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Medical Content Writing

We are so fortunate to live in a world of nearly daily breakthroughs in medical devices as well as potentially life-saving, or at least life-enhancing, new technologies. However, accessing these new devices and technologies can be a daunting task for many patients. This short article addresses potential barriers to access and where we, as medical content writers, can make an impact.

One significant barrier is cost. This can include the initial purchase price of the device, training for healthcare professionals, and ongoing maintenance and support. According to a report by the World Health Organization, financial constraints are a major barrier to accessing medical devices, especially in low- and middle-income countries, where healthcare budgets are often limited.

In addition, research by the National Bureau of Economic Research highlights how both the initial purchase price and ongoing maintenance costs can be prohibitively expensive for hospitals and clinics, especially in rural areas.

Another barrier is lack of regulatory approval and/or reimbursement policies: medical devices must undergo rigorous testing and regulatory review before they can be approved for use in healthcare settings. Although critical, testing and review can be lengthy and expensive, leading to additional delays. Lack of reimbursement is highlighted in a study in the journal *Health Affairs*, which found that coverage and reimbursement policies do significantly impact patient access to innovative medical technologies.

A third, but notable, barrier to device and technology access is the lack of healthcare provider knowledge or awareness of the product(s). Essentially, providers may not be aware of the latest advancements or the potential benefits of the device. Addressing this barrier requires effective communication and education efforts.

This is our niche, and what I regard as a vital opportunity for medical writers to engage with providers and offer their services. Our medical content writing can be a crucial component of provider education and successful marketing of the device. This can be as simple as writing regular blog posts for a company's website, or by writing the appropriate type of white paper that can be distributed to potential end-users for more substantive information.

In sum, medical content writing can be a critical part of addressing patient access to new medical devices and technologies. There are ample opportunities for us to appropriately market the services needed by technology companies and make a difference in the lives of our patients.