

MEET THE MASTERS OF MEDICAL WRITING



TRILOGY
Writing & Consulting



SAY HELLO TO TRILOGY

We're rewriting medical writing

Where was it written that medical writing had to be dry, mediocre or uninspiring? Sadly, it was everywhere we looked. In regulatory reports duller than butter knives. In poorly summarized summations. Subpar medical writing was everywhere and spreading.


So we did something about it. We waged war against mediocrity.

The Trilogy experience will change the way you think about medical writing. Engaging reviewers through crystallized stories is what we do best. Having helped bring hundreds of drugs to market, Trilogy offers precision writing backed by years of dedication to the craft. So what does this mean to you? One less thing to worry about.

Dr. Julia Forjanic Klapproth, Senior Partner
Master Skills — Owning the process, leading with expertise, lighting up a room

SUCCESSFUL MEDICAL WRITING REQUIRES A MASTER MINDSET

Leading with confidence. Breaking through team dysfunctions. Challenging assumptions. At Trilogy, conquering broken systems and moving the process forward is our forte. After all, the success of your clinical development programs, drug approval and marketing depends on it.




Dr. Barry Drees, Senior Partner
Master Skills — Passion, precision, bursting with energy

THE TRILOGY MANIFESTO

Time is finite
Only fools squander it
By being long-winded
Having nothing worthwhile to say
By doing what everyone else does
Settling
For the status quo
For the mundane
By being intellectually lazy
Bringing a thesaurus to a gunfight
Wasting precious words
By perpetuating the mundane
That's not how we roll
That's certainly not how we write
Crisp
Concise
Captivating
Insightful
We believe medical writing can move people
To feel something
To do something
To roll up their sleeves, get behind an idea, and push with everything
they've got
To want to make a difference
Which gets your idea to market faster
We don't waste time
We don't waste words
We think before we write
Get in
Get out
Inspire
Stick the landing
Because your amazing story deserves to be told
Trilogy Writing
We're leading the crusade against mediocrity
One well-written piece at a time

TAKING AIM AT INEFFICIENT MEDICAL WRITING

Rescuing clients from inefficiencies takes precise writing and a proven process. At Trilogy, our years of commitment to our craft ensure that we hit our target every time. This is why so many pharmaceutical companies and clinical research organizations (CROs) of all sizes, worldwide, rely on Trilogy as their proven medical writing partner.



Dr. Lisa Chamberlain James, Senior Partner
Master Skills — Laser focus, unwavering tenacity,
infectious charm

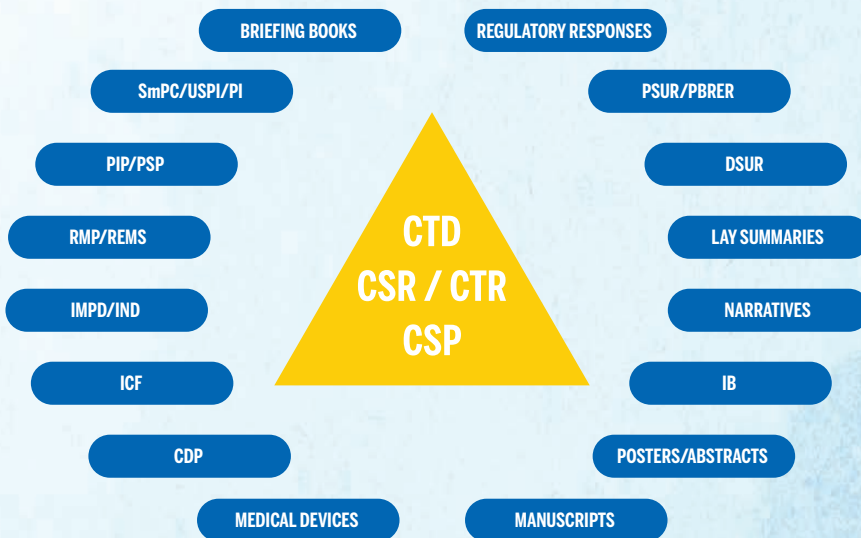
MEDIOCRE MEDICAL WRITING HAS MET ITS MATCH

We do more than get to the point quicker. We get to your point quicker. Because when it comes to getting a drug approved, a well-written story is a well-read story. **With so much at stake, doesn't it make sense to hire the best?**



Dr. Douglas Fiebig, Senior Partner
Master Skills — Listening with intent, synthesizing data, a steadfast commitment to excellence

**Our medical writing masters look
forward to speaking with you.**



TrilogyWriting.com

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