

HANDS- ON TRAINING IN MEDICAL AND ALLIED SCIENCE COMMUNICATION

OVERVIEW OF THE TRAINING

Medical and Allied Science Communication is the art of creating medical and health content for target audiences. Trained medical and science communicators can write, edit and develop content by gathering, organizing, analysing information and presenting in appropriate media to disseminate innovations in healthcare and best practices. To fit oneself into this portfolio, developing professional writing skills are essential which will help graduates maximise their chances for employment in all Information and Technology enabled healthcare institutions. Creating patient education contents policy documents, designing medical education content, advertising and promotions and other online media are some of the exclusive tasks of a medical or science communicators. Given that there is a dearth of trained communicators in this field, LUC has taken the mission to promote excellence in medical and allied science communication through education programme, online resources and member forums.

ELIGIBILITY	Medical, Para-medical, Health, Science and Allied Science graduates
DURATION	8 hrs - 9 am to 6 pm
CERTIFICATE	All participants will receive certificate of completion.
FEES	RM 150

OUTLINE OF THE COURSE

- Introduction to Medical Communication
 - Writing Medical and Science news for Media
 - Writing Medical Features
 - Interviews and recording sessions
 - Information resources for Doctors on New Medical Technologies
 - Designing health communication messages
 - Producing systematic reviews of medical literature and other evidence based medicine material
 - Reporting, transcribing medical conferences
 - Writing for Social Media and blogs
 - Understanding Social Support Networks
 - Patient Care Communication
 - Developing programme formats for health-media

For more details please contact:
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SPEAKER PROFILE



MS. NOOR AZIZAH ATDENAN

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Department of Communication,
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Lincoln University College,
Malaysia.

Ms. Noor Azizah Atdenan is a leading Public Relations and Communication expert, who has served in various governmental agencies and government-linked Corporations (GLCs) including the Human Rights Commission of Malaysia and the Malaysian Anti-Corruption Commission. Currently a fulltime academician, Ms Azizah uses her wide experience and strong presence in various field of work in her PR and interpersonal communication skills talks and lectures and other activities. Ms. Azizah has written numerous articles, delivered talks and conducted trainings on interpersonal communication skills, public relations and crisis communications in multidisciplinary fields. Her main focus is research on health communication and interpersonal communication skills training to enhance healthcare provider and patient communication.



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Dr. Manual Selvaraj Bexci is an academician and a medical/health communication researcher. She has conducted various studies and developed innovative models and instruments of media for medical communication. Her communication models have been used by health communicators to treat diseases, fatal and non-fatal disease management, preventive care action during emergencies and boost overall public health. She has conducted many training programmes that helps to increase the understanding of media to medics and para medics.

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