



VMC SUCCESS STORY

## Technical Writing and Information Support

*Internal communications for  
a worldwide organization*

### Overview

**Country:** United States

**Industry:** Pharmaceutical

**Service areas:** Technical  
Communications

**Customer Profile:** A leader in the pharmaceutical industry with research and development facilities in nine countries, employing 41,000 people.

**Business Challenge:** The client needed a stable, dedicated team to generate internal communications for their extensive staff around the world.

**VMC Solution:** VMC provided experienced writers to produce high-quality internal collateral pieces.

#### Benefits:

- The VMC team brought the stability the client needed for consistent communications
- VMC provided complete project management, freeing up the client's staff and resources to focus on other company issues
- VMC's writers possessed backgrounds in both science and technical writing. The client could be confident that the people managing their internal communications were both professional and knowledgeable.

### Business Challenge

The client was experiencing a high rate of turnover in their internal documentation teams, creating expensive recruiting, hiring, and training requirements. The company turned to VMC to provide an outsourced writing staff to maintain messaging consistency over a long time period, reduce costs, and manage ongoing documentation needs.

The new team would be responsible for producing documentation and regular internal communications to clinical, sales, and development staff working at multiple sites both in the US and internationally. This diverse workforce required the VMC writers to be able to communicate effectively to many different audiences.

### VMC Solution

In December 2002, VMC recruited, hired, and trained a writing team that consisted of four full-time technical writers and one part time project manager. The project manager was responsible for interviewing and hiring all potential team members and providing team delivery of documentation within timelines defined for each task. The project manager also served as a point of contact for all project-related issues for both VMC team members and the client's stakeholders.

The client's electronic company newsletter was the first priority the VMC team tackled. For each monthly newsletter, a writer interviewed subject matter experts for newsletter articles, and new employees for personnel spotlights. The team drafted copy according to a client-established format. After receiving editorial approval from the client, the VMC

team distributed the approved newsletter. Once the newsletter was distributed, the team assisted in tracking and analyzing newsletter readership using WebTrends, the client's internally developed computer application for tracking data.

A VMC documentation specialist was dedicated to creating and maintaining documentation of internal company procedures. Existing procedure documents were edited for consistency, formatting, and grammar, and then reformatted from outlines to a structured writing format designed by the client. The VMC writer also assisted in detailing new procedures by working with subject matter experts on content development, and by recommending edits for clarity and usability. The writer also edited other documentation (development history reports, guidance documents, job aides, etc.) for consistency, formatting, and grammar.

The VMC team members also performed copyediting services for the internal communications arm of the client's technical writing team. One VMC marketing writer became the branding expert for the internal communications group and answered customer branding questions. This writer worked with the client's internal communications director and his staff in preparing documentation for quarterly component meetings. Copyediting responsibilities also included ensuring internal communications were adequately covered on the client internal website, adding web pages when necessary, updating information on the website and establishing links to enhance internal communications as much as possible.

Rounding out the editorial services provided, the VMC team also served as technical writers for the client's scientific customers. To effectively prepare validation documentation, training manuals, job aides, and other documentation for this purpose, the VMC team developed an understanding of internal physiology systems. Finally, a VMC writer also interacted with customers to develop internal process maps.

---

## Results

This project is ongoing; the VMC team has grown to include eight full time writers and one Web Master providing comprehensive writing and web services for the company newsletters and documentation pieces.

All trademarks, registered trademarks, and service marks herein are the property of their respective owners