

Curriculum Vitae

Hannah Bridges, PhD

Health writer

HB Health Comms Ltd

London, UK, +44 (0)7894671244

hannahb@hbhealthcomms.co.uk

www.hbhealthcomms.co.uk

Strengths and expertise

I'm a senior freelance medical writer and editor who brings accuracy, clarity, credibility and warmth to health content.

Drawing on over two decades' experience, I create clear, engaging copy that informs, empowers and resonates with its audience. I tailor content carefully for healthcare professionals, sales teams and patients, ensuring the right tone, level and focus for each.

I also bring visual creativity and focus on strategic objectives, raising the quality and impact of deliverables. Clients value my dependability, desire to collaborate and meticulous approach.

I offer freelance support in two main areas:

 Medical Comms

Medical Communications

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

 Patient info

Patient Information

Accessible and engaging content on health and care topics for patients and the public

Therapeutic areas include:

- Oncology (including breast, ovarian, lung and blood cancers)
- Infectious disease (including HIV, COVID-19, other vaccine-preventable illnesses, and antibiotic-resistant infections)
- Diabetes
- Cardiovascular disease
- Kidney disease
- Rare diseases
- Multiple sclerosis
- Clinical trial information
- Hospital and care home performance data

Medical Communications

A proven track record in:

- E-training for pharma and healthcare professionals
- Clinical trial information and informed consent guides
- Plain-language summaries
- Detail aids and clinical data summaries
- Conference and symposia content, including PowerPoint presentations, posters and booth content
- Fact checking against source material
- Writing support for authors of original articles and reviews

Examples of work:

- Writing digital and printed educational resources on a new therapeutic agent for internal training within an international pharma company
- Drafting accessible summaries of research reports for a world-renowned policy institute and international pharmaceutical company
- Transforming stale learning content into engaging and factually up-to-date e-learning modules with a focus on clarity, information recall and learning evaluation

Patient information

A proven track record in:

- Scoping out new health communications
- Online guides, tools and apps
- Fact sheets, web pages and blogs
- Lay summaries of scientific and medical articles
- Clinical trial information, including informed consent guides
- Video and animation scripts
- Accessible versions of technical reports
- Engaging presentation slides
- Press releases and promotional messaging
- Supporting Patient Information Forum certification (PIF TICK)

Examples of work:

- Writing comprehensive leaflets and online guides, including on diet and lifestyle¹, for people with a rare kidney disease
- Developing accessible summaries of scientific research articles for an international pharmaceutical company
- Development of an award-winning interactive online guide to NHS breast screening for a breast cancer charity²
- 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

¹Highly commended in the BMA Patient Information Awards 2018. ²BMA Patient Information Award Winner 2014, AMRC Science Communication Award 2014, and Interactive Media Award 2014.

Career history

Health Writer

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

HB Health Comms Ltd provides freelance writing, editing and fact-checking services globally. My clients include medcomms agencies, pharma companies and charities. I've also worked with 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.

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, management of an editorial team, and quality assurance.

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 for pharma clients.

Assistant Scientific Editor

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

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

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	A level Biology (B), Maths (B), Chemistry (C)

Professional training

- Data visualisation
- Veeva vault
- Advanced PowerPoint skills
- Decision aids
- Accessible writing
- PIF Tick compliance
- Project management
- Press release writing
- Media training
- Presentation skills
- AI in Medcomms
