

### **Medscape Medical News Publication Info:**

Medscape is the leading online global destination for physicians and healthcare professionals worldwide, offering the latest medical news and expert perspectives; essential point-of-care drug and disease information; and relevant professional education and CME.

Because the Medscape audience already has a strong foundation in medical knowledge, freelance journalists must pitch highly technical, deeply reported stories that go deeper than consumer news. Editors want freelancers who can view research with a skeptical eye, interpret complex data, and write specifically for a clinical audience. Pitches must be novel and not already widely covered in other medical trade media. If you are pitching Medscape, be prepared to interview lead researchers and independent medical experts, translating complex data into actionable, professional insights for an audience that already possesses a strong foundation in medical science.

Examples of topics:

- Highly technical reporting on medical research and specialties. Specialty-specific experience (eg, oncology, cardiology, diabetes, neurology, etc) is considered a major plus.
- Coverage of healthcare policy, hospital regulations, and the financial/business side of running a practice.
- Timely stories about the realities of practicing medicine today (eg, patient care innovations, clinicians' daily struggles, workplace mistreatment, loss of trust in medicine, etc).

Potential formats:

- Short news coverage
- Longer, in-depth feature articles
- Deep-dive investigative reports
- On-the-ground medical conference coverage
- Physician profiles and Q&As

### **Freelance Rates:**

We assign freelance journalists a variety of content types, ranging from straightforward pieces to more complex articles. As a general guideline, our rates average about \$1 per word, but there is flexibility based on the assignment.