Medical Communications Professional Focus Areas

- Regulatory writing
- Scientific publications
- **Health communication** (patient education, health journalism, health literacy, health care public relations)
- **Core knowledge and skills** (writing and editing mechanics, scientific research/methodology, scientific literature, visual communication, technology)
- **Career development** (leadership, management, networking, soft skills, emerging career opportunities, business aspects of freelancing)
- **Continuing education for health professionals**
- **Grantsmanship**
- **Promotional writing** (marketing and advertising of health care products and services)