Spotlight on Medical Communication: Disruption, Innovation, and Resilience

AMWA 2021 Medical Writing & Communication Conference
October 27 – 29, 2021
Preconference Workshops October 25 & 26

CONFERENCE PROGRAM
By putting lives first, we’ve created a legacy that lasts

For nearly 130 years, we have tackled some of the world’s biggest health challenges and provided hope in the fight against disease, for both people and animals. Today, we continue our commitment to be the premier research-intensive biopharmaceutical company in pursuit of medical breakthroughs that benefit patients and society for today, tomorrow and generations to come.

Join our talented community in Medical Writing! Email us at medicalwriting2@merck.com or go to www.merck.com/careers; search Medical Writer
WELCOME FROM THE PRESIDENT

Welcome to the 2021 AMWA Medical Writing & Communication Conference! As you peruse the program, you’ll find opportunities to learn from experts, network with colleagues, and jam with your peers. Whether you specialize in scientific publications, regulatory writing, health communication, or another setting; are a writer or an editor; are a freelancer or employed; and are new to the field or are an experienced professional, we hope this event will recharge you and revitalize your commitment to excellence in medical communication.

AMWA has built on the successes of last year’s virtual conference to plan this year’s program. In addition to education sessions and roundtables, AMWA Workshops are back as preconference virtual events. At the plenary sessions on Wednesday and Friday, you’ll learn about this year’s award recipients, hear the McGovern Award and Alvarez Award addresses, and celebrate the Swanberg Award recipient.

While it’s disappointing that we can’t meet in person, one advantage of the virtual format is being able to go back and watch any sessions you missed. I encourage you to thoroughly explore the conference platform to visit virtual posters and sponsor booths and chat with existing and new colleagues.

Please join me in thanking the people who made this event possible: Conference Chair Sarah Dobney and her planning committee; AMWA’s dedicated staff, who have devoted hours to this initiative; and the many AMWA members who freely share their knowledge and expertise. We couldn’t do it without you!

—Gail Flores, PhD, 2020-2021 AMWA President
THANK YOU TO OUR SPONSORS AND EXHIBITORS

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WI We Speak Science

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ICON
JN JAMA Network™
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EXHIBITORS

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UC San Diego EXTENSION
2021 AMWA JOHN P. MCGOVERN AWARD

Stacy Christiansen, MA, Chair of the AMA Manual of Style committee and managing editor of JAMA, will receive the 2021 John P. McGovern Award. This prestigious award is presented to a member or non-member of AMWA to recognize a preeminent contribution to any of the various modes of medical communication.

Ms Christiansen’s contributions to the field of medical writing and editing include ensuring excellence in the quality publication and presentation of medical information and data, supporting and mentoring editors and authors, and promoting integrity in the medical literature.

In her role as chair of the AMA Manual of Style committee, Ms Christiansen was responsible for leading the major revision and publication of the 11th edition (released in February 2020). As managing editor of JAMA, Ms Christiansen has been key to JAMA’s publication of numerous important articles on COVID-19 since early 2020, ensuring expedited and accurate editing and publication. She regularly communicates with JAMA authors and representatives of professional societies and agencies from around the world, giving advice on communication of new research and complicated medical information, including issues related to authorship, complete and accurate reporting, coordination with multimedia, media relations, and postpublication corrections. In addition, Ms Christiansen has been an active AMWA member since 1999 and has worked in medical publishing for more than 25 years.

Ms Christiansen will present the McGovern Award Address during AMWA’s 2021 Medical Writing & Communication Conference.

2021 AMWA WALTER C. ALVAREZ AWARD

Harriet A. Washington will receive the 2021 Walter C. Alvarez Award. Named in honor of an early medical communicator, this special award is presented to an individual who is the epitome of excellence in communicating health care developments and concepts to the public.

Ms Washington is a prolific science writer, editor, and ethicist who has spent her career advocating for the broader political awareness of science and technology. Through her historically accurate depictions of the disturbing abuse of medicine she has challenged audiences to see the world differently and challenged established paradigms throughout the history of medicine. Her work helped provide the basis for the AMA apology to the nation’s black physicians in 2008 and led to the banishment of the James Marion Sims statue from Central Park in 2018.

Ms Washington has been a fellow in ethics at the Harvard Medical School, a fellow at the Harvard School of Public Health, and a senior research scholar at the National Center for Bioethics at Tuskegee University. In addition to her journalism career, she is an acclaimed writer. She is the author of Carte Blanche: The Erosion of Informed Consent in Medical Research and A Terrible Thing to Waste: Environmental Racism and Its Assault on the American Mind. Her book, Medical Apartheid: The Dark History of Experimentation from Colonial Times to the Present, won a National Book Critics Circle Award, the 2007 PEN/Oakland Award, and the 2007 American Library Association Black Caucus Nonfiction Award.

Ms Washington will present the Alvarez Award Address during AMWA’s 2021 Medical Writing & Communication Conference.
2021 AMWA AWARD RECIPIENTS

Lori L. Alexander, MTPW, MWC, ELS
Harold Swanberg Distinguished Service Award

Dikran Toroser, PhD, CMPP
AMWA President's Award

Aaron Bernstein, PhD
Golden Apple Award Recipient

Jennifer Bridgers, MS, MWC
AMWA Fellow

Michelle Sauer Gehring, PhD, ELS
AMWA Fellow

Theresa Singleton, PhD
AMWA Fellow
### 2021 CONFERENCE SCHEDULE AT A GLANCE

*All times listed are Eastern Time.*

#### PRECONFERENCE: MONDAY, OCTOBER 25

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>9:00 AM – 12:00 PM</td>
<td>Live Workshops (additional fee)</td>
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<td>1:00 – 4:00 PM</td>
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#### PRECONFERENCE: TUESDAY, OCTOBER 26

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#### DAY 1 - WEDNESDAY, OCTOBER 27

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<tr>
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<tr>
<td>10:00 – 11:00 AM</td>
<td>Education Sessions</td>
</tr>
<tr>
<td>11:15 AM – 12:30 PM</td>
<td>Opening Plenary Session with Award Address/ Keynote</td>
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<tr>
<td>12:30 – 1:00 PM</td>
<td>Break</td>
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<tr>
<td>1:00 – 2:30 PM</td>
<td>Live Roundtables and Networking Groups</td>
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<tr>
<td>2:45 – 3:45 PM</td>
<td>Education Sessions</td>
</tr>
<tr>
<td>4:00 – 5:30 PM</td>
<td>Live Roundtables and Networking Groups</td>
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#### DAY 2 - THURSDAY, OCTOBER 28

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<td>Education Sessions</td>
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<td>11:15 AM – 12:45 PM</td>
<td>Live Roundtables and Networking Groups</td>
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<td>12:45 – 1:30 PM</td>
<td>Break</td>
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<td>1:30 – 3:00 PM</td>
<td>Live Roundtables and Networking Groups</td>
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<tr>
<td>3:15 – 4:15 PM</td>
<td>Education Sessions</td>
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<td>4:00 – 5:30 PM</td>
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#### DAY 3 - FRIDAY, OCTOBER 29

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<td>Education Sessions</td>
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<td>11:15 AM – 12:45 PM</td>
<td>Live Roundtables and Networking Groups</td>
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<td>12:45 – 1:15 PM</td>
<td>Break</td>
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<tr>
<td>1:15 – 2:15 PM</td>
<td>Closing Plenary Session with Award Address</td>
</tr>
<tr>
<td>2:30 – 4:00 PM</td>
<td>Live Roundtables and Networking Groups</td>
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LIVE WORKSHOPS (ADDITIONAL FEE)

9:00 AM to 12:00 PM

**Composing Narratives for Safety and Adverse Event Reporting**
Jennifer Bridgers, MS, MWC, Managing Medical Writer, Merck and Co., Inc. Raleigh, NC

**Organizing Principles for Journal Manuscripts**
Barbara Gastel, MD, MPH, Professor of Veterinary Integrative Biosciences and of Humanities in Medicine; Coordinator, MS Program in Science and Technology Journalism, Texas A&M University, College Station, TX

**Usage: Choosing the Right Word for the Job**
Stephen N. Palmer, PhD, ELS, Manager and Senior Scientific Medical Writer, Texas Heart Institute, Houston, TX

1:00 to 4:00 PM

**Basics of Epidemiology**
Bart Harvey, MD, PhD, Associate Professor, Dalla Lana School of Public Health, University of Toronto, Toronto, ON, Canada

**Essentials of Copyediting**
Erica Goodoff, ELS(D), Senior Scientific Editor, The University of Texas MD Anderson Cancer Center, Houston, TX

**Serving Two Masters: Comparing and Contrasting US and EU Regulatory Processes**
Art Gertel, President and Principal Consultant, MedSciCom, LLC, White House Station, NJ

**Writing the Clinical Study Abstract**
Yeshi Mikyas, PhD, Director, Medical Writing (Clinical Communication), Pfizer Inc., Thousand Oaks, CA
Creative Process in Pharmaceutical Advertising and Promotion
Brian Bass, MWC, President, Bass Global, Inc, Fort Myers, FL

Lean Authoring
Elizabeth Brown, MS, PMP, Managing Medical Writer, Merck & Co., Inc., Upper Gwynedd, PA

Writing Clinical Study Report Lay Summaries—A Survivor’s Guide
Lisa Chamberlain James, PhD (cantab.), Senior Partner, Trilogy Writing and Consulting Ltd., Cambridge, UK

Introduction to Health Economics for Medical Communicators
Bart Harvey, MD, PhD, Associate Professor, Dalla Lana School of Public Health, University of Toronto, Toronto, ON, Canada

Medical Journalism: From Choosing a Topic to Polishing the Piece
Barbara Gastel, MD, MPH, Professor of Veterinary Integrative Biosciences and of Humanities in Medicine; Coordinator, MS Program in Science and Technology Journalism, Texas A&M University, College Station, TX

Proofreading: Strategy for Document Quality Control
Damiana Chiavolini, PhD, Instructor, University of Texas Southwestern, Dallas, TX

Writing Clinical Evaluation Reports (CERs) According to Medical Device Regulation
Karen Bannick McQuoid, MA, RAC, FRAPS, CEO, Bannick LLC, Minneapolis-St. Paul, MN

Play & Win Prizes
Explore the Exhibit Hall
Learn about the companies and service providers that have tools and resources to help you with your medical communication career.
Complete the game card and be entered to win fantastic prizes, including our grand prize – free conference registration for #AMWA2022.
EDUCATION SESSIONS

WFH! WTF? What I’ve Learned From 32 Years of Working From Home That Might Just Help You Survive
Brian Bass, MWC, President, Bass Global, Inc., Fort Myers, FL

Freelancers aren’t the only ones who have been working from home (WFH) these days. Since the start of the COVID-19 pandemic, nearly everyone’s been working from home either full time or part time—for some, whether they like it or not! At first it may have seemed like a dream come true. But soon, displaced WFH staffers and freelancers alike discover there’s nothing easy about working just steps from where you sleep, eat, and relax. But there’s hope. After 32 years of WFH, I’ve nearly got all the bugs worked out. During this session I’ll share with you the challenges I’ve encountered and how I’ve overcome them…almost, so maybe you can, too.

Content Area: Career/Wellness
Target Audience: All levels of experience

Remote But Not Alone: Navigating Difficult Personalities When You Work from Home
Melissa Christianson, PhD, Whitsell Innovations, Inc, Wexford, PA

Medical writing requires guiding teams of people—often people with widely varying areas of expertise, priorities, and communication styles—toward a common goal. However, working remotely can isolate a writer from her team and consequently impair her ability to recognize and navigate a team’s interpersonal intricacies, thereby adding unexpected and unnecessary hurdles to her project. Fortunately, learning to proactively identify potentially challenging team dynamics and communication styles can help writers anticipate and prevent problems before they arise. This session presents some of the most common difficult team personality types and provides specific strategies for navigating each while working from home. Participants will leave the session with actionable strategies for improving their ability to communicate with even the most difficult teams, thereby increasing their confidence and effectiveness when working remotely.

Content Area: Career Development
Target Audience: All levels of experience

The Importance of Data Presentation
Barry Drees, MD, Senior Partner, Trilogy Writing & Consulting, Frankfurt, Germany

An unfortunate trend in scientific publications is to use data presentations as data repositories rather than as the primary instruments of communication which is how they can and should be used. This is increasingly important as we enter the era of Big Data. Poorly conceived tables and graphs can prevent understanding of the aims and conclusions of a publication. In contrast, when data presentations are well-designed, they can communicate the key messages of even very large and complex data sets. According to the Elsevier For Authors webpage, “A Graphical Abstract should allow readers to quickly gain an understanding of the main take-home message of the paper and is intended to encourage browsing, promote interdisciplinary scholarship, and help readers identify more quickly which papers are most relevant to their research interests." Thus it appears that clear, infographic-type displays of scientific information will be an important part of communicating the result of clinical trials.

Content Area: Core
Target Audience: All levels of experience
Catapult Your Career Using LinkedIn  
Raeesa Gupte, PhD, Medical Writer, Olathe, KS

Your LinkedIn profile is your digital handshake with potential clients and employers. As the world’s largest professional social media platform, it can deliver opportunities at your fingertips. It has the benefits of a personal website minus the hosting hassles and software challenges. It is a place to highlight your past achievements and catapult your career to the next level. It can serve as the gateway to your professional aspirations. Whether you are a freelancer or a job seeker making your first foray into medical writing, LinkedIn can help you find clients, showcase your skills, and build a professional network. This session provides actionable tips to help you master LinkedIn and leverage it to take control of your career. You will learn how to craft a stellar profile, network authentically, and build authority using LinkedIn.

Content Area: Career Development  
Target Audience: All levels of experience

Teaching the Next Generation of Regulatory Medical Writers  
Kim Jochman, PhD, RAC, Senior Principal Medical Writer, Merck & Co., Inc., Apex, NC  
Marsha Caton-Fauston, PhD, Merck & Co., Inc.

How does one systematically train new regulatory medical writers to ensure they acquire the broad range of skills required to do the job? We will share how our organization has used recent industry-level guidances (2018 DIA Medical Writing Competency Model and the 2020 AMWA Recommended Training Outline for Regulatory Writers) as a starting point to develop structured training programs for entry-level and early-career regulatory medical writers. The programs consist of rotations through different specialty groups within the medical writing department, hands-on activities and shadowing experiences, lecture-type training sessions, and on-the-job training with careful coaching. This approach allows new regulatory writers to gain document-specific knowledge, general medical writing skills, a solid regulatory foundation, statistical knowledge, data interpretation abilities, and leadership skills. Programs such as these help new regulatory writers gain a strong foundation upon which to build their medical writing skillset.

Content Area: Education/Regulatory/Leadership  
Target Audience: Advanced (more than 8 years)

A Systematic Approach to Manuscript Editing  
Kelly Schrank, MA, ELS, Freelance Medical Editor, Bookworm Editing Services LLC, Canastota, NY  
Loretta Bohn, ELS, Senior Editor/Writer, RTI International, Research Triangle Park, NC

Many medical communicators stumble into manuscript work, with little to no training on how to perform a good edit and what’s needed to shepherd a manuscript from draft to submission. This session begins with the advantages of a good manuscript editing checklist (provided as a handout to be personalized as needed for attendees), which allows the editor to take a systematic approach to editing a manuscript, walking through the process step by step. Tips for how to gather author instructions, what to look for in each section of a manuscript, how to create a dummy submission to gather other necessary information before submission, and how to submit the final manuscript to the journal will all be covered. Even if you have been doing this for a while,
you may learn some new tricks, but those new to manuscripts will get an essential primer from two experienced editors.

**Content Area:** Scientific Publications  
**Target Audience:** Entry level (2 to 5 years)

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**Value of Medical Writing: The Medical Writer’s Perspective**  
*Dylan Harris, PhD, MBA, Head of Medical Writing, Takeda Pharmaceutical Company Limited, Lexington, MA*  
*Catherine Tyrrell, Head of Medical Writing and Disclosure, Seqirus, Summit, NJ*

Regulatory medical writing professionals encounter a common set of challenges with regard to recognition of both the medical writer’s role on project teams, and the nature and extent of the value that they contribute. AMWA formed a working group in 2020 to gather information about these topics. As part of this effort, a survey was developed that consisted of 25 questions. We received 548 responses, mainly from regulatory medical writers (522). More than half (54.5%) of respondents had >10 years of experience and more than half (52.5%) held advanced degrees; 75% were women. Writers reported that they felt valued and recognized for leadership, collaboration, and providing clarity in documents. However, writers reported they could benefit from additional training opportunities in leadership, project management, and other areas. Overall survey results will be presented and compared with responses from regulatory reviewers from a parallel survey run by the AMWA working group.

**Content Area:** Regulatory Writing  
**Target Audience:** All levels of experience

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**OPENING PLENARY SESSION WITH AWARD ADDRESS/KEYNOTE**

**BREAK**

**LIVE ROUNDTABLES AND NETWORKING GROUPS**  
See page 23 for listings

**EDUCATION SESSIONS**

**The Quick and the Dirty: Best Practices for Writing and Editing Under Tight Timelines**  
*J. Kelly Byram, MS, MBA, ELS, Founder/CEO, Duke City Consulting, LLC, Albuquerque, NM*  
*Theresa E. Singleton, PhD, Singleton Science, LLC, Beverly, MA*  
*Damiana Chiavolini, MS, PhD, UT Southwestern Medical Center, Dallas, TX*

Best writing and editing practices assume generous time with a manuscript, but schedules do not always allow the professional writer or editor that luxury. Often, project teams foreshorten writing and editing schedules when project milestones and deadlines loom, but rarely does the scope of the requested work change. What practices do experienced writers and editors use when time...
is short and the deadline swiftly approaches? In this session, three experienced medical writers and editors share the soft skills, tools, communication strategies, and techniques they employ to ensure that manuscripts, proposals, and other documents entrusted in their care receive topflight treatment, even when time is tight.

**Content Area:** Career Development  
**Target Audience:** All levels of experience

### Growing Your Career as an Editor: Honing Skills and Balancing Responsibilities

_Crystal Herron, PhD, ELS, Managing Director, Redwood Ink, Mill Valley, CA_  
_Loretta Bohn, ELS, RTI International, Research Triangle Park, NC_  
_Erica Goodoff, ELS(D), The University of Texas MD Anderson Cancer Center, Houston, TX_

Writers and editors both work with words, but the skills they need to succeed in their niche set them apart. As either a full-time or freelance editor, you know that your skills are distinctly valuable from those of writers. Whether you edit professionally or you jump in to help your colleagues as needed, you can benefit from hearing about the experiences of other editors in your field. Join us—two staff editors and a freelance editor—for a panel discussion on how editing and writing differ, what key skills you need for editing grant proposals, how to balance editing with teaching and mentoring, and what to think about when considering remote work after the pandemic.

**Content Area:** Career/Core  
**Target Audience:** Mid-career (5-plus to 8 years)

### Overcoming Imposter Syndrome to Portray Confidence and Leadership

_Cody Nichols, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc., Lewisburg, WV_  
_Karen Campbell, MS, Whitsell Innovations, Inc., Cary, NC_  
_Kelly Kilibarda, PhD, Whitsell Innovations, Inc., CO_

Have you ever gone into a meeting thinking “I don’t belong here”: feeling like a fraud and doubting your abilities? If so, you have experienced imposter syndrome. Around 25% to 30% of high achievers and 70% of all adults may suffer from imposter syndrome. Imposter syndrome can make you doubt your abilities, affect your mental well-being, and impact your career trajectory. Medical writing regularly requires not only that we integrate into different teams but that we assume leadership roles on those teams. Doubting your abilities can hold you back from efficiently and effectively leading a team and portraying what makes you an expert. Three panelists, at different stages in their careers, will discuss their experience with imposter syndrome and suggest strategies for overcoming your doubts. Conquering imposter syndrome and exuding confidence and leadership can help you as a medical writer to continue to grow and thrive.

**Content Area:** Career/Leadership  
**Target Audience:** All levels of experience

### Best Practices for Medical Writing with a Disclosure Mindset

_Thomas Wicks, Chief Strategy Officer, Informa Pharma Intelligence, Jersey City, NJ_

Transparency is a hot topic in the pharmaceutical industry today, thanks to heightened disclosure expectations related to the race for COVID-19 treatments and vaccines. Because as a medical
writer you likely wear many hats, the need to support trial transparency becomes part of your responsibilities. That is, some of the content you create will be made public on clinical trial registries and may be repurposed for patient engagement and recruitment. This means you must have a basic knowledge of disclosure regulations and be keenly aware of deadlines. It also means the documents you author—from protocols to informed consent forms to plain language summaries—will at some point and in some form be public-facing and, as a result, should be as consistent as possible. By implementing proven processes and procedures you can author with disclosure in mind, repurposing information across documents, and manage disclosure with ease.

Content Area: Regulatory
Target Audience: Mid-career (5-plus to 8 years)

Updated AMA Manual of Style Guidance on Reporting Race and Ethnicity
Tracy Frey, BA, Deputy Managing Editor, JAMA Network Journals, Chicago, IL
Stacy L. Christiansen, MA, Managing Editor, JAMA, Chicago, IL

Terminology, usage, and word choice are critically important, especially when describing people and when discussing race and ethnicity. Inclusive language supports diversity and conveys respect. Language that imparts bias toward persons or groups based on their characteristics or demographics must be avoided. The goal of this presentation is to summarize the recently published update to the AMA Manual of Style that provides guidance for reporting race and ethnicity in medical and scientific journals, with an emphasis on encouraging fairness, equity, consistency, and clarity in use.

Content Area: Core/Health Communication/Scientific Publications
Target Audience: All levels of experience

MASTER ESSENTIAL SKILLS IN MEDICAL WRITING
Learn at your own pace  ●  Great reference guides

Visit the AMWA Booth in the Exhibit Hall to find a special discount code!
EDUCATION SESSIONS

The Business of Medical Writing
Joan Affleck, MBA, Associate Vice President Clinical Operations - Medical Writing, Merck, Rahway, NJ
Brian Bass, MWC, President, Bass Global, Inc., Fort Myers, FL
Dominic De Bellis, PhD, Head of Medical Writing, Oncology; Director, Global Clinical Trial Operations, Merck & Co., Inc., Rahway, New Jersey
Jeanette Towles, MA, President, Synterex Inc., Dedham, MA

A high-performing Medical Writing team begins and ends with talented writers, editors, and leaders who understand their mission and their business – the value proposition, the finances that drive strategy and decision making, and the financial goals, and effective communication. In this panel, Medical Writing leaders will share their own journeys as business leaders and methods used to strengthen the business acumen of their teams. The panel discussions will focus on identifying and defining a compelling value proposition. They will share models to teach financial understanding and oversight. The panel will demonstrate how business leadership skills, anchored by simple, clear communication, keep teams motivated and engaged with their mission. Panelists will offer data collected to measure the effectiveness of teams and how they use those data to prioritize and allocate resources in support of business goals. Finally, panelists will demonstrate how different communication styles support critical business drivers such as team focus and engagement.

Content Area: Career/Leadership
Target Audience: Mid-career (5-plus to 8 years)

Describing Mental Disorders Using the Language of Neuroscience
Rebekah Fleming, PhD, Medical Writer I and Consultant, Whitsell Innovations, Inc., Chapel Hill, NC

Patients experiencing mental illness want to know, “What's happening in my brain?” The modern understanding that brain dysregulation underlies mental illness has destigmatized these conditions and spurred the development of therapies. However, the categories defined in the American Psychiatric Association’s Diagnostic and Statistical Manual of Mental Disorders are based on clusters of symptoms, not changes in brain function. In contrast, popular science often describes mental disorders as “brain disorders,” but these explanations, such as “Depression is caused by a chemical imbalance,” sometimes do not reflect current research. Neuroscience has identified brain circuits involved in emotional and cognitive regulation and is elucidating their roles in mental disorders. Learn to describe these circuits in public-facing materials. Learn how the National Institute of Mental Health’s Research Domain Criteria (RDoC) provide a bridge between symptom-based diagnostic criteria and brain function and how the RDoC may be applied in clinical studies, publications, and grant proposals.

Content Area: Core
Target Audience: All levels of experience

How to Master Scientific Publications: A Medical Writer’s Bag of Tricks
Monica Nicosia, PhD, Nicosia Medical Writer LLC, Bryn Mawr, PA

Whether you work in-house or as a freelancer, writing a scientific publication for submission to a medical journal can be a daunting project. Your task may be to draft a detailed outline or manuscript based on background articles, a study protocol, a clinical study report (or a poster or slide
presentation), and a bare-bones outline. With these materials and the author guidelines from the target journal, you will have to use your research, writing, editing, formatting, and communication skills to prepare a draft that cogently and accurately reports the results of a clinical trial or another type of biomedical study. Where do you start? What questions should you ask? How do you ensure that your work meets or, better yet, exceeds expectations? While evaluating realistic examples, you will learn key steps and expert tips that will help you prepare high-quality manuscripts. Bring your questions and experiences to share.

**Content Area:** Scientific Publications  
**Target Audience:** All levels of experience

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**Humor in Multi-Regional Regulatory Submissions**  
*Tatyana Wanderer, PhD, Senior Director and Head of Medical Writing, Syros Pharmaceuticals, Nashville, TN*  
*Demetrius Carter, MBA, PMP, RAC-US, CLSSGB, Certara, Raleigh, NC*

Supporting evolving complexity of product development is not an easy feat. Regulatory writing professionals are leading exhausted, overwhelmed cross-functional teams to ever more aggressive goals. Multi-regional submissions are at the top of the crunch list. Timelines are tight, stakeholders are pushing for conflicting priorities, and tensions are running increasingly high. With strategy, planning, and quality writing skills in our pockets, it is time to recognize a transformative tool that will instantly relieve stress and boost team morale – humor. Appropriately infused whimsey brings a healthy balance into workplace dynamics, enabling teams to do their best work.

**Content Area:** Regulatory/Career  
**Target Audience:** Mid-career (5-plus to 8 years)

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**Data, Design, and Technology: Effective Infographic Strategies for Health Communication**  
*Kathleen Walker, Content Strategist, CommunicateHealth, Inc., Rockville, MD*

Infographics are a powerful tool that can help health communicators present complex information quickly and easily. Because they use visual storytelling to display and contextualize data, they can be ideal for reaching audiences with low levels of health literacy — and busy professionals who want a quick, easy-to-digest representation of key takeaways. Infographic strategies can apply to a wide range of situations and materials, from highly technical visual abstracts to consumer-focused social media graphics — and you don't need to be a designer to use infographic strategies in your work. In this hands-on session, we'll share practical tips for creating effective, engaging infographics that combine a clear main message, strong supporting data, and vibrant visual design.

**Content Area:** Health Communication  
**Target Audience:** All levels of experience

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**LIVE ROUNDTABLES AND NETWORKING GROUPS**  
See page 25 for listings
EDUCATION SESSIONS

The Medical Writer’s Guide to Cybersecurity
J. Kelly Byram, MS, MBA, ELS, Founder/CEO, Duke City Consulting, LLC, Albuquerque, NM

Cybercrime against professionals working from home soared in 2020, providing cybercriminals with new, easy targets for theft of personal information, corporate data, and, of course, money. In-house or freelance, many medical communicators work from a home office. For some, the line between personal and professional blurs in this space, with Wi-Fi networks, mobile devices, and even computers pressed into shared service, amplifying potential security vulnerabilities. Often professionals don’t recognize these vulnerabilities until tragedy strikes: viruses and malware attack, a financial account is compromised, or data are taken for ransom. This can be heartbreaking when personal information is stolen or destroyed, but the loss or ransoming of clients’ or employers’ proprietary information can be devastating for a professional’s reputation. In this session, learn about common vulnerabilities and the inexpensive tools and best practices for maintaining online privacy and cybersecurity—at home and on the road.

Content Area: Core/Career
Target Audience: All levels of experience

Launching and Building a Freelance Business: A Proven 10-Step Process
Mia DeFino, MS, ELS, Owner, DeFino Consulting, LLC, Chicago, IL
Lori De Milto, MJ, Lori De Milto Writer for Rent LLC, Sicklerville, NJ
Kristin Harper, PhD, MPH, Harper Health & Science Communications LLC, Seattle, WA

Starting a freelance medical writing or editing business can feel overwhelming. From trying to gain clients to learning the ins and outs of running a business, there is a lot to do. In this session, you will learn a proven 10-step process for freelance success from three freelance medical writers with 37 combined years of experience. Simple steps, such as assessing your current experience and creating a client-focused freelance LinkedIn profile, will give you quick wins and inspire you to keep working on your business. More complex steps, such as building a circle of colleagues who can provide advice and support, setting up a professional business, and learning how to find and attract the right clients, will take longer to implement but are equally important. If followed, this 10-step process will help you build a thriving business quickly and without the trial and error that most new freelancers go through.

Content Area: Career/Freelance
Target Audience: New to the field (less than 2 years)
How Plain Language and Readability Strengthen Writing
Crystal Herron, PhD, ELS, Managing Director, Redwood Ink, Mill Valley, CA

Many medical writers understand the value of using plain language to communicate with a general audience. But when writing for experts, they may fear that plain language will offend their readers. Let’s debunk this misconception with data supporting why plain language and readability benefit all audiences. You will also learn why writers are slow to adopt using plain language for expert readers. Finally, you will learn data-proven tips and tools to help you improve the readability of your writing with plain language.

Content Area: Core
Target Audience: All levels of experience

Bridging the Gap: Transitioning Into Regulatory Medical Writing
Savannah Mageau, PharmD, Associate Medical Writer, Merck, Raleigh, NC
Shengjie Xu, PhD, Merck, NC
Amber Carr, PhD, Merck, Durham, NC

Are you interested in transitioning to regulatory medical writing to support the drug approval process? You may wonder what types of training and experience are transferable as you seek to enter the field. In this panel discussion, three new regulatory writers will discuss how they are successfully leveraging their diverse experiences in medical communication, academic research, and pharmacy practice to gain competency in the regulatory writing space. In addition, they will discuss how they used the AMWA Recommended Training Outline for Regulatory Writers in order to bridge the gaps in skills and knowledge that they encountered along their journey in medical writing.

Content Area: Regulatory
Target Audience: New to the field (less than 2 years)

Not a Ghost in the Machine: Building a Rich, Virtual Culture
Robin Whitsell, BA, BPh, President, Whitsell Innovations, Inc., Chapel Hill, NC

Culture matters. Culture creates a shared set of experiences, identities, and values. Now that so many people are working from home, culture needs to translate to a virtual environment. While our recent massive shift to working from home (WFH) was appreciated by most workers, surveys have shown that almost half of us are feeling isolated and are struggling to build relationships with our coworkers, even those of us employed at companies that were already implementing a variety of strategies to support WFH. Regardless of job function or role, we can achieve greater satisfaction, teamwork, and fun at our jobs by being intentional about creating and maintaining a remote-work culture that supports, connects, fulfills, and inspires us.

Content Area: Career Development /Leadership
Target Audience: All levels of experience
DIY Graphics for Medical Writers  
Laurie LaRusso, MS, ELS, Principal and Owner, Chestnut Medical Communications, Walpole, MA  

Clean, crisp graphics that highlight important data and convey key messages are in high demand. Medical writers need not fear figures, panic about posters, or stress over slides. We can easily create high-quality visual elements without enlisting the help of a graphic designer, incurring the expense of high-end graphics software or enduring a long learning curve. Learn how to create top-notch figures, charts, and diagrams for slides, posters, and manuscripts using only Microsoft PowerPoint and its embedded Excel features. This program will address when to use visual data presentation, which graphical format to use, and demonstrations of how each type of graphic is created.  

Content Area: Core  
Target Audience: All levels of experience  

Spotlight on medical communication... and you!  

✔ Visit the #AMWA2021 Virtual Photo Booth.  
✔ Snap a selfie.  
✔ Share with #AMWA2021.
EDUCATION SESSIONS

Tips and Strategies for Pricing Freelance Projects
Mia DeFino, MS, ELS, Owner, DeFino Consulting, LLC, Chicago, IL
Kristin Harper, PhD, MPH, Harper Health & Science Communications LLC, Seattle, WA
Heather Gorby, PhD, Gorby Consulting, Washington, DC

Pricing is a key element of running a successful freelance business. However, even established freelances often feel uncertain about whether their pricing strategies are optimal. This panel discussion will look at pricing from 3 different perspectives. (1) What strategies do freelances use to price projects? Attendees will learn about the results of a new pricing-focused survey of freelance medical writers. (2) How much variation exists in pricing strategies used by experienced freelances? Attendees will hear what happens when several freelances are asked to price out the same project. (3) What pricing tips and tricks can all freelances use to make sure they are paid what their services are worth? Attendees will learn about resources and approaches for pricing various medical writing and editing projects that are valuable for freelances at all levels. In the last 15 minutes of the session, attendees will ask one another questions and share their wisdom.

Content Area: Career/freelance
Target Audience: Mid-career (5-plus to 8 years)

Sales Training and Beyond: Developing Educational Content Across the Pharma/Biotech Landscape
Gail Flores, PhD, Freelance Medical Writer, Encore Biomedical Communications LLC, Encinitas, CA
Lauren Mays Weddle, PhD, Curtis Learning, LLC, Union, KY
Julie Munden, BA, Curtis Learning, LLC, Souderton, PA

For many medical writers and editors, the field of sales training is a black box that remains unopened and ultimately untapped. What many assume is centered around selling skills more commonly involves engaging foundational science and clinical education, and an environment where freelance medical communicators are valued as an integral part of the team. Hear from two industry employees and a freelance medical writer who will explain what this area of pharma/biotech communication entails by addressing misconceptions and revealing insights about what it’s like to work in this field. The ultimate goal is to fill an unmet need in the AMWA community and equip medical communicators with the skills they need to work in sales training and across the biotech landscape.

Content Area: Sales Training/Career
Target Audience: All levels of experience

Time to Clock In: Applying Manufacturing Best Practices to Consistently and Efficiently Produce High-quality Documents
Jenni Pickett, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc., Chapel Hill, NC
Mary Ellis Bogden, BS, Whitsell Innovations, Inc., Chapel Hill, NC

In regulatory writing, consistent and high-quality documents are essential for sponsors and health authorities to navigate through the paper trail of drug development. Although each document is unique, the process of writing these documents is not unlike a manufacturing line. Manufacturers apply a variety of concepts and tools to reduce cost, increase speed, mitigate risk, and improve
quality and consistency. By applying these best practices to writing, we can prevent errors, reduce redundancy, facilitate decision-making, and eliminate re-work. Learn about several types of manufacturing best practices used in each production phase (training, planning, execution, and release) and specific examples of how these can be applied to your writing process.

**Content Area:** Regulatory
**Target Audience:** All levels of experience

**Reinspiring Your Business through Personal Health Practices**  
*Reggie Wilson, MS, Guilt-free Wellness Coach, Fit for Freelance, Naples, FL*

Writing about health, but still neglecting your own? As the executive of your freelance/remote office, it’s time to let your health support you as an adaptive business leader. Top companies use worksite wellness to improve quality of life for employees, while reducing health care costs and time missed from illness. Don’t you want to work for a top company (and actually like your boss)? Steady weight gain, low back pain, and constant stress are so common in our industry that they seem normal. But these are just a few of the crippling effects from saying we don’t have time for ourselves and our wellness. In this presentation, learn why and how to re-engage your food and movement habits so you lead the healthy, fulfilling life of your dreams.

**Content Area:** Wellness/Career
**Target Audience:** All levels of experience

**The Future of Medicine Is Now: Scientific and Regulatory Aspects of RNA-Targeting Therapeutics in Rare Diseases**  
*Kristen Hawley, MS, ELS, LATG, Nonclinical Writing, Alnylam, Cambridge, MA  
Diana Najarian, PhD, Nonclinical Writing, Alnylam, Cambridge, MA*

RNA-targeting therapeutics are at the forefront of drug development, with recent approvals of small interfering RNA and antisense oligonucleotide therapeutics for rare diseases. This session will provide an overview of the scientific differences between traditional small-molecule therapies, which target the disease-causing protein, and RNA-targeting therapeutics, which act inside the cell to block the translation of the target mRNA into protein. Learn how the perseverance of scientists overcame the three largest hurdles to RNA drug development: delivery to the target tissue, potency/stability, and immunogenicity. Once chemistry and delivery of RNA therapeutics are optimized, in vivo pharmacokinetics is predictable, which facilitates compressed development timelines from target identification to preclinical proof of concept to clinical trials. Also discussed is how pharmaceutical companies can use regulatory strategies, such as Fast Track or Priority Review status, to minimize time to approval, bringing drugs to patients with limited or no other treatment options.

**Content Area:** Regulatory/Core
**Target Audience:** All levels of experience
10:00 to 11:00 AM

Value of Medical Writing – the Regulator’s Perspective

Julia Cooper, Corporate Vice President, Head of Global Medical Writing Services, Parexel International, Dublin, Ireland

Lisa Chamberlain James PhD (cantab.), Senior Partner, Trilogy Writing & Consulting Ltd., Cambridge, England

In 2020, AMWA established a working group to assess the value of the contribution of medical writers across the industry, including a subgroup tasked to gather data on the regulator agency perspective. We invited reviewers at regulatory agencies to participate in an anonymized survey to evaluate the effect of document quality on the regulatory review process, assess awareness among document reviewers of the contribution of medical writers to the quality of regulatory documents, and identify current strengths and opportunities to optimize document quality. In this session, we will share the survey results, and discuss their implications for document quality, its impact on the regulatory review process, and the skills medical writers need to develop to bring value to this process.

11:15 AM to 12:45 PM

LIVE ROUNDTABLES AND NETWORKING GROUPS
See page 27 for listings

12:45 to 1:15 PM

BREAK

1:15 to 2:15 PM

CLOSING PLENARY SESSION WITH AWARD ADDRESS

2:30 to 4:00 PM

LIVE ROUNDTABLES AND NETWORKING GROUPS
See page 28 for listings
WEDNESDAY, OCTOBER 27
1:00 to 2:30 PM

“So, You’re Going to Take the BELS Exam...”
Leslie Neistadt, ELS, Managing Editor, St Louis University, St Louis, MO

The Career Pathways Into Medical Writing
Bill Sinkins, PhD, Senior Scientific Director, ProEd Communications, Inc., Beachwood, OH

Experts Doing Expert Work
Sharon Rogers, PhD, ELS, Owner, Core Content Network, LLC, Grayslake, IL

Growing Opportunities for Medical Writers in Public Relations and Content Marketing
Marina Damiano, PhD, Owner, Strategist, Writer, Damiano Group Scientific Communications, Chicago, IL

Hard Problems, Soft Power: The Subtle Art of Leading without Authority
Amber Carr, PhD, Associate Medical Writer, Merck, Durham, NC

Is All Regulatory Medical Writing the Same: Exploring Skill Sets Required for Sponsor and CRO Roles
Joanna Gore, PhD, Senior Medical Writer, Parexel International, Halifax, Nova Scotia, Canada

It's Just an Endpoint, Right?
Mari Welke, Director, Safety & Innovation, Synchrogenix, a Certara company, Raleigh, NC

Lean Authoring With a Technology-Enabled Twist – Can One Enable the Other to Free the Medical Writer to Craft the Story?
Mark Bowlby, PhD, Director, Global Submissions, Synchrogenix, Malvern, PA

Not a Hobby! Business and Wellness Planning for Freelancers
Reggie Wilson, Fit for Freelance, Naples, FL

Optimize Time, Find Focus, Boost Your Productivity
Raeesa Gupte, PhD, Medical Writer, Olathe, KS

Professionalism in the Workplace and Beyond: Why How You Present Yourself Matters!
Kimberly Mankiewicz, PhD, ELS, Scientific Editor, The University of Texas Health Science Center at Houston, Houston, TX

Secrets to Writing Patient Safety Narratives
Justin McLaughlin, Founder and CEO, Acumen Medical Communications, Brookline, MA

Strategies to Help You Achieve Your Goal of Transitioning Out of Academia and Into a Career in Medical Writing
Govindi J. Samaranayake, MSc, PhD, Regulatory Medical Writer, Trilogy Writing & Consulting, Durham, NC

Tips for Hosting a Live CE Event on Microsoft Teams
Diane Morton, MS, MWC, Writer/Editor, SSM Health, St Louis, MO

What Do Great Medical Writers Do, and How Do You Become One?
Steve Sibley, MS, Vice President, Global Submissions and Submission Leadership, Synchrogenix, a Certara Company, West Chester, PA
**LIVE ROUNDTABLES**

**WEDNESDAY, OCTOBER 27**

4:00 to 5:30 PM

- Why Medicine Needs the Memoir  
  Diane Shader Smith, Writer, Speaker, Advocate, Lecturer, DSS COMMUNICATIONS, Beverly Hills, CA

- Writing Clinical and Performance Evaluations- Pitfalls and Best Practices  
  Angela Siebeneck, RN, MSN, Director of Regulatory Strategy and Policy, Certara, Cottonwood Heights, UT

**A Medical Writer's Guide to Single-and Multiple-Ascending Dose-Escalation Combination Studies**  
Shawn Watson, PharmD, PhD, BCPS, Director, Clinical Development Oncology, Bicycle Therapeutics, Lexington, MA

- Best Practices in Extraordinary Times  
  Suzanne Canada, PhD, Medical Writer, Manager Medical Writing LLC, Union City, CA

- Beyond Plain Language: Optimal Focus and Organization that Ensure Accuracy, Clarity, and Comprehension of Documents for Medical Communication  
  Nancy Katz, PhD, MWC, President & Principal Medical Writer, Illyria Consulting Group, Inc., Soda Springs, CA

- Common Grantsmanship Hurdles of Early Career Clinician-Scientists and How a Medical Communicator Can Help  
  Matthew Sandbulte, PhD, Grant Writer, Child Health Research Institute, University of Nebraska Medical Center, Omaha, NE

- Creating Synergy Between the Written Content and the Design  
  Natalie Bourré, BSc, MBA, DBA candidate, Marketing 4 Health Inc., Toronto, Ontario, Canada

- Initial Investigator's Brochures – Sharing Lessons Learned  
  Wendy Langeberg, PhD, MPH, Regulatory Writer, Waterford Writing, LLC, West Jordan, UT

- Jam Session for Editors  
  James Cozzarin, ELS, MWC, Director, Editorial Services, ProED Communications, Inc., Mentor, OH

- Kick-Off Meetings: A Discussion of Best Practices for Starting a Successful Publication  
  Dalia Majumdar, PhD, Senior Manager, Medical Writing, AbbVie Inc., Chicago, IL

- Medical Journalism Do's and Don'ts: Tips for Successful Reporting and Writing  
  Barbara Gastel, MD, MPH, Professor, Texas A&M University, College Station, TX

- Pediatric Plain Language Summaries & Patient Engagement: Meeting the Challenges  
  Theresa Shalaby, MSN, RN, Senior Regulatory Services Manager, Certara/Synchrogenix, Nashville, TN

- Predatory Journals and the Medical Writer  
  Simon Linacre, Marketing Director, Cabells, Keighley, England

- Promoting Resiliency for Remote Staff: Lessons Learned from Managing through Pandemic Fatigue  
  Amy Burdan, Associate Director, ExecuPharm, King of Prussia, PA
Transitioning from Freelance Medical Writing to Retirement
Barbara Zimmerman, PhD, Owner/Manager, Biomedical Communication & Consulting

Work-Life Flexibility When Working Remotely
Mandy Pennington, BS, MWC, Quality Reviewer and Medical Editor, Whitsell Innovations, Inc., Downington, PA

THURSDAY, OCTOBER 28
11:15 AM to 12:45 PM

A Field Guide to Predators
Ray Hunziker, Senior Editor, ProEd Communications, Inc., Beachwood, OH

Creating Specific Aims Pages that Sparkle
Nancy Linford, PhD, MWC, Linford Biomedical Communications, Reykjavik, Iceland

Fact Checking and Annotating for Medical-Legal Review (MLR)
Melissa Bogen, ELS, Medical Editor and Owner, Bogen Editorial Services, Greenwood Lake, NY

Faster Is Possible
Elizabeth Brown, MS, PMP, Managing Medical Writer, Merck & Co., Inc, Lansdale, PA

Hiring New Writers from Adjacent Fields: Challenges and Opportunities
Jeanette Towles, MA, President, Synterex Inc., Dedham, MA
Jordan Sedlacek, DVM, MPH, MAg, Synterex, Inc., Dedham, MA

Improving Regulatory Document Review: A Call to Action
Barry Drees, PhD, Senior Partner, Trilogy Writing & Consulting, Frankfurt, Germany

Project Rates vs Hourly Rates: Unpacking the Controversy
Laura J Ninger, ELS, President, Ninger Medical Communications, LLC, Rutherford, NJ

Stress Survival Tools for Medical Writing
Stephen Carlson, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc., Durham, NC

The Art and Science of Career Advancement
Emily Cox, Director, Talent Acquisition, Certara, Wilmington, DE

Tips for Efficiently Writing Introduction and Discussion of Scientific Manuscripts
Katherine Molnar-Kimber, PhD, President, Kimnar Group LLC, Worcester, PA

Tips for Studying for the MWC Exam
Brian Bass, MWC, President, Bass Global, Inc., Fort Myers, FL

To Be More Efficient and Consistent, Build a Better Checklist
Kelly Schrank, MA, ELS, Head Bookworm, Bookworm Editing Services LLC, Canastota, NY
THURSDAY, OCTOBER 28

1:30 to 3:00 PM

“Porter’s Semiautobiographical ‘Pale Horse, Pale Rider’: The Thin Line between Plague Fiction and Fact”
Mary E. Knatterud, PhD, Independent Writer-Editor, St Paul, MN

A Style Guide to Genetics Jargon
Michelle Gehring, PhD, ELS, Senior Research Scientist, UTHealth, Houston, TX

Career Pathways Into Medical Writing
Bill Sinkins, PhD, Senior Scientific Director, ProEd Communications, Inc., Beachwood, OH

Optimize Time, Find Focus, Boost Your Productivity
Raeesa Gupte, PhD, Medical Writer, Olathe, KS

Precision Medicine, Speaking Plainly
Teresa McNally, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc., Niles, IL

Secrets to Writing Patient Safety Narratives
Justin McLaughlin, Founder and CEO, Acumen Medical Communications, Brookline, MA

Having Your Cake and Eating it Too: Speed AND Quality in Scientific and Medical Publications
Dikran Toroser, PhD CMPP, Publications Group Lead, Takeda, Cambridge, MA
Art Gertel, President and Principal Consultant, MedSciCom, LLC, White House Station, NJ

4:00 to 5:30 PM

Best Practices in Extraordinary Times
Suzanne Canada, PhD, Medical Writer, Tanager Medical Writing LLC, Union City, CA

Beyond Plain Language: Optimal Focus and Organization that Ensure Accuracy, Clarity, and Comprehension of Documents for Medical Communication
Nancy Katz, PhD, MWC, President & Principal Medical Writer, Illyria Consulting Group, Inc., Soda Springs, CA

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Creating Synergy Between the Written Content and the Design
Natalie Bourré, BSc, MBA, DBA candidate, Marketing 4 Health Inc., Toronto, Ontario, Canada

Hosting Medical Communication Interns in Person and Remotely: Key Tips
Barbara Gastel, MD, MPH, Professor, Texas A&M University, College Station, TX

Initial Investigator’s Brochures – Sharing Lessons Learned
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James Cozzarin, ELS, MWC, Director, Editorial Services, ProED Communications, Inc., Mentor, OH
Kristina Wasson-Blader, PhD, Clearly Communicating Science, LLC, Orchard Park, NY
Kick-Off Meetings: A Discussion of Best Practices for Starting a Successful Publication  
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Pediatric Plain Language Summaries & Patient Engagement: Meeting the Challenges  
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Promoting Resiliency for Remote Staff: Lessons Learned from Managing through Pandemic Fatigue  
Amy Burdan, Associate Director, ExecuPharm, King of Prussia, PA

Systematic Literature Reviews for Clinical Evaluation Reports  
Beth Knight, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc., Chapel Hill, NC

Transitioning from Freelance Medical Writing to Retirement  
Barbara Zimmerman, PhD, Owner/Manager, Biomedical Communication & Consulting’s choir of the Colorado Hebrew Chorale, Denver, CO

Work-Life Balance – Flexibility When Working Remotely  
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Julia Forjanič Klapproth, PhD, President/Senior Partner, Trilogy Writing & Consulting, Frankfurt, Germany

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Barry Drees, PhD, Senior Partner, Trilogy Writing & Consulting, Frankfurt, Germany

Insights on How Medical Communication Companies Choose Their Freelance or Contract Medical Writers and Editors  
Katherine Molnar-Kimber, PhD, President, Kimnar Group LLC, Worcester, PA

Jam Session for Seasoned Freelancers  
Brian Bass, MWC, President, Bass Global, Inc., Fort Myers, FL
Plain Language Summaries of Publications – What, Why, and How
Lisa Chamberlain James, PhD, Senior Partner, Trilogy Writing & Consulting, Frankfurt, Germany

Project Rates vs Hourly Rates: Unpacking the Controversy
Laura J Ninger, ELS, President, Ninger Medical Communications, LLC, Rutherford, NJ

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Experts Doing Expert Work
Sharon Rogers, PhD, ELS, Owner, Core Content Network, LLC, Grayslake, IL

Growing Opportunities for Medical Writers in Public Relations and Content Marketing
Marina Damiano, PhD, Owner, Strategist, Writer, Damiano Group Scientific Communications, Chicago, IL

Hard Problems, Soft Power: The Subtle Art of Leading without Authority
Amber Carr, PhD, Associate Medical Writer, Merck, Durham, NC

How to Write a Recommendation Letter—and How to Ask for One
Barbara Gastel, MD, MPH, Professor, Texas A&M University, College Station, TX
FRIDAY, OCTOBER 29

2:30 to 4:00 PM

Is All Regulatory Medical Writing the Same: Exploring Skill Sets Required for Sponsor and CRO Roles
Joanna Gore, PhD, Senior Medical Writer, Parexel International, Halifax, Nova Scotia, Canada

It’s Just an Endpoint, Right?
Mari Welke, Director, Safety & Innovation, Synchrogenix, a Certara company, Raleigh, NC

Lean Authoring With a Technology-Enabled Twist – Can One Enable the Other to Free the Medical Writer to Craft the Story?
Mark Bowlby, PhD, Director, Global Submissions, Synchrogenix, Malvern, PA

Not a Hobby! Business and Wellness Planning for Freelancers
Reggie Wilson, Fit for Freelance, Naples, FL

Online Patient Education and the Unknown Audience: Strategies for Distinguishing Different Audiences and Reader Demographics
Caroline Jennings, Purdue University, West Lafayette, IN

Professionalism in the Workplace and Beyond: Why How You Present Yourself Matters!
Kimberly Mankiewicz, PhD, ELS, Scientific Editor, The University of Texas Health Science Center at Houston, Houston, TX

Precision Medicine, Speaking Plainly
Teresa McNally, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc., Niles, IL

Strategies to Help You Achieve Your Goal of Transitioning Out of Academia and into a Career in Medical Writing
Govindi J. Samaranayake, MSc, PhD, Regulatory Medical Writer, Trilogy Writing & Consulting, Durham, NC

Tips for Hosting a Live CE Event on Microsoft Teams
Diane Morton, MS, MWC, Writer/Editor, SSM Health, St Louis, MO

What Do Great Medical Writers Do, and How Do You Become One?
Steve Sibley, MS, Vice President, Global Submissions and Submission Leadership, Synchrogenix, a Certara Company, West Chester, PA

Why Medicine Needs the Memoir
Diane Shader Smith, Writer, Speaker, Advocate, Lecturer, DSS COMMUNICATIONS, Beverly Hills, CA

Writing Clinical and Performance Evaluations- Pitfalls and Best Practices
Angela Siebeneck, RN, MSN, Director of Regulatory Strategy and Policy, Certara, Cottonwood Heights, UT
Strategies for Successful Orphan Drug Designation Requests
Abigail Agoglia, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc., Chapel Hill, NC
Teresa McNally, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc., Chapel Hill, NC

Trends in FDA’s Expedited Development and Review Pathways for Novel Oncology Drugs
Lisa Ambrosini Vadola, PhD, Senior Writer & Associate Manager, Whitsell Innovations, Inc., Chicago, IL
Ann Winter-Vann, PhD, Senior Writer & Manager, Whitsell Innovations, Inc., Chapel Hill, NC
Miriam A. Knoll, MD, Montefiore Nyack Hospital, Nyack, NY
Robin Whitsell, BA, BPh, President, Whitsell Innovations, Inc., Chapel Hill, NC

Establishing a Research Division at a Teaching Hospital: Lessons Learned Along the Way
Adrian N. S. Badana, PhD, MPH, CPH, Research Writer Research Editor, Wellstar Health System, Atlanta, GA

Demystifying Clinical Laboratory Evaluations for Effective Presentation in Clinical Study Reports
Katie Bates, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc., Myrtle Creek, OR
Dwyn DeSilver, BS, Medical Writer and Consultant, Whitsell Innovations, Inc., Bethany, CT
Jenni Pickett, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc., Apex, NC

Regulatory Writing - To Be, or Not to Be
Shubham Dayal, Senior Writer Medical Writer, Leica Biosystems, Danvers, MA

Behind the eCTD Publishing Curtain: Mysteries Revealed for the Medical Writer
Pamela Fioritto, MSJ, Quality Reviewer & Medical Editor, Whitsell Innovations, Inc., Cleveland, OH
Jake Ashcraft, MS, Medical Writer & Consultant, Whitsell Innovations, Inc., Seattle, WA
Chris Bowman, Quality Reviewer & Publishing Specialist, Whitsell Innovations, Inc., Raleigh, NC
Kelly Crossett, BA, Quality Reviewer & Publishing Specialist, Whitsell Innovations, Inc., Cary, NC
Chris Small, MA, ELS(D), Medical Writer & Consultant, Whitsell Innovations, Inc., Clayton, California

Metrics for Digital Enhancements in Peer-Reviewed Publications: Can We Measure What We Need?
Patricia Fonseca, PhD, CMPP, Cambridge, MA

Visualizing the Transformation: From Document-Centric to Content-Centric Authoring
Daniel Kuratomi, Content Writer Content Steward, Merck Sharp & Dohme, Colombia, Bogota, Colombia

Evolution of the Scientific Poster for the Virtual Attendee
Nicole Parker, PhD, ELS, CMPP, VP Scientific Services, ProEd Communications, Inc., a Healthcare Consultancy Group company, Beachwood, OH
Robbie Cross, Senior Digital Engagement Director, Healthcare Consultancy Group, New York, NY, USA
Luke K. Burke, PhD, Principal Medical Writer, Synergy, a Healthcare Consultancy Group company, London, England, UK
H. Louise Adamson, PhD, CMPP, Group Scientific Director, Chameleon Communications International, Ltd., a Healthcare Consultancy Group company, Manchester, England, UK
Sam Kew, PhD, Group Scientific Director, Synergy, a Healthcare Consultancy Group company, London, England, UK
Amanda C. Vreeland, PhD, CMPP, Scientific Director, ProEd Communications, Inc., a Healthcare Consultancy Group company, Beachwood, OH
Calling the Shots: How Others' Mistakes May Influence Vaccine Take-Up
Elizabeth Perry, Harvard University, Boston, MA
Jylana L. Sheats, PhD, See Change Institute, Venice, CA

Current Trends in the Use of Social Media to Disseminate Pharmaceutical Publications
Stephen Towers, PhD, Vice President, Strategy & Innovation, Chameleon Communications International, Ltd., a Healthcare Consultancy Group company, New York, NY
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