



Hannah Bridges, PhD

Health Content Specialist

HB Health Comms Ltd

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Strengths and expertise

I'm a trusted, efficient and creative health writer and editor, with a proven track record developing impactful health content.

My strengths and flair lie in developing clear communications that help and inspire their audience. I achieve this through clear messaging, engaging copy, simple language and intelligent, intuitive layout. I have a keen editorial eye and am a natural project manager. My experience spans the private, public and charity sectors.

I provide a value-adding, swift and meticulous service, tailored to each client.

I offer freelance support in three areas:



Medical Communications

Specialist medical writing and editing for pharmaceutical companies, clinical research organisations and medcomms agencies



Patient Information

Accessible and engaging content on health and care topics for patient and public audiences



Consultancy services

Strategic planning, training, evaluation and accreditation support

Therapeutic areas include:

- Oncology (including breast, ovarian and lung cancer)
- Diabetes
- Cardiovascular disease
- Kidney disease
- Biosimilars
- Infectious disease (including HIV, vaccine-preventable illness, and antibiotic-resistant infections)
- Clinical trial information
- Hospital and care home performance data



Medical Communications

A proven track record in:

- Training materials for pharma and healthcare professionals
- Plain-language summaries
- Web content
- Clinical trial information and informed consent guides
- PowerPoint presentations (including writing, editing, restyling and redraws)
- Editing and proofreading articles
- Fact checking against source material

Examples of work:

- Online and printed educational resources on a new therapeutic agent for internal training within an international pharma company
- Developing accessible summaries of research reports for a world-renowned policy institute and international pharmaceutical company
- Reworking existing content into engaging educational slides with a focus on boosting engagement and learning evaluation for a medcomms agency



Patient information

A proven track record in:

- Scoping out new health communications
- Writing online guides, tools and apps
- Writing fact sheets, web pages and blogs
- Developing lay summaries of scientific and medical articles
- Clinical trial information, including informed consent guides
- Social media content
- Video and animation scripts
- Accessible reports
- Engaging presentations
- Press releases, promotional messaging and radio and TV interviews
- Information Standard certification

Examples of work:

- Development of an award-winning* interactive online guide to NHS breast screening and highly commended** interactive online guide to secondary breast cancer, for a breast cancer charity
- Writing and updating online guides on a wide range of health conditions and procedures for a leading health insurance company
- Writing and fact checking informed consent guides for an international clinical research organisation
- Writing comprehensive leaflets and online guides, including on diet and lifestyle***, for people with kidney disease
- Developing accessible summaries of scientific research articles for an international pharmaceutical company

*BMA Patient Information Award Winner 2014, AMRC Science Communication Award 2014, and Interactive Media Award 2014. Highly commended in the BMA Patient Information Awards 2016** and 2018***.



Consultancy services

A proven track record in:

- Communication strategies, project leadership and team coordination
- Mentoring, training and facilitation
- Target audience research
- Key message development
- Promotional plans
- Planning ahead for evaluation
- Information Standard certification

Examples of work:

- Designing an impeccable health information system for a leading cancer charity, securing Information Standard certification (including team training)
- Development of an interactive digital guide to NHS breast screening, including proposal development, creative scoping, digital agency liaison, target audience research, designing in-built evaluation, coordinating promotion and award application
- Holding a 3-hour workshop on how to involve patients in the development of health information for a national accrediting body
- Project managing the launch of a flagship report on the state of health and social care in England, with print, web and event elements aimed at service users, the public, providers, commissioners, journalists and parliamentarians

Education

The University of Sheffield, UK	2004	PhD in Biomedical Science Thesis: The effects of the ulcerogenic agents <i>Helicobacter pylori</i> and non-steroidal anti-inflammatory drugs on angiogenesis <i>in vitro</i>
The University of Birmingham, UK	1999	BSc in Biotechnology: 2:1 Biological science with specialisation in biotechnology
King Edward VII School, Sheffield, UK	1996	Three A levels: Biology (B), Maths (B), Chemistry (C)

Career history

Health Content Specialist

**HB Health Comms Ltd, Greater London, UK:
June 2014 to present**

HB Health Comms Ltd provides freelance writing, editing and consultancy services globally. My clients including charities, medcomms agencies, pharma companies, clinical research organisations, a health insurance company and a policy institute.

Health Information Lead (promoted from Senior Information Officer)

**Breakthrough Breast Cancer, London, UK:
January 2011 to May 2014**

I developed and managed Breakthrough's health information suite, including strategy, writing for digital and print, project management, accreditation, evaluation and promotion. I also delivered educational sessions and was a media spokesperson, appearing on BBC News, Sky News and DayBreak.

Senior Communications Officer

**Care Quality Commission, London, UK: August
2008 to December 2010**

I developed and delivered communication programmes for high-profile regulatory activities, including web, print, meetings, PR and media. I wrote and edited material for the public, stakeholders, healthcare providers and commissioners.

Editorial Manager (promoted from Senior Editor)

**AS&K Mercury Healthcare Communications,
London, UK: June 2006 to August 2008**

I led strategic health communications for the pharmaceutical industry, including client management, project leadership, and management of an editorial team, and quality assurance. Clients included Boehringer Ingelheim, Eli Lilly, Bayer and Stryker.

Editorial Project Manager (promoted from Editorial Project Executive)

**Excerpta Medica, Amsterdam, The
Netherlands: August 2003 to June 2006**

I project managed content development and edited web, print and conference content. Clients included Sanofi, Johnson & Johnson, Novartis and Procter & Gamble.

Assistant Scientific Editor

**British Journal of Haematology, Sheffield, UK:
January to August 2003**

I copy-edited papers for publication to ensure their accuracy and quality, and was also responsible for project management and author liaison.

Professional training

- Data visualisation
- Facilitation skills
- Social media and digital
- Decision aids
- The Information Standard
- Media training
- Personal impact
- Accessible writing
- Press release writing
- Project management (basic and advanced)
- Advanced PowerPoint skills
- Presentation skills
- Content management systems