

Veterinary Writing

The Strategic Backbone of Animal Health Communication

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Abstract

Veterinary writing has evolved into a strategic function at the heart of innovation in animal health. Regulatory approval, market access, scientific credibility, and veterinarian adoption all depend on precise, compliant, and strategically structured communication.

Veterinary writing sits at the intersection of science, regulation and commercialisation. It supports every stage of the product lifecycle, from preclinical development and regulatory submissions to peer-reviewed publications and commercial messaging.

High-quality regulatory documentation reduces

approval delays and compliance risks. Rigorous scientific writing enhances transparency, credibility, and engagement with key opinion leaders. Evidence-based commercial communication ensures that product value propositions remain aligned with approved claims while driving market adoption. Beyond document preparation, veterinary writing supports integrated publication planning and strategic communication sequencing, shaping how innovation is perceived across regulators, veterinarians, and industry stakeholders. This article explores what veterinary writing is, the types of veterinary writing, and its strategic role in animal health communication.

Innovations in animal health, such as biologics, precision nutrition, advanced therapeutics and novel delivery systems, are transforming veterinary medicine. Yet innovation alone does not drive impact. Scientific credibility, regulatory approval, market access, and veterinarian adoption all depend on clear, accurate, and strategically crafted communication. At the center of this ecosystem lies veterinary writing.

For biotech companies, veterinary pharmaceutical manufacturers, CROs,

and scientific publishers, veterinary writing is not simply about producing documents. It is a strategic function that connects science, regulation, and commercial success.

What Is Veterinary Writing?

Veterinary writing is the development of scientific and non-scientific materials tailored specifically to the veterinary profession and the broader animal health sector. It operates at the intersection of science, regulatory compliance, and

Take away points

- Veterinary writing means strategic communication infrastructure. It connects R&D, regulatory approval, and commercialization across the product lifecycle.
- Regulatory precision impacts time-to-market. High-quality submissions minimize deficiencies, accelerate review timelines, and reduce compliance risk.
- Scientific credibility drives authority. Transparent, publication-ready data strengthens KOL engagement and long-term brand positioning.
- Commercial messaging must be evidence-based. Effective veterinary marketing aligns strictly with approved claims while translating complex science into accessible value.
- Communication sequencing shapes market perception. Integrated publication and communication strategies influence stakeholder trust and competitive positioning.

strategic communication.

At its core, veterinary writing integrates veterinary scientific expertise, in-depth knowledge of animal health regulatory frameworks, advanced communication skills, and commercial awareness.

Effective veterinary medical writing requires fluency not only in biomedical science but also in species-specific pharmacology, safety evaluation standards, and global regulatory expectations that govern animal health products.

Types of Veterinary Writing

Veterinary writing covers the entire product lifecycle, from early research to post-market communication.

Regulatory Veterinary Writing

Regulatory documentation is one of the most high-risk and technically demanding areas of veterinary writing,

as it encompasses all materials required for the authorization of new veterinary medicinal products.

The approval of veterinary drugs follows a strictly regulated process overseen by competent authorities such as the Food and Drug Administration (FDA) in the United States and the European Medicines Agency (EMA) in the European Union.

To obtain authorization, pharmaceutical companies must submit comprehensive documentation demonstrating safety, efficacy, pharmacology, and manufacturing quality. Key regulatory documents include: Investigational New Animal Drug (INAD) documentation; Clinical study protocols; clinical study reports (CSRs); summaries of safety and efficacy; labeling, SPCs, and package inserts; risk assessments and pharmacovigilance materials.

Effective regulatory veterinary writing minimizes submission deficiencies, streamlines interactions with regulatory authorities, and reduces overall compliance risk. For animal health companies, the quality and precision of regulatory documentation can significantly influence approval timelines, facilitate smoother review processes, and ultimately determine time-to-market and authorization success.

Scientific & Veterinary Writing

Scientific communication is the foundation of credibility in animal health. In a sector driven by data, regulatory scrutiny, and evidence-based decision-making, the way scientific findings are documented and disseminated directly shapes how innovation is perceived by regulators, veterinarians, researchers, and industry stakeholders.

Veterinary writers play a critical role in translating complex research into clear, accurate, and publication-ready materials. Their work spans the development of peer-reviewed manuscripts, systematic literature reviews, congress abstracts and posters, technical white papers, grant proposals, and evidence-based educational materials.

Beyond corporate environments, veterinary writers also contribute within academic institutions, government research centers, and contract research organizations (CROs), where scientific rigor and methodological transparency are essential.

During preclinical and non-clinical development phases, well-structured documentation supports regulatory risk assessment and helps determine whether a product can advance to target-species trials.

Publication planning in veterinary journals is increasingly aligned with international standards for editorial independence and publication ethics. As a result, scientific and veterinary writing must not only ensure technical accuracy but also adhere to evolving expectations around transparency, authorship, data integrity, and disclosure. Furthermore, high-quality scientific writing strengthens the accurate interpretation of data, reinforces ethical publication practices, and enhances engagement with key opinion leaders (KOLs). It also contributes to long-term brand authority by positioning companies as credible contributors to the scientific community.

Marketing & Commercial Veterinary Writing

Commercial success in animal health depends on scientifically sound messaging. Here, veterinary writing plays a central role, providing product value messaging based on clinical evidence, creating educational materials for veterinarians, devising lifecycle communication strategies, producing congress communication materials and tracking competitive intelligence.

Veterinary writers play a strategic role in developing communication approaches that support product commercialization

and ensure sustained visibility among veterinarians throughout the product lifecycle.

Unlike generic copywriting, marketing-focused veterinary writing must remain firmly grounded in science and compliance. Messaging must align with approved regulatory claims, accurately reflect label language, and carefully avoid promotional statements that could create compliance risks. At the same time, complex clinical and technical data must be translated into clear, accessible language without oversimplification or distortion. When executed effectively, this balance enhances product adoption while preserving scientific integrity and regulatory credibility.

Publication & Communication Strategy

Veterinary writing extends beyond individual documents. It supports strategic publication and communication planning. This includes integrated publication planning, congress abstract strategies, thought leadership development, scientific storytelling, and cross-channel communication alignment. In competitive therapeutic areas, communication sequencing matters. The order, timing, and positioning of publications can influence market perception and stakeholder trust. Veterinary writing, when embedded strategically, shapes how innovation is perceived across regulators, veterinarians, and commercial partners.

Final Thoughts

Veterinary writing sits at the center of animal health innovation. It enables regulatory approval, strengthens scientific authority, and drives commercial performance.

In an increasingly competitive and regulated market, excellence in veterinary medical communications is no longer optional, it is strategic infrastructure.

Source

Parry, N. M. A. Opportunities in veterinary writing. *Medical Writing* 23, 174–177 (2014).



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Dr. Rivas got his Veterinary Degree at the Complutense University of Madrid (Spain) in 1997, and his PhD in Molecular Endocrinology at the Autonoma University of Madrid (Spain) in 2002. He has developed his career as a scientist both in the public and private sector and has a long track record of peer-reviewed publications, some of which have been awarded by scientific societies in the US and in Spain. His interest is on elevating veterinary communication to drive meaningful impact on animal health.



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Dr. Colazo-Salbetti got her degree in Biology and a PhD in Health Sciences at the National University of Córdoba (Argentina). She built her career in virology research, authoring peer-reviewed publications and presenting at national and international conferences. She now specializes in science communication and works as a scientific and medical writer, translating complex biological, medical, and animal health concepts into clear, accurate, and engaging content.



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