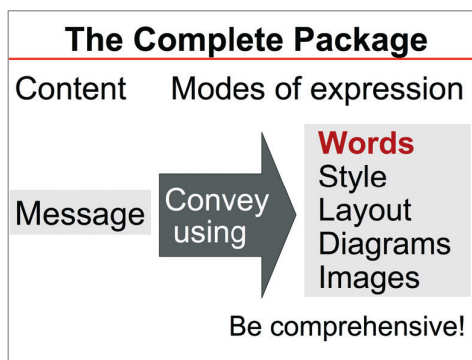


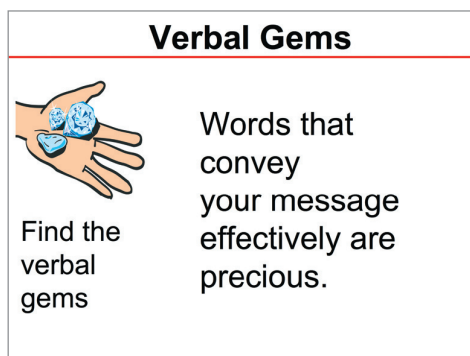
MAKING BEST USE OF LANGUAGE

Develop the complete package to convey your message



You have various ways to express the content of your communication. Use the complete spectrum to convey your message effectively. Choose the appropriate words, style, layout, diagrams and images and the right combination of these components.

Find the right vocabulary



Words can be very powerful. Look for the words that best convey your message. Sounds easy – but remember, there are people working in communication agencies that make a living out of finding those verbal gems and developing the right vocabulary.

Be clear and convincing

Finding The Right Words



Find the
piece that fits

Use only those
terms that
capture the
essence of
your message

Get rid of the hot air

Find the words that fit. Identify those terms that capture the essence of your message. Use vocabulary that is to the point. Be selective in your choice of words and get rid of the words that do not help to convey your message.

Tailor your headlines

Tailored Headlines



Business
people

Business
Summary



Executives

Executive
Summary



Marketers

Marketing
Summary

Use your recipients' vocabulary
Speak your audience's language

People are more likely to read your summary or conclusions if they feel they are relevant to them. Consider how you might increase the readership of the various parts of your documents using the examples given. For physicians, a 'Clinical Summary' seems more relevant than just a 'Summary'.

Evoke an emotional response

Words With Invisible Pull



Evoke an image

Promise a benefit

Inspire

Happy, pill, slim, love,
weekend, beauty, bonus,
hair, skin, discover

There are words that have a subtle, invisible pull – similar to the attraction a magnet exerts on iron. These are words that evoke the imagination, promise a benefit, inspire, reassure or trigger certain emotional reactions.

Evoke imagination if the evidence supports it

Words Easy to Imagine

Slimming Pill

Xenical®

Love Pill

Viagra®

Weekend Pill

Cialis®

Pill with
Beauty Bonus

Valette®

Xenical® from Roche, Viagra® from Pfizer,
Cialis® from Lilly, Valette® from Jenapharm

Look for words that create a mental picture and that help convey your message persuasively. You may sharpen awareness for the disease and its treatment but it would be unethical to attempt to create unnecessary demand. Be sure to adhere to the Codes of Practice.


Journalists frequently use terms in the media, where two well-known drugs for erectile dysfunction are often referred to as 'the love pill' and 'the weekend pill'.

Capture the imagination

Terms Easy to Imagine	
Anti-androgenic effect	Beneficial influence on hair and skin <small>Ad for hormonal contraceptive</small>
Proton Pump Inhibitor	Acid Pump Inhibitor <small>Losec® of AstraZeneca</small>

The term 'proton pump inhibitor' used to describe a top-selling drug for the treatment of gastrointestinal ulcers whilst scientifically accurate was changed to 'acid pump inhibitor' for a good reason. Most prescribing physicians are unlikely to have a clue what a 'proton pump' is. On the other hand, they can well imagine that an 'acid pump' is a pump producing acid in the gastrointestinal tract.

Learn the 'magic' words

The 'Magic' Words		
 Imply a benefit	Benefit	Know-how
	Value	Success
	Advantage	Result
	Free	to win
	Health	to lead
I feel comfortable with ...		

There are buzz words or expressions that promise a benefit and that have been shown to increase response in direct mail campaigns. Pick the ones you feel comfortable with and use them in your promotional activities. This takes time and effort. Use these words only if the scientific evidence supports their use.

Establish a trial vocabulary

Vocabulary for Professionals

The ten most important words for marketing the trial are ...

•
•
•
•
•

Write your 'trial dictionary'

One of the most valuable global brands is Coca-Cola. The company headquarters in Atlanta, Georgia, USA, has issued clear directives about the words to use in all promotional activities, the 'brand vocabulary'. Developing a consistent brand vocabulary reduces the risk of people employing a confusing and diffuse range of words or expressions to convey the brand message.

The exact set of words you use in the promotional material for pharmaceutical products is, of course, limited by national or international regulations. Narrow the key words down to a list of approximately 10 to 15. Using this common vocabulary will ensure a consistent terminology in all your promotional activities including the messages conveyed by your sales force and your public relations department.

Check your brand vocabulary

Brand Vocabulary



Ensure trial vocabulary is aligned with brand vocabulary

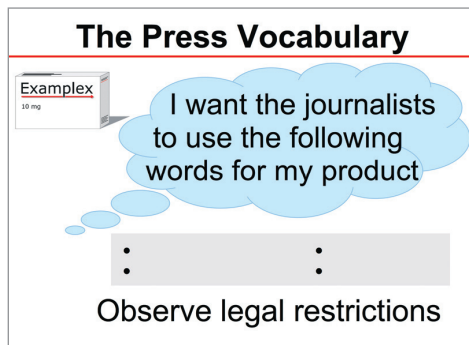
- | | |
|----------------------|--------------------|
| • highly efficacious | • clinical outcome |
| • convenient | • saves time |
| • solution | • faster |
| • very good | • advantage |
| • improves | • physiological |

You need to ensure that your trial vocabulary and your brand vocabulary share common words. A common vocabulary will increase the consistency and therefore the impact of your communication.

Have you checked the alignment of your trial and brand vocabulary?

Build a vocabulary for the press

The Press Vocabulary



Examplex
10 mg

I want the journalists to use the following words for my product

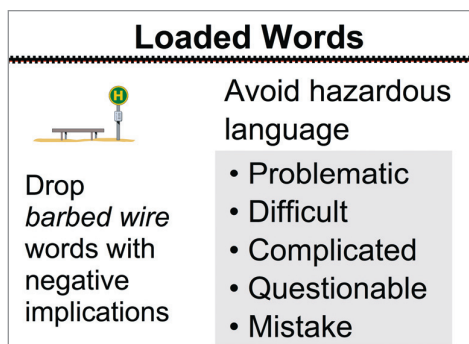
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Observe legal restrictions

Which words and phrases do you want the journalists to use when they cover your product in the media? Remember to check with your regulatory department which wording you may use. Be sure to adhere to the Codes of Practice.

Avoid loaded words

Loaded Words



Avoid hazardous language

- Problematic
- Difficult
- Complicated
- Questionable
- Mistake

Drop *barbed wire* words with negative implications

People are particularly turned off by words with negative implications such as 'problematic' and 'difficult', because they have enough problems and difficulties of their own. 'Mistake' often implies that somebody is to blame which is seldom helpful. And never use condescending terms for your study, product, or market.

Beware of arrogance

Arrogance

Showing too much self-confidence may hurt you

~~Our company is very proud to offer you the latest product~~

Be careful with 'power talk'

Statements that exude too much confidence or pride can be damaging. Your prospects do not expect you to undersell yourselves, but statements that could be interpreted as vain, self-important, or arrogant will certainly turn them off.

Avoid clichés

Clichés

- Strategic initiative
- Striving for excellence
- Dedicated to excellence
- Customer orientation
- Living our vision
- Achieving our mission

Be careful with buzz words

Certain catchy phrases or terms have been over-used and become clichéd. The trouble with corporate jargon is that people don't believe or understand it.

Use buzz words selectively and with care; avoid clichés and jargon.

Beware of jargon

'Corporatese': The Game

Bull Shit Bingo: Fictional game to be played during boring corporate meetings filled with buzzwords to stop people falling asleep.

Synergy	Proactive	Assets	Benchmark
Strategic Fit	Win-Win	Dynamic	Value-Added
Gap Analysis	Fast Track	Critical Path	Total Quality
Best Practice	Empower	Leverage	Client Focus

Aim: Form a line of four spoken words

Imagine that your listeners are playing a fictional game using the bingo template aiming to form a line of four spoken words.

How quickly will they get a 'full house' based on the jargon you have used in your marketing activities?

You may want to prune your vocabulary.

Plan an inner logic in your texts

Text Logic



Write texts that create tension

Question	↔	Answer
Problem	↔	Solution
Past	↔	Present

Write your texts so that they create tension and stimulate the reader to continue reading. The next illustrations will give you examples. Which method do you prefer?

Questions and Answers

Wouldn't it be nice if you could forget your problem for 24 hours?

Examplex treats your problem for the next 24 hours

Based on a real advertisement
Remember the legal constraints

Ask a question and then give the answer. Devise your questions in a way that allows you to offer the answers you want the readers to take away with them.

Plan an inner logic in your texts (cont)

Problems and Solutions

Hypertension-induced cardiovascular morbidity is a healthcare concern.

Examplex can effectively control hypertension and help to reduce cardiovascular morbidity.

Describe a problem and then explain why your study or product provides a solution.

Past and Present 1

Many cancer patients suffer from bone-destroying activities associated with bone metastases. **Problem**

Until recently, there was no effective treatment for bone metastases. **Now** biphosphonates can help improve bone strength in cancer patients. **Solution**

The 'Past and Present' is a similar technique to the 'Problems and Solutions'. In this case, you emphasize the dimension of time and describe how therapy has developed from a gloomy past to a bright present, highlighting your product appropriately.

Past and Present 2

Diabetes is with your patients all day, every day. **Problem**


Now there's an insulin that can work just as long. Examplex provides 24-hour coverage with just one administration. **Solution**

Based on a real advertisement

A dramatic problem needs a convincing solution: Examplex.


Remember Zarathustra

Zarathustra



Speak the truth, but
speak it pleasantly

Zarathustra, 1000 B.C.



Write the truth, but
write it pleasantly

The advice given by Zarathustra about 3 000 years ago is still relevant today. It applies both to spoken and to written communication:

- speak the truth, but speak it pleasantly.
- do not speak an unpleasant truth.
- never utter a pleasant untruth.

Beware of hidden connotations

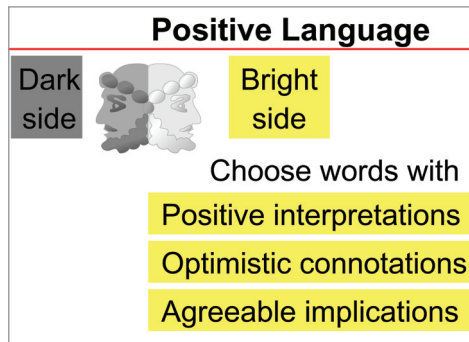
Hidden Connotations

Visible	Obvious	Certain words ring a certain bell
Hidden	Implicit	
Iceberg	Meaning	

Be conscious of your vocabulary

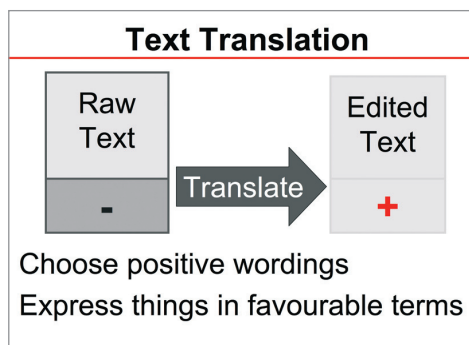
There are some words that have a hidden or implicit meaning, often sexual or negative. Sometimes this hidden meaning is detectable only when the word is spoken or slightly mispronounced. Make sure that you check with native speakers whenever you are delivering a message in a language other than your own.

Use positive language



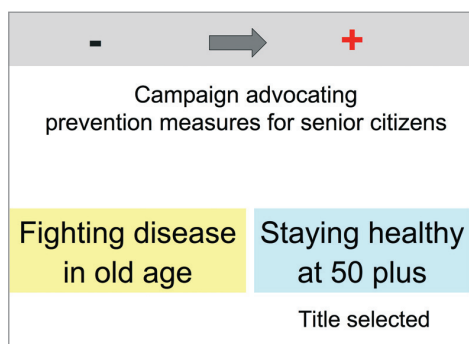
You can often describe a situation with negative or with positive words. Improve your vocabulary. Choose uplifting words with a positive meaning, an optimistic connotation and an agreeable implication. To your readers, 'do' is far more powerful than 'don't'.

Accentuate the positive and keep a fair balance



Make a conscious effort to replace negative words. This does not mean that all your words should be cheerful, rosy or sugar-coated. Check back with your medical department on a regular basis. Ask your medical colleagues for a copy of the draft version of the trial report or the manuscript of a planned article before they start the final approval process. They are unlikely to offer these documents without prompting. Therefore, please ask them. Don't be afraid to suggest subtle changes in grammar and vocabulary in the 'summary' or 'conclusions'

sections. Shorten sentences so they are easier for journalists to quote. Check if you can insert words like 'value' or 'benefit' when appropriate. Check if you can replace any negative words with words that have more positive meaning.



The US Government were looking for an optimistic title for their new campaign advocating health improvement amongst senior citizens. Instead of saying 'Fighting disease in old age' they chose the encouraging title 'Staying healthy at 50 plus'.

Accentuate the positive and keep a fair balance (cont)

-	→	+
old		established well-known modern classic
Example: Aspirin® <small>Aspirin® is a trademark from Bayer AG</small>		

Avoid using expressions such as an 'old' drug. Call it 'established' or 'well-known'. Aspirin® may be 'old', but can be considered a 'modern classic'.

-	→	+
problem		challenge fascinating problem

Replace negative words by positive ones. 'Problems' turn into 'challenges'. If you have a really big problem, how about a 'fascinating problem'?

-	→	+
disappointing		informative instructive insightful

Edit your texts and look for the positive. People might call your trial results 'negative' or 'disappointing'. You should call them 'informative', 'instructive' or 'insightful'.

-	→	+
unmistakable inimitable matchless		distinct unique the one

Eliminate the negative. Avoid words that contain a root word with a negative implication. For example:

- 'unmistakable' contains the word 'mistake'
- 'inimitable' contains the word 'imitate'
- 'matchless' contains the word 'less'.

Use words that are direct and straightforward:

- 'a unique trial'
- 'a distinct advantage'
- 'the one product that ...'.

Accentuate the positive and keep a fair balance (cont)

-	→	+
unquestionable		accepted
You misunderstood me		Let me explain

The sentence 'It is unquestionable that ...' contains the word 'question'. You can express it more directly by stating 'It is well accepted that ...'.

'You misunderstood me' implies a lack of understanding from the other person and may sound abrasive. The sentence 'Let me explain' sounds more polite and welcoming. The other person will then be more receptive to your statements.

-	→	+
Examplex reduces mortality		Examplex prolongs survival
		Examplex improves survival

Survival sounds better than mortality. You may want to move from 'Examplex reduces mortality' to 'Examplex prolongs survival' or 'Examplex improves survival'.

-	→	+
Fewer side effects		Better tolerability
Risk reduction with treatment		Benefit achieved with treatment

'Tolerability' sounds less threatening than 'side effects'. You may want to move from 'side effect profile' to 'tolerability profile'.

'Benefit' sounds more positive than 'risk reduction'. However it is also less specific. So in this instance you may wish to stick with the more specific term 'risk reduction'. An option is using 'benefit' in the title and creating a subtitle mentioning 'risk reduction'.

Be affirmative

Affirmative Statements	
You deny	You affirm
not contaminated	pure
at no charge	free
Be direct and straightforward	

Avoid statements that contain negatives or denials. Use affirmative, direct and straightforward statements instead. Thus, 'Our product is not contaminated' becomes 'Our product is pure'.

Always choose concision

The Long and the Short	
at all times	➡ always
by means of	➡ by
in case of	➡ if
in order to	➡ to
with the result that	➡ so that
due to the fact that	➡ since

Move from long to short terms and phrases. Always choose the more concise version. This will shorten your whole text which makes it faster to read.

Emphasize the benefits

Emphasizing Benefits	
What the company does	What the customer gets
We will send you a free book	You will receive a free book
We will mail you the patient brochures	You can offer brochures to your patients

It is clear that you must communicate the appropriate risk-benefit ratio of your product. The following chapters give suggestions on how to use words that will make your communication more effective.

Phrase your messages from the customer's standpoint, not from the company's point of view. The customer is not interested in what you do, but in how she or he will benefit. Thus, 'We will send you a book' becomes 'You will receive a free book' and 'We will mail you the patient brochures' becomes 'You can offer brochures to your patients'.

Find alternatives to 'prove'

Alternatives to 'Prove'
Validate
Document
Confirm
Highlight
Support
Emphasize
Underline

The term 'prove' may be used correctly in the context of mathematics or of logic, but not in describing the conclusions of a clinical trial. There is always a certain probability of error. If this risk of error is estimated to be below 5 per cent, the conclusion is usually referred to as 'statistically significant'. Avoid potential legal problems and replace 'prove' with other terms.

Replace 'difference'

Alternatives to 'Difference'

Case: Examplex is 20% better

20% improvement

20% increase

20% difference

When you use the term 'difference', your listener or reader does not know the direction of the change. Even if you use 'increase' or 'decrease', you will need additional words in order to make it clear whether you are talking about a beneficial or a detrimental effect, a favourable or unfavourable outcome. You may therefore prefer the word 'improvement', if the context allows. The listener or reader will then know instantly that you are talking about a benefit.

Use the active voice

The Active Voice

A 20% increase in survival rate was observed in the Examplex group

Examplex improved survival by 20%

SAVE trial: Captopril improved ... by 20%

Grammar does matter. You can increase the impact of your statements by changing from the passive to the active voice. The product plays an active part. The product performs or achieves something.

So the statement 'A 20 per cent increase in survival rate was observed in the Examplex group' becomes the more memorable statement 'Examplex improved survival by 20 per cent'.

Edit your scientific texts

Text Editing

This randomized clinical trial investigated the influence of substantin on the mortality of patients with breast cancer. The trial showed a significant difference between the treatment arms in favour of substantin.

Substantin significantly improves survival in breast cancer patients. The results of this randomized clinical trial clearly confirm the benefit of substantin.

Sometimes you will need to edit and revise the original scientific texts in order to make the texts in your materials clearer and shorter. Discuss the suggested changes with the principal investigators, the authors of the publication and your medical colleagues. Get their agreement. If they say 'Basically this is the same as what I had written', you know that you have done a good job.

Convert 'blind' headlines

Avoid 'Blind' Headlines



Use headlines that:

- Promise to add value
- Mention an advantage
- Announce a benefit



Let the sun shine in

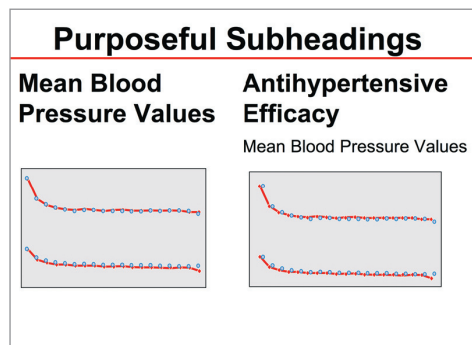
Headlines are 'blind', when they fail to add value, to mention an advantage or to announce a benefit. Instead of using a 'blind' headline, let the light in.

Always use an appropriate interesting headline for your texts, one that

- promises to add value
- mentions an advantage
- announces a benefit.

Sir David Ogilvy, a guru amongst advertisers, was known to test as many as 16 different versions of headlines to find the most effective. Have a look at the headlines of your past folders, advertisements, or press releases. Can you improve on them in the future?

Insert pertinent subheadings



How can you change a descriptive title into one that promises a benefit? Using a new subtitle or subheading gives the pertinent information and guides the reader. Alternatively, you can also use subheadings to pique the reader's curiosity.

Post your vocabulary

Visible 'Brand Dictionary'

The ten most important words for marketing the trial are ...

•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•

Write your vocabulary
Put in on the wall or computer

Make your brand and trial vocabulary very visible. Tape your brand dictionary to your computer screen or write it in large letters on flip chart paper and attach it to the wall of your office. Think of ways to constantly remind yourself and other people of the 'right' words.