

# Communication Manual

# Welcome to the DILAPAN-S family!

You can find the full set of components here.

We're excited to have you on board, championing non-pharmaceutical OBS/GYNE care. Together, we can establish DILAPAN-S as a symbol of quality and trust, benefiting both healthcare professionals and expectant mothers.

We believe that unified brand communication is essential in today's globalized world. Whenever creating materials, please refer to the **visual guidelines** and the communication manual. These documents are here to make your work easier.

If you have any questions or need assistance, feel free to reach out any time at **[dilapan@medicem.com](mailto:dilapan@medicem.com)**

Thank you for being part of our journey and for your dedication to maintain the high standards that DILAPAN-S represents.

Your MEDICEM team





## How to read the manual

Our name, how to describe DILAPAN-S

Our solution and purpose

Our values

Our tone

Communication towards expectant mothers

Communication towards healthcare professionals

Some more examples

# How to read (and use) the manual

## What is it and why do we need it?

Every person has their own unique voice, whether in writing or spoken communication. However, we need DILAPAN-S to speak in its own consistent voice—otherwise, people might not understand or believe what we're trying to say.

That's where these guidelines come in. It's not so much here to tell you what to say, but how to say it.

## How to use it?

Refer to this manual whenever you are unsure about something—spelling, capitalization, what language to use in different communication etc.

DILAPAN-S is special in that it has two different types of a reader—a “healthcare professional“ and an “expectant mother“. You can check out concrete examples and brand personalities (both for EM and HCP) to help you write in a voice we go for.

It may seem that there are many rules and dos and don'ts... But there's no need to worry. Just be patient, empathetic and clear—the rest will follow.

## You are also contributing to our guidelines

Our manual is bound to evolve over time—we'd be glad if you share your own points and ideas for making it better!

[Help us develop](#)

Contact information: [dilapan@medicem.com](mailto:dilapan@medicem.com)



## 1. Our name

The brand name is DILAPAN-S, written in all capital letters. Our name always includes a hyphen (never an en or em dash or an empty space). DILAPAN-S is a proper noun and should always be used as such—i.e. not as an adjective or a verb or in any other way that may mislead the reader or cause confusion.

When we need to use a possessive form, we do it without an additional s: DILAPAN-S'.

## 2. How to describe DILAPAN-S

**Whenever it is possible**, the brand name DILAPAN-S should be used. If you need to use the generic term, use synthetic osmotic dilator (“synthetic” differentiates the product from natural laminaria and “osmotic” is related to its mode of action).

Don't ever use “cervical” if it is clear from the context that cervical ripening is discussed. If not, you can use the longer version: **synthetic osmotic cervical dilator**.

Here are some examples that are not suitable.

### Please avoid these:

- **Mechanical dilator** (does not differentiate DILAPAN-S from other dilators)
- **Osmotic hygroscopic dilator** (prefer “osmotic” prior to “hygroscopic”)
- **Synthetic osmotic hygroscopic cervical dilator** (too long)

How to read the manual

**Our name, how to describe DILAPAN-S**

Our solution and purpose

Our values

Our tone

Communication towards expectant mothers

Communication towards healthcare professionals

Some more examples





### 3. Our solution

DILAPAN-S is not a simple alternative. It's a new solution—one that's different in both its process and benefits. It's a unique approach that offers solutions for current IOL challenges.

**It is comparable to pharmacological methods and other mechanical methods in all key efficacy aspects but offers favorable safety or superior comfort benefits—for both expectant mothers and healthcare professionals.**

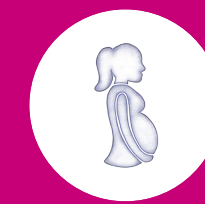
### 4. Our purpose

We aim to create a product that is safe, effective, gentle and reliable for everybody—the mother, child and HCP—as well as cost and time-saving.



#### Our purpose for Healthcare Professionals

We recognize the challenges and responsibilities that come with inducing childbirth, and **we want to provide HCPs with innovative and reliable solutions that meet the real and evolving needs of obstetrics and gynaecology.**



#### Our purpose for Expectant Mothers

We understand that each mother's path is unique, and we are dedicated to providing a method that is not only effective but also respects individual choices and needs. **We aim to empower expectant mothers by offering a safe, comfortable, and informed choice in the labour induction method.**

How to read the manual

Our name, how to describe DILAPAN-S

**Our solution and purpose**

Our values

Our tone

Communication towards expectant mothers

Communication towards healthcare professionals

Some more examples



## 5. Our values

Our brand values are not only what we believe in, but also what we actively seek to provide with our product and our communication towards both expectant mothers and HCPs.

How to read the manual

Our name, how to describe DILAPAN-S

Our solution and purpose

### Our values

Our tone

Communication towards expectant mothers

Communication towards healthcare professionals

Some more examples

### Safety

Prioritising the safety of EMs and their babies by developing a product that meets the highest safety standards.

### Transparency

Fostering open communication in sharing information about products, their benefits, and potential outcomes with both EMs and HCPs.

### Patient-centric approach

Designing healthcare solutions ensuring that the needs and well-being of patients are at the forefront of decision-making.

### Empowerment

Providing both EMs and HCPs with informed choices and reliable tools for a positive childbirth experience.

### Education

Informed choices lead to better outcomes. We aim to enhance the knowledge and confidence of EMs and HCPs alike. Education is not just a service, but an integral part of our commitment to improving maternal care globally.

### Comfort

Our product is designed with the utmost consideration for the comfort of expectant mothers, ensuring a safe and gentle process of childbirth.



## 6. Our tone

Our tone of voice reflects who we are and what we stand for. Therefore, our writing in general is:

How to read the manual

Our name, how to describe DILAPAN-S

Our solution and purpose

Our values

### Our tone

Communication towards expectant mothers

Communication towards healthcare professionals

Some more examples

### Empathetic

We understand that the field we're in may present many intimate challenges and issues, so we want to address them as humanely and thoughtfully as possible.



### Empowering

In order to make our readers confident in their choices, our tone too has to be confident and reassuring. We use supportive language and positive affirmations as well.



### Transparent

We don't hide behind passive tense or overcomplicated sentences. We provide context, sources, testimonials and we are careful to not mislead or misinform with our communication.



### Clear

We want our readers to understand what we're saying easily and right away. We structure our texts logically, use headlines and shorter paragraphs and always keep in mind the reader's experience.





## Grammar, language and writing in general

We want our readers (both EM and HCPs) to **understand** and **trust** DILAPAN-S. Generally, in our writing, we should be informative and professional yet humane. **So:**

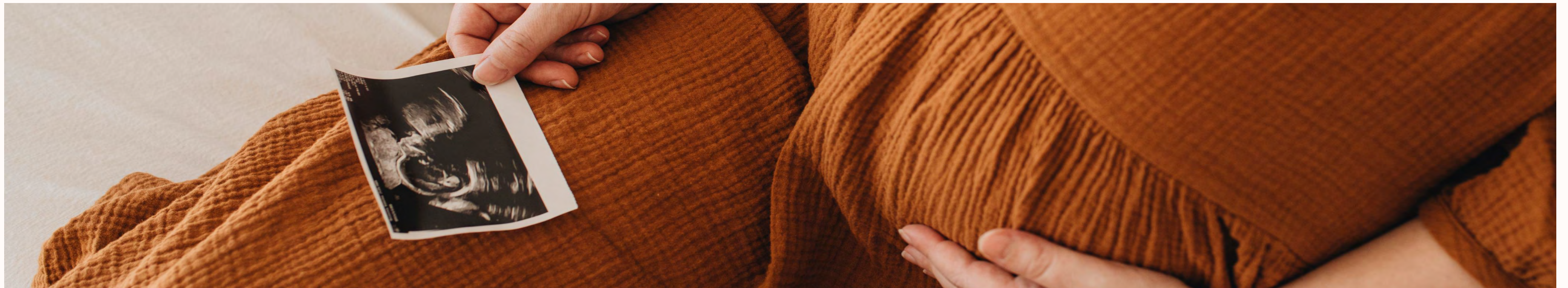
**Use active voice whenever possible**—passive voice is too depersonalised, tough to swallow and might sound like we are hiding something

**No:** DILAPAN-S will be inserted and you'll be informed on what happens next.

**Yes:** Your clinician or midwife will then insert DILAPAN-S and inform you on what will happen next.

### Avoid:

- Emojis anywhere else but on social media
- Anything that may alienate readers—expressive idioms, slang, regionalisms or culture specific-language
- Uncommon abbreviations or acronyms—if you do use them, always explain after the first use



How to read the manual

Our name, how to describe DILAPAN-S

Our solution and purpose

Our values

### Our tone

Communication towards expectant mothers

Communication towards healthcare professionals

Some more examples





## Don't overuse modifiers

**No:** Your cervix will be nicely open, soft and relaxed.

**Better:** Your cervix will be open and soft.

## Be human

Use active voice whenever possible—passive voice is too depersonalised, tough to swallow and might sound like we are hiding something

## Use sentence case

I.e. don't capitalize words you wouldn't in a regular sentence—even in headlines

- Exception: We always capitalize section names in website headers and footers

Always use em dash with no spacing (such as what you see in this manual)

How to read  
the manual

Our name, how to  
describe DILAPAN-S

Our solution  
and purpose

Our values

### Our tone

Communication  
towards expectant  
mothers

Communication  
towards healthcare  
professionals

Some more examples





## Sometimes, our tone may shift a little

### That mainly depends on:

- Who we're talking to (HCPs or Expectant mothers)
- Communication situation and context
- Platform (Website, Pamphlet, Podcast, Email, SoMe...)

How to read  
the manual

Our name, how to  
describe DILAPAN-S

Our solution  
and purpose

Our values

### **Our tone**

Communication  
towards expectant  
mothers

Communication  
towards healthcare  
professionals

Some more examples





# Shifting our tone by platform

DILAPAN-S’ tone of voice doesn’t only change when speaking to different people, but also when communicating throughout different online (or offline) settings. We’ve compiled a brief and simple chart to steer you into the right direction.

How to read the manual

Our name, how to describe DILAPAN-S

Our solution and purpose

Our values

### Our tone

Communication towards expectant mothers

Communication towards healthcare professionals

Some more examples

Platform	How do we sound?	Dos	Don'ts	Examples
<b>Social media</b>	<ul style="list-style-type: none"> <li>When navigating social media, DILAPAN-S can kick back, loosen up and let that expressive side shine through—at least a little</li> </ul>	<ul style="list-style-type: none"> <li>use casual language, emojis, and hashtags</li> <li>don't be afraid to grab reader's attention</li> <li>get conversational and engage with your audience</li> </ul>	<ul style="list-style-type: none"> <li>here especially, avoid overly formal language</li> <li>be careful not to be too informal though</li> <li>we still aim to inform and empower</li> </ul>	See an example
<b>Newsletter</b>	<ul style="list-style-type: none"> <li>It's okay to get a bit conversational and friendly here—but keep it professional, functional and as swift as possible.</li> </ul>	<ul style="list-style-type: none"> <li>stick to the core message and aim for short rather than long</li> <li>use CTA buttons with action verbs</li> <li>use proper citations when necessary</li> </ul>	<ul style="list-style-type: none"> <li>be careful not to sound “spammy”, especially in the email subject</li> </ul>	See our newsletter guide
<b>Blog</b>	<ul style="list-style-type: none"> <li>Our goal here is to educate and inform EM. But try to sound approachable, even friendly, in how you present the information—always keep readability in mind.</li> </ul>	<ul style="list-style-type: none"> <li>think about what you want to say and plan ahead so that the whole text is understandable</li> <li>make use of subheadings and aim for shorter paragraphs</li> <li>use humour, but only if it makes your readers relate and connect</li> </ul>	<ul style="list-style-type: none"> <li>avoid making articles too long</li> <li>generally, if you can say it in fewer words, do it</li> <li>avoid “clickbaity” or misleading headlines or subheadings</li> <li>they may confuse or disappoint</li> <li>don't use overly technical language</li> </ul>	See an example
<b>Podcast</b>	<ul style="list-style-type: none"> <li>Feel free to let that formality and seriousness rest—use approachable language to engage with your colleague, host, guest and captivate your audience.</li> </ul>	<ul style="list-style-type: none"> <li>think about structuring the discussion—focus on the main topic and proper introductions and conclusions</li> <li>use storytelling and lighthearted humour</li> </ul>	<ul style="list-style-type: none"> <li>try not to ramble and avoid lengthy monologues</li> <li>avoid sounding “too scripted” and unnatural</li> </ul>	



## Shifting our tone by reader

The tone of voice will mainly **change depending on the reader.**

How to read the manual

Our name, how to describe DILAPAN-S

Our solution and purpose

Our values

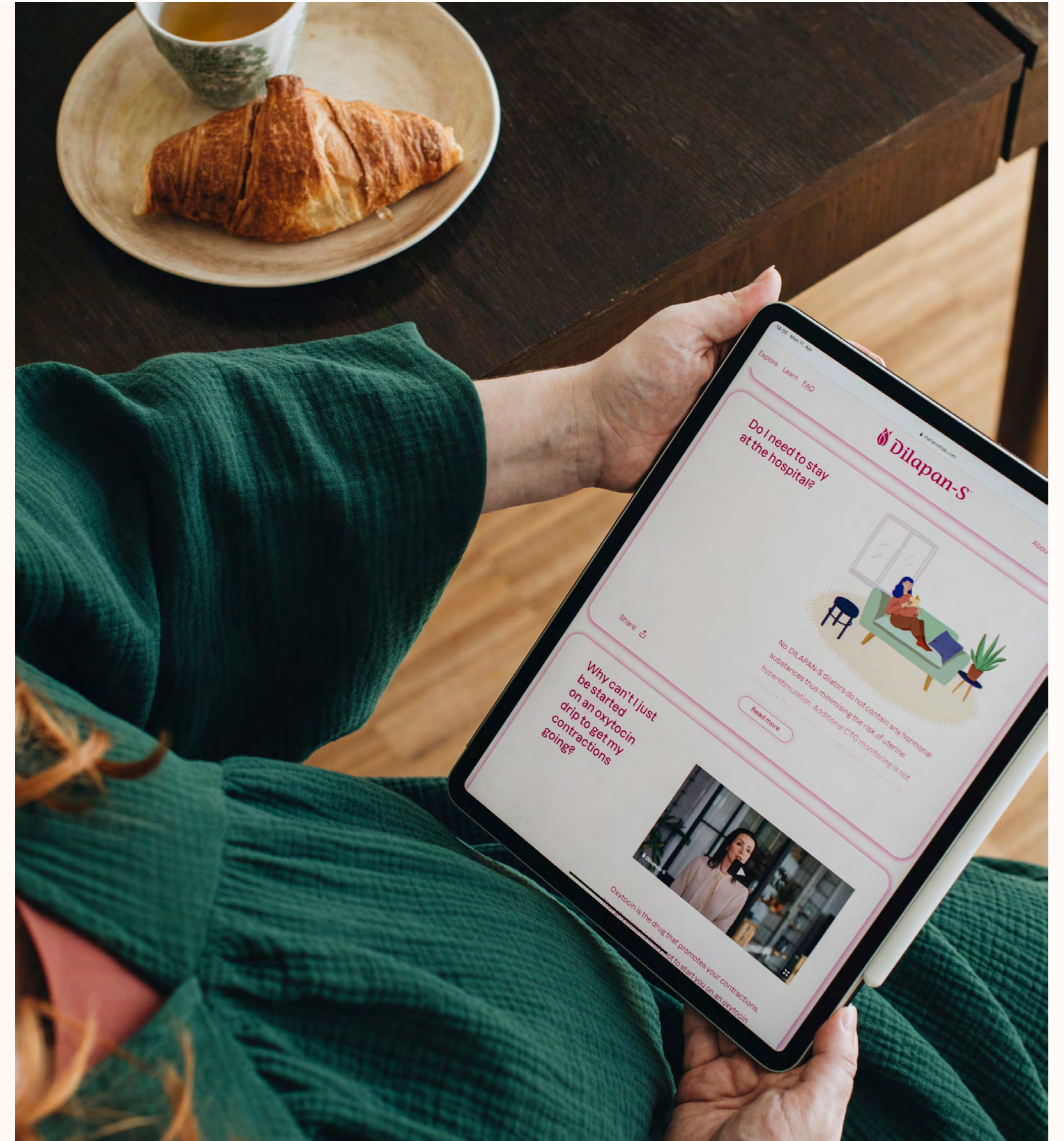
### Our tone

Communication towards expectant mothers

Communication towards healthcare professionals

Some more examples

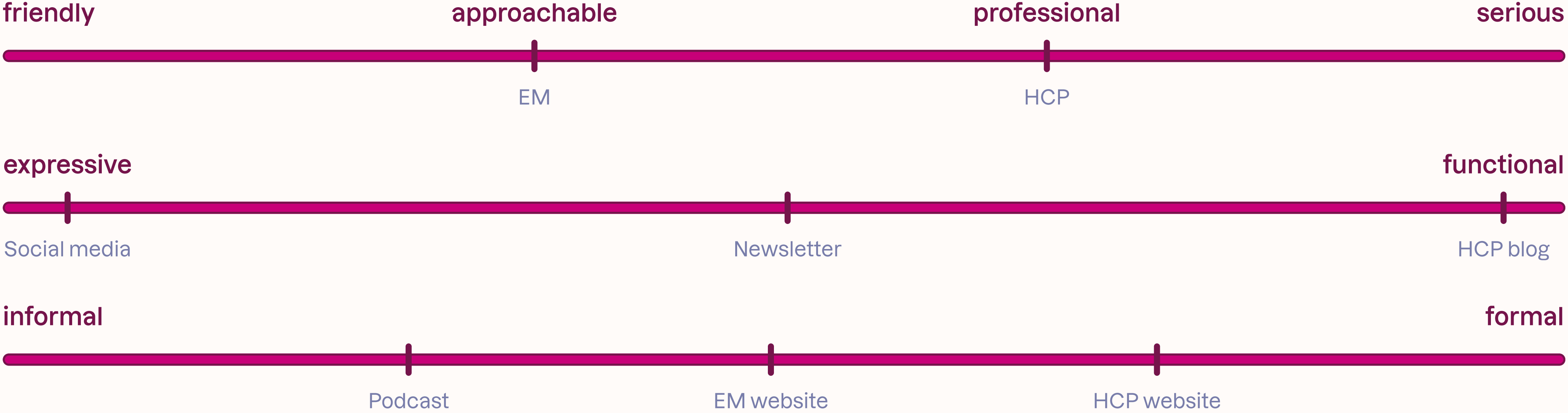
Think of it like this...  
if we speak **expressively and too friendly** towards physicians and other HCPs, there is a good chance **they won't take us seriously** or won't get the information they need fast enough. On the other hand, **speaking too professionally** towards expectant mothers might mean that **they won't understand** or put their faith into us. Additionally, writing that's completely inexpressive or unemotional may cause the mother to feel uneasy or uncomfortable.





# Tonality spectrum

You can use this tonality spectrum as a tool to visualise the way in which our tone may shift depending on who we're talking to (or where we're talking).



How to read the manual

Our name, how to describe DILAPAN-S

Our solution and purpose

Our values

**Our tone**

Communication towards expectant mothers

Communication towards healthcare professionals

Some more examples



## 7. Communication towards expectant mothers

We aim to connect with mothers on a personal level, acknowledging the uniqueness of their journey. Our tone is empathetic and reassuring to provide them with the confidence and support they need to make their own choice.

### Personality—an educated friend

The tone of voice for Expectant mothers sounds like a highly **educated friend**. Not a best friend—there is no impoliteness—but a good friend.

They want to **provide as much information as possible as pleasantly as possible** and make the whole experience comfortable and beautiful.

- They are:**
- Encouraging
  - Patient
  - Helpful
  - Friendly (but never sassy or witty)
  - Informative (but still empathetic)
  - Transparent
  - Clear and concise (but still humanlike)



How to read  
the manual

Our name, how to  
describe DILAPAN-S

Our solution  
and purpose

Our values

Our tone

**Communication  
towards expectant  
mothers**

Communication  
towards healthcare  
professionals

Some more examples



# Language and writing for expectant mothers

The tone we use for expectant mothers is in line with the general language guidelines.

But there are some important points to keep in mind when speaking to EMs.

**Use short sentences you would hear when speaking out loud** (in plain english, so please still avoid jargon)

**Use clear headlines and shorter paragraphs where possible to not deter or lose reader's attention**

**Be careful to explain any professional jargon or complicated concepts**—in general, explain complex topics in a plain language

**Be human:**

- Instead of provide, try get
- Instead of require, try need
- Instead of perform, try carry out or even do

**Avoid mandatory language**—i.e. you must, you should, you have to

- **Avoid:** You must always consult with your physician.
- **Better:** Please, always consult with your physician.

**Always put action verbs in CTAs, but be careful not to make it too expressive—don't use punctuation and try to include relevant keywords**

**Too clickbaity**

Click here and find out!

**Too passive**

Information about Induction Day

**Ideal**

Find out more about your Induction Day

How to read the manual

Our name, how to describe DILAPAN-S

Our solution and purpose

Our values

Our tone

**Communication towards expectant mothers**

Communication towards healthcare professionals

Some more examples



How to read  
the manual

Our name, how to  
describe DILAPAN-S

Our solution  
and purpose

Our values

Our tone

**Communication  
towards expectant  
mothers**

Communication  
towards healthcare  
professionals

Some more examples

### Example:

**Too formal and passive:** Once DILAPAN-S has been administered, it usually stays in your cervix for 12–15 hours. During this time you will be able to perform your normal daily activities.

**Better:** Once your physician has administered DILAPAN-S, it usually stays in your cervix for 12–15 hours. During this time you can enjoy your everyday activities.

### Another example:

**Too long and complicated:** During this exciting time, when you are about to see your baby, you will be able to rest, sleep, stand up, walk, take a shower and perform your normal daily activities. Only taking a bath and having sexual intercourse have to be avoided.

**Better:** Anticipating your baby is an exciting time. And while you wait, you will be able to enjoy your usual everyday activities. So rest up, take a nap (or a walk, or a shower...) and unwind.





# Positive language

We use words, phrases and sentences that carry positive connotations. And try to avoid those that don't.

In general, please, always use **inclusive language**. Avoid misgendering language or anything that could be interpreted as being offensive.

Maintaining a positive and supportive tone with carefully chosen language is key to making EM feel reassured, empowered, and also put their trust in our product.

## Examples of positive language:

- we understand...
- we're here to help you to...
- healthy
- safe
- comfortable
- we want to make sure...
- we respect...
- we want to explain so that you can —feel confident, decide...
- you're capable, strong
- making choices
- nurture a positive environment
- progress you're making...
- we trust you to...
- navigate the process together...

## Examples of words and phrases with possible negative connotations, **please avoid these:**

- failure (in any sense)
- difficult
- complications
- problems
- mandatory
- demand
- required
- painful
- intervention
- you must, you should (we never push anyone into anything)

Situations may come where you have to express these concepts. Instead, use something like: **challenges / issues / risks / we recommend** or **you may consider**

How to read the manual

Our name, how to describe DILAPAN-S

Our solution and purpose

Our values

Our tone

**Communication towards expectant mothers**

Communication towards healthcare professionals

Some more examples



## 8. Communication towards healthcare professionals

At DILAPAN-S, we understand the crucial role that HCPs play in the induction of labour. At the same time, we acknowledge their own needs and challenges—i.e. the capacity of the staff, scarce amount of time etc.

In order to successfully present all the benefits DILAPAN-S can bring, we have to communicate the information clearly, professionally and respectfully while being **approachable** and optimistic.

### Personality—a friendly experienced peer

The “friendly experienced peer“ understands that other professionals value and respect transparent, clear and evidence-based communication. They have all the facts and sources.

- They are:**
- Approachable
  - Professional
  - Factual (but humane)
  - Transparent and clear



How to read the manual

Our name, how to describe DILAPAN-S

Our solution and purpose

Our values

Our tone

Communication towards expectant mothers

**Communication towards healthcare professionals**

Some more examples



# Language and writing for HCPs

The tone corresponds with the general language guidelines, but there are some particularities to keep in mind when it comes to HCPs.

- **Use technically precise language**—be careful about using up-to-date medical (or other) terms and relevant clinical terminology
- **Use clear and concise language to make sure we don't seem like we are wasting anyone's time**
- **Avoid ambiguity and vagueness**—be to the point, and if possible, state relevant facts and data
- **Whenever possible and suitable, provide sources of information**
- **Avoid language that's too informal**
- **Avoid extensive use of expressive punctuation** (i.e. suspension points, exclamation point)

How to read the manual

Our name, how to describe DILAPAN-S

Our solution and purpose

Our values

Our tone

Communication towards expectant mothers

**Communication towards healthcare professionals**

Some more examples

## Example:

**Too wordy and not dynamic enough:** DILAPAN-S' multi-action approach to the softening and opening of the cervix redefines labour induction.

**Better:** Explore how DILAPAN-S redefines labour induction with its multi-action approach to cervical ripening.

## Another example:

**Too passive:** Improved maternal satisfaction because of comfortable cervical ripening.

**Too expressive:** Let's skyrocket your patients satisfaction with a gentle and comfy cervical ripening experience.

**Ideal:** Take maternal satisfaction of your patients to a new level with gentle and comfortable cervical ripening.



# Some more examples

## Blog article

### Understanding labour induction: A guide for expectant mothers

Pregnancy is a journey filled with excitement, anticipation and curiosity. Especially as you near the end. For some women, induction of labour is something that may come into play. This guide is here to provide clear information about inducing labour, explaining its purposes, processes, and what **you**—as an expectant mother—can expect.

#### What is labour induction?

Labour induction is a medical intervention that artificially starts labour. Occasionally this is needed because it is safer for you or your baby to deliver sooner than waiting for natural labour to begin. Understanding a bit more about labour induction can take away some of the myths and better prepare you for what lies ahead.

**Nowadays it is a common procedure.** Experts estimate that over 30% of pregnant women undergo induction. Importantly, induction of labour gives a chance to complete a pregnancy by natural vaginal birth instead of by C-section. (...)

When suitable, we speak directly to the reader.

We use straightforward headlines and subheadings so that readers can easily navigate our content and find specific information.

Whenever possible, we speak in shorter sentences that we would say when talking out loud.

We break the text into digestible paragraphs.

How to read the manual

Our name, how to describe DILAPAN-S

Our solution and purpose

Our values

Our tone

Communication towards expectant mothers

Communication towards healthcare professionals

#### Some more examples



# Website page

Healthcare Professionals

Expectant Mothers

# Social media posts

How to read the manual

Our name, how to describe DILAPAN-S

Our solution and purpose

Our values

Our tone

Communication towards expectant mothers

Communication towards healthcare professionals

## Some more examples

