



Medical and Scientific Communications Network

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

Authors' Academic but not Personal Expertise or Gender Affect Message Credibility in Science Communication: Evaluating message credibility is critical for understanding scientific information and informed decision making. People's ability to assess the credibility of science communication texts is influenced by several factors ([more...](#)).

People who still write on paper aren't old-fashioned, they value a simplicity most of us have quietly lost: Have you ever seen someone write a dentist appointment, a birthday, or a work deadline on a paper calendar and wondered why they do not just use their phone? Psychology suggests the answer may be less about being old-fashioned and more about how that person wants to feel in control of time. The habit often points to a preference for simple, visible, hands-on planning ([more...](#)).

A Human-centric Fuzzy Decision Support System for Medical Diagnosis Using Fuzzy Cognitive Maps: Medical decision support requires models that remain interpretable under uncertainty while still adapting to evolving data and expert knowledge. Fuzzy cognitive maps (FCMs) are attractive in this setting because they encode concept-level relations in a transparent graphical form ([more...](#)).

How Storytelling Is Good for Your Mental Health: Storytelling helps us connect with others and can improve our mental health. Listening to and telling stories can boost our imagination and memory. Sharing stories increases empathy, making it easier to build relationships ([more...](#)).

Power, voice, and accountability: Inclusive science communication is increasingly recognised as essential to evidence-based healthcare, yet the concept remains contested, and practical guidance for operationalising it is limited ([more...](#)).

How Scientists Understand, Evaluate, and use Science Communication Models: Scholars increasingly discuss deficit, dialogue, and participation models of science communication, yet scientists' own understandings, evaluations, and uses of these models remain underexplored ([more...](#)).

If I Were Learning Medical Writing Today, I'd Ignore Half the Advice Online: This interesting article explores how medical writing is not simply good writing with medical terminology added. It is the ability to take complex, incomplete, sometimes conflicting evidence and turn it into content that is accurate, appropriately framed, and useful to a specific audience ([more...](#)).

Good design takes mastery: Scientific illustrators sketch out Ais future for Nature ([more...](#)).

Publisher Investigates an Alleged Peer Review Extortion Attempt: A researcher received emails demanding payment in exchange for his paper's acceptance in a Wiley journal, setting off an investigation into peer review integrity ([more...](#)).

The Golden Age of Language was a Few Thousand Years Ago: New research suggests language extinction began with the rise of nation-states not colonialism ([more...](#)).

Can AI Read the Room? Social sensitivity, not just individual ability, is a key predictor of collective intelligence. AI-driven analytics can now code non-verbal behaviour like silence at millisecond-level precision. The challenge ahead is not teaching AI to notice behaviour, but to interpret it in context ([mean...](#)).

Evaluating Multi-channel Digital Marketing Strategies for Professional Development: CPD is essential for maintaining knowledge, skills, and professional standards in healthcare and related fields. Yet even when CPD content is valuable, it can remain underused. Examine how multi-channel digital marketing can improve awareness, engagement, and enrolment for a CPD course in medical writing and communication ([more...](#)).

New Tool Detects Hidden Bias in Medical AI: Researchers have built a tool to uncover hidden issues in the massive datasets used to train medical AI. The tool searches training data for subtle patterns that could lead AI models to incorrect conclusions, potentially jeopardizing patient care. The work aims to help researchers and regulators make artificial intelligence more reliable and trustworthy for real-world clinical use ([more...](#)).

Four Ways to Reduce your AI Energy Drain: Just as the popularity of AI tools has skyrocketed in recent years, so have the associated environmental costs. Data centres now consume 414 terawatt-hours per year, or about 1.5 percent of global electricity use, according to the International Energy Agency, an amount that grew by 12% annually for 5 years before jumping to 17% in 2025 ([more...](#)).

Writing: A Deeply Human Act



You can keep your AI-generated drivel. A parlour trick, fast, polished and profitable, but utterly devoid of struggle, curiosity or soul. Let the spreadsheeters drone on about productivity, efficiency and return on investment; writing was never meant to be measured in words per minute.

Every sentence worth reading carries the fingerprints of a human mind wrestling with ideas, doubt and discovery. If the future belongs to the machines, it will be a grey and impoverished world.

Writing is far more than arranging words on a page. It is one of the most demanding things the human brain can do, a process that shapes our thinking, regulates our emotions and helps define who we are. The true value of writing lies not in the finished text, but in the struggle to create it.

Explore the psychology, neuroscience and humanity of writing, and discover why the act itself can heal, inspire and transform us—and why surrendering that process to stochastic parrots may cost us far more than we realise: <https://niche.org.uk/writing-psychology-creativity-ai>

Upcoming Events

[International Conference on Women Gynecology Childbirth and Reproductive Medicine \(ICWGCRM - 2026\)](#) 7th August 2026, Sheffield UK

[Redefining Healthcare in the Age of AI](#), 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.

Innovation in MedTech and Diagnostics Conference: 6th October 2026, London <https://shorturl.at/cyHs4>

[Crick Cancer Symposium 2026 Monday, October 5-Tuesday, October 6, 9 AM-5 PM](#), London, UK

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>

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

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

[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](#)

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

Titbits

Why You Keep Buying Books You Don't Read – and Why it Feels so Good:

At busy times, I find I simply cannot read as much as I would like to. Life has a habit of filling every available hour with work, meetings, emails, chores, errands and deadlines. Standing in one of my natural habitats, a bookshop, it is frustrating to see so many things I want to read while knowing I do not have the time ([more...](#)).

Will Your Job be Replaced by AI? Some jobs will be automated, others will be 'augmented'. The bosses of the world's biggest companies are diverting vast sums into these tools, partly with the knowledge that they could save money on headcount. Here are the roles most affected ([more...](#)).

Roadmap Charts Brain-computer Interfaces (BCIs) for Depression, Anxiety and PTSD: As researchers seek to expand the clinical potential of BCIs, a new review argues that treating cognitive disorders will require fundamentally different approaches than the current BCI motor applications ([more...](#)).

Exercise for Your Mind: There is strong evidence that physical health contributes to longevity. Research also shows a strong link between mental health and longevity. Book reading has been shown to contribute to mental health and a long life ([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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