

Peter Birch

Freelance Medical Communications Consultant and Writer

Professional experience

- Freelance Medical Communications Consultant and Writer**
Birch Medical Communications Ltd
Dec 2016 – present date
- Director of Strategic Communications**
CircleScience / Ashfield Healthcare Communications
Oct 2012 – Nov 2016
- Various Medical & Scientific Services roles (Associate Medical Writer – Scientific Director)**
ACUMED / CircleScience
Jul 2005 – Oct 2012
- Medical Information Associate**
Merck Sharp & Dohme (UK)
May 2004 – Jun 2005

Project expertise

Strategy & tactical planning

- Medical communications strategy & tactical plans
- Scientific communication platforms
- Lexicons
- External expert identification initiatives and engagement planning
- RFP responses / pitch work / proposals

Quality control

- Strategic, scientific & technical review of materials

Medical materials & resources

Development of a wide range of resources for internal & external use:

- Slide decks
- Training resources & webinars
- Q&A documents
- Objection handlers
- Leave-pieces & fact sheets
- Visual aids
- Infographics
- Publication summaries
- Case studies
- Monographs & compendiums
- Literature audits
- Competitor information resources
- eLearning
- Educational toolkits
- Animation / video scripts & content
- Educational website content

Publications

- Publication landscape analysis, gap analysis & benchmarking
 - Publication plan development
 - Publication process training
 - Publication Q&As
- All aspects of publication development / writing, from conception through to publication, including for:
- Congress abstracts, posters & oral presentations
 - Original research articles
 - Review articles

Meetings & events

- Advisory board agendas, content & reports
- Scientific symposia agendas & content
- Exhibition booth content
- Standalone educational events
- Internal medical training events
- Congress reports

Therapy area expertise



Oncology

Various solid & haematological malignancies
Immunotherapy expertise



Neuroscience / neuroimmunology

Multiple sclerosis, rare diseases & gene therapy



Dermatology

Psoriasis & urticaria



Cardiovascular

Atherosclerotic CV diseases, heart failure & hypertension



Infections

Antibiotics, COVID-19 & hepatitis C



Respiratory

Asthma & COPD



Gastrointestinal

Crohn's disease & ulcerative colitis



Rheumatology

Spondyloarthropathies, rheumatoid arthritis & osteoarthritis



Biosimilars

Various therapy areas



Obesity



Type 2 diabetes



Addiction



Birch Medical Communications

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Profile

- Experienced medical communications professional – 13 years within pharmaceutical and medical communication companies, plus >6 years as a freelance medical communications consultant / writer
- Dedicated to delivery of client-ready materials that exceed expectations
- Extensive expertise across all areas of medical communications – from high-level strategic projects to traditional medical writing projects
- Broad therapy area expertise, and ability to rapidly develop deep understanding of new products / therapy areas

Qualifications

Natural Sciences BA (Hons), MA (Cantab)

Specialising in Pharmacology
University of Cambridge, UK
2000 – 2003

Certified Medical Publication Professional™ (CMPP™)

*International Society for Medical
Publication Professionals (ISMPP)*
2013 – present date