ON-DEMAND EVENT GUIDE

MedComms Day 2025

Health economics, graphic medicine, drug safety and the evolving MedComms landscape

Revisit the conversations. Explore the ideas.

Explore the key takeaways, recordings and presentation slides from four expert talks and a panel discussion on the future of medical communications.

Event summary by Irena Ivanova MD. Resources from St Giles Medical: www.stgmed.com.

01 What is a health economist, what do they do, can they be trusted, and are they the power behind the throne of drug/device development?

Dr Clive Pritchard
Principal Health Economist, ICON PLC

- Understanding QALYs, ICERs and cost-effectiveness analysis.
- Why decision models shape reimbursement and pricing.
- Balancing complexity and simplicity in economic storytelling.

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02 Graphic medicine and its application: patient perspectives

Tony Pickering
Medical Artist

- How storytelling and illustration humanise health experiences.
- Real-world projects and their impact on patients.
- Why visual communication enhances education and connection.

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ON DEMAND / SESSIONS 03-05

Safety and the future of MedComms

Drug safety, industry trends and reflections from the panel.

03 Drug safety and its role in public health - pharmacovigilance (PV): important, interesting, and not too scary?

Dr Suzanne Foncin

Scientific Director, Safety Evaluation and Risk Management, GSK

- The four activities of pharmacovigilance.
- Signal detection and risk management.
- Career opportunities in a vital and growing field.

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04 Trends in the medical communications industry - and how to respond?

Dr Dawn Lobban

Co-founder and Managing Partner, Amica Scientific

- The rise of AI in medical communications.
- The rise of patient engagement.
- The evolving role of MedComms professionals.

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05 Reflections and realities in medical communications

Panel discussion

Led by Eleanor Steele

- Career journeys.
- AI and the human touch.
- Patient-centred communication.
- The future of MedComms.

Watch panel discussion