

Medical writing – the inside story

Jenny Fanstone

Fanstone Medical Communications Ltd.

- Papers for publication in the medical literature

- Training materials to inform medical staff about a new drug

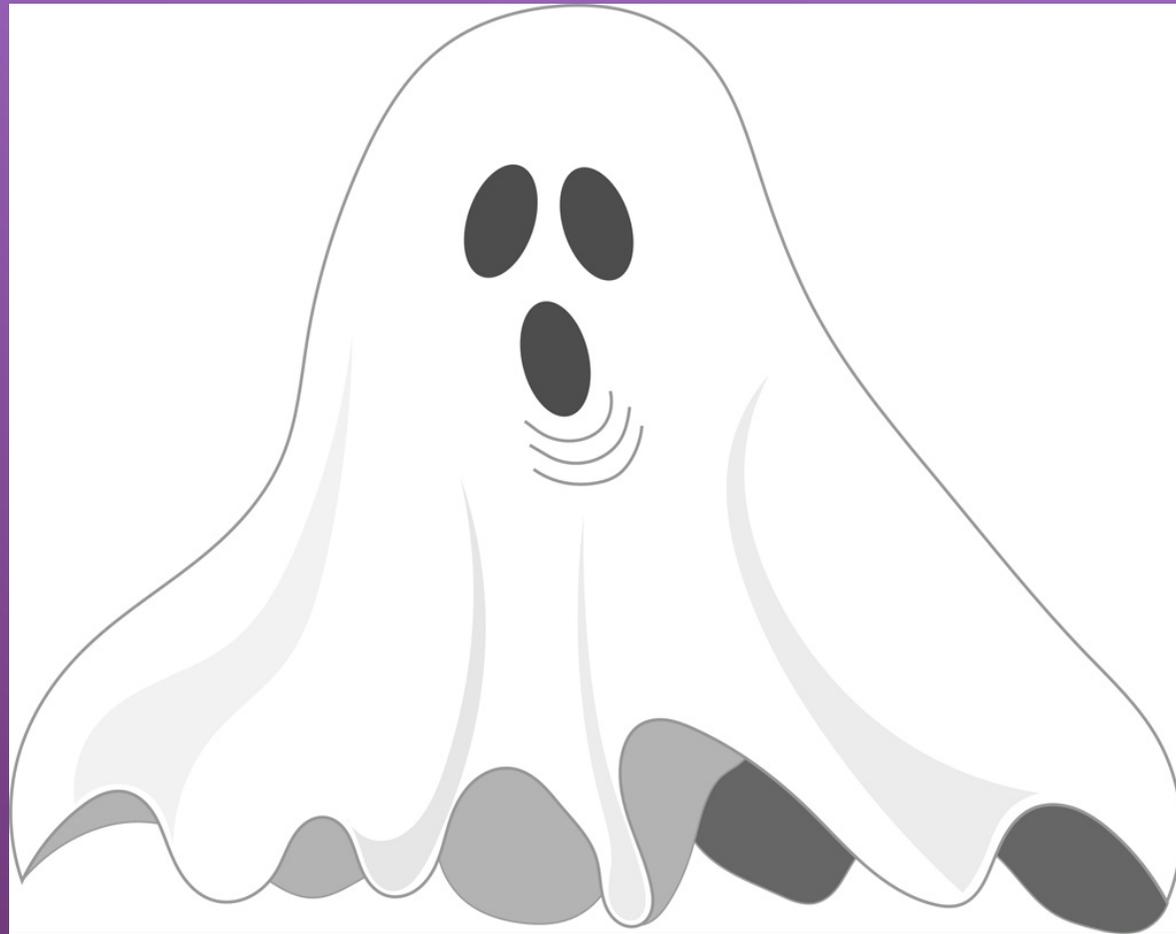


- Meeting materials for medical conferences and symposia

- An iPad app to help a pharmaceutical salesperson with their job

WHAT MEDICAL WRITERS DO

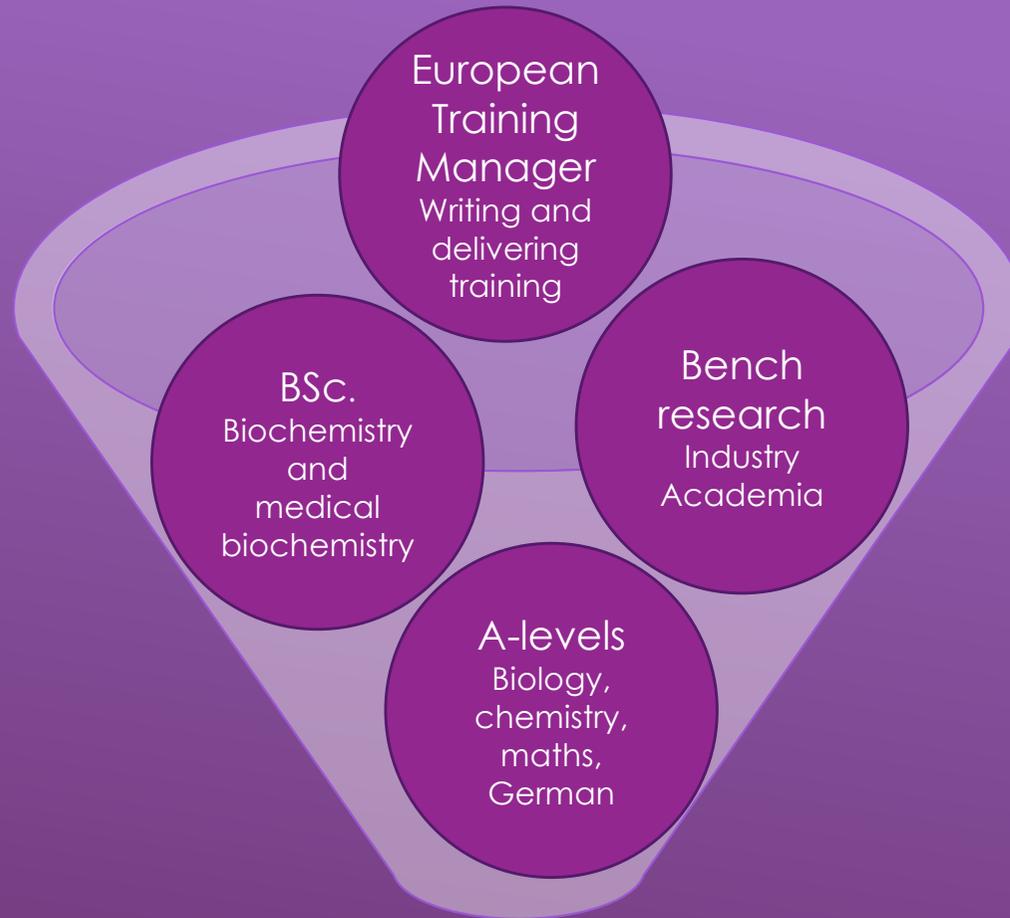




WHAT WE DON'T DO...



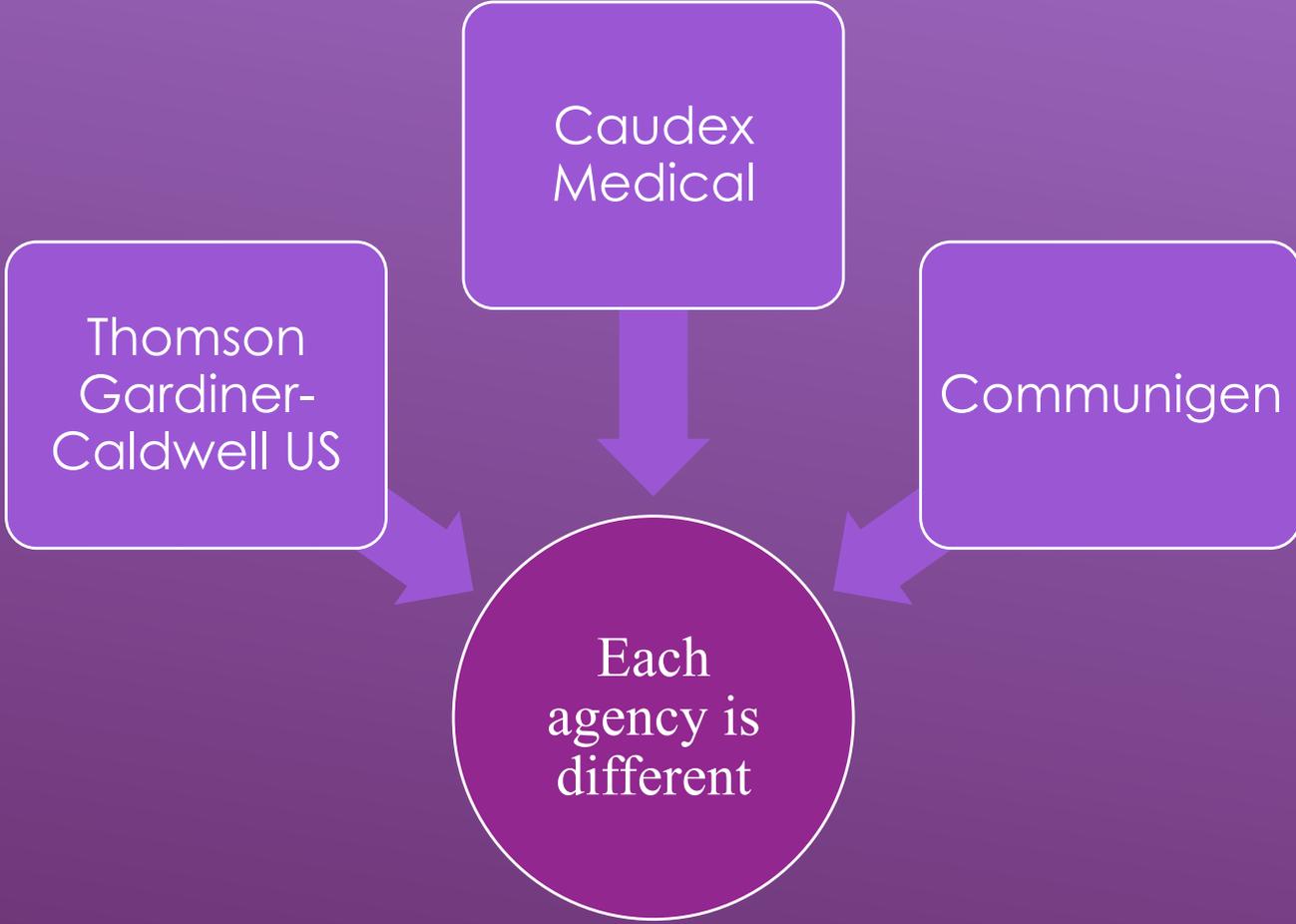
THANKS, MISS!



FROM THERE
TO HERE

#MedComms

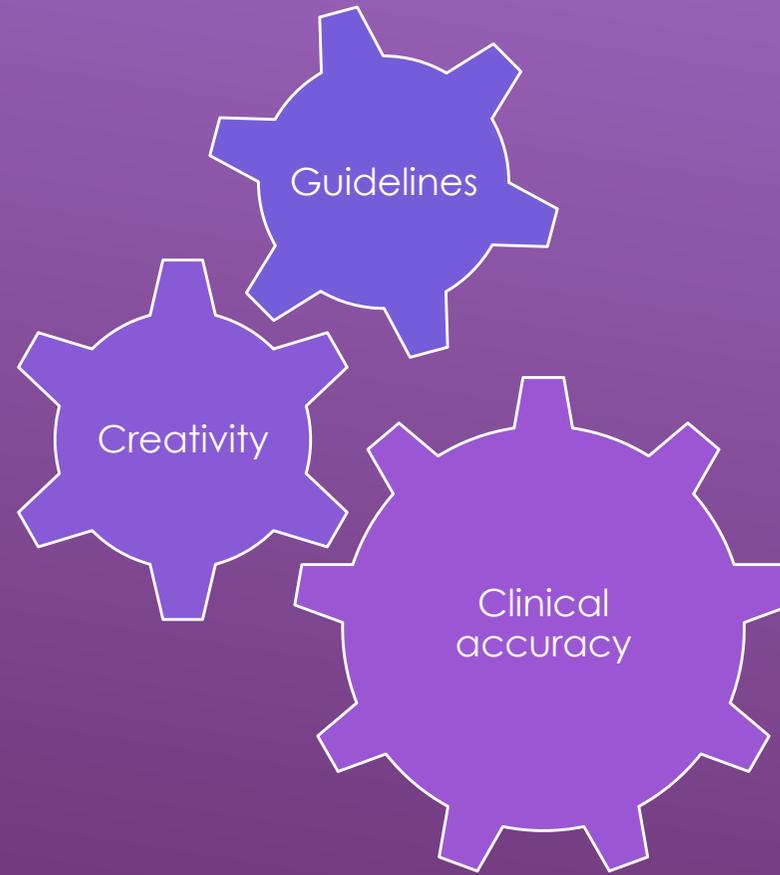
- Agencies
- Freelance



AGENCY LIFE

- Publications
- Meetings
- Marketing materials
- Internal documents
- Patient education
- [Regulatory]

VARIETY IN SPADES



HOW WE DO IT





CODE OF PRACTICE for the PHARMACEUTICAL INDUSTRY



Home **CONSORT 2010** Extensions Downloads Examples Resources About CONSORT

CONSORT Checklist CONSORT Flow Diagram Translations Translation Policy

CONSORT 2010

The CONSORT (CONsolidated Standards of Reporting Trials) 2010 guideline is intended to improve the reporting controlled trial (RCT), enabling readers to understand a trial's design, conduct, analysis and interpretation, and to can only be achieved through complete adherence and transparency by authors.

CONSORT 2010 was developed through collaboration and consensus between clinical trial methodologists, guideline translation specialists, and journal editors (see [CONSORT group](#)). CONSORT 2010 is the current version of the guideline and 1996 versions. It contains a 25-item [checklist](#) and [flow diagram](#), freely available for viewing and [downloading](#).

[Extensions of the CONSORT Statement](#) have been developed for different types of trial designs, different interventions, and other

The most important documents for understanding the CONSORT 2010 statement are the following:

1. **The CONSORT 2010 Statement:** This is a declaration of the standard, and how it was developed. This declaration or "statement" published in many prominent journals, including the British Medical Journal, the Lancet and PLoS Medicine. You can download the 2010 Statement documents [here](#).

Annals of Internal Medicine

ACADEMIA AND CLINIC

The Strengthening the Reporting of Observational Studies in Epidemiology (STROBE) Statement: Guidelines for Reporting Observational Studies

Erik von Elm, MD; Douglas G. Altman, DSc; Matthias Egger, MD; Stuart J. Pocock, PhD; Peter C. Gøtzsche, MD; and Jan P. Vandenbroucke, MD, for the STROBE Initiative

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ACADEMIA AND CLINIC

Annals of Internal Medicine

Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement

David Moher, PhD; Alessandro Liberati, MD, DrPH; Jennifer Tetzlaff, BSc; Douglas G. Altman, DSc; and the PRISMA Group*

Editor's Note: In order to encourage dissemination of the *PRISMA Statement*, this article is freely accessible on the *Annals of Internal Medicine Web site (www.annals.org)* and will be also published in *PLOS Medicine*, *BMJ*, *Journal of Clinical Epidemiology*, and *Open Medicine*. The authors

article, we summarize a revision of these guidelines, re-named PRISMA (Preferred Reporting Items for Systematic reviews and Meta-Analyses), which have been updated to address several conceptual and practical advances in the science of systematic reviews (Box 1).

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RESEARCH METHODS & REPORTING

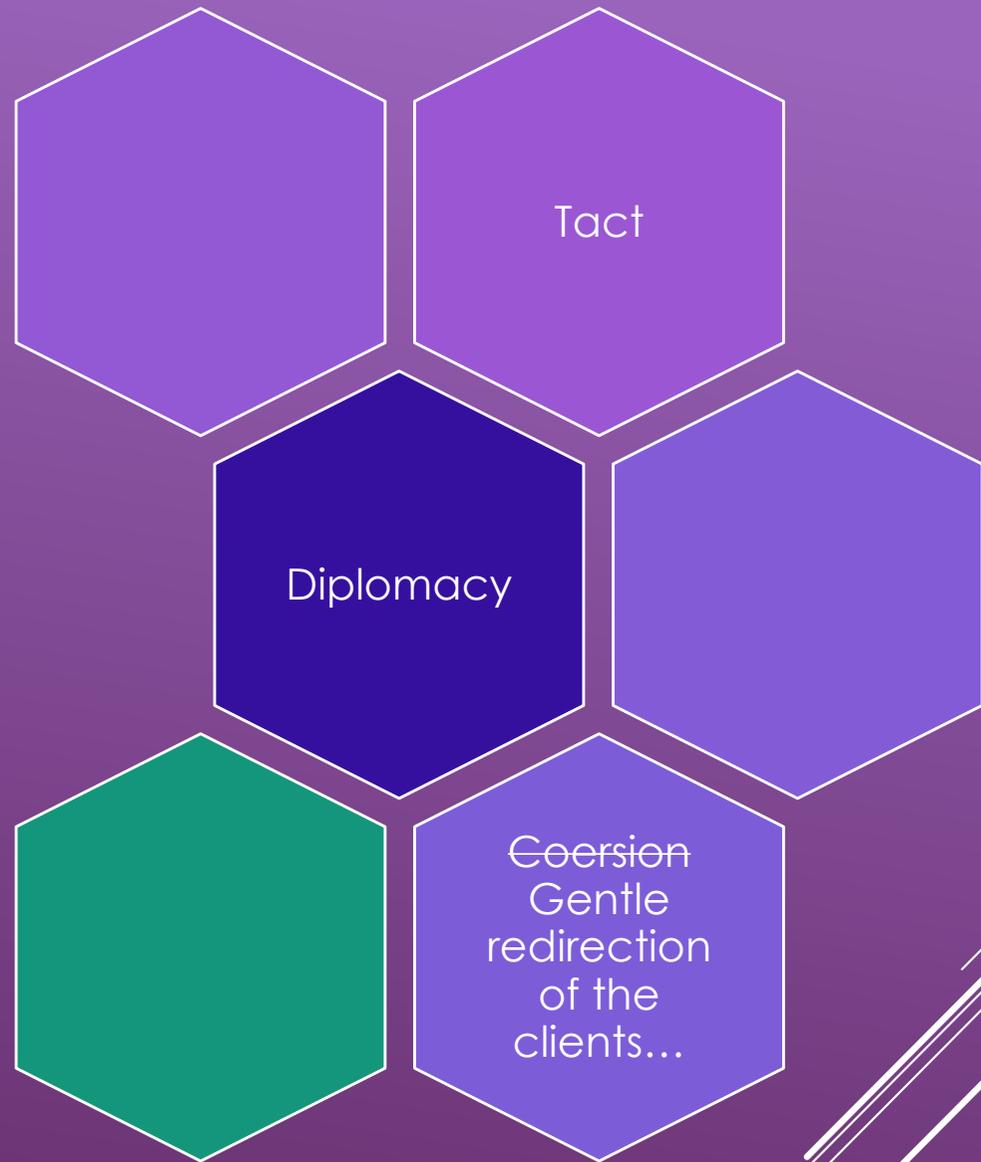
Good publication practice for communicating company sponsored medical research: the GPP2 guidelines

Chris Graf,¹ Wendy P Battisti,² Dan Bridges,³ Victoria Bruce-Winkler,⁴ Joanne M Conaty,⁵ John M Ellison,⁴ Elizabeth A Field,⁷ James A Gurr,⁸ Mary-Ellen Marx,⁹ Mina Patel,¹⁰ Carol Sanes-Miller,³ Yvonne E Yarker,¹¹ for the International Society for Medical Publication Professionals

In response to changes in the environment in which authors, presenters, and other contributors work together to communicate medical research the **International Society for Medical Publication Professionals** has updated the good publication practice guidelines

REPORTING GUIDELINES

AND IT'S NOT
JUST ABOUT THE
WRITING





MEDICAL WRITING CAN BE ABOUT FAR-FLUNG PLACES...



...BUT YOU DON'T
REALLY SEE THEM



ON BALANCE, A GREAT CAREER