

Pharmacy and Wellness Review

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Introduction & Medical Communications and Writing

Maggie Allen
Ohio Northern University

Kate Klyczek
Ohio Northern University

Anne F. Gentry
Ohio Northern University

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THE PHARMACY AND WELLNESS REVIEW

In this first edition of *The Pharmacy and Wellness Review*, we wish to introduce to you an innovative and educational journal started by the students of Ohio Northern University's Raabe College of Pharmacy. Our vision is "to provide a professional and educational journal focusing on emerging pharmacy and wellness topics for both current and future health care professionals while further developing our own research techniques, professional writing abilities and leadership skills."

As a student-run group, fourth- and fifth-year pharmacy majors have come together to disseminate information on current issues facing health care professionals. With the guidance of faculty members, small groups of students research and evaluate medical literature and prepare written documents. These articles are peer-reviewed by an executive student editorial board. We strive to formulate a cohesive, relevant journal for our future colleagues.

Without a previous example to look to, we ventured into this unprecedented journey with high expectations. For guidance, we looked to Harold R. McAlindon's quote, "Do not follow where the path may lead. Go instead where there is no path and leave a trail." As the initial editorial board of *The Pharmacy and Wellness Review*, we hope to have begun a respectable and lasting resource for both students and health care professionals.

We would like to dedicate this inaugural issue of *The Pharmacy and Wellness Review* to our esteemed dean of the College of Pharmacy, Dr. Jon E. Sprague, who shows both support and confidence in his students through his continual guidance. With this, we have grown not only in our knowledge of pharmacy, but also as individuals.

We hope you enjoy!

Maggie Allen
Fifth-year pharmacy major from Olean, N.Y.
Editor-in-chief

Kate Klyczek
Fifth-year pharmacy major from Flossmoor, Ill.
Content editor

Medical Communications and Writing: Important Skills for the Pharmacist

Medicine is a dynamic field. Every year, new drugs and treatments are added to the health care practitioner's armamentarium. Many years of research and testing, involving numerous scientists and health care professionals, are needed to launch a successful drug. Each step of the way requires concise and accurately written communication. Scientific writing is a vital component of medical communications and essential to the maintenance and improvement of our overall medical system.

The medical industry needs *skilled* writers. A professional medical writer must possess many traits in addition to writing skills and familiarity with medical journals. He or she must possess scientific expertise in pharmacology, pharmacokinetics, pharmacotherapeutics and drug safety. Also, the successful medical writer must display proficiency in literature retrieval skills and knowledge of the drug-development process. All of these areas are core components of the training of a pharmacist.

The medical industry needs *ethical* writers. Pharmaceutical manufacturers perform and sponsor significant amounts of medical research and analysis, especially clinical trials. They also fund many articles that contribute substantially to the medical literature, such as meta-analyses, disease and treatment reviews, epidemiology reports, and health economics research. Often, medical writers are hired by the drug manufacturer to write these articles. At times, the line between objective, responsible writing and study bias may become blurred. Because of their sworn Code of Ethics and commitment to patient care, pharmacists can navigate through any potential bias and determine appropriateness. Pharmacists, functioning as medical writers, are uniquely qualified to ensure that clinical trials, continuing education programs and other enduring medical communications are published in a responsible and ethical manner.

In this inaugural edition of *The Pharmacy and Wellness Review*, under the direction of Editor-in-Chief Maggie Allen, a fifth-year pharmacy major from Olean, N.Y., a select group of Ohio Northern University PharmD students display their research skills and professional writing abilities.

Anne F. Gentry, PharmD
Assistant director of Drug Information Center
Advisor, *The Pharmacy and Wellness Review*