Poster 03

Perspectives on freelance medical publication writers: contractors and contractees

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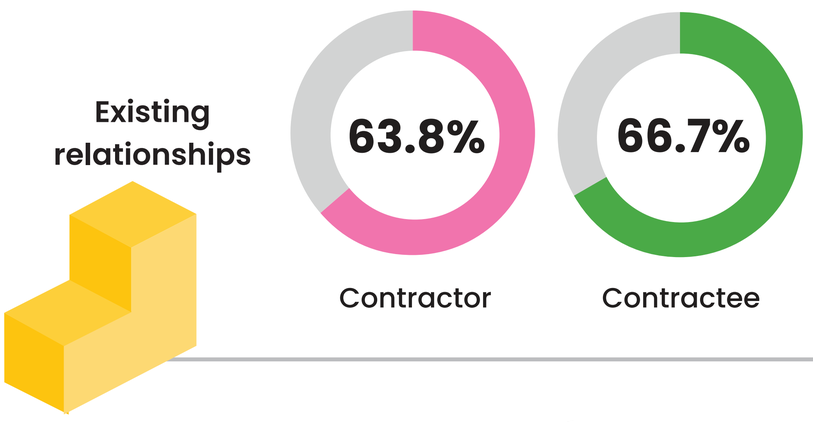
Overview

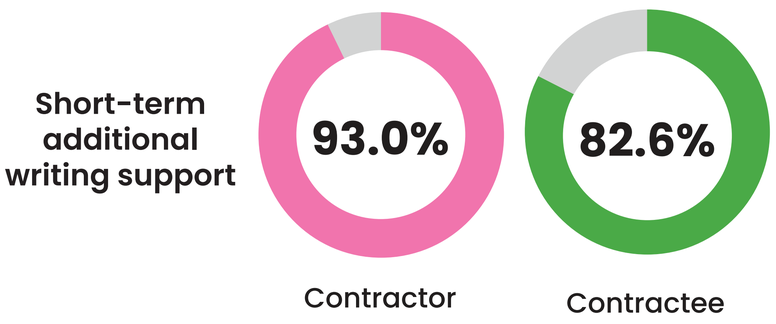
We conducted a survey (December 12, 2024–January 9, 2025) to understand the perspectives of freelance medical writers (contractors), and industry and agency employees who contract them (contractees) on the utilization of freelance medical writers for publications.
Each group was asked similar questions. Of 96 respondents, 63.5% were contractors and 31.3% were contractees. Here we describe the key similarities and differences between the groups. Unless otherwise stated, respondents checked all answers that applied to them.
The top answers are shown; for the full survey results, please scan the QR code.

SIMILARITIES BETWEEN CONTRACTORS AND CONTRACTEES

The most common source to obtain or request work

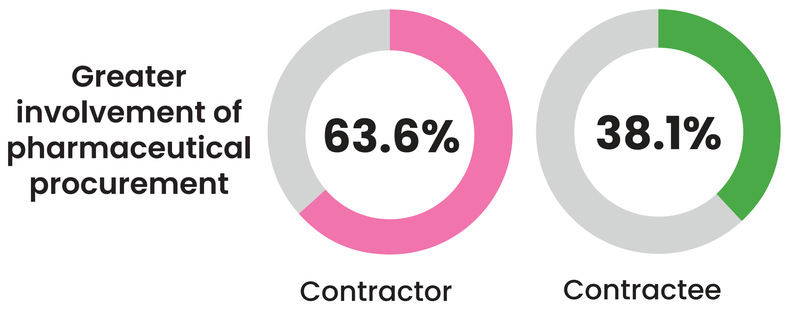


The most common use of freelance writing support



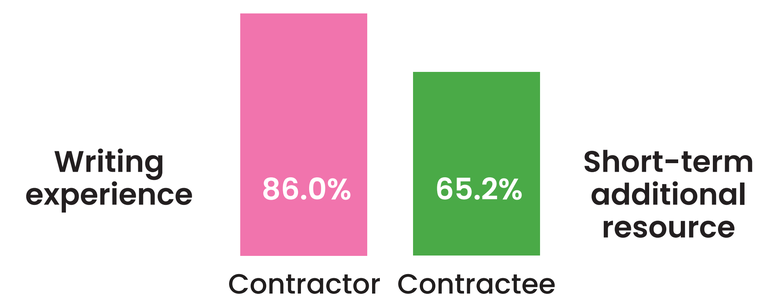
Top two initiatives to increase awareness of contractors and their benefits

Respondents selected up to two options



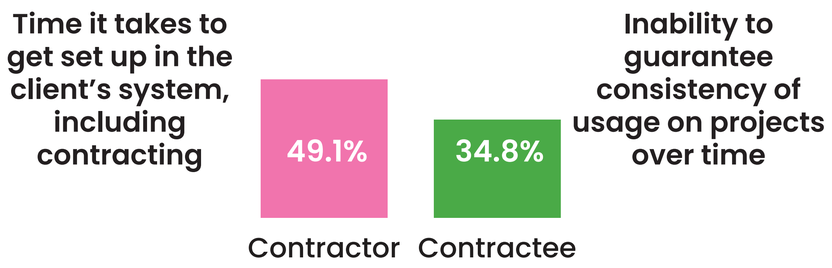
DIFFERENCES BETWEEN CONTRACTORS AND CONTRACTEES

Benefits of using freelance writing support

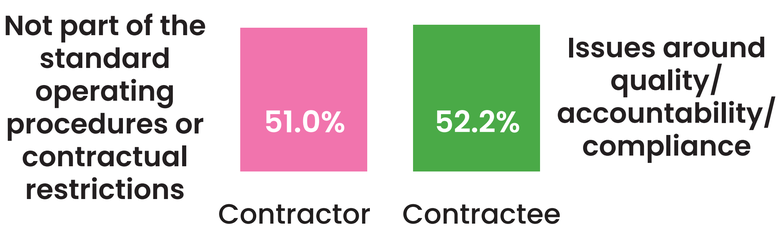


Potential drawbacks/barriers in using freelance medical writing services

Respondents selected up to two options

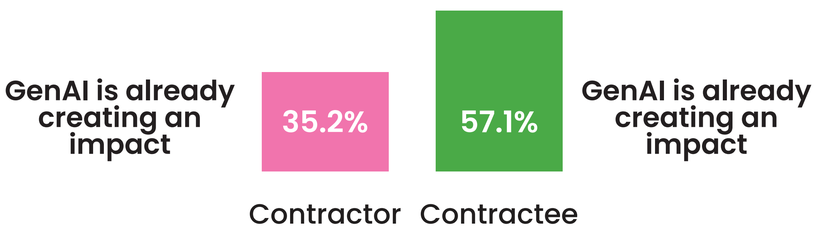


Reasons contractors may not be used more frequently



The impact of GenAI on medical writing services

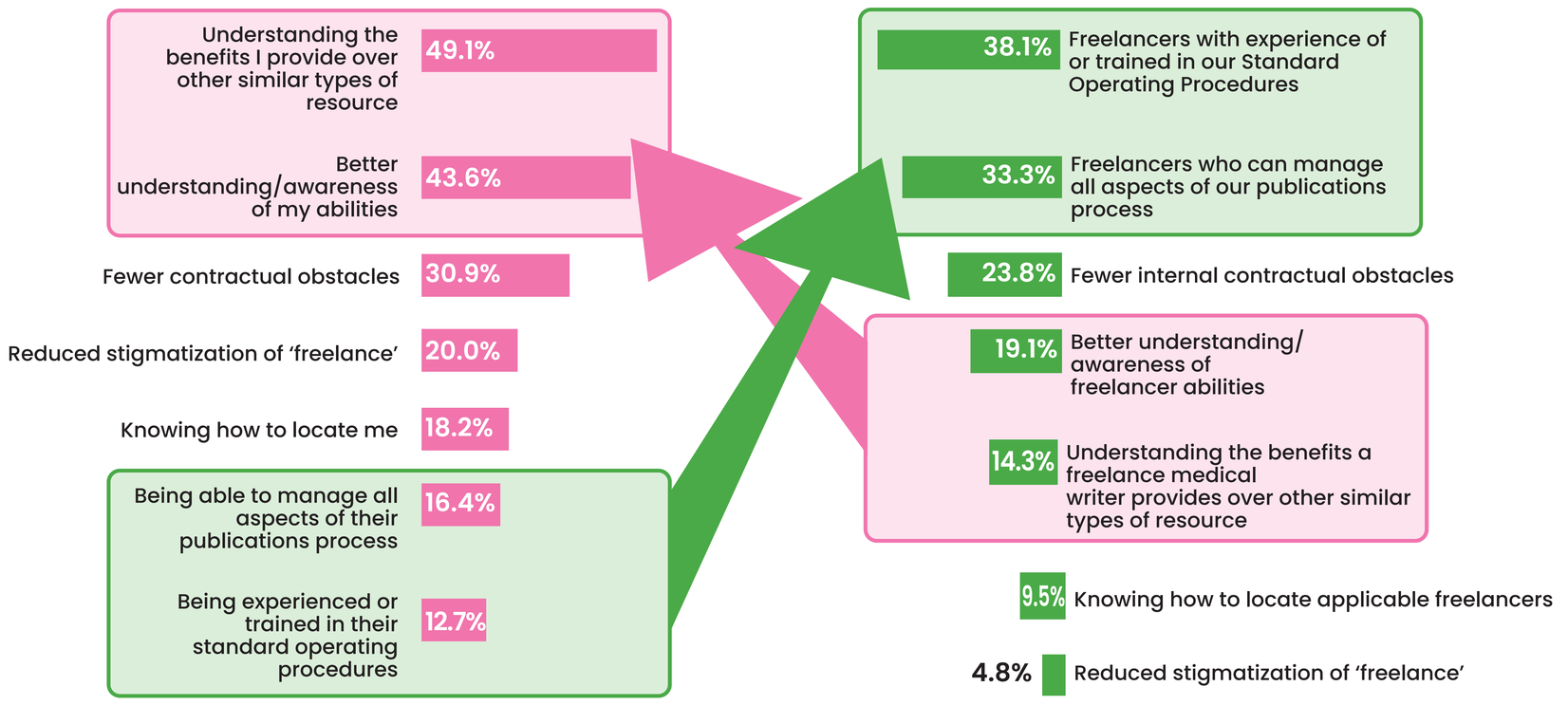
Respondents chose one option relating to time before GenAI creates an impact on medical writing services



DISCONNECT BETWEEN CONTRACTORS AND CONTRACTEES

What would help to increase the use of contractors

Respondents selected up to two options



Conclusions

Both Contractors and Contractees believe that currently, freelance medical writers are used most frequently to plug a short-term resource gap. This may not fully utilize their knowledge and experience. From the perspective of Contractees, expanding the use of Contractors would require them to be trained in client-specific standard operating procedures and to manage all aspects of the publication process.

Expanding freelance medical writer usage may require initiatives for Contractees to better understand how to easily find trusted freelancers and the benefits of extending their role beyond writing and one-off projects.

Contractors may need to ensure that they keep up-to-date with fast-changing and new practices, such as GenAI.

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