

## Michael Jung, PhD

Patient-Centric Healthcare Content Writer

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### Content Services & Rates

#### Patient Stories & Testimonials

Narrative-driven patient experiences that humanize your brand and demonstrate care quality.

**Rate:** \$1200-1800 (800-1200 words)

**Includes:**

- Patient/family interview (HIPAA-compliant)
- Research and clinical source review
- First or third-person narrative
- One round of revisions
- Coordination with medical reviewer (if applicable)

**Ideal for:** Hospital systems, medical practices, patient advocacy organizations

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#### Patient Education Articles

Evidence-based health content that improves health literacy and reduces patient anxiety.

**Rate:** \$1000-1500 (1000-1500 words)

**Includes:**

- Medical literature review
- Plain-language translation
- Question-based structure
- Optimization for search discoverability (SEO/GEO)
- One round of revisions
- Ready for clinical team review

**Ideal for:** Health systems, content agencies, medical practices

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## Provider Bios

Professional profiles that humanize your clinical team and build patient trust.

**Rate:** \$500-750 (300-500 words)

**Includes:**

- Provider interview or questionnaire
- Brand voice alignment
- Patient-friendly tone
- One round of revisions

**Ideal for:** Medical practices, hospital systems, specialty clinics

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## Case Studies

In-depth narratives showcasing clinical outcomes, treatment innovations, or organizational success.

**Rate:** \$1500-2000 (1200-1500 words)

**Includes:**

- Stakeholder interviews
- Clinical data analysis
- Compliance review for patient privacy
- One round of revisions

**Ideal for:** Healthcare organizations, medical device companies, specialty practices

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## Add-On Services

- **Rush Delivery** (less than 7 days): +25%
  - **Additional Revisions** (beyond first round): \$150/hour
  - **Complex Interviews** (multiple patients, on-site): Custom quote
  - **Medical Review Coordination** (if you need me to arrange for an external medical review): Actual cost + 15% coordination fee
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## Monthly Retainers

For ongoing content needs, I offer monthly retainer packages:

**4 articles/month:** 10% discount

**8+ articles/month:** 15% discount

*Retainer clients receive priority scheduling and dedicated project management.*

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## What's Included in Every Project

- ✓ Research and clinical source review
  - ✓ HIPAA-compliant patient interactions
  - ✓ Plain Language principles
  - ✓ One round of revisions
  - ✓ Collaboration with your medical review team
  - ✓ SEO optimization (when applicable)
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## Typical Turnaround Time

- Patient Stories: 1-2 weeks (depending on interview scheduling)
- Education Articles: 5-7 days
- Provider Bios: 3-5 days
- Case Studies: 2-3 weeks (depending on stakeholder availability)

*Rush delivery available for +25% fee.*

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## Payment Terms

New clients:

- 50% deposit required to begin work
- Final 50% due upon final delivery

Established clients & agencies:

- Net 30 payment terms (payment due in 30 days after delivery) available upon request
- Monthly retainer clients invoiced on 1<sup>st</sup> of month, due Net 15 (15 days after invoice)

Accepted methods: Check, ACH, credit card, PayPal

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## Next Steps

Ready to discuss your content needs?

Schedule a free 30-minute consultation:  
<https://michaeljungwriter.com/contact-me/>

Questions?

Email: [Michael.JungPhD@gmail.com](mailto:Michael.JungPhD@gmail.com)

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*Rates effective as of February, 2026. Subject to change with notice. Custom quotes available for complex projects or volume work.*