma, Biotech, Device, Diagnostic, CRO and Consulting Firms of North America. She has her finger on the pulse of industry, knows what's hot and what's not and loves engaging with others that share her same passion.



Introductions

FACULTY: **Mark Riotto** is Director of US Publications at AstraZeneca, where he leads the department, serves on the company's Global Publications Leadership Council, and directs publication plans for special projects. Mark's previous experience includes serving as Director of Publications at Cephalon/Teva, having leadership roles at medical communications agencies, and spending a few years as a medical writer. Mark has worked for more than 20 years in the publication planning field on top of his experience as a healthcare journalist and magazine editor.



Introductions

FACULTY: **Suzann Schiller** is Executive Vice President, Strategic Collaborations at Cello Health Communications. Suzann has worked in the healthcare communications industry for more than 30 years, including nearly a decade at a leading healthcare publisher. A charter member of ISMPP, Suzann earned her Certification in Medical Publication Planning (CMPP) in February 2009. She is currently Chair of ISMPP's Certification Board after serving as Secretary for two years, and as Chair of ISMPP's Credentialing Committee for four years. Suzann has also served as faculty and moderator for various ISMPP educational events. With broad and deep experience both in the strategic publications planning and promotional medical education arenas, Suzann has led multiple account teams to develop, drive and deliver multi-faceted strategic programming to clients supporting all stages of the product lifecycle.



Introductions

FACULTY: **Brian Bass** is an award-winning freelance medical writer. He is President of Bass Global, Inc., which was founded in 1989 and provides medical writing solutions in the areas of pharmaceuticals, biotechnology, devices, and diagnostics for healthcare professional, consumer, and business audiences in a wide range of therapeutic areas and media. Brian is also co-author of The Accidental Medical Writer® Series of books, resources, information, and inspiration for freelance medical writers. Brian is a Past President of The American Medical Writers Association (AMWA), where he has also served on the Executive Committee as President, President Elect, Administrator of the Annual Conference, in development and publicity capacities, and currently as Chair of the Communications and Marketing Committee and a member of the Certification Committee. He is AMWA's 2017 Harold Swanberg Distinguished Service Award recipient.



Introductions

MODERATOR: Lisa Baker is a freelance medical writer. She was previously a Medical Director at inScience Communications, Springer Healthcare, and Scientific Team Lead at Envision Pharma Group. Lisa's work has included publication development and strategic publication planning for varied clients and therapeutic areas. Lisa received her undergraduate degree from Dartmouth College and PhD in research psychology from McGill University. She is an ISMPP Certified Medical Publication Professional™ (CMPP) and is the current chair of the ISMPP U Committee.



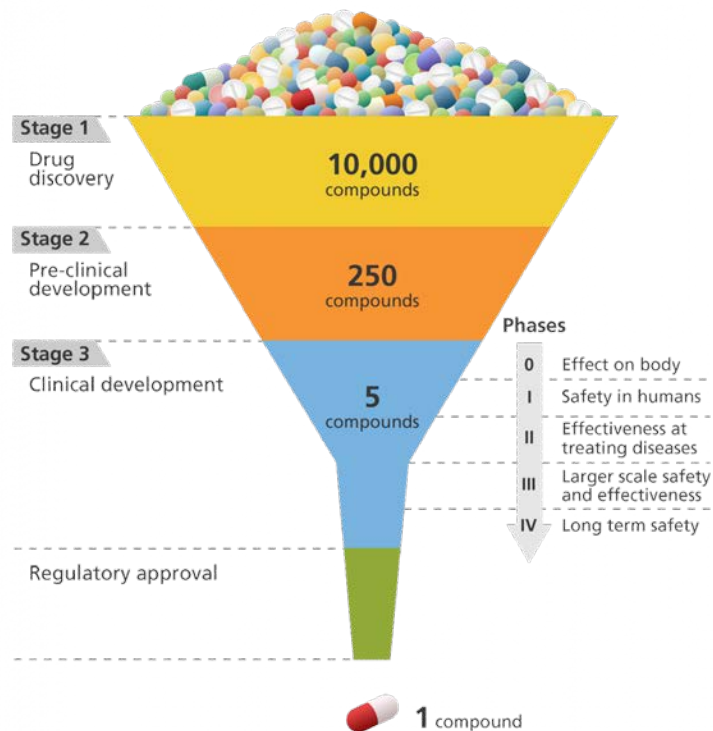
Clinical Development and Commercialization

Drug Development Recruiting

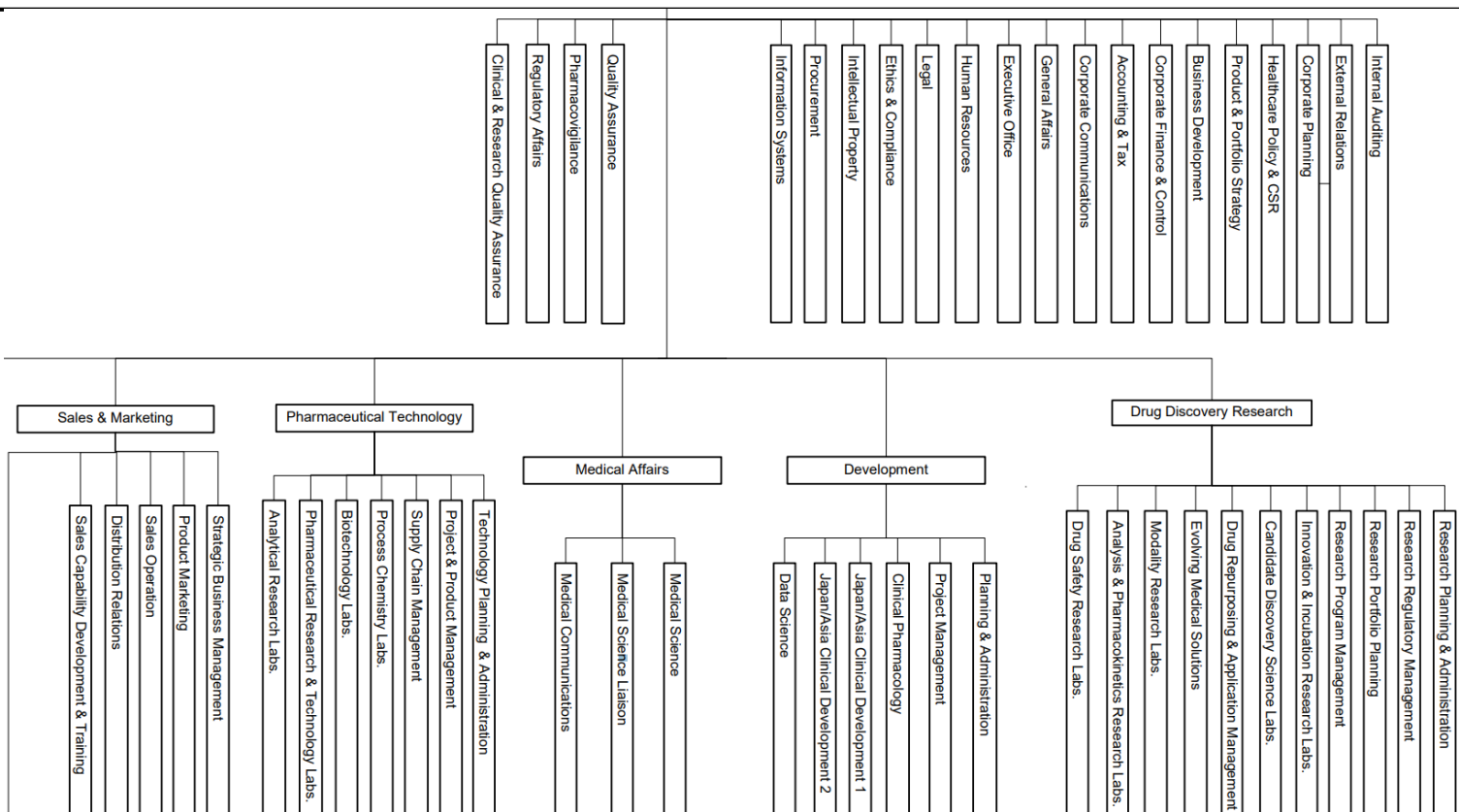
Lindsey Summers
Regulatory Affairs and Medical Writing Practice Lead
Ascent Life Sciences



Drug Development



Pharmaceutical Organizational Chart





Familiarize yourself



- Subscribe to free industry news such as
 - BIOSmartBrief
 - FirstWord
 - FierceBiotech
 - Drug Daily Bulletin
 - HealthEconomics.com
 - FDA's Daily Digest Bulletin
 - StatNews
 - Genepool
 - BioPharma Dive
- Attend local networking events
- Join professional organizations
- Reach out to people on LinkedIn that do that job



Clinical Development

Clinical Development is the testing of drugs in humans to make sure they are safe and effective

- Clinical Operations
- Regulatory Affairs
- Biostatistics
- Clinical Data Management
- Clinical Quality
- Pharmacovigilance
- Project Management



Medical Affairs

Medical Affairs focuses on moving R&D into commercialization

- Writer
- Editor/QC
- Publications Planning
- Medical Science Liaison
- Medical Director
- Medical Communications
- Medical Information



Real World Data & Real World Evidence

“Real world data (RWD) and real world evidence (RWE) are playing an increasing role in health care decisions”

- Health Economics
- Health Outcomes
- Patient Reported Outcomes
- Epidemiology



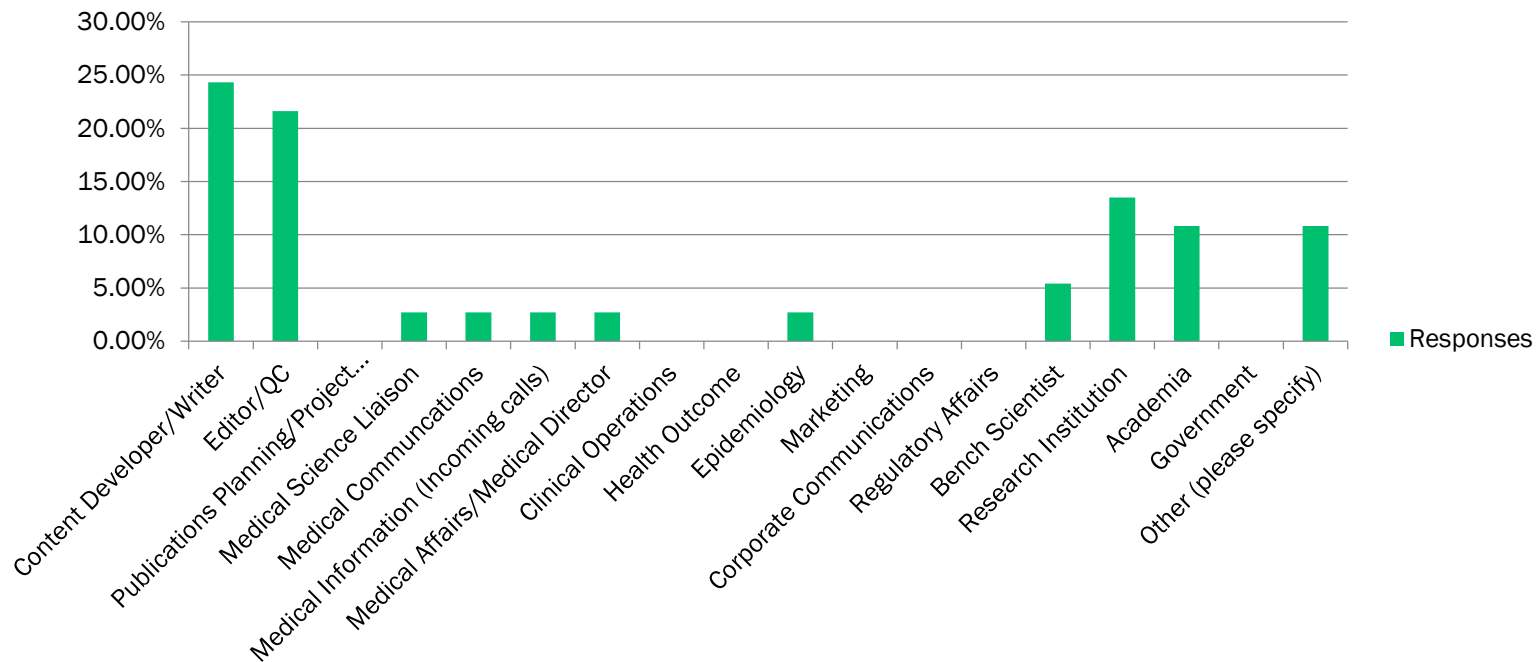
Commercial

Commercial is focused on the sales and marketing of an approved product and the reimbursement by insurance

- Sales
- Marketing
- Reimbursement

Survey results – first position

What was your first position in publications?





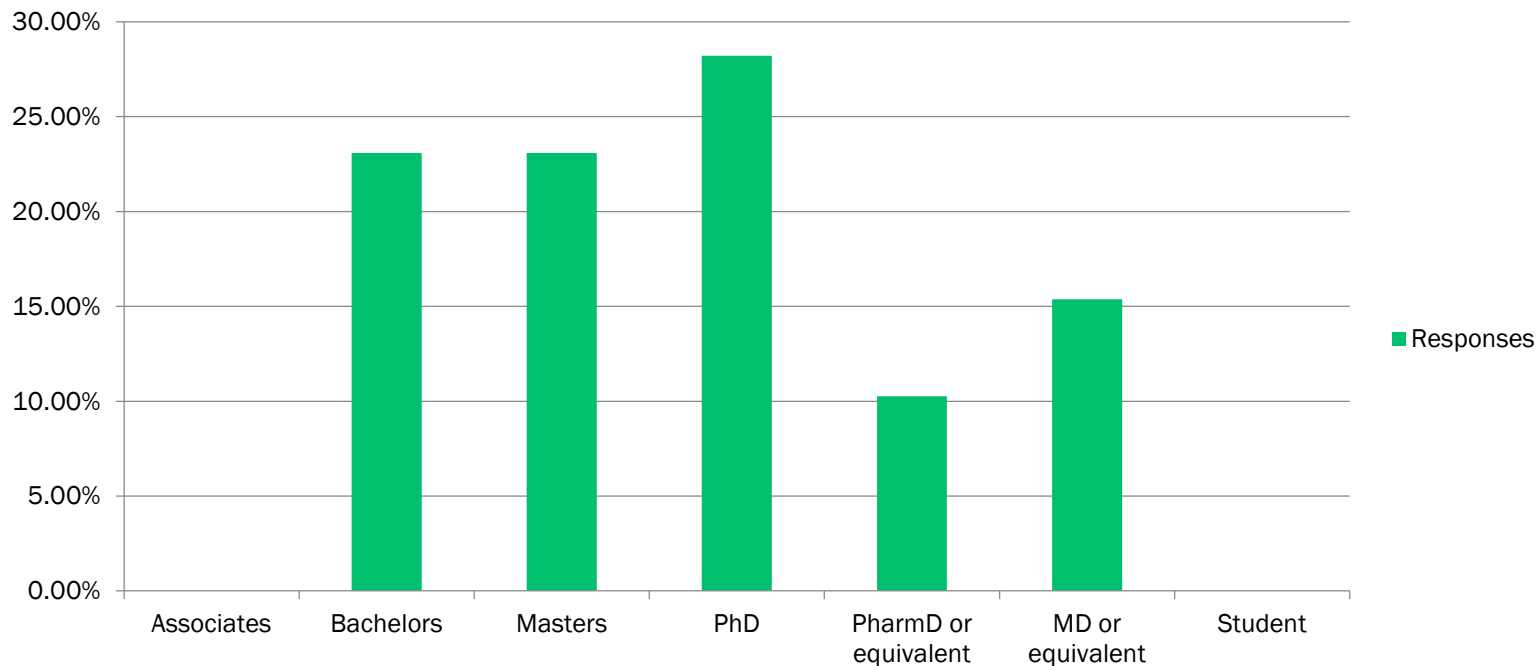
Entry-level jobs – (degree not always req'd)

- Clinical Research Coordinator (clinical site)
- Clinical Trial Assistant (Sponsor or CRO)
- Document Assistant/Document Coordinator
- Junior Writer
- QC/QA Assistant
- Clinical Data Coordinator
- Regulatory Affairs Assistant



Survey results

What is your highest degree?





Entry-level jobs – Advanced Degrees

- Clinical Scientist (with therapeutic expertise)
- Medical Science Liaison (with therapeutic expertise)
- Medical Information Associate (PharmD)
- Medical Communication Scientist (Clinical Pharmacist)
- Medical Writer



Keep good relationships



- This industry is small - everyone knows everyone and someone knows someone



Network and be visible



- Always be open to opportunity
- Stay engaged with colleagues
- Involvement with professional associations such as ISMPP
- Be aware of industry news and trends



Good Luck!

...and reach out if I can ever help
lsummers@ascentsg.com 303-694-5482

<https://www.linkedin.com/in/lindseysummers/>



Career Development in Medical Publications

Mark Riotto
Director, US Publications
AstraZeneca



My Path

- Director, US Publications (4.5 years, 1 year in current role)
 - Publications Leader when I joined large pharma
 - Senior Publications Leader – personnel manager
- VP Medical Communications/Publications (1.5 years)
 - First joined agency as a consultant
- Director, Publications (10.5 years)
 - First industry job, small/mid-size pharma; rapid growth
- Medical writer/Editorial manager at agency (4-5 years)
- Healthcare/pharmaceutical industry publishing (4-5 years)
- BA, Communications



Pharmaceutical Industry Pubs Roles

- Department Head - VP/Director
 - Oversee Pubs only or broader scientific/medical communication
- Therapeutic Area Pubs Director
- Pubs Director or Lead
- Pubs Manager
- Pubs Operations Manager/Specialist
- Pubs Medical Writer/Editor
- Pubs/Med Comm Research/Intelligence
- Global or region/country roles

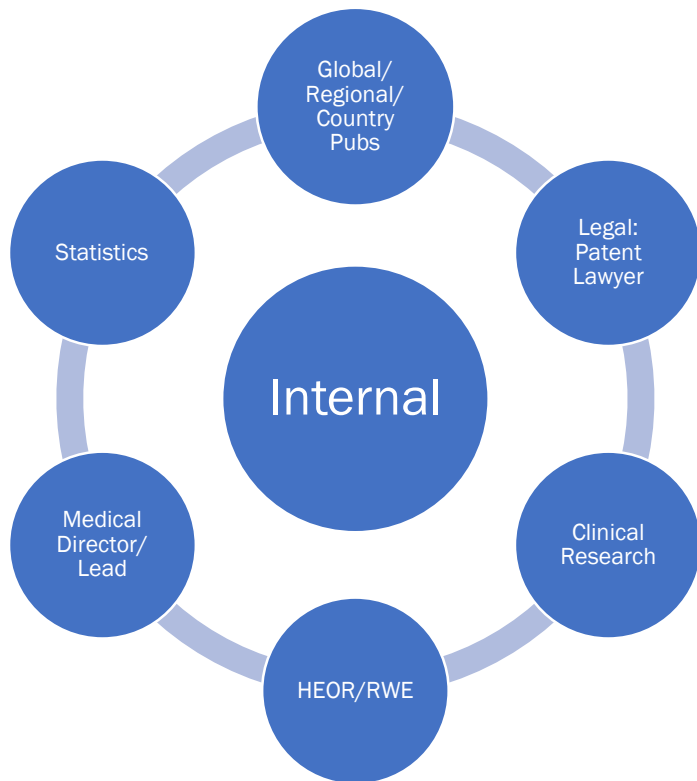


Core Responsibilities

- Department Head – Resources, personnel, policy
- Director or Manager of Publication plans – Strategy, budget, quality control, vendor management
- Operations – Timelines, budget, publications database
- Fewer roles for medical writing/editing – Outsourced
- Statistics liaison – Underutilized but I have seen it

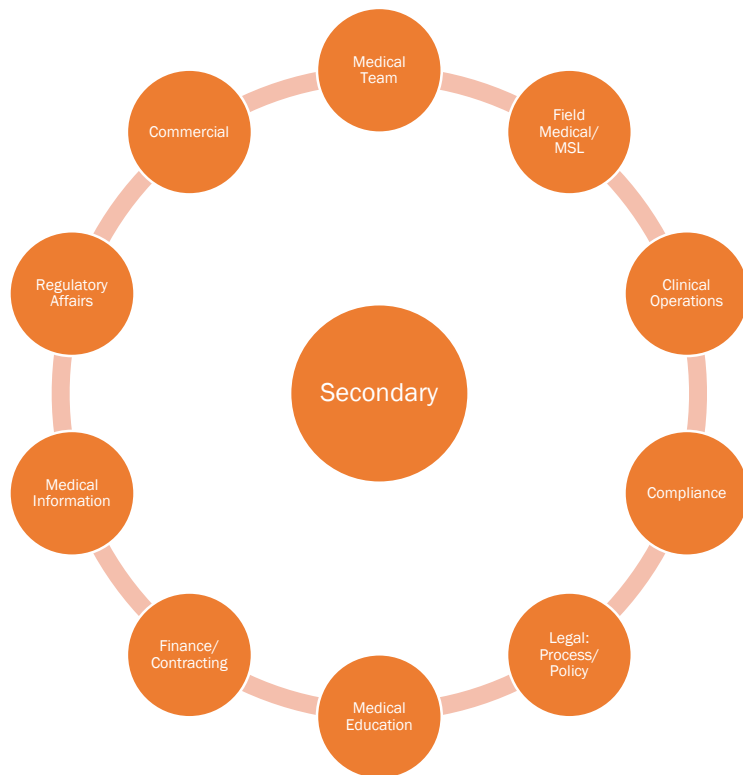


Primary Interactions





Secondary Interactions





Key Skills

- Strategic thinking
- Resourcefulness
- Collaborative/team player/relationship-builder
- Scientific understanding: ability to learn and communicate it
- Attention to detail/project management
- Ability to communicate the story
- Ability to multi-task/prioritize
- Management of stakeholders/direct reports
- Motivation without authority (colleagues, authors)
- Bottom line: Prove you can deliver high quality work



Where Next? Possible Opportunities

Medical

- Medical Information
- Medical Lead/Director
- Field Medical/MSL
- Medical Communications
- HEOR

Clinical Research

- Study Manager/Operations
- Medical Writing
- Medical Publishing

Commercial

- Corporate Communications
- Brand Team
- Operations



Agency Perspective

Suzann Schiller

EVP, Strategic Collaborations

Cello Health Communications



Audience poll

- What setting are you currently working in?
 - A. MedComms Agency
 - B. Pharma/Biotech/Device Company
 - C. Freelance Writer or Consultant
 - D. Industry outside of healthcare
 - E. Student
 - F. None of the above



The Agency – Client Partnership

Why do pharma/device companies need agency support?

- External perspective
- Therapeutic area expertise
- Expanded team resource
- Specialized services
- Supplemental support

How does a company find the right agency partner?

- Formalized sourcing process
- Directed searches
- Cold outreach
- Personal network/relationships

Who is involved in the partner assessment process?

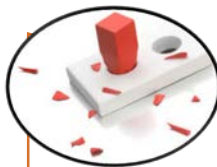
- Client Side
 - Procurement
 - Functional lead(s)
 - Cross-functional team members
- Agency Side
 - Managing Director
 - Strategy Lead
 - Account Lead
 - Medical Lead



Exploring Potential Partnerships: Key Agency Considerations

What's the Opportunity?

- **Client:** existing or new? Referral or cold?
- **Scope:** what is the ask?
- **Budget:** what is the spend?



What's the Fit?

- **Experience:** have we done this before? as a company? as individuals?
- **Expertise:** do we have the right staff to get it done?
- **Personalities:** what is the client team dynamic/chemistry?

What's our Response?

- **Strategy:** What's our approach?
- **Recommendation:** What are we proposing?
- **Creativity:** How can we stand out?





What Kind of Scientific Communications Support Do Agencies Provide?

Strategic Publications Programming

- Landscape assessments/gap analyses
- Data dissemination plan development
- Tactical implementation
- Publication team facilitation and support

Advisor/Expert Engagement Initiatives

- External expert identification, profiling, and outreach
- Advisor engagement initiatives
- Peer-to-peer programs: live/virtual

Core Scientific Content Development

- Scientific platform and lexicon development
- Core educational content development
- Scientific visualization: MOD/MOA illustrations and videos
- Educational program development & implementation

Medical Affairs Team Support

- Scientific field team resources
- Congress initiatives: Medical affairs booth materials, including exhibit panels and collaterals
- Formulary submission support
- Medical information support
- Internal team and affiliate communications



A MedComms Agency Career: What's the attraction?

- **Science in Action:** Moving beyond the bench, putting data in context of real human lives
- **Variety:** Working across therapeutic areas and all phases of compound development
- **Creatively challenging, intellectually stimulating:** Witness new discoveries, bring the science to life in words and images
- **Every day is different:** There is no 'typical' day – there's always something different and exciting around the corner – a new client, a new project, a new way of doing things
- **Part of a Team:** Continuous collaboration within agency and client teams....everyone has a role in the deliverable



Roles within Agencies

Executive Team

- Managing Director
- Business Development Lead
- Operations Lead
- Finance Lead

Client/ account services *

- Account director/manager
- Project manager/coordinator

Scientific Services †

- Director
- Medical Writer

Editorial Services *

- Managing Editor
- Editor

Support Services

- Data Quality
- Publication Technology

Digital Solutions

- Application Development
- UX Designer/UI/Front-end Developer
- Digital copy writer/Data Analyst
- Medical Illustrator
- Video Producer/Editor
- Motion Graphic Artist

Creative Services

- Director
- Graphic Designer
- Medical Illustrator

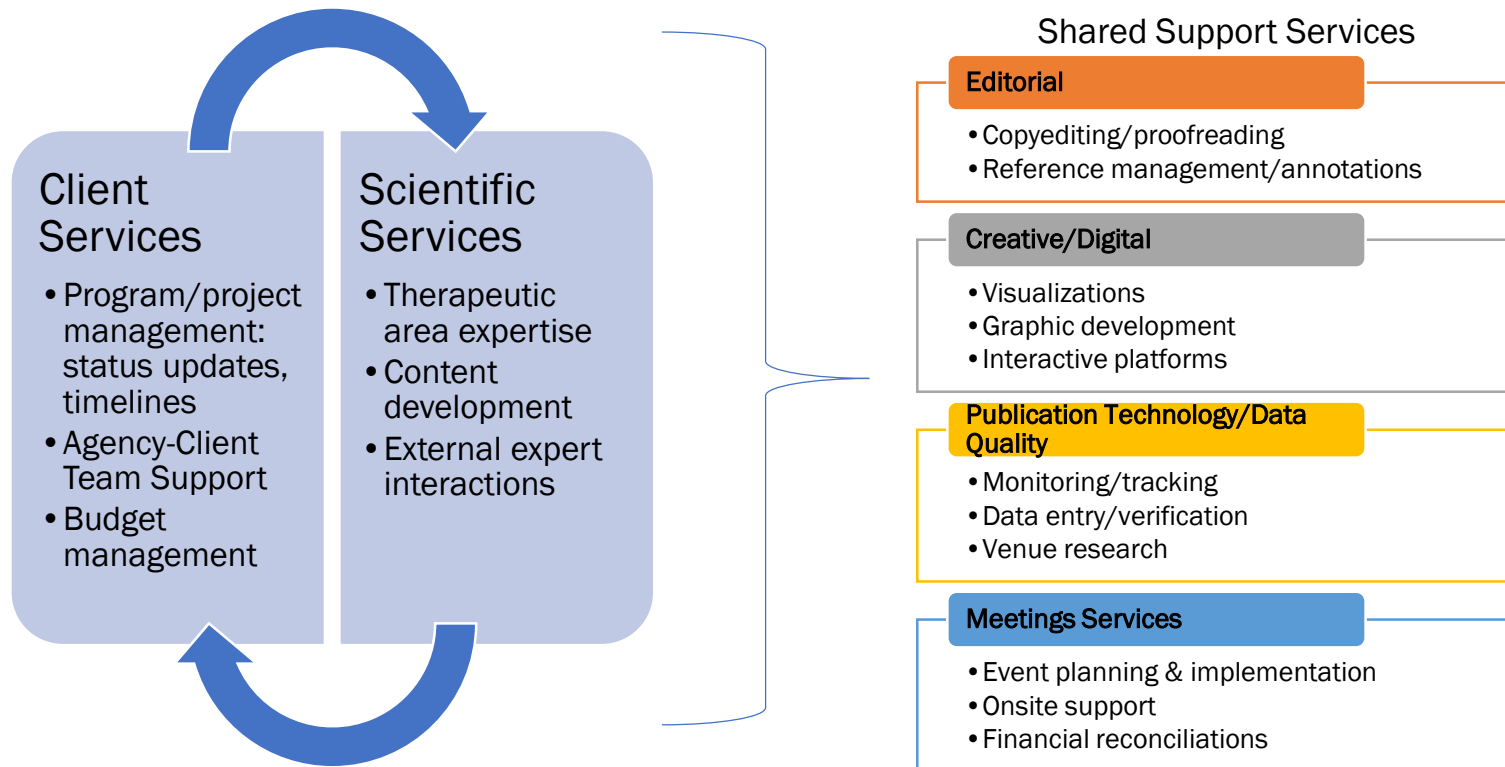
Meetings Services

- Meeting Planner *
- Meeting Coordinator

* *Certification in specialized area a plus* / † *Credential usually required*



Core Agency Team Responsibilities

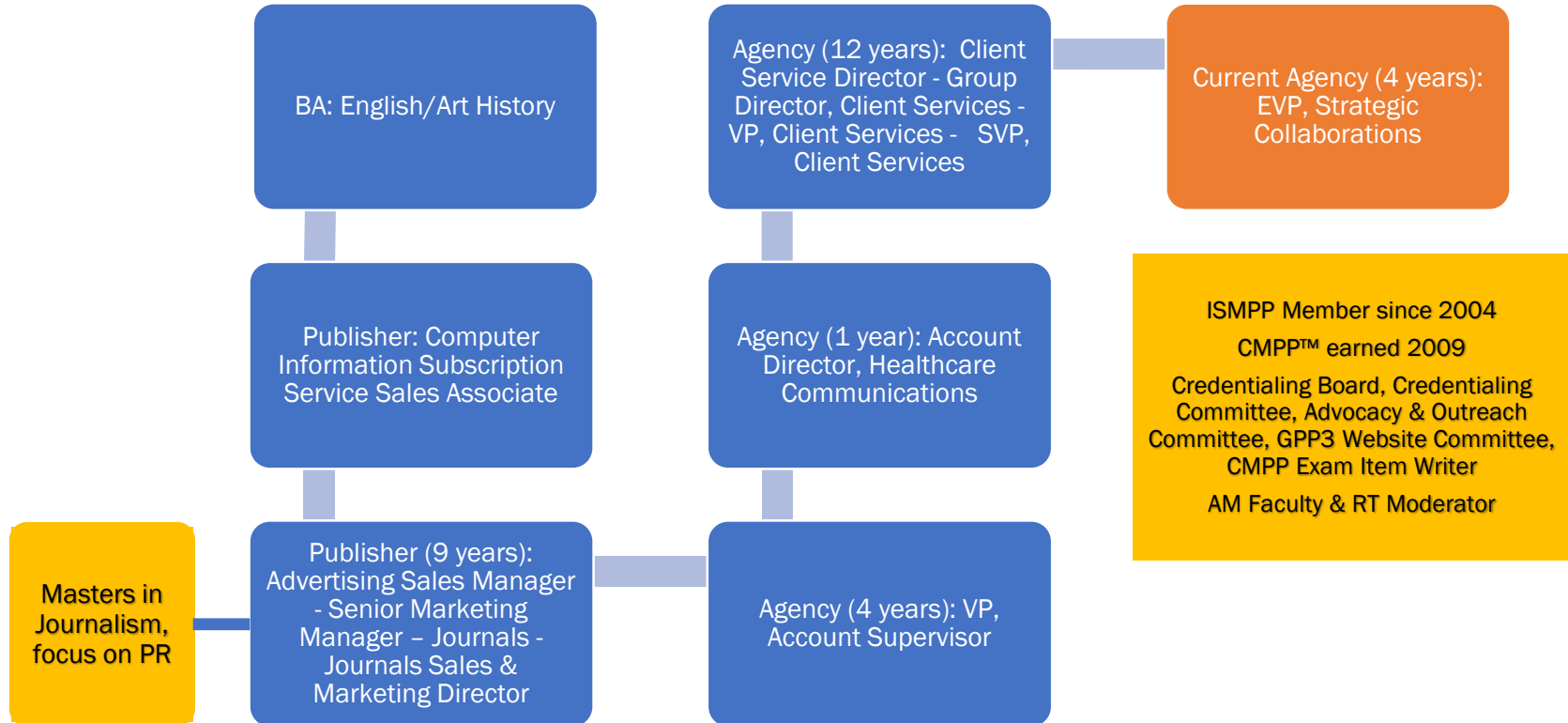




What do agencies look for in candidates?

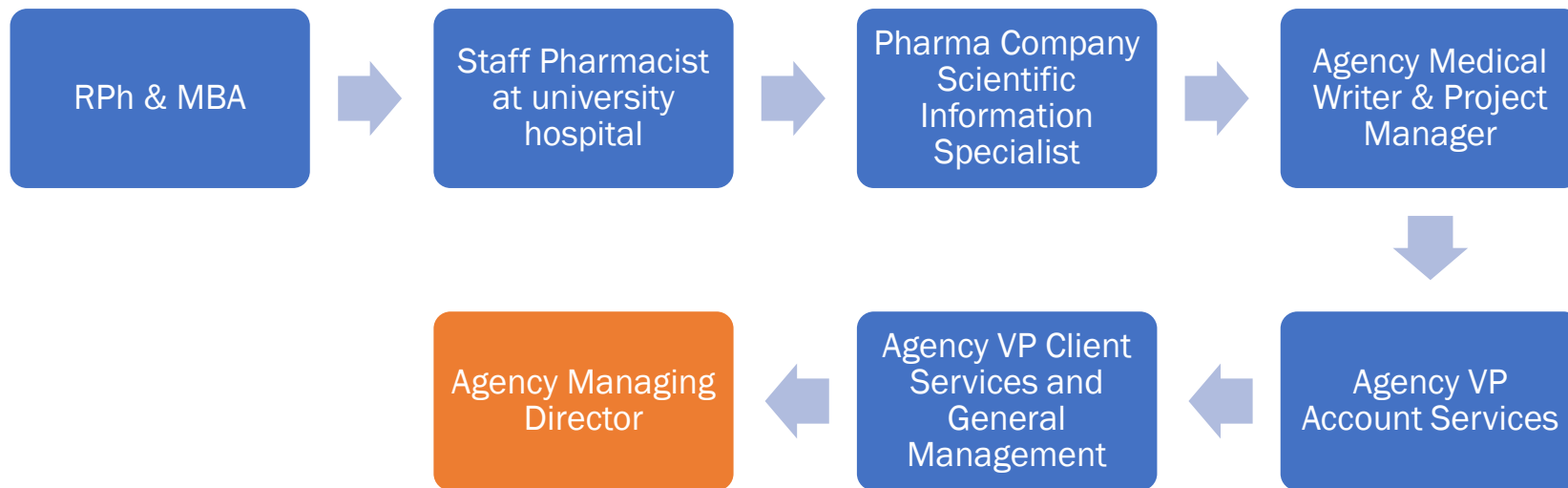
- Ability to communicate well, especially in written form
- Big picture view, attentive to details
- Ability to multi-task within fast-paced environment
- Adaptable and flexible
- Collaborative team player
- Service orientation, partnership approach

How did I get here?



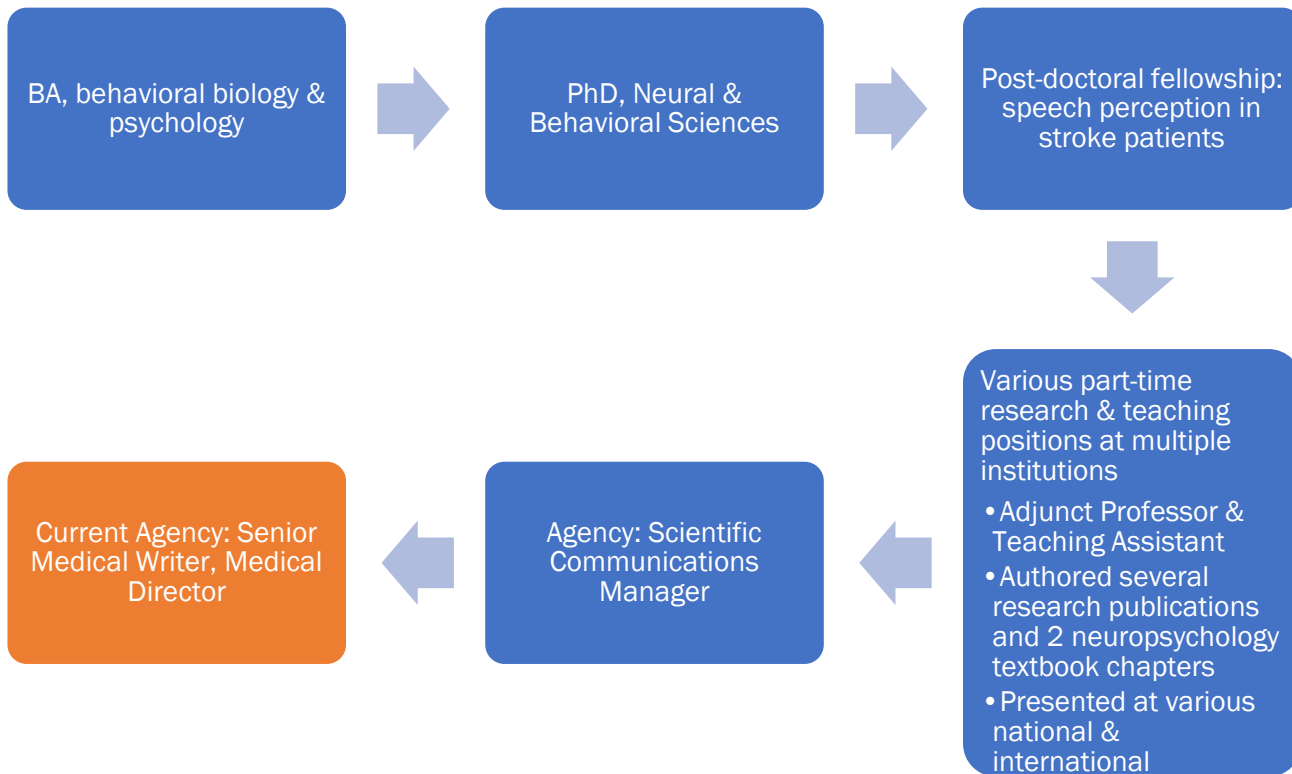


Routes Others Have Taken: Example #1





Routes Others Have Taken: Example #2





Focus on your own career growth

- Take an agnostic approach: isolate key skills, identify core tasks you like/dislike
- Write a description of your ideal job
- Expand your skill set: hone and develop key skills you have or will need to pursue ideal position
- Get involved: Affiliate with organizations and events relevant to current/future target position
 - Participate in educational activities
 - Volunteer for committees/task forces
 - Stay tuned in to developments in the field
- Network: Leverage personal and organizational connections to gain introductions, referrals and information/insights into potential positions aligned with your ideal target



Thank you



What's Your Freelance Fantasy?

- Already doing it
- About to do it
- Thinking about doing it
- Can't imagine doing it
- Did it once and might do it again



Freelance Opportunities in Medical Publications

Brian Bass, MWC
President
Bass Global, Inc.



Why You Should Take the Leap





6 Signs You Should Be A Freelance

1. You embrace uncertainty





6 Signs You Should Be A Freelance

1. You embrace uncertainty
2. You desire flexibility





6 Signs You Should Be A Freelance

1. You embrace uncertainty
2. You desire flexibility
3. You have thick skin





6 Signs You Should Be A Freelance

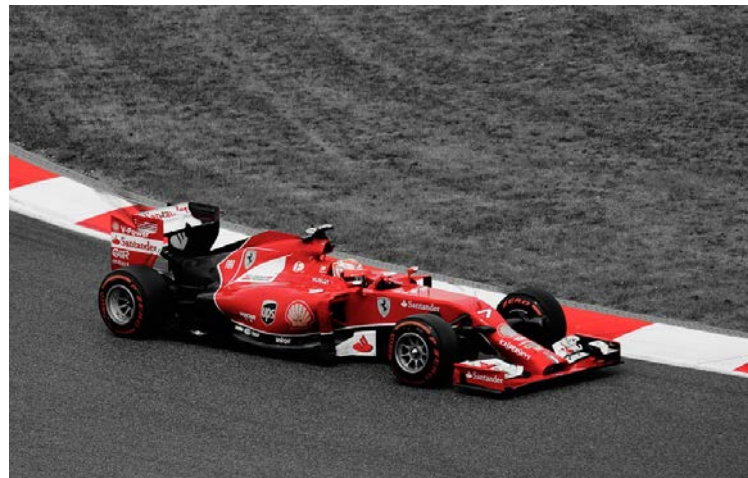
1. You embrace uncertainty
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3. You have thick skin
4. You are seriously good at juggling





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5. You like to be in the driver's seat





6 Signs You Should Be A Freelance

1. You embrace uncertainty
2. You desire flexibility
3. You have thick skin
4. You are seriously good at juggling
5. You like to be in the driver's seat
6. You want to make more money than ever







6 Signs You Should Not Be a Freelance

1. You hate marketing





6 Signs You Should Not Be a Freelance

1. You hate marketing
2. You hate bookkeeping





6 Signs You Should Not Be a Freelance

1. You hate marketing
2. You hate bookkeeping
3. You hate making coffee





6 Signs You Should Not Be a Freelance

1. You hate marketing
2. You hate bookkeeping
3. You hate making coffee
4. You hate working from home





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3. You hate making coffee
4. You hate working from home
5. You hate getting up and getting motivated





6 Signs You Should Not Be a Freelance

1. You hate marketing
2. You hate bookkeeping
3. You hate making coffee
4. You hate working from home
5. You hate getting up and getting motivated
6. You aren't already an experienced medical writer





Being a successful freelance has
nothing to do with being good
at what you do, and everything to do
with being great at
how you do it.

Freelances and the Food Chain





Publication Opportunities for Freelances

- Abstracts/posters
- Manuscripts
- Gap analysis
- Publication planning
- Publication consulting



Running a Freelance Business

- Structure your business
 - Sole proprietor
 - Limited liability company (LLC)
 - S-Corp



Running a Freelance Business

- Structure your business
 - Sole proprietor
 - Limited liability company (LLC)
 - S-Corp
- Insure your business
 - Professional liability (errors and omissions)
 - Commercial liability



Running a Freelance Business

- Structure your business
 - Sole proprietor
 - Limited liability company (LLC)
 - S-Corp
- Insure your business
 - Professional liability (errors and omissions)
 - Commercial liability
- Invest in other professionals
 - Accountant



Thank you

Brian Bass, MWC

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www.theaccidentalmedicalwriter.com



Questions

- To ask a question, please type your query into the Q&A box
- To ensure anonymity, before sending please choose the drop-down box option, "Hosts, Presenters and Panelists." Otherwise, **ALL** audience members will be able to see your submitted question



Upcoming ISMPP U's

February 21st: Discussion of authorship practices in publications of industry-sponsored trials

March: Highlights of ISMPP's 2018 European Meeting

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Thank You for Attending!

- We hope you enjoyed today's presentation.
- **Please check your email for a link** to a survey that should take only a few minutes to complete.
- We depend on your feedback and take your comments into account as we develop future educational offerings. Thank you in advance for your participation!