

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.



Use lists

Lists highlight a series of steps, requirements, or pieces of information in a visually clear way. Use lists to help your user focus on important material. You can overuse lists. Remember to use them to highlight important information, not to overemphasize trivial matters.

Lists are useful because they:

- Highlight levels of importance
- Make it easy to identify all steps in a process
- Help the reader understand the order in which things happen
- Add white space for easy reading
- Are an ideal way to present items, conditions, and exceptions
- Help readers skim and scan



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.



Use examples

Examples can help illustrate or clarify complicated concepts.



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 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.



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.



Highlight important concepts

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

Making the Information Clear and Understandable

Use Simple Words

Remove unnecessary words and reduce the use of slashes.



A or B or both

Hurt, Set Back

Some, Several

To

Begin, Start

Count



A and/or B

Adversely Impact

A number of

As a means of

Commence

Enumerate

Avoid Hidden Verbs

Use the strongest, most direct form of the verb possible.



Tell the project manager if you cannot participate in the study.



If you cannot participate in the study, we need to reach out to the project manager.

Avoid Noun Strings

Noun strings occur when more than three nouns are in a sentence consecutively. This can make a sentence difficult to read.



Generating evidence from real-world data is needed to inform clinical decisions.



Real-world evidence generation is needed for clinical decision-making.

Use Active Voice

Active voice makes the sentence less complicated and the main message clearer for the reader.



Congress passed policies incorporating the patient voice.



Policies incorporating the patient voice were passed by Congress.

The Use of Abbreviations

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



Real-World Data

Date of Birth



RWD

DOB

Avoid Complicated Technical Language

This is especially important when discussing healthcare.



Something that is not normal

Heart rate that's too fast



Atypical

Tachycardia

Avoid Double Negatives

Two negatives in a sentence cancel each other out. Even though the sentence is positive, it sounds negative and can be confusing.



At least

His blood sugar levels are under the needed levels for a formal diagnosis of diabetes.



No fewer than

The patient had no abnormal blood sugar levels that warranted a formal diagnosis of diabetes.

Use Contractions

Making the writing more conversational so it resembles how you talk can make it easier to understand.



If you have any questions, don't hesitate to ask.



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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).