



(I created the following feedback in response to a mock situation for a course assignment at the University of North Texas. The doctor and hospital are fictional. For additional writing examples, please see my online portfolio: TracyCSummers.com)

Internal Communication

Dr. Jason Nelson, Department Head
Pediatric Physician Group
Bailmer Children's Hospital
1122 Newton Dr.
Fort Worth, TX 75555

Dear Dr. Nelson,

I reviewed your flyer on the enterovirus disease, and I'm providing a few suggestions to consider before our meeting on Wednesday. Basically, my suggestions show how we can adjust the content so that it's helpful to a variety of audiences. Additionally, I found a few grammar issues that need correcting.

I'll create a mock-up based on my suggestions (and edits) below, and we can review the changes during Wednesday's meeting.

Organization

Placement. I like the way you grouped information in the flyer. To build on that idea, let's consider placing the groups of information in logical order for our audience. For instance, we could start with a description of the disease, then explain the treatment, and so on. Experts mention the importance of using logic for readers.

Readability

Terminology. The current flyer contains important information that the public needs to know. Let's consider adjusting the terminology so that readers can quickly understand and relate to the content. For instance, instead of calling the disease by its scientific name, Enterovirus D68, perhaps we could just refer to it as an enterovirus disease.

Headings. Consider grouping related content under helpful headings, which allows readers to quickly scan headings for information they need. For instance, if we replace the heading "Children" with a more descriptive heading like "Symptoms in Children," readers will know what to expect in that section.

Content. The bulleted list in the green section is concise and easy to read, but the list in the yellow section is written with full sentences. Let's adjust all the bulleted lists to make the content consistent and easier to read.

Grammar Edits

First Paragraph. For the third sentence, I added a comma after the prepositional phrase (“Before. . .”) to separate the phrase from the beginning of the sentence.

Second Paragraph. For the first sentence, I added a comma before the conjunction (and) to separate the independent clauses (“Pediatricians can diagnose. . . and symptoms may appear. . .”)

Third Paragraph. For the second sentence, I adjusted the wording to avoid mismatched information. This sentence contained a singular noun (mask) and a plural pronoun (them). I made the noun plural (masks) to match the pronoun.

Let me know if you have any questions. I look forward to our meeting,

Tracy Summers, Content Specialist
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