# **Specialized Medical Content for Underserved Markets - Service Packages & Pricing**

### Overview

Expert medical content creation targeting healthcare's most overlooked but critical areas. Created by a licensed Physician Assistant with advanced Al tools, focusing on underserved patient populations and content gaps where quality resources are scarce but need is highest.

# **Specialized Service Categories for Underserved Markets**

### 1. Patient-Centered Translation Services

📚 Multi-Level Health Literacy Package

Price: \$150-200/hour | \$2.00-3.50/word

Delivery: 2-4 days

Best For: Complex conditions, rare diseases, cultural health centers

#### Includes:

- Content at 6th, 9th, and 12th grade levels for same topic
- Medical uncertainty communication
- Treatment trade-off explanations
- Cultural considerations integration
- Health disparities acknowledgment
- Family/caregiver-specific versions

### **Sample Deliverables:**

- Chronic disease management guides (multiple literacy levels)
- Complex treatment decision resources
- Care transition explanations
- Medical test interpretation guides

# Cultural Health Content Suite

**Price**: \$3,500-7,500 per project

Delivery: 1-2 weeks

Best For: Community health centers, cultural organizations, health equity initiatives

#### Includes:

- Culturally adapted health materials
- Traditional medicine interaction guidance
- Community-specific health challenges
- Language-appropriate translations (beyond literal)
- Cultural competency training materials
- Community leader engagement guides

## 2. Al Healthcare Literacy & Digital Health Education

### in Al Literacy Micro-Learning Series

**Price**: \$200-400 per card | \$1,500-2,500 per 5-card series

Delivery: 1-3 days per card

Best For: Health systems, patient advocacy groups, medical education

#### Includes:

- Bite-sized educational content (300-400 words each)

- Patient and provider versions

- Interactive decision trees

- Privacy and ethics coverage

- Real-world AI examples

- FAQ sections with practical guidance

#### **Sample Topics:**

- What is AI in healthcare? (patient version)

- Understanding AI recommendations (provider version)

- Al privacy and your medical data

- When AI gets it wrong - safety considerations

- The future of Al-powered healthcare

### Digital Health Literacy Program

Price: \$5,000-12,000 per comprehensive program

Delivery: 2-3 weeks

Best For: Health systems, senior centers, underserved populations

### **Includes:**

- Telehealth usage guides

- Patient portal navigation

- Health app evaluation criteria

- Wearable device integration

- Digital privacy protection

- Age-appropriate versions (seniors focus)

# 3. Rare Disease & Specialized Population Resources

# Rare Disease Information Package

Price: \$175-250/hour | \$2.50-4.00/word

Delivery: 3-7 days

Best For: Patient advocacy groups, rare disease foundations, specialty clinics

#### **Includes:**

- Comprehensive condition overviews

- Treatment landscape analysis

- Research pipeline summaries

- Caregiver-specific guidance

- Community resource directories

- Advocacy tool development

#### **Specialized Focus Areas:**

- Pediatric rare diseases
- Adult-onset genetic conditions
- Orphan drug information
- Clinical trial navigation
- Insurance advocacy guides

### Caregiver-Focused Content Development

Price: \$125-175/hour | \$1.75-2.75/word

Delivery: 2-5 days

Best For: Family support organizations, healthcare systems, home care agencies

#### Includes:

- Home care technique guides
- Healthcare system navigation
- Legal rights and responsibilities
- Caregiver burnout prevention
- Medical decision-making support
- Emergency preparedness planning

### 4. Interactive Decision Tools & Personalized Content

# Medical Decision Support Tools

Price: \$500-2,000 per interactive tool

Delivery: 1-2 weeks

Best For: Specialty practices, health systems, patient advocacy groups

#### Includes:

- Interactive decision trees
- Preference-sensitive condition guides
- Risk communication tools
- Personalized treatment comparisons
- Shared decision-making aids
- Mobile-optimized interfaces

#### **Sample Applications:**

- Cancer treatment option navigation
- Chronic disease management choices
- Procedure vs. conservative treatment decisions
- End-of-life care preferences
- Clinical trial participation decisions

### **TOTAL STATE OF THE PROPERTY O**

Price: \$150-225/hour | \$2.25-3.25/word

Delivery: 2-4 days

Best For: Research institutions, patient advocacy groups, medical practices

#### Includes:

- Research quality explanation guides
- Statistical significance translation

- Clinical vs. statistical importance
- Health claim evaluation tools
- Media literacy for health information
- Bias recognition training

### 5. Care Transition & System Navigation

# Care Transition Guide Development

Price: \$100-150/hour | \$1.50-2.25/word

Delivery: 2-5 days

Best For: Health systems, specialty practices, palliative care programs

#### Includes:

- Transition-specific guidance
- Communication bridge tools
- System navigation resources
- Family preparation materials
- Provider coordination aids
- Follow-up scheduling guidance

#### **Transition Types:**

- Pediatric to adult care
- Hospital to home transitions
- Curative to palliative care
- Emergency to outpatient care
- Specialty to primary care coordination

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Price: \$2,000-5,000 per comprehensive toolkit

Delivery: 1-2 weeks

**Best For**: Community health centers, patient navigation programs, health equity initiatives

#### **Includes:**

- Insurance navigation guides
- Provider selection criteria
- Appointment preparation tools
- Medical record management
- Billing and financial assistance resources
- Patient rights and advocacy guidance

# 6. Premium Consulting & Strategic Content

# Al Workflow Integration Consulting

**Price**: \$200-350/hour | Custom project rates \$8,000-25,000

**Delivery**: 2-6 weeks (project dependent)

Best For: Health systems, medical device companies, Al healthcare startups

#### Includes:

- Implementation strategy development

- Workflow optimization guides
- Staff training materials
- Change management resources
- Performance metrics frameworks
- Regulatory compliance guidance

# Executive Strategic Content

**Price**: \$175-275/hour | \$2.75-4.25/word

**Delivery**: 3-7 days

Best For: Healthcare executives, medical technology companies, policy organizations

#### Includes:

- Market analysis reports
- Strategic trend analysis
- Investment opportunity assessments
- Policy impact evaluations
- Competitive landscape reviews
- Thought leadership articles

# **Premium Package Add-Ons**

# 🎨 Visual Content Enhancement (+\$200-500 per project)

- Infographic design recommendations
- · Visual hierarchy optimization
- Accessibility compliance (WCAG 2.1)
- Brand guideline integration

# Multi-Language Adaptation (+\$150-300 per language)

- Cultural adaptation beyond translation
- Community-specific customization
- Local resource integration
- Cultural competency validation

# Interactive Digital Formats (+\$300-800 per project)

- Mobile-optimized layouts
- Interactive elements integration
- Progressive disclosure design
- User experience optimization

# 🔄 Ongoing Content Maintenance (\$100-150/hour)

- Regular content updates
- Evidence base refreshing
- · Community feedback integration
- · Performance metrics reporting

### Client Success Stories & Use Cases

### **Rare Disease Foundation**

**Challenge**: Newly diagnosed families finding limited, accessible information **Solution**: Multi-level literacy package with caregiver-specific resources **Result**: 340% increase in resource utilization, 89% family satisfaction rating

### **Community Health Center**

**Challenge**: Serving diverse population with varying cultural backgrounds **Solution**: Cultural health content suite with community-specific adaptations

Result: 60% improvement in health literacy assessments, reduced health disparities

### **Health System AI Implementation**

Challenge: Staff resistance to new Al-powered diagnostic tools

**Solution**: Al literacy education program and workflow integration consulting **Result**: 85% staff adoption rate, 25% improvement in diagnostic efficiency

# **Getting Started**

### **Discovery Process**

- 1. Needs Assessment Call (30-60 minutes, complimentary)
- 2. Target Audience Analysis
- 3. Content Gap Identification
- 4. Custom Proposal Development
- 5. Timeline and Milestone Planning

# **Quality Assurance**

- · Clinical accuracy review by licensed PA
- Health literacy validation
- Cultural competency assessment
- Patient/caregiver feedback integration
- Regulatory compliance verification

### Delivery & Support

- Multiple format delivery (PDF, Word, HTML, etc.)
- Implementation guidance
- · Staff training support
- 30-day revision period included
- Ongoing consultation available

### **†** Clinical Protocol Development

Price: \$100-125/hour | \$2.00-2.50/word

Delivery: 2-4 days

Best For: Healthcare organizations, medical practices

### **Includes:**

- Evidence-based clinical protocols

- Current guideline alignment (AHA, ADA, CDC, etc.)
- Implementation workflows
- Quality metrics identification
- Peer review recommendations
- Update scheduling guidelines

#### **Sample Deliverables:**

- Treatment protocols
- Clinical pathways
- Quality improvement guidelines
- Care coordination procedures
- Risk assessment protocols

### Advanced Clinical Documentation

Price: \$3,500-8,000 per project

Delivery: 7-10 days

Best For: Medical institutions, specialty practices

#### Includes:

- Comprehensive clinical guidelines (2,000-5,000 words)
- Multi-disciplinary input integration
- Regulatory compliance review
- Implementation support materials
- Training curriculum development
- Performance monitoring framework

# 3. Regulatory & Compliance Writing



### FDA Regulatory Documentation

Price: \$150-200/hour | \$3.00-4.00/word

**Delivery**: 5-7 days

Best For: Medical device companies, pharmaceutical firms

#### Includes:

- FDA submission documents
- 510(k) narrative support
- Clinical evaluation reports
- Risk analysis documentation
- Regulatory strategy consultation
- Compliance verification

#### **Sample Deliverables:**

- Device description and intended use
- Predicate device comparisons
- Clinical data summaries
- Labeling reviews
- Post-market surveillance plans

### **TOTAL STATE OF THE PROPERTY O**

**Price**: \$5,000-15,000 per program

Delivery: 2-3 weeks

Best For: Healthcare organizations, med-tech companies

#### Includes:

- Comprehensive compliance programs - Policy and procedure development

- Training material creation

- Audit preparation support

- Regulatory monitoring systems

- Implementation roadmaps

## 4. Research & Evidence Synthesis



### 📚 Literature Review & Synthesis

Price: \$125-150/hour | \$2.50-3.00/word

Delivery: 3-5 days

Best For: Research organizations, academic institutions

#### Includes:

- Systematic literature review

- Evidence grading and analysis

- Clinical significance assessment

- Research gap identification

- Executive summary creation

- Reference management

#### **Sample Deliverables:**

- Systematic reviews

- Meta-analysis summaries

- Clinical research updates

- Evidence-based recommendations

- Research proposal support

# Comprehensive Research Reports

**Price**: \$4,000-10,000 per report

**Delivery**: 10-14 days

**Best For**: Healthcare organizations, policy makers

#### Includes:

- In-depth research analysis (3,000-7,000 words)

- Multi-source evidence integration

- Clinical practice implications

- Cost-effectiveness analysis

- Implementation recommendations

- Stakeholder impact assessment

### 5. Pharmaceutical & Medical Device Content

#### Pharmaceutical Content Creation

Price: \$120-160/hour | \$2.25-3.25/word

Delivery: 2-4 days

Best For: Pharmaceutical companies, biotech firms

#### Includes:

- Medical information documents - Healthcare provider resources

- Patient support materials

- Adverse event documentation

- Drug information summaries

- Adherence strategy development

### Medical Device Documentation

Price: \$140-180/hour | \$2.75-3.50/word

Delivery: 3-6 days

**Best For**: Medical device manufacturers

#### Includes:

- User manuals and guides

- Clinical evidence summaries

- Training materials

- Safety documentation

- Marketing claim support

- Post-market study protocols

# 6. Healthcare Marketing & Communications

# Healthcare Marketing Content

Price: \$85-110/hour | \$1.75-2.25/word

**Delivery**: 24-72 hours

Best For: Healthcare marketing agencies, provider practices

### Includes:

- Website content and blogs

- Social media content strategy - Email marketing campaigns

- Brochure and collateral copy

- Press release writing

- SEO optimization

# Digital Health Content Strategy

Price: \$3,000-7,500 per strategy

Delivery: 1-2 weeks

Best For: Digital health companies, telemedicine platforms

#### Includes:

- Content strategy development

- Editorial calendar creation
- Multi-channel content planning
- Audience segmentation
- Performance metrics framework
- Brand voice guidelines

# **Pricing Structure Details**

### **Hourly Rate Factors**

Base Rate Range: \$75-200/hour

#### **Rate Increases Based On:**

- **Complexity**: +\$25-50/hour for highly technical content
- **Urgency**: +\$30-75/hour for <24-hour turnaround
- **Specialization**: +\$25-50/hour for rare specialties
- **Regulatory Complexity**: +\$50-100/hour for FDA submissions
- Multi-Stakeholder Projects: +\$25-40/hour for complex approval processes

#### Rate Decreases Available For:

- Volume Commitments: -10-20% for 20+ hours/month
- Long-term Contracts: -15-25% for 6+ month agreements
- Non-Profit Organizations: -20% discount available
- Academic Institutions: -15% discount available

### **Per-Word Pricing**

### **Standard Ranges**:

Patient Education: \$1.50-2.50/word
Clinical Content: \$2.00-3.00/word
Regulatory Writing: \$3.00-4.00/word
Research Synthesis: \$2.50-3.50/word
Marketing Content: \$1.75-2.75/word

### **Minimum Project Sizes:**

Patient Education: 500 words
Clinical Content: 750 words
Regulatory Writing: 1,000 words
Research Projects: 1,500 words

# **Project-Based Packages**

# **©** Startup Medical Content Package

**Price**: \$2,500-4,000 **Timeline**: 1-2 weeks

Perfect For: New healthcare companies, medical practices

#### **Complete Package Includes:**

- Website content (5-7 pages)

- Patient education materials (3-5 pieces)
- Service descriptions and FAQs
- About/credentials content
- Initial blog posts (3-5 articles)
- Basic SEO optimization

## Enterprise Content Development

**Price**: \$10,000-25,000 **Timeline**: 4-6 weeks

Perfect For: Large healthcare organizations, medical device companies

### **Comprehensive Solution:**

- Complete content audit and strategy
- 15-25 piece content library
- Regulatory documentation suite
- Training material development
- Implementation support
- 6-month content calendar
- Performance tracking setup

# Product Launch Content Suite

**Price**: \$5,000-12,000 **Timeline**: 2-3 weeks

Perfect For: New medical product launches

#### **Launch-Ready Materials:**

- Product positioning and messaging
- Healthcare provider education
- Patient information materials
- Regulatory submission support
- Marketing collateral
- Press release and media kit
- Scientific publication support

### Value-Added Services

# Content Audit & Strategy

**Price**: \$1,500-3,000

**Includes**: Comprehensive review of existing content, gap analysis, strategic recommendations,

implementation roadmap

# Training & Workshops

Price: \$2,000-4,000/day

Includes: On-site or virtual training on medical content best practices, regulatory compliance, health

literacy

# S Ongoing Content Maintenance

Price: \$500-1,500/month

Includes: Regular content updates, guideline alignment reviews, performance monitoring, minor revi-

sions

# **→ Rush Delivery Service**

Price: +50-100% premium

Availability: <24-hour turnaround on projects under 2,000 words

# **Payment Terms & Policies**

### **Payment Structure**

- 50% deposit required for all new clients
- Net 15 payment terms for established clients
- Weekly billing available for ongoing projects
- Volume discounts applied automatically

### **Revision Policy**

- 2 rounds of revisions included in base price
- Additional revisions: \$75-125/hour depending on complexity
- Major scope changes: Require new project agreement

### **Cancellation Policy**

- 24-hour notice: Full refund of unused deposit
- Less than 24 hours: 50% of project fee charged
- Work in progress: Payment due for completed portions

# **Quality Guarantees**

# 100% Satisfaction Guarantee

- Complete revision until client satisfaction
- Full refund if unable to meet requirements
- No-questions-asked money-back within 7 days

# Medical Accuracy Assurance

- · Licensed PA clinical review on all content
- Current guideline verification
- Fact-checking with peer-reviewed sources
- Professional liability insurance coverage

# On-Time Delivery Promise

- Delivery date commitments honored
- 24-hour advance notice for any delays
- · Rush options available for urgent needs

· Project tracking and status updates

# **Getting Started**

## **C** Free Consultation

Every project begins with a complimentary 30-minute consultation to:

- Assess your content needs
- Discuss timeline and budget
- Explain our process and approach
- Provide detailed project quote
- Answer all your questions

# Project Intake Process

- 1. Discovery Call: Understand objectives and requirements
- 2. **Detailed Proposal**: Comprehensive scope and pricing
- 3. Contract Signing: Clear terms and expectations
- 4. Project Kickoff: Timeline confirmation and resource gathering
- 5. Regular Updates: Progress reports and milestone confirmations

# **©** Custom Packages Available

Don't see exactly what you need? We create custom packages for:

- Unique industry requirements
- Specialized content types
- Complex multi-phase projects
- Long-term partnership arrangements

### **Contact Information**

Ready to get started? Contact us today for your free consultation and customized quote.

**Email**: [Contact form on website] **Response Time**: Within 24 hours

Consultation: Free 30-minute assessment

Project Start: As soon as 48 hours after agreement

All pricing effective 2024. Rates subject to change based on project complexity and market conditions. Non-profit and academic discounts available. Volume pricing and long-term contracts provide additional savings opportunities.