

**THE IMPERIAL MEMORY UNIT  
TONE OF VOICE GUIDELINES**

# MISSION STATEMENT

*“Offer patients access to the latest research, care and support for dementia.”*

# CURRENT CHALLENGES



## **BRAND AWARENESS**

the average person does not know that The Imperial Memory Unit exists. Not only that, but both primary and secondary caregivers are often unaware of the benefits at The Imperial Memory Unit.



## **GP CENTRIC CARE**

when a patient is released from secondary care, often they are then cared for solely by a GP. Focus on managing, rather than curing symptoms.



## **LACK OF EDUCATION**

most people are incredibly reticent to the concept of clinical trials, fearing possible side effects. This is based on a fear of the unknown.



## **RECRUITMENT**

ensuring enough patients are on each trial.

## FUTURE OBJECTIVES:

Increased brand awareness – this should initially be focused on:

- GPs
- Secondary caregivers
- Your “easy” target market – these are well-educated professionals who often already have some link with the medical profession.

Offer more studies that allows more individuals to access clinical trials.

## USPs:

**STRONG RELATIONSHIPS** the IMU has incredibly strong relationships with its patients, ensuring they feel completely comfortable throughout the entire process. Plenty of strong feedback and whilst other centres do offer the same service, they simply cannot compete with your level of care.

**SMALL UNIT** this offers patient continuity of care, meaning they will most likely see the same doctor and nurses on every visit. Not being a private unit, the IMU is able to uniquely balance research, time, care and support.

**FACILITIES** offering dedicated PET and MRI scans is beneficial not only to the research teams, but also the patients who can see through their entire trial in one building. This also means they can be accompanied by the nurses they already know.

**DEDICATED SPACE** patients will not have to sit in main outpatient waiting areas, but in a dedicated, safe, airy space that is created specifically for them.

## CULTURAL INSIGHT

Brexit could well have an impact upon funding, although that won't be seen for a couple of years.

If and when one of the treatments does prove effective and go into licensing.

## BRAND PERSONALITY

**WARM** patients coming to you are often extremely vulnerable, suffering from an illness that has affected their way of life as well as their family. It is important, that above all, the IMU uses language and vocabulary that is full of compassion and understanding.

**PROFESSIONAL** It is important that you balance your empathy and compassion with a responsible and professional tone. This can be conveyed in clear and confident statements such as, “At the IMU we have a trained and dedicated staff who can deal with...”

## STYLE

**JARGON-FREE** not just with the family of patients, but with the doctors your language should present a compelling and convincing argument to use your service. Try to avoid using jargon, except where necessary, and make sure to clearly describe all the terms you use.

**OPEN** short, simple sentences will help make your language far more accessible and easy to read. Try to avoid overusing punctuation and use clear and straightforward language where possible.

**INFORMATIVE** there is a general fear over clinical trials, so in all the content you write you should be asking yourselves how this could help i.e. “clinical trials can offer...”

# TONE

**INSPIRING** I think this is something that is currently missing from your content. The work the IMU does is innovative, inspiring and life-changing. You should be immensely proud of this. A number of your consumer avatars are motivated by hope – you need to be appealing to that emotion. i.e. “At the IMU our dedicated and passionate team are on hand to support and assist you and your family through this challenging time.”

**SENSITIVE** be acutely sensitive to the needs not only of the patients and the families, but doctors and secondary sector institutions who are time-poor and resource-strained. For example, “At the IMU we have on-site facilities that can save you time and money as well as supporting your patients”

**ACCURATE** you have extremely specific needs for patients so don't be afraid to appeal to that demographic. Particularly in covering letters and marketing materials to doctors you can be explicit, “we are looking to connect with patients who are in relatively good health, 50-70...”

# BEST PRACTICE EXAMPLES

The Imperial Memory Unit at Charing Cross Hospital is a dedicated research department that supports patients and their families as they come to terms with the challenges of living with dementia. Our compassionate staff offer patients the very latest research and treatments at our purpose-built centre. Together, we can work to create a better future for those suffering with dementia.

## RATHER THAN

The Imperial Memory Unit at Charing Cross Hospital is a dedicated research department that offers patients with memory problems access to the latest treatments and research.



## TAKING PART IN A MEMORY TRIAL:

At The Imperial Memory Unit we understand that your family are going through an extremely challenging time and so we work to create a seamless process that is catered to the needs of each individual patient. All of our staff are handpicked for their devotion and specialised experience and we make sure all our patients receive continuity of care; meaning they can feel relaxed and comfortable throughout the trial. A typical trial will include:

- Regular attendance at The Imperial Memory clinic (we will, of course, reimburse all transportation costs)
- Non-invasive checks: This could include blood samples, MRI or PET scans with each appointment overseen by one of our specialised staff. There to offer help and support wherever necessary
- Memory assessment tests
- Taking a tablet or receiving an injection
- A questionnaire to be answered by a family member

## INSTEAD OF

## TAKING PART IN MEMORY, ALZHEIMER'S DISEASE AND DEMENTIA CLINICAL RESEARCH CAN INCLUDE:

- attending The Imperial Memory clinic throughout the study (you will be reimbursed for your transport to and from appointments)
- investigations, such as blood samples, having an MRI or PET scan, and physical examinations
- completing memory assessment tests
- taking a tablet or receiving an injection
- a family member may be asked to complete questionnaires.



# USER AVATARS

Keep these people in mind at all times – important that when you write content it appeals to their core.

**EDITOR'S NOTE:** I have purposefully not included patients in the consumer avatar section as I feel that, in general, most people are referred by family. Not only that, but it is far more beneficial if they are referred by a spouse as it means you have a reliable point of contact. I think, when writing content, it is far more important to target family members (particularly spouses) rather than the patient themselves.

## 1. STUDY PARTNER

**Gender:** Evenly split

**Age:** 50-70 (around the same age as the spouse)

**Relationship to patient:** Ideally a spouse (someone who lives with the patient)

**Background:**

- Well educated
- Affluent
- Successful professional
- Some link to the medical profession
- University educated

**Motivation:** Hope

**Challenge:** Lack of trust in pharmaceutical companies as well as a concern of being a guinea pig

## 2. GPS

**Gender:** Evenly split

**Age:** N/A

**Background:**

- University educated
- Medical degree
- Intelligent

**Motivation:** The IMU will take the burden away from them.

**Challenges:**

A reluctance to get involved with an issue that they see as not their problem

Initial interest often doesn't translate into referrals

Extremely busy and overworked

Lots of misunderstanding between the natural consequences of aging VS dementia, an illness that can potentially be managed or controlled

### 3. SECONDARY CARE UNITS

#### Motivation:

- Meeting patient demand
- Personal interest in research
- Better patient care

#### Challenges:

- Time poor
- Resistant to change: these sorts of units find so many changes forced upon them, they may be reluctant to add additional bureaucracy or work.
- No specialist knowledge about trials

### 4. THIRD SECTOR – CHALLENGES

#### Motivation:

- Believing that it offers genuine benefits to their patients
- A belief that research is important

#### Challenges:

- Have their own agenda and so quite difficult to engage with
- Extremely territorial

# GUIDELINES FOR WRITING CONTENT

- Be specific – use facts, figures and world events where possible
- Close your eyes and picture the target market – write for a real person
- Be conversational – speaking directly to the user
- Avoid clichés or jargon

# GUIDELINES FOR EDITING WEB COPY

- Every blog article should include a clear call to action at the end i.e. - if you have any questions feel free to drop us a line on [memory.research@imperial.nhs.uk](mailto:memory.research@imperial.nhs.uk)
  - Blog should be optimised for SEO:
  - Include links to other pages on your site
  - Include backlinks to other sites of interest
  - Make sure each page is optimised using Meta Tags + Alt Tags
  - The Meta description is the snippet of information that appears below the blue link on a Google search results page. Meta descriptions provide concise explanations for the contents of that specific webpage – max of 156 characters.
- Thought pieces should be 500-600 words
- Informational pieces should be 250-300 words
- Use informative subheadings
- Each blog should include 1-2 images (ideally one taken from your own gallery)
- Add ALT text to each image that feeds into your keywords