



**Acurit Medical  
Communications**

**Helping MedComms agencies, life  
sciences companies, and CROs  
overcome barriers working with  
Chinese clients with  
English Chinese medical  
communications**

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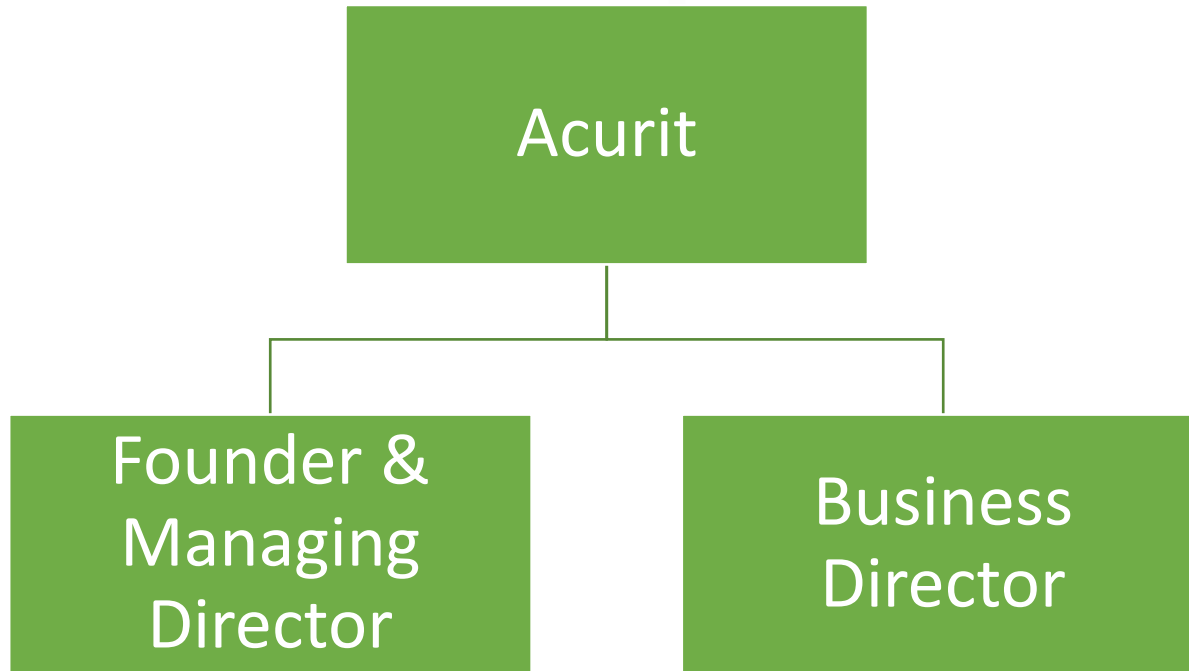
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# I. Company Overview

# Company Structure



Dr Amanda Mao



Ms Jun Zeng

- Established in 2016
- Located in Melbourne, Australia
- Dr Mao is responsible for quality and timeline of all projects
  - Dr Mao is the main operator
  - Medical translations are done by a team of expert medical translators, who are Acurit's contractors

# Representative Clients



*"A fabulous communicator and a joy to work with"*



**Daniel McGowan, PhD, CMPP, MInstD**  
Science Director and Board Member, Edanz Group Japan Ltd

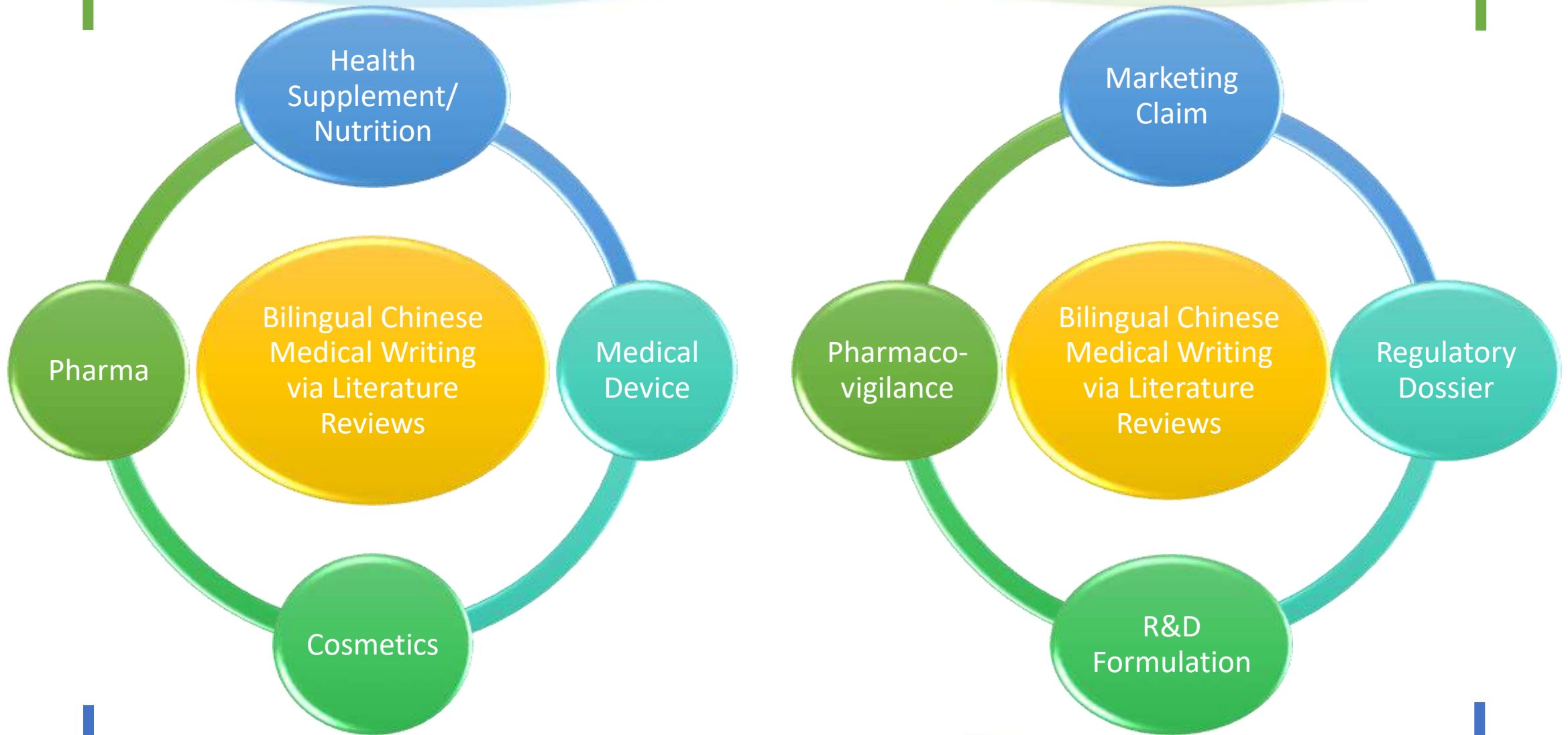
June 25, 2020, Daniel worked with Amanda Xiaoqing but at different companies

Amanda has been a tremendous asset for Edanz as a consultant on several of our projects, providing insights on Chinese publications and the Chinese regulatory environment, assisting with the development of clinical trial protocols, KOL interactions, and often simply finding the information our native English writers require within Chinese source materials. She is a fabulous communicator and a joy to work with. Always very diligent and professional, and I would recommend Amanda highly to anyone considering working with her. [See less](#)



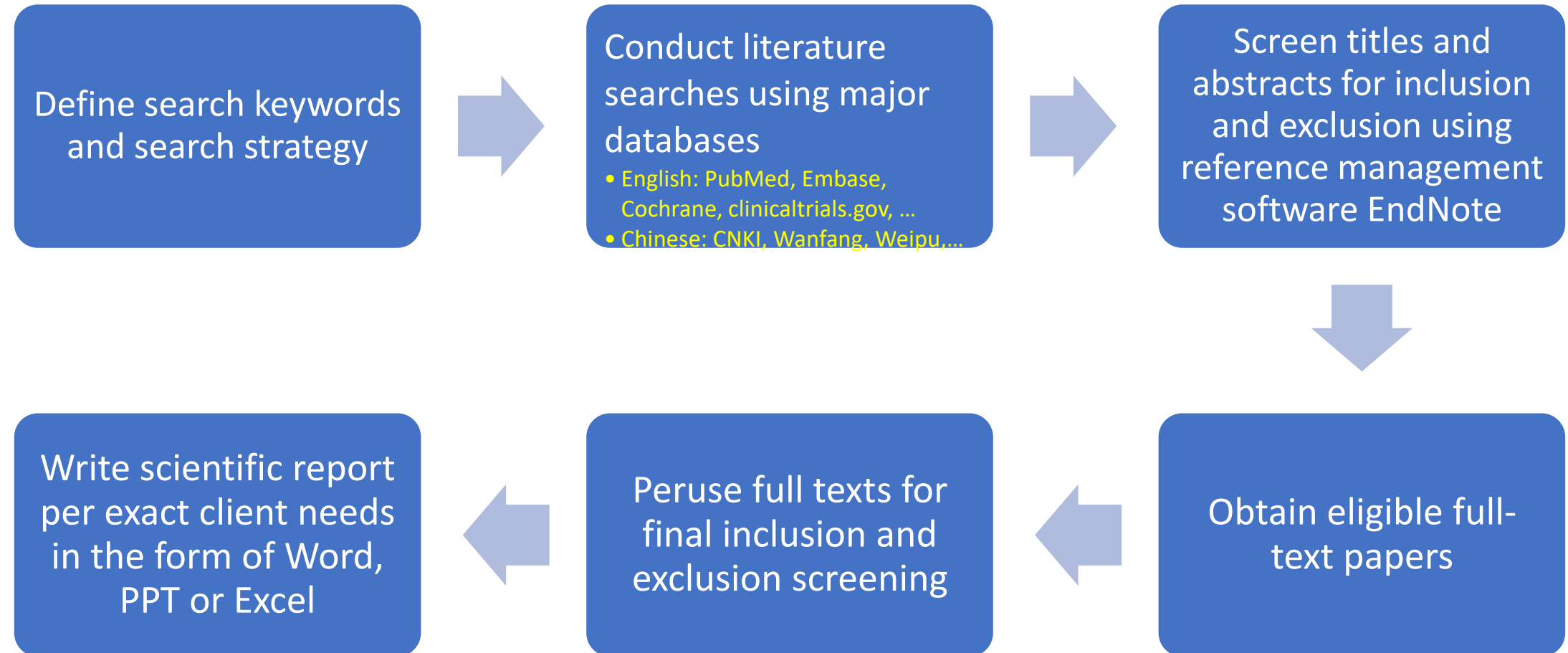
## **II. Bilingual Chinese Medical Communication Services**

## Medical Translation



## Medical Interpreting

# Our Over-arching Literature Review Process





# Importance of Literature Reviews during a Drug's Life Cycle

Preclinical

Initial registration

Clinical trial documents

Regulatory dossier submission for market authorisation

Develop English manuscripts based on Chinese raw materials

Communication with physicians and patients

# Case Study - Literature Review to Support Pharma



*"Very happy with your services,  
prompt and efficient"*

DR DEBORAH COOPER  
DIRECTOR  
PRODUCT CONCEPT REALISATION PTY LTD



- Background: Several of the Client's Investigational New Drugs (INDs) were due for annual reports, which were to be submitted to the FDA urgently.
- Conduct:
  - After defining search terms with trial and error, we run major databases including PubMed, Cochrane and EMBASE. Using Endnote to compile, we then read abstracts to assess papers for inclusion or exclusion.
  - The next step was to align our selections with Client before retrieving full-text papers. Due to our comprehensive subscriptions, we were able to get all full-text papers, including those behind the paywall, to be included in the report.
- Outcome: Delivered high-quality work ahead of schedule.

# Literature Review of Health Supplement to Support Marketing Claims

Provide compliant marketing claims supported by vigorous science and credible sources only

Provide scientific report on safety/efficacy to support product marketing selling points

Serve as a second eye in addition to your internal scientific team

# Health Supplement Formulation Evaluation

For each new product and functional ingredient, we provide a scientific report on:

- Overall conclusions with suggested recommendation levels
- Safety and efficacy evaluation, with data from
  - Official guidelines: EFSA, China Nutrition Society, FDA, JECFA
  - Review papers
  - Original research papers: meta-analysis, clinical trial, epidemiology, and animal study
- Conclusions
  - Dosage
  - Safety
  - Efficacy
  - Suggested target population

# Literature Review to Support Health Supplement Registration with China SAMR

An integral part of registration materials to be filed with China SAMR

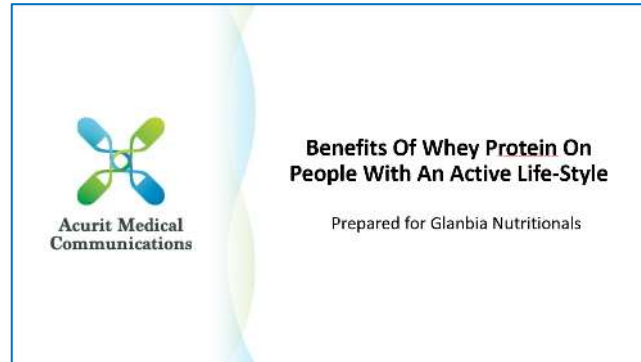
Literature support for functional claims

- Dosage in the literature less than that in the product to support efficacy
- Provide a number of publications per registration requirements

Literature support for safety claims

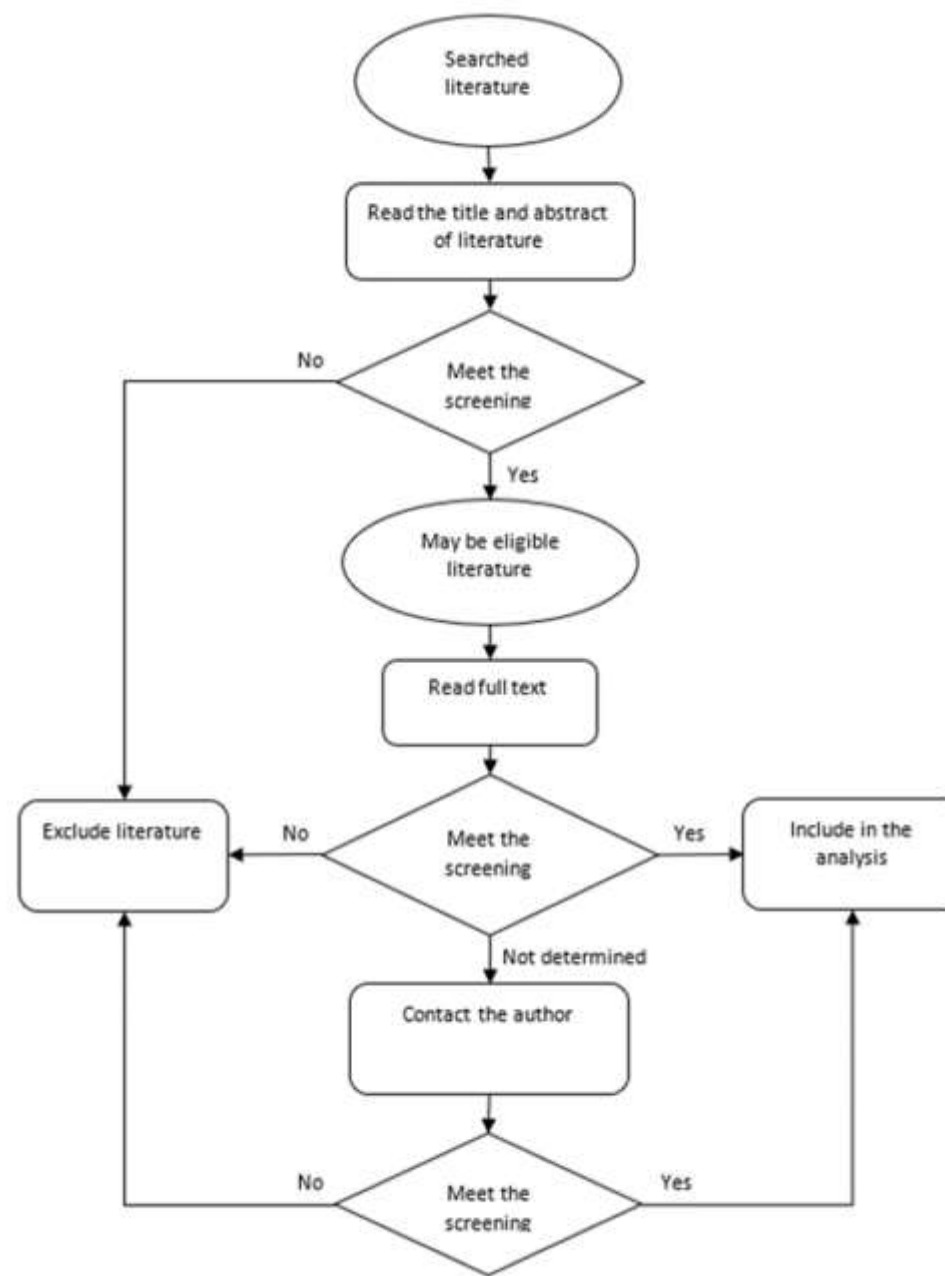
- Dosage in the literature more than that in the product to support safety
- Provide a number of publications per registration requirements

# Case Study - Literature Review to Support Marketing Claims in Nutrition



- Background: developing China-specific whey protein marketing claims via literature reviews
- Conduct:
  - We carefully planned search terms and then conducted extensive literature search and appraisal both in English and Chinese academic databases
  - We developed scientific claims through tables and figures for each selected individual study
- Outcome: Created two slide decks, one in English, and one in Chinese

# Medical Device Clinical Evaluation Report (CER) Writing to file with China NMPA



# CER Writing for Medical Device

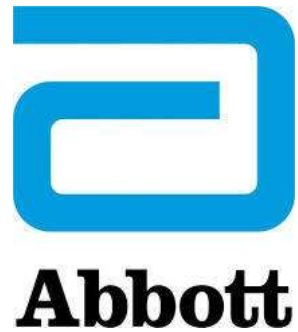
Write medical device Clinical Evaluation Reports (CERs) to file with China NMPA

- Search, critically evaluate literature, extract data and summarise each included publication on safety and performance. Assign Oxford Level of Evidence to all included papers
- Number of CER projects worked on: **13**
- Number of publications evaluated: **809**
  - One representative project involved evaluating 287 clinical articles and compiling 92 papers for the CER



# CER Writing Representative Clients

Fields: respiratory, cardiology, gastrointestinal tract, urology, gynaecology, neuromodulation



# Case Study – CER Writing and Translation

**"Couldn't ask for a better partner in preparing Chinese CERs"**



**Emily Stephens**

Founder and Chief Executive Officer at Global Regulatory Writing & Consulting, Inc.

November 11, 2020, Emily was senior to Amanda Xiaoping but didn't manage directly

I have had the privilege of working with Amanda for a few years now. Her and her team's work is top notch. She knows her stuff, is always professional, is a fantastic communicator, and gets work done on budget and on time. I couldn't ask for a better partner in preparing Chinese CERs!



**Acurit Medical Communications**

- Background: Clients were looking for developing 5 CER projects to file with China NMPA
- Conduct:
  - Completed bilingual Chinese literature search and review, as well as adverse events search and summary
  - Communicated with Client's Regulatory team in China
  - Acurit team translated all 5 CER reports
- Outcome: Delivered high-quality work ahead of schedule.



# Testimonial on Bilingual Chinese Medical Writing

## "OUR GO-TO PERSON FOR LITERATURE SUPPORT"

We have been working with Dr. Amanda Mao for a long time, and she is our go-to person when we need literature to support our healthy food business. We just love working with Amanda because she is dedicated to every project we collaborated on and she always delivers on time! The communication part is easy too, she would look for detail and ask for feedback all the way through the circle.

Edward MA  
Senior International Affairs Specialist  
Ankang Healthcare [Beijing] Co., Ltd.



*"Her solid scientific background, excellent medical writing and bilingual skills enable her to always deliver high-quality documents."*



**Patrice Malard**

Chief Technology Officer at  
H&H Group

June 29, 2020, Patrice was a client  
of Amanda Xiaoping's

I worked many years with Amanda when she was heading the Science Communication team at Biostime Group (now H&H) and she is today our scientific consultant since 2017. Amanda is always a delight to work with. Her solid scientific background, excellent medical writing and bilingual skills enable her to always deliver high-quality documents within tight timelines. We can depend on her every time to get a job done. Her scientific reports via literature reviews are comprehensive, carefully researched and well written. Amanda also takes a proactive approach when working with us, genuinely caring about our business. I recommend Amanda with no reservations and I'm sure she'll be a value-add to any company seeking her expertise. [See less](#)





# Acurit Gets Translations Right the First Time



We help biotech, pharma, and medical device companies do premium English ↔ Chinese medical translations, so that your documents are translated accurately with correct medical terminology.



When you submit your translated dossier to regulatory authorities, the last thing you want is for it to be rejected because of poor translation quality – your timeline is delayed, and you have to put in extra effort to get it right.



When you work with us, you avoid that risk.

# What Makes Acurit's Translations Premium?

## Technical Knowledge

- Acurit's founder, Dr Amanda Mao, earned a PhD in Biochemistry in the United States and Bachelor's and Master's degrees in life sciences in China. She then worked in the pharma and nutrition industry in China for 8 years.

## Accuracy

- Your document is translated accurately with correct medical terminology, which is only possible from the Acurit team led by a PhD biochemist with extensive medical affairs experience.

## Quality

- We deliver high-quality documents ready for use immediately → no repeated back and forth revisions.

## Domain Expertise ("know the jargon")

- Thanks to the team's extensive experience and advanced degrees in health and medical sciences, we speak the language and jargon of regulatory authorities and pharmaceutical companies. We have a keen understanding of what they expect, so you have confidence, knowing that your project is in capable hands.

# What Makes Acurit's Translations Premium?

## Exclusive Focus / Specialization

- Acurit is laser-focused on medical translations between English and Chinese with no other disciplines or language pairs.

## Superb Communication + Punctuality

- You'll never be left wondering, "Where's the translation?" We are prompt and proactive with communication, and we respond to every email and phone call from you. Your project will be delivered on time, often one or two days early.

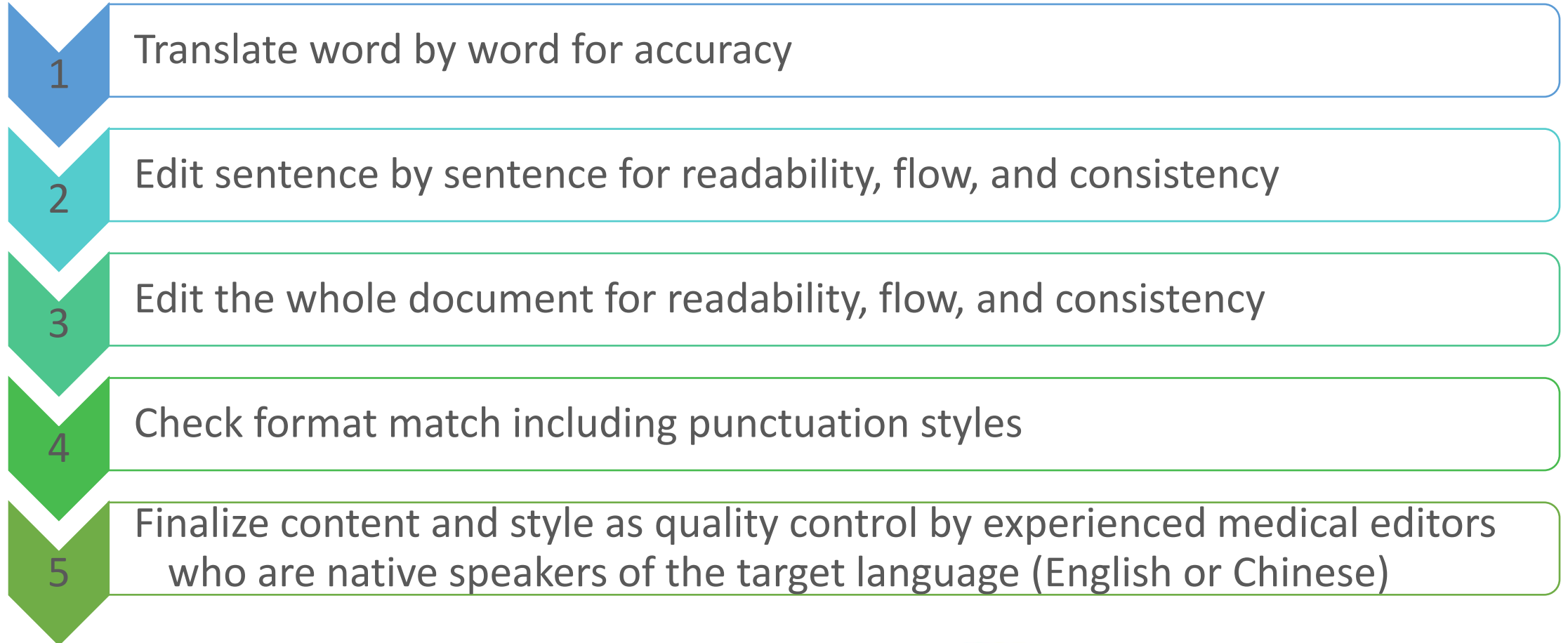
## Highly Detail-Oriented + Experience + Dual Fluency

- We have delivered more than 300,000 words of premium medical translations since 2016. In addition to domain expertise, our translators are native speakers of either English or Chinese to produce top-notch translations.

## Conscientiousness

- We only take projects we know we can handle well, and we only give the very best to our clients. We are meticulous and diligent with each project, no matter how large or small.

## Our 5-Step Translation Process Ensures Accuracy, Flow, Readability, and Consistency



# We Translate Everything Biotech, Pharma, and Medical Device

Medical Device Clinical Evaluation Report (CER)

Preclinical Studies

Scientific Publications / Journal Manuscripts

Labels / Product Inserts

Clinical Trial Documents

Medical Affairs Documents

Regulatory Dossier

Communication Materials with Physicians and Patients

Pharmacovigilance

Marketing Materials...



# Acurit's Medical Translations Are Endorsed by Global Medical Writing Associations

The translation is published on the official websites of:

- [American Medical Writers Association \(AMWA\)](#)
- [European Medical Writers Association \(EMWA\)](#)
- [International Society for Medical Publication Professionals \(ISMPP\)](#)



# Translation Testimonial



## Always managed to turn around a quality product within the tight deadlines

"Xerion Limited is a specialty pharmaceutical company based in Australia but distributes its products into key overseas markets including China. We have used Amanda from Acurit Medical Communications on three separate occasions in the last month to edit and translate presentations, contracts and letters, always with tight deadlines. Amanda has always managed to turn around a quality product within the tight deadlines. I have no hesitation recommending Amanda from Acurit Medical Communications and we will be definitely using her services in the future."

Danny Goldman

CEO, Xerion Limited

**"Work professionally and complete well within expected timeframe with great qualities"**

Acurit Medical Communications provided us with the certified translation for a business agreement. They work professionally and complete well within our expected timeframe with great qualities. The fees charged for the works deserve the services. We are satisfied and appreciate their services. 🙌

Dr RC Ou  
Chairman

Oculus Biomed Pty Ltd (Australia)



# Health Conference Interpreting – English and Chinese Mandarin

Field	Client	Project
Healthcare Leadership	 Global Victoria / China hospital presidents	Training and site visits
Aged Care	 Austrade/China Senior Living and Health Mission PCR Delegation	
Healthcare Leadership	 China CDC	

# Interpreting Testimonial



## Testimonials

### Did medical interpreting professionally and well

"It is nice that you are doing medical interpreting so professionally and well, and you also enjoy it very much.  
Looking forward to working with you again in the future."

Arthur Hsueh

MHSA, MAE, PhD, Senior Lecturer, University of Melbourne

# Custom Solutions

Consult on nutrition clinical trials in China – bilingual trial document preparation, China PI mapping, project management

English manuscript writing project management for Chinese authors

Facilitate communications for Chinese healthcare professionals to visit medical organizations in Australia

### **III. Company Pro Bono Partnerships**



# Organize Asia Pacific MedComms Network

**INTRODUCING the**  
Asia Pacific MedComms Network

New year,  
new look!

Quarterly Zoom meetings are back for 2023

Join us for our first meeting on

Thursday  
**30**  
March  
2023

08:30 (Auckland)  
09:30 (Melbourne)  
11:30 (Wellington/Sydney)  
12:30 (Auckland)

Click below to  
**REGISTER**

**GPP2022 in Asia Pacific: Best Practices for Medical Writing and Publication Planning**

Co-organized by:

**Tim Stentiford**  
Director, Medical and Scientific Services - APAC  
Med-Tech Media Australia

**Amanda Mao**  
Bilingual Chinese Medical Communications Expert, Managing Director  
Acurit Medical Communications Australia

**Steven Inglis**  
Communications Director  
Oxford PharmaGenesis Australia

The Asia Pacific MedComms Network (formerly known as the Asia Pacific Quarterly Medical Writers Zoom Meeting, New Zealand Medical Writers Meeting)

Supported by:

Acurit Medical Communications

Oxford PharmaGenesis

MedComms Networking

**How to Work With Chinese Pharma Clients Confidently on Publication Writing Projects**

Speaker and Co-Organizer:

**Amanda Xiaoping Mao, PhD, CMPP**  
Bilingual Chinese Medical Communications Expert, Founder  
Acurit Medical Communications

Dr Mao's background highlights:

- Helps Western agencies work with Chinese clients in pharma and nutrition
- Has eight years of scientific and managerial experience in Medical and Clinical Affairs in China
- Obtained her PhD in Biochemistry at the University of Missouri Columbia (US), and her Bachelor's and Master's in life sciences in China.

**ASIA PACIFIC QUARTERLY MEDICAL WRITERS ZOOM MEETING**

Co-Organizer:  
**Daniel McCowan, PhD, CMPP**  
Senior Advisor, Edanz

**Thursday, 8 Dec. 2022**  
**1:30 pm (Auckland) / 11:30 am (Melbourne)**  
**30min presentation + 30min networking**

**Sally-Anne Mitchell, PhD**  
Freelance Medical Communications Specialist  
Dr Mitchell's background highlights:

- Acknowledged in over 200 published manuscripts across multiple therapy areas, many in top-tier journals (including NEJM, Lancet, and JAMA)
- Involved in more than 25 different publication plans for individual products and product franchises

**Publication Planning: What, Why, When, Who, and How?**

Organizers:

**Daniel McCowan, PhD, CMPP, MiredD**  
Chief Science Officer, Board Member, Edanz

**Amanda Xiaoping Mao, PhD, CMPP**  
Freelance Scientific Director - China, Edanz

**Asia Pacific Quarterly Medical Writers Zoom Meeting**

**1:30 pm (Auckland) / 11:30 am (Melbourne)**  
**Thursday, 22 Sep 2022**  
**20min presentation + 40min networking**

# Organize Melbourne Healthcare Drinks






## Chinese Consumer Health Market Insights

<p><b>WHEN</b></p> <p>Wednesday, Aug 29th 5:30 to 7:30 p.m.</p> <p>Amanda 0401552210, Eddie 0400158298</p> <p>Free Entry - RSVP Required</p>	<p><b>WHERE</b></p> <p>Level R (Rooftop), 370 St. Kilda Road</p> <p>Melbourne VIC 3004</p> <p>(Take Middle Elevator to Rooftop)</p>
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On August 29th from 5:30 p.m. to 7:30 p.m., Melbourne Healthcare Drinks will organise an after-work event with Rodney Hannington, an independent Non-Executive Director and Chairman with rich China Experience. This event is sponsored by ACTI.

In his talk, Rodney will provide insights into the highly dynamic Chinese consumer health market, how it differs from its Western counterparts, and what needs to be learnt about Chinese consumers' purchasing behaviours. This presentation will help Australian companies prepare better to enter and do business with this massive market.



**Rodney Hannington**

Rodney has over 20 years of experience working in Australia, Asia, Middle East & Africa, Russia and Ukraine markets with Kraft Foods (Mondelez), Novartis and leading consulting organisations. He has a deep understanding of consumers and healthcare in all Asian markets from both extensive travel and living in China and Singapore. Graduating with a Bachelor of Business Marketing from Monash University in 1993, he has developed his career in marketing, business strategy, innovation and company mergers and acquisitions.

Rodney now sits on the boards of both Chinese and Australian ASX listed companies as Non-Executive Director and Chairman.



PROGRAM - 9 November 2017





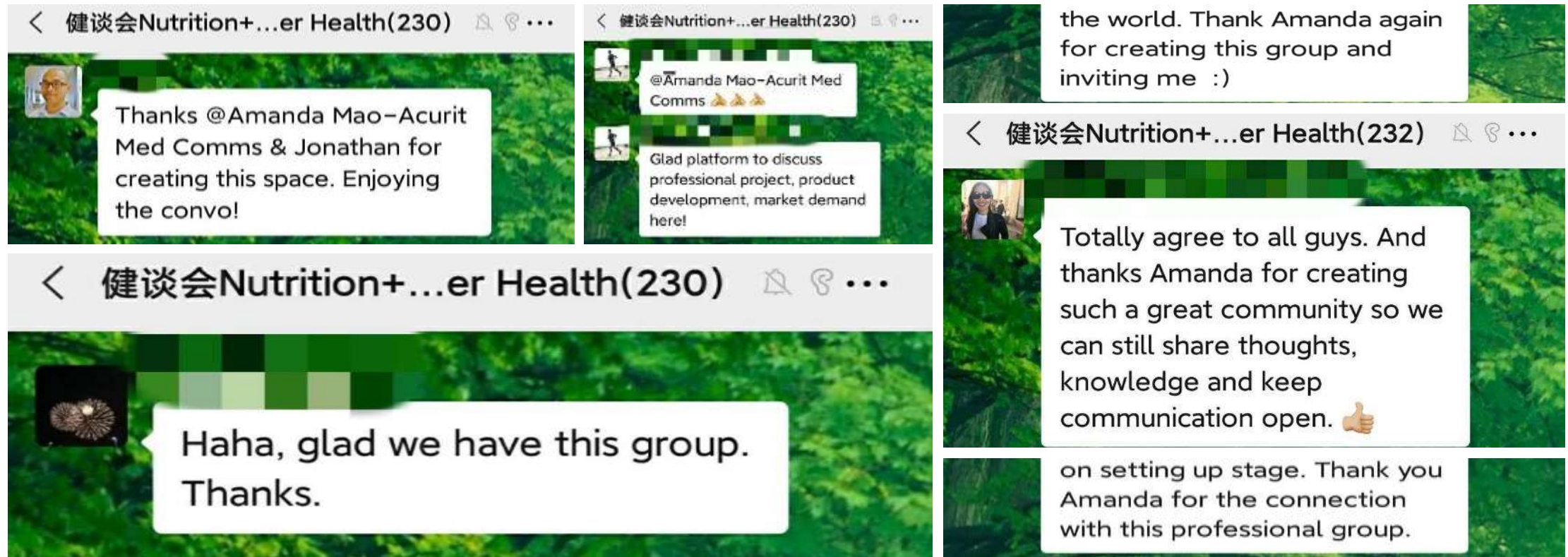








# Manage Nutrition and Consumer Health WeChat Group



## **IV. About the Managing Director**

## About the Managing Director



### **Dr Amanda Xiaoqing Mao, PhD**

- Certified Medical Publication Professional (CMPP)
- Member, American Medical Writers Association
- Member, Australasian Medical Writers Association
- Executive Board Member, Australia China Business Council Victoria Branch
- Multicultural Business Ministerial Council Committee Member, Victorian Government

# 10+ Years of Experience in the Global Medical and Health Sector

- Founder and Managing Director, Acurit (Melbourne, Australia), 2016-
- Nutrition medical affairs and clinical trials experience in China
  - Senior Medical Affairs Manager, Pfizer Consumer Healthcare, 3 years
  - Head, Science Communications, Biostime (now part of H&H Group, parent company of Swisse Wellness), 5 years



# Medical and Clinical Affairs Experience in China

Initiated and organized two multi-national infant formula trials. Both studies were published on peer-reviewed journals in English

Established and led Continuing Medical Education activities

- Communicated with and brought in top international and national KOLs to present their research work. The overall educated healthcare professionals numbered over 7,000 nationwide

Support R&D, Regulatory and Marketing via literature search and review

Promotional material medical review

Nutrition and product training

## Academic Qualifications

- PhD in Biochemistry, University of Missouri – Columbia, U.S.
- MA in Medical Anthropology, University of Amsterdam
- MSc in Biochemistry, Nanjing University, China
- BSc in Pharmacy, China Pharmaceutical University





# Unique Advantages in Literature Reviews

Have subscribed to English and Chinese literature databases, with ready access to full text literature

Equipped with literature citing software  
Endnote





Being an insider in Chinese health industry and Chinese culture, my scientific reports/PPTs are tailored for business use from vigorous science and credible sources



**Helping MedComms agencies, life sciences companies, and CROs overcome barriers working with Chinese clients with English Chinese medical communications**



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Communications**

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-  [www.linkedin.com/in/amandamao](http://www.linkedin.com/in/amandamao)
-  JunZM425