We are a medical communications agency based in Oxford and Richmond
Medical communications is...

Working with the pharmaceutical industry to raise awareness of diseases and treatments, educating and informing healthcare professionals on the benefits and risks of new therapies, supported by clinical and economic data.
Medical communications is not...

- Public Relations
- Advertising
- Journalism
- Publishing
We offer the perfect balance

Scientific integrity

Commercial acumen
We work in teams and with teams
We do all the usual things...

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

Medical affairs
- Slide kits
- Expert mapping
- Publications/pubs planning
- Literature reviews

Commercial
- Promotional materials
- Objection handlers
- Internal training
- Competitor analyses

Digital
- Websites
- Apps
- E-learning
- Videos and animations
Seven Point Four

...and we do them unusually well

"7.4 is the best medical agency I have worked with"
BRAND MANAGER

"Thank you for all your persistence, tolerance and fantastic help in general"
BRAND MANAGER

"It is very reassuring that you produce materials at such a high and also constant quality!"
MEDICAL AFFAIRS

"7.4 is always on top of everything"
MEDICAL AFFAIRS

"Your work on the Forum went far beyond the call of duty. Thanks for your attention to detail and your anticipatory management. You made my job much easier!"
FACULTY MEMBER, SPEAKER TRAINING MEETING

"I have never ever worked together with such an outstanding agency team... your understanding, speed and quality of responses and dedication to the brand has been amazing"
BRAND MANAGER

"Your interpersonal style is a rarity in the industry – kindness, humour and patience in challenging situations balanced with stern resolve when needed – benefited the client that you served and indirectly the patients and professional community that we serve"
BRAND STRATEGY LEADER

"I have seen in the last 6 months that the team has one of the BEST agencies in the world, an agency any marketer can dream of...I have been deeply impressed, honestly"
BRAND MANAGER
We get to travel the world...
...and eat a lot of room service
We like variety (and we don’t panic)

To-do – Monday
- Team meeting
- First draft HF training module
- ESC slides – comments
- Highlights video – edits
- Keypad questions re: local practice
- Timesheet

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Study overview slides
We have friends to call upon if needed

7.4 is part of AMICULUM: an independent, privately owned cluster of agencies that deliver value-added services and consultancy to pharmaceutical, biotechnology, and medical device companies worldwide.
We are passionate about data visualisation
We look for a particular set of skills
We advocate doing your homework
Thank you