EDITORIAL Top tips 2021

Compliance: Code case learnings

2021 Highlight: Messaging around off-licence drug use can sometimes be compliant
Promo messaging around unlicensed drug benefits is compliant when used in the context of licensed indications (e.g., CV benefits of a diabetic drug in patients with diabetes) (3456/1/21 & 3457/1/21)
Also, unlicensed data may be used in non-promo materials if balanced with competitor data, unbiased, and part of a meaningful exchange of information (3469/2/21)
Caution! This is new territory so there's some interpretation involved. Clients may want to continue to avoid unlicensed content regardless

Product claims should equal your data's strength
Definitive claims should not be made from small, preliminary studies (3365/7/20)

Include trial endpoint data appropriately
Secondary endpoint data should be presented in the context of the primary endpoint. Exploratory endpoints may be inappropriate for robust promo claims, but exploratory data itself may be included (3366/7/20)

Don't mislead HCPs about indications
Never just say 'Drug A for Disease X' when the indication is more complicated – this could imply all patients with Disease X are eligible, whereas it may just be adults, or second-line, etc. Include key information from the licence, or better, the full indication upfront (3378/9/20; 3458/1/21)

Beware of the one-click PI rule
Beware of anything that could interrupt your customer journey, such as pop-ups, adverts, and/or permission requests affecting the PI being one click away (3385/9/20)

Advisory board materials must be focussed
Only provide necessary, contextual background information to avoid disguised promotion. Also include sufficient discussion time – rule of thumb is 70–80% of the total time (3311/2/20; 3505/4/21)

Dissemination methods should be HCP-specific
Never promote prescription-only medicines to the public, even by accident. For example, avoid banner ads on journal sites that aren't private (3388/9/20), and promoting events on social media (3393/10/20)

Source cases

Punctuation and grammar: quick rules

Dash spotlight

— Em dash* —
Sentence breaks (may be paired or unpaired)
A self-referential, pithy example — such as this — to explain its usage

– En dash –

Number ranges	Complex compounds	Distance
2004–2031	*rheumatology–dermatology*	*UK–USA flight*

- Hyphen -

Numbers	Compounds	Prefixes
twenty-one	*double-blind*	*non-biologic*

*N.B. Practically, en dashes are commonly used instead of em dashes

"Which" or "that"?
If the subsequent phrase is **essential** to the sentence's meaning, use "that". Otherwise, use "which"
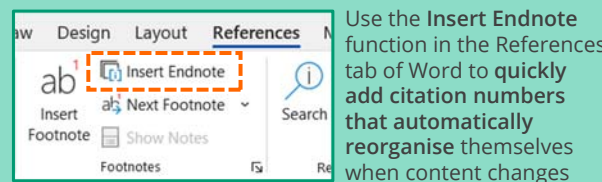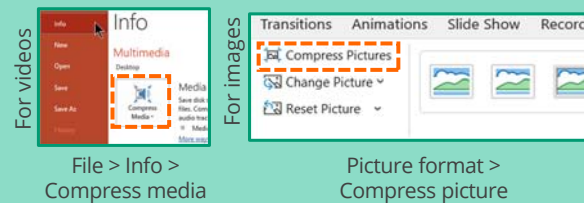
Brought to you by

WAVE
Healthcare Communications

Shortcuts: our favourites

Keyboard:

Switch applications	Alt	Tab ⇆	
Centre justify	Ctrl	E	
Hyperlink	Ctrl	K	
Superscript text	Ctrl	Shift	+ =
Screen snipping tool	Shift	⊞	S
Duplicate (.ppt)	Ctrl	D	
Emojis and symbols	⊞	> .	
Record screen	⊞	Alt	R

Alt codes:

Hold **Alt**, then:

9660	for	▼
0174		®
0153		™
0134		†
0135		‡
21		§
20		¶
186		‖
0150		– (en)
0151		— (em)

Microsoft Office: top tips

Want to **reduce the file size** of a .ppt with media?

For videos: File > Info > Compress media
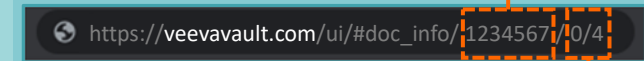
For images: Picture format > Compress picture

Use the **Insert Endnote** function in the References tab of Word to **quickly add citation numbers that automatically reorganise** themselves when content changes
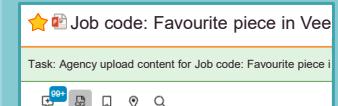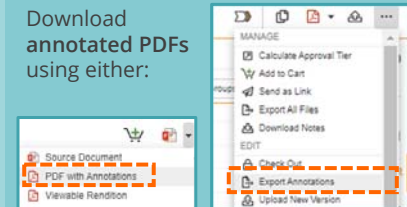
VeevaVault: helpful hints

URL breakdown

Document ID: delete anything **after** this for a link to the **latest version**

`https://veevavault.com/ui/#doc_info/1234567/0/4`

Version number: version 0.4 shown here; change these for quick **version navigation**

Upload multiple files **at the same time** with duplicate tabs or Incognito Mode

Download **annotated PDFs** using either:

Use the **favourites** button ⭐ to group jobs together for easy access; e.g., jobs in review