



Presented by
Management Forum

Medical Writing for Consumers

1 October 2025

On this course, learn the basics of writing health and medical articles for the consumer.



Format:
Live online



CPD:
1 hours for your records



Certificate of
completion

Course overview

Medical writing for consumers will introduce the fundamentals of writing health and medical articles for the consumer. By the end of this course, attendees will have a solid foundation in the necessary skills to write for the consumer in an inclusive and approachable manner.

Benefits of attending

- **Assess** the current reading level of an article
- **Explain** complicated medical topics in a simple way
- **Improve** readability and comprehension by those with low health literacy
- **Write** in an approachable way that puts the patient at the centre of care
- **Decide** what to include in a consumer health article

Who should attend?

- Experienced medical writers wanting to get an introduction to writing for the consumer
- New medical writers wanting to expand their skills
- Medical editors needing to improve the readability of the content they edit
- Life sciences and health writers interested in writing or editing consumer health
- Healthcare professionals interested in improving their ability to communicate with patients in written form (medication instructions, hospital discharge instructions, etc.

Presenter



Alex Evans

Alex Evans is a pharmacist with over a decade of pharmacy practice experience. His first job was floating for a chain community pharmacy, before managing long-term care, community, and hospital outpatient pharmacies.

He also served as a pharmacy project manager for Ascension Health, where he helps with implementing new service lines, accreditation and licensing, revenue cycle, and the standardizing of operations across all retail pharmacies.

Alex has precepted and guest lectured at the University of Hawaii at Hilo (UH-Hilo) pharmacy school and precepted students from University of Florida, Florida A&M University, University of South Florida, and Nova Southeastern University.

He is the founder of PharmCompliance.com, a site dedicated to helping pharmacists better understand compliance and operations. He is also a strong supporter of Dispensary of Hope and the recipient of their Network Ambassador Award. He received the Introductory Pharmacy Practice Experience (IPPE) Preceptor of the Year award in 2012 from UH-Hilo.

Alex currently works as an independent medical writer and is a regular contributor for GoodRx and AchieveCE. He has written for numerous websites, trade magazines, and professional societies, including the National Psoriasis Foundation, Carlat Psychiatry Report, Guideline Central, CE Impact, and Pharmacy Times.

Course date

1 October 2025

Live online

12:00-13:00 **UK (London)** (UTC+01)

Course code 15491


GBP **175** ~~200~~

EUR **245** ~~280~~


USD **280** ~~320~~


Until 24 Sep

How to book

 **Online:**
ipi.academy/3141

Alternatively contact us to book, or if you have any queries:

 **Email:**
info@ipiacademy.com

 **Phone:**
[+44 \(0\)20 7749 4749](tel:+442077494749)

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

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IPI
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