

Understanding the needs and preferences of medical content creation professionals from India

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CONCLUSIONS

- This unique dataset indicates a medical content creation professionals (MCCPs) preference for specific content creation models (one global team) and working practices (hybrid) within global organizations benefiting from the fast-growing population of MCCPs in India
- These data (N=113) can therefore inform the design, build, and optimization of such capabilities in India

INTRODUCTION

- There is a growing pool of highly skilled MCCPs in India
- Over the last decade, many multinational companies and agencies have established a publication writing team in India
- However, there is a lack of published insights regarding talent demographics, working preferences, and career aspirations
- The purpose of this survey was to collect data and generate these insights to understand the needs of Indian writers

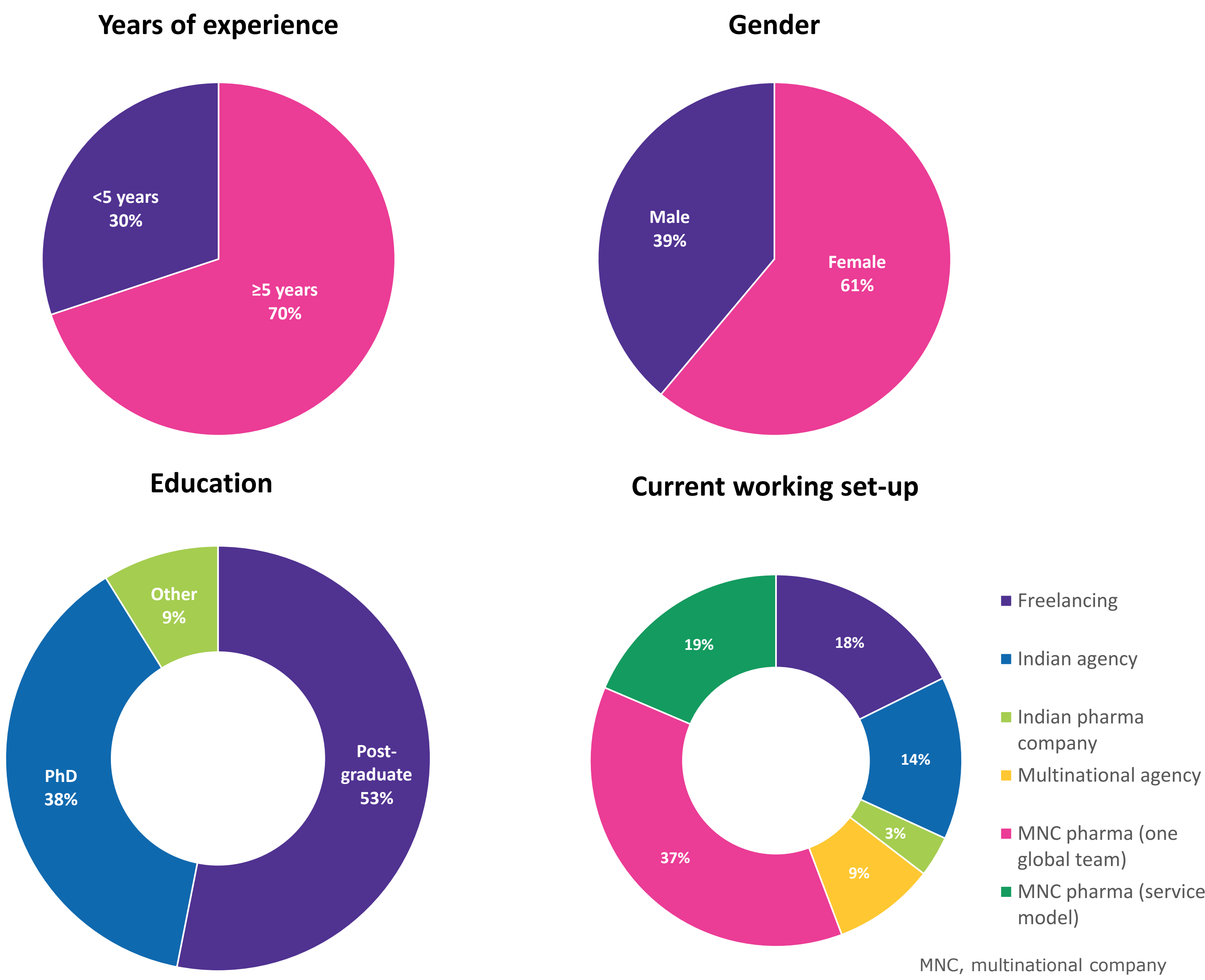
METHODS

- MCCPs from India were invited to participate in this survey
- The survey was conducted using Google Forms and shared widely across the community via social media and email
- A total of 14 structured questions, including options to provide comments, were selected

RESULTS

DIVERSIFIED TALENT DEMOGRAPHIC CHARACTERISTICS WERE OBSERVED

- Total 113 participants provided the responses in between Sep 28, 2022 to Feb 28, 2023
- In total, 70% of respondents had at least five years of writing experience, 61% were female, and 38% had a doctorate as the highest level of education



RESULTS

MEDICAL CONTENT CREATION PROFESSIONALS' PREFERENCES

Working preferences

- Most responders preferred to work in a multinational pharma company with a 'one global team' concept, followed by a multinational agency (**Figure 2**)
- Very few participants preferred exclusively office-based work. Most of the participants preferred hybrid option "30% (in office) : 70% (remote)" (**Figure 3**)
- In terms of hybrid model/frequency to come to office, most of the responders preferred monthly and occasionally options (**Table 1**)
- Publication and medical education were the preferred area to work in content creation (**Figure 4**)

Figure 2: Preferred business model/work set-up

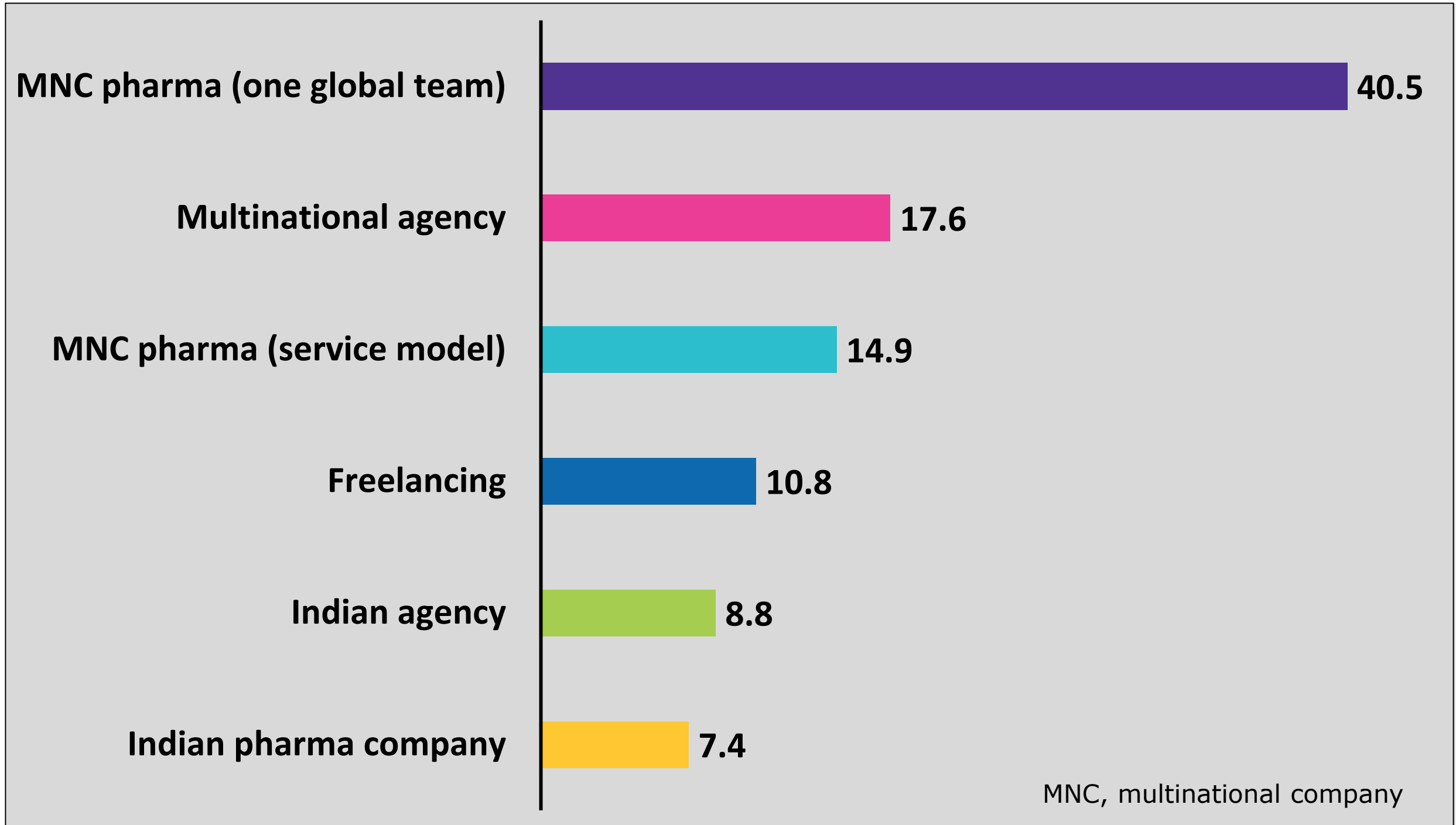


Figure 3: Preferred working model

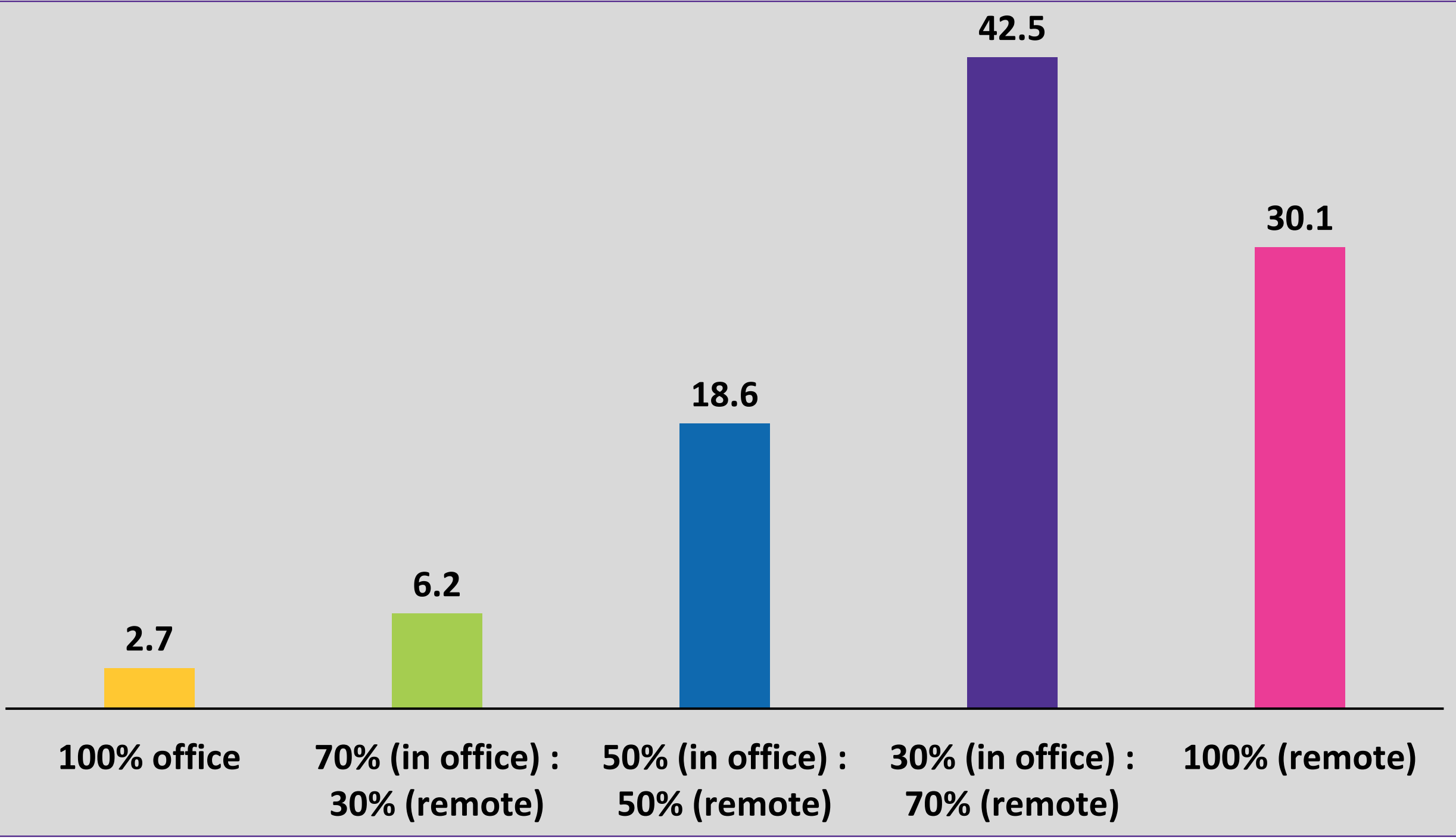


Figure 4: Preferred area to work in content creation

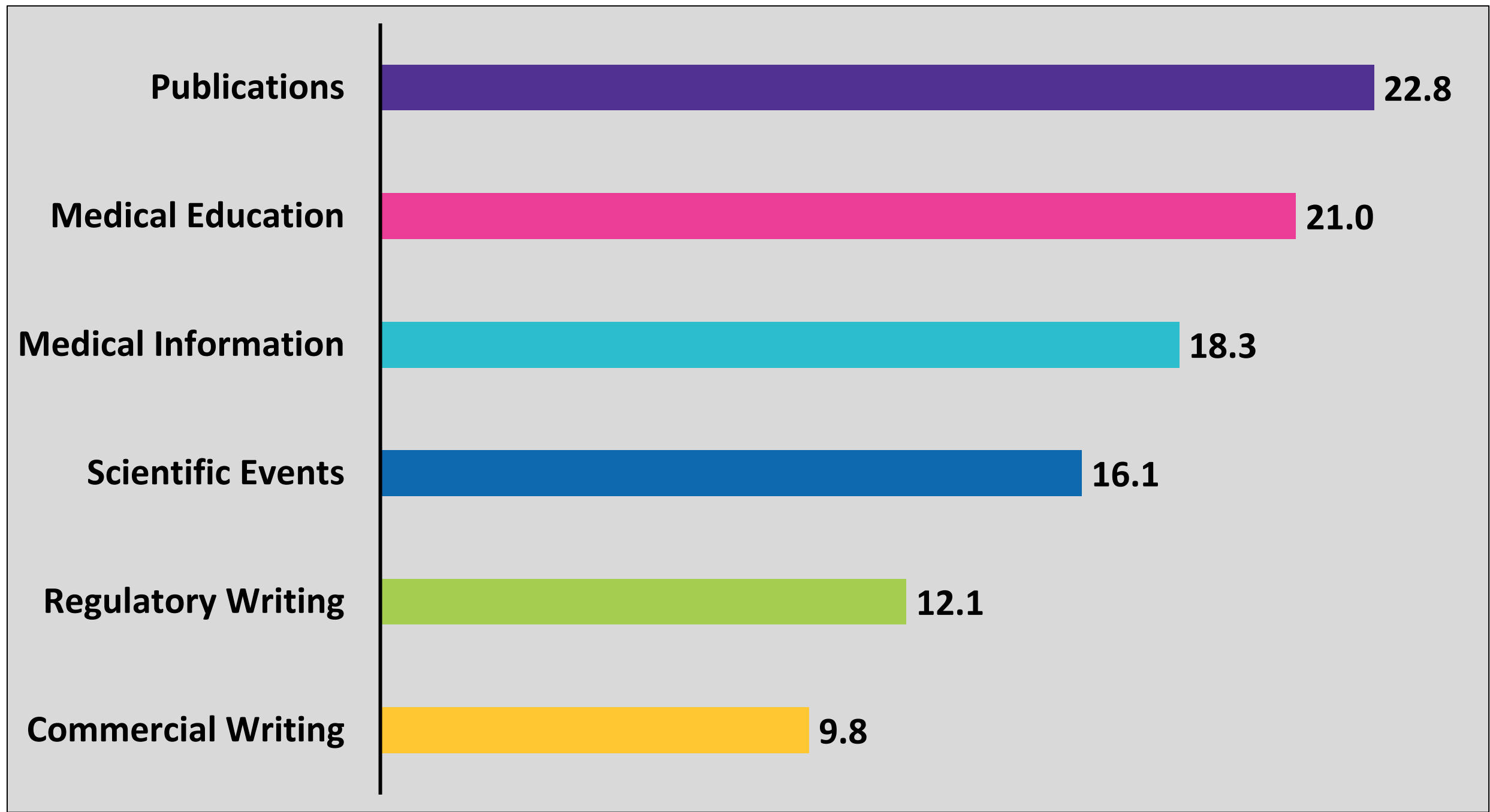


Table 1: Frequency of workplace visits and job motivation

Parameters	Responses (%)
Frequency of workplace visits	
Weekly	25
Monthly	28
Quarterly	17
Half-yearly	2
Selected occasions only	28
Motivation on the job	
Future opportunities	19
Learning opportunities	19
Work-life-balance	18
Company culture	17
Salary	14
Leadership	13

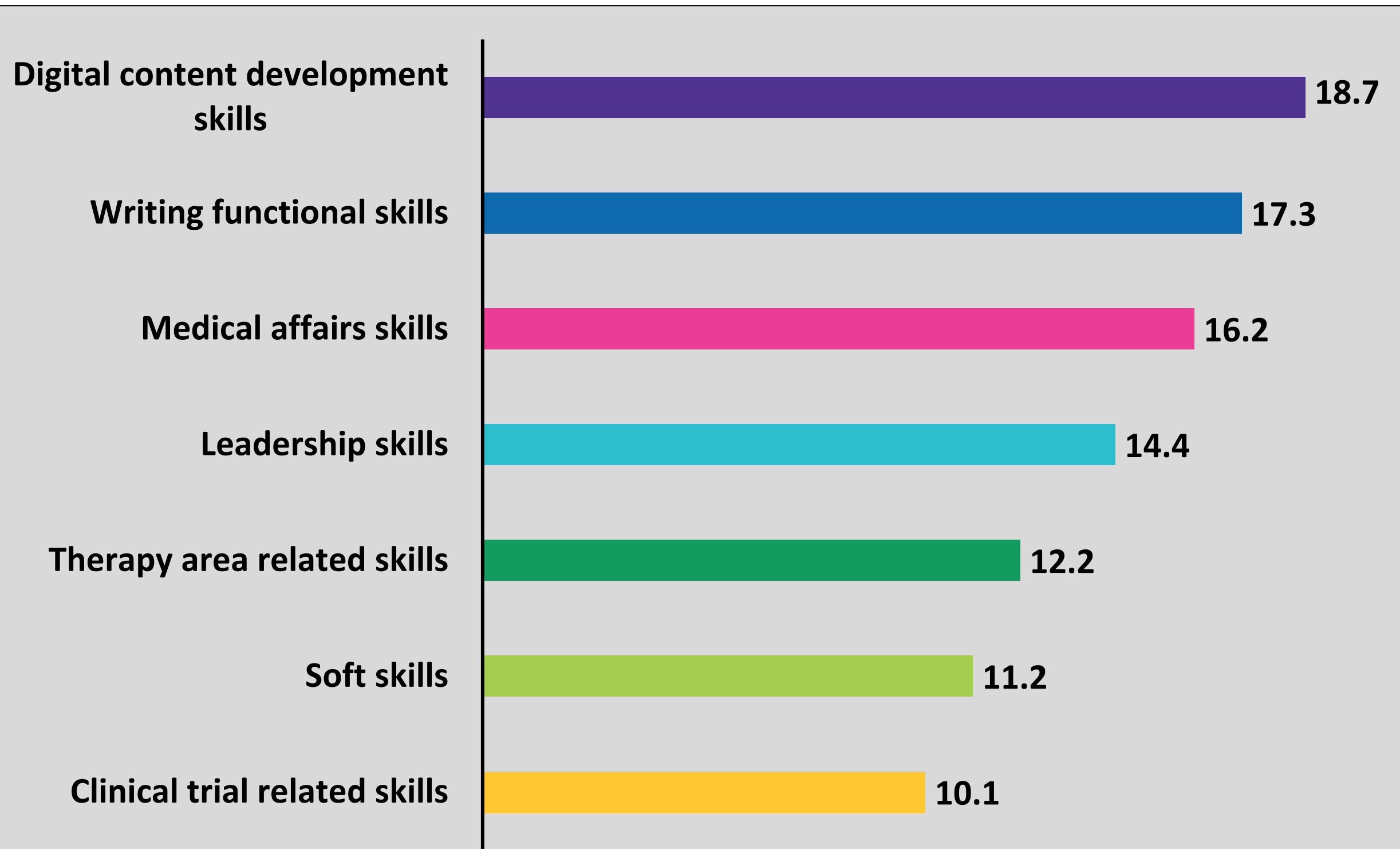
Career aspirations/preferences

- Critical motivators of employee engagement were learning opportunities, future growth, and work-life-balance (**Table 1**)
- As a career growth ambition, majority of writers preferred to grow in strategic roles (**Figure 5**)
- Preference of the writers was to develop their skill in digital content development followed by writing skills (**Figure 6**)

Figure 5: Preferred career path



Figure 6: Preferred skill(s) to develop in coming years



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