Welcome to SAN DIEGO #AMWA2019

PROGRAM
Why We Invent

AT MERCK, WE ARE INVENTING FOR LIFE.

We are taking on many of the world’s most challenging diseases because the world still needs cures for cancer, Alzheimer’s disease, HIV, and so many other causes of widespread suffering in people and animals.

We invent to help people go on, unburdened, to experience, create and live their best lives.

Join our talented community in Medical Writing! Email us at medicalwriting2@merck.com or go to www.merck.com/careers; search Medical Writer.
Welcome to San Diego and AMWA’s 79th annual conference. I’m excited to be here and I hope you are, too. The Medical Writing & Communication Conference is AMWA’s premier educational event. As you peruse the program, you’ll find opportunities to learn from experts, network with colleagues, and jam with your peers. Whether you work in regulatory writing, scientific publications, health communication, or another setting, are freelance or employed, are a newbie or a more seasoned medical communicator, this year’s conference offers something for everyone. Be prepared to be inspired, motivated, and empowered.

In addition to AMWA’s familiar workshops, roundtables, and education sessions, we’ve added several new elements to this year’s programming, including new workshops and our inaugural Med Write Talks, as well as opportunities to take sunrise and sunset networking walks and learn how to perform yoga at your desk. You might even get to pet some zoo animals on Thursday.

Don’t miss the JAMA Network/Oxford University Press cocktail reception on Thursday evening, where you could win an advanced copy of the 11th edition of the *AMA Manual of Style*. And, of course, no conference experience would be complete without hearing from our exceptional award winners. They’ll be speaking on Thursday, Friday, and Saturday, so check the schedule.

Please join me in thanking the people who made this event possible: R. Michelle Sauer, who served as the Chair of this year’s conference, and her planning committee; AMWA’s dedicated staff, who devote hours to this initiative; and the many AMWA members who freely share their knowledge and expertise. We couldn’t do it without you.

—Cyndy Kryder, MS, MWC, 2018-2019 AMWA President
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**WiFi details**

Network Name: AMWA
Password: AMWA2019 (case-sensitive)
2019 AMWA Award Winners

Hear Our Award Winners’ Addresses

**McGovern Award**
“Reluctant Advocacy”
Paul A. Offit, MD
Thursday, 12:00-1:30 PM

**Alvarez Award**
“Aware: The Science and Practice of Presence”
Daniel J. Siegel, MD
Friday, 11:00 -11:30 AM

**Swanberg Award**
“Expanding Horizons as a Medical Writer”
David B. Clemow, PhD, MWC
Saturday, 8:00-8:30 AM

Meet the Recipients of Our AMWA Member Awards

**President’s Award**
Joanne M. McAndrews, PhD
Freelance Medical Writer,
St. Louis, MO

**Golden Apple**
Michael L. Schneir, PhD
Professor, Herman Ostrow School of Dentistry, USC, Los Angeles, CA

**Fellow**
Elise Eller, PhD
Medical Writer and Consultant,
Whitsell Innovations, Inc., Lafayette, CO

**Fellow**
Naomi Ruff, PhD
President, RuffDraft Communications LLC, Duluth, MN

**Fellow**
Ann Winter-Vann, PhD
Senior Writer and Manager,
Whitsell Innovations, Inc., Chapel Hill, NC
AMWA thanks the following sponsors for their support of the 2019 AMWA Medical Writing & Communication Conference.

### Platinum

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## Schedule at a Glance

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<th>WEDNESDAY, November 6</th>
<th>FRIDAY, November 8</th>
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<tr>
<td>8:00 AM–5:00 PM</td>
<td>Conference Registration Desk Open</td>
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<td>9:00 AM–12:00 PM</td>
<td>BELS Exam <em>(additional fee and separate registration)</em></td>
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<td>AMWA Workshops <em>(additional fee)</em></td>
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<td>12:00–5:30 PM</td>
<td>Medical Writing Executives Forum <em>(by invitation)</em></td>
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<td>12:45–1:45 PM</td>
<td>New to AMWA and Conference Orientation Program</td>
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<td>2:00–5:00 PM</td>
<td>AMWA Workshops <em>(additional fee)</em></td>
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<td>3:00–6:00 PM</td>
<td>Exhibit and Poster Set-up</td>
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<td>5:00–7:00 PM</td>
<td>Meet and Greet at Lobby Bar <em>(cash bar)</em></td>
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<td>Conference Registration Desk Open</td>
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<td>6:30–7:15 AM</td>
<td>Sunrise Networking Walk</td>
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<td>7:00 AM–6:30 PM</td>
<td>Exhibit Hall Open</td>
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<td>7:15–8:45 AM</td>
<td>Breakfast with Exhibitors and Poster Presenters</td>
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<td>10:00 AM–4:00 PM</td>
<td>Exhibit Hall Open</td>
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<td>10:00–11:00 AM</td>
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<td>Lunch with Exhibitors and Poster Presenters</td>
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<td>Education Sessions Med Write Talks II</td>
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<td>Education Sessions</td>
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<td>4:00–6:30 PM</td>
<td>Exhibit and Poster Take-down</td>
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<td>4:45–5:30 PM</td>
<td>Sunset Networking Walk</td>
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<td>6:00 PM</td>
<td>Meet-up in Lobby for Dine-Arounds</td>
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Wednesday, November 6

8:00 AM – 5:00 PM
CONFERENCE REGISTRATION
DESK OPEN ................................... FedEx Foyer

9:00 AM – 12:00 PM
BELS EXAM (advance paid registration required) . Marina 2
9:00 AM – 12:00 PM
AMWA WORKSHOPS (additional fee)

WS-10 ................................. Seabreeze 1
Foundations of Plain Language
Amy D. Stephenson, MA, Principal of Wordacious LLC

WS-11 .................................. Executive 4
Principles and Practices for Developing Needs
Assessments for Continuing Education Activities
Johanna Lackner, MPH, MSW, President, Avant Consulting, LLC

WS-12 .................................. Marina 6
Best Practices for Developing Journal Manuscripts
Ann L. Davis, MPH, CMPP, Independent Contractor

WS-13 .................................. Executive 2A
Writing the Clinical Study Abstract
Yeshi Mikyas, PhD, ELS, RAC, Pfizer, Inc.

WS-14 .................................. Executive 1
Introduction to Health Economics for Medical Communicators
Bart Harvey, MD, PhD, Associate Professor, Dalla Lana School of Public Health, University of Toronto

WS-15 .................................. Executive 2B
Basic Grammar I
Loretta Bohn, Senior Editor/Writer, RTI International

12:00 – 5:30 PM
MEDICAL WRITING EXECUTIVES FORUM
(by invitation) ...................................... Executive 3AB

12:45 – 1:45 PM
NEW TO AMWA AND CONFERENCE
ORIENTATION .................................. Seabreeze
Melory Johnson, VN, MJ MedCom, LLC
Shari Rager, MS, CAE, Deputy Director, AMWA
Sharon Ruckdeschel, Director of Membership & Systems, AMWA

If you’re new to AMWA, join us to learn how to get the most out of the conference, with expert advice on must-do sessions and events tailored to your interests and professional goals. Also discover how AMWA education, resources, and membership can help enhance your professional skills and how you can further expand your professional reputation by becoming more involved in AMWA.

2:00 – 5:00 PM
AMWA WORKSHOPS (additional fee)

WS-20 .................................. Marina 3
Writing and Editing NIH Grant Proposals
Kristina Wasson-Blader, PhD, ELS, Clearly Communicating Science, LLC

WS-21 .................................. Marina 4
Electronic Common Technical Document
Nancy Katz, PhD, MWC, President, Illyria Consulting Group, Inc.

WS-22 .................................. Executive 4
Assessing and Communicating Benefits and Risks of Medicines
Lawrence Liberti, PhD, RPh, RAC, Executive Director, CIRS-Centre for Innovation in Regulatory Science

WS-23 .................................. Executive 1
Lean Authoring
Kimberly Jochman, PhD, Managing Medical Writer, Merck & Co., Inc.
Elizabeth Brown, MS, PMP, Managing Medical Writer, Merck & Co., Inc.

WS-24 .................................. Marina 2
Sentence Structure and Patterns
Michael Schneir, PhD, Professor, Herman Ostrow School of Dentistry of the University of Southern California
Recipient of 2019 AMWA Golden Apple Award

WS-25 .................................. Marina 6
Writing Clinical Evaluation Reports for Medical Devices
Karen Bannick McQuoid, MA, RAC, FRAPS, President and Founder, Bannick LLC

3:00 – 6:00 PM
EXHIBIT AND POSTER SET-UP .......... Grande Ballroom
5:00 – 7:00 PM
MEET AND GREET .......................... Lobby Bar (cash bar)
Thursday, November 7

7:00 AM – 5:30 PM
CONFERENCE REGISTRATION
DESK OPEN .................................. Bayview Foyer

6:30 – 7:15 AM
SUNRISE NETWORKING WALK ............ Hotel Lobby

7:00 AM – 6:30 PM
EXHIBIT HALL OPEN ...................... Grande Ballroom

7:15 – 8:45 AM
NETWORKING BREAKFAST .............. Grande Ballroom
Enjoy breakfast while meeting our exhibitors, talking to poster presenters, and networking with colleagues. See page 30 for a list of poster titles.

9:00 – 10:00 AM
EDUCATION SESSIONS

Can Fitting in Fun Make Us Better
Medical Writers? ............................ Marina 6
Monica Nicosia, PhD, Principal, Nicosia Medical Writer, LLC
Julie A. Gelderloos, PhD, Principal, Gelderloos Medical Writing, LLC

Many of us freelance because we love and/or need the flexibility and independence. However, sometimes we trap ourselves in a cycle of work and family obligations that leaves no time for our own physical and mental health. We know that all work and no play makes for a grumpy medical writer, but could that play actually make us better medical writers? Explore the benefits of making time for activities considered fun, enjoyable, and/or healthy, and learn how those benefits relate to career success.

Focus Area: Health and wellness
Target Audience: All writers and editors

You Can Find a Diamond in the Rough: Medical Writing Opportunities in Rare Diseases .......... Seabreeze
Christina Ohnsman, MD, President, CMO Medical Communications, LLC

Why should medical writers consider working in the rare disease space? Although each rare disease is individually rare, in total they affect an estimated 25-30 million Americans. This startling statistic has captured the attention of pharmaceutical and biotech companies, government agencies, advocacy groups, news outlets, medical education companies, and more. It also presents a relatively untapped business opportunity for medical communicators. Like many medical communication niches, the rare disease space has its own idiosyncrasies. Explore the rare disease landscape, learn how to identify entry points, gain insight on the needs of the field, and discuss the key qualities and skill sets for success.

Focus Area: Career development
Target Audience: Writers and editors at all levels of experience

9:00 – 10:30 AM
EDUCATION SESSIONS

Augmenting Medical Writing with Artificial Intelligence and Natural-Language Generation .......... Spinnaker
Jeff McCrindle, Vice President, Yseop
Abie Craiu, PhD, Principal Regulatory Documentation Scientist, F. Hoffmann la Roche, Ltd.
Nishchal Sehgal, MBA, Senior Vice President, Life Sciences, Orion Business Innovation

Conducting clinical studies during the drug development process involves tremendous effort. At the end of these studies, statistical results need to be documented in clinical study reports and patient safety narratives. This authoring step remains a highly manually intensive process that can take several weeks. To assist medical writers’ efficiency and effectiveness, artificial intelligence/natural-language generation (AI/NLG) solutions exist to analyze the statistical results of adverse event data and to automate the process of authoring compliant content. An automated AI/NLG solution seamlessly integrated into the medical writer’s environment can result in considerable savings in time and cost, improvements in quality of reports, and substantial reduction in time to market for new drugs. The results of three real AI/NLG projects to assist medical writers will be presented.

Focus Area: Regulatory writing
Target Audience: Writers and editors at all levels of experience
Interviewing Potential Employers and Clients ............................................ Harbor 3
Damiana Chiavolini, MS, PhD, Instructor, UT Southwestern Medical Center
J. Kelly Byram, MS, MBA, ELS, CEO/Medical and Scientific Communications Lead, Duke City Consulting, LLC
Anne Murray, PhD, Medical Writer, Clinical Research Institute at Methodist Health System

This highly interactive session focuses on interviewing to land jobs in the medical writing field. Learn how to prepare for interviews to be hired as in-house writers and how to consult with potential clients for freelance assignments. A range of topics will be addressed, including using different interview strategies, asking questions, creating portfolios, negotiating salary and fees, and making decisions. The discussion will target academic and freelance settings, but many of the lessons can be applied to industry and other employment areas.

Focus Area: Career development
Target Audience: Writers and editors new to the field

Narrative Know-How: Streamlining the Writing, Quality Control, and Assembly Processes .......... Harbor 1
Jennifer Clemens, ELS, Clinical Technical Editor, Merck & Co., Inc.
Kathleen Oxberry, RN, MS, PMP, Lead Safety Medical Writer, Merck & Co., Inc.
Aldo Ramina, Business and Systems Analyst, ArborSys Group

Patient narratives are a vital component of the clinical study report, but they can be a rate-limiting factor in timelines. A polished narrative package that is easily navigable, comprehensive, and free of errors is the ideal deliverable for any regulatory process. Learn about a procedure for developing patient narratives that is based on feedback from the US Food and Drug Administration and satisfies the need for consistency among complex projects. The infrastructure, collaborative platform, and document flow that allowed for automating the population of narrative data and the compilation of individual narratives will be discussed.

Focus Area: Regulatory writing
Target Audience: Writers and editors at all levels of experience

Style and Substance: The AMA Manual of Style, 11th Edition ............................................ Harbor 2
Stacy Christiansen, MA, Managing Editor, JAMA
Annette Flanagin, MA, Executive Managing Editor, JAMA Network

At last, the 11th edition of the AMA Manual of Style has arrived, complete with policy changes, updates, and new entries. Topics to be covered include new reference entries and standards for authorship; updates to nomenclature, usage guidance, and data presentation; expanded coverage of statistical terms; and recommendations for publication of supplementary online material. Also discussed will be ethical and legal issues that many writers and editors face, such as data sharing and corrections and rejections. Bring your style questions.

Focus Area: Writing/Editing
Target Audience: All writers and editors

9:00 AM – 12:00 PM
AMWA WORKSHOPS (additional fee)

WS-30 ............................................ Executive 2A
Writing for Visual Media: Best Practices
Ann L. Davis, MPH, CMPP, Independent Contractor

WS-31 ............................................ Executive 3A
Writing Clinical Study Report Lay Summaries – a Survivor’s Guide
Lisa Chamberlain James, PhD (cantab.), Senior Partner, Trilogy Writing & Consulting Ltd.

WS-32 ............................................ Executive 1
Writing the Investigator’s Brochure
Kathy Spiegel, PhD, Regulatory Writing Senior Manager, Amgen, Inc.

WS-33 ............................................ Executive 2B
Introduction to Cancer Pharmacology
Gail Flores, PhD, Principal Writer, Encore Biomedical Communications LLC

10:00 – 11:00 AM
BEVERAGE BREAK................................. Grande Ballroom
11:00 AM – 12:00 PM
EDUCATION SESSIONS

Demonstrating Presence Regardless of Work Location

Jennifer Thayer, Head, Medical Writing and Scientific Communications, BioBridges

Today, many of us work remotely, whether we are freelancers or full-time employees. While many love the flexibility that remote working provides, there are risks we all must manage, including the risk of being (or being perceived as) passive, indifferent, unavailable, or disconnected. Learn about the results of a survey asking medical communicators (both freelances and full-time employees) what various communication solutions they have used to stay relevant, engaged, and perceived as “present” on projects and program teams despite not working onsite or directly with their counterparts. The speaker will be joined by a panel of seasoned medical communicators to discuss the survey results.

Focus Area: Career development
Target Audience: Writers and editors at all levels of experience, especially those who work remotely

Influence of Leaders and Servant Leadership

Linda Yih, BSc, Senior Director, Medical Writing Services, PAREXEL International Corporation

Sources of influence are all around us. As a result, our behavior is often shaped by how others communicate with us and how we perceive them. If you are a leader or manager, are you aware of how you influence others? Influence also plays an important role in today’s approach to leadership, which has evolved from an authoritarian style to one that is collaborative and supportive. This is the foundation of servant leadership, which embodies nine qualities that can energize employees by cultivating diverse perspectives and trust, facilitating meaningful work opportunities, fostering autonomy, and promoting professional development without compromising personal time. In short, it can create a work environment that is too good to leave. Learn how influence, when used wisely, is an important asset for leaders and how servant leadership can help pave the way.

Focus Area: Leadership/Management
Target Audience: Managers of medical writers

Introduction to Medical Writing Project Management in Smartsheet

Michael Baker, PhD, President & Principal, Samorn Biosciences
R. Jordan Porter, Senior Medical Writer, Samorn Biosciences

Medical writers face many challenges in managing multiple timelines, cross-functional teams, and a variety of writing projects (primary focus on clinical development, regulatory, and scientific communications) to ensure high-quality, scientifically justified, and timely deliverables. Learn how project management in Smartsheet can address these challenges. The presentation is targeted to in-house medical writing managers, medical writers on the service side, and freelance writers seeking to hone their management skills. Attendees will have the opportunity to use Smartsheet and explore its management features.

Focus Area: Regulatory Writing
Target Audience: Mid-career writers

Making Money while You Sleep (or Don’t): The Promises and Pitfalls of Subcontracting

Brian Bass, MWC, President, Bass Global, Inc.
Emma Hitt Nichols, PhD, ELS, CEO and Founder, Hitt Medical Writing, LLC/Nascent Medical, LLC

Taking the daunting first step of starting a freelance business is like stepping out of a perfectly good airplane without a parachute. There’s an exhilaration of boldly freefalling toward an uncertain future, then discovering you can fly. But once a freelance finds his or her wings, what’s next? Subcontracting can take you soaring to new heights—at a price. Just as becoming a successful freelance requires skills far beyond simply being a very, very good medical communicator, subcontracting requires skills that make freelancing look easy. Learn from two freelances with substantial subcontracting experience who will share their stories of making the transition from freelancing to subcontracting and creating income-generating powerhouses. The lessons learned will enable you to fly to that next level.

Focus Area: Freelancing
Target Audience: Writers and editors at all levels of experience
Navigating Workplace Incivility as a Medical Writer .......................... Marina 6
Emmaly Schwartz, Medical Writer, GE Healthcare

Medical writers often wear many hats. They are usually experts in regulations, medical knowledge, foundations of language, clinical research, and project management, and when working alone or in large teams, it is not uncommon for the medical writer to assume multiple roles. Because of their central role and broad knowledge base, they are often the intermediary between other members of various teams. This intermediary position can put them at the center of conflict. The discussion focuses on the causes and predictors of workplace incivility from an industrial/organizational psychology perspective and will include strategies for dealing with experienced incivility and stopping the propagation of negative environments.

Focus Area: Health/Wellness
Target Audience: All writers and editors

"X" Marks the Spot: Creating an Annotation “Treasure Map” for Quality Control Review ……. Harbor 1
Mandy Pennington, BS, MWC, Quality Reviewer and Medical Editor, Whitsell Innovations, Inc.
Ashley Khan, PharmD, Medical Writer and Consultant, Whitsell Innovations, Inc.

A quality control (QC) specialist reviews and verifies all aspects of a document. Now, more than ever, it is vital that scientific materials are accurate and foster trust from the public. Thus, QC specialists take time and effort to ensure that a document is supported by source documents, which can go beyond the expected tables, listings, and figures to include emails, protocols, and training materials. With the sheer amount of material available, it is only fair to give your QC personnel a “treasure map” to any document...otherwise known as annotation. Annotation will be defined, best practices will be described, and strategies for creating treasure maps will be discussed.

Focus Area: Regulatory writing
Target Audience: Writers at all levels of experience
beneficial relationship with other business people and/or potential clients. Yet, in our current age of virtual communications, many medical writers work remotely and may feel out of practice or inexperienced with making connections with new people at conferences or other meetings. All writers, whether they are freelance or employed, should take the time to develop and practice the art of business networking. Learn best practices and tips for effective networking at business conferences and events, including preparation before the event, managing conversations at the event, and following up after the event has ended. Gain tips on creating an elevator pitch, to be prepared for those rare, unexpected moments to sell your skills or an idea.

Focus Area: Career development
Target Audience: Writers and editors at all levels of experience

How to Build a Medical Writer: Medical Writing Apprenticeships - New Training for a New Breed
Julia Forjanic Klapproth, PhD, President and Senior Partner, Trilogy Writing & Consulting

Training medical writers has never been an easy task – a successful medical writer needs to master a specific and demanding set of skills, including teasing out the crucial messages from data, writing in a clear and compelling way, managing stressed and pressured teams effectively, and keeping up with the constant changes in the regulations and updates to templates. Many different methods are available to train medical writers, and they have had varying degrees of success and are aimed at slightly different outcomes. Learn about a more holistic approach of medical writing apprenticeships that is based on the principle that medical writing is a craft not defined by a checklist, and that the best way to learn any craft is to become an apprentice from a skilled and experienced master craftsperson.

Focus Area: Regulatory writing
Target Audience: Managers of medical writers

The Science and Art of Project Stakeholder Management
Becky Nuttall RN, BSN, Submission Medical Writer, Pfizer, Inc.

Do you groan when you see the word stakeholder? Did you know there really is a science behind it? And, like medicine, stakeholder management is an art. Regrettably, most medical writers get no training in this key area, and as demand increases, it is even more important for medical writers to understand the basics of project stakeholder management. When medical writers are called on to use project management skills, an organized approach will lead teams to success. Learn pragmatic tools to categorize stakeholders, tips for negotiations, and steps to get buy-in when you must lead without authority.

Focus Area: Leadership/Management
Target Audience: Mid-career regulatory writers

Text Recycling in Scientific Research Writing: Recent Findings from the Text Recycling Research Project
Cary Moskovitz, PhD, Director of Writing in the Disciplines, Duke University
Susanne E. Hall, PhD, Campus Writing Coordinator, Hixon Writing Center, Caltech

Text recycling refers to the reuse of material from one’s previous work in a new work without identifying the material as a quotation. As increasing numbers of journals have adopted the practice of screening submissions with plagiarism-detection software, the practice has become more visible and contentious. Critics of text recycling claim that authors should avoid reusing material from their prior publications, while others contend that recycling material is sometimes justified—especially in Methods and Introduction sections. The need for more consistent and explicit guidance for authors and editors requires a better understanding of the practice itself. Learn about the recent findings from the project, including (1) the beliefs and practices of journal editors regarding text recycling, (2) text recycling practices of researchers, and (3) copyright and contract law. Implications for medical writers and editors will be discussed.

Focus Area: Scientific publications
Target Audience: Writers and editors at all levels of experience
2:45 – 3:15 PM
BEVERAGE BREAK.......................... Grande Ballroom

3:15 – 4:15 PM
EDUCATION SESSIONS

The Clinical Pharmacology of Therapeutic Antibodies: PK/PD and Beyond............... Harbor 1
Erik MacLaren, PhD, Principal, Medical Writer, Galen Medical Writing, LLC
Mia DeFino, MS, ELS, Owner, Medical and Science Writer, DeFino Consulting, LLC

Since the US Food and Drug Administration approved the first therapeutic monoclonal antibody in 1986, this class of therapeutics has played an increasingly prominent role in medicine, providing treatment options for cardiovascular conditions, cancers, and autoimmune disorders, among other disease states. In fact, monoclonal antibodies possess unique pharmacokinetic and pharmacodynamic characteristics that have implications for clinical development. Learn the major differences between small molecules and monoclonal antibodies and their impact on drug development.

Focus Area: Science and medicine
Target Audience: Writers and editors at all levels of experience

Med Write Talks I ........................................ Harbor 2

Disrupting Our Profession: A Medical Writer's Call to Action
Joan Affleck, Executive Director, Head of Medical Writing, Merck & Co., Inc.

It’s time to reimagine the role of medical writing. As all else in medicine blazes new trails, we risk losing ground and losing relevance without visionary change. We risk betraying our writers. We risk having industry disengage unless we reconvince leaders of the unique resource they have in medical writers. We must disrupt our profession. Disrupting our profession gives a clear call to action: Develop and train medical writers to reinvent the profession. Our work must provide indispensable—not incidental—value to our companies. We must lead, not follow. We must energetically embrace the very technology so many fear. Disrupting our profession will empower medical writers to reimagine who—and how—we are.

Career Burnout: We Didn’t Start the Fire...or Did We?
April Reynolds, MS, ELS, President, Write/Correct, Inc.

Is burnout a phenomenon among just Millennials or did our grandparents feel it too? What do the current thought leaders on burnout say? Listen to a personal journey through burnout and beyond and learn practical ways to improve work/life balance and explore whether making a hobby a career is a good idea or a trap.
The CMEpalooza Story: Lessons for the Medical Writing Community
Scott Kober, President, MedCaseWriter, Inc.

CMEpalooza, a free, semiannual online conference for CME professionals, launched in 2014 and is unquestionably a success story. The two conference co-creators coordinate everything: session planning, promotion, sponsorship sales, back-end production, website development, and much more. Learn how nontraditional opportunities such as this can be used to market yourself and your business to broad industry communities.

We the People: Making Government Biomedical Information Understandable for Everyone…….Seabreeze
Shauna Bennett, PhD, Science Writer, Palladian Partners
Karen Eddleman, MT(ASCP), Senior Science Writer, Palladian Partners

According to the Centers for Disease Control and Prevention (CDC), when health information is unfamiliar, complex, or filled with jargon, nine out of 10 adults will struggle to understand and use it. For that reason, federal law now requires the use of plain language in a variety of consumer-facing health content from US government sources, such as the National Institutes of Health, CDC, Food and Drug Administration, and others. Topics will include the guiding principles of plain language writing, Section 508 compliance, and best practices for interactions with federal government clients. Gain insights and resources that are useful for creating clear, accessible content.

Focus Area: Health communication
Target Audience: Writers and editors at all levels of experience

4:30 – 5:30 PM
EDUCATION SESSIONS

The ABCs of Stress Management ……………… Harbor 2
Reggie Wilson, MS, Wellness Coach and Medical Education Writer, Fit for Freelance/Wilson Medical

On a scale from 1 to 10, how stressed are you? Tight deadlines, annoying clients, and your forever long to-do list—when you’re stressed out, you lose productivity and feel exhausted. Unchecked, stress destroys sleeping, eating, and exercising habits, causing the weight gain that leads to chronic disease. Go beyond slowly counting to 10 by discovering the ABCs of Stress Management. Practice Positive Behavior Support strategies that let you feel great, work better, and enjoy what you love in life and work.

Focus Area: Health and wellness
Target Audience: All writers and editors

Jam Session for Mid-Level Managers……….. Marina 6
Kimberly Jochman, PhD, Managing Medical Writer, Merck & Co., Inc.

Do you wonder whether your management challenges are unique? Join other managers to find out by sharing experiences and tips on managing people, deliverables, and career.

Focus Area: Leadership/Management
Target Audience: Mid-level managers of medical writers

Preparing Module 3 (Quality) Content for Complex Biologic Early-Phase Investigational New Drug Applications ………………… Harbor 3
Carrie Eklund, BSE, MEd, CMC Senior Manager, Global Medical Writing and Translation

Writing the Chemistry, Manufacturing, Controls (CMC) section for early-phase Investigational New Drug (IND) applications is typically left to the sponsor’s technical team. However, a skilled CMC regulatory writer can facilitate the completion of a strategically positioned IND application to support future regulatory filings while liberating technical staff for development activities. US Food and Drug Administration (FDA) estimates for future cell and gene therapy submissions and the 2018 FDA Guidance for cell and gene therapy product IND applications will be reviewed. Elements of successful early-phase IND submissions to be discussed include assessment of sponsor readiness through availability of key source documents (including strategies to address rolling availability and incomplete source documents); engagement of primary stakeholders; and preparation of IND applications under accelerated timelines.

Focus Area: Regulatory writing
Target Audience: Writers at all levels of experience
Reviewer Coaching: Increasing Efficiency through Communicating Reviewing Best Practices  
Seabreeze  
Lima Chutkan, PhD, RAC, Senior Manager, Medical Writing, Alnylam Pharmaceuticals

Do you spend more time asking reviewers to clarify their comment than writing? It can be daunting to see hundreds of comments and wade through conflicting viewpoints. Reviewer training can help by improving reviewers’ ability to convey specific and constructive feedback. Effective reviewing is a skill, and everyone can benefit from coaching. Discussion will focus on best practices for reviewing, with an emphasis on strategic reviewing and guidelines on how to work within a review system. Learn how to engage and educate reviewers and how to set expectations on resolving comments for a smoother process later on. Multiple options will be presented to allow you to customize the best approach for your circumstances.

Focus Area: Regulatory writing
Target Audience: Writers at all levels of experience

Tools to Enhance Your Productivity as an Editor  
Spinnaker  
Kelly Schrank, MA, ELS, Medical Editor and Technical Writer, Bookworm Editing Services

Anyone writing, editing, or managing any type of communications for a living is feeling the crunch. There is less time to create, review, and edit; more types and formats of content; and an increasing number of applications, software, and systems. Become a more productive editor by learning how to better use the most ubiquitous office software, Microsoft Word, and by addressing a multitude of modern dilemmas with a relatively old-school hack, an editing checklist. Learn how to make an Editing Tools tab in Word, customize the Spell Check to work harder for you, and automate some editing tasks using find and replace with wild cards and simple macros. Examples will be shown in Microsoft Office 365 version of Word, but should be applicable to earlier versions.

Focus Area: Writing/Editing
Target Audience: Mid-career editors

Using Narratives to Improve Health Literacy and Communicator Credibility  
Harbor 1  
Rachel Adams, PhD(c), MS, RD, LD, Health Communication Strategist, Rachel Adams, LLC

Researchers and scientists may be recognized as experts, but the public perception is that they lack warmth, which decreases trust. Building narrative into our messaging and coming from a posture of sharing or teaching has the potential to grow both trust and credibility. In addition, research indicates that programs with a narrative component not only improved the likability and recall of the messages but also reduced barriers to positive health behaviors in distinctly disadvantaged populations. Evidence-based examples will demonstrate how perceptions of trustworthiness and credibility improve with narrative, authenticity, transparency, and warmth to have a positive impact on health literacy and behavioral outcomes while reducing health disparities.

Focus Area: Health communication
Target Audience: Writers and editors at all levels of experience

5:30 – 6:30 PM
JAMA NETWORK/OXFORD UNIVERSITY PRESS RECEPTION  
Grande Ballroom

Join this special reception to hear more about the soon-to-be released 11th edition of the AMA Manual of Style. It’s a special opportunity to meet and talk to authors of the Manual.

6:00 – 6:30 PM
MEET-UP FOR CHAPTER AND REGIONAL DINNERS  
Hotel Lobby
Meet your chapter colleagues before heading out for your networking dinner.
Friday, November 8

7:00 AM – 5:30 PM
CONFERENCE REGISTRATION
DESK OPEN ....................................... Bayview Foyer

6:30 – 7:15 AM
SUNRISE NETWORKING WALK .............. Hotel Lobby

7:15 – 8:45 AM
ROUNDTABLE DISCUSSIONS WITH
BREAKFAST ........................................ Nautilus 1-4
(additional fee) – Titles with an asterisk (*) are also offered as a Lunch Roundtable Discussion on Saturday.

F-1 All Aboard the MentorShip: Effective Mentoring in Medical Writing: Mentor Perspective
Elise Eller, PhD, Senior Medical Writer and Consultant, Whitsell Innovations, Inc.

F-2 Art of Writing Accredited and Nonaccredited Continuing Medical Education (CME)
Katherine Molnar-Kimber, PhD, President, KMK Consulting Services of Kimnar Group LLC

F-3 Avoiding Rejection: Tips for Manuscript Writing Success
Andrea R. Gwosdow, PhD, President, Gwosdow Associates Science Consultants, LLC

F-4 Being Informed in the 21st Century
Larry Lynam, Principal, The Lynam Group, LLC

F-5 Benefits of Dynamic Product Information Delivery for Life Sciences
Elizabeth Fraley, CEO, Single-Sourcing Solutions

F-6 Certification of Editors in the Life Sciences
Norman Grossblatt, ELS(D), Editor

F-7 CSR Section 13 or: How I Learned to Stop Worrying and Love Writing the Discussion Section
Trisha L. Houser, Manager, Houser Clinical Research Writing and Consulting, LLC

F-8 *CTD Structure: From IND to NDA
Michael G. Baker, PhD, President & Principal, Samorn Biosciences

F-9 Don’t You Forget It! Using an Editorial Project Checklist
Laura J. Ninger, ELS, President, Ninger Medical Communications, LLC

F-10 The Elusive Pursuit of Work/Life Balance
Anita Misra-Press, PhD, Independent Medical Writer

F-11 Finding the Wild Side: An Introduction to Using Wildcard Find and Replace in Microsoft Word
Kate McKieman, Freelance Editor

F-12 Freelance’s Guide to Cybersecurity
J. Kelly Byram, MS, MBA, ELS, CEO/Medical and Scientific Communications Lead, Duke City Consulting, LLC

F-13 *From Benchtop to Laptop: Streamlining the Transition to Full-Time Regulatory Writing
Cody Nichols, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc.

F-14 Get up, Stand up...for Your Health!
Eva Stabenow, MA, Wordplay Translations

F-15 Grow Your Own Local Network of Communication Professionals
Joanne M. McAndrews, PhD, Freelance Medical Writer
Recipient of 2019 AMWA President’s Award

F-16 *How Did I End up Working Here?
Lisa Carriacaburu, MBA, Managing Editor, Decision Support Products/Informatics-Decision Support, ARUP Laboratories

F-17 How to Improve Editing and Writing Skills in a Multilingual Environment
Natalia Andrea Abdelnur León, Assistant Clinical Technical Editor, MSD

F-18 HTAs and AMCP Dossiers: Find Out What They Are in Five Easy Steps!
Linda Rice, Medical Writing Senior Manager, Amgen Inc.

F-19 I Have the Abstract: How Do I Make It into a Poster?
Michelle E. Stofa, Research Communications Manager, Nemours/Alfred I. duPont Hospital for Children

F-20 It’s Been X Years, Now What Do I Do?
Mari Welke, Director, US Operations, Trilogy Writing & Consulting

F-21 The Location-Independent Medical Writer: How to See the World while Doing What You Love
Bryce Marquis, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc.

F-22 Managing Cross-Functional Teams
Julia Forjanic Klapproth, PhD, President and Senior Partner, Trilogy Writing & Consulting

F-23 Medical Writer Burnout: How Leadership Plays a Vital Role
Lori Regis, MS, Senior Manager, Medical Writing, PRA Health Sciences
F-24  A Medical Writer’s Guide to Single- and Multiple-Ascending Dose-Escalation Combination Studies
Shawn Watson, PharmD, PhD, BCPS, Associate Director, Clinical Sciences, Vertex Pharmaceuticals

F-25  Medical Writing in Marketing and Communications
Valerie Sjoberg, MAc, MWC, Medical Writer, MJH Life Sciences; Owner, BioWrite, LLC

F-26  Nonclinical Recall: The Total Reality of Writing CTD Sections 2.4 and 2.6
Rochelle Mills, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc.

F-27  Pricing Strategies for Freelances
Heather Gorby, Freelance Medical Writer, Gorby Consulting

F-28  Seven Habits of Highly Successful Medical Writers
Kimberly Newton, Senior Director, Medical Writing, Veristat, LLC

F-29  Simplify the Document Review Process and Get Your Life Back!
Kristi Boehm, MS, ELS, Manager, Medical Writing, Lexicon Pharmaceuticals, Inc.

F-30  *Taking EU Medical Device Teams into the Year 2020
Julie Hurt, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc.

F-31  Tech, Travel, and Data Security
Kathy Boltz, PhD, Owner and Principal, On Point Scientific, LLC

F-32  Think Like a Grant Reviewer
Madison Hedrick, MA, Senior Medical Writer, Wilson Carroll Research Services, LLC

F-33  Tips for Studying for the MWC Exam
Brian Bass, MWC, President, Bass Global, Inc.

F-34  Transitioning from Freelance Medical Writing to Retirement
Barbara T. Zimmerman, PhD, Owner/Manager, Biomedical Communication & Consulting

F-35  Translators Networking
Matthew McKeohan, MA, ELS, Translator, Chugai Pharmaceutical Co., Ltd.

F-36  Use It, Don’t Lose It: Strategies for Better Time Management
Melissa Christianson, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc.

F-37  Veterinary Medicine Expertise: Challenges and Opportunities in Medical Writing
Suzanne Pratt, MBA, DVM, MS, DAVCP, ELS, Principal, Suzanne Pratt Works, LLC

F-38  Women in Medical Writing and Communications: A Discussion of Challenges and Successful Life Hacks
Tara Gupta, PhD, Principal, Medical Writer, 2G Consulting and Services

F-39  Work/Life Integration for Freelances and Full-Time Employees Alike: Staying Balanced while Working Remotely
Jennifer Thayer, Head, Medical Writing and Scientific Communications, BioBridges

F-40  *Writing while Female: A Discussion of Gender Disparity/Bias in the Medical Writing Industry
Stephanie Leveene, ELS, CMPP, Senior Market Access Writer, Evidera

7:30 – 8:30 AM EDUCATION SESSIONS

Yoga at Your Desk: Stretch, Breathe, and Relax ........................................ Harbor 1
Mary Kemper, Yoga Instructor, TriYoga

Start your day with a TriYoga practice sure to leave you sitting taller and feeling energized. Be guided through basic yoga stretches to release neck and shoulder tension, wrist and finger strain, and back stiffness. Along with classic yogic eye exercises, learn the Daily 5, moving with wave-like flows to free the spine and hips. Practice rhythmic breathing practices for calm and creativity, dynamic concentration for focus, and a guided meditation for relaxation.

Focus Area: Health and wellness
Target Audience: All writers and editors
9:00 – 10:00 AM
EDUCATION SESSIONS

It's YOUR Time: A Nonjudgmental Approach to Time Management .................................. Marina 2
Erica Goodoff, ELS, Senior Scientific Editor, Department of Scientific Publication Services, The University of Texas MD Anderson Cancer Center

What does the phrase “time management” mean to you? Efficiency? Productivity? Frustration? In a deadline-driven field, we all practice time management, whether it works well or not. So how well is it working for you? This session goes beyond the internet listicle style of time management tips to help you devise a more personalized time management strategy: not the way you should manage your time, but the way that actually works.

Focus Area: Health and wellness
Target Audience: All writers and editors

-writing Medical Quizzes for Physicians and Other Health Care Professionals .................................. Harbor 3
Carol Nathan, Chief Operating Officer and Editor-in-Chief, AllMedx.com

Quizzes have always been an integral tool in continuing medical education for health care professionals, but they are now being used by many medical publications and websites as a way to engage physician readers. Digital quizzes generate many clicks, which can increase site traffic and revenue. Modern medical quizzes can be so-called edutainment or more serious, but the content development approaches are similar. Learn key strategies for writing physician-focused quizzes, including finding the best source material, developing clinically relevant and interesting questions, types and purposes of different question styles, and ideal answer choices.

Focus Area: Career Development
Target Audience: Writers at all levels of experience

9:00 – 10:30 AM
EDUCATION SESSIONS

Are You a Candle or a Wolf? Medical Writers as Strategic Leaders .................................. Harbor 2
Robin Whitsell, President, Whitsell Innovations, Inc.

Irrespective of title, role, or organization, medical writers have the opportunity to become strategic leaders. Are you the type of leader who is out in front of your group or are you leading from the vantage point of your entire team? As medical writers advance in their careers, aspects of leadership inside of their organizations and professional outreach become more and more crucial. We will explore the common traits strategic leaders strive to obtain, reflect on how we can leverage our credibility and expertise to influence and truly shift conversations, share how to characterize and refine our value proposition as strategic leaders, and discuss how to move from awareness to action. Strategic leadership starts with situational- and self-awareness and extends through to creation of long-term goals and operationalizing those goals. Are you ready to roll up your sleeves and lead?

Focus Area: Leadership/Management
Target Audience: Mid-career writers and editors

Exploring the Diverse and Multidisciplinary Educational Ecosystem for Medical Writing .................................. Harbor 1
Gail Flores, PhD, Principal Writer, Encore Biomedical Communications LLC and Secretary, American Medical Writers Association
Robert Houghtaling, Program Manager, Healthcare Research & Policy, UC San Diego Extension
Tim K. Mackey, MAS, PhD, Associate Professor, UC San Diego School of Medicine and Director, Healthcare Research & Policy, UC San Diego Extension
Yeshi Mikyas, PhD, ELS, RAC, Director, Clinical Communication and Medical Writing, Pfizer
R. Michelle Sauer, PhD, ELS, CRA, Principal Writer/Editor, RnA Editing, LLC and Director At Large, American Medical Writers Association

Panelists will focus on educational approaches to scientific writing and publication from the perspectives of graduate education, adult learning, and professional development. The discussion will address various types of scientific writing and publication courses (including graduate courses, professional certificates, and other
continuing education courses) designed for different audiences, including (1) masters-level students in health care research-related fields seeking to publish academic research; (2) medical writers participating in adult education focused on professional development; and (3) medical writers in in-house corporate training programs. Challenges, development of core competencies, delivery design/format, track specializations, tailoring of content for different levels of medical writers, and opportunities for innovation in curriculum and program design will be explored based on real-world experience from panelists with experience in academia, industry, and consulting firms.

Focus Area: Career development
Target Audience: Writers and editors at all levels of experience

How to Nurture Clients into Long-Term Relationships and Boost Your Bottom Line
How to Write Strategic Grant Proposals for Research Collaborations
How to Write Strategic Grant Proposals for Research Collaborations
How to Create Effective Aggregate Reports
How to Create Effective Aggregate Reports
How to Create Effective Aggregate Reports
How to Create Effective Aggregate Reports
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Focus Area: Freelancing
Target Audience: Writers and editors at all levels of experience

Focus Area: Grantsmanship
Target Audience: Writers and editors at all levels of experience

Focus Area: Regulatory writing
Target Audience: Writers at all levels of experience
10:00 AM – 4:00 PM
EXHIBIT HALL OPEN ....................... Grande Ballroom

10:00 – 11:00 AM
BEVERAGE BREAK......................... Grande Ballroom

11:00 – 11:30 AM
ALVAREZ AWARD ADDRESS: “AWARE: THE SCIENCE AND PRACTICE OF PRESENCE”........ Grande Ballroom
Daniel J. Siegel, MD, Clinical Professor of Psychiatry, UCLA School of Medicine, Santa Monica, CA

11:30 AM - 12:30 PM
NETWORKING LUNCH WITH EXHIBITORS AND POSTER PRESENTERS ..................... Grande Ballroom
See page 30 for a list of poster titles.

12:45 – 1:45 PM
EDUCATION SESSIONS

Findings from the 2019 AMWA Medical Communication Compensation Survey .................. Harbor 2
Laura Sheppard, MBA, MA, Director, Medical Writing & Quality Control, Endo Pharmaceuticals

For more than 30 years, AMWA salary surveys have been the most dependable resource for salaries and fees that focus specifically on medical writing, editing, and communication professionals. Learn about the latest data on compensation across medical writing settings for both freelance and employed medical writers and editors.

Focus Area: Career development
Target Audience: Writers and editors at all levels of experience

How to Check Consistency and Enforce Your House Style: Using PerfectIt in Submissions and Publications................................................ Harbor 3
Daniel Heuman, CEO and Founder, Intelligent Editing

All it takes is one typo for readers to question the underlying science of a submission or publication. Finding time to correct consistency errors or check that each word conforms to the style manual is difficult for any editor, but especially when under the time pressure of a submission. This work can, and should, make use of automation so that you have more time to focus on substantive editing. Learn the basics of PerfectIt software and a quicker way to find and correct consistency mistakes as well as advanced topics, including how to build a PerfectIt style sheet to enforce house style.

Focus Area: Technology
Target Audience: All writers and editors

The Saving Equation: Work + Saving = Yes, You Really Can Have a Life ........................ Harbor 1
Loryn Woodard, Financial Advisor, Edward Jones

The savings equation is a test everyone faces. In today’s landscape, retirement and savings are often the last items on a long to-do list. When you’re starting out (or even if you are 20 years in), it can be difficult to find ways to put aside funds for retirement (or emergencies), but not saving can have devastating consequences. Learn about the most common savings and retirement options, adaptable strategies that can fit personal lifestyles and goals, the importance of having a retirement plan and estate plan in place, insurance that can cover unexpected events, buy-sell agreements, and simple saving plans.

Focus Area: Health and wellness
Target Audience: All writers and editors

SharePoint to the Rescue! Using SharePoint as a Tool to Manage Medical Writing Teams and Client Partnerships .................................. Seabreeze
Amelia Young, Associate Manager, Medical Writing Services, PAREXEL International Corporation

Templates, assignments, and style guides, oh my! In a fast-paced environment, the time medical writers use to locate the correct template, track project assignments, and verify client requirements takes away from the time a writer is able to spend working on project deliverables. Microsoft SharePoint can be used as a tool to manage administrative items for both medical writing teams and client partnerships. Learn how to develop a SharePoint site and how to customize the site to meet specific needs.

Focus Area: Technology
Target Audience: All writers
TransCelerate’s Common CSR Template:
A Consistent Approach to Writing Compliant
CSRs with Ease ...................................... Spinnaker
Elizabeth Brown, MS, PMP, Managing Medical Writer,
Merck & Co., Inc.

On the heels of TransCelerate’s successful roll-out of the common protocol template (CPT), the organization’s common clinical study report (CSR) template was publicly released in December 2018 and is being adopted across the industry. Learn the story behind this new, thoughtfully designed, technology-enabled CSR template, including the collaborative development process and key decisions of the template design. Also discussed are how the template encourages adoption of a streamlined authoring approach, the advantages of the TransCelerate CSR template and structured authoring, and how to implement the template for the next CSR you write.

Focus Area: Regulatory writing
Target Audience: Writers at all levels of experience

2:00 – 3:00 PM
EDUCATION SESSIONS

10 Essential Criteria for Building and Maintaining a Freelance Business ......................... Harbor 1
Laura J. Ninger, ELS, President, Ninger Medical Communications, LLC

Earning a living as an independent contractor is an ongoing endeavor involving daily decisions about how to structure your business, allocate time and resources, enhance your skills, market yourself, deal with legal and tax issues, and manage clients—all while actually doing the work and getting paid. Learn 10 key strategies for building, maintaining, and evaluating your freelance business. Both new and experienced freelancers can benefit by identifying recommendations relevant to their own businesses and applying these pointers to enhance their careers and grow their bottom line.

Focus Area: Freelancing
Target Audience: Writers and editors at all levels of experience

In the Green Room with Your Words –
MS Word Template Creation .................. Seabreeze
Kelly Crossett, Quality Reviewer and Publishing Specialist, Whitsell Innovations, Inc.

Your words have been written. They are ready for their debut. Backstage, in the Green Room, you must give them the tools they will need to truly shine and impress your audience…a custom set of Word templates! Custom templates can be useful for many documents created by medical writers (eg, protocols, education materials, grant proposals, letterhead, invoices). Templates provide the paragraph styles, page layouts, and basic document formatting that will ensure a consistent production every time the curtain goes up (or a client opens a document)! Learn a step-by-step process for creating your own templates, as well as tips and best practices for saving, accessing, and sharing your custom Word templates. Note: The discussion will focus on Windows-based Word 2016.

Focus Area: Technology
Target Audience: Mid-career writers and editors

Med Write Talks II ..................... Harbor 2
Similar to the popular TED talks, Med Write Talks are 10- to 15-minute presentations focusing on discrete medical communication-related topics with a novel insight. These presentations are intended to inspire, motivate, and empower. Come learn and connect with your peers at this premier session.
Moderator: R. Michelle Sauer, PhD, ELS, CRA, Senior Research Scientist, UTHealth

Overcoming Obstacles: A Nurse with Chronic Illness Shifts Her Career Path
Ashley Hay, BSN, RN, Owner of AHayWriting - Freelance Health Care Writer, Editor, and Consultant

Hear the personal story of how chronic illness led an experienced oncology nurse to a satisfying path of freelance medical writing/editing, health care consulting, and entrepreneurship. Learn about the value of connection with others in your desired niche as a way to change your professional journey successfully.
It Is Almost Time to Tidy up, but Before I Go
Larry Lynam, Principal, The Lynam Group, LLC
Recipient of 2018 AMWA President’s Award

If we are lucky travelers, we get to reach that sweet spot in our journey where we realize the ultimate destination is far closer than our starting point. But before we jump up to gather our belongings one last time, we are given a minute to enjoy a realization; this wasn’t the journey I planned, but I am so glad it is the one I took. As a bonus, we get to reflect on those crazy experiences, fun times, and even those wild obstacles we overcame along the way. But we have one last obligation and opportunity before we disembark. We need to share what we learned along the way. This is our chance to take time to gather, organize, and craft what could be our best story yet. Our real measure is the roadmap we leave for others. What will your map say?

Toward More Effective Communication with Science Deniers
Christina Ohnsman, MD, President, CMO Medical Communications, LLC

Science is under attack in our society, with nonscientists denying the facts of evolution, climate change, and the benefits of vaccines. These increasingly loud objections and “alternative facts” are steering public policy in dangerous directions. How can medical communicators effectively respond to these unfounded challenges to established facts? Learn how to recognize and critically evaluate common arguments used on all sides and to identify strategies for more effective communication with science deniers.

Writing Biomedical Research Papers for Publication
Madison Hedrick, MA, US Medical Research Services, LLC

More than 2.5 million new scientific research studies are published each year. How do you make sure the one you’re working on gets published? Learn how to marshal the details of a research study into a clear story with a beginning (the introduction), middle (the methods), end (the results), and the moral (the discussion). Other topics include different types of research papers and their level of medical evidence, features of tables and figures that make for effective reading, and factors that help ensure the best possible chance at publication, such as ethical guidelines, steps for a systematic method of publishing, and CONSORT guidelines.

Focus Area: Scientific publications
Target Audience: Writers and editors at all levels of experience

2:00 – 5:00 PM
AMWA WORKSHOPS (additional fee)

WS-40 ............................................ Executive 3B
Writing and Designing Materials for Patient Education
Genevieve Long, PhD, Freelance Medical Writer - Patient Education, Health Literacy, and Marketing Specialist

WS-41 ............................................ Marina 2
Essentials of Copyediting
Loretta Bohn, Senior Editor/Writer, RTI International

WS-42 ............................................ Executive 1
Proofreading: Strategy for Document Quality Control
Damiana Chiavolini, MS, PhD, Instructor, UT Southwestern Medical Center

WS-43 ............................................ Executive 3A
Summarizing Clinical Safety Data for a New Drug Application
Marijke H. Adams, PharmD, PhD, President, MH Adams & Associates, Inc.
Jennifer Bridgers, MS, MWC, Managing Medical Writer, Merck & Co., Inc.

WS-44 ............................................ Executive 2B
Strategies for Improving Document Quality for Pharmaceutical Communications Managers
Kathy Spiegel, PhD, Regulatory Writing Senior Manager, Amgen, Inc.

WS-45 ............................................ Executive 2A
Advanced Writing
Helen Hodgson, PhD, Emeritus Professor of Communication, Westminster College

3:00 – 3:30 PM
BEVERAGE BREAK......................... Grande Ballroom
Beyond Happy 😁, Sad 😞, and Mad ("%$#!") – Use Your Words! (Dealing with Life and Stress Using Emotional Granularity) .................. Seabreeze Kelly Crossett, Quality Reviewer and Publishing Specialist, Whitsell Innovations, Inc.

Think of something that makes you mad. Is it an inconsiderate client; a coworker missing a crucial deadline; a favorite team losing the championship? Would you use "mad" to describe all of these things? If the answer is "no," you are showing a level of emotional granularity. Being able to use a more specific and varied vocabulary to describe your feelings can help you take a step back from emotionally charged situations and develop a specific, action-oriented response. Learning to use more accurate words to describe our emotions can help us handle stress more directly, process feedback more productively, and deal with our clients and colleagues more effectively. Learn how to express emotions beyond emojis and punctuation marks.

Focus Area: Health and wellness
Target Audience: All writers and editors

Creating Narrative-Writing Software ............... Harbor 3
Danielle St. Pierre, Manager, Medical Writing, PAREXEL International Corporation

Narratives are data-heavy documents, and writing them requires special attention to detail. These documents can be time-consuming, may involve repetitive work, and are often written under tight timelines. On top of that, a single clinical study report might need hundreds of them. Fortunately, writing narratives doesn’t have to be done manually. Writing the first draft of a narrative can be automated with a small computer program. With the help of an in-house or contracted software developer, you can create a program that will print the tables, text, and custom safety data for each individual narrative and drastically reduce the time required to write a large batch of narratives.

Focus Area: Regulatory writing
Target Audience: Writers at all levels of experience

Effective Mentoring of Medical Writers: Principles and Practice ..................... Harbor 1
Vicki Foster, MSPH, Principal Medical Writer, PAREXEL International Corporation
Michele Vivirito, Medical Writing Consultant

Mentoring can be a crucial step in the training and development of medical writers at all stages of a career. As teacher, advisor, and advocate, a mentor promotes growth of knowledge, shares experiences (both successes and failures), and facilitates a sense of community and teamwork. Learn the principles of effective mentoring, the qualities of a good mentor, three levels of mentoring based on career stage (informational, skills-based, and advocacy), the importance of goals and objectives, and feedback methods. Also discussed will be how principles of effective mentoring have been put into practice in various settings, including a decentralized work environment.

Focus Area: Regulatory writing
Target Audience: Mid-career writers

By the Hour or by the Project? Straight Talk about Pricing Strategies for Freelancers ........ Harbor 2
Eleanor Mayfield, ELS, President, ELM Communications

Pricing strategies can be a matter of passionate debate among freelance medical writers. Some people swear by project fees, while other are equally vehement that an hourly rate is the only practical approach. In the real world, however, all methods of pricing have advantages and disadvantages. The discussion will focus on the pros and cons of different pricing strategies and factors to consider in determining how to price a freelance project. Attendees will be invited to share pricing conundrums, successes, and lessons learned.

Focus Area: Freelancing
Target Audience: Writers and editors at all levels of experience

4:00 – 5:30 PM
EXHIBIT AND POSTER TAKE-DOWN

4:45 – 5:30 PM
SUNSET NETWORKING WALK ............... Hotel Lobby
6:00 PM
MEET-UP FOR DINE-AROUNDS ............. Hotel Lobby
The Dine-Arounds are a great opportunity to spend time with colleagues outside the conference. Be sure to sign up onsite for a dine-around group.

Saturday, November 9

7:00 AM – 3:30 PM
CONFERECE REGISTRATION
DESK OPEN ........................................... Bayview Foyer

7:00 – 8:00 AM
BREAKFAST ON YOUR OWN

8:00 – 8:30 AM
SWANBERG AWARD ADDRESS; “EXPANDING HORIZONS AS A MEDICAL WRITER” ........ Harbor 1
David B. Clemow, PhD, MWC, Principle Clinical Research Scientist, Global Medical Affairs, Eli Lilly and Company, Indianapolis, IN

9:00 – 11:30 AM
AMWA BOARD OF DIRECTORS MEETING
(by invitation) ........................................ Executive 2AB

9:00 – 10:30 AM
EDUCATION SESSIONS

Art of Writing Effective Response Letters to Journal Editors ........................................ Harbor 1
Katherine Molnar-Kimber, PhD, President, KMK Consulting Services of Kimnar Group LLC

Writing an effective response letter to the journal editor and reviewers can move your client’s submitted revised manuscript to the acceptance folder. Issues such as journal prestige, document type, and response letter can have an impact on the flexibility of the reviewers and editor. While many reviewer comments are relatively easy to address, some may require additional experimentation or analyses, and others may indicate a lack of understanding or disagreement on analysis with the authors. What are the pros and cons of indicating prior peer review? Gain insider knowledge of when and how to disagree with the reviewers and still get published in the journal and examples of reviewers’ issues and successful ways to address them. Bring (nonconfidential) examples of challenging reviewers’ issues for group discussion.

Focus Area: Scientific publications
Target Audience: Writers and editors at all levels of experience

Managing Complex Regulatory Submissions:
A Case Study ............................................. Harbor 3
Lima Chutkan, PhD, RAC, Senior Manager, Medical Writing, Alnylam Pharmaceuticals
Lori Davis, MS, PhD, RAC, Senior Manager, Medical Writing and Program Management, Impact Pharmaceutical Services

Regulatory submissions can be exciting, complex, and overwhelming. Learn more about managing submissions in the context of a case study, from two perspectives: the sponsor writing lead and the clinical research organization (CRO) project manager. Big-bucket items, such as writing, reviewing, and resourcing, will be discussed in terms of the needs of both sides. Specific examples of obstacles that occurred during the project and how each side approached the challenge will also be discussed. A successful regulatory submission team is one in which the sponsor and CRO work seamlessly together, and appreciating the other side’s viewpoint is the first step!

Focus Area: Regulatory writing
Target Audience: Writers at all levels of experience

Open-Faced, Triple-Decker, or Plain Old Peanut Butter and Jelly: Stories and Tips from the Sandwich Generation ......................................... Harbor 2
Amy Zheng, MD, MPhil, Healthcare Educational Consultant and Expert Witness
Patrice Marcarelly, MD, Senior Physician, VA Office of Inspector General
Dannette Johnson, DO, Senior Physician, VA Office of Inspector General
Sonia Melwani, DO, Medical Director of Healthcare Consult, VA Office of Inspector General

Nearly half of middle-aged adults in the United States provide care for parents and young children. Not surprisingly, this sandwich generation reports feeling stressed and overextended. The day-to-day management of caregiving duties on top of juggling a busy work schedule can be daunting, but you can learn from four professionals who will share their perspectives of how they manage to work full time and travel while still being engaged in their children’s activities and fielding the surprise phone calls about a loved one’s medical emergency. Learn evidence-based tips for carving out time in your busy schedule for self-care.

Focus Area: Health and wellness
Target Audience: All writers and editors
Plain Language 2.0 and Health Literacy: New Strategies for Better Outcomes

Seabreeze
Romina Marazzato Sparano, Translator & Language Consultant

Health literacy is the degree to which individuals can find, understand, and process health information to make health decisions that respond to their needs. Health literacy is affected by input from providers, access to knowledge of health topics, and adaptability. Given that an estimated eight in 10 adults have limited health literacy, plain language has a vital role in aligning audiences, providers, and situations to produce better health outcomes. Learn strategies that address different aspects of the communication situation: audience, purpose, structure, content, and design, as well as readability formulas, versioning, recasting options, signposting, and information structure.

Focus Area: Health communication
Target Audience: Writers and editors at all levels of experience

Predatory Publishing: Update on Current Environment

Spinnaker
Barbara C. Good, PhD, Director, Scientific Publications, NSABP Foundation
Mary Kemper, BS, Medical Writer/Yoga Instructor, Mayfield Clinic/Glia Media
Donna Simcoe, MS, MS, MBA, CMPP, Medical Publications Consultant, Simcoe Consultants, Inc

This session highlights the recent history and current status of predatory publishing. Expert panelists will discuss this year’s AMWA-EMWA-ISMPPP Joint Position Statement on Predatory Publishing and will address recent developments and trending scams in predatory publishing, highlighting the challenges that medical communicators face. The panelists will explore such questions as What is a predatory journal, and how can you identify it? What dangers do predatory journals and publishers pose for researchers and for the body of medical literature? How can universities and other entities implement policies to help slow down the proliferation of predatory journals? What can we do to dissuade authors from publishing, knowingly or unknowingly, in predatory journals? What can you do if you have published by accident in a predatory journal? Participants will also learn what to look for when encountering a potentially predatory journal or publisher and how to identify tools that can help recognize these threats to the publication of legitimate research. The session is designed to be interactive, so participants are encouraged to share their experiences and questions.

Focus Area: Scientific publications
Target Audience: Writers and editors at all levels of experience

WS-50 Usage: Choosing the Right Word for the Job
Marina 6
Stephen N. Palmer, PhD, ELS, Manager and Senior Scientific Medical Writer, Texas Heart Institute

WS-51 The Medical Editing Clinic: Strategies to Hone Your Editing Skills
Executive 1
Marianne Mallia, ELS, MWC, Editor, Scientific Publications, Mayo Clinic Scottsdale
June Oshiro, PhD, ELS, Editor, Scientific Publications, Mayo Clinic

WS-52 Summarizing Clinical Efficacy Data for a New Drug Application
Executive 3B
Marijke H. Adams, PharmD, PhD, President, MH Adams & Associates, Inc.

WS-53 Introduction to Statistics for Medical Communicators
Executive 3A
Bart Harvey, MD, PhD, Associate Professor, Dalla Lana School of Public Health, University of Toronto

WS-54 Principles and Practice of Visual Data Presentation
Marina 2
Janet Novak, PhD, ELS, Senior Editor/Grant Writer, Memorial Sloan Kettering Cancer Center

#AMWA2019 // 26 // @AmMedWriters
10:45 – 11:45 AM
EDUCATION SESSIONS

The Art of Personal Branding: How to Tell the YOU Story and Gain New Customers .......... Harbor 1
Elizabeth Fraley, CEO, Single-Sourcing Solutions

Maybe you're thinking it's time to branch out on your own, move up in your company, or try something different. No matter the scenario, you (or your company) must be THE solution that fills a NEED for the boss/client. Clarifying your vision and defining your brand will attract customers. Today’s job market requires more than a technical resume or CV; it requires a story, a plan, and a brand. This session is for anyone who is working for a promotion, expanding a business, or trying a new venture. Learn how to identify who your ideal customer is (and is not), and how to gain customers by telling your story well and often. Bring questions and get the answers you seek!

Focus Area: Career development
Target Audience: Writers and editors at all levels of experience

Quality Control Fixer Upper: Let's Put Some Polish on Your Process! ......................... Harbor 3
Kara Storti, MFA, Manager, Medical Writing, Vertex Pharmaceuticals Inc.
Kelly Naegelin, Medical Writing Associate, Medical Writing, Vertex Pharmaceuticals Inc.

Does your quality control (QC) process need a makeover? Let’s put some polish on your process! A structurally sound QC procedure is a must, especially as regulatory documents become increasingly more complex. How can QC reviewers/specialists and medical writers work together to build the highest quality document within a tight timeline and with the least amount of stress? Learn about the most challenging issues in QC and some tried-and-true industry tools to tackle them. Don't know how to renegotiate timelines? Find out the benefits of a QC scheduling architect. Want to learn from QC misses? Discover the blueprints of QC checklist designs. Attendees will be invited to share their experiences and solutions.

Focus Area: Regulatory writing
Target Audience: Writers at all levels of experience

Reporting Drug Metabolism in the Age of Precision Medicine .......................... Seabreeze
Teresa McNally, Medical Writer and Consultant, Whitsell Innovations, Inc.

Precision medicine refers to therapies that are targeted to individual patients or groups of patients rather than the entire population. This approach is expected to improve the efficacy and safety of drugs and devices in clinical practice and has already led to changes in clinical trials and drug labeling. An overview of current and future developments will be presented and the impact of these changes on regulatory documentation will be discussed. Learn about the science of individualized drug metabolism and the impact of genetic changes to metabolism enzymes through a series of real-world examples.

Focus Area: Science and medicine
Target Audience: All writers and editors

12:00 – 1:30 PM
ROUNDTABLE DISCUSSIONS
WITH LUNCH ............................................ Nautilus 1-4
(additional fee) – Titles with an asterisk (*) are also offered as a Breakfast Roundtable Discussion on Friday.

S-1 All Aboard the MentorShip: Effective Mentoring in Medical Writing: Mentee Perspective
Cody Nichols, PhD, Senior Medical Writer and Consultant, Whitsell Innovations, Inc.

S-2 Basics of Writing Accredited and Nonaccredited Continuing Medical Education (CME)
Katherine Molnar-Kimber, PhD, President, KMK Consulting Services of Kimnar Group LLC

S-3 Breathing New Life into Work/Life Balance
Stephen Carlson, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc.

S-4 Building Successful Sponsor and Vendor Relationships
Michelle Lee, Manager, Gilead Sciences

S-5 Cross-Cultural Communication Skills as a Key Element for Success
Jennifer Clemens, ELS, Medical Writing Clinical Technical Editor, Global Trial Operations, Merck & Co., Inc.
S-6 *CTD Structure: From IND to NDA
Susan Vintilla-Friedman, Senior Director, Development, Samorn Biosciences

S-7 *From Benchtop to Laptop: Streamlining the Transition to Full-Time Regulatory Writing
William Buchta, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc.

S-8 *How Did I End up Working Here?
Kathi Whitman, MA, Project Consultant, SelectHealth

S-9 Instructional Design: Are You Considering Learner Usability in Your End Products?
Deborah Anderson, PhD, MS, MT(ASCP)SH, Medical Writer/Instructional Designer, DGA Medical Communications

S-10 Managing Clinical Study Report Development
Jayashree Mitra, PhD, Principal Medical Writer, Merck & Co., Inc.

S-11 New Research Shows Freelance Rates Are Lower for Women. Why, and What Can We Do About It?
Laura J. Ninger, ELS, President, Ninger Medical Communications, LLC

S-12 SAD or MAD but not Alone: Medical Writing for Small Biopharma Companies
Alex Rohall, Senior Manager, Medical Writing, PROMETRIKA, LLC

S-13 Scheduling Dos and Don’ts for Freelances
Debby Berylne, Freelance Writer/Editor

S-14 So, You’re Going to Take the BELS Exam
Leslie Neistadt, ELS, Managing Editor, St Louis University

S-15 Strategic Publication Planning
Michael G. Baker, PhD, President & Principal, Samorn Biosciences

S-16 Strategies to Structure and Lead Teams through Learning Processes
Catalina Gonzalez Rueda, MSc, MBA, Associate Director, Medical Writing, MSD

S-17 *Taking EU Medical Device Teams into the Year 2020
Stephanie Knighten, MS, Senior Medical Writer and Associate Manager, Whitsell Innovations, Inc.

S-18 A Tale of Two Contemplations: Impostor Syndrome and Medical Writing Dreams
Anand Devasthanam, PhD, Medical Writer II, PAREXEL International Corporation

S-19 *Tips for Studying for the MWC Exam
Valerie Sjoberg, MAc, MWC, Medical Writer, MJH Life Sciences; Owner, BioWrite, LLC

S-20 Working Remotely – I Mean Really Remotely: Tales from Nomadic Living in an RV
Rasa G. Hamilton, ELS, MWC, Medical and Science Editor, HELPS: Hamilton Editing and Language Publishing Services

S-21 Writing a Business Plan
Mark D. Weiss, President, Apothecaeutics International, Inc.

S-22 *Writing while Female: A Discussion of Gender Disparity/Bias in the Medical Writing Industry
Christine Flees, MD, Senior Medical Writer, Syneos Health

1:45 – 2:15 PM
ANNUAL BUSINESS MEETING................... Seabreeze
All AMWA members are encouraged to attend to get an update on AMWA from 2018-2019 President, Cynthia L. Kryder, MS, MWC, and Treasurer, Julie Phelan, MD, MBA; to witness the passing of the gavel to Ann Winter-Vann, PhD, 2019-2020 President; and to meet the 2019-2020 Board of Directors.

2:00 – 5:00 PM
AMWA WORKSHOPS (additional fee)

WS-60 ............................................ Executive 3B
Composing Narratives for Safety and Adverse Event Reporting
Jennifer Bridgers, MS, MWC, Managing Medical Writer, Merck & Co., Inc.

WS-61 ............................................ Executive 1
Clinical Study Report Writing: From Tables, Listings, and Graphs to Text
Kathy Spiegel, PhD, Regulatory Writing Senior Manager, Amgen, Inc.

WS-62 ............................................ Executive 3A
Effective Paraphrasing
Helen Hodgson, PhD, Emeritus Professor of Communication, Westminster College

WS-63 .................................................. Marina 2
Understanding Sample Size and Study Power
Bart Harvey, MD, PhD, Associate Professor, Dalla Lana School of Public Health, University of Toronto
Effective Searching Online Databases
Thomas P. Gegeny, MS, Team Lead & Senior Medical Writer, Envision Pharma Group

2:00 – 3:30 PM
FREELANCE JAM SESSIONS

Jam Session for Early-Career Freelances .... Harbor 1
Andrea R. Gwosdow, PhD, President, Gwosdow Associates Science Consultants, LLC
Theresa E. Singleton, PhD, Owner and Principal Scientific Writer, Singleton Science, LLC

This session is an opportunity for new freelances to discuss their successes and toughest problems regarding the business of freelancing. Potential discussion topics are the advantages and disadvantages of various business structures, how to find and keep clients, working with contracts, collecting payments, estimating projects accurately, and whether to bring on subcontractors. Make new connections to continue the conversations once you're back home.

Focus Area: Freelancing
Target Audience: Writers and editors with less than 10 years of freelance experience

Jam Session for Seasoned Freelances .... Harbor 3
Brian Bass, MWC, President, Bass Global, Inc.

When accomplished musicians jam, their combined talent, energy, and experience make a special kind of synergy. A similar kind of magic happens when seasoned freelances get together to discuss their thoughts, ideas, concerns, and challenges with peers of equal or greater experience. These rare gems of collegial conversation and commiseration happen spontaneously and usually unpredictably. This no-holds-barred session will provide a supportive space for freelances who have a minimum of 10 years of continuous and current freelance experience to wrestle their demons and share their experiences. Whether you emerged bloodied and bruised, valiant, or victorious, we all have stories to tell, and we can all learn from and teach each other.

Focus Area: Freelancing
Target Audience: Writers and editors with at least 10 years of freelance experience

2:30 – 4:00 PM
CHAPTER LEADER ORIENTATION
(by invitation) Harbor 2
Posters on Display

Location: Grande Ballroom Foyer

Basic Writing Errors in Medical Journals
M. Denise Daley, MS, MD, FRCP C, ELS, School of Health Professions, University of Texas Medical Branch

Basket Trials for Evaluating Tissue-agnostic Oncology Treatment: Promises and Challenges
Teresa Chu, PhD, and Mary Ellis Bogden, Whitsell Innovations

Cleaning House: Reviewing and Updating an In-House Style Guide
Leila Emery, MA; Joyce Hicks; S. Daniel Siepert, MA; Adrianne Loggins, MA; Alyssa Dallas; and Amy Martin, MA; RTI Health Solutions

Covert Leadership: A Backstage Approach to Effective Medical Writing
Katie Bates, PhD; Dwyn DeSilver; and Cathi Harmon; Whitsell Innovations

Current Status on Adverse Event Monitoring and Safety-related Label Changes for Statins
Priya Kaur, Rahul Makkena, and Priyanka Ingle-Jadhav, MD, PhD, MWC; CRC Pharma LLC

Editorial Roadmap: The Path to a Complete, High-Quality Edit
Sinclair Vernon, MA; Margaret Mathes; and Amy Martin, MA; RTI Health Solutions

Implementing an Operations Manual to Improve Medical Writing Consistency and Efficiency
Henry Li, PhD; Emerald Feng; Amanda Krzywinski, PSM; and Alex Marcheschi, PharmD; Grifols Therapeutics LLC

Increasing Efficiency and Scientific Integrity with Master Trial Charter Documents
Kassel Fotinos-Hoyer, MA¹; Janina Wolf, PhD²; Nicholas Enus³; Sayali Karve⁴; and Andrea Linke⁴¹
¹Parexel International GmbH
²Parexel International

The Informed Consent Document: New Federally Required Elements
Linda Rowse, Whitsell Innovations

Mastermind Group Case Study for Mid-Career Freelancers: Insights and Takeaways
Mia DeFino, MS, ELS, DeFino Consulting, LLC; Kristin Harper, PhD, MPH, ELS, Harper Health and Science Communications, LLC; Karoun Bagamian, PhD, Bagamian Scientific Consulting, LLC; Donna Simcoe, Simcoe Consultants; Dana Barberio, MS, Edge Bioscience Communications; and Jessica Yen, MS, JHY Communications

Overview of Lay Summaries: Current Use and Writing Guidelines
Beth Knight, PhD, Whitsell Innovations

Recent Trends in Data Sharing Statement Requirements Among Medical Journals
Micah Robinson, PhD; Jon Nilsen, PhD, CMPP; Tim Peoples, MA, ELS; Jacqueline Sayyah, PhD; and Dikran Toroser, PhD, CMPP; Amgen Inc

Similarities and Differences Between Nonclinical and Medical Writing
Rachelle Baker, ELS, and Lisa Poppenberg, MPH, ELS; Takeda Pharmaceuticals, Inc.

A Step in the Write Direction: A Career Move from Research to Medical Writing
Irene Papanayotou, PhD; Catherine Roy, PhD; William Buchta, PhD; and Cody Nichols, PhD; Whitsell Innovations

A Survey on Including Risks in the New “Key Information” Section of an Informed Consent Form: Where Do We Go from Here?
Katelyn Le, MS,¹; Stacy Kopka, MS,¹; Doreen Chaitt, RN, MPH,²; Jerome Pierson, RPh, PhD,²; Martha Nason, PhD,³; and Tracey Miller, RN, CCRP¹
¹Clinical Monitoring Research Program Directorate, Frederick National Laboratory for Cancer Research sponsored by the National Cancer Institute
²Office of Clinical Research Policy and Regulatory Operations, Division of Clinical Research, National Institute of Allergy and Infectious Diseases
³Biostatistics Research Branch, Division of Clinical Research, National Institute of Allergy and Infectious Diseases
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All conference attendees must be registered to attend the conference. All registered attendees will receive a conference name badge, which must be worn at all times during the conference and within the conference space. Name badges are nontransferable. If a name badge is lost or misplaced, a replacement badge can be created for $25. Identification will be required. Conference registrations for designated representatives include access to all open sessions and group events. (Workshops and ticketed events incur additional fees).

Free AMWA WiFi
AMWA attendees have complimentary WiFi service throughout the conference space. To connect, join the AMWA network and enter the password AMWA2019 (case-sensitive).

Seating
AMWA encourages attendees to arrive early at education sessions, as seating is on a first-come, first-served basis. If no seating is available in your first-choice session, consider attending another session in the same time period.

Substitutions
AMWA does not allow substitutes for conference registrations. Registration fees cannot be transferred to another person.

Children
Children under the age of 18 are not permitted in AMWA meeting rooms, receptions, or the Exhibit Hall. If children will be accompanying a parent to any AMWA event, arrangements should be made for their supervision. No one under 21 years of age is permitted at events where alcohol is served.

Consent to Use of Photographic Images
Registration and attendance at, or participation in, AMWA's Medical Writing & Communication Conference and related events constitutes an agreement by the participant to AMWA's use and distribution (both now and in the future) of the participant's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of the conference.

Earn MWC Recertification Points
Most AMWA education sessions, roundtables, and workshops are eligible for points toward Medical Writer Certified (MWC) recertification. Fifty recertification points are needed to recertify at 5 years after the MWC credential was granted. Keep track of your professional development on the recertification spreadsheet, available at https://www.amwa.org/page/MWC_Recertify.

San Diego Zoo Kids brings the Zoo to children in hospitals across the country through educational animal programming on a commercial-free television channel exclusively for children’s hospitals and Ronald McDonald Houses nationwide. Learn more about San Diego Zoo Kids at the Opening General Session on Thursday, 12:00 to 1:30 PM, in the Grande Ballroom.
Exhibitors

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The future is full of challenges and opportunities for medical communicators.

AMWA’s Vision
Creating clear communications that lead to better health and well-being.

What’s your vision for creating clear communications in the future? Do you have expertise that will lead to better understanding of these trend-setting topics?

- Artificial intelligence
- Clinical trial registration and results posting
- Collecting and using metrics
- Crisis communications
- Data visualization
- Effect of digital advancements on scientific publishing
- Emerging social media platforms
- Patient decision aids
- Patient involvement (in research, peer review, or CME)
- Plain language summaries of publications
- Publication metrics
- Regulatory writers’ role in inspection readiness
- Structured authoring
- Transparency and data-sharing statement requirements

Share your vision and help medical communicators prepare for the future. Look for the Call for Proposals in early 2020

www.amwa.org/conference