

P10 - The 7Ps and the 7Cs of Medical Writing

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INTRODUCTION

Medical Writing encompasses two crucial components: the ‘writing’ aspect and the ‘project management’ aspect (Figure 1). Both are equally important and require deliberate effort to master. By honing skills in both areas, one can advance from being a good medical writer to an excellent one.



Figure 1: Components of Medical Writing

METHODS

To address the need for comprehensive training for interns and new writers, we conducted a brainstorming session to identify critical aspects of medical writing that are essential for project success. This collaborative effort led to the development of training material focused on Project Management and Good Medical Writing Practices – what we termed as “The 7Ps and the 7Cs of Medical Writing.”

RESULTS

The 7Ps and the 7Cs of Medical Writing are depicted in Figure 2 and Figure 3. These will be discussed in detail during the session with real-life examples.

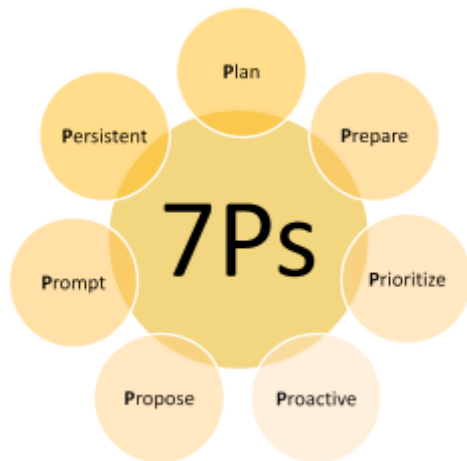


Figure 2: The 7Ps of Medical Writing

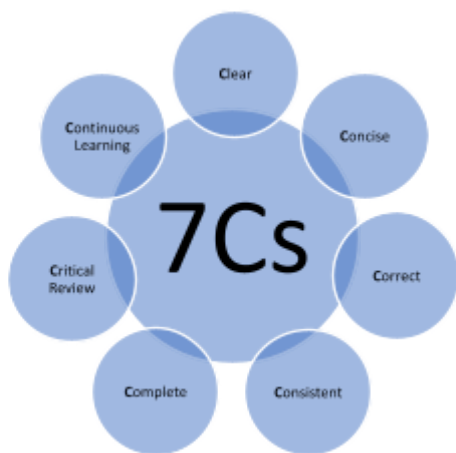


Figure 3: The 7Cs of Medical Writing

CONCLUSIONS

Progressing from a good writer to an excellent writer requires dedication and continuous effort. Continuous learning is a fundamental aspect of a writer's journey — we learn and grow every day. Embedding the principles of the 7Ps and the 7Cs has helped writers enhance their skills, produce higher quality work, and contribute more effectively to the field of medical writing. We hope that these insights will support new medical writers as they embark on their career journey, as well as provide valuable enhancements for experienced writers in the industry.