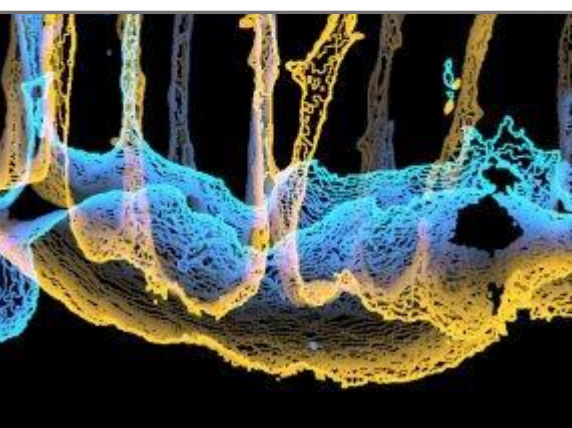


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Before and After: Writing

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Before and After: Writing

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Imagine you want to showcase how amazing your research is. But your writing is so complex and jargon-heavy, that no one understands it.

Do you think that is useful? That people will remember? Or that people will be as passionate as you are about your research? – No? – We thought so. Compelling writing can help you communicate your work, and make others excited about what you do. Turning strangers into raving supporters.

A complex and jargon-heavy paragraph about the significance of cardiovascular research:

The indispensable imperative of cardiovascular research resides at the nexus of contemporary medical exigencies, wherein the labyrinthine interplay of multifarious hemodynamic, hemostatic, and vascular physiologies necessitates a multidisciplinary cadre of investigators to decipher the enigmatic intricacies underpinning the pathogenesis, progression, and prevention of atherosclerotic cardiovascular maladies. These herculean efforts are underscored by the exigent need to disentangle the intricate choreography of endothelial dysfunction, plaque formation, and thrombotic cascades, employing an arsenal of cutting-edge molecular, cellular, and omics methodologies, to unravel the cryptic etiologies driving myocardial infarction, stroke, and heart failure, thereby fostering elucidation of novel therapeutic modalities, including precision pharmacogenomics and nano-delivery systems, that ultimately transmute the paradigms of cardiac care, with far-reaching implications for global public health and healthcare economics.

Identifying the key points: Cardiovascular research:

- .. helps to understand heart and blood vessel function.
- .. supports early disease detection and innovative treatments, saving lives.
- .. reduces the overall burden of cardiovascular diseases on the economy and promotes health equity.

A rewritten version that is understandable and jargon-free, but also has a clear structure:

[Introduction] Cardiovascular research is concerned with understanding heart and blood vessel function. Therefore, serving as a cornerstone for longer and healthier lives. [Argument 1] Through meticulous investigation, cardiovascular research helps scientists to understand the causes of cardiovascular diseases. Understanding disease mechanisms, enables early disease detection as well as paves the way to new innovative treatments. [Argument 2] Scientific research also contributes to reducing the economic burden associated with cardiovascular diseases. Such as, prevention and effective treatments which reduce healthcare costs. [Argument 3] Lastly, cardiovascular research also plays a role in ensuring that people of all backgrounds have access to the latest advancements in cardiovascular care, ultimately fostering a healthier, more equitable society. [Summary] Together, research helps to understand cardiovascular mechanisms, reduces the economic burden, and helps individuals to health access, ultimately saving countless lives.

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