



New content development

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Overview

Developing content that is appropriately focused, accurate, and accessible to the end user requires collaboration between medical subject matter experts and writers, medical illustrators, and designers who understand instructional design principles.

The process

- Discuss editorial strategy with the writer. New content topics come from customers, clinical consultants, and staff identifying gaps in content, as well as StayWell product needs for content.
- Assign title and any specific content requirements.
- Gather evidence-based resources.
- Write first manuscript. Product template provides established sequence and style sheet for content.
- Manuscript edited for content and comprehension and to meet health literacy goals. Reading level is tested and adjusted as needed.
- Clinical review: Licensed clinician reviews appropriateness of the material based on product scope and evidence-based sources, as well as healthcare provider and end user needs. Provides citations for edits that add or change content. This board-certified reviewer is chosen for content expertise as well as current clinical experience in the field.
- Manuscript fact-checked for accuracy.
- Content is published in the content repository. Appropriate translations are initiated.

