



# **Healthcare Content Writer / Consultant**

Starter Guide for Clinicians Interested in  
Medical Writing and Health Communication

# Role Snapshot

Healthcare content writers create educational, marketing, or technical content related to medical topics. This can include patient education materials, blog articles, white papers, continuing education (CE) modules, sales enablement documents, or website copy for healthcare companies.

Writers may work for digital health startups, medical marketing agencies, hospitals, publishing platforms, or consulting independently. Most roles are remote and involve collaborating with editors, marketers, or subject matter experts.

## Why It's A Good Fit

If you've ever had to explain a diagnosis clearly to a patient, write a clinic newsletter, or translate complex research into plain language, you've already done some form of content writing. Clinicians bring built-in credibility, a strong grasp of medical accuracy, and the ability to break down concepts without jargon.

This path works well for those who enjoy writing, prefer asynchronous work, and want to influence healthcare education or marketing without direct patient care. It's especially useful if you're already creating educational posts, presentations, or resources in your current role.

# Action Plan

## 1) Define Your Niche

Start by focusing on content types that match your clinical background.

Examples:

- Patient education (e.g., blogs or care instructions)
- Provider-focused content (e.g., CE courses, clinical summaries)
- Marketing copy for healthcare tech or devices
- Ghostwriting for executives or brands

You do not need to be a published author to break in, but you do need writing samples that match the type of content you're targeting.

## 2) Build a Writing Portfolio

Create 2-3 writing samples that reflect the kind of work you want to do. These should be high quality, but don't need to be published.

For example:

- A sample patient education blog
- A CEU-style case summary
- A mock landing page for a digital health product

Use Google Docs or a simple Notion page to host them. Many freelance writers start this way.

# Action Plan

## 3) Learn Basic SEO and Healthcare Copywriting

This gives you an edge when applying for writing roles in health media or marketing.

Example starting points:

- HubSpot Academy – SEO and Content Writing for Beginners
- Ahrefs’ Content for Beginners (non-technical overview)
- Write to Rank – healthcare-specific SEO workshops (paid, peer-endorsed)

Search jobs with titles like:

- “Medical Content Writer”
- “Clinical Copywriter”
- “Healthcare Education Writer”
- “CEU Content Developer”

## 4) Network with Editors and Agencies

Use LinkedIn to find hiring managers at digital health platforms, health tech startups, or content marketing agencies.

Join communities like:

- Freelance Clinicians Network (Slack and LinkedIn)
- Content Writing in Healthcare groups
- Local chapters of American Medical Writers Association (AMWA)

# Transferrable Skills

- Clinical accuracy and plain-language communication
- Writing experience through documentation, education, or presentations
- Research literacy and citation handling
- Understanding of healthcare audiences (patients, providers, administrators)
- Time management and self-direction in remote work

## Typical Salary Range

- Freelance articles: \$100 to \$500+ per piece depending on complexity
- Full-time content roles: \$60,000 to \$90,000 annually
- Senior technical writers or CE developers: \$80,000 to \$110,000+
- Ghostwriting or white paper work: \$1,000+ per project

Note: Freelance rates vary widely. Companies with regulatory requirements (e.g., CE content or FDA-facing copy) often pay more.

## Example Resume Bullets

Use or adapt these to fit your style and experience:

- “Authored patient education content on post-op care, reaching 30,000+ monthly readers through the health system blog.”
- “Wrote continuing education modules on fall prevention and evidence-based mobility strategies.”
- “Translated clinical guidelines into consumer-facing summaries for a digital health app.”
- “Collaborated with SMEs to draft and edit white papers on musculoskeletal injury prevention.”
- “Produced sales copy and onboarding guides for rehab technology platform.”

# Common Interview Questions

- Can you explain how you break down complex clinical concepts for a non-clinical audience?
- Tell me about a time you had to balance accuracy with readability.
- What tools do you use for editing, formatting, or collaboration?
- How do you approach revisions or feedback from non-clinical editors?
- What types of healthcare content do you most enjoy creating, and why?

## Key Insights

- Healthcare companies prefer writers with clinical experience over generalists – your background gives you immediate credibility
- The best way to get hired is to show finished samples; don't wait for permission
- Strong writers with SEO awareness are in high demand, especially in digital health
- You can freelance while employed to test the waters before fully transitioning
- Writing can lead to other roles in strategy, marketing, or education if you want to grow beyond content

# Who This Role Is For

- Clinicians who enjoy writing, education, or communication
- Those seeking remote work with autonomy and flexibility
- People comfortable with asynchronous deadlines and independent work
- Anyone looking to move into health education, tech, or digital marketing

# Who This Role Is Not For

- Those who dislike writing or working alone for long stretches
- Anyone expecting fast income from day one; freelance takes time to build
- People who struggle with self-editing or ambiguity in feedback
- Clinicians looking for hands-on work or high social engagement in their role

## Disclaimer

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