Global Forum Instructions for Authors

MISSION

Global Forum provides a multidisciplinary, neutral vehicle for communicating and debating information, trends, issues, opportunities and challenges related to development and lifecycle management of healthcare products on a global basis.

Global Forum disseminates content that is relevant to DIA members' professional responsibilities, interests, and experiences, including the programs and services of DIA. The magazine is published monthly. DIA members and non-members are invited to contribute their expertise to the *DIA Global Forum*.

ARTICLE SPECIFICATIONS

Articles in *Global Forum* are targeted towards a general healthcare audience. We are therefore looking for pieces that are engaging and interesting for both experts and non-experts. The submitted piece should therefore be informative but not overly technical. Furthermore, the submitted piece should:

- be no more than 1,000-1,200 words long;
- contain a short title as well as the names and affiliations of all authors;
- be free of jargon and excessive use of passive voice (see also plainlanguage.gov if in doubt);
- use quotations sparingly or avoid them entirely;
- start with a short introductory paragraph that provides the context of the piece and piques the reader's interest;
- organize the content into several subsections with subheadings;
- use bulleted lists for content that benefits from an overview in the form of key points; and
- include a brief title for each table, box, or chart, as well as an explanation of all abbreviations used.

Articles should be informative, factual, educational, and free of commercial bias, consistent with DIA's policy of neutrality. Authors' opinions can be freely expressed, but promotion of commercial products and services in articles published in *Global Forum* will generally not be permitted.

Images, Graphics, Tables, and Figures: Any submitted images, graphics, and figures should be originals and high-resolution (see **PERMISSIONS** below). Please submit images and graphics electronically (.jpg, .tif, . png, .esp) if possible, but we also accept PowerPoint slides. Tables can be part of the Word document; they will be typeset. If graphics contain text, we might request edits to the text.

Please supply a brief title or caption for each image, table, or figure. Titles/captions should be brief, usually no more than a line or two. Please define all abbreviations used and indicate the units of measurement, and identify all people shown in photos, if possible and appropriate.

Numbers. Use numerals for all units of measure and time except days, hours, and minutes, and for all numbers greater than nine. Spell out the numbers one through nine only for general usage (e.g., "We considered only two possibilities") and for quantities of days, hours, and minutes less than or equal to nine. Spell out numbers beginning a sentence. Use numerals and symbols in tables and boxes.

Abbreviations. Only standard abbreviations, as listed in the *AMA Manual of Style,* may be used. Terms appearing frequently within a paper may be abbreviated or an acronym may be used, but these terms should be spelled out at first use, with the abbreviation following in parentheses. Use the percentage symbol throughout.

References: Articles in *Global Forum* do not include reference lists, but if certain resources are important, they can be listed as "Supplemental Resources" at the end, listing the title of the resource as well as a link to the resource. The list should be short and have no more than five (5) resources. Please also include links for any information that need to be referenced in the body of the text. The statement *"References available upon request."* can also be added at the end of the piece.

ARTICLE DEADLINES
Global Forum is generally published on the first Friday of each calendar month. Articles are due to DIA on the first Friday of the month preceding scheduled publication (i.e., on the first Friday of April for the May issue, first Friday of May for June, etc.).

PERMISSIONS
If a figure, chart, box, or table has been previously published, a credit line should be included, and the author must obtain a letter of permission from the publisher. A copy of each permission letter must be submitted with the manuscript.

DISCLAIMER
Although every effort is made by the editorial staff to see that no inaccurate or misleading data, opinion, or statement appears in this publication, they wish to make it clear that the findings and opinions appearing in the articles and advertisements herein are solely the responsibility of the contributor or advertiser concerned. Accordingly, the Editor-in-Chief, Deputy Editor, DIA, and their respective employees, officers, and agents accept no responsibility whatsoever for the consequences of any such inaccurate or misleading data, opinion, or statement.

Global Forum Article Template

Structure: Inverted Pyramid (Most important information first)

Word Limit: Maximum 1,000-1,200 words

Tone: Clear, engaging, professional, and accessible to a global audience (plain English)

Target Reader: Professionals in the healthcare products development, safety, and access spaces, interested in global translational science/medicine, innovation, clinical trials and regulatory frameworks, patients, and access to therapies and devices/diagnostics around the world.

Structure: Why, What, So What, Now What

1. Title (10 words max)

- Strong, specific, and intriguing
- Communicates the *what* clearly; attracts readers to the article
  Hypothetical example: *Why Patients Find Clinical Trials Necessary but Prohibitively Inconvenient*

2. Hook / Lede (1–2 paragraphs, ~100–150 words)

- Definition: The *lede* refers to the introductory section of a news story that is intended to entice the reader to read the full story.
- Problem statement:
  - What is the topic and the associated problem that needs to be addressed?
  - Why should the reader care about this topic and problem?
  - Use a surprising statistic, question, or anecdote to draw attention to the problem
- Create "tension" in readers' minds, because *tension draws attention* (this is true in books, theater, film and everyday life). People are less interested in reading that "everything is just fine" and are more interested in what is broken and needs to be repaired, and how.
- Do not include an Abstract or an Introduction, as you would in an article for a peer-reviewed scientific journal. *Global Forum* is a scientific journal but uses a journalistic style, as described in these Instructions. Hypothetical example: "The EMA has issued more than a dozen guidances on the use of AI in drug development; but industry is ignoring them."

WHY?

Tip: Don't bury the lede—get straight to the point.

WHAT?

3. Core Facts / Key Takeaways (2–4 paragraphs, ~250–400 words)

- Lay out the most important information first
- Document the problem: Include key statistics, dates, names, and quotes, providing hyperlinks to the sources
- Include expert commentary or original insight if relevant.
- Document the proposed solution, with supporting evidence that it works (or does not work; even failure can be useful and informative)

- Strong preference for <u>evidence</u>-based articles, rather than articles illustrating what *could* or *might* work.

4. Supporting Details / Context (3–5 paragraphs, ~300–500 words)

- Background, analysis, or related developments
- Include relevant research results, tables, graphics, survey results or case studies
- Offer contrasting viewpoints or historical perspective

5. Broader Implications or Human Angle (~150–250 words)

- How does this affect real people, communities, or industries?
- Why does it matter?
- Include a short anecdote or example if applicable

SO WHAT?

NOW WHAT?

6. Conclusion / Takeaway / Call to Action (1 paragraph, ~50–100 words)

- Sum up the insight or leave readers with a thought-provoking note
- What needs to happen next? Who (individuals, groups, organizations, governments, industry, patients, etc.) should drive the next steps? Over what timeframe – weeks/months/years? What is the desired outcome?
- Call to action, prediction, or reflection

Style & Voice Tips:

- Use active voice and strong verbs
- Avoid jargon (e.g., sports analogies; local expressions; unless it's necessary (and explain it if you use it)
- Write as if you're explaining something fascinating to a curious friend
- Use subheadings to break up longer sections
- Spell out all acronyms and abbreviations when they are first mentioned
- Use bullet lists when appropriate.
  <u>Example:</u> "Five things to look for when you do x…"; "Three things to avoid, if…"

Example Structure Snapshot:

TITLE

WHY - Hook/Lede: Statement of the problem

WHAT - Core Info: What's happening, who's involved; proposed solutions (with evidence)

      Details: Data, analysis, expert views

SO WHAT - Implications: Who's impacted and how

NOW WHAT - Conclusion: Next steps, wrap-up insight or takeaway.