



Starting your career in med comms

Jane Smith and Ben Clarke

Introductions



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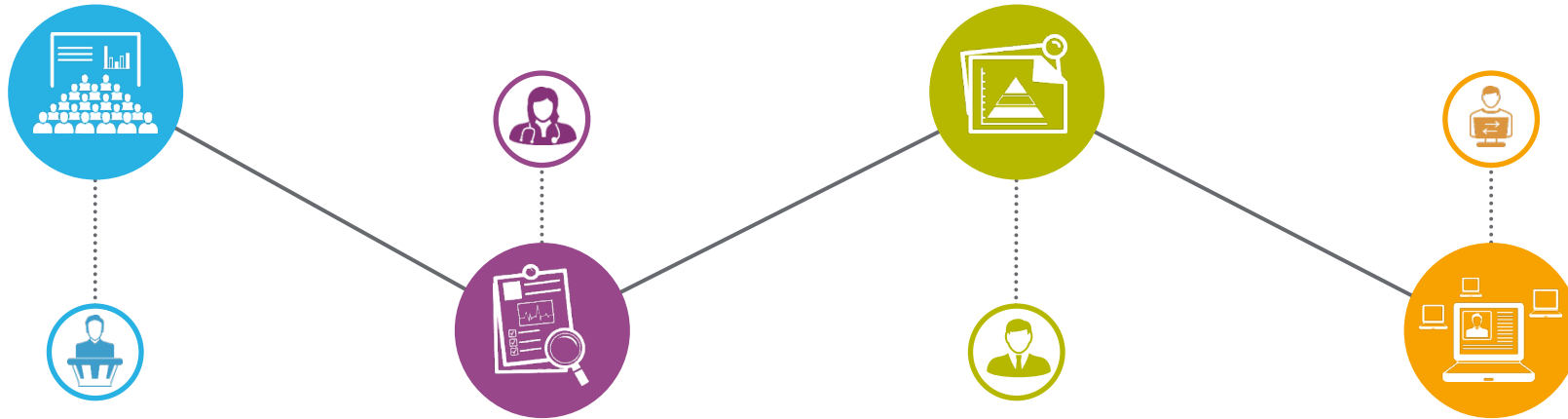
SEVEN POINT FOUR
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CONSULTING
DIGITAL

An independent cluster of agencies providing medical communications, consulting, healthcare learning and digital services to clients worldwide

So, what *is* med comms?



Types of projects



Meetings

- Satellite symposia
- Standalone meetings
- Advisory boards
- Speaker training

Medical affairs

- Slide kits
- Expert engagement
- Publications/pubs planning
- Literature reviews

Commercial

- Promotional materials
- Objection handlers
- Internal training
- Market analyses

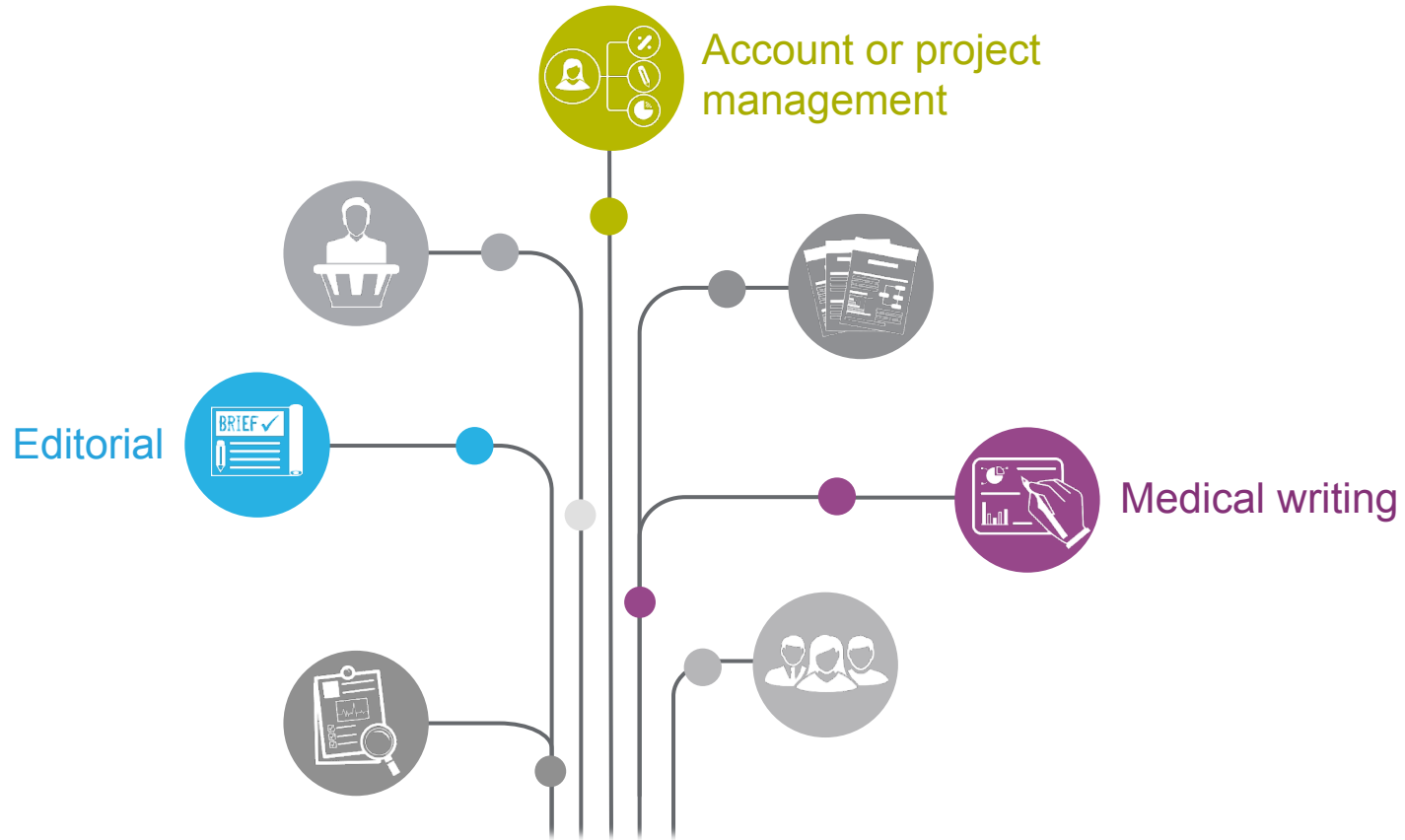
Digital

- Websites
- Apps
- E-learning
- Videos and animations

What does med comms mean to me?

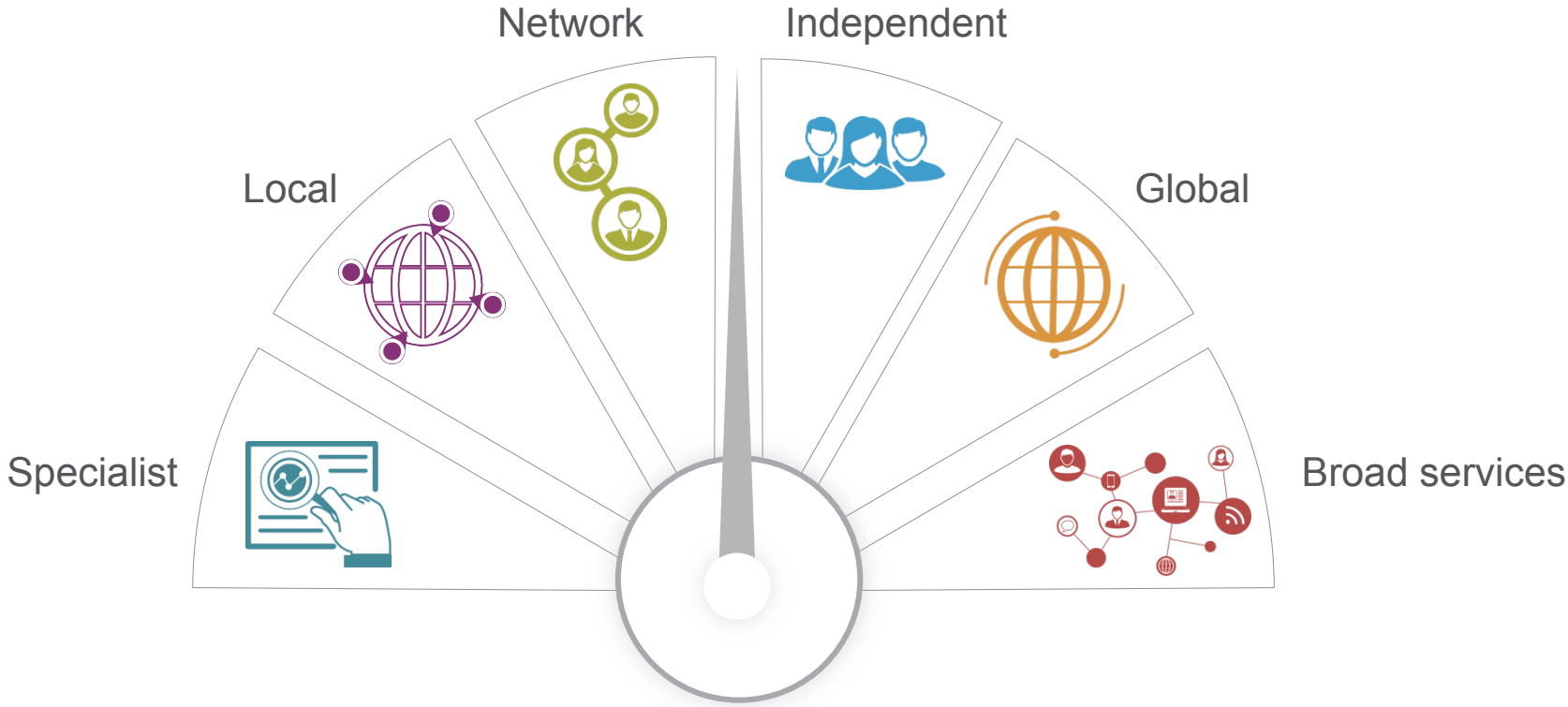


What are the entry opportunities?



Look out for opportunities to start general and then specialise later
(ie internships or broad 'trainee' roles)

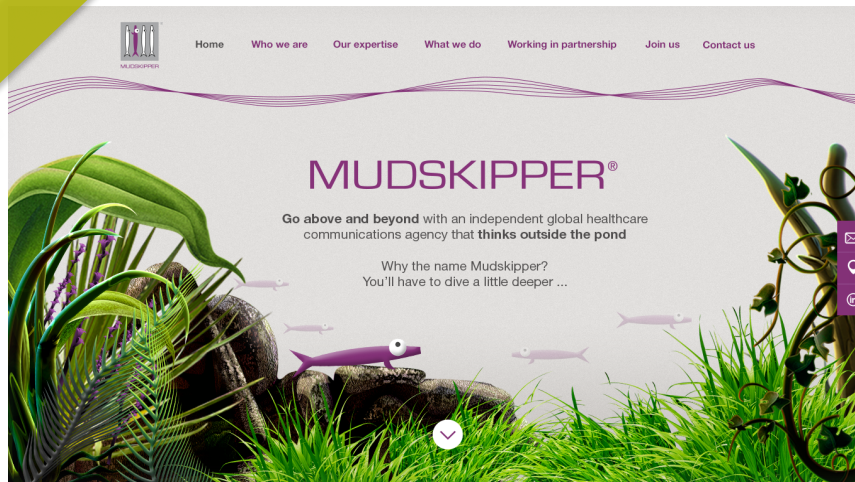
Choosing an agency – key criteria



Not all agencies are the same...

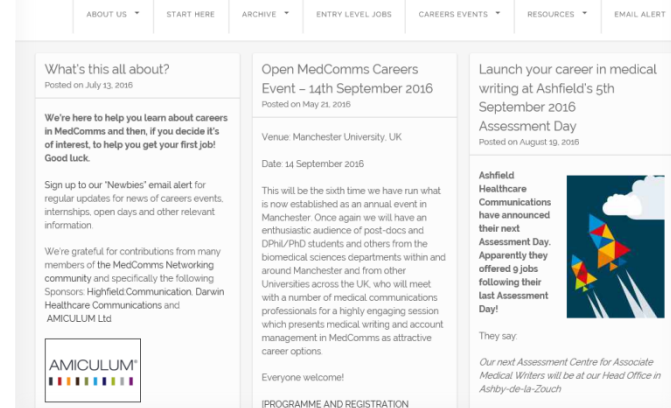


Sources of information



FirstMedCommsJob.com

Let's get you started



You'll find the culture more interesting at 7.4

Not all scientists belong in a lab. At 7.4, our brilliant medical writers form an integral part of our talented team in Oxford, working with clinical experts from around the world to explain the science behind medical treatments and devices that change people's lives.

7.4 writers are passionate about developing clear and compelling content for a wide variety of educational events, print materials, and digital platforms. All our communications are scientifically driven and delivered with visual style, on behalf of our European and global clients in the pharmaceutical industry.

If you're ready to leave the lab and forge a rewarding career in science, please get in touch.

work@sevenpointfour.biz

A Day in the Life of MedComms

A snapshot view of the global business that is MedComms



Sources of information

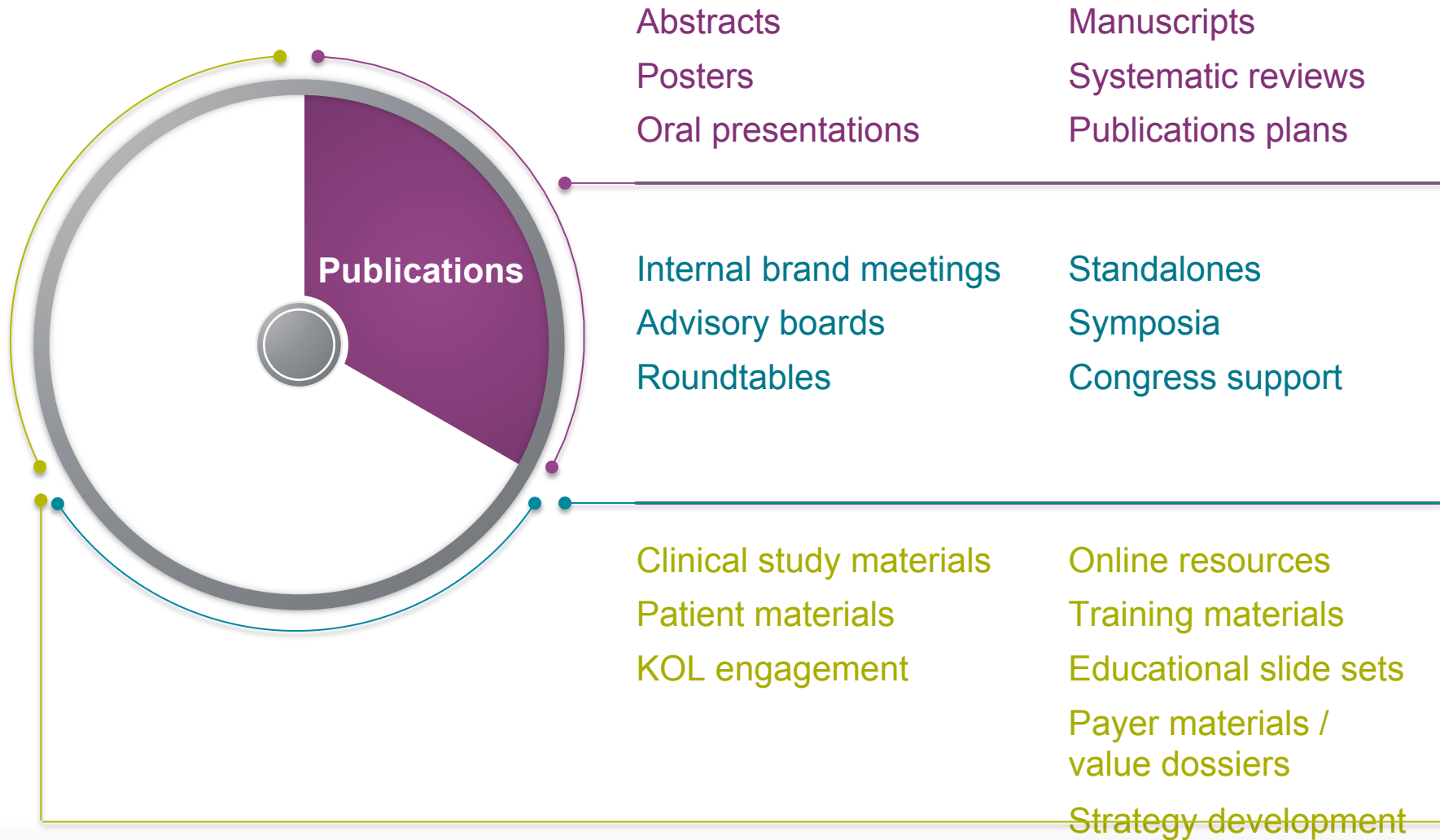




Agency life

Ben Clarke

What we do











Team structure

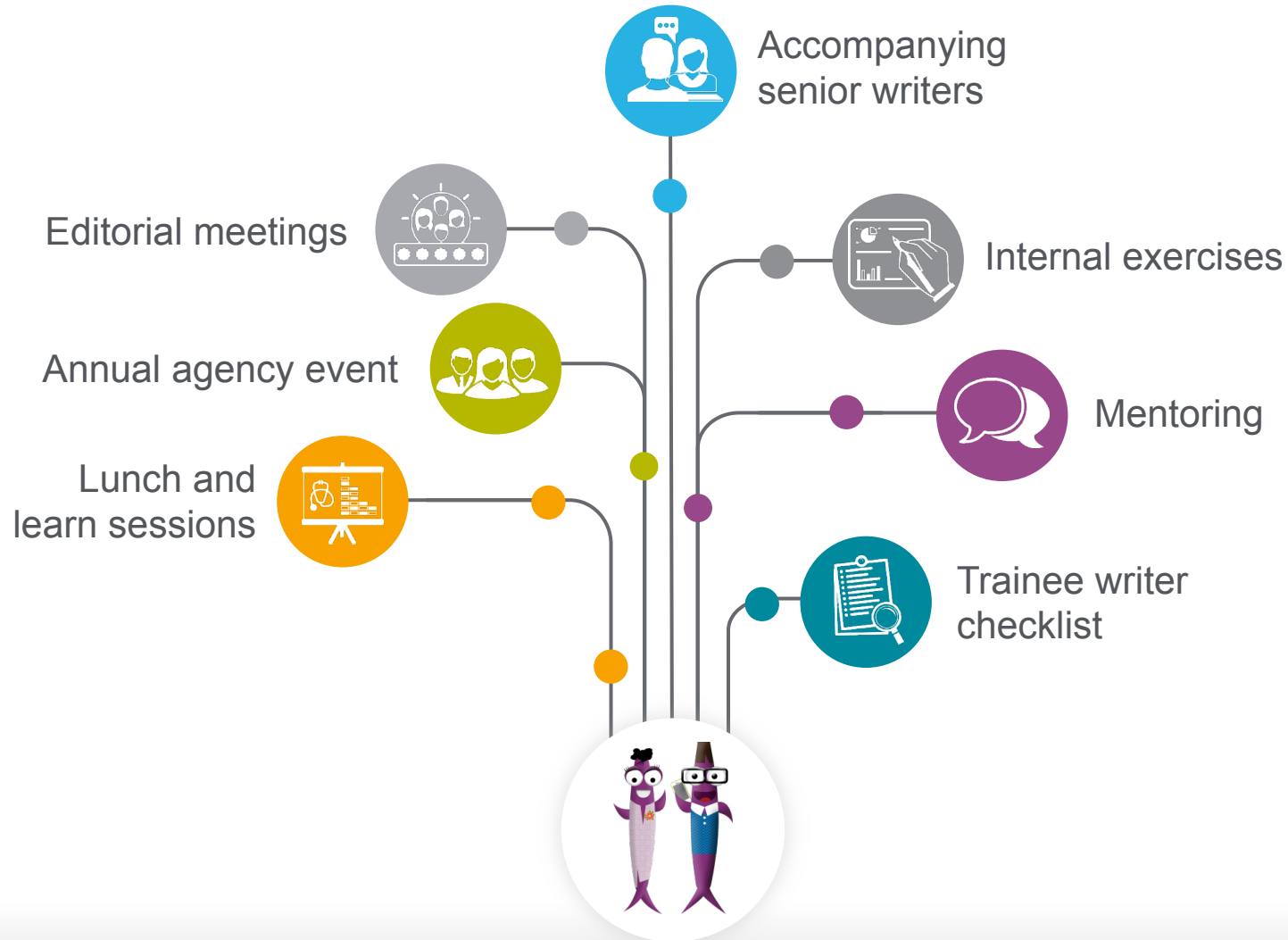


Involvement by role

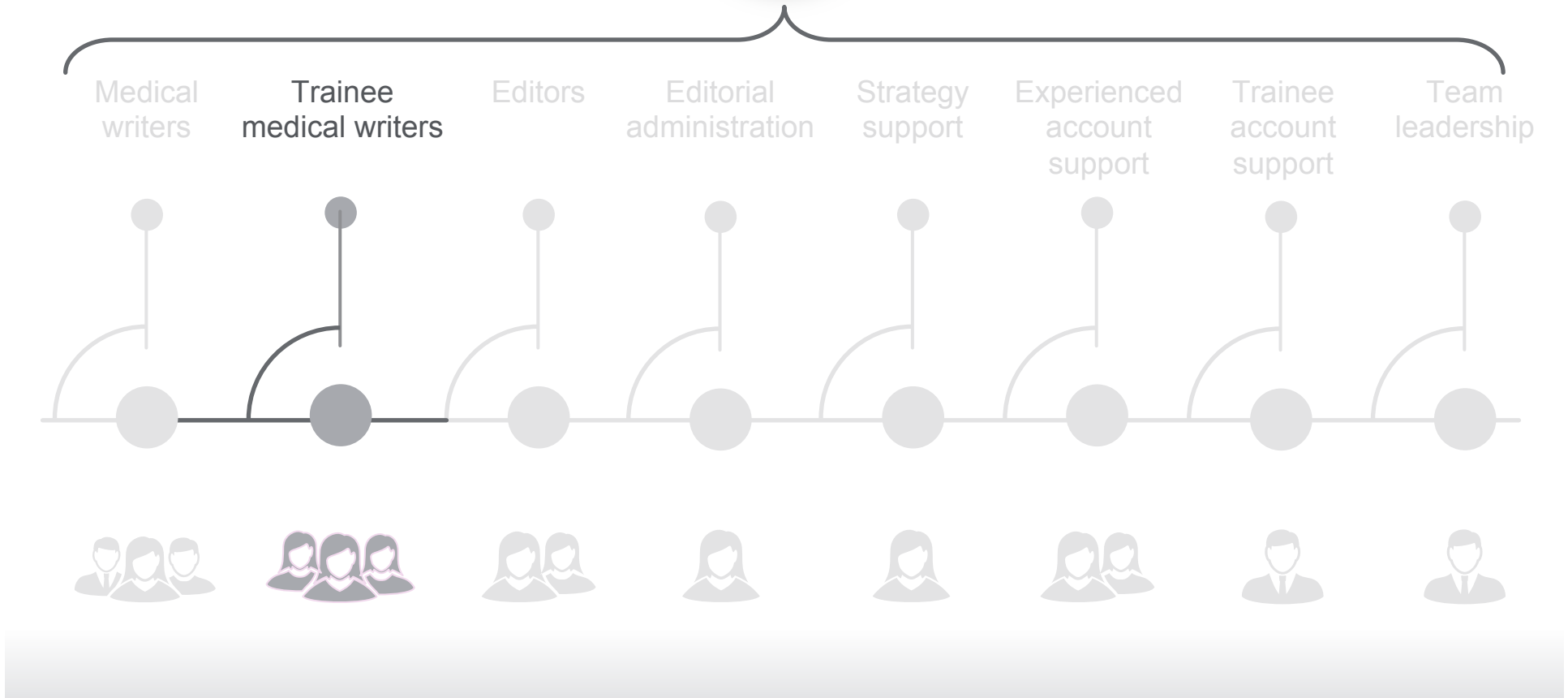


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| Medical writers | Trainee medical writers | Editors | Editorial administration | Strategy support | Experienced account support | Trainee account support | Team leadership |

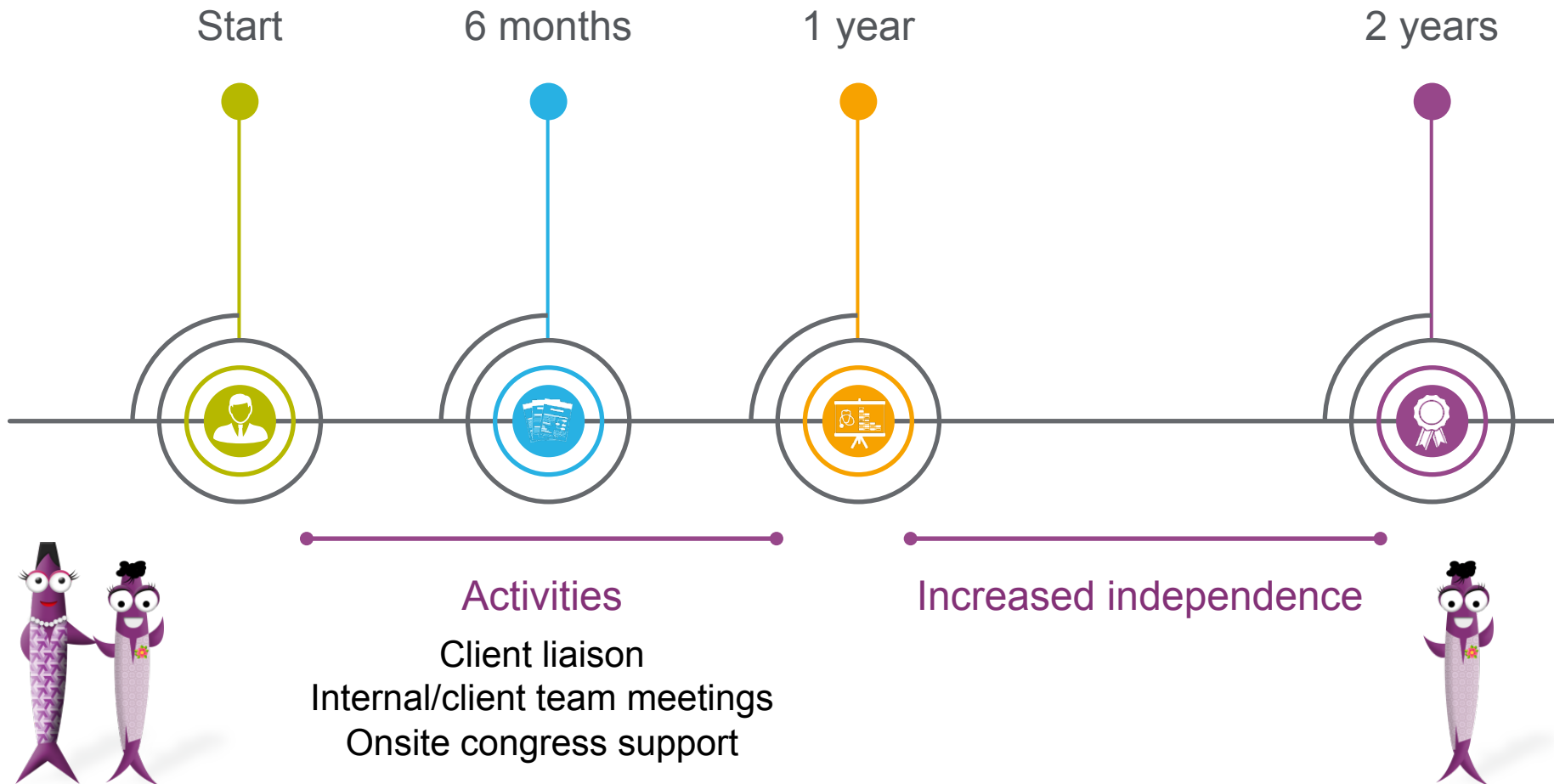
Training process: medical writers



Training process: medical writers



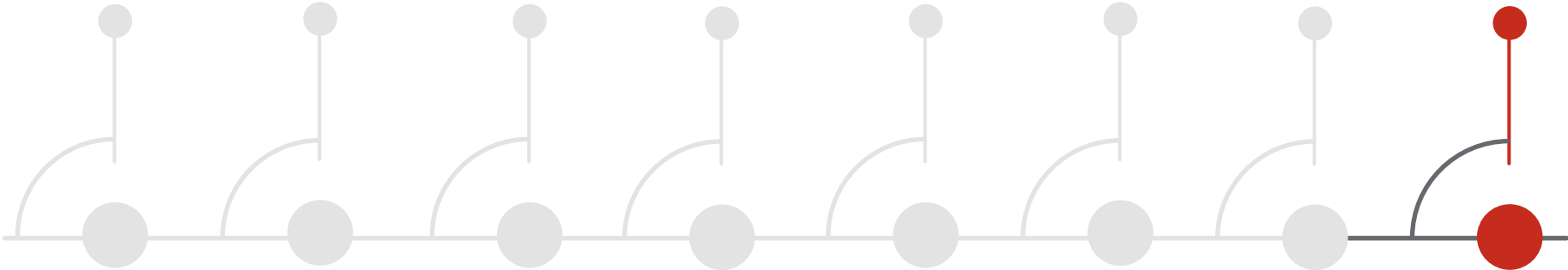
Training timeline



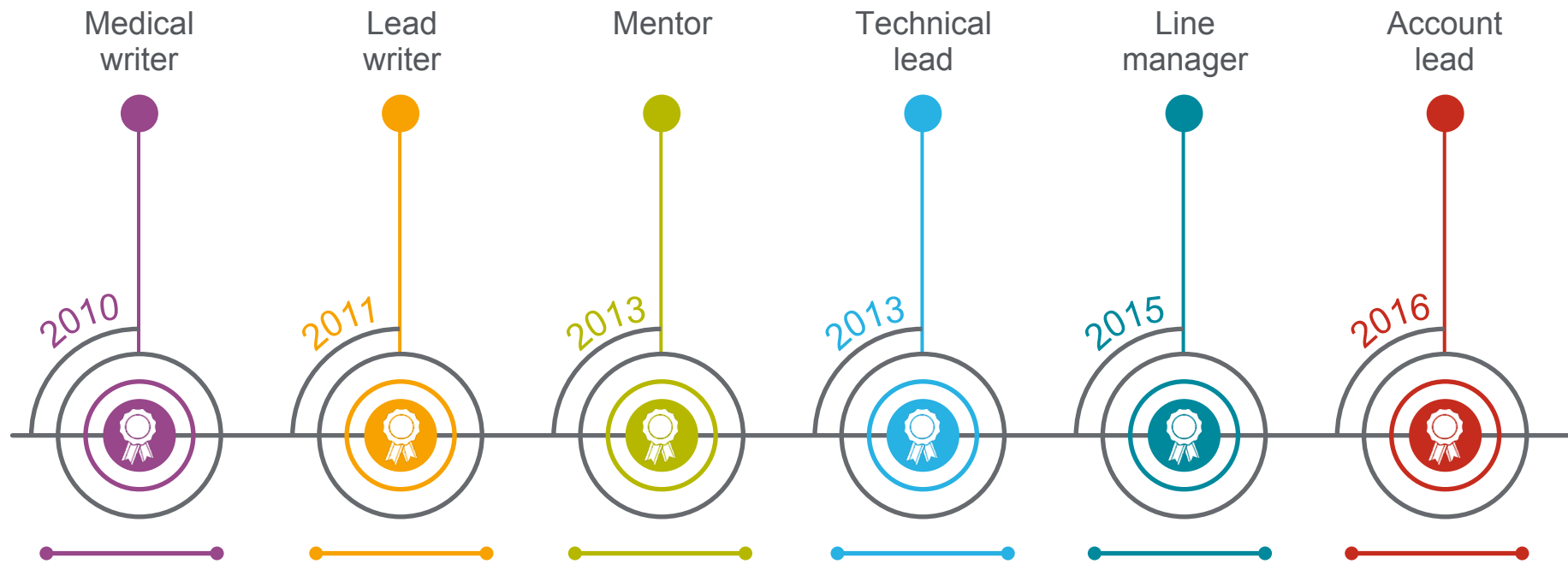
Progression: team leader



Medical writers Trainee medical writers Editors Editorial administration Strategy support Experienced account support Trainee account support **Team leadership**



Progression timeline



So, what is med comms?



Questions?





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Altogether different

Come and speak to the team at the AMICULUM booth

