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Alcon Laboratories, Inc.

Implementing a program on Professional Writing

Wall Street Journal
August 23, 2005

Plaintiffs counsel in the Vioxx® litigation

“The documents speak for themselves,”

“My job is to get out of the way and let
the jury see the evidence.”

Susan Winkler, Esq.
Assistant United States Attorney

Update on Pharmaceutical Prosecutions
Pharmaceutical Regulatory and Compliance
Congress, November 8, 2005

“E-mails are a wonderful source of evidence,
by the way.”

Develop Internally?

Retain a Vendor?

If internal go to legal and get
real life examples

So you trained,

What now?

Monitor,
Read DM Reports,
Call Notes

Start with a note back to the author,
highlight the problematic language,

“What were you intending to say?”