



Lay Summaries

Lay Friendly Medical Text

LAY SUMMARIES – A CHALLENGE FOR MEDICAL WRITING

The new EU Clinical Trials Regulation (Regulation 536/2014) introduces a shift from “regulatory-focused” to “patient-focused” reporting of clinical trial results. The regulation mandates that clinical trial sponsors provide a summary of trial results in a language “understandable to lay persons.” So-called lay summaries are crucial for providing medical information that is comprehensible for people with average reading skills and limited health literacy. Such summaries are important not only for trial participants and patients, but also for non-specialist medical professionals and other people who may be interested in clinical trial results.

CHALLENGE

Writers around the world know that if a text is easy to read, writing it was hard work. This axiom applies to the creation of lay summaries: achieving simplicity is a complex feat.

The largest challenge is defining “lay friendliness.” Who decides if a text is easy to read and comprehensible? Especially if the authors are medical writers themselves?

Besides the required linguistic and writing skills, many other aspects must be considered: regulatory standards, different terminology specifications in various EU countries, and legal and professional aspects of medical content.

Implementing standards for lay summaries demands human resources and expert knowledge. Why not work with experts – on demand, whenever you need them?

SOLUTIONS

Our team of experts from different fields specialises in translating medical information into lay-friendly language. With our software-based medical writing process, we write, rewrite, or optimise your medical text to meet the needs of your target audience. To us, lay-friendly writing is more than just a marketing phrase. Using scientific methods and our unique software solution, we guarantee lay-friendly texts. Regardless of how far along in the lay language process you are, we can help. Just send us your finished texts, your raw texts, or a text briefing. We can analyse your text, provide recommendations on how to improve it, or even optimise it for you. If desired, we can also take over the entire lay summary production process.

In addition, we can provide translations of the lay summary into all EU languages. On request, we can provide lay language terminology databases. Readability tests, benchmark developments, and workshops are also part of our services.



LAY LANGUAGE – A SOFTWARE-BASED SOLUTION

You want not only excellent lay texts, but a quality standard for your language? Instead of abstract principles, you would like to have specific guidelines for writing your lay summaries? And you would like to be able to objectively demonstrate improvements in readability?

With TextLab, we have developed a tried-and-tested approach for the systematic optimisation of text documents.

01 Analysis

Do you want to revise your texts in-house?

We analyse your texts using a combination of software and expert analysis. In addition to objective key measurement standards, you will see where you can adapt your texts even better for the target group, with very specific recommendations for revision.

02 Text Creation / Text Optimisation

Do you want to have your texts created or optimised externally?

We write your lay summary or optimise your existing texts. Our software analysis detects weaknesses, so we can tailor your texts to improve understandability and patient friendliness. Naturally, we also adhere to the relevant regulatory requirements and use factually correct glossaries for translating predefined specialist and professional terminology.

03 Terminology / Text Modules

You would like your wording to be reliable and consistent?

We extract terms, formulations and text modules, and create a database that you can access at any time. This ensures that you can easily reuse already-optimised terms and formulations, thereby increasing efficiency. Likewise, your medical communication also achieves a consistently high quality.

04 Readability Tests

You want patients and readers to be involved?

Readability tests help determine the needs and requirements of your target groups. With these tests and the cognitive debriefing in linguistic validation tests, we offer two efficient methods to create the best possible texts for your audience.

05 Quality Control & Benchmarking

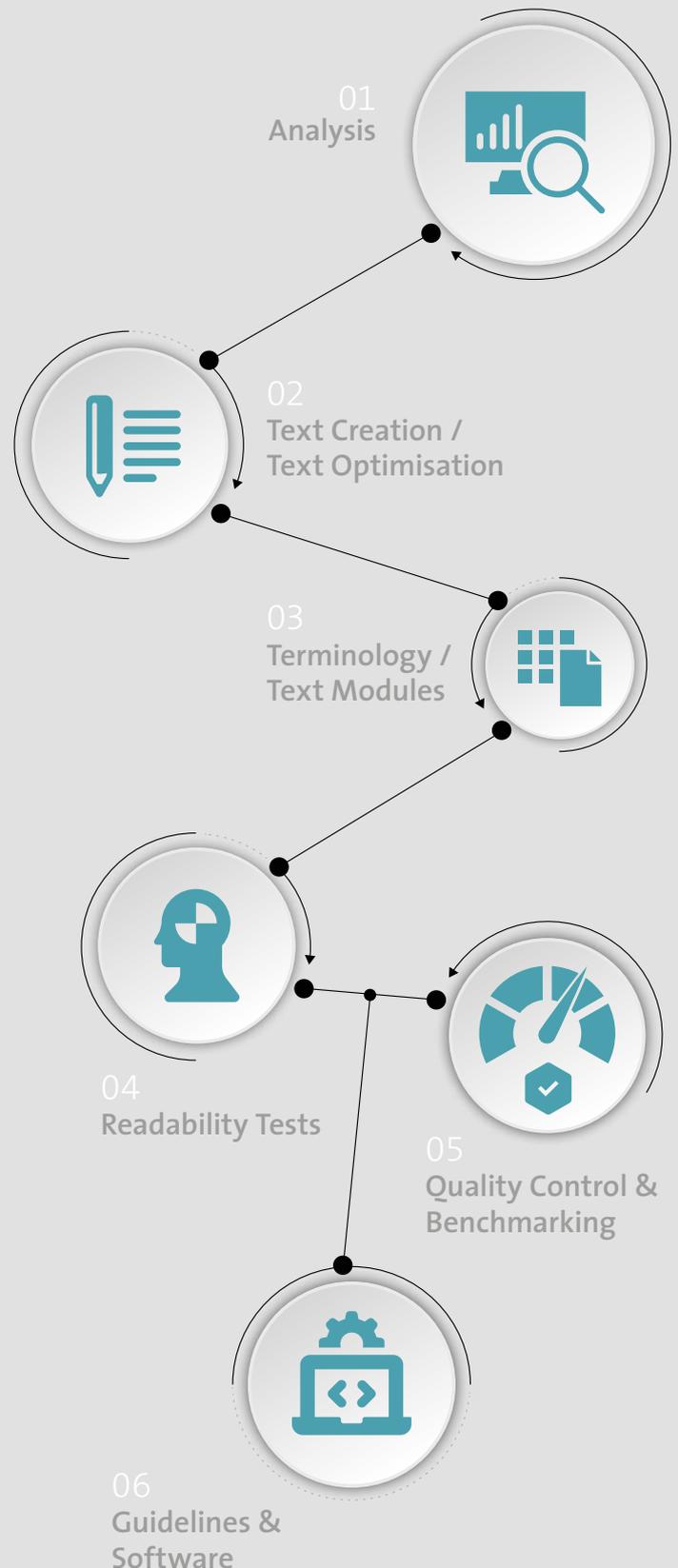
You want objective proof of the quality of your medical texts?

With TextLab, you can directly measure your text quality during the creation process. By collecting key metrics of readability and language use, you can derive a gold standard for your lay summaries. The key metric analyses can be stored permanently. They provide evidence of improved text readability.

06 Guidelines & Software

You want to implement standards in your language processes?

All preferred rules, standards, and terminology for your texts can be transformed into guidelines. Or you can store the rules, terminology, and standard formulations right in TextLab and check the current language quality at any time, simply by pressing a button.



LucidLab – Patient-friendly and comprehensible text

TEXTLAB – SOFTWARE BASED MEDICAL WRITING

What distinguishes LucidLab from other providers? In addition to our many years of experience with creating readable texts, our professional staff, and our use of scientific linguistic methods in practice, we offer our unique software: TextLab.

TextLab is specialised software that allows you to test and optimise your texts for comprehensibility, tone, vocabulary, and your individual corporate language rules.

We use TextLab when we analyse your texts or write them for you. But you can also purchase a TextLab license for your own professional use.

Today, more than 30,000 professionals in more than 200 companies use TextLab. In addition, TextLab is also in use at several German universities and renowned test institutes for scientific studies and investigations.

LUCID LAB – A DIVISION OF COMMUNICATION LAB

LucidLab is a specialised service unit of H&H Communication Lab – The Readability Resource.

As experts in lay-friendly language for the last 10 years, we translate texts with complex content into intelligible language. We work for a wide range of well-known companies from many different industries, ranging from insurance and banking to utility and telecommunications.

With LucidLab, we have opened a division specialising in medical texts. The focus lies on the transfer of medical specialist information into patient- and amateur-friendly language. In addition, we are happy to assist you with other challenges in the process of creating medical texts.

Our team and network of professional experts from different disciplines will support your projects according to your needs. We can accompany you throughout the entire process of creating medical texts. Or, if desired, we can take over individual tasks and adapt to your workflow.

Contact us. We look forward to hearing from you!

LUCID LAB – GET IN TOUCH

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