Writing for Everyone

How should I organize my study summary?
Add useful, short, and concise headers. This provides structure and clarity. Here are examples of different types of headers:

- **Question headings**
  “What did this study find?”
  Question headings are useful if you know what questions your audience will ask.

- **Statement headings**
  “The Study Results show that Patients Should be Engaged”
  Statement headings are those that form a complete thought.

- **Topic headings**
  “Study Results”
  A topic heading consists of a single word or a short phrase that serves as a label identifying the topic that follows.

Concise Writing and Clear Information Presentation

- **Get to the point quickly**
  Add a topic sentence at the beginning of a paragraph.

- **Put the main takeaway ahead of exceptions and limitations**
  This allows the reader to understand that main takeaway first and then evaluate the exception.

- **Keep subjects close to their verbs**
  This makes it easier for the reader understand the relationship between the noun and the verb.

- **Minimize the use of definitions**
  Definitions can lengthen and further complicate a sentence. Instead, try to rewrite the sentence using simpler words that do not need to be defined.

- **Use transition words**
  Transition words are clear indicators on how two sentences or paragraphs relate to each other (i.e., whether they expand on or contrast the previous statement). Examples include: however, for example, therefore, and additionally.

- **Use examples**
  Examples can help illustrate or clarify complicated concepts.

- **Use tables, figures, graphs, and illustrations**
  Tables, figures, graphs, and illustrations can show important relationships between concept. Clear and organized visual aids can also make the information easier to comprehend or process for the reader.

- **Highlight important concepts**
  Use formatting changes such as underlining, bolding, and italicizing to emphasize important concepts and key takeaways.

Material adapted from:


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## Writing for Everyone

### Making the Information Clear and Understandable

<table>
<thead>
<tr>
<th>Use Simple Words</th>
<th>Avoid Hidden Verbs</th>
<th>Avoid Noun Strings</th>
<th>Use Active Voice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remove unnecessary words and reduce the use of slashes.</td>
<td>Use the strongest, most direct form of the verb possible.</td>
<td>Noun strings occur when more than three nouns are in a sentence consecutively. This can make a sentence difficult to read.</td>
<td>Active voice makes the sentence less complicated and the main message clearer for the reader.</td>
</tr>
<tr>
<td>A or B or both</td>
<td>A and/or B</td>
<td>Adversely Impact</td>
<td>Congress passed policies incorporating the patient voice.</td>
</tr>
<tr>
<td>Hurt, Set Back</td>
<td>Adversely Impact</td>
<td>A number of</td>
<td>Policies incorporating the patient voice were passed by Congress.</td>
</tr>
<tr>
<td>Some, Several</td>
<td>A number of</td>
<td>As a means of</td>
<td>To Begin, Start</td>
</tr>
<tr>
<td>To</td>
<td>As a means of</td>
<td>Commence</td>
<td>Count</td>
</tr>
<tr>
<td>Begin, Start</td>
<td>Commence</td>
<td>Enumerate</td>
<td></td>
</tr>
</tbody>
</table>

### The Use of Abbreviations

List all used abbreviations separately or find a simplified name for the entity that is abbreviated.

<table>
<thead>
<tr>
<th>Real-World Data</th>
<th>Avoid Complicated Technical Language</th>
<th>Avoid Double Negatives</th>
<th>Use Contractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of Birth</td>
<td>This is especially important when discussing healthcare.</td>
<td>Two negatives in a sentence cancel each other out. Even though the sentence is positive, it sounds negative and can be confusing.</td>
<td>Making the writing more conversational so it resembles how you talk can make it easier to understand.</td>
</tr>
<tr>
<td>RWD</td>
<td>Something that is not normal</td>
<td>At least</td>
<td>If you have any questions, don’t hesitate to ask.</td>
</tr>
<tr>
<td>DOB</td>
<td>Fast beating heart</td>
<td>Atypical</td>
<td>If you have questions, do not hesitate to ask.</td>
</tr>
<tr>
<td></td>
<td>Tachycardia</td>
<td>His blood sugar levels are under the needed levels for a formal diagnosis of diabetes.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>No fewer than</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The patient had no abnormal blood sugar levels that warranted a formal diagnosis of diabetes.</td>
<td></td>
</tr>
</tbody>
</table>

### Some additional considerations:

1. Use short sentences that are easier to understand.
2. Organize your document so that it consists of short sections. Short sections break up material so that it becomes easier to understand.
3. Write short paragraphs that cover only one topic at a time.
4. Use the same term consistently for a specific population or object (i.e., the elderly).

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