

Medscape Pitching Guidelines 2025

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. While much of Medscape's content is clinical, the site's Business of Medicine section covers health care policy, regulation and business issues.

Relevance -- All pitches should include an angle relevant to physicians and other health care providers and how your story affects their work. Topics include coverage of breaking health news; drug and product launches, recalls, and alerts; health advisories; and expert commentary. News pitches should be novel and not well-covered in other trade or consumer media. We are most interested in enterprise journalism.

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. Ideally, freelancers will have experience writing for a clinical audience and the ability to view research with a skeptical eye. Conference coverage typically requires travel and requires same-day or next-day turnaround.

Tone -- 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.