

## Style Guide

The standards in this style guide apply to projects from **Marken HHC**.

CATEGORY	COMMENTS
ACRONYMS	<p>If the acronym is expanded translate the first instance and use the English acronym onwards.</p> <p><i>Example ENUS-ES:</i> Home Health Care Visits (HHCV) -&gt; visitas de atención domiciliaria (HHCV)</p> <p>If the acronym is not expanded, do not alter it – maintain the acronym as it is in the target text as well.</p> <p><i>Example ENUS-ES:</i> During the visit, you must complete the <b>PSSD</b> in Apollo in real time -&gt; Durante la visita, debe completar el <b>PSSD</b> en Apollo en tiempo real.</p> <p><b>Country exceptions: Japan and China</b> <u>No</u> acronyms may be used in translations into Japanese and Chinese – everything must be spelled out.</p>
ADDRESSES	Do not localize addresses.
DATES	Use this date format: DDMMYYYY

## TONE OF VOICE

Clear, plain English, clinically precise and suitable with appropriate awareness of the home-based care setting. Use medically accurate, regulatory-aware, and credible language, keep sentences concise, and avoid unnecessary idioms/slang language or complex phrasing unless required for accuracy.

Ensure all content is direct and easy to follow, especially for instructions and operational guidance.

## TARGET AUDIENCE

Healthcare providers (nurses), clinical sites, and sponsor clients (external stakeholders) with oversight by internal staff.

### Elaborated information incl. tone:

Providers (nurses): instructional and precise

Sites: collaborative and protocol-aligned

Sponsors/clients: structured and solution-focused

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