



Certificate in Healthcare Communications

A Comprehensive Program to Enhance Healthcare Writing Skills

Gain Training in the Most Prevalent Specialized Writings of Health Communications



The massive amounts of data patients and prospective patients navigate everyday underscores the importance of effective, user-friendly, ethical medical communications, supporting an increased number of platforms that need to convey key messages. UChicago's online certificate in Healthcare Communications focuses on the power of effective communication within this industry, and allows students to acquire specialized training on best practices for medical writing.

Sharpen your communications skills, elevate your career, and make a meaningful impact on healthcare outcomes.

From healthcare professionals, pharmaceutical representatives, and health educators to marketing writers, journalists, and researchers—UChicago's online Healthcare Communications certificate program gives you the insights and skills you need to advance and specialize your career in a changing healthcare landscape.



After completing the certificate, you will be able to:

- Develop compelling collateral within the highly regulated advertising environment.
- Apply the principles of medical copywriting within real-world scenarios.
- Implement strategies for creating effective healthcare content deliverables.
- Apply knowledge learned about accreditation requirements for designing educational materials for health professionals.
- Qualify for jobs in pharma, hospital systems, research, grant writing, and specialized marketing agencies.
- Expand freelancing opportunities.

Investment:

- \$1,600 per course
- \$4,800 for certificate

Flexible Online Completion:

Each course lasts seven weeks and can be completed fully online. Our flexible program can be completed within 6 months to 3 years, part-time.



THE UNIVERSITY OF
CHICAGO

PROFESSIONAL EDUCATION

Certificate in Healthcare Communications



It Is Not Just a Certificate— It Is an Educational Experience

Direct learning, practice, and feedback, as well as strong engagement and community building with industry experts, are always part of our certificate programs. Our newest addition—the Healthcare Communications certificate—is one of several that brings you outstanding networking opportunities among instructors, employers, partners, and highly credentialed, like-minded participants.

Specialize your career with a suite of stackable healthcare certificates:

[Clinical Trials Management and Regulatory Compliance](#)

[Healthcare Communications](#)

[Medical Writing and Editing](#)

[Regulatory Writing](#)

Reach Out to Us Today

The curriculum consists of the following course tracks:

- **Writing for Patient Education | [HCO11100](#)**

This course will offer an overview of patient communications and provide learners with a framework for creating materials that patients, families, and caregivers can use.

- **Writing for Healthcare Advertising | [HCO11200](#)**

This course will offer a deep dive into the role medical writers play in the conceptualization and development of digital and printed medical and healthcare marketing material used by sales representatives.

- **Continuing Education for Healthcare Professionals | [HCO11300](#)**

This course will provide an overview of non-accredited and accredited continuing medical education. It will examine current clinical education content within the evolving healthcare landscape and according to competency-based continuing education requirements for health professionals, including education planning cycles, needs assessment, and implications for clinical education writers.

Each course track includes the pre-module **Introduction to Medical Communications** that encompasses:

- Principles of Health Communications.
- Principles of Persuasion.
- Critical Appraisal of Scientific Research.

Participants seeking certificate completion are encouraged to take the three-course track in the above order. However, these courses can be taken out of the recommended sequence.