Poster presented at the 2025 European Meeting of the International Society for Medical Publication Professionals (ISMPP), London, January 27-29, 2025

Presenting author: Silvia Maina
silvia.maina@editamed.it

POSTER #2

ARTIFICIAL INTELLIGENCE IN MEDICAL WRITING
A SURVEY OF ITALIAN CLINICIANS' PERCEPTIONS

Silvia Maina
Editorial manager, Editamed srl, Torino, Italy

OBJECTIVE

- Artificial intelligence (AI) is increasingly used in medical writing, yet research on its perception among Italian clinicians is lacking.
- This survey explores how Italian clinicians are adopting AI in their writing and assesses its potential impact on medical communication agencies (MedComms).

RESEARCH DESIGN AND METHODS

- The survey included 150 Italian clinicians from various specialties, invited via email.
- It comprised 14 multiple-choice questions to assess their familiarity with AI, its perceived usefulness in medical writing, and its impact on collaboration with MedComms.
- Descriptive statistics were used for data analysis.

RESULTS

Among the 73 clinicians who responded (74% male; response rate 48%), Boomers (born before 1985) were 41%. Most of them are prolific authors, as 44% reported authoring or co-authoring more than 10 papers annually, while 32% author or co-author between 5-10 papers/year.

Only 4% report having advanced AI experience, and 57% currently do not use AI tools for medical writing. Those who use it (43%), search for the help of AI mainly to write abstracts and primary manuscripts, such as research papers. Notably, none of the respondents rely on AI to analyze data.

50% of respondents are aware that a number of medical journals have issued specific guidelines on the use of AI tools in medical writing. The majority of the respondents have expressed ethical concerns on AI use in medical writing, in particular on the risk o plagiarism (35%) and misinformation (26%).

Finally, 15% believe that AI won't replace medical writers, and 42% felt AI would complement, but not replace, the role of MedComms. Nonetheless, 31% believe that AI would largely replace medical writers.

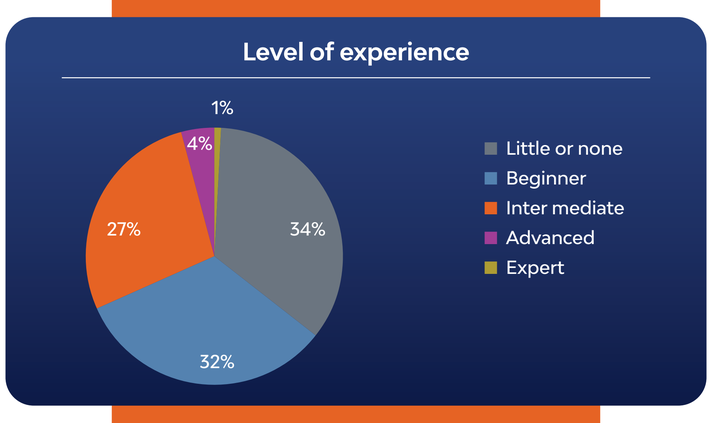
Table 1. Survey questions

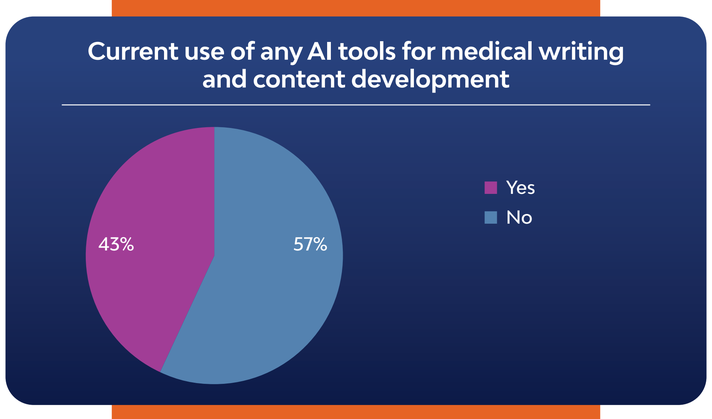
Background information	1. In which gender do you identify with?
	2. What year were you born in?
	3. In which of the following do you work?
	4. Which is your Medical Speciality?
	5. How may papers do you usually author or co-author every year?
	6. In your current role, do you mainly write research papers or review research papers written by others?
Experience with AI	7. What do you consider to be your level of experience with AI tools either in or outside medical writing?
	8. Are you currently using any AI tools for medical writing and content developement?
	9. If yes to question 8, what types of medical writing projects are they using AI for?
	10. If yes to question 8, what tasks are you currently using AI for in content development?
AI ethics and collaboration with MedComms	11. Are you aware of specific AI guidelines in medical journals and do you check them before submitting?
	12. In your opinion, are there any ethical implications in the use of AI in medical writing?
	13. Do you look for the help of a medical writer/communication agency when writing your research paper?
	14. Do you think the role of communication agencies/medical writers might change as a result of AI?

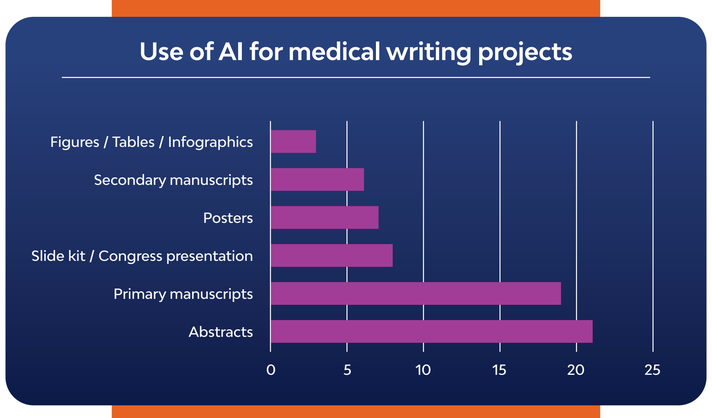
Table 2. Respondents characteristics

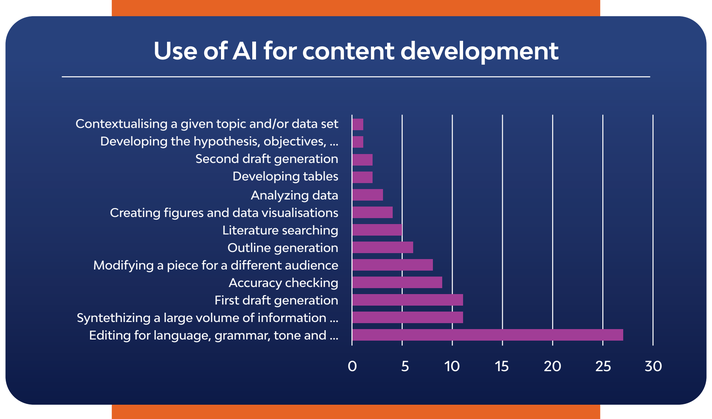
	Respondents (%)
Gender	Male = 74% (54)
	Female = 26% (19)
Age	Boomers+ (<1965) = 41% (30)
	Millennial (1981 – 1996) = 32% (23)
	Gen X (1965 – 1980) = 27% (20)
Hospital vs Academic	Academic hospital = 71% (52)
	General practice clinic = 1% (1)
	Non academic hub hospital = 11% (8)
	Non academic spoke hospital = 10% (7)
	Other = 7% (5)
Experience in medical writing	<5 papers/year = 25% (18)
	5-10 papers/year = 32% (23)
	>10 papers/year = 44% (32)
	write medical content = 50% (37)
	review medical content prepared by others =50% (36)

CURRENT USE AND KNOWLEDGE OF AI

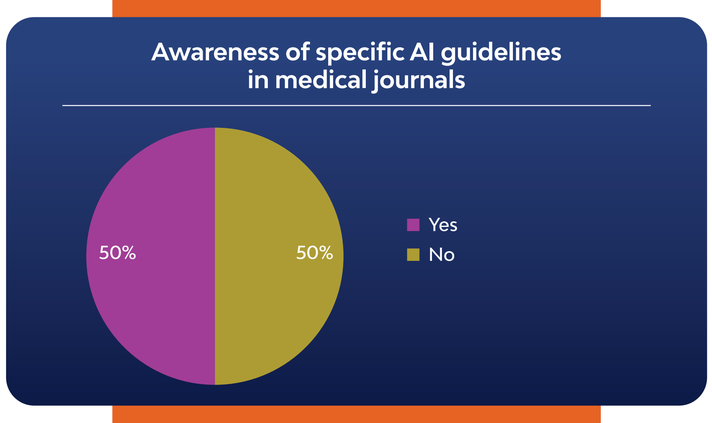


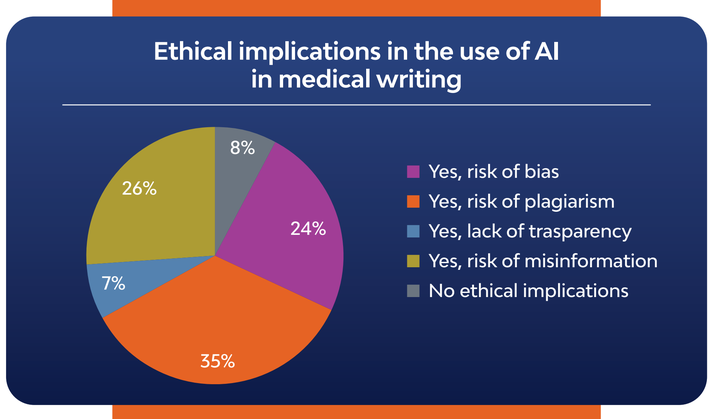


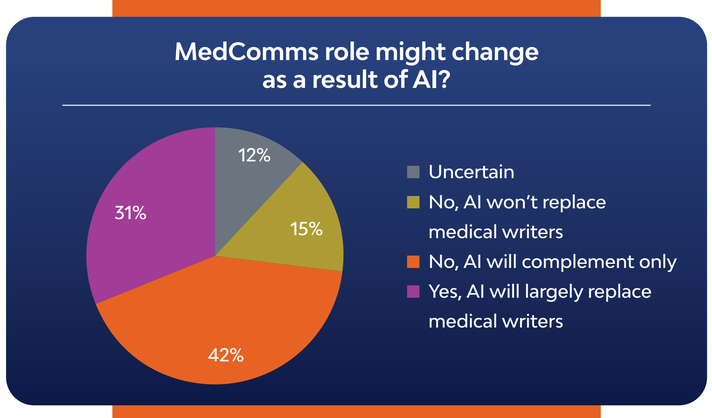




AI, ETHICS AND MEDCOMMS







CONCLUSIONS

Our survey shows that while AI tools are being integrated into medical writing, their use among Italian clinicians is still limited.

Ethical concerns about misinformation and plagiarism are prevalent, and clinicians see AI as a complement to, not a replacement for, MedComms.

Despite limitations (small sample size that can affect generalizability), these findings suggest that MedComms should underline their role as essential partners in ensuring the ethical and effective use of AI alongside traditional writing skills.

editamed

Disclosure
SM is a co-owner of Editamed srl