

WELCOME TO THE UKTMN JANUARY 2017 NEWSLETTER

Good news!

Now that there are two tiers of UKTMN membership **ALL** UKTMN members (whether Full or Affiliate) can register for courses. And even more good news is that there are still some places available on upcoming courses, if you're quick!

If you are an Affiliate member and would like to benefit from the heavily subsidised course fee and the many other benefits of Full membership by paying the £50 membership fee, please go to <http://www.tmn.ac.uk/news/305185/Introducing-annual-membership-fee.htm>

Course fees are £90 for Full members and £150 for Affiliate members.

Places are available on these courses:

[Project Management for Trial Managers](#) Tuesday, 7 February 2017 in Keele

[Clear Writing for Trial Managers](#) Wednesday, 1 March 2017 in Edinburgh

Please see pages 2 and 3 for further details about the writing course.

Feedback from members on the course "Project Management for Trial Managers"

- Really liked presenter's method, very informative, illuminating & interesting, loads of material to think about/ implement.
- Well organised and good presentation of topics. Have done project management training before but it was great to have it in a trial management context!
- Using the group activities for networking was an excellent opportunity. Adrian gave an excellent set of presentations.

Feedback from members on the course "Clear Writing for Trial Managers"

- Really enjoyed this course which was very interactive. We covered many aspects of clear writing methods and I'm actually looking forward to writing my next update/newsletter.
- Excellent tips on how to plan and condense writing to engage audiences.
- Very rewarding and making me rethink how I currently do my report writing and newsletters and PILS for future studies. Thoroughly enjoyed the mental challenge and 'new take' on thinking.

Mission Critical Writing: Clear Writing for Trial Managers Course

Why we are running a course that will change the way you put words on paper based on the concepts of **Know, Feel, Do**

You've designed your trial, you know how many people you need to recruit, you have scientists and clinicians and experts lined up ready. You just need approval from the ethics committee.

But they tell you your patient information isn't good enough! All your hard work (time, effort and money) is on hold because of a few sheets of paper. This is an example of mission-critical writing, when your words had to work hard for you. Because if they don't do their job, everything is stopped dead in its tracks.

Why is patient information often such a hurdle? Compared to other documents in your trial, it seems a simple job! To answer that question, you need to know your reader. On the ethics committee there are lay people, and they have to feel comfortable that your trial is in the best interests of the patients. How do they judge that, when they can't always follow the science and stats? Do you think they are comfortable raising concerns about cohorts and control groups?

No. If they have concerns, they are likely to focus on your patient information. They are experts on whether it is clear enough, whether they can read it and understand it. Whether an ordinary person can read your leaflet and give informed consent.

Unfortunately, the patient information was probably the last thing you wrote — after you did all the complicated stuff. You know, the important science stuff. And you probably didn't ask the vital questions: who are my readers, and what does this document have to achieve for me?



Photos: Courtesy of Yoke Design - taken at the UKTMN Clear Writing for Trial Managers Course led by Martin Rosser held in London on 1st November 2016



So, here's a simple question that can be very hard to answer. After your potential recruit has read your patient information, do you want them to KNOW something, do you want them to FEEL something, or do you want them to DO something? Choose one. The important one.

Once you can answer that question correctly, you are ready to start writing. That's why the course we are running in March starts by talking about your readers, and understanding the use of Know, Feel, Do. Because no matter how powerful your writing is, power without clear purpose will always end in disaster.

Only then do we learn from that famous Kitchener poster. Do you know the three things that made 'Your Country Needs You' so successful that it has been adapted endlessly? You'll learn that on this course, and how to use that knowledge. And how to reorder your sentences to make them far easier to read. And how to strip out all the clutter that stops people getting your message. And how you can answer grammar 'gurus' when you don't agree with them. And...

We'll practise on lots of real examples from real clinical trials, so you get to apply these skills in real time. Then you see how well you did, in real time. And we'll regularly come back to the important questions: Who am I writing for? What does this piece of writing have to achieve?

It's not just about patient information, though. These skills can be applied to any kind of writing. So here's another quick and easy test that you will face on the course. You are writing your newsletter or web pages, which you use to keep your team focused and working together. You have a regular column called 'GIVE A WARM WELCOME TO...', which introduces new members of the team.

Is that a Know, Feel or Do? Here's a clue. The answer is right there in front of you.

If you want the answers to these questions, drop an email to tmn@ndph.ox.ac.uk and find out if you're right or wrong. Here's another clue. Most people arriving on the course get the answers wrong. Everyone leaving the course gets the answers right.

See you in March.

Martin Rosser
Trainer\Clear Writing for Trial Managers



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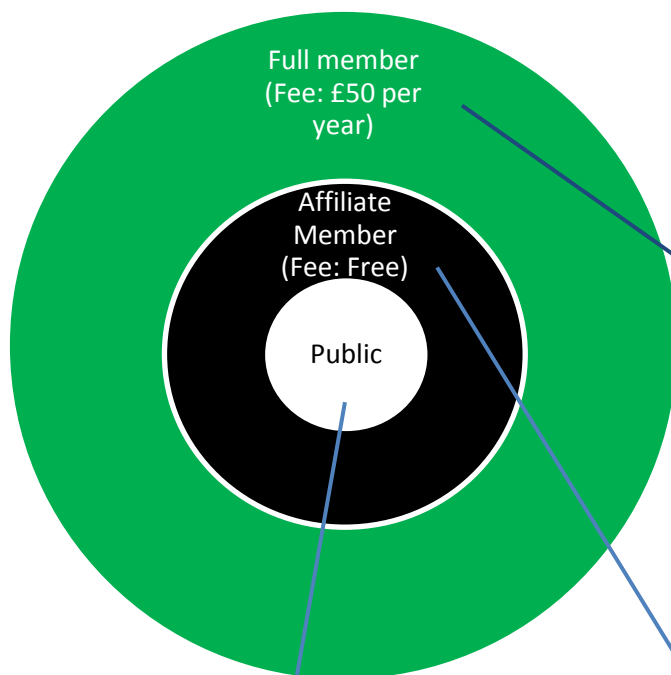
A reminder about the what is offered by the - “Affiliate Member” tier of UKTMN membership

We have moved non-paying members of UKTMN to Affiliate status (as announced at the end of last year). The specific benefits of each category of membership are described in the next page. Affiliate members will, of course, be able to upgrade to Full membership at any time by paying the annual membership fee of £50.

This change has not not affected those of you who had paid your annual membership by 31 Dec 2016, i.e. you remain Full members.

If you are an Affiliate member not wishing to remain in the Network, please advise the UKTMN Administrative Team [tmn@ndph.ox.ac.uk] as soon as possible and we will delete your details from the membership list.

Benefits for Full Members and Affiliate Members



Full member benefits:

- Annual meeting (early registration with discounted fee)
- Slides from annual meetings
- Bespoke training courses (early registration with discounted fee)
- Professional Accreditation Scheme (under development)
- Members only discussion forums
- Job vacancies advertised on UKTMN website
- Membership directory, members' profiles and CVs and members search function (require Member sign-in, under development)
- Access to local TMN groups
- All benefits for affiliate members and resources available to the public

Resources available to the public:

- All public areas of website including
 - “A Guide to Efficient Trial Management”
 - Useful resources such as trial management publications and guidance
 - Links for Trial Managers

Affiliate Member benefits:

- Annual meeting (full price registration)
- Bespoke training courses (full price registration)
- Advertises for new training courses and annual network meeting
- Mailing of UKTMN newsletters and other relevant information/updates

