

NWBI and VML Medical and Scientific Communication Competition

Thank you for your interest in our competition!

With the rapid advancements in medical and scientific research, effective communication of ideas has become increasingly important to inform and educate a variety of audiences. This competition is designed to celebrate and promote the skillful and effective communication of medical and scientific information. Through the competition, we hope to inspire and encourage upcoming people like you to explore the potential of a career in medical writing, ultimately contributing to advancing medical and scientific knowledge for the benefit of all.

This competition is also an opportunity for you to win a half-day Medical and Scientific Communications Masterclass at the VML office in Manchester and cash prizes. Please note that this competition is open for **students only (undergraduate, Masters, PhD)**.

Brief: Communicating the findings from a study of novel CRISPR-based therapy to a professional and lay audience

Task 1: Slides for a professional audience

The pharmaceutical industry frequently partners with clinical and academic experts to present data at scientific congresses. As medical writers, we are often commissioned to help speakers prepare their slides. For this competition, assume that you have been contracted by one of the sponsors of the following study to create slides for a presentation at a sickle cell congress.

Link to paper:

https://www.nejm.org/doi/10.1056/NEJMoa2309676?url_ver=Z39.88-2003&rfr_id=ori:rid:crossref.org&rfr_dat=cr_pub%20%20pubmed#supplementary-materials

Prepare up to 10 slides for the speakers to present at an upcoming sickle cell congress to a healthcare professional audience.

- Communicate the effect of Exagamglogene Autotemcell on sickle cell management
- Your slide deck should include the following:
 - o Introduction
 - o Justification for this study
 - o Methods
 - o Results
 - o Clinical implications of the results
- Consider the visual layout of the information

Notes:

- *While the majority of your presentation should be focused on the paper provided, consider what other information may be relevant to include*
- *Consider how much content or text is appropriate for each slide. Remember, someone will be presenting these slides at the congress. If necessary, provide additional comments or direction in speaker notes*
- *Shortlisted applicants will be invited to present their slides as part of the final assessment*

Task 2. Email including summary of the trial that patient advocacy group can distribute to patient members to educate them

Pharmaceutical companies are eager to make sure that their research and major breakthroughs reach patients and the general public. This can take many forms, including news articles, adverts, podcasts, or, in this case, emails. Off the back of your work on the congress slide deck, the sponsors have asked you to write a brief summary of the clinical trial targeted at a lay audience. This email will be distributed to members of a patient organisation they cooperate with.

Prepare a 300-word email summary of the clinical study from Task 1 for the general public. This will aim to

- Inform the readers on what CRISPR is, the background to the trial, the most important outcomes, and what these findings may mean for them
- Provide a balanced account of the information in an engaging way, but bear in mind that you are representing the sponsors, who will want to promote their study without misrepresenting the therapy and what it is actually capable of

Notes:

- *The readers of this summary will likely have some knowledge of what sickle cell is, given that they are members of a patient organisation. Consider what the minimum necessary disease background that must be included is*
- *300 words is a very tight word limit. Think about what the most critical information is, and how you discuss it in the most impactful way*
- *The recipients of this email will be UK-based. UK law prevents the advertising of prescription therapies to patients (including this product). Consider what the implications of this law are when writing this email*

Submissions should be sent to the NWBI via email by **the end of the day on Sunday, 2nd of March**. The NWBI and VML will review submissions and invite successful participants to present their slide decks from Task 1 at VML's Manchester office during the **week of the 17th of March** (accommodations can be made to present online) with the winner and runners-up being informed the following week. All participants who are invited to present their slide decks will also be invited to attend the in-person VML Medical Writing Masterclass, held on the afternoon of **Thursday, 27th March** at VML's Manchester office.

Please submit your application to the NWBI's email address (manchester@nwbiotech.co.uk), and include the following information:

1. Your name
2. Your email address
3. Your degree-level (e.g., undergraduate student, masters student, PhD student)
 - i. Note: **this competition is open to students only**
4. A copy of the slide deck (Task 1) formatted in Microsoft Powerpoint, Keynote, or equivalent format
 - i. Please use the following naming convention for the slides: NAME_MCC25_Slides
5. A copy of your email (Task 2) formatted in Microsoft Word, Pages, PDF, or equivalent
 - i. Please use the following naming convention for the email: NAME_MCC25_Email