



Best Practices for Writing PHUSE White Papers

Provide a valuable solution, innovation or an answer to a compelling question: The PHUSE Steering Committee should consider if a PHUSE White Paper project is a subject/problem that our industry truly wants to explore or be solved, before approving the project. The project team topic should provide a solution to pain points, or offer efficiencies for current processes.

Limit the extent of your paper: Long White Papers can challenge the attention span of readers. While a complex subject area may require a longer length, it must be a readable length for your audience.

- **Length:** The ideal length of the White Paper is 6 to 8 pages long. At the most, limit your White Paper to maximum of 20 pages. Papers over 20 pages are cumbersome. Some readers will only skim long papers or not read past the first few pages. This defeats the hard work of the Project team who has spent months writing the paper.
- **Larger topics:** This may require that you limit the scope of the paper. Divide into multiple papers and possibly stagger the release.
- **Research information:** Do not include all your research information in the body of the White Paper. Keep it in an Appendix or in a separate document.
- **Organization:** Give your reader the big picture. If possible, describe your final analysis of the topic briefly early in the paper, followed by the supporting sections. This will engage the reader.
- **Summarize:** Quickly summarize your findings at the beginning of each section so the reader knows what to expect on the following pages.
- **Be direct:** Use less words to convey your message. Stick to facts, not opinions.
- **Slides:** A slide deck (PowerPoint or Prezi) makes a good companion to the White Paper and can help limit the length of your paper. Please remember that as an author to the White Paper, you may be asked to present at the PHUSE online webinars or at the PHUSE conferences, so having a slide deck will help present the highlights of the topic. If a slide deck is made available along with the White Paper, remember to reference the slide deck in your White Paper.

Writing Style: Use a common style across all PHUSE papers

- Use the PHUSE White Paper [template](#) to provide the same format on all papers.
- The title is one of the most important parts of your White Paper. Ensure it is precise, meaningful and unique.
- Include a hyperlinked TOC to quickly direct the reader to a sub-topic of interest.
- Make your section titles meaningful, instead of "Process" or "Steps to ...". Section titles should name the process or the step. This makes the paper more meaningful at first glance and encourages people to read the paper.
- Sketch out the big picture you're trying to convey.
- In addition to text content, use appropriate workflows, schematic, visuals and graphics.
- Use the third person in the White Paper, a better choice for professional business writing.
- When stating industry principles, use the proper referencing to other sources.
- Support your recommendations with reasonable information from research or other sources.
- Include options and alternatives when appropriate.
- Avoid specifying required courses of action.



- Do not include proprietary information.
- Do not state FDA opinions. FDA can be referenced by referencing published FDA documents.

Post publishing support: Leverage your White Paper for future reference and updates.

- When it is useful, continue the topic, or certain pain points, on a platform that allows for further public discussion, such as a blog, webinar or a comment log, allowing you to continue to engage your audience with your findings.