

Advisor's note: This feedback was in response to the third draft of an Introduction that was going nowhere. Aside from dreadful grammar, syntax, and sentence construction, the thinking process was illogical and didn't introduce the project goal in a persuasive manner. In desperation, the advisor decided to be quite directive in her feedback, but focused on the overall organization and rhetorical moves.

## **Gillette Center IQP**

### **FEEDBACK ON INTRODUCTION (10/10/02 draft)**

In a sense, the effectiveness of this Introduction took a step backwards compared to the version that you submitted on Friday 10/4. I can see that you tried to focus the first paragraph on the health care industry, but now the problem is that you don't introduce clinical research at all, and in the second paragraph you narrow extremely rapidly to specific aspects of the clinical trial process at the Gillette Center. The reader never gets a sense of the trends and challenges facing clinical research providers, unless they are exactly the same as those being faced by the broader health care industry (but that connection isn't made.)

I think you really need to start over and rethink the "rhetorical moves" in the first part of the introduction. First, what is the general problem or issue that your project addresses? I would suggest that the best level to "enter" the issue is probably at the level of clinical research. The health care industry is just too broad, and clinical research is such a small part of the overall health care industry. In addition, treatment calendars are relevant to all types of clinical research, but not to the whole health care industry. If you agree with that, then here's how you could proceed:

**¶1: Introduce clinical research and the general trends and challenges faced by that industry.** Cite authoritative sources if possible. If some of those challenges are the same as those being faced by the health care industry, you could say that, but keep the issue of clinical research primary. Example: "As in almost all sectors of the health care industry, clinical research providers are facing challenges associated with..." You will probably need to do more reading in the literature on trends in clinical research, efforts to make it more efficient, etc., in order to write this first paragraph effectively. Try to conclude the paragraph with the most specific information you can find on the efficiency/understaffing issue in clinical research, so that you can transition nicely to the next paragraph.

**¶2: Introduce the Gillette Center for Women's Cancers as a clinical research provider facing these challenges, and identify a specific problem it is facing.** Do you really need to describe the process used to assign patients to trials? I don't think so, because that's not really moving the reader in the direction of understanding the specific challenge of treatment calendars. If it's true that the Clinical Research Coordinators are the key players in the day-to-day operations of clinical research, then you could establish the specific problem of strains on their time. Establish the breadth of their responsibilities, and then how many (really, how *few*) there are to serve how many patients.

**¶3: Establish that one responsibility that is very important and time-consuming for CRCs is the creation of treatment calendars.** Explain what a treatment calendar is and just the basics of how it is created. Much of the material in your current paragraph 4 could be used here, but with a more direct topic sentence that establishes the creation of treatment calendars as a time-consuming and important process. Something that you never mention about treatment calendars (until the Background section) is how critical it is for them to be developed accurately and followed accurately, or else the findings of the clinical trial could be called into question. That motivation could be established effectively in this third paragraph.

**¶4: Establish the "gap" for your project—the specific idea you'll be investigating and/or unanswered questions.** You've got a good start on this at the beginning of the last paragraph on p.2, but I think there are some issues you're missing. For example, you could establish the idea or vision of a "template" as a means of improving the efficiency of creating treatment calendars. Note that in your current version you introduce that term out of the blue in the final paragraph, without explanation. Other aspects of the "gap" are the fact that the GC is not aware of the patients' perspective regarding treatment calendars.

**¶5: State the goal of your project and elaborate on it.** Note that this topic is entirely different than the "gap" or "unanswered questions" of the previous paragraph, so when you introduce your project, that should be the start of a new paragraph. There is a lot of awkward wording in this paragraph; please see comments directly on the document.

*I am not positive that this particular sequence of rhetorical moves is “the best” or what I would end up with after a few revisions, but I think it’s a better approach than your current version. This feedback might come across as too directive, but I sense that this level of guidance is needed because not much progress has been made with this Introduction after several iterations. However, you shouldn’t feel pressured to “do what we say.” If you don’t agree with these suggestions, then by all means let us know that and tell us what you have in mind as an alternative.*