



## Hannah Bridges, PhD

Health writer

HB Health Comms Ltd

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## 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 Communications

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



### 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 lifestyle<sup>1</sup>, 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 charity<sup>2</sup>
- 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

<sup>1</sup>Highly commended in the BMA Patient Information Awards 2018. <sup>2</sup>BMA 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	<b>PhD in Biomedical Science</b> 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	<b>BSc in Biotechnology: 2:1</b> Biological science with specialisation in biotechnology
King Edward VII School, Sheffield, UK	1996	<b>A level</b> Biology (B), Maths (B), Chemistry (C)

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## 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
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