Contents

1.	Med	lical Writing	3
	1.1	Medical Writing Evolved as a Profession 3	
	1.2	Medical Writing Defined 4	
	1.3	Medical Writing – Varieties 5	
2.		licomarketing Communication or Healthcare imunication	9
	2.1	Healthcare Information Needs of Physicians 10	
	2.2	Sources of Information for Doctors 10	
	2.3	Dawn of the Medicomarketing Writing Industry 14	
3.		duct Life Cycle and ous Promotional Inputs	16
	3.1	Pre-launch Phase 16	
	3.2	During the Launch 19	
	3.3	Growth Phase 19	
	3.4	Peak/Maturity Phase 20	
	3.5	Decline Phase 20	
	3.6	Overview of Communication Plan 20	
4.	Qua	lifications and Skills	23

Part I: Introduction

(viii)	Cont	tents		
5.	5.1 5.2	eer Path Employe Career L Salary 3	ers 27 adder in a Medical Communication Company 2	27
6.			mmunications: Growing Business	31
7.	Whe	ere can	you Learn Medical Writing?	33
8.	8.1 8.2	How to G Submit Y Pros and 8.3.1	Search for Job? 34 Give an Interview and Your Assignments? 34 Cons of Medical Writing Jobs 35 Pros of Medical Writing 35 Cons of Medical Writing 36	34
9.	Турі	cal Proj	ect Flow in Medicomarketing	37
		Pa	art II: Writing Process	
10.			ing the Topic/Brief/ irement	43
	10.2	10.1.2 10.1.3 10.1.4 10.1.5 Readers	Stage of the Generic in the Product Cycle 44 Stage of the Brand in the Brand Life Cycle 46 Benefits of a Generic or USP of the Drug vs. Competitor Drug 47 Target Indication 48 Target Audience 49	

11.	Resc	ourcing		51
	11.1	Informat	ion Sources 51	
		11.1.1	Search Engines 52	
		11.1.2	Databases 53	
		11.1.3	Pubmed/Medline 54	
		11.1.4	Excerpta Medica (EMBase) 55	
		11.1.5	IndMED 55	
		11.1.6	Psychinfo 55	
		11.1.7	Ovid 56	
		11.1.8	TOXNET 56	
		11.1.9	J-East 57	
		11.1.10	The Cochrane Database of Systematic Reviews 57	
		11.1.11	Hinari 57	
		11.1.12	Websites of Publishing Companies 57	
		11.1.13	Medical News Websites/Magazines 58	
	11.2	Key Wor	rds and Boolean Search 58	
12.	Read	ding and	d Understanding the References	60
	12.1	Type of	Journals 61	
	12.2	Type of	Articles Appearing in the Journals 61	
		12.2.1	Lead Articles 62	
		12.2.2	Review Articles 62	
		12.2.3	Short Communication 62	
		12.2.4	Editorial 62	
		12.2.5	Letters to Editor 63	
		12.2.6	Meta-Analysis 63	
		12.2.7	Primary/Original Research Articles 63	
			Guidelines 64	
		12.2.8	Guidennes of	
			Case Reports/Studies 64	
		12.2.9		

Contents (ix)

(x)	Cont	onts		
(^/	Cont	ents		
	12.4	Research	Classification 66	
		12.4.1	Observational Studies 66	
		12.4.2	Experimental/Interventional Studies 72	
		12.4.3	Phase I, II, III, IV Trials 75	
13.	Get	an Over	view of the Subject even before	
			ing the Topic	76
14.	Cont	ent App	proach or Outline	77
15.	Writ	ing Diffe	erent Parts of the Article	80
	15.1	Writing a	an Introduction 81	
	15.2	Writing t	the Body of the Article 82	
		15.2.1	Art of Writing 83	
		15.2.2	Framing Tables 84	
		15.2.3	Creating Illustrations 85	
		15.2.4	Illustrations 85	
		15.2.5	Photos 86	
		15.2.6	Flow Charts (Algorithms) 86	
		15.2.7	Graphs 86	
	15.3	Writing S	Summary and Conclusion 90	
	15.4	Write Cat	cchy/Interesting Titles 91	
	15.5	Reference	es and Reference Citation 91	
		15.5.1	In-text Citation 91	
		15.5.2	Listing of References 93	
			Examples for Writing References	
			According to AMA/Vancouver Style 93	
16.	Revi	sion		95

16.1 Points to be Taken Care While Reviewing the Article 95

Contents	(xi)

Pa	Part III: Variety of Medicomarketing Projects			
17.	Teas	ser Campaign	99	
	17.1	Writing for Teaser Campaign 99		
18.	Traiı	ning Kit (Slides and Manual)	101	
	18.1	Writing Training Kit Inputs 101		
19.	Proc	luct Monograph	103	
	19.1	Writing a Product Monograph 103		
20.	Deta	nil Aid or Visual Aid	107	
	20.1	Writing a Detail Aid or Visual Aid 107		
	20.2	Writing an eDetail Aid 108		
21.	Sym	posium Highlights	109	
	21.1	Interactive CD 109		
	21.2	Scientific Booklet 110		
	21.3	Highlight Bulletin 111		
	21.4	Q & A Booklet 111		
22.	Advi	sory Board Meetings	112	
23.	Broc	hure	113	
	23.1	Writing the Content for Brochure 113		
24.	New	sletters	114	
25.	Phar	maceutical Brand Website	115	
	25.1	Objective of Website 115		
	25.2	Target Audience 115		
	25.3	Process of Developing a Website 115		
	25.4	Standard Content in a Webpage 116		
	25.5	Writing Content for Websites 117		

(xii)	Contents					
26.	Content for Social Media 26.1 Writing Content for Social Media 118	118				
27.	Patient Education Materials 27.1 Writing Content for Patient Education Inputs 120	119				
P	art IV: Writing Different Types of Article	S				
28.	Journal and Conference News 28.1 Writing a Journal or a Conference Scan 125	125				
29.	Review Articles 29.1 Writing a Review Article 127	127				
30.	Case Studies 30.1 Writing Case Studies 128	128				
31.	Expert Opinion 31.1 Writing Expert Opinion 130	130				
32.	Guidelines 32.1 Writing Guidelines 131	131				
33.	Book Reviews 33.1 How to Write Book Reviews? 132	132				
Pa	Part V: Biostatistics for Medical Writers					
34.	Essential Biostatistics for Medical Writing	135				
	34.1 Prevalence vs. Incidence 135 34.2 Probability 137					
	34.3 Measures of Effect Size 138 34.3.1 Odds Ratios 138					

			Contents	(xiii)
		34.3.2	Relative Risk Reduction/Absolute Risk	
			Reduction /NNT 139	
		34.3.3	Hazard Ratio 141	
		34.3.4	Survival Analysis (Time-to-event Analysis)	143
	34.4	Null Hy	pothesis/Alternate Hypothesis 143	
	34.5	Tests of	Significance (p value) 143	
	34.6	Confider	nce Interval 143	
		34.6.1	Confidence Intervals for Odds Ratios 144	
		34.6.2	Confidence Intervals for	
			Risk Ratios (Relative Risk) 144	
		34.6.3	Confidence Intervals for Hazard Ratio 144	
	34.7	Deducing	g the Outcome 147	
		34.7.1	Per-protocol Analysis 147	
		34.7.2	Intention 147	
		Pa	rt VI: Beyond Writing	
35.	Pape	er and P	Printing Process	151
	35.1	Paper T	ype and Size 151	
	35.2	Colors f	for Offset Printing 154	
	35.3	Laminat	ion 155	
36.	Wor	king wi	th Designers	156
37.	Wor	king wi	th Marketing	158

163

38. Working with Clients

38.1 The Good Perfectionists 163

38.2 The Bad-Half-baked 163

38.3 The Ugly-Dumb 164

(xiv)	Cont	tents	
39.	Wor	king as a Freelancer	165
	39.1	Training 165	
	39.2	Marketing 166	
	39.3	Managing 166	
	39.4	Writing 167	
	39.5	Copyediting 167	
	39.6	Accounts 167	
	39.7	How to Charge your Clients 168	
	39.8	Timeline 168	
	39.9	Quality 168	
40.	Cop	yediting	171
	40.1	Light Editing 172	
	40.2	Medium Editing Involves 172	
	40.3	Heavy Copyediting Involves 172	
41.	Writ	ting a Proposal	177
	41.1	Requisites of Proposal Writing 178	
42.	Med	lical Writer as a Manager	180
	42.1	Selecting and Retaining Good Talent 181	
	42.2	Induction/Orientation 183	
	42.3	Retaining Good Talent 184	
	42.4	Understand What People want from Work 185	
	42.5	Question the Purpose of Work 185	
	42.6	Show the Bigger Picture 186	
	42.7	Discuss Competition 186	
	42.8	Ask for New Ideas 187	
	42.9	You get What you Ask for Challenge Them 187	
	42.10	Appreciate Good Work 187	

	Contents	(xv)
42.11	Create a Cool Environment 188	
42.12	Share Tips/Examples 188	
42.13	Train Them 188	
43. Wri	ter's Block	189
43.1	What Causes Writer's Block 189	
43.2	What can you do to Overcome Writer's Block? 190	
43.3	How can you Prevent Writer's Block? 191	
44. Perf	formance Appraisal	192
44.1	Performance Categories 192	
44.2	Parameters 197	
44.3	Few Things to Keep in Mind 197	