



New initiatives for 2019 and beyond...

- Pitching Code of Conduct
- Mid-Level Practitioner Initiative
- Beyond the Pond
- Recruitment
- Innovation
- Best Practice Digital Commissioning
- Reaching Out to Europe
- Third Sector Communicators



Pitching Code of Conduct

**Annabelle Sandeman,
Chief Commercial Officer,
Huntsworth Health**



Pitching Code of Conduct

Insight

- Best practice in RFI's, RFPs and pitches remains a challenge
- HCA produced a 'Code of Conduct' which some members have used to good effect
- Needs revalidation

Aim

- Revise 'Code of Conduct' and revalidate
- Relaunch





Pitching Code of Conduct

Plan

- Circulate Code to a selection of key stakeholders (procurement, marketing, med affairs, agency)
- Invite comment and adapt as required
- Relaunch with reviewers endorsement
- Invite member organisations to 'sign-up' to principles contained within code
- Use to initiate discussions with relevant stakeholder groups

Status / Timelines

- Code reviewed by original author Malik Akhtar, Bayer Procurement
- Currently being circulated for input from representatives in key stakeholder groups
- Relaunch Q1 2019



Pitching Code of Conduct

Call to action

- Sign up your organisation to follow the principles of the Code when it is relaunched next year
- Share with clients / agencies and ask them to sign up to the principles



Mid-Level Practitioner Initiative

Miranda Dini
Managing Partner
Axon

Presented by: Amy Gabbitus
Senior Account Manager
JPA Health Communications



Mid-Level Practitioner Initiative

What we know

- ✓ Retaining mid-level talent is critical to the success of our industry
- ✓ Individuals can find they reach a cross-road with their careers after 3-7 years in healthcare comms
- ✓ It is important for our members to better understand why people leave and why they stay; both in agency and across the industry as a whole

Aims

- To better understand how we keep mid-level staff engaged and motivated within our sector
- Start discussions around activities and initiatives to retain mid-level talent
- Support our member organisations by sharing relevant insights into retaining mid-level talent



Mid-Level Practitioner Initiative

Plan

- Create a senior-lead, working group of mid-level practitioners, HR and market research individuals
- Develop an anonymised survey looking at values and motivators, with data collected centrally
- Collate and analyse sector data (not agency-specific) and deliver results back to participating member organisations
- Roundtable(s) to discuss implications and next steps

Status/Timelines

- First working group meeting held Nov 2018
- Planned survey roll-out Q1 2019, results Q2



Mid-Level Practitioner Initiative

Get involved

- We need as many organisations as possible to be involved!
- If you want your organisation to be involved, email the details of the lead contact in your organisation to:

midlevel@the-hca.org



Beyond the Pond

Jennie Talman
CEO
Havas Just::



Beyond the Pond

Exploring alternative sources of healthcare communications talent

Insight

Celebrating the joys and rewards of having a career in healthcare communications will enable us to tap into larger talent pools. The need for what we all do continues to grow but the sector cannot resource this growth without changing their approach to hiring talent. **We need to appeal to people who don't know what we do!**

Aim

A marcomms initiative to reach new and related talent - all people connected to healthcare comms (charity, pharma, NHS, science, etc) and non-health communicators





Beyond the Pond

Exploring alternative sources of healthcare communications talent

Plan

- **Learning phase – find people who have “discovered” careers in healthcare comms from the outside and learn about their journey, motivations and experiences (Feb 2019)**
- **Run a focus group with Agency heads, HR leads and recruiters regarding the challenges and make recommendations to overcome these challenges (Feb 2019)**
- **Develop a plan for content to share on HCA website, via social media and through live events (Feb – April 2019)**
 - **e.g. Create role-model stories and content to share on the HCA website, via social media and through live events**



Beyond the Pond

Exploring alternative sources of healthcare communications talent

Call to action

If you came into healthcare comms from “the outside” we want to hear your story!

Please email: transition@the-hca.org



Recruitment

Charlotte James
Global Communications Director
GSK



Recruitment

Insight

- Significant expenditure on recruitment (£46K average)
- There is no real 'home' for specific recruitment for our sector
 - New and transition
- HCA could play an important role

Aim

- Develop the HCA website to become 'The Home' for finding a job within our sector



Recruitment

Plan

- Develop a job section for the website (to dovetail with the new content about the healthcare communications role)
- Preferential rates for members
- Use money generated from paid 'job adverts' to promote healthcare comms as a vocation and the HCA as the first place to go to find a position

Status / Timelines

- Budget secured this year to upfront fund website development
- 'Open for business' by end Q1 2019



Recruitment

Call to action

- Please support this initiative in its early stages to benefit recruitment within our sector in the longer term

recruitment@the-hca.org



Innovation

Paul Tanner
Chairman
90TEN



Innovation workstream

Opening Up Innovation in Healthcare and
Scientific Communications

Paul Tanner, 90TEN



90'ten





Innovation workstream

Insight

- Compared to other sectors, there can often be a lack of innovation in healthcare and scientific communications
- In order to stay relevant, pharma companies need to adapt to their changing environment

Aim

- Bring together pharma experts from across healthcare and scientific communications
- Identify the barriers to innovation and identify a series of lasting solutions



In-house representation





Programme plan

- Meeting 1: Identify the barriers to innovation and the underlying behavioural drivers



- Meeting 2: Create recommendations and best practice solutions to enhance innovation



Timings

Status / Timelines

- First meeting: 9 November 2018
- Second meeting: Q1 2019
- Publication of results: End of Q1 2019

Call to action

- “Innovation isn’t a nice-to-have, it’s an imperative for doing business”



Best Practice Digital Commissioning

**James Harper
Founder and Managing Director
twentyeightb**



Best practice guide to commissioning digital projects

Insight

- Brand teams and agencies often experience frustrations and difficulties in effectively delivering digital projects. From conflicts in the approvals process to the lack of engagement with key stake holders a number of the issues they face could be avoided or more effectively managed by following best practice in the commissioning phase of the project.

Aim

- Improve the quality, value and impact of digital projects in pharma by providing HCA members with a best practice guide to the briefing and commissioning of digital projects in pharma



Best practice guide to commissioning digital projects

Plan

- Form a working group of 3 agency and 2 industry professionals with a varied background in delivering digital projects, chaired and process led by James Harper 28b.
- Working group to meet for workshop and collaborate remotely over Q1 2019 to develop best practice guidance and template documents
- Publication/distribution of guidance and template docs planned Q2 2019
 1. HCA members
 2. PM Soc DIG collaboration and members promotion
 3. Industry wide promotion

Status / Timelines

- Niki Harris, Digital Health Innovation Manager, Daiichi Sankyo
- Matt Norcross, Affiliate Head of Multichannel Excellence, Biogen
- Emma Marsh, Account Manager, Jango Communications
- Victoria Stanley, Associate Director, Publicis Resolute
- Stephanie Hicks, Pegasus
- Workshop dates being agreed



Best practice guide to commissioning digital projects

Call to action

- Support, make use of, share and feedback on best practice guidance when available
- Potential to get involved in future phases such as best practice in delivering digital projects etc



Reaching Out to Europe

Effie Baoutis

**President for West Europe
McCann Health**



Europe

Insight

- Perception HCA only UK focused – it's not!
- Need to identify and better engage with organisations across Europe
- Need to ensure our activity recognises the global nature of members' work

Aim

- Understand the needs and scope across Europe for an organisation like the HCA
- Ensure we are able to deliver against those needs and encourage active participation



Europe

Plan

- Have a geographically based Europe lead on HCA Exec
- Initiate engagement to gain insights
- Undertake specific activity targeting those outside UK
- Ensure we involve non-UK based members in initiatives
- Ensure our activity incorporates global communications

Status / Timelines

- Insight contact initiated earlier in year and continuing
- European based practitioners included in initiatives
- Aim to hold one CPD course in Europe and at least one virtual CPD course in 2019



Europe

Call to action

- Sign up your European colleagues as members
- Invite your European agencies / clients to join HCA
- Get in touch with contacts, thoughts, ideas:

effiebaoutis@the-hca.org



Third Sector Communicators

Mike Dixon
CEO
HCA



Third Sector Communicators

Insight

- Healthcare communications third sector is very important
- In 2018 we invited third sector to join HCA
- Need to understand what the HCA can do to better support this sector and how we best integrate across the membership

Aim

- Increase our third sector membership
- Develop our activity to include these communicators and deliver to their specific needs



Third Sector Communicators

Plan

- Hold a roundtable with third sector members to seek their input
- Develop our activity accordingly

Status / Timelines

- Roundtable planned February 2019
- Roll-out plan of action based on insights gained



Third Sector Communicators

Call to action

- You will likely work with or know a third sector organisation in healthcare
- Encourage them to join and to attend the roundtable to share their views