

aligned with a training plan for career development – all in support of medical writing. Another growing option for establishing credibility is the Medical Writer Certified (MWC®) credential, earned through an AMWA exam.⁵ The credential acknowledges core competencies in medical writing and a commitment to continued professional development.

Conclusion

Our trend line in medical writing points upward and outward. Today we can seize immediate opportunities to redefine our value and expand our scope of work in ways that highlight our scientific and clinical expertise, regulatory acumen, communication skills, and project management mastery. With the right vision and execution, this exciting – even exhilarating – time in our profession can turn out to be historically

important. We simply need to go after our medical writing goals with determination... and the right attitudes and right aptitudes.

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Medical Communications and Writing for Patients



SECTION EDITOR



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Editorial

Dear all,

The more eagle eyed among you will have noticed that we are changing the title of this section to “Medical Communications and Writing for Patients”. Not the shortest of titles, I know, but hopefully it is a more accurate reflection of the content that will be included in the section.

In this issue of the journal, I am delighted to

present a feature article I co-wrote with Trishna Bharadia (Lay summaries and writing for patients: Where are we now and where are we going? p. 46). Given the topic, we thought it best to present it as an open access feature article, rather than running it in our members-only section.

As a *The Spark Global* consultant, Trishna works with multiple stakeholders (including pharma, patient associations/charities, clinicians,

patients and the healthcare industry) in the UK and internationally, to bring the patient voice into the healthcare journey, addressing issues that affect both specific and cross-patient communities, as well as issues affecting the healthcare industry. She is very well connected, and her work has taken her to, or involved her with, organisations from the Netherlands, France, Austria, Portugal, the Czech Republic, Romania, Northern Ireland, Switzerland, Germany, Spain, England, Poland, and the USA, among others.

We both felt that the time was right to look at what has happened in the arena of writing for patients, and we offer suggestions for where the industry might be heading in this regard. I hope that you enjoy the article. As always, I would be delighted to hear any thoughts, suggestions, or proposals for articles.

Bestest,

Lisa