

# P22 - Enhancing Patient-Centricity in Medical Writing: the Art and Science of Effective Plain Language Summaries

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## INTRODUCTION

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Patient-centricity has emerged as a pivotal concept in healthcare, emphasising the importance of prioritising patients' needs, preferences, and perspectives. In the realm of medical writing, particularly in the creation of plain language summaries, this principle plays a crucial role in ensuring that healthcare information is accessible, understandable, and empowering for patients. This presentation aims to explore strategies for enhancing patient-centricity in medical writing, focusing specifically on the art of crafting effective plain language summaries.

## METHODS

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To explore actionable strategies for writing effective plain language summaries, a comprehensive review of literature on plain language summaries was conducted. Case studies and examples of successful plain language summaries, examining their structure, content, and impact were analysed. In addition, practical insights and strategies for developing impactful plain language summaries were identified through interviews and consultation(s) with patients, patient advocates and our medical writing experts.

## RESULTS

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The research revealed the significance of the following essentials:

- Understanding patient perspectives to tailor language and content accordingly.
- Translating technical jargon and scientific concepts into layman terms without sacrificing accuracy or depth.
- Leveraging visuals and infographic elements to enhance comprehension and engagement.
- Considering factors such as language proficiency, health literacy, and cultural sensitivities to make summaries accessible to diverse patient populations.

## CONCLUSIONS

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Plain language summaries serve as vital tools for conveying complex medical information in a clear and comprehensible manner. Effective plain language summaries can bridge the communication gap between healthcare providers, researchers, and patients, ultimately fostering greater patient empowerment, engagement, and adherence to treatment plans.