

Decoding Medical Jargon

Education Times



MARKETMANTRA

DECODING MEDICAL JARGON



Manish Gupta,
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an alternative
and emerging
option for
medical
professionals

Scientific/medical writing is rapidly emerging as a challenging career option for medical professionals. Medical professionals who have a flair for scientific and clinical knowledge along with writing skills are best suited to pursue a rewarding career in medical writing. Medical writing involves researching, analysing, interpreting and writing medical content for healthcare stakeholders, patients, and sales force of pharmaceutical companies. The field is vast and one may opt for areas ranging from regulatory writing, publications, scientific writing and non-promotional medical educational writing to analytics. Medical writers have various options in the profession that can match their interest and aptitude. Each of these specialised areas offers medical professionals not only a large canvas for exploring their clinical, analytical, creative and writing skills

but also career growth opportunities in terms of operational leadership and/or as subject-matter champions across multiple therapy areas. In addition to a vibrant career opportunity, medical writing offers medical professionals an opportunity to work closely with experienced people from the global pharmaceutical industry, the global community of doctors, subject matter experts and key opinion leaders.

INDUSTRY STATUS

This is a sector that is witnessing huge growth. India is at the centre of such outsourcing and companies are looking for opportunities by offering the advantages of talent, innovation, cost-competitiveness, and the ability to maintain global quality standards. Significant job opportunities have started to emerge in the area of medical writing.

GROWTH AREAS

Global sourcing is becoming strategic in meeting the challenges in the pharmaceutical industry. Pharmaceutical companies are increasingly outsourcing to third parties, in order to save money, speed up processes, and get products into the market quicker. Globally, companies are expanding the range of outsourced services that include medical writing and content development. Pharmaceutical and medical education companies are increasingly outsourcing medical content development.

SKILL-SETS REQUIRED

Fresh MBBS graduates are usually recruited as scientific writers. Those with a postgraduate degree typically join at senior positions. Although successful scientific/medical writers come from varied backgrounds, they share certain attributes such as deep understanding of medical science with expertise in one or more specific areas and an ability to understand the needs of varied audiences such as doctors, regulators, patients and sales representatives. They have the ability to analyse and interpret complex medical data and write medical content appropriate to the needs of the audience.

Strong written and verbal communication/presentation skills with a flair for writing are an asset. Being up-to-date with the latest technical/scientific developments in the area of health-care/ medical sciences is a must for freshers. All medical graduates are required to undergo specific rigorous training programmes to prepare industry-ready medical writing professionals who meet or exceed global standards.

REMUNERATION

Freshers can expect anywhere between Rs 20,000 and 25,000 per-month. With some experience, they can get anywhere between Rs 25,000-35,000 per-month.

- AS told to Aadithi Isaac