



Fulfil your potential  
with a career in **medical  
communications**

**inScience**Communications

# What is a medical writer?



Medical writers combine their knowledge of science and their research skills to write scientific copy, which is used to create materials that medical communications agencies produce. These materials vary in format, including print and online media, from publications to materials for international scientific meetings. By carrying out this work it ensures healthcare professionals are informed of available treatments.

Some of the types of materials a medical writer will work on include:

- **Manuscripts of the latest clinical trials for publication in peer-reviewed medical journals**
- **Reviews or book chapters around a particular disease and its treatment**
- **Abstracts, slide kits and posters for major international congresses or stand-alone meetings**
- **Meeting reports or newsletters from congresses and advisory boards**
- **Educational material for patients and training materials for sales reps**
- **Content for websites and mobile/tablet apps, and scripts for videos**

As you can guess, no two weeks are the same. One week you might be working on slides or a manuscript, the next travelling abroad to a major international congress.



# What is **medical communications**?



In general, it is about communicating medical and scientific data and information (on innovations and perspectives on particular diseases and their treatments) to different audiences (such as doctors, nurses, pharmacists, hospital staff and even patients) in a variety of formats.

This type of work is done by medical communications agencies, (sometimes called 'MedComms' agencies or medical education agencies).

Medical communications agencies work with pharmaceutical companies that research and develop drugs, to create materials designed to keep medical professionals abreast of the latest developments in the field. Medical communications agencies are also able to provide expert consultancy services to the pharmaceutical industry to create plans, campaigns and strategies that enable dissemination of the information in the most effective way.



## What **careers** are available for graduates?

There are two main avenues:

**Medical Writing**

**Account Management**

# What **qualifications** and **skills** do I need?



There isn't an established route into medical writing. Most writers seem to come into it from other relevant roles, like research.

As a minimum, you'll need a degree in a life science. Some writers will have gained a master's or a PhD. You don't necessarily need a medical qualification, as you'll learn about specific disease areas and their treatments as you get involved with different projects.

## What are the career prospects for **medical writers**?

There are a number of options available for medical writers. If the editorial side is something you want to stick with, you can progress to the role of principal writer. Many medical writers move into management, taking care of teams of medical writers and managing projects at local and international level.

Some of the skills you need include:

- **Accuracy and attention to detail, along with a good command of English**
- **An ability to be flexible (you'll often need to work across different project types, or different therapy areas) and highly organised (deadlines are usually tight!)**
- **Good interpersonal skills. Medical writers work as part of inter-disciplinary teams and, in some cases, with people outside of their company. You need to be comfortable communicating with people from a range of backgrounds**
- **Ability to handle criticism – your work will often get commented on from senior editorial staff or clients. If you can handle constructive criticism you will develop sought-after skills in this specialist field**

Most training for medical writers takes place on-the-job and progress is made by learning from the feedback you're given. You will work on one or more account teams, and will benefit from the support and experience of other writing, editorial and account management colleagues. As you get to work on different projects, you'll learn how to present information and pitch it at the right level for the intended audience.

# What is an account manager?



Account managers are client facing; they lead and manage accounts, supporting the delivery of all projects from conception to completion, and play a critical role in the development and financial management of designated accounts.

This involves developing a strong client relationship and effective management of available resources to ensure good teamwork and overall client satisfaction.

## What are the career prospects for account managers?

There are several options available for account managers with people typically joining at a junior level and progressing to senior roles such as account director, giving strategic advice to clients. Or there are also more operational roles, where project management skills are used to exceed client expectations.

What qualifications and skills do I need?

- **A bachelor's degree or higher, or equivalent experience**
- **Good interpersonal and communication skills are essential**
- **Excellent project management and organisational skills to ensure projects are on time, on budget, and meet client needs**
- **Flexible, to work across multiple accounts and projects, and travel abroad**
- **Confidence and enthusiasm are key, as is the ability to be a team player, proactive and self-motivated, and eager to contribute to the growth and success of the business**
- **Able to develop strong relationships with clients**
- **Financial acumen**

As with medical writers, most account managers are trained on-the-job and through close collaboration with the medical writing team and experienced account management staff. You will be exposed to a wide variety of project types, helping you to gain important skills that will help you to progress.

### **Additional information**

To find out more about the career possibilities in medical communications in the UK, please download A Guide to Getting Started in Medical Communications:

**[www.medcommsnetworking.co.uk/careersguide.pdf](http://www.medcommsnetworking.co.uk/careersguide.pdf)**

or visit: **[www.medcommsnetworking.co.uk/startingout](http://www.medcommsnetworking.co.uk/startingout)**

### **About inScience Communications**

inScience Communications is a medical communications agency and forms a part of Springer Healthcare, a full service agency and leading publisher of medical educational products for the healthcare community.

With offices based in London, Cheshire, and Philadelphia, positions with inScience Communications offer an opportunity to join an established team who actively share ideas, and prepare scientific content that satisfies client needs in terms of scientific quality, commercial focus, timing and cost.

No other agency can offer such a variety of opportunities: a commitment to personal development, the potential to work in our global network of offices, and access to unequalled proprietary content (over 200 journals, as well as powerful business intelligence and scientific research tools) to support our clients.

We recognise that our success is driven by the talented individuals that work within our organisation. We are constantly evolving and regularly have vacancies with our team.

If you are interested in being part of inScience Communications, please email: **[workforinscience@springer.com](mailto:workforinscience@springer.com)** or visit **[www.insciencecommunications.com](http://www.insciencecommunications.com)**



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