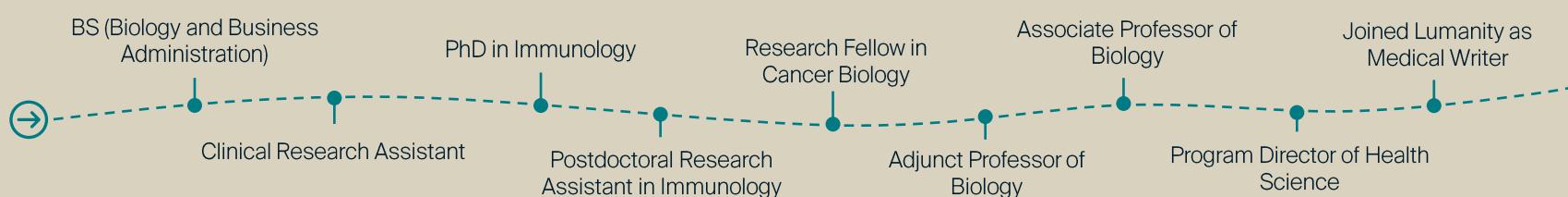


# MedComms Career Pathways are Varied and Unique



**Laura Watts**

Senior Medical Writer,  
US Communications  
2 years at Lumanity

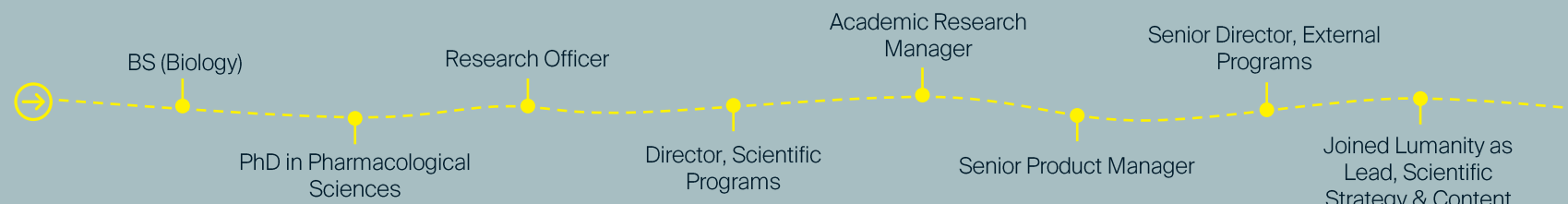


Senior Medical  
Writer



**Holli Kawadler**

Lead, Scientific Strategy  
& Content  
2 years at Lumanity



Lead, Scientific  
Strategy &  
Content



**Lindsay Lare**

Lead, Omnichannel  
Marketing & Analytics  
1.5 years at Lumanity

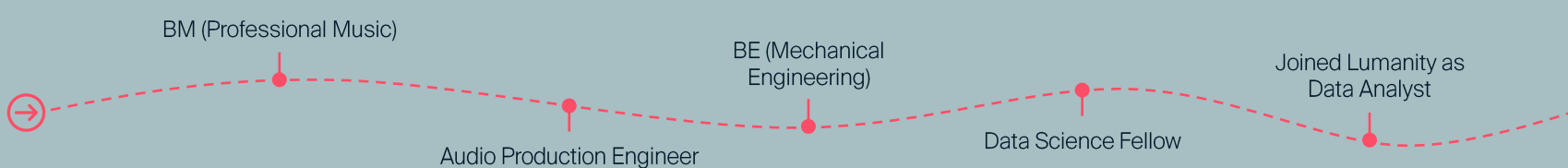


Omnichannel  
Marketing &  
Analytics Lead



**Joseph Tran**

Analytics Engineer  
2.5 years at Lumanity



Analytics  
Engineer

## Q&A

How did you find yourself in MedComms?

➔ **Laura Watts:**

After spending over a decade as a college professor teaching and conducting research, I decided to broaden my experience as a health educator. I reached out to some contacts in the MedComms field and conducted several job prospecting interviews to learn more about the industry. As I delved deeper, I quickly realized that the core aspects of MedComms—disseminating information, staying current with health and science innovations, and engaging in written, oral, and visual communications—aligned perfectly with my interests and skills. This discovery led me to pursue a career in MedComms, where I could leverage my background and expertise in new and impactful ways.

➔ **Holli Kawadler:**

I began my career as a bench scientist but quickly realized I wanted to work with people instead of petri dishes. After receiving my doctorate, I worked in the patient advocacy community, first in a role facilitating communication and discussion of scientific advances, and then leading a research funding program. This work allowed me to work directly with patients and their families, as well as with industry partners seeking to advance patient engagement and support our work. I then shifted to industry, with roles in both R&D and commercial, providing first-hand knowledge of the inner workings of the industry. I can bring that diversity of perspectives - as an advocate, a scientist, and an industry professional - to elevate my work in MedComms at Lumanity.

➔ **Lindsay Lare:**

My journey into MedComms began with omnichannel and Lumanity's drive to build a solution tailored for both commercial and medical affairs clients. Transitioning from a background primarily rooted in MedTech and commercial advertising presented a notable learning curve—one that I'm still actively navigating and embracing.

➔ **Joseph Tran:**

After a short career in music production, I decided to pivot and pursue a degree in mechanical engineering. In my final year, I took an elective course in machine learning, which sparked my interest in data science. Following graduation, I enrolled in a data science bootcamp, which led to a fellowship helping to analyze public health data for a research group working with the Ministry of Health in Sierra Leone. When it was time to search for a professional role, I focused on the healthcare industry. Though I wasn't initially familiar with MedComms, I accepted a position as a data analyst at Cello Health, now part of Lumanity. In this role, I specialize in key opinion leader (KOL) identification and analysis, which has been an exciting and fulfilling journey.

Was it what you were expecting?

➔ **Laura Watts:**

On many levels, my background in research and education prepared for the work of MedComms. Having conducted research across a wide range of topics, I was accustomed to quickly grasping the nuances of therapeutic areas that were new to me and discussing them in detail. I was also "warned" about the fast pace of MedComms before taking the job. However, what took some getting used to was juggling multiple projects simultaneously, understanding the intricacies and regulatory nature of the industry, familiarizing myself with client preferences, and adapting to the policies and procedures of my own company.

➔ **Holli Kawadler:**

I was seeking a role that would leverage my diverse experience to enable me to have a tangible impact on patients, and I have not been disappointed. My work in MedComms leverages my industry experience and understanding of our clients, and is also enhanced by my scientific training, allowing me to dive into new therapeutic areas. My current role makes use of my experience as a patient advocate, and Lumanity's mission of accelerating and optimizing access to medical advances remains a guiding principle for all our work.

➔ **Lindsay Lare:**

Working in MedComms has been a departure from my previous experience, and it has been intriguing to learn about other facets of the pharma/biotech world and to reconnect with the scientific side that I have not seen since undergrad.

➔ **Joseph Tran:**

As many industries use data analysis in some way, I felt that I had some idea of what to expect in my role. However, from a MedComms perspective, I was stepping into uncharted territory. During my initial interview with my now-manager, I focused my questions on the type of work and the typical tasks I would be undertaking. This helped me gain a clearer understanding of the specific responsibilities and expectations within the MedComms field, but there was still much to be discovered. Having the opportunity to work on a wide variety of projects, and gaining exposure to different therapeutic areas has proven to be an engaging journey thus far.

“ I truly appreciate the opportunity to use my skills and background to contribute to the dissemination of medical information and promote patient health. ”

Laura Watts

What is keeping you here?

➔ **Laura Watts:**

There are multiple reasons I enjoy this field. First, the people in the industry and at Lumanity are fantastic. Everyone is engaged in their work, friendly, and eager to assist me as I grow and take on new challenges. I've also had the opportunity to work in the therapeutic area I enjoy most, infectious disease, while exploring other interesting and exciting therapeutic areas. Additionally, the professional growth opportunities have been excellent. The career development path in my current position is relatively well-defined, and I've had the support to challenge myself and take important next steps. I've had the flexibility to take on extra projects that interest me and are valuable for my personal growth, my company, and the industry. Finally, I truly appreciate the opportunity to use my skills and background to contribute to the dissemination of medical information to promote patient health.

➔ **Holli Kawadler:**

I love having an impact on the diversity of projects, therapeutic areas, and especially the patients served by our clients. My colleagues are a pleasure to work with, and I love working at a global company with people from different backgrounds and experiences.

➔ **Lindsay Lare:**

I've been fortunate to be surrounded by an exceptional team of mentors at Lumanity. Their guidance has not only facilitated my understanding and learning but has also played a crucial role in propelling the business forward. Their contributions were instrumental in developing the Omnichannel Network Engagement Experience (ONEE), our proprietary omnichannel solution tailored to meet the needs of all our clients, and I am excited to see how our solution can support both commercial and medical affairs teams.

➔ **Joseph Tran:**

I am someone who isn't content unless I'm continually learning, and there is always so much to learn in MedComms and data, especially with the advent of large language models (LLMs). I relish the fact that my current role allows me to fully engage both my technical and creative skills. I truly enjoy creative problem-solving, and my career in MedComms thus far has provided ample opportunities for that. Additionally, I get to collaborate with intelligent and insightful colleagues, which further inspires me. Lastly, I've been able to apply the knowledge and skills I've gained from Lumanity's holistic approach to KOL identification in helping family and friends find preferred caregivers when needed. It's empowering to use the expertise I've developed in MedComms to assist the people close to me. This combination of continuous learning, creative problem-solving, and meaningful collaboration keeps me committed to a career in MedComms.

