

Jefferson Science Communication Series 2020-2021

Event 2: SciComm Career Panel Deliverable

Directions: By attending this event, you have earned 1 point towards the 2020-2021 SciComm Certificate. Choose 1 of the 4 prompts below and submit your response to SciCommSeries@jefferson.edu by Tuesday, November 3rd. Please make sure you include your first and last name in your filenames and indicate which prompt you are completing somewhere in your submission. Depending on which prompt you choose to complete, your response will be reviewed and feedback will be provided by either the Postdoc Scientific Editing and Review Team (PSERT) or the Jefferson Career Development Center. Once completed, 3 points will be earned for a total of 4 points for this event. You are welcome to complete more than one prompt to receive feedback, but only 3 points will be awarded for this deliverable. Late submissions are also welcome and will earn you 2 points toward the certificate.

There are two types of prompts below:

- A) **Writing Test** – (Policy, Account Management) – reviewed by PSERT
- B) **Interview Question** – (Medical Science Liaison, Account Management) – reviewed by Career Center

Danielle Haney, PhD

Policy Analyst, National Institute of Health

Here are some sample policy memo prompts that are often used for the AAAS fellowship final round. These memos give agencies an idea of how quickly someone can synthesize the information and highlight key points. This type of scenario actually prepares potential fellows to understand how to get this information gathered and sent to their superior or for a briefing that can sometimes come with a 2 hour notice. As my time in government has gone on, I realize just how relevant this particular policy writing test was.

Policy Writing samples

Your senior agency official has asked you to review, analyze, and provide guidance on a current issue in terms of its effect on one or more sectors of society or the scientific and engineering community. (See format requirements below.) Choose one topic. Memo should be one page, size 11 font. Concisely and clearly lay out the technical and policy aspects of the issue, the status in each area, and any qualifying of pro/con points that require mentioning. Provide some specific bottom-line guidance.

1. The President has stated that American students must be able to compete with workers anywhere in the world, and the ability to compete is contingent on U.S. standards in STEM (science, technology, engineering and mathematics) education. Yet, American students in high schools and colleges are said to score well below the average for science literacy and place behind most developed nations on critical skills needed to be competitive in STEM areas. How would you prepare your supervisor to argue for policy and /or funding support to meet the challenges to improve US standards? Where are the issues related to effective STEM education? Also consider policies that address the rapidly changing demographics in the US.

2. The head of your agency (choose one: USDA, HHS, CDC, NIH, NSF, Department of Education) will be testifying before a Congressional Committee about the recent COVID outbreaks in the United States. You have been asked to prepare briefing materials about the following:

- o How would your agency combat already strong public opinion, myriad sources of misinformation, or any push-back from updated policy or increased cost associated with new program/research initiatives?

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Lisa Ambrose-Lanci, PhD

VP, Group Account Director at Lockwood

Usually, the writing tests require the candidate to read a publication, synthesize the data into a few slides with discussion questions (mocking how you would prepare for an advisory board meeting with Health Care Professionals (HCPs)) and also preparing a client email delivering the slides for client review.

1. Develop slides succinctly summarizing (3-6 slides total), using visuals when appropriate, the key data from a study, the conclusion/impact this data could have in the market/disease state and outlining questions you would ask key opinion leaders/healthcare professions/clinicians to obtain feedback/insights on the data and how best to communicate this information to their peers.
2. Prepare an email for your client alerting them that the slides are ready for their review, highlighting any key points/areas for their review/attention and estimated timing for their review.

The slides will be presented at an advisory board meeting. The slides are meant to provide background and stimulate discussion among the group so that the client can come away with a better understanding from a clinical/in practice perspective. Your company is contracted by the client (usually a pharmaceutical company/brand) to execute this type of meeting.

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Michael Sangobowale, PhD

Medical Science Liaison at Helsinn

This is a question that I was asked more than once during my interview process. It's something people should always be prepared to answer as it is a big part of the MSL job.

Deliverable: Answer the following question in at least a paragraph.

Tell me of a time when you had to convince someone of your point of view when they did not agree.

Lauren Marek, PhD

Account Manager at AlphaBioCom

Deliverable: Answer the following question in at least a paragraph.

How would you describe your communication style?

Things to keep in mind while answering this question:

1. Keep it relevant to the job you're applying to and the audience you'll have in the job. A few examples:
Client-facing job: Describe how you build relationships and work with/lead teams
Working with students: Describe how you level with students to keep them engaged
Writing job: Describe your writing style, or even how you would change a piece to fit different audiences if you want to show versatility
2. Keep it simple: Choose 3 good descriptive words to generally describe your style to keep yourself from rambling
These 3 words should *always* be true of your communication style regardless of medium
3. It's ok to start off the answer with "It depends" because honestly, sometimes it really does depend on the situation. But as soon as you say that, you can lead into your 3 words.
Feel free to give an example here that describes a situation if you feel like the conversation goes that direction.