



ASTRAMEDIC INSTITUTE OF HEALTH ADMINISTRATION

Holistic Approach to Health

Healthcare Content Writing (HCW-013)

A Project of Medic Life

Medic Life is here for boosting your skills of Creative Writing.

Course Duration: 2 months

Career opportunities after this course

Discover limitless career opportunities as a Brand Content Writer in private healthcare, NGOs, academia, sports, and international placements.

1. Private Hospitals and Private Clinics

As a Brand Content Writer for private hospitals and clinics:

- ✦ Responsible for creating engaging and informative content that promotes their services, expertise, and patient care.
- ✦ Write website content, blog posts, social media updates, and e-guides to attract and educate potential patients.

2. Physical Medicine & Rehabilitation Centers

Your role would involve creating content:

- ✦ That highlights the benefits of different rehabilitation techniques,
- ✦ Educates patients on injury prevention,
- ✦ Promotes the center's expertise in helping patients recover from various conditions.

3. NGOs and Aid Agencies

NGOs and aid agencies often require content writers:

- ✦ To raise awareness about their causes, document their efforts, and communicate their impact.
- ✦ Create compelling narratives, blog posts, and social media content to engage supporters, share success stories, and encourage donations.

4. Research and Academia

Within the realm of research and academia, you could work as a content writer for scientific publications, journals, or research institutions.

Your tasks would include:



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- writing clear and concise summaries of research findings,
- Creating educational materials,
- And contributing to the dissemination of knowledge within the field of physiotherapy.

5. Medical Technology Companies

Medical technology companies often require skilled content writers:

- + To create persuasive marketing materials, product descriptions, and user guides.
- + Communicate the benefits and features of physiotherapy-related products, helping potential customers understand how these technologies can improve patient outcomes.

6. International Job Placements

Completing the course can open up opportunities for international job placements as a brand content writer.

- + Various organizations and companies worldwide may require professionals with strong writing skills to support their marketing and communication efforts.

So, what are you waiting for!!!??

Unlock endless career opportunities as a Brand Content Writer, commanding attention in private hospitals, clinics, research organizations, and international job placements. Join us today and embark on a transformational writing adventure that will set you apart as a true wordsmith.

Course Schedule:

1st Month:

Weeks	Course content
Week 1	<ul style="list-style-type: none"> • Introduction to Professional Content Creation • Understanding the Importance of Effective Communication • Overview of Different Writing Styles
Week 2	<p>Blog Writing:</p> <ul style="list-style-type: none"> • Purpose and Structure of a Blog • Crafting Engaging Blog Posts • SEO Techniques for Blog Optimization <p>Organic Social Media Posts:</p>





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	<ul style="list-style-type: none"> • Writing for Social Media Platforms • Captivating Your Audience with Creative Posts • Strategies for Building an Online Community
Week 3	<p>E-Guides:</p> <ul style="list-style-type: none"> • Planning and Outlining E-Guides • Writing Engaging and Informative Content • Designing and Formatting E-Guides <p>Brand Writing:</p> <ul style="list-style-type: none"> • Understanding Brand Voice and Tone • Crafting Compelling Brand Stories
Week 4	<p>Video Content Writing:</p> <ul style="list-style-type: none"> • Scriptwriting for Videos • Storyboarding and Visualizing Concepts • Writing Engaging Video Scripts

2nd Month:

Week	Course content
Week 1	<p>Essentials of Thesis Writing:</p> <ul style="list-style-type: none"> • Structure and Organization of a Thesis • Literature Review and Research Methodology • Writing Clear and Coherent Thesis Chapters <p>Business Writing:</p> <ul style="list-style-type: none"> • Professional Emails and Correspondence • Writing Effective Reports and Proposals





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	<ul style="list-style-type: none"> Polishing Your Business Writing Style
Week 2	Proposal Writing: <ul style="list-style-type: none"> Understanding Proposal Formats and Components Writing Persuasive Proposals Responding to RFPs and Grant Applications
Week 3	<ul style="list-style-type: none"> Feasibility Report Writing: Conducting Feasibility Studies SWOT analysis and Presenting Findings Writing Comprehensive Feasibility Reports, Proposed methods of revenue generation, cost summaries, and Projected Income summaries
Week 4	Business MOUs: <ul style="list-style-type: none"> Understanding the Importance of MOUs Key Components of a Business MOU Drafting Clear and Enforceable MOUs

Note: Each week will consist of a combination of theoretical concepts, practical exercises, and assignments to reinforce learning. Students will have access to resources, examples, and instructor feedback throughout the course.

Schedule:

Timings	Days
Will be scheduled upon mutual Cooperation	Monday, Wednesday, Friday

Fee: Rs.15000 PKR per Month.

Address: Office No.11, pak land, City Centre, markaz, I-8 Markaz I 8 Markaz I-8, Islamabad, Islamabad.



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For Further Detail Please contact.

Director / Program Coordinator

info@astramedicsolutions.com

Website: astramedicsolutions.com/institute/

Cell/WhatsApp # 0344-134768



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