

5 Mistakes Medical Writers Make in Pharma Advisory Board Reports

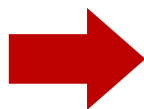


Nisreen Shumayrikh, PhD



Why Do Pharma Companies Need Advisory Board Reports?

- Advisory Board Reports are essential to any meeting, as they accurately document all discussions, decisions, and action points for future reference.
- Medical writers should be aware of common pitfalls that can compromise the integrity and usefulness of these reports.
- Here are the five most common mistakes medical writers make with this project.



1. Including Personal Opinions

- Medical Writers should maintain objectivity and stick to the facts discussed in the meeting regardless of their expertise and background.
- They should not infuse personal judgments, interpretations or biases into the report.



2. Using Complex Technical Language and Jargon

- Medical Writers often think that jargon can be useful for experts attending the meeting, but using jargon can hinder understanding rather than enhance it!
- Jargon can create barriers for those unfamiliar with the terms within other departments of the pharma company, including the medical affairs and marketing teams.



3. Focusing on Verbatim Over Trends

- While medical writers think capturing exact words spoken during these meetings is better for accuracy, it's actually more important to analyze and highlight the key trends, insights, and conclusions drawn from the discussions.
- By prioritizing trends over verbatim, medical writers can provide a more valuable and insightful summary for stakeholders and enhance decision-making processes.



4. Forgetting About Confidentiality

- These boards often involve discussions on sensitive information related to pharmaceutical products, marketing strategies, and clinical data that are not meant for public disclosure.
- Discussing details about pharma ad boards on social media or with friends can lead to breaches of confidentiality and potential legal consequences!



5. Neglecting to Review and Proofread

- Errors and inaccuracies in meeting minutes can greatly undermine the credibility of the document.
- Medical writers should dedicate sufficient time to reviewing and proofreading the content before sharing it with stakeholders. Specifically, focus on verifying the accuracy of names, dates, and important information to prevent any potential misunderstandings or misinterpretations.





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Nisreen Shumayrikh, PhD

www.guaninemedical.com

