

# How to ensure an effective collaboration with your Medical Communications agency?

Successful client-agency relationships are key to achieving your MedComms objectives. Here are a few tips that you can use to get the most out of your collaboration:

## 1. Treat your agency as an equal thinking partner.

Measuring the reaction means understanding how well the training was received, and identifying any gaps in the content. This can be accomplished by administering surveys afterward to understand how participants felt about the experience and technical aspects of the training, like the user interface and the content itself.

## 2. Update agencies on changes in strategy and focus ASAP.

Your world is constantly changing, with continual updates or refinements in strategy and objectives. Your agencies need to be aware of these changes as they can affect ongoing projects or reprioritization of planned initiatives. They may also raise questions on potential implications or highlight new opportunities that may now be available.

## 3. Master your agency briefings.

The outcomes of any project will be as good as the briefing that preceded it. Briefings that inspire your agency to hit the nail on the head include clear objectives and results (ie, "we want target audience XYZ to fully understand the importance of ABC"). Most briefings focus on what needs to be done and how it should be done, instead of the desired future state, holding agencies from delivering their full potential.

## 4. Provide feedback continuously - especially when it is constructive feedback.

Make sure to share both positive and constructive feedback timely and continuously. Especially in the earlier stages of collaboration, the relationship still needs to form and trust be built. Sure, you can pile up all the frustration and find another agency, but the chance you'll end up in the same situation is quite likely. It is healthy practice to organize a "formal" review session with each of your agencies at least every 6 months.

## 5. Incorporate room into annual budgets for novel initiatives.

If you want an agency that brings new thinking to the table, you also need to ensure funds are available to pilot those ideas that may provide the best value. If there isn't an opportunity to execute on new thinking, they may be less likely to continue bringing new ideas for your consideration.

Handout provided by:

