



INSIGHT EDITING LONDON

Professional scientific & English language editing
service for biomedical & life-sciences researchers

SERVICE INFORMATION PACK FOR RESEARCH INSTITUTES
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About Insight Editing London

Insight Editing London (IEL) is an independent UK-based scientific editing company that serves a global client-base of researchers and research institutes. With unrivalled expertise in preparing scientific documents across a broad range of disciplines, our team leverages high-quality writing, editing, and publishing experience to help our clients communicate their science quickly and effectively. IEL are here to support your researchers in conceptualising robust grant proposals, accelerating their research manuscripts towards successful submission, and guiding / mentoring post-graduate students as they learn vital science communication skills. In doing so, our friendly and professional team will become valuable partners, supporting the success of both your researchers and your institute as a whole.



Qualified

Our team members are all Ph.D. qualified in biomedical or life sciences and/or have previously worked at major publishing groups.



Established

Together we combine decades of primary research experience with having edited more than 1000 papers over the past 10 years.



Trusted

We carry out all work within our small UK-based team, giving us a 100% confidentiality rating: no middle men, no outsourcing, no risk.



Flexible

We work across a range of document types and writing styles - including manuscripts, opinion pieces, grant applications, website text - all within your timeframe.



Guaranteed

We are fully focused on author satisfaction: if you are not happy, there is nothing to pay.

Some copyediting services and AI programs promise high-speed low-cost solutions. While these might initially seem attractive, a major drawback is their inability to cope with scientific nuance, lack of precision, and particularly for AI-generated support, generation of sensationalised or even plagiarised outputs. At IEL, we deliver our premium service at a price point that does not limit support to 'elite' academics or large companies: we can do this because our organisational structure excludes unnecessary layers of middle-management and anonymous junior editors. We are proudly independent of any publishing company and their conflicting priorities. In return for a modest investment in professional research communication, our client institutes can expect to achieve gains in research efficiency, funding acquisition, and institutional reputation.

Read on to find out how our new Insight 360 service - specially tailored for our client institutes - will ensure that your researchers continue to succeed into 2024 and beyond.

Insight 360: full-circle research support for institutes



Our Insight360 package offers expert support for diverse scientific communication projects, with a consistently high service level that includes:

Start-to-finish support: we can assist from the initial conceptual stages of a project to its completion, whether that is days, weeks, months, or years.

Bespoke approach: we tailor our support to *your* needs and timelines.

Real human connection: we get to know your researchers and their work *personally*, enabling near real-time discussions that improve their research - ultimately building a strong base of effective scientific communicators within your organisation.



Supporting grant applications

All great research starts with a great idea, but without a reliable route to funding, many great ideas are not realised. IEL's expertise in conceptualising and delivering successful applications will help your researchers to stand out from the crowd and increase their chances of success.

On average, Principal Investigators (PIs) report spending an average 116 hours writing each grant proposal¹, yet only ~1 in 5 grant applications will ultimately prove successful. This leaves research institutes and PIs facing a **major drain on their time and resources**, with uncertain reward.

Over the past two years alone, IEL has supported the development and submission of multiple grant applications, targeting 18 different international funding bodies: in this period, our team has contributed to successful research funding awards in excess of **7.5 million Euro with a return on investment of at least 100 Euro for every 1 Euro spent on editing with IEL.**

We improve the efficiency of grant-writing and increase chances of success by:

- Deep-profiling the funder and grant call, enabling us to support the alignment of project design to funder priorities (both explicit and implicit).
- Coordinating the authorship team via kick-off meetings and timeline planning.
- Conducting rigorous proposal review from an external/independent perspective and identifying areas in need of strengthening prior to submission
- Ensuring a strong narrative flow that frames and explains the proposed work in a clear and compelling fashion, with word-perfect English as standard.
- Assisting with the preparation of slide-decks and strategies for funding interviews

¹ von Hippel T, von Hippel C (2015) To Apply or Not to Apply: A Survey Analysis of Grant Writing Costs and Benefits. PLoS ONE 10(3): e0118494. <https://doi.org/10.1371/journal.pone.0118494>

Testimonials

A.M. (Professor, University of Giessen, Germany), August 2023: *"I cannot state enough how valuable your work was. You not only have tidied up the language, but also helped immensely to bring the text forward in the more concise and also shorter way. Moreover, you do not only focus on language, but also on overall consistency and see also where there are aspects that not logical. Once more, thank you very much. I am positive we will stay in touch."*

J.F. (Senior Research Team Leader, International Clinical Research Center, Brno, Czech Republic), August 2023: *"Just to let you know, the result of HE - BEATsep grant, which you helped to prepare is out today. The score is 15 out of 15 point and it was granted!! Thanks so much for all your contributions to preparation."*

A.C.C. (DUKE-NUS, Singapore), April 2022: *"Thanks again for your help in September in the final rushed days before submitting the HFSP application. We just got the award letter, so we're thrilled. Your editing was super-helpful in getting everything to be clear!"*

L.D., (Zoetis, UK), April 2022: *"Good news – we were successful and start the project next month! Thanks again for your help and hope to work with you again soon if you are interested and available."*



Supporting post-graduate students

Excellent communication is pre-requisite for success on the international scientific stage. Our team can help your post-graduate students develop their writing skills through our mentorship program, supporting them to take strong first steps in communicating science and publishing their work.

Competition for post-doctoral positions is fierce, with anywhere from 20 to 100 applicants for each vacant post in US life sciences research. In addition, very few post-docs successfully transition into tenured positions or assistant professor roles². To progress, early career researchers must **distinguish themselves** at the earliest opportunity: top-tier communication skills are vital for promoting research in conference abstracts or via media outlets, producing clear and engaging posters / presentations, drafting a compelling doctoral thesis, and for writing their first papers.

Working with our team during doctoral training gives students the opportunity to learn the skills of effective science communication alongside their research activity; with a dedicated editor that they can tackle any question at any time, while also delivering personalised support, students not only **become strong communicators**, but stronger scientists too.

Our mentorship program helps students to:

- Learn to view their work from an external perspective – a necessary skill for accessible communication and successful publication in top-tier journals.
- Develop a writing style that is concise, precise, and tailored to the task.
- Construct their first abstracts, posters, presentations, and papers.
- Perfect their scientific written English.
- Grow in confidence.

² Powell, K. (2020). Daunting but doable: Job searching after a postdoc. Science. <https://www.science.org/content/article/daunting-doable-job-searching-after-postdoc>.

Testimonials

F.M. (former Ph.D. student, International Clinical Research Center, Brno, Czech Republic), August 2020: *“Many thanks for the amazing work you did on the manuscript. You added very good points, I will try to split the figures as you recommended and to implement the discussion.”*

S.K. (former Ph.D. student, University of Zurich, Zurich, Switzerland), August 2020: *“Thank you so much for your input! This all makes sense, and I'm very grateful for your insight - I'll keep all your tips in mind whilst I'm working on my text over the next few days.”*

E.M. (former Ph.D. student, Radboud University Medical Center, Nijmegen, Netherlands), November 2019: *“Thank you for the feedback and suggestions during the one to one session last week. I really enjoyed it and I have the feeling that I learned a lot!*

P.L. (former Ph.D. student, International Clinical Research Center, Brno, Czech Republic), November 2019: *“Thank you very much for your comments and insight. It definitely has been constructive and pushed our hopes for the paper to another level. Both, the paper surgery and writing workshop, were truly helpful and I really enjoyed every minute of it.”*



Supporting conference preparation

Communicating new and exciting research to audiences establishes and enhances international reputations. As your teams' projects progress, we can help expedite and enhance oral presentation slide decks, posters, and abstract submissions for conferences, ensuring a positive and professional outward-facing image for your institute's global brand.

Amidst the many commitments of researchers' roles, writing abstracts and talks is too often a task that does not get prioritised. Consequently, promising work is then **not selected** for presentation because the submitted abstract failed to engage and excite the conference panel, or **opportunities to engage and excite the audience are lost** through lack of time to prepare impressive and clear slide decks.

Working with IEL overcomes both issues: we can assist directly with preparing high-impact abstracts and shape posters / presentations to the highest professional level, ensuring that **researcher and institute reputations are enhanced**. By collaborating with our team, these important tasks can be **achieved in parallel** with a researcher's ongoing commitments, enabling efficient preparation to timelines that work for everyone.

Our conference preparation support will help researchers to:

- Tailor abstracts to capture and engage the audience of specialist conferences.
- Develop eye-catching posters that will stand out in the conference hall.
- Create clear, concise, and aesthetically pleasing presentation slides with an accompanying talk that will generate interest and questions.
- Practice the art of networking and confidently convey their science, even in a language that is not their mother tongue.

Testimonials

C.G. (USDA, Maryland, USA), October 2023: *"This is perfect. Thank you!"*

D.D. (University of Zurich, Zurich, Switzerland), September 2023: *"thank you to work at my presentation even in the week-end. Much appreciated!"*



Supporting successful publication

Re-writing and re-submitting journal articles takes time that would be better used for research. Collaborate with us and we will help your researchers select the right journal, tailor the story, and rapidly refine their manuscript into a professional submission-ready piece: whether they are drafting a review or a research paper, we have the skills and experience to support their success.

Writing a scientific manuscript requires a **unique skill set that is not often taught** during a PhD or early post-doctoral program. As such, many early career researchers find themselves writing papers **without the tools to do so effectively**. Bad habits can be left uncorrected, leading to protracted journeys from the research bench to final publication, and missed opportunities to lead the field or publish at a higher level. **Language barriers can exacerbate this problem**. Researchers whose first language is not English take ~50% longer to write an English-language scientific article, which is then 2.5 times more likely to be rejected and 12.5 times more likely to require language-related revision (compared to manuscripts written by native speakers³).

IEL's professional scientific editing can help level this playing field. Our researchers-turned-editors work alongside your scientists to help them **demonstrate rigor and enhance the clarity and accessibility of the written research**. We do much more than copy-editing to remove errors: we ensure that manuscripts contain accurate and well-communicated science, read beautifully, and promote **success of the research, researcher, and host institute**. Importantly, our collaborative approach empowers researchers to improve their English communication by directly working with us.

³ Amano T, Ramírez-Castañeda V, Berdejo-Espinola V, Borokini I, Chowdhury S, Golivets M, et al. (2023) The manifold costs of being a non-native English speaker in science. PLoS Biol 21(7): e3002184. <https://doi.org/10.1371/journal.pbio.3002184>

Unlike AI-driven approaches, our team works to **retain your researchers' voice** in their writing, placing work in context based on their experience and ensuring appropriate claims and interpretation of the findings and their conclusions. Unlike low-cost-high-volume companies, we deliberately ensure that our client base remains small enough that we can offer **a truly personalised service**, giving 100% of our focus to each project, and ensuring an exceptional level of quality for every piece of work: we are so confident of our offering that all work is completely satisfaction guaranteed – no client has to pay for any project that they have not been totally delighted with the outcome.

We work to enhance publication success by:

- Objectively identifying suitable target journals and tailoring text to journal scope, thereby reducing unnecessary re-submissions.
- Imparting a logical structure to ensure a rigorous framework for clear understanding of scientific data.
- Applying linguistic and stylistic techniques that showcase research findings in the best possible light.
- Identifying gaps or potential problems in the narrative with constructive advice on how to resolve these *prior to submission*, thereby streamlining the review process.
- Ensuring clarity, concision, accuracy, and accessibility to improve appeal through use of word-perfect English.

Testimonials

E.D. (INSERM, France), November 2023: *"We would like to thank you once again for work, you did an incredible job editing and analyzing our paper. I really appreciated the way you considered every details as carefully as possible - your style definitely improved the flow of the text. I also really like your Editorial Report, which is very relevant. You have highlighted major weaknesses of our work (which shows how well you understood it!): some points we can address, others we will wait for the reviewers to ask us!)."*

B.S. (General Hospital of PLA, China), March 2022: *"We sincerely thank you for your time and insightful comments and suggestions. We have meticulously and thoroughly reviewed your comments which are very helpful and hard-hitting. Now we are working hard to make very substantial changes to our manuscript. It will take several days to address every focus of revision and then send them to you."*

D.C., (SIDRA medicine, Qatar), June 2020: *"Obviously given how familiar you have become with our research and quality of the service provided my strong preference would be to continue working with you for the foreseeable future."*

A.S. (INSERM, France), June 2020: *"Thanks so much for your hard work!!! I am still amazed by your ability to acquire so fast the scientific knowledge and make it clearer and logical. I am convinced this article can change completely the therapeutic approach taken until now against COVID-19 and hopefully find a cure for severe cases allowing hospitals to not be in the fear of space and life or death choices."*

B.B. (University of Zurich, Switzerland), August 2020: *"The benefit of an outside perspective: transformative, really tied it nicely together and dramatically improved the flow"*



Supporting strategic science

Ensure that your science strategy puts your institute at the front of the field. Commissioning our team to conduct a research review / gap analysis allows your scientists to carefully select areas in which there is the greatest chance of making novel, impactful, and highly publishable advances.

The biomedical research landscape is dominated by a **high level of redundancy**, which is correlated with a low frequency of objective advance considerationⁱ, of novelty and needⁱⁱ. However, finding a niche for impactful future work requires the assimilation of thousands of articles on a given topic and the identification of areas in which important questions remain unanswered: **a task requiring hundreds of hours** that busy Principal Investigators do not have.

By commissioning our team to collate the published literature on a given topic, we can **save huge amounts of time, money, and effort** by giving you the information needed to ensure that your scientists' research efforts are directed towards appropriate goals. Our research reviews / gap analyses bring together major research findings from diverse fields, identify the limits of current knowledge, and **suggest key areas for future investigation**.

- We work to support your strategic decision-making by:
- Providing up-to-date, unbiased, and objective research reports based on published literature.
- Synthesizing key findings to generate meaningful insights into the field as it stands.
- Incorporating specialist opinion by reaching out to leading scientists from across the globe.
- Identifying meaningful knowledge gaps that your scientists can target to generate impactful and highly publishable work.

Testimonials

M.N. (DEFRA, UK), April 2023: *“Also just to say thank you for pushing hard to get this review done in time for the deadline – all sections so far have been excellent and of a really high quality, USDA and the wider team have been very impressed.”*

D.M. (University of Ghent, Belgium), April 2023: *“Very interesting and well written report!!”*

J.C. (University of Guelph, Canada), April 2023: *“It is a really great review, very impressive, and well written.”*

C.G. (USDA, USA), March 2023: *“Outstanding- thank you so much for getting this important report done in record time.”*

J.S. (University of Hertfordshire, UK), February 2022: *“I found the review well written and thorough, the recommendations are sound.”*

ⁱ Lund, H., Robinson, K.A., Gjerland, A. et al. Meta-research evaluating redundancy and use of systematic reviews when planning new studies in health research: a scoping review. *Syst Rev* 11, 241 (2022). <https://doi.org/10.1186/s13643-022-02096-y>

ⁱⁱ Lund, H., Robinson, K.A., Gjerland, A. et al. Meta-research evaluating redundancy and use of systematic reviews when planning new studies in health research: a scoping review. *Syst Rev* 11, 241 (2022). <https://doi.org/10.1186/s13643-022-02096-y>

Partner biographies

IEL is run by three Partners: Drs Lucy Robinson, Jessica Tamanini and Neil McCarthy. We take great pride in our business, and all new clients can expect their first contact to be with one of us. This personal touch is just one reason why our clients keep coming back to IEL.



Lucy completed her D.Phil. in veterinary immunology at the University of Oxford and continued her post-doctoral research into exotic infections at the Singapore Immunology Network. Following her editorial training and freelance experience, Lucy founded Insight in 2009. She has spoken at international conferences and delivered effective writing training to scientists from around the globe. Recently, she has spearheaded new grant reviewing and editing partnerships with industrial and academic partners.

Jessica achieved her D.Phil. in neurobehavioural genetics from the University of Oxford before undertaking a post-doctoral research position with the Medical Research Council. She moved into scientific publishing, first working at Spandidos Publications (London) and then at Nature Publishing Group (London). Jessica has attended numerous international conferences as a researcher, commissioning editor and a lecturer and has provided seminars and workshops on scientific writing to international students.



Neil obtained his Ph.D. from Imperial College London and completed post-doctoral training at Bart's and The London Medical School before securing an MRC fellowship to establish his own lab at The Blizard Institute (Queen Mary University of London). Neil co-founded Insight in 2009 and uses his experience of high-level biomedical publishing and funding applications to assist others across multiple fields, with particular interest in mucosal immunology, chronic inflammatory diseases, and host-pathogen interactions.

Selected Editing Highlights from 2023

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