

## Client Spotlight: **Kate McKiernan**, *Medical Editor*

### The Challenge

Enhance the credibility of regulatory submissions by giving them a unified voice and the distinct look-and-feel of each company's style guide while working to tight deadlines.

### The Solution

Use PerfectIt to check the mechanical details of each organization's style guide in order to focus on accuracy, clarity, and usability.

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***"I want to give myself as much time as possible to enhance clarity and check accuracy. That's why I use PerfectIt on every submission."***

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Kate combines a graduate-level scientific background with professional writing qualifications. She can simultaneously check a submission for accuracy while making sure information is clearly presented to make the best impression on regulatory agencies including the FDA, Health Canada, and the European Medicines Agency.

Kate works for major pharmaceutical companies as they develop submissions to move from one stage of testing to the next. Kate's priorities are accuracy, clarity, and usability. She makes sure language is always clean and precise, and information is as easy to access as possible for the regulatory agency.

### Offloading Mechanical Edits to Focus on Substance

Each pharmaceutical company and regulatory agency is on a timeline, so speed is critical in every submission. That's why it's crucial that Kate is not distracted by small details. She uses PerfectIt to check mechanical details such as:

- Making sure each abbreviation is defined on first use.
- Non-breaking spaces on measurements.
- Italics for Latin phrases such as 'in vivo'.
- Consistent capitalization.

Kate has added each of the different style guides that she works with to a PerfectIt style sheet. That means she can quickly switch from one client's submission to another while knowing that their different preferences will be enforced by the software. Offloading mechanical edits lets Kate focus on presentation, scientific accuracy, as well as the kind of substantive editing that no software can help with.

When agencies see typos, they start to question the underlying data. So all it takes is a single embarrassing typo to irrevocably harm a submission. That's why companies turn to Kate. She gives their submissions credibility and makes sure agencies focus on the science.

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***Each submission has multiple rounds of review, and PerfectIt saves me time on each of them. The result is a clearer, better submission.***

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