**ESS Medical Journalism**

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**Audience**

Experienced medical writers who are unfamiliar with "Medical Journalism (MJ)" but may be interested in it for future. This workshop would be particularly useful for freelancers and non native speakers of English who write in their native language.

**Title**: Medical writing in "Medical Journalism (MJ)”

**1. What is Medical journalism?**

* define medical journalism as opposed to mainstream journalism.( Reporting on conference presentations and peer reviewed publications for health care professionals to a closed audience of health professionals. As opposed to the Science pages of the BBC.
* Provide some common examples such as univadis, medscape but also scientific societies e.g; asco.
* Content can range from pathophysiological presentations, elearning or review papers to soft skill such as how to give presentations in English and good communication skills.
* Define the difference between independent and sponsored medical education
  + (independent - the curators cover all material independent of a sponsor interest. e.g univadis or Medscape
  + sponsored curation is articles chosen by a specific company sponsor on a speciifc topic. They can appear on an ‘independent’ site but are accompanied by flagged sponsorship  ( eg pembrolizumab stuides for Merk)
  + discuss scientific societies who also promote the latest research for their members ( ag ASCO, University websites, SFC)

**2. What is the purpose of of MJ ?**

Discuss medical journalism as one marketing tool that pharma uses along with conference abstracts, publications and branded material. A short introduction of “Pharma marketing and communication for dummies” well uninitiated.. To be aware of purpose and audience for each would help portrait each activity

The main purpose for each reader

**Clinicians and health professionals**

* Get up to date with the latest research in a specific area
* learn new information about a subject that may be of use to them professionally.

**Sponsor**

* raise awareness about research in a general disease area or for a specific drug.  its a way of giving a piece of published research extra air time.
* Raise awareness about new drug research
* Bring traffic to a website with information about their disease areas, products or services

Patients

* Understand a disease area
* Understand research in an area?

Independent articles are not sponsored and the selection process is not guided by a specific drug or company interest.

**3. Guidelines or code of practice for MJ**

This might work as a discussion as there are no clear cut guidelines today. We can base on the consort ‘abstract’ guidelines for conference and publication reviews but what can we suggest for patients.

We could talk about writing for different audiences

**Clinicans and health professionals**

* Does this publication/abstract/poster/talk target the needs of clinicians?
* Is the patient population in the study similar to the patient population that they treat?
* Is the intervention feasible for the population?
* Will the research finding have an impact on patient care?
* Does the study add new information to treatment algorithms?
* Does the study challenge current treatment guidance and/or present off-label use?

**Patients**

* Did the researchers study outcomes that patients would be interested in?
* Where did the study come from?
* Does the study show a better quality of life?
* Does the study suggest that patients can have more control of their own disease/condition?
* How did the researchers interpret the results?

**4. Types of MJ writing**

List and introduce some examples from our experience

* conference reports, peer review
* interviews with KOLs ..

5 How does MJ differ from regulatory or academic writing

* Code of practice, specific country laws.
* Many transferrable skills
* The need to tell the story.
* The word count is often shorter than an abstract and so the essential information has to get out.  why the study was done/ what was the objective/ how was the objective measured? / what did they find?/  what does this mean?

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 6. Which skills are expected/ required as a writer?

Highlight the many transferrable skills from publication writing.

Emphasis on telling a story, mastering key study design elements and correct reporting of data.

To make it more interactive we could set up a set of ARE YOU questions?

* Are you a scientific storyteller?
* Do you know how too communicate results in context of study design?
* Can you relate a piece of research to a patient population and current patient care?
* Can you write simply?

etc.. then you can go into medical journalism!!

Optional topics

medical **journalism for patients?  - particularly in oncology.**.

I think this is also an important issue. Ethical issue is also involved... It is probably a little bit apart from the main topic we discuss.... I have some materials to present, but it may bring out-of-focus impression..

Translation **and writing in local language?**

Discuss taking content produced in Englsih and adapting, rewriting for local audiences

Local needs

Local approvals

Etc.