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Introduction

The Importance of Writing to Advance Your Career and Profession

Health care professions have an implicit contract with society to provide services that are effective and cost-efficient. Until recently, however, health care professions were not held accountable by society to demonstrate clinical effectiveness. Although the Food and Drug Administration has for years required a rigorous protocol for pharmaceutical and medical device testing (U.S. Department of Health and Human Services, 2015), this same demand for accountability of service has not been required of most health care practices. Managed care's denial of reimbursement for new, experimental, and unproven interventions has largely been the impetus for health care researchers to demonstrate the effectiveness of treatment. Increased health care litigation and malpractice costs have similarly compelled health care professionals to demonstrate service effectiveness through empirical research.

The ability to demonstrate that a specific health care profession provides valuable and effective services that meet society's health needs is a major objective for all health care academicians and researchers. Such skills are critical to ensure service reimbursement from an increasingly small pool of health care dollars. Demonstrating clinical effectiveness depends on the ability to obtain funding support for clinical research. Obtaining funding depends on research skills and the ability to convey through writing how a study will contribute to the health of society's members. Grant funding has become critical to obtain the resources needed to implement research that can support the effectiveness of health care practices.

More critical is the reporting of written research results through journal publication so that the health care community and larger society will be able to access and read evidence supporting health care services. Good writing skills, however, are not sufficient for journal publication. Today, several clinical reporting standard guidelines have been created by researchers to enhance the ability of readers to evaluate the quality and value of studies. To my knowledge, this book is a first attempt to compile those clinical research reporting standards in one source. Health care