

Project Report

Creating a medical training manual

Abbott Vascular International was facing a growing challenge: as the amount and complexity of information required by new staff increased, it was becoming more and more difficult to present it in a clear and consistent way. What the company needed was a single training manual containing all the right information in the right language. They called on CLS Communication for help.

The Project at a glance



- Client's material for new staff was dispersed, out of date and inconsistent
- A single training manual in the right language was needed
- CLS Communication built a dedicated team of specialists
- A flexible solution with scientific expertise and graphic design skills
- Strong cooperation with the client and within the CLS team throughout the process
- Successful publication of a 100-page "Guide to Coronary and Endovascular Interventions".

THE CHALLENGE

Abbott Vascular is proud of its market-leading products and industry-leading pipeline, and the company's new sales representatives need to quickly acquire in-depth expertise on Abbott products. The existing training materials had several flaws:

- Various documents in different formats were circulating among trainers and new employees
- The format and language of the materials were inconsistent and unsuitable for training purposes
- The illustrations and images were outdated and doubts existed over rights of use

CLS Communication was asked to completely redraft and revise the scientific content into a single manual, and to deliver a professional solution for the illustrations and images.

THE SOLUTION

Given its wide scope, CLS Communication set up a team of experts covering all aspects of the project:

- A head of writing and editorial services
- A medical writer with scientific qualifications
- An experienced graphic designer
- A project manager to oversee the process

The medical writer and graphic designer picked out the most suitable content from the scattered existing materials and formats to produce a coherent, easy-to-follow training document. They wrote new copy and created new design where necessary. The Project Manager was the main contact person for Abbott Vascular, coordinating the whole project and controlling deadlines, deliverables, and costs.

BENEFITS

- Abbott Vascular has successfully published a 100-page “Guide to Coronary & Endovascular Interventions”
- Abbott Vascular had access to the wide-ranging skills and expertise of a team of hand-picked specialists to meet its exact requirements
- CLS Communication acted as a flexible addition to the Abbott Vascular team – without fixed costs
- The client was able to rely on a professional Project Management service covering all aspects of a complex project

“CLS Communication showed a lot of flexibility on cost and timings, and we were impressed with how quickly the medical writer got to grips with our training material. What we got in the end was a fully-fledged reference guide that can be used throughout the induction period. CLS has truly exceeded our expectations.”

Solveig Grimstad, Employee Education Manager,
Coronary, Europe, Middle East & Africa

ABOUT ABBOTT VASCULAR

Abbott Vascular, one of the world’s leading vascular care businesses, offers a comprehensive portfolio of vessel closure, endovascular and coronary products that are recognized internationally for their safety and effectiveness in treating patients with vascular disease.

ABOUT CLS COMMUNICATION

CLS Communication is a leading international provider of comprehensive language solutions. Its clients enjoy a one-stop service that spans copywriting and editing, translation into all global languages and desktop publishing. With a global network of 19 offices worldwide, CLS Communication offers its clients the benefits of state-of-the-art language technology services. It also ensures the highest security standards. Alongside Abbott, its client base includes around 1,000 other high-profile, globally active companies.

Your partner of choice

For further information please contact us at www.cls-communication.com