



MEDICINE 2040

Rewriting the future of healthcare

THE FUTURE OF MEDICINE: THE VOICE OF MEDICAL WRITERS

Tagrid Morad, T. Morad

Department of English and American Studies, Masaryk University, Czech Republic

In the era of internet, big data, artificial intelligence and genomic editing, medicine as a discipline faces new challenges including ethical issues, more patient/ customer involvement and personalized medicine. For the society and the individual to participate truly in shaping the next century medicine it is necessary that they can have the information they need to be part of the process. Medical writers have been always there to make science accessible and easy to digest for the lay person. Times of paternalism are almost over and new partners are here to express their voices on the care they want. Medical writers have the ethical obligation to translate these voices, fears, and expectations, to the medical community. The involvement of medical writers in the process of shaping the new medicine characterized by recent developments in genetics, artificial intelligence and use of big data is bidirectional. Recently we have been exposed to the ideas of medical writers regarding what do they expect to happen in the coming decades, even in the field of drug discovery and the way in which care will be provided. In this work I offer the ways in which medical writers expect medicine to take in the next three decades.