

# AMERICAN SOCIETY OF HEMATOLOGY

## CASE STUDY



## Correct and concise writing in clinical reports, research publications, and advocacy outreach

### CHALLENGES

The American Society of Hematology promotes and supports clinical and scientific hematology research. Senior leadership in HR wanted to offer a course that would improve bedrock writing skills across the organization, leading to succinct and correct vendor correspondence, concise and engaging emails, and accurate reports.. Due to COVID, training could not be offered onsite, as was the original plan.

**100%**

of participants found the training materials and course instruction "clear"

### SOLUTIONS

We shifted from an onsite course to an online, self-paced course to accommodate remote work requirements. We established a consistent writing process that applies to all ASH documents. Additionally, each participant received individual feedback on their writing. Each learner worked at a pace and on a schedule that best suited their learning style. After the training, we shared resources with senior leaders to support the ongoing mentorship of employee writing.

**100%**

of participants found the instructor feedback "very helpful" or "helpful"

**7 hours**

average time on task to complete all course lessons and exercises

### OUTCOMES



#### Repeat annual sessions after initial group

The first group to take this course rated it highly. ASH rolled out an ongoing training program to support employees in every role. **This resulted in a company-wide improvement of business writing.**



#### Individual improvement at every level

A self-paced, online course allowed participants to work at their preferred pace. They **outlined their goals and challenges, resulting in extremely individualized feedback from the instructor.** Every participant from ASH improved their writing.



#### Better communication in all publications and outreach

**Clearer writing elevated all documents, supporting ASH's mission** to foster "high-quality, equitable care, transformative research, and innovative education to improve the lives of patients with blood and bone marrow disorders."

Ready to turn your team's business writing into a business asset?

Want to learn more about our training options? [Download our course catalog.](#)