

# Mentorship in Medical Writing: Building Future-Ready Publication Professionals

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Aug 2, 2025



# AGENDA

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## Introduction & Objectives

- Background (academia, industry, consulting)
- **GLOBAL STRATEGIC LENS**

- **PURPOSE** of this WEBINAR

**What This Is:**

A strategic look at a medical writing career

**What This Isn't:**

A session on grammar or style guides

- **TAKEAWAYS** (best practices in the real-world)
- **QUESTIONS/COMMENTS/Brainstorming!**



# DEFINITION

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A collaborative, developmental relationship in which an established professional provides guidance, perspective, and support to help a colleague grow in their career, confidence, and professional identity.

- Mutual Respect
- Clear Expectations
- Commitment to Long-Term Growth
- Active Listening
- Constructive Feedback
- Other



- ***Rapidly evolving*** publication practices
- **Tech integration** (AI, data visualization, etc.)

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# Good publication practice for pharmaceutical companies

Elizabeth Wager, Elizabeth A. Field and Leni Grossman  
 Greenberg, Partners, Pittsburgh, Pennsylvania, USA  
 © 2003 Pharmaceutical Research and Manufacturers of America (PhRMA), Washington, DC, USA  
 Published by Blackwell Science Ltd</

# Medical Writers: Connectors, and Enablers

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- Interact with authors
- Complex science → clear, strategic communication
- Bridge cross-functional teams (clinical, medical, HEOR)
- Coordinate timely delivery of publications
- Scientific integrity and compliance with ethical standards
- Support strategic decision-making

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Evuarherhe et al 2019. Professional medical writing support and the quality, ethics and timeliness of clinical trial reporting: a systematic review. Res Integr Peer Rev.

# GLOBAL Significance



- Publication guidance accessible beyond English-speaking regions.
- Global harmonization of publication standards across pharmaceutical companies, CROs, and academic institutions.
- Supports emerging markets in playing a more visible, compliant, and credible role in the scientific publication landscape.

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- DETORA, TOROSER, SYKES ET AL., GOOD PUBLICATION PRACTICE (GPP) GUIDELINES FOR COMPANY-SPONSORED BIOMEDICAL RESEARCH: 2022 UPDATE. ANN INTERN MED. 2022 SEP;175(9):1298-1304
  - HESP, ARAI, BOSE ET AL., APPLYING THE GOOD PUBLICATION PRACTICE 2022 GUIDELINES IN THE ASIA-PACIFIC REGION: A PRACTICAL GUIDE. CMRO. 2023 JUN;39(6):919-931.



# A “GLOBAL CONVERSATION”

- **Mentorship can unlock hidden pathways:**  
Mentoring plays a critical role in raising awareness, especially since the career is still relatively new *in some countries*.
- **Career entry is evolving:**  
Entry-level roles highly sought after.  
Experience prerequisite creates a catch-22.  
Mentorship and internships are crucial in bridging this gap.

Figure 2. Reported reviewer locations

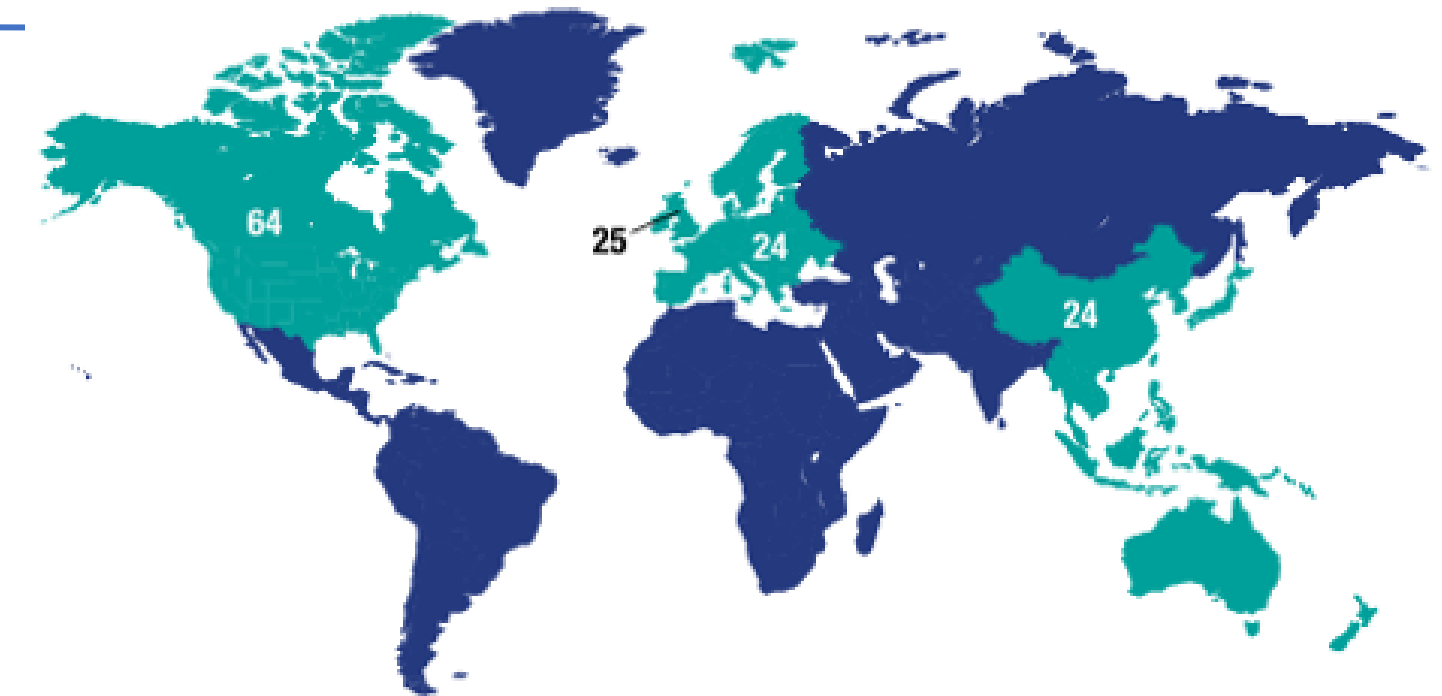


Figure 3. Keyword relative frequency





- **REGIONAL mentorship networks**
  - Regional groups are nurturing talent (eg, ACSE!)
  - Tailored Webinars and meetings and workshops
- **GLOBAL FLUENCY & remote mentoring**
  - Multilingual, culturally agile writers are in demand
  - Remote mentoring enables global exchange
  - Soft skills= competitive advantage in global teams



# Perspectives from Academia

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- Academic training contributes to writing skills
  - Gaps often seen when moving from academia to industry
  - Role of academic mentors (eg, PhD advisors, and their feedback/limitations)
  - Transition story from academia to medical writing
  - Foundational skills:
    - Scientific rigor**...guidelines (GPP 2022, CONSORT, PRISMA, STROBE).
    - Clarity and precision**: communicate complex information
    - Ethics in publication**: eg, ICMJE, COI, plagiarism
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# Structured learning

- **UCSD Extension – Medical Writing Program**
  - Structured certificate program covering regulatory, scientific, and publication writing
  - Online, expert-led courses for entry or career advancement

<https://extendedstudies.ucsd.edu/certificates/medical-writing>
- **Asian Council of Science Editors (ACSE)**
  - Training and webinars. Annual and other meetings
  - Publishing best practices and global fluency

*“Show me the hour you spend on your craft, and I’ll show you your future.”*



- **INDUSTRY**

- Internal mentorship programs (formal and informal)
- Onboarding and skill transfer in med comm teams
- Challenges (e.g., workload, mentor availability, remote work)

- **CONSULTING & FREELANCE CONTEXTS**

- Lack of formal structures —peer mentoring, networking
- **Strategies:** LinkedIn, freelance circles, mentorship through professional associations (eg, ACSE)
- **Creating YOUR OWN board of mentors (your own “A-team”)**

# UPSKILLING...FUTURE PROOFING

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- **UPSKILLING...FUTURE PROOFING**
  - eg, AI in writing and reviewing
  - Strategic thinking, data interpretation, cross-functional collaboration
  - Soft skills and **HUMAN OVERSIGHT** awareness
- **Current picture:**
  - AI accelerates writing: (also, lacks depth and accuracy; human oversight is essential).
  - AI adoption will continue: Human critical thinking, data interpretation, collaboration remain vital.
  - Soft skills and awareness of AI limitations help maintain research quality and integrity.
  - Upskilling should blend **strategic use of AI with strong human judgment.**



# ATTENTION ECONOMY

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- Information overload
- LinkedIn, BlueSky, and alternative communication channels
  - Flood of Content
  - Quality vs. Quantity Dilemma
  - More research → More journals → More noise → Increased value of attention

Mentoring in the attention economy: just writing skills are insufficient; stand out in a crowded field, leverage digital channels, and **CONTINUOUS LEARNING**

# TAKEAWAYS

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- JOIN A NETWORK...make your own network!
- Have a mentor (but think independently). Find a mentee.
- Adapt/embrace change with a long-term strategic view.
- Embrace new modes of communication (and learning).
- Design a consistent “streak-stack” for medical writing and publications
- Stay connected to professional communities like ACSE.

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*“Find your cohort”* Seth Godin 2025



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# QUESTIONS/COMMENTS

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UC San Diego  
EXTENDED STUDIES

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# Thank You!

