

## Super Mom Takes on Oncology Copywriting

“That’s it for today class, see you next week,” Sara Humphrey hears as her two little girls come running out of the dance room. She grabs their hands and hurries out the door to the next item on her To-Do list: grocery shopping.

Sara lives a very busy life. One minute she is driving her three and five-year-old daughters to dance and the next she is writing the latest report for a medical company on a drug that reduces tumor sizes in breast cancer. Spending time with her family while also maintaining a career is no easy task; this is why it is important that her job is flexible. As a freelance oncology copywriter, Sara has more control of her schedule so she can take time off to be with her family. If need be, she can even work from home.

This wasn’t originally where she saw herself back when she graduated from college in 2004. She was an English major with a specialization in creative writing.

“I always wanted to write. I always had to; it was the only thing that interested me,” Sara said about her undergraduate experience. She had written a book that comprised of short stories for her thesis and spent her free time working for the school newspaper as the editor of the “Arts and Entertainment” section. This is what landed her an internship at a local newspaper.

After receiving a job offer from this newspaper, she worked as a journalist in the “Arts and Entertainment” section for about a year before realizing journalism wasn’t going to be able to financial support her. “Journalism is hard to make a profit off of with papers going digital these

days. I wasn't crazy about it either; I liked feature writing but that's hard to get into, so I went into advertising to continue writing."

Sara worked with pharmaceutical companies, advertising their products to doctors and patients. After about five years of this sort of work, she decided something was missing. She then specialized within the copywriting industry as an oncology writer. Oncology writing is difficult to understand and write for, but Sara was up for the challenge. She finds her job very rewarding.

"It's interesting because drugs do work for these patients, helping them live longer. When you get to hear a story about a patient who has taken the drug, that—that is so rewarding. Working in this industry, you just take a load off of people and it's nice to know you're helping in some way because this field is so demanding."

Now passionate about her job, Sara is hoping the flow of work continues on throughout the rest of her years. She's got two girls to feed and pay for their education! Family vacations to plan! Her daughters have their whole lives ahead of them and she wants to be able to financially support their needs. As an oncology writer, she hopes that she will continue to be prosperous.

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In order to keep anonymity, a pseudonym has been used and any personal information of Sara has been removed from the piece.