



Medical and Scientific Communications Network

Newsletter

15 September 2026

Welcome to this week's newsletter. We offer the chance to pause, take stock as we share a few things that caught our attention over the past few days - ideas, articles, and observations worth a moment of consideration before the next deadline calls. In a field rarely short of information our aim is to filter out the background noise and share topics that deserve a second look.

In the news

Who Is Training Your Character? Confucius taught us that repeated conduct makes the person. Social media and AI are also systems of repeated conduct, but they were designed by someone else. We can take the training back, one repetition at a time ([more...](#)).

Why the super-fun Ig Nobel prizes bring serious value to science: Awards that celebrate humour, curiosity and irreverence are a balm in hard times ([more...](#)).

The Power of Empathy in Medicine and Self-Care: Measuring medical outcomes based on doctor warmth and conveyed empathy. Compassionate care as an effective medical treatment, it's not just bedside manner. We can't always guarantee empathetic doctors, but we can practice self-compassion ourselves ([more...](#)).

How music helps the stressed brain bounce back: You've had a tough day and want nothing more than to flop on the sofa and listen to some soothing music. After a few minutes, you feel peaceful and calm. Anecdotally, music has long been known to relieve stress, but the scientific evidence has been mixed ([more...](#)).

AI Should Help Researchers Be Even More Creative, Not Think Less: AI tools can streamline research tasks, but they must be grounded in trusted data and keep scientists in the driver's seat ([more...](#)).

The Streisand Effect Shows Why Suppressing Information Can Backfire: Learn more about the Streisand effect, describing how efforts to censor public information may draw even more attention to an issue ([more...](#)).

Communicating Scientific Uncertainty in the Age of AI: Communicating science means making complexity understandable - but what happens when clarity comes at the expense of uncertainty? ([more...](#)).

Medical Affairs: The Missing Link To Oncology Drug Adoption: A successful clinical trial is essential to establishing safety and efficacy, but the value of a development program is ultimately determined by whether clinical evidence drives adoption by physicians and healthcare systems ([more...](#)).

Social media integration in medical training: behavioral impact of short-form video creation as an active learning tool: The rapid advancement of technology has transformed student behavior, increasing the demand for active learning strategies that integrate digital tools into medical education. Short-form video platforms such as TikTok offer an attractive format to enhance motivation and engagement among digital-native students ([more...](#)).

Digital Footprint and Audience Engagement Among Infectious Diseases Medical Educators on TikTok: Short-form video platforms such as TikTok have increasingly become influential channels for medical education, but the rapid growth of unverified health content has raised concerns about the spread of misinformation. Infectious diseases (ID) is a specialty in which accurate, timely public communication is particularly consequential, yet little is known about the presence, output, or audience engagement of credentialed ID educators on TikTok ([more...](#)).

MedSciCommsNet is supporting the team at Forgotten Patients!



MedSciCommsNet is supporting the team at Forgotten Patients, Overlooked Diseases charity (www.forgottenpatients.org) as they take part in the Royal Parks Half Marathon on Sunday 11th October.

Jo, a consultant cardiologist in Oxford, Lylah, a cancer researcher at the University of Sussex and Amar, an equity portfolio manager here in London will be running 13.1 miles. Too many patients spend months or even years searching for answers, often feeling overlooked, unheard or unsure where to turn. Forgotten Patients is working to change this - giving patients a voice, raising awareness, supporting research and education, and encouraging better, more compassionate care.

We all know someone - a family member, a relative, a friend, a friend-of-a-friend - who's been through exactly this. Do help us by funding our brave runners ([more...](#)).

Save the Date



Unlock the Art & Science of Medical Communications!

Building on the incredible momentum, creative spark, and vibrant insights of our past MSCN gatherings, we are thrilled to host our **Pre-Christmas Meeting on 9th December 2026** at Vestry House, London!

Medical communicators aren't just writers - we are storytellers, strategists, and vital leaders turning complex science into meaningful human connection. Join top minds across the industry for an inspiring afternoon exploring the perfect intersection of strategic narrative, visual design, and regulatory clarity.

Vestry House, London

Afternoon Session

Save the date - **details coming soon!**

Who is your reader?



For centuries, the answer was simple: another human. A scientist. A reviewer. A doctor. Perhaps a patient. But increasingly, the first reader of your scientific paper may be a machine.

AI is already searching, summarising and interpreting scientific literature. Which raises an uncomfortable question:

What happens when your paper is no longer being read by the person making the decision?

A qualifier disappears. A conclusion gets compressed. Evidence becomes interpretation. And suddenly “suggests” becomes “shows”. I’ve spent much of my career learning how to write for different audiences.

Perhaps I now need to learn how to write for one more.

Who, or what, will read this next? : <https://niche.org.uk/ai-audience>

Upcoming Events

[Redefining Healthcare in the Age of AI](https://natureconferences.streamgo.live/healthcare-ai/lobby), September 8 - 10, 2026, Paris, France,
<https://natureconferences.streamgo.live/healthcare-ai/lobby>

Health optimisation conference: 11-13th September, London <https://uk.healthoptimisation.com/>

[A Question Time Panel on Weight-loss Drugs and the Future of Obesity Care](#), 14th September from 5:30-7:30PM. Organised by the RSM, London, UK.

23 September 2026 - NHS Communications Forum

<https://thenhsalliance.org/training-and-events/nhs-communications-forum-september-2026>

Innovation in MedTech and Diagnostics Conference: 6th October 2026, London

<https://shorturl.at/cyHs4>

CancerCare 2026: The NHS Oncology Conference: A Strategic Conference on Advancing Oncology Pathways Across the NHS. 6TH OCTOBER 2026

<https://sehta.co.uk/Events/?permalink=cancercare-2026-the-nhs-oncology-conference>

Crick Cancer Symposium 2026 Monday, October 5-Tuesday, October 6, 9 AM-5 PM, London, UK

8 October 2026 - 18th Annual Healthcare Investor Conference

<https://www.optimumcomms.com/irconference2026/>

Life sciences and the NHS: delivering the next generation of health innovation: 13th October, London: <https://www.kingsfund.org.uk/events/life-sciences>

Reframing Precision Medicine: Innovation to Implementation, October 13-15, 2026, The Royal Institution, London, England, <https://precision-medicine.conferences.nature.com/>

Delivering cancer care now and for the future (in-person conference), Wednesday 21 October, London, UK

ESMO 2026 Madrid, Spain, on 23-27 October 2026,

<https://www.esmo.org/meeting-calendar/esmo-congress-2026>

The European Conference on Digital Transformation & Data in Medical Technologies

26 - 27 October 2026 in Munich, Germany. <https://dtd2026.com/conference-program/>

29 - 30 October 2026 - BMJ Future Health Europe

<https://futurehealth.bmj.com/bmj-future-health-europe>

AMWA 2026 Medical Writing & Communication Conference, November 4-7, 2026, Washington USA <https://www.amwa.org/event/2026annualconf>

18 November 2026 - 7th Annual Pharma Communications Conference

<https://thepharmaconference.com/>

9 - 21 November 2026 - EMWA 62nd Virtual Conference, Autumn 2026

<https://emwa.org/conference>

Extracellular Vesicles: Engineering the Future of Precision Medicine Porto, Portugal, 13-14th November <https://targeting-exosomes.com/>

Medica 16-19 November 2026: Dusseldorf, Germany <https://www.medica-tradefair.com/en/Visit>

19 November 2026 - Making STEM Engagement Accessible

<https://www.big.uk.com/event-6759327>

The King's Fund Annual conference 2026: good health for all: 17th November , London:

<https://www.kingsfund.org.uk/events/annual-conference>

Conference: London Biotech 2026 Conference: 18-19th November Excel [Register For The Leading Global Biotech Event \](#) London Biotechnology Show

DIA-MHRA Global Summit November 16-17, 2026 \ London, UK: Developed in collaboration with the MHRA, is designed to showcase how the UK ecosystem brings innovation to life across the full pathway. <https://shorturl.at/qQ9nU>

International Celiac Disease Symposium: 17-20 November 2026, Melbourne, Australia [ICDS2026 - International Celiac Disease Symposium](#)

The MAD World Summit 2026, The UK's leading event dedicated to workplace culture, health and wellbeing. **Thursday 26th November 2026** | **Convene, 155 Bishopsgate, London**
<https://madworldsummit.com/venue-2/>

Shaping the future of Diabetes Prevention Sitges, Spain, 30th November -2nd December 2026
[Home - The Lancet Summit: shaping the future of diabetes prevention](#)

Titbits

3 Reasons Why Looking Foolish Can Be Good for Your Brain: Looking foolish is uncomfortable but survivable. Play is good for adult mental health. Being bad at new things helps your brain grow ([more...](#)).

Anthropic Researcher Quits and Warns AI Labs Are 'Gambling With Our Lives' Building Self-Improving Systems: AI insiders are warning that the race toward self-improving systems is outrunning efforts to control them ([more...](#)).

Earliest Human Drug Use Ever Found Shows People in Indonesia Were Getting High on Betel Nut as Far Back as 25,000 Years Ago: Researchers found evidence that Ice Age foragers were sucking psychoactive betel nuts 25,000 years ago. Stone age stoners? ([more...](#)).

Scientists Find How Long You Can Sit Before Cancer Risk Climbs - And We're in Trouble: A first-of-its-kind study shows that the way we break up and accumulate periods of prolonged rest throughout the day may have a huge impact on health. Most striking of all, researchers found that for every extra hour of prolonged sitting in the day, people in the study faced a significantly higher risk of cancer and cancer mortality ([more...](#)).

Why do I crash at 3pm? The science behind the 'afternoon slump': The "afternoon slump" (also sometimes called the "3pm slump") is a common experience. It's that distinct drop in energy that tends to occur in the mid-afternoon hours ([more...](#)).

Every Toilet Flush Can Send a Cloud of Microbes into the Air That Can Reach Your Breathing Zone: The plume can reach breathing height, but the actual infection risk remains uncertain ([more...](#)).

Cats want to talk to us. Scientists are trying to decipher the meow: For decades scientists and researchers have been vexed by a sound emanating from cats. Not a call of the wild, a roar or a hiss. No, multiple academics have attempted to decipher the meaning behind the mightily adorable meow of the domestic house cat ([more...](#)).



Steven and Tim

Two friends, each running a business on opposite sides of the pharmaceutical and medical communications industry, have joined forces to rescue and sustain the MedComms networking group. Our shared vision is not just to preserve the community but to create a lasting legacy that supports future generations of communicators.



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