

Runway – What is it?

If you have read the 'Adelphi in a nutshell' document, you will know that Adelphi is an international agency supporting the healthcare industry through expert leadership in market research and understanding, health economic analysis, patient-based research, and medical communications.

In Adelphi, we understand the importance of an in-depth understanding and extensive experience of the fields in which we work – but we also value the contribution of bright, enthusiastic young graduates, some of whom will grow to be the Adelphi experts of the future. Every year, for more than 15 years, we have selected a small group of new graduates to join our graduate programme, providing a unique opportunity to gain experience in four different business areas within the healthcare arena, before joining one of the Adelphi companies.

Runway – The Adelphi Graduate Programme

Expect to be challenged from day one. You will be working as part of a team, on live projects with client contact, and will start in a new company every 3 months during the 12-month programme. The areas in which you will work include:

- **Disease understanding and real-world studies**

In-depth understanding of the dynamics of the global marketplace in which our clients' brands will compete.

- **Marketing research and business intelligence**

Supporting decision-making on which drugs to take forward to market, input to branding and marketing of major pharmaceutical brands.

- **Health and economic outcomes**

Health economics and patient-based research to support healthcare decisions and funding.

- **Health communications and education**

Programmes to inform and educate healthcare professionals and patients on the latest medical advances, delivered via conferences, journals and interactive media.

In addition to the knowledge you gain within each placement, you will participate in a continuous evaluation and training programme to accelerate your progress. You will participate in a series of graduate workshops alongside graduates from other Omnicom companies (Adelphi is part of the Omnicom corporation), as well as completing an assignment, selected jointly by you and the CEO of Adelphi, on a subject that will benefit the business.

All graduates on the Runway Programme have excellent career prospects within the Adelphi Group.