



## 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
- Pain
- Clinical trials
- Infectious disease
- Gynaecology and obstetrics
- 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	<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>Three A levels:</b> 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, 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