

CONTENT MARKETING BLOG

# Compliance and Regulation: How ClearVoice Handles Content in Highly Regulated Industries

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**Elevate Your Content Game**

Healthcare, finance, and tech companies need writers who can produce engaging content and navigate complex industry regulations.

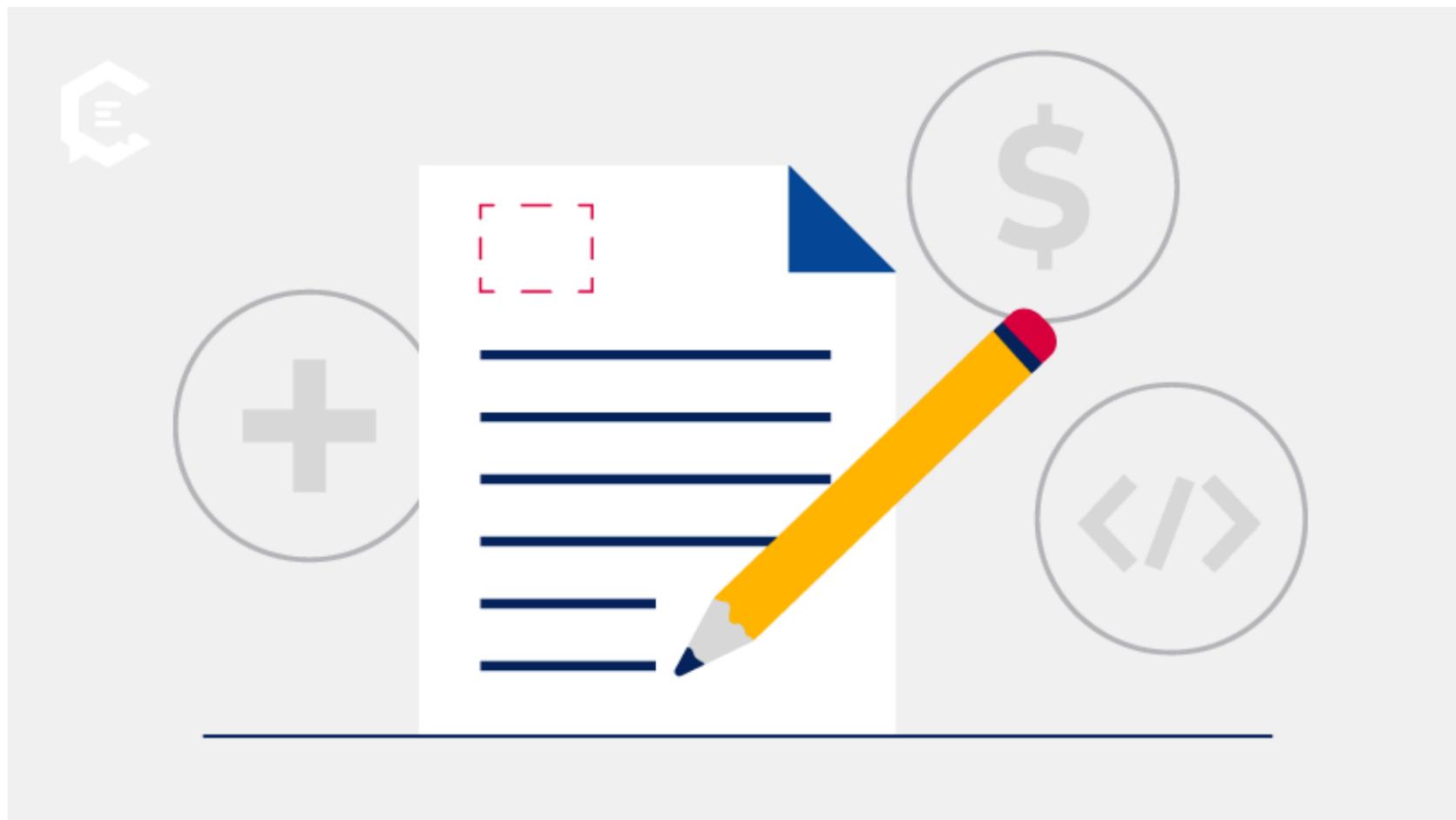
The problem? Many content agencies don't vet their writers for their regulatory expertise. This leaves your business vulnerable to compliance violations, which can result in severe legal penalties and a damaged reputation.

ClearVoice helps you avoid this through our rigorous vetting process. By matching you with compatible writers from our talent network, we make sure your content creators



have the credentials and knowledge to produce compliant, engaging content for your business.

Below, you'll discover the challenges of creating compliant content in regulated industries and how ClearVoice can help you overcome them.



## Content Creation in Regulated Industries

When it comes to regulated industries, not just any writer will do. Whether you're hiring [finance](#) or [tech writers](#), they all need a thorough understanding of the laws and guidelines that govern regulated content.

This is because industries like healthcare, finance, software, manufacturing, transportation, tech, and more have rules limiting the type of information that can be shared and how industry practices should be described.

For example:

- **[The Health Insurance Portability and Accountability Act \(HIPAA\)](#)** prohibits using Protected Health Information (PHI) for marketing without written authorization. Patient testimonials need to be anonymized, and content is often limited to information like health tips and services.
- **[The Truth in Savings Act \(TISA\)](#)** regulates how financial institutions disclose interest rates, account fees, and other banking information to prevent misleading marketing.
- **[The General Data Protection Regulation \(GDPR\)](#)** applies to any company that does business with the European Union. Businesses must provide comprehensive privacy policies, email opt-in forms, and blogger cookie notices outlining how they collect, store, and share personal data.

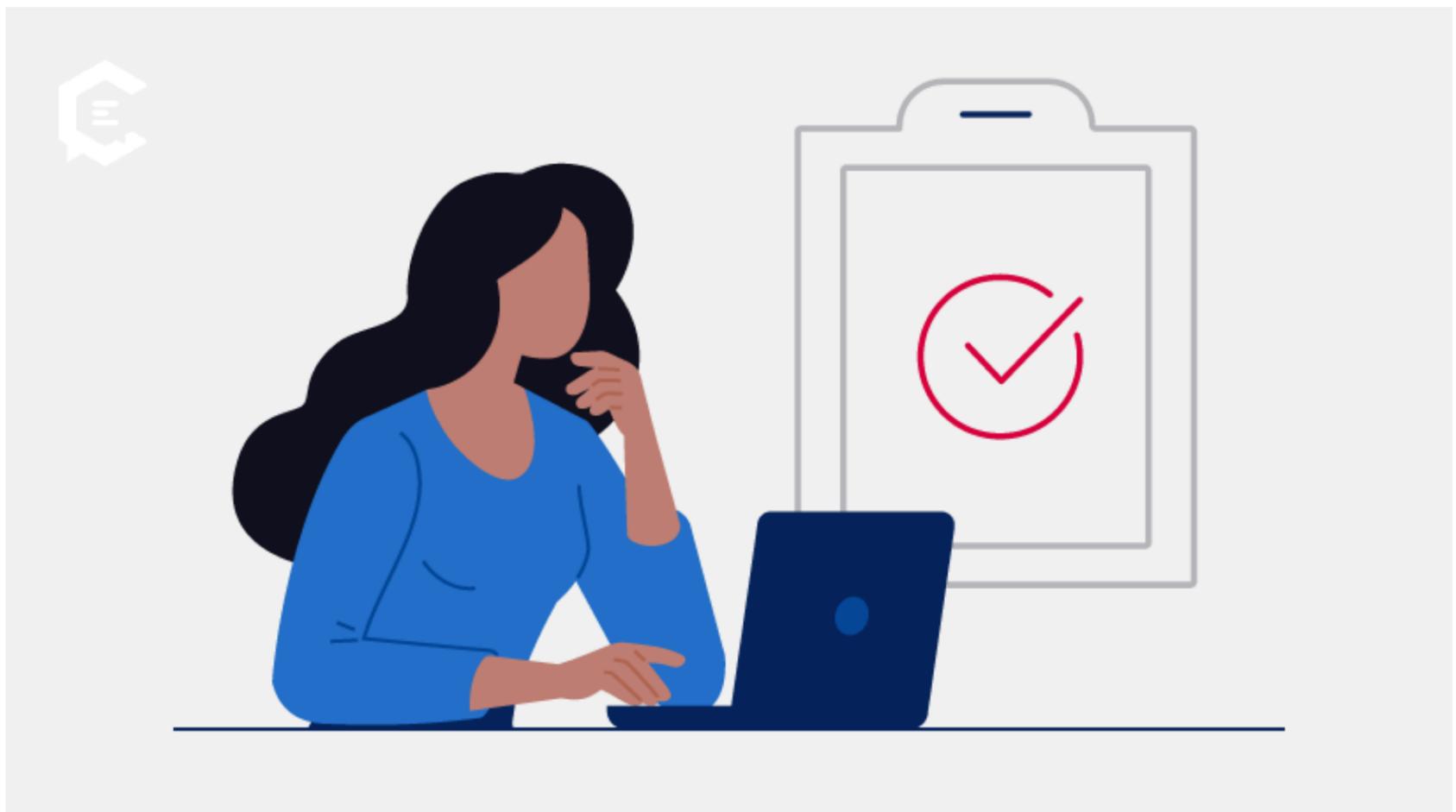
Failure to comply with these regulations can result in high fines. The GDPR alone has a [fine of up to 20 million euros](#) or four percent of global revenue (whichever is higher) for

severe violations. Additional penalties include lawsuits and loss of federal funding or contracts.

Writers who produce content for [regulated industries](#) should display familiarity with these laws. That's why working with a [content partner like ClearVoice](#) can be so beneficial — our writers have the necessary education, training, and certifications to create high-quality, compliant content.

For instance, a [healthcare writer](#) can show awareness of ethical standards in healthcare by being Medical Writer Certified (MWC®), a credential developed between the American Medical Writers Association (AMWA) and Medical Writer Certification Commission (MWCC).

Meanwhile, skilled [finance writers](#) often have degrees in business or journalism that show their in-depth knowledge of technical topics and finance regulations. Many of ClearVoice's freelance writers work as accountants, financial advisors, or insurance professionals. They may also have credentials like a CFEI (Certified Financial Education Instructor), which is awarded by the National Financial Educators Council (NFEC).



## Common Content Compliance Challenges

From keeping up with new laws to finding reputable sources, regulated industries face numerous challenges to keep their content compliant and up to date.

Below, we cover common issues your content creation team needs to stay on top of on a regular basis.

### Using Industry Terminology

Regulated industries require writers to use specific terms in their reports and documents. For instance, [insurance writers](#) refer to cases of unexpected injury as "Accidental Bodily Injury." Conversely, writers need to know acronyms like AML (or "Anti-Money Laundering") when describing such topics.

Using this controlled terminology makes the content clear to industry insiders and external stakeholders. Carelessly using ambiguous terms like “mild pain” in healthcare content instead of more exact phrases like “3/10 on the pain scale” creates the possibility for misinterpretation, which could lead to costly mistakes. ClearVoice’s content process includes quality checks by industry experts to avoid situations like this.

### **Finding Reputable Sources**

Writers must cite reputable sources, such as government agencies or subject matter experts, to support claims made in their content. Making unsubstantiated statements undermines your credibility and leads to a lack of trust with your audience.

### **Keeping up with New Regulations**

Industry regulations change, and writers need to stay current on new laws. For instance, the TISA often alters its rules for properly disclosing bank account terms. Failing to follow these new guidelines or update older content keeps you from staying compliant.

### **Recruiting High-Quality Writers**

Agencies that don’t properly vet their writers for industry knowledge risk supplying you with low-quality writers who can damage your reputation with non-compliant content. To produce [high-quality content](#), you need to find agencies with quality assurance systems for their writers and their content.



The infographic features a light gray background. At the top left is the ClearVoice logo, a stylized 'E' inside a hexagon. To its right, the title "ClearVoice's Approach to Regulated Industry Content" is displayed in bold, with "ClearVoice's Approach to" in black and "Regulated Industry Content" in blue. Below the title are three circular icons in a row. The first icon shows two stylized human figures with a magnifying glass over a red star between them. The second icon shows a red star inside a blue circle with a ribbon. The third icon shows a document with a red checkmark. Below each icon is a label in bold, uppercase letters: "RECRUITING AND VETTING", "QUALITY ASSURANCE", and "CONTENT CHECK-INS".

## **ClearVoice's Approach to Regulated Industry Content**

ClearVoice vets its writers with the help of industry experts and powerful AI-driven software, providing you with writers best suited to writing for your industry.

### **Recruiting and Vetting**

We start by recruiting specialized talent with proven expertise. Applicants must provide CVs, portfolios, and published content demonstrating their ability to produce work in

finance, software, real estate, legal, and other regulated industries.

Talent managers then manually vet every freelancer to select the most qualified writers for the ClearVoice Talent Network. These freelancers produce all major content types, from [blog posts](#) to [white papers](#), to help you with lead generation, social engagement, thought leadership, and more.

When businesses in regulated industries contract with us, our proprietary talent discovery engine VoiceGraph® uses machine learning and sophisticated algorithms to match freelancers in our network with your project's requirements. These aren't just talented writers but writers with expertise in your specific industry.

## Quality Assurance

To further ensure your content complies with all regulations, our [editors](#), [content creators](#), and producers run drafts through multiple quality control checks to make sure they fit all industry standards. Once the content is ready for your final review, you have 14 days to request any additional revisions before it gets automatically approved. This gives you an active role in our quality assurance process and ensures the final content meets your standards.

## Content Check-Ins

As your company grows, your needs can change. That's why we meet with you every month to discuss any new goals you have for your content. Whether this means creating content that builds your industry authority or explains your product and services to a new audience, your team is ready to provide you with high-quality, compliant content that accomplishes any objectives you set.



## FAQs

**What types of regulated content can ClearVoice's writers create?**

ClearVoice writers can produce a wide range of regulated content, including articles analyzing the latest trends in healthcare, white papers exploring the challenges of cybersecurity in finance industries, and informational infographics explaining the steps in a legal proceeding. Additional topics can be communicated through blog posts, eBooks, emails, web copy, and social media content.

### **What regulated industries does ClearVoice specialize in?**

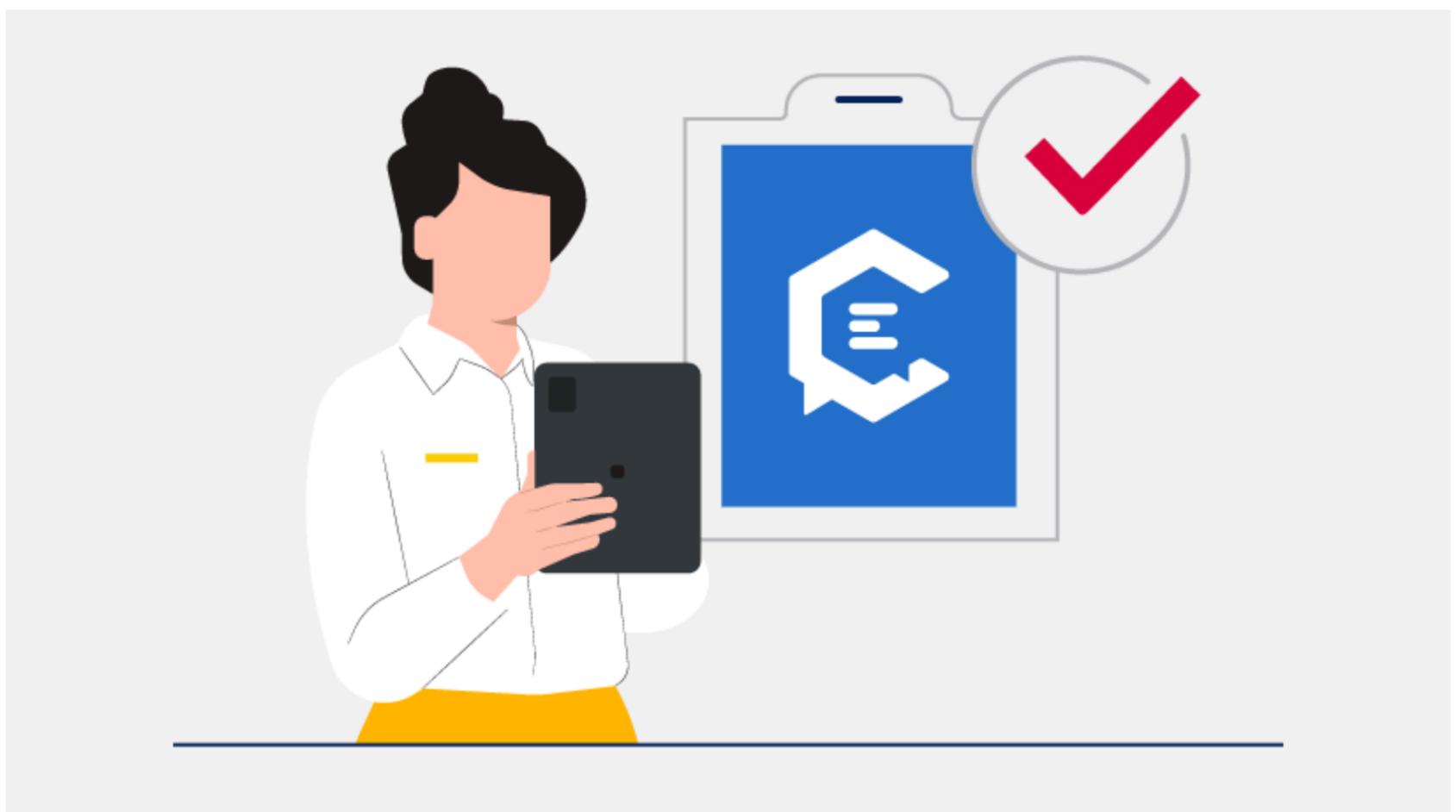
ClearVoice's network of content creators has expertise in over 200 industries. While we have expert writers available across regulated industries, from legal to real estate, we specialize in finance, software, technology, and healthcare.

### **How does ClearVoice's pricing compare for specialized regulated content?**

ClearVoice offers [multiple pricing plans](#) designed to fit your unique goals. Contact us to discuss which plan serves you the best.

### **How does ClearVoice vet writers for industry expertise and experience?**

ClearVoice writers are vetted by talent managers who manually review each writer's CV portfolios and credentials. Writers must submit published works that confirm their industry experience, allowing talent managers to identify writers with a high level of expertise.



## **Partnering with ClearVoice for Regulated Content Success**

Finding a content agency that supplies you with engaging, compliant content doesn't need to be difficult. Whether you work in healthcare, software, finance — or any other regulated industry — ClearVoice has the staff and technology to match you with writers well-suited to produce regulated content that resonates with your target audience.

If you're struggling to find content creators with the industry-specific knowledge to craft compliant content, ClearVoice can help. [Connect with a Content Specialist](#) and see how

you can upgr

Us

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# Elevate Your *Content Game*

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