Medical writing – the inside story

Jenny Fanstone
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WHAT MEDICAL WRITERS DO

- An iPad app to help a pharmaceutical salesperson with their job
- Training materials to inform medical staff about a new drug
- Papers for publication in the medical literature
- Meeting materials for medical conferences and symposia

Doctors and researchers
Medical information officers
Medical education
Sales teams

Doctors and researchers
Medical information officers
Medical education
Sales teams
WHAT WE DON’T DO...
THANKS, MISS!
FROM THERE TO HERE

#MedComms

• Agencies
• Freelance

BSc., Biochemistry and medical biochemistry

European Training Manager
Writing and delivering training

Bench research
Industry Academia

A-levels
Biology, chemistry, maths, German
Each agency is different

Thomson Gardiner-Caldwell US
Caudex Medical
Communigen
VARIETY IN SPADES
HOW WE DO IT

Guidelines

Creativity

Clinical accuracy
REPORTING GUIDELINES

CONSORT 2010

The CONSORT (Consolidated Standards of Reporting Trials) 2010 guideline is intended to improve the reporting of controlled trials (RCT), enabling readers to understand a trial's design, conduct, analysis, and interpretation, and to be able to achieve complete adherence and transparency by authors.

CONSORT 2010 was developed through collaboration and consensus between clinical trial methodologists, guideline translation specialists, and journal editors (see CONSORT group). CONSORT 2010 is the current version of the 2000 and 1996 versions. It contains a 25-item checklist and flow diagram, freely available for viewing and downloading.

The most important documents for understanding the CONSORT 2010 statement are the following:

1. The CONSORT 2010 Statement: This is a declaration of the standard it, and how it was developed. This declaration is published in many prominent journals, including the British Medical Journal, the Lancet, and PLoS Medicine. You can download the 2010 Statement documents here.

Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement

David Moher, PhD; Alessandro Liberati, MD, DrPH; Jennifer Tetzlaff, BSc; Douglas G. Altman, DSc; and the PRISMA Group*

Editor's Note: In order to encourage adherence to the CONSORT Statement, this article is freely accessible on the Annals of Internal Medicine Web site (www.annals.org) and will be also published in PLOS Medicine, BMJ, Journal of Clinical Epidemiology, and Open Medicine. The authors join us.

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RESEARCH METHODS & REPORTING

Good publication practice for communicating company sponsored medical research: the GPP2 guidelines

Chris Graf, Wendy P. Batt, Sue Dan Bridges, Victoria Bruce Whitley, James M. Coutts, John M. Elliott, Elizabeth F. Field, James A Gun, Mary-Ann Kno, Mike Patel, Carol Senior-Millar, Yvonne E. Xaviers, for the International Society for Medical Publication Professionals has updated the good publication practice guidelines.
AND IT’S NOT JUST ABOUT THE WRITING
MEDICAL WRITING CAN BE ABOUT FAR-FLUNG PLACES...
...BUT YOU DON'T REALLY SEE THEM
ON BALANCE, A GREAT CAREER