



## **Wildflower Health**

Wildflower is a women's health solutions company, specializing in digital and value-based care. We are the architect of the industry's first, and only, comprehensive bundle for value-based maternity care, with pre-built functionality for all actuarial, clinical and operational needs. Wildflower is facilitating the transition to value, starting with the OB episode. Our mission is to enable the best care, for all women, every time.

Our capabilities include a combination of technology, health advocacy and value enablement services, all designed to simplify the journey to value-based care for providers, payers, and purchasers by collapsing silos and aligning rewards around the delivery of healthy outcomes for women and their families.

Wildflower is ushering in a new era for women's health. This is a smarter way to care. [www.wildflowerhealth.com](http://www.wildflowerhealth.com)

Wildflower provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, gender identity or expression, or any other characteristic protected by federal, state or local laws. Applicants must be authorized to work lawfully in the United States. Wildflower is not able to sponsor applicants for work visas. Upon hiring, all new Wildflower colleagues must show proof of COVID-19 vaccination.

## **About the Role**

As a Senior Editor with Wildflower Health, you'll work with the Editorial Manager and Patient Journey/Editorial team to develop, edit, and deploy health content for our digital app users. The Senior Editor will lead projects related to content development with a focus on improving health literacy and accessibility of the content.

As a member of the Patient Journey's team, you will work with the other Editors and Journey Designers to research, write, edit, and support the management of health content. This will include learning and distilling clinical content, primarily but not exclusively for pregnant, postpartum, and new parent users. You'll craft patient-friendly content in the form of articles, tasks, and other content types, as well as support all stages of the editorial process. You will also support editing and fact checking content. Proofreading, grade level work, and image selection will all be part of the regular tasks for this position, as will team problem-solving and brainstorming.

In this role as Senior Editor, you will also help coordinate our work specific to health literacy, including projects involving grade-level work. We are looking for someone with a strong background in health literacy best practices to help guide our team and improve our content.

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## **Key Responsibilities**

- Research content and information from leading health organizations and clinical associations to understand and distill guidelines for patient care.
- Write articles and other content types to engage and educate users, practicing diligence in the supporting of clinical statements and recommendations with references.
- Provide guidance on health literacy and grade leveling support to improve content for low literacy and marginalized groups.
- Stay up-to-date and aware of clinical and wellness topics related to pregnancy, postpartum, women's health, parenting, health equity, and other topics as our roadmap continues to develop.
- Copyedit and proofread articles and other content types.
- Edit content for specific reading levels.
- Work closely with editorial managers on content development projects, both clinical and non-clinical, supporting management and review by consultants.
- Communicate and collaborate with consulting clinicians on clinical reviews and special projects.
- Research, learn, document, and practice inclusive style guidelines.
- Work with the editorial team to create timely, engaging clinical content for all users, mindful of using inclusive language, following best practices of health literacy, and carefully following clinical guidelines.

### **Ideal Candidate**

- BA or BS; advanced degree in public health, health education, health communications, or related field preferred.
- Knowledge of and ability to follow best practices for health literacy, accessibility of information, and grade leveling.
- Experience writing content related to health and wellness designed to improve health literacy.
- Understanding of health equity and ability to develop content for a range of populations.
- Ability to read and research medical information and clinical guidelines; maintain adherence to pre-approved top-tier organizations (ACOG, CDC, AAP).
- Experience interpreting health research, editing content for medical accuracy, and applying clinical feedback.
- Proofreading experience and ability to pass a proofreading test.
- Self-motivated to write and edit to convey empathy and inclusiveness across all content. This includes aligning with Wildflower Health's DEI statement in both working environment and work product.
- Approaches work and writing with compassion, especially as it applies to helping patients navigate healthcare and health information.
- Willingness to manage multiple projects, as well as flexibility to shift priorities as needed.
- Communicates well with co-workers and managers and is willing to ask for help when needed.

### **Location**

This is a remote position.

### **How to Apply**

[Wildflower Health](#) • [P.O. Box 7336](#) • [Cotati, CA 94931](#)



To be considered, please email your resume, cover letter, and a writing sample related to health or wellness to [jobs@wildflowerhealth.com](mailto:jobs@wildflowerhealth.com).