



Road Warrior Ink

# Hiring a Medical Writer: What to Ask Before You Begin

A practical guide to finding the right clinical voice for your content



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# Introduction

Hiring a medical writer is not simply outsourcing content; it is selecting a partner who will translate complex clinical information into clear, accurate, and effective communication.

Whether you are developing CME courses, patient education materials, white papers, or healthcare marketing content, asking the right questions upfront can save time, reduce revisions, and dramatically improve the final product.

This guide will help you evaluate potential medical writers and choose the best fit for your project.

# Why the Right Medical Writer Matters

Not all writers are equipped to handle medical content.

A qualified medical writer brings:

- Clinical understanding and context
- Familiarity with current guidelines and standards of care
- The ability to translate complexity into clarity
- Awareness of audience (clinicians vs patients vs executives)
- Attention to accuracy, tone, and compliance

Choosing the wrong writer can result in:

- Misinterpretation of clinical concepts
- Excessive revisions
- Inaccurate or misleading content
- Delays in project timelines

# Question: What Is Your Clinical Background?

Ask:

- Do you have formal clinical training?
- Have you worked in patient care?
- What specialties are you most familiar with?

## Why It Matters

Writers with clinical experience understand nuance, terminology, and real-world application—leading to more accurate and credible content.

# Question: What Types of Medical Content Do You Specialize In?

Ask:

- Do you create CME/CE content?
- Have you written for clinicians, patients, or both?
- Do you have experience with SEO or marketing content?

## Why It Matters

Medical writing is not one-size-fits-all. A writer experienced in CME may approach content very differently than one focused on consumer health.

# Question: Can You Provide Relevant Work Samples?

Ask:

- Do you have samples similar to my project?
- Can you share anonymized or redacted work if under NDA?

## Why It Matters

Reviewing real examples helps you evaluate tone, clarity, structure, and depth of knowledge.

# Question: How Do You Ensure Accuracy?

Ask:

- What sources do you use?
- Do you follow clinical guidelines?
- How do you handle referencing?

## Why It Matters

Medical accuracy is not negotiable. A strong writer will rely on peer-reviewed literature, guidelines, and current evidence.

# Question: How Do You Adapt for Different Audiences?

Ask:

- How do you write for clinicians vs patients?
- Can you simplify complex information without losing meaning?

## Why It Matters

Tone and readability are critical. The same topic must be presented differently depending on the audience.

# Question: What Is Your Process?

Ask:

- Do you provide outlines first?
- How many revision rounds are included?
- What is your typical timeline?

## Why It Matters

A clear, structured process leads to smoother collaboration and fewer surprises.

# Question: Do You Understand Compliance and Accreditation Requirements?

Especially important for CME clients.

Ask:

- Are you familiar with ACCME or Joint Accreditation standards?
- Can you write accreditation-ready content?

## Why It Matters

Compliance is essential in many healthcare contexts. An experienced writer helps ensure your content meets required standards.

# Question: How Do You Handle Feedback and Revisions?

Ask:

- How do you incorporate edits?
- How do you resolve conflicting feedback?

## Why It Matters

Professional writers welcome feedback and use it to refine content efficiently.

# Red Flags to Watch For

Be cautious if a writer:

- Lacks familiarity with medical terminology
- Cannot provide relevant samples
- Overpromises speed at the expense of quality
- Does not discuss sources or references
- Has no clear workflow

# What a Great Medical Writer Looks Like

A strong medical writer will:

- Ask thoughtful questions about your goals
- Clarify audience and purpose
- Provide structured, well-organized drafts
- Deliver clinically accurate, readable content
- Communicate clearly and professionally

# How I Can Help

As a board-certified physician and experienced medical writer, I specialize in:

- CME and CE course development
- Conference reporting
- Clinical education materials
- Healthcare marketing and SEO content
- White papers and long-form medical writing

I bring clinical accuracy, strategic clarity, and a structured process that reduces revisions and accelerates timelines.

# Planning a Project? Let's Talk.

If you're looking for a medical writer who understands both clinical practice and effective communication, I'd be happy to discuss your project.

Most clients come to me after struggling with inaccurate, unclear, or ineffective medical content. Let's get it right the first time.

[Book a Discovery Call](#)

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