

## About the HCA

The Healthcare Communications Association (HCA) was founded in July 2001 as an independent, not-for-profit organisation with the stated aim of promoting excellence and best practice in the field of healthcare communications. It grew out of the recognition that healthcare communications was playing an increasingly pivotal role in the strategic marketing plans being developed for pharmaceutical products and deserved a representative body to champion its cause.

The HCA is now a high profile and influential player in the healthcare arena. It has sufficient influence and credibility to shape opinion and lead debate and is flexible and progressive enough to respond to changing circumstances. Membership has expanded rapidly and the HCA now counts a significant proportion of the leading communications consultancies and pharmaceutical companies among its members.

### Mission

The HCA mission is to provide an independent forum to drive the highest standards and promote best practice, innovation and excellence in healthcare communications.

## Contacts

### HCA Benchmarking Sub-Committee

Chrissie Ashley, Ashley Communications

Aline Beresford, Independent market researcher (SUB-COMMITTEE CHAIR)

Emily Bone, Pfizer (Consultant to the Sub-Committee for development of the Industry Survey)

Julia Cook, StepBack Healthcare (HCA DEPUTY CHAIR)

Fiona Hall, Chandler Chicco Companies

Angie Wiles, Virgo HEALTH

(HCA members can obtain contact details from the website)

### HCA Website

[www.hca-uk.org](http://www.hca-uk.org)



## About the HCA Benchmarking Survey

For six years the HCA has been successfully running a Benchmarking Survey as a service to communications *consultancies*. The 2007–8 survey, conducted in May–July 2008, attracted participation from 25 HCA member companies, with broad representation across the spectrum of those providing PR and medical education services. As well as the topics commented on in this report, the survey included in-depth sections on financial performance & billing and salaries & benefits, the findings of which are shared only with participants, due to the sensitivity of the information and to recognise their commitment to the process.

For the past four years, pharma industry views have been sought in a separate survey, which this year was conducted as a self-completion questionnaire in the same way as the consultancy survey. 10 companies responded to questions that closely mirrored those asked of consultancies, allowing us to identify the areas of common ground, as well as any differences.

A key objective is to gain insights that will enhance the HCA's role in promoting best practice and fostering productive working relationships between individuals and organisations.

*The benchmarking exercise is handled according to the strictest codes of confidentiality, carried out by a specially commissioned, independent market researcher in order to guarantee anonymity and confidentiality, with no data being attributed to individuals/ companies or even seen or shared with anyone else from the HCA.*

Participants in both surveys have received detailed reports covering all aspects of the findings. Whilst they cannot be publicly named for reasons of confidentiality, the HCA would like sincerely to thank all those individuals who took the time to contribute to this important exercise.

*Note: The survey is completed by one key individual (typically the Managing Director of an agency or a Senior Communications Manager within a pharma company), with input from finance and/or human resources as required. These individuals are in a good position to give an overview of what is happening within their own organisations, as well as the prevailing internal attitudes towards communications, though the survey does also reflect the personal opinions of those individuals who responded. Each of the individual quotations is the opinion of a single respondent, and may not necessarily reflect the views of the whole sample. Moreover, inclusion of the quote in this report does not imply endorsement by the HCA.*