

# Editorial

## Policy

Health Explained Clearly

2025

# Editorial Policy

## Health Explained Clearly

Clear Health Information for Real People

## Our Editorial Commitment

Health Explained Clearly exists to make health information accurate, understandable, calm, and empowering for everyday people.

We recognize that medical information can feel intimidating or overwhelming. Every article is created to reduce confusion, support understanding, and build patient confidence.

Our content is evidence-based, plain-language, non-alarmist, and educational — not diagnostic.

## Who Our Content Is For

Patients and caregivers with no medical background.

Readers seeking to understand tests, symptoms, and doctor visits. Individuals preparing for or reflecting on healthcare appointments.

People who want to ask better questions and participate actively in their care.

## Editorial Independence

Health Explained Clearly maintains full editorial independence.

We do not accept sponsored medical content, promote specific treatments or products, or allow advertisers to influence medical explanations.

## Content Creation Process

Topics are selected based on common patient questions, public health relevance, and gaps in health literacy.

All content is researched using reputable medical organizations, public health agencies, academic institutions, and established clinical guidance.

## Writing Standards

All content is written in plain, patient-friendly language. Medical terms are explained clearly when used.

Tone is calm, respectful, and reassuring.

Content explains general concepts and patterns without diagnosing or prescribing.

## Medical Accuracy & Review

Accuracy is non-negotiable.

Facts are cross-checked against authoritative sources. Cautious language is used to prevent misinterpretation. Articles may be reviewed for clinical accuracy and clarity.

## Use of Sources & References

We prioritize evidence-based, authoritative sources. Sources inform writing without overwhelming readers.

Opinion-only or commercially motivated health claims are avoided.

## Visual & Design Standards

Visuals follow a calm, patient-friendly style.

Flat vector illustrations and minimal line art are preferred. No graphic medical imagery or embedded text is used.

## Accessibility & Inclusivity

Content is designed to be understandable across education levels. Language is respectful, inclusive, and non-judgmental.

Stigma, blame, and assumptions are actively avoided.

## Safety & Responsible Guidance

Content encourages appropriate professional care. Urgent warning signs are clearly identified.

Self-diagnosis and treatment changes are discouraged.

## Corrections & Updates

Medical information is reviewed and updated as guidance evolves. Errors are corrected promptly.

Readers are encouraged to report inaccuracies or confusion.

## Conflict of Interest Disclosure

Health Explained Clearly does not accept funding from medical product manufacturers. All potential conflicts of interest are disclosed transparently.

## User Trust & Privacy

Reader privacy is respected.

Personal medical data is not collected through articles. Diagnostic advice is not provided in comments or messages.

## Our Promise to Readers

Every article is written to help readers understand their health without fear or unnecessary complexity. We are committed to clarity, compassion, and credibility.

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Health Explained Clearly Editorial Policy empowers readers with accurate and understandable health information, designed specifically for those without medical backgrounds. Each article is crafted to reduce anxiety around healthcare, enhancing patient confidence through evidence-based, clear, and calm explanations. With a commitment to editorial independence and inclusivity, this resource prioritizes clarity and compassion, ensuring that everyone can navigate their health journey with assurance and trust.