

Medscape and WebMD Pitch Guidelines

Websites: medscape.com, webmd.com

Ownership: [Internet Brands](#)

Audience:

WebMD: Consumers

Medscape: Physicians and health care professionals around the world

Frequency of publication: Daily

What we look for in a pitch:

WebMD focuses on consumers. Our editors work with experienced writers with a background in health journalism and the ability to understand and evaluate medical studies and research. For pitches, we assess:

Relevance -- Issues that could affect how you manage your own health and that of your family. Topics include coverage of breaking health news; drug and product launches, recalls, and alerts; health advisories; and expert commentary on managing diseases and conditions and staying healthy.

Clinical Significance -- The latest medical findings published in peer-reviewed medical journals, such as The Journal of the American Medical Association, The New England Journal of Medicine, The Lancet, Pediatrics, Diabetes Care, Circulation, and many others.

Trends -- Seasonal interests, such as "Summer Safety," "Allergy Seasons," and "Cold and Flu"; public health awareness, such as "Breast Cancer Awareness Month" and "Healthy Heart Month"; and emerging health trends, such as the latest in nutrition, fitness, disease prevention, healthy living, alternative approaches, and much more.

Medscape seeks timely stories about the practice of medicine, including patient care innovations, clinicians' daily struggles and workplace mistreatment. The publication is interested in all forms: short news features, profiles, Q&As, longer narratives, and investigative reports. All pitches should include an angle relevant to physicians and other health care providers. News pitches should be novel and not well-covered in other trade or consumer media. While much of Medscape's content is clinical, the site's Business of Medicine section covers health care policy, regulation and business issues.

Ideally, freelancers will have experience writing for a clinical audience and the ability to view research with a skeptical eye. Journal-based stories will have a same-day to three-day turnaround. Conference coverage typically requires travel and requires same-day or next-day turnaround. Experience in oncology, cardiology, diabetes, neurology, and psychiatry is a plus.

Medscape's news can be more complex than news geared toward consumers; our readers have a foundation in basic medical knowledge. Most clinical articles require comments from the researcher as well as an independent expert.

Fees: Fees for features are project-based and are competitive with market rates, generally above \$1/word. Shorter news articles pay up to \$1/word, depending on the amount of reporting and interviews required.