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“SIRO Clinpharm takes initiative in medical writing training”

By ActuallyPrettyGood.

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poor wording, grammar correct

incorrect

>> INDUSTRY NEWS AND PRESS RELEASES

SIRO Clinpharm takes initiative in medical writing training

SIRO Clinpharm, a leading Contract Research Organization (CRO) based out of India and Western & Central Eastern Europe today announced its plans to launch CEMW (Centre of Excellence for Medical Writing), a first of its kind training institute in the field of medical writing in India. CEMW will offer a basic certificate and an advanced course in medical writing for duration of three months each. Emphasizing on quality training, the number of seats will initially be restricted to only 30. Eligible candidates should have at least a degree in the medical profession (MBBS, BAMS, and BHMS). Post Graduates in Pharmacy and Life Sciences may also apply.

"We are excited about launching this one of a kind institution in India. The faculty of CEMW will include the best trained and qualified industry experts in medical writing from SIRO's SBU, SCEDAM, The Strategic Center of Excellence for Data, Analysis and Medical Writing. An advisory board of experts from the industry and academia will provide critical overview to the curriculum so as to ensure that it meets the highest standards. Students will additionally benefit by attending sessions held by external global and local experts, who will be invited by the CEMW leadership" said Nimita Limaye PhD, VP & Global Head - SCEDAM & CEMW.

Poor wording but not irrefutably incorrect: ■
 Incorrect: ■

- This should be written as "...takes the initiative...".
- This is not incorrect but it is clumsy. Better could be "... in the training of medical writers".
- This should be written as "...Clinpharm, a leading...".
- People do say "based out of", especially on television, but it is not literary: it is not an idiom that should generally be used in written text. Try "... based in India and in Western and Central...".
- This should be either "The Centre of Excellence..." or "... its Centre of Excellence...". The way in which the abbreviation is used later in the text suggests that "The Centre ..." is the correct choice here.
- Remove "the plans" as the addition of these two words makes the statement excessively weak. Better is "... today announced the launch of ...".
- To use an abbreviation, the first time the full name is used it should be written in full followed by its abbreviation in brackets. In this case, the correct form is "... The Centre of Excellence for Medical Writing (CEMW), a first ...".
- "CEMW will offer both a basic certificate and an advanced course in medical writing..."; that is, it reads better (the verb is more clearly applied to its objects) with the word "both" inserted.
- While this should be written as "... a duration...", really this phrase needs to be rewritten. Better would be "...each for a duration of three months." but best is, or could be: "CEMW will offer two three-month medical writing programs: a basic certificate and an advanced course."
- "Emphasizing quality training". Another option could be: "With the emphasis on quality training...".
- Instead, write "thirty." With specific exceptions, it is more professional to write out the numbers less than 100 as text. This rule is specified, also, by standard style guides such as Hart's rules (the Oxford University Press style) and the Modern Language Association's "MLA Handbook for Writers of Research Papers".
- This is passable, but maybe consider "...a professional medical degree...". "A degree in the medical profession" doesn't really work.
- This is a good place to use a semicolon.
- There is no reason to use a capital for any of the words "Graduates", "Pharmacy", "Life" or "Sciences". In addition, "...the life sciences..." would be better.
- Either "The CEMW's faculty..." or "The faculty of the CEMW...".
- Technically this is a pure error: "best" is an adjective not an adverb. Regardless, better would be something similar to "...the most highly trained...".
- If "SBU" is not understood by all of your reading audience then it should be written out: "...SIRO's strategic business unit The Strategic ...".
- Again, the title should be written out first and then the abbreviation introduced, in brackets.
- Three errors here. Write "... experts from industry and academia will provide a critical overview of the curriculum ..." instead.
- There is no need for "so as". Phrases similar to "in order to" are required when the cause and effect, or actor and target, are not obviously connected; here the connection is straightforward.
- Maybe "... the CEMW's executives." Here, the word "leadership" is somewhat clumsy. One reason is that it is primarily an abstract noun representing the act of leading that is then applied as a simile-type metaphor to the actual people. Think of "The life of the party".
- Is Dr Nimita Limaye's title really "Global Head"? If it is, then he or she should consider changing his or her title.

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<p>poor wording, grammar correct</p> <p>incorrect</p>	<p>"India is a key destination for the outsourcing of medical writing, owing to its large scientific and medical community and the command over the English language. However, there is a paucity of professionally managed quality training solutions in the industry. Also, since Medical Writing is a niche domain, there is a huge demand-supply gap of trained medical writers. CEMW will not only fill the need for a high quality training institution but will also act as a springboard for candidates aspiring to join the medical writing industry" said Ajit Nair PhD, President – Asia Operations.</p> <p>"The launch of CEMW is a strategic initiative and serves a twin purpose. While CEMW definitely offers a platform for deserving students to undergo training in Medical Writing by industry experts, it offers our organization a pool of resources trained by us. Going forward we will be in a much better position to offer our clients scalability as and when required" said Chetan Tamhankar PhD, Chief Executive Officer.</p> <p>To know more about CEMW, visit us at http://www.siroclinpharm.com/cemw/</p>
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- While this is not incorrect, I would re-write this sentence: "*India is an important supplier of outsourced medical writing services...*". Unless "destination" is an accepted industry term, you should consider replacing it with another word.
- "... and its command of the English..." or, better: "... and this community's excellent command of the English..."
- You want an adjective, so consider: "...managed high-quality training solutions...". In this case, the problem is compounded by the noun phrase "quality training" implying a reference to the field of quality management, a different discipline. At the very least, separate off "quality" with commas "... managed, quality, training solutions..."
- Any one of "due to", "as" and "because" is better a choice than "since".
- You will probably have to use a phrase here; maybe "...when looking for..." or "...in the field of..."
- This form - a long, multi-sentence statement followed by "said Mr Smith" - is weak and it has already been used in the previous paragraph. One stronger option is: '*India is a ... the English language*' said Ajit Nair ... "*However, there is...*". Another stronger option is: '*Ajit Nair talked of the need for ... in India, a key destination for theEnglish language. "There is a paucity of professionally... in the industry."* he said. "*Medical writing is a niche domain...."*'
- "...initiative that serves a twin purpose." or "... initiative that serves twin purposes." or "...initiative serving twin purposes."
- "...on which deserving students can receive ... from industry experts..."
- "...resources that we have trained."
- Again, this form - a long, multi-sentence statement followed by "said Mr Smith" - is weak and it has already been used in the previous paragraph.
- The expected wording here would be either "*To find out more ...*" or "*To learn more about ...*"

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