Elevating health and well-being through medical communication.
Welcome to the 2022 AMWA Medical Writing & Communication Conference
ELEVATE • LEARN • CONNECT • EXPLORE

Welcome to Denver and AMWA’s 82nd annual conference where we will highlight how medical communication elevates health and well-being. I’m excited to be back in person and back in Denver. I hope you are, too! AMWA’s annual Medical Writing & Communication Conference is the highlight of the year. We are excited to recognize several recipients of AMWA’s prestigious awards and provide an array of educational programming. The conference is filled with educational workshops, open sessions, round tables, networking events, and a host of opportunities to enjoy Denver.

As you look through the conference program, which you can easily review on our conference app, you will see a variety of educational sessions targeting regulatory writing, health communication, and scientific publications. New and seasoned presenters will share their expertise on a variety of topics. Elegant Timeline Tracking and Resourcing with the Tools you Already Have; Inclusive Language: Best Practices and Practical Applications for Medical Writers and Editors; The Reluctant Manager; The Use of Artificial Intelligence and Machine Learning in Clinical Research and Health Care; and Using Storytelling to Capture Exceptional Care and Build Audience Trust are just some of the sessions showcasing the diverse content you can expect at this year’s conference.

We are delighted to again be able to host MedWrite Talks, Jam Sessions for Freelancers, and Poster presentations. We also invite you to stop by the AMWA Information Booth in the Exhibit Hall on Thursday, Nov. 3 and Friday, Nov. 4 to meet members of AMWA’s Board of Directors (BOD) and ask your questions. This is a nice way to learn more about volunteer opportunities and to connect with members of the BOD. AMWA’s Call for Volunteers is currently open through Dec. 1, and we look forward to filling key volunteer positions.

My sincere thank you to AMWA Conference Chair Kim Korwek, PhD, and the conference committee who put together this exceptional programming for the conference. I am deeply grateful to AMWA’s stellar staff for their collaborative hard work and dedication to making the conference a success. I also ask that you join me in thanking our sponsors and exhibitors for their support of this year’s conference.

Be sure to make time to enjoy some of the city sights like 16th Street Mall, Union Station, the Denver Mint and the State Capitol Building – all within walking distance of the hotel. I am a fan of museums and I love to read. I hope to stop by Denver’s independent bookstore The Tattered Cover, and visit the Denver Museum of Nature & Science in City Park where I will have a view of the mountains.

Whatever sessions you decide to pursue, places you visit, and colleagues you connect with at the conference, I hope you leave rejuvenated and fulfilled.

I thank you for joining us for an educational and fun conference experience!

—Katrina R. Burton, BS / 2021–2022 AMWA President
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WiFi details
Network Name: MarriottBonvoy_Conference
Password: Synterex
2022 AMWA AWARD WINNERS

Hear Our Award Winners’ Addresses

McGovern Award
Peter Hotez, MD, PhD
Thursday, 11:15 AM-12:30 PM

Alvarez Award
Leana Wen, MD, MSc, FAAEM
Friday, 4:00-5:00 PM

Swanberg Award
Julia Forjanic Klapproth, PhD
Friday, 4:00-5:00 PM

Meet the Recipients of Our AMWA Member Awards

President’s Award
J. Kelly Byram, MS, MBA, ELS, CEO
Medical & Scientific Communications Lead, Duke City Consulting, LLC, Albuquerque, NM

Golden Apple
Brian Bass, MWC
President, Bass Global, Inc., Fort Myers, FL

Fellow
Loretta Bohn, ELS
Senior Editor/Writer, RTI International, Research Triangle Park, NC

Fellow
Gail Flores, PhD
Medical Writer, Encore Biomedical Communications LLC, Encinitas, CA

Fellow
Erica Goodoff, ELS(D)
Senior Scientific Editor, The University of Texas MD Anderson Cancer Center, Houston, TX
AMWA thanks the following sponsors for their support of the 2022 AMWA Medical Writing & Communication Conference.

**GOLD LEVEL**

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- MERCK
- Janssen

**SILVER LEVEL**

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- KATERIC
- Synterex
- Perfect It
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**BRONZE LEVEL**

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- inSeption
- ICON
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HEALTH & SAFETY PROTOCOLS

AMWA will implement event attendance policies that comply with applicable national, state, and local mandates and other guidance and protect the health and safety of all attendees. To protect attendees' health and safety, all conference participants must observe these protocols, regardless of vaccination status:

- AMWA requires proof of being fully vaccinated as defined by the CDC*, or proof of a negative COVID-19 test (PCR or rapid test; home tests do not qualify) within 72 hours prior to the first day of attendance.

- All event attendees, regardless of vaccination status, agree not to attend any AMWA events if they have an active case of COVID-19. All attendees also agree not to attend any events if they are experiencing possible symptoms of COVID-19 unless and until they receive a negative COVID-19 test.

- Anyone who registers for the in-person event agrees to a COVID-19 Personal Responsibility Statement/Liability Waiver.

Policies for each meeting will be set according to CDC and public health recommendations, federal, state, and local regulations, and transmission rates applicable at the time of the event, and what AMWA deems necessary to manage the risk for its event attendees. AMWA may change, update, or add to these requirements at any time as it deems prudent to best protect the health and safety of attendees and others, and attendees must comply with relevant policies and requirements as communicated by AMWA.

Attendees will be expected to take common actions to reduce the risk of COVID transmission and to behave responsibly (including leaving the event area) in case of exposure to a COVID case or experiencing symptoms. In such case, attendees should seek appropriate medical attention, including a COVID-19 test, and must immediately inform AMWA should a COVID-19 test be positive during the event or in the 14 days following the event. Failure to comply with all safety protocols and requirements as listed above or related directions from AMWA representatives on-site may result in the loss of the right to attend or participate in AMWA events, including forfeiting any registration fees paid.

AMWA will offer color-coded stickers for attendees to indicate on their badge their comfort level to other attendees.

- **Green**: indicates you are comfortable with close contact (i.e., hugs are acceptable)
- **Yellow**: indicates limited contact (i.e., fist or elbow bumps only)
- **Red**: indicates no contact (i.e., wave hello)

It is our top priority to create the safest possible environment, and we will do this by proceeding with the current best practices and information available to us. We are continuing to review and evaluate the outlook for in-person events and will provide updates as they become available.
# SCHEDULE AT A GLANCE

All times listed are Mountain Time.

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AMWA WORKSHOPS (additional fee)

WS #01: Project Management: A Practical Approach to Document Leadership ................................................................. Governor’s Square 10
Elizabeth Brown, MS, PMP, Director, Medical Writing – Section Head Oncology, Merck & Co., Inc., North Wales, PA

WS #02: Essentials of Copyediting ............................................ Governor’s Square 16
Erica Goodoff, ELS(D), Senior Scientific Editor, The University of Texas MD Anderson Cancer Center, Houston, TX

WS #03: Visual Communication ................................................ Governor’s Square 11
Cynthia L. Kryder, MS, MWC, Medical Communications Consultant, Phoenixville, PA

WS #04: Basic Grammar II and Usage ........................................ Governor’s Square 16
Loretta Bohn, ELS, Senior Editor/Writer, RTI International, Research Triangle Park, NC

WS #05: Writing a Protocol in Compliance with ICH Guidelines ........ Governor’s Square 10
Jennifer Bridgers, MS, MWC, Managing Medical Writer, Merck and Co., Inc. Raleigh, NC

WS #07: Outlining for Writers and Editors ...................................... Governor’s Square 11
Hope Lafferty, AM, ELS, Instructor, Medical Writing and Editing Certificate Program, UCSD, San Diego, CA

New to AMWA and Conference Session ................................................ Plaza E

Meet & Greet ............................................................. Lobby Lounge
THURSDAY  November 3

Conference Registration Desk Open ................................................ Plaza Registration Desk

Continental Breakfast with Exhibitors ........................................ Plaza Foyer

EDUCATION SESSIONS

Communicating Science to the Public ......................................... Plaza D
Susan Aiello, DVM, ELS, WordsWorld Consulting, Townsend, TN

In this session, we will consider best practices and strategies for communicating science to the public, both for written pieces and for in-person or virtual presentations. Individual topics include understanding the audience, determining the message, and effectively using language and visuals. Challenges and potential pitfalls to be avoided will be described. Time will be devoted to handling scientific uncertainty and managing crisis communications, as well as dealing with journalists and the media. This usually makes for a lively discussion, so come prepared to share!

Learning Objectives:
- Identify three techniques to engage and develop trust by lay audiences.
- Describe strategies for crafting a memorable and understandable message.
- Discuss best practices for handling media interviews.

Content Area: Health Communication
Target Audience: All Levels

How to Check Consistency and Enforce Your House Style: Using PerfectIt in Publications and Regulatory Submissions .................. Governor’s Square 15
Daniel Heuman, Founder and CEO, Intelligent Editing, New York, NY

Checking every detail of a publication or submission for consistency slows you down, and can distract you from ensuring that the science is presented correctly. This session will demonstrate how to use PerfectIt to speed up your work and improve the quality and focus of your documents. It will begin with first principles of how to use the tool, and what it does (and doesn’t) find. It will then demonstrate how to customize PerfectIt to check house styles and enforce preferences. This will include how to set up a different style sheet for each agency, client or publication that you work with, and how to share style sheets with colleagues. From complete beginners to experienced users, this session will demonstrate how you can spend less time obsessing over typos and produce better documents, faster.

Learning Objectives:
- Use automation effectively to speed up editing of submissions and publications.
- Produce consistent documents.
- Create and manage style sheets in PerfectIt to enforce house style rules across your organization.

Content Area: Regulatory Writing
Target Audience: All Levels

How to Develop Efficient Submissions and Successfully Lead Submission Teams ................................................ Plaza E
Mark Bowlby, MS, PhD, Senior Director, Global Submissions, Certara - Synchrogenix, Richboro, PA
Brenda Taylor, Director, Global Submissions, Certara - Synchrogenix, San Diego, CA
Laura Sheppard, MBA, MA, Senior Director, Global Submissions, Certara - Synchrogenix, Lambertville, NJ

Modern regulatory submissions are often very complex; therefore, having a knowledgeable person with regulatory writing expertise to lead a cross-functional team through the regulatory submission
process is becoming a necessity. In conjunction with the Regulatory Affairs Lead, a Regulatory Writing Submissions Lead (i.e., Submission Lead) guides the team in development of a comprehensive eCTD content plan and the strategy to align document authoring, reviewing, and publishing activities to meet the targeted submission date. Submission Leads are also essential in developing a submission strategy along with the Regulatory Affairs Lead, ensuring consistency in messaging, and adherence to regulatory requirements. Early planning for multiple Health Authority submissions and best practices discussions are key tools for success. This session will explain the Submission Lead role, benefits the role brings to a team, and the developmental pathway to becoming a Submission Lead.

Learning Objectives:

- Describe the responsibilities that comprise the typical Submission Lead role.
- Identify key components of the developmental pathway to become a Submission Lead.
- Apply lateral leadership principles to submission team engagements.

Target Audience: All Levels

Content Area: Regulatory Writing

The New Normal in the Medical Publications Sector

Governor’s Square 17

Tim Day, Principal / Owner, Innovative Strategic Communications, LLC, Milford, PA
Michael Platt, CMPP, Managing Director, Virgo Health, New York, NY
Glenn Tillotson, PhD, Editor in Chief, Expert Review of Anti-Infective Therapy, North, VA

The COVID-19 pandemic has touched the lives of every publication professional, directly, or indirectly. Some have been ill themselves or lost loved ones and/or colleagues. Anxiety and desperation ensuing from differing post-pandemic expectations and priorities are affecting the lives of publications professionals at all levels. This session explores issues within the ‘new normal’ of the profession since the onset of the pandemic, including:

- Hesitancy on resuming ‘normal’ work operations and the options of remote work arrangements, including the need for adequate child-care provisions.
- Impact on recruitment and retention.
- What lessons have been learned and what adaptations of business practices have been applied to operations, staffing and the underlying fundamental life choices?

Data from a range of surveys and sources undertaken during the pandemic will show the broader impacts the pandemic has had on daily lives. It is important that publications professionals understand the wide-reaching impacts that the pandemic has throughout the publication space.

Learning Objectives:

- Define the reach and scope of the COVID-19 pandemic on publications-related business operations and employee/freelancer opportunities and options for all medical writing stakeholders.
- Identify potential mental health and stress-related issues to where they can be addressed either in a group or individual setting, as needed.
- Learn the subtleties of knowing where communication to and education for medical writing stakeholders is required and how best to convey these approaches to the respective segment audiences.

Target Audience: All Levels

Content Area: Scientific Publications
Training Medical Writing Leaders .................................................. Plaza F

Julia Forjanic Klapproth, PhD, Senior Partner/President, Trilogy Writing & Consulting, Frankfurt am Main, Hessen, Germany

Angela Russell Winnier, PhD, Sr. Director Medical Writing, Therapeutic Area Lead for Immunology/Inflammation, Pfizer, The Woodlands, TX

In our current global, remote working environment, the value of medical writing depends on excellent interpersonal, active listening, and influencing skills in addition to strong technical writing ability. Much of our existing training programs focus on technical/knowledge-based competencies. But, developing medical writers to be leaders (of a project, of other writers) should be an essential focus. As for any role, good leaders do not emerge fully formed from the seed of a medical writer. There is a specific skill set needed to make a great leader/people manager capable of successful collaborations with cross-functional, global teams and influential development of other medical writers. This talk will summarize key skills medical writing leaders need and the characteristics of the training environment that promote development of these skills. It will also provide early insights from an AMWA working group tasked with identifying/supporting the training needed to create strategic leaders.

Learning Objectives:
• Recognize the unique skill set needed to make a good medical writing leader.
• Understand what is needed to teach someone the skills for leadership.
• Discuss what the AMWA working group for the Value of Medical Writing has learned about medical writing leadership (optional – depending on the material available from the working group).

Content Area: Career Development
Target Audience: Mid-Career (5 to 8 years) & Advanced (More than 8 years)

11:15 AM–12:30 PM
General Session with McGovern Award Address ................................ Plaza ABC

12:30–1:45 PM
Networking Lunch with Exhibitors ........................................................ Plaza ABC & Foyer

2:00–5:00 PM

AMWA WORKSHOPS (additional fee)

WS #08: Conducting Clinical Evaluations According to Medical Device Regulation (MDR) ................................................ Plaza 1
Karen Bannick McQuoid, MA, RAC, FRAPS, CEO, Bannick LLC, Minneapolis-St. Paul, MN

WS #09: Writing Clinical Study Report Lay Summaries—A Survivor’s Guide ....................................... Governor’s Square 11
Lisa Chamberlain James, PhD (cantab.), Senior Partner, Trilogy Writing and Consulting Ltd., Cambridge, UK

WS #10: Medical Journalism: From Choosing a Topic to Polishing the Piece ................................................ Plaza 2
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

WS #11: How to Interpret and Write About Clinical Trial Data ................................ Governor’s Square 10
Kimberly Jochman, PhD, RAC, Senior Director, Medical Writing, Merck & Co., Inc., Apex, NC

WS #12: Creating Effective Posters ......................................................... Governor’s Square 16
Michelle E. Stofa, MSc, Research Communications Manager, Nemours/Alfred I. duPont Hospital for Children
EDUCATION SESSIONS

Can Emotional Intelligence Help You Advocate for Yourself and/or Your Team? ............................................................. Plaza D
Robin Whitsell, BA, BPh, President, Whitsell Innovations, Inc, Chapel Hill, NC

Most medical writers have heard about or been a victim of unreasonable demands driven by a corporate goal, a partner-driven objective, or a timeline created “by management.” In the face of these daunting responsibilities, many of us struggle to create the boundaries and service-level expectations needed to deliver our best work. This session will address using emotional intelligence to overcome our hesitation with advocating for ourselves. We will examine and confront the fears that hold us back and consider strategies for working with (or despite) those fears. At the conclusion of this session, medical writers will have an expanded vocabulary of ways to advocate for ourselves, and, if in positions of management, advocate for our teams.

Learning Objectives:
• Understand elements of emotional intelligence.
• Examine fear self-narratives/create strategies for disruption.
• Learn how to position self- and team- advocacy in a context of achievement.

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

Editing Your Own Work (After You’ve Read It 1000 Times) ................ Plaza E
Hope Lafferty, AM, ELS, Instructor, Medical Writing and Editing Certificate Program, UCSD, San Diego, CA

Medical writers don’t only write. We’re researchers, content developers, project managers, multilevel editors, proofreaders, and publishers. Each role requires a different way of thinking. Writers and managers view projects strategically; editors and proofreaders approach projects tactically. Switching between these different ways of thinking can prove challenging---especially when we’re exhausted, fed up, and under deadline. Attendees will gain both strategies and tactics to catch embarrassing or compromising mistakes without glazing over so that they may produce impeccable documents that are error-free, wince-free, and easier to read.

Learning Objectives:
• Identify common writing mistakes that are easy to miss.
• Avoid common problems in how we review our work.
• Incorporate best editorial practices into an already overbooked workload—to approach documents with fresh eyes and spot mistakes with greater speed and accuracy.

Content Area: Career Development
Target Audience: All Levels

How to Step Into Your New Identity as a Freelance Medical Writer with Confidence ..................................................... Governor’s Square 15
Sophie Ash, BSc (Hons), DipION, Freelance Medical Writing Coach, Prosplology, Toronto, Ontario
Anand Devasthanam, Associate Director, Medical Strategy, 21GRAMS, Boston, MA

If you’re a freelance medical writer coming straight from healthcare or academia you, likely, have never promoted yourself before. Yet, in order to succeed independently and achieve financial freedom, you must develop a personal brand that sets you apart from other writers and learn to sell your
services with confidence. This challenge can bring about emotional upheaval and feelings of imposter syndrome. It is possible to overcome self-doubt and succeed in a freelance writing career, even if you've never done any paid writing before. Learn how to step into your new identity as a freelance medical writer through hearing shared experiences and adopting powerful, practical tools to help you thrive as an independent business owner.

Learning Objectives:
- Recognize signs of imposter syndrome arising from entering the medical writing field.
- Devise an action plan to thrive as a confident, independent business owner.

Content Area: Career Development
Target Audience: New/Entry Level (0 to 5 years)

Nonclinical Regulatory Writing for Biologics: Case Study of a Regulatory Submission for Emergency Approval of a SARS-CoV-2 Monoclonal Antibody Treatment

Ashley Roberts, Senior Manager, Scientific Writing, Regeneron Pharmaceuticals, Inc., Tarrytown, NY
Kerstin Hofmeyer, Senior Manager, Scientific Writing, Regeneron Pharmaceuticals, Inc., Tarrytown, NY

In the evolving landscape of biotherapeutic development, expertise in nonclinical regulatory writing for biologics, such as monoclonal antibodies, is critical to draft documents for a therapeutic submission to support the initiation of clinical trials. In the course of the SARS-CoV-2 (severe acute respiratory syndrome coronavirus 2) global pandemic, nonclinical data played a critical role in the design and implementation of monoclonal antibody treatments used in adaptive clinical protocols required to gain emergency use authorization and subsequent regulatory approval. This session will describe how nonclinical content was compiled, including the accelerated document process strategy encompassing iterative workflows and lean authoring, allowing for a successful submission in record time.

Learning Objectives:
- Describe nonclinical content for biologics (monoclonal antibodies) with a focus on exogenous targets in infectious disease.
- Discuss accelerated document submission strategy.
- Define principles of lean authoring and of the iterative workflow process in support of accelerated submission drafting.

Content Area: Regulatory Writing
Target Audience: All Levels

Updates to Inclusive Language for Medical Writers and Editors

Stacy L. Christiansen, MA, Managing Editor, JAMA and Chair, AMA Manual of Style, Chicago, IL
Annette Flanagin, RN, MA, Executive Managing Editor, JAMA Network and Member of AMA Manual of Style Committee, JAMA and JAMA Network, Chicago, IL
Tracy Frey, BA, Deputy Managing Editor, JAMA Network, Chicago, IL

Terminology, usage, and word choice are critically important, especially when describing people. Inclusive language supports diversity and conveys respect. The goal of this guidance is to provide recommendations and suggestions that encourage accuracy, fairness, equity, consistency, and clarity in use and reporting of demographics and clinical characteristics of patients, study participants, and others in medical and science journals.

Updates to the AMA Manual of Style’s 2021 race and ethnicity guidance will be addressed, as well as other inclusive language work being undertaken by members of the stylebook committee, including
terms used to discuss sex, gender, and sexual orientation; socioeconomic status; age; and patients with various diseases, disabilities, and conditions.

Learning Objectives:
- Implement or discuss updated word usage with colleagues as they write or edit content.
- Learn useful sources for following inclusive language discussions and glossaries of relevant terms.

Content Area: Scientific Publications, Health Communication, Core Knowledge/Skills
Target Audience: All Levels

3:00–4:00 PM

Beverage Break with Exhibitors ................................................ Plaza Foyer

4:00–5:00 PM

EDUCATION SESSIONS

Clinician to Medical Writer ..................................................... Governor’s Square 17
Shawn Watson, PharmD, PhD, BCPS, Senior Director, Global Program Team
Lead, Bicycle Therapeutics, Revere, MA
JoAnna Pendergrass, DVM, Founder, JPen Communications, LLC, Sandy Springs, GA

Clinically trained professionals hold significant domain expertise and are often already skillful medical communicators. Sometimes long-term clinical practice is incongruent with one’s lifestyle, professional ambitions, and personality style. Medical writing is an excellent way to leverage that prior training and experience to communicate complex medical concepts intelligently and succinctly to various stakeholders, including other medical professionals, regulators, patients, corporate leadership, investors, and payers. This presentation will discuss the journeys from health care professionals (HCP) who became medical writers, including how they made the career transition, how they incorporate their insights as HCPs into medical writing deliverables, and what the trajectory can look like for someone in this situation.

Learning Objectives:
- Discuss key traits, experiences, and training that clinicians can effectively leverage as medical writers.
- Specify unique career options for clinicians seeking to transition to medical writing.
- Discuss the similarities and differences between freelance and employed medical writing.
- Specify steps for transitioning from clinical practice to medical writing.

Content Area: Career Development
Target Audience: New/Entry Level (0 to 5 years)

Fighting Burnout at Home: The Hidden Value of Health Habits .............. Plaza F
Reggie Wilson, Fit for Freelance, Naples, FL

You can’t work well if you’re burned out. Top companies, whether single operator or full teams, know their workforce is their most valuable resource. So they combat stress and create healthier environments to keep their team focused, energized, and satisfied. The variable schedule of working remotely and/or running a freelance business challenges our boundaries. It becomes easy to say yes when we mean no, and we often forget to take care of our needs in the process. Habits regarding food, physical activity, and planning have an outsized impact on our mental clarity and resilience. Small changes make a huge difference, whether you want to escape exhaustion or lead the healthy, fulfilling life of your dreams. Attendees will learn the importance of letting health support your business and leave with a specific health strategy that suits their needs - perfect for those wanting to work at a top company in the comfort of their own home.

Learning Objectives:
- Assess personal risk of burnout from work-related stress.
• Summarize the impact of lifestyle choices on stress management, productivity, and quality of life.
• Select a realistic strategy to increase work capacity and enjoyment.

Content Area: Wellness
Target Audience: All Levels

Moving from Worst to Best in Medical Writing for Continuing Education in the Health Profession ........................................................ Governor’s Square 12
Haifa Kassis, MD, President, Crisp Writing, Boston, MA
Donald Harting, MA, MS, ELS, CHCP, President, Harting Communications LLC, Downingtown, PA

Medical writers develop a wide range of educational materials to assist accredited continuing medical education (CME/CE) providers in planning and delivering effective education for health care professionals. For example, medical writers frequently develop needs assessments for commercial support grant proposals and collaborate with faculty to create educational content in a variety of formats for funded activities. Crafting fair-balanced, clinically valid, and engaging educational materials can be challenging, yet there is no competency roadmap for medical writers specializing in CME/CE to hone their expertise. It is not surprising, then, that participants of a recent survey, published simultaneously in the AMWA Journal and the Alliance Almanac, reported observing many errors in needs assessments developed by other writers. To promote excellence in medical writing for continuing education in the health professions, we propose developing a specialized competency model to define the knowledge, skills, and attitudes necessary to succeed in this professional focus area.

Learning Objectives:
• Describe the role of medical writers in continuing education in the health professions.
• List common writing errors found in CME/CE needs assessments.
• Recognize the need for a specialized competency model to define the knowledge, skills, and attitudes necessary to excel in medical writing for accredited CME/CE.

Content Area: Continuing Education for Health Professionals
Target Audience: All Levels

So You Want to Put Your Science on Social Media? ................................................. Governor’s Square 15
Ayanna Tucker, MPH, Communications Specialist, Johns Hopkins Medicine, Baltimore, MD

Attendees will learn how to create a social media presence for their research, institution or individual work from the managers of award-winning social media accounts at Johns Hopkins Medicine. We will show you how to make your own niche in the world of social media, how to reach users with your research, how to tell if your account is performing well and how to optimize content based on performance. To make this as interactive as possible, we will provide a customizable, step by step guide so that by the end of the session attendees have a take-home roadmap to guide their own accounts. The guide will be distributed to attendees as a worksheet to take notes with as they follow along through the sections of our presentation. We will provide time for attendees to get feedback from the group & panelists on their completed roadmap.

Learning Objectives:
• Define the audience for your social media account.
• Establish a tone of voice for your posts.
• Identify metrics to employ for analyzing the effectiveness or success of your social media account.
• Develop a content strategy guided by your success measures.
• Complete a take-home roadmap to use as a reference while managing or launching a social media account.

Content Area: Health Communication
Target Audience: All Levels
What is Plagiarism? Putting Out Fires Around This Hot Topic ................. Plaza D
Vee White, Owner/Senior Editor, Vee White Editorial, LLC, Philadelphia, PA
Andrea Klingler, MA, ELS, Senior Medical Editor, Curtis Learning, LLC, Philadelphia, PA

Plagiarism is a complex topic for medical communicators: writers must avoid it and editors often recognize it. It may conjure assumptions of dishonesty and theft, and inspire feelings of fear and frustration. But distinguishing and resolving plagiarism—and, more importantly, avoiding it—can be challenging. A literature search indicates the widespread implications of plagiarism in numerous fields of study. This session will review findings from our original research: an international survey targeting three groups: writers, editors, and publishers of English-language content. Results include respondent demographics and roles; their particular definition of plagiarism; their education and training around plagiarism; and methods they currently use to prevent, identify, and address plagiarism. We hope to encourage open dialogue about this inflammatory subject, with the goal of developing better prevention methods, more training opportunities, and more nuanced conversation. We will encourage attendees to share their own experiences and methods during the Q&A.

Learning Objectives:
- Define unintentional and intentional plagiarism, including distinguishing cultural differences
- Review how medical communicators prevent, identify, and address plagiarism, including best practices for paraphrasing.
- Describe the importance of training, nuanced communication, and promotion of open dialogue on this topic.

Content Area: Core Knowledge/Skills
Target Audience: All Levels

MEDWRITE TALKS

The 10 Most Common Misconceptions New Freelance Medical Writers Have & Why They’re Wrong .................................................. Plaza E
Sophie Ash, BSc (Hons), DipION, Freelance Medical Writing Coach, Prospology, Toronto, ON

It’s not uncommon for fresh-faced freelancers to feel overwhelmed when embarking on entrepreneurship for the first time. Suddenly faced with the prospect of self-promotion, branding, sales, and negotiation, it’s easy to lose momentum, or get stuck before you’re even out of the gate. “How much should I charge?”, “Is networking essential for my success?”, and “What should I put in my portfolio?” are just a handful of the questions that are probably running through your jittery mind. Rest assured, this is totally normal. If you act now, you can get back on the straight and narrow, well on your way to increased freedom and flexibility in your freelancing business. It’s time to show up for yourself and quit floundering. Avoid making the ten most common mistakes that new freelance medical writers make by learning from others’ business blunders.

The Role of Medical Writing in Patient Centricity .............................. Plaza E
Heather Graham, Vice President, Regulatory Writing and Scientific Publications, Certara, Toronto, ON

Patient-centricity is not just a topic for Clinical Science and Medical Affairs! As Patients and Patient Advocacy Groups (PAGs) become more connected, informed, and organized, how can we as Regulatory and Medical Writers leverage our roles to ensure the patient voice is accurately represented in submission documents and overall assessments of benefit-risk.
Your Next Awesome Job is My Mission ........................................ Plaza E
Tatyana Wanderer, PhD, Executive Director and Head of Medical Writing,
Syros Pharmaceuticals, Inc., Nashville, TN

Demand for medical writers is high and supply of new writers is still catching up. The good ones are in demand, expect frequent promotions, and make frequent lateral jumps. Old mostly HR-driven approaches to retention (e.g., golden handcuffs) are not working. I propose a new employee-focused management approach that embraces reality of turnover without sacrificing product quality, professional development, or continuity of knowledge.

5:30–5:45 PM
Meet in Hotel Lobby for Chapter and Regional Networking Dinners ........ Lobby

Denver Art Museum
Denver Botanic Gardens
Union Station
7:30 AM–4:00 PM

Conference Registration Desk Open ................................................ Plaza Registration Desk

7:30–8:45 AM

Roundtable Discussions with Continental Breakfast ...................... Plaza ABC

How To Kick-Start Your Freelance Medical Writing Career With No Prior Experience
Sophie Ash, BSc (Hons), DiplON, Freelance Medical Writing Coach, Prospology, Toronto, Ontario

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

Computer-Aided Regulatory Writing
Anjana Bose, Director, Global Submissions, Synchrogenix, Wilmington, DE

Identifying and Managing Burnout in Medical Writing
Stephen Carlson, PhD, Senior Medical Writer and Consultant, Whitsell Innovations, Inc., Durham, NC

When Disaster Strikes!
Jason Casavant, JD, Executive Director of Medical Writing, Synterex, Inc., Dedham, MA

Preparing a Scientific Publication Based on a Clinical Study Report: Key Strategies and Challenges
Andrea Clark, PhD, Regulatory Medical Writer, Aroga Biosciences, San Diego, CA

Connect Over Coffee About Working Remotely
Mary M. L. Curtis, Managing Editor, Mayo Clinic, Rochester, MN

What a New Medical Writer Should Know to Excel in a Cross-Functional Team Environment
Swati Dadhich-Mandel, PhD, Oncology TA, Janssen Pharmaceutical Research and Development (J&J), Gaithersburg, MD

Look Before You Leap
Dominic De Bellis, PhD., Executive Director, Global Clinical Trial Operations, Medical Writing, Merck Sharp & Dohme LLC, Rahway, NJ

Exploring Best Practices in Third Party (Vendor/Supplier) Relationship Management
Catalina Gonzalez, Senior Director Medical Writing, MSD, Bogota, Colombia

Discover What Clients Want
Heather Gorby, PhD, Freelance Medical Writer, Gorby Consulting LLC, Washington, DC

Understanding the Ripple Effect – Acknowledging What You Really Bring to the Table
Gretchen Griffin, Executive Director, Global Medical Writing, BeiGene, Frederick, MD

The Value of Medical Writers: Using the 2021 Survey Results to Empower
Rona Grunspan, MD, CPI, Sr Director of Early Clinical Writing, ICON plc, Leawood

Pros and Cons of Forming Critique Groups for Medical Writers
Donald Harting, MA, MS, ELS, CHCP, President, Harting Communications LLC, Downingtown, PA

From Boomers to Gen Z, How the Generations Can Work Together to Establish Future Leaders
Tim Day, Principal / Owner, Innovative Strategic Communications, LLC, Milford, PA

The Art of Developing People Managers
Kim Jochman, PhD, RAC, Senior Director, Medical Writing, Merck & Co., Inc., Apex, NC

Calling Activists Against Predatory Publishing—Inspirations from Beall, Cabells and Downes
Mary Kemper, BS, Medical Writer, Department of Neurosurgery, CU Anschutz, Aurora, CO

Veterinarians: Career Progression from Clinical Practice to Medical Writing
Cheryl Kolus, MS, DVM, Medical Writer, Synterex, Inc., Fort Collins, CO
Transitioning to Medical Writing from a Clinical Background  
Morgan Leafe, MD, MHA, Founder, Morgan Leafe, MD, Santa Barbara, CA

Writers and Editors in Academic Medicine: Enriching the Niche  
Dora Levin, PhD, Science Writer/Editor, Dana-Farber Cancer Institute, Boston, MA

Professionalism Tips for Success in a Changing Work Environment  
Kimberly Mankiewicz, PhD, ELS, Scientific Editor, The University of Texas Health Science Center at Houston, Houston, Texas

Claiming Your Value: Pricing Strategies for Freelancers  
Abigale Miller, MSc, Medical Writer, The Anthill, Fergus, ON

Removing the Rivalry: Restoring Harmony in the Writer and Editor Relationship  
Jennifer Morris (formerly Clemens), ELS, Director, Technical Editing, Adagio Therapeutics, Inc., Waltham, MA

How to Use Mendeley for Reference and Bibliography Management  
Diane Morton, MS, MWC, Senior Technical Writer, SSM Health Orthopedics, St. Louis, MO

Plain Language Summaries and Beyond: Tips and Tricks for Improving Outreach and Engagement  
Sara Musetti Jenkins, PhD, Medical Writer, RTI Health Solutions, Research Triangle Park, NC

Essentials of Estimands in Clinical Trials  
Cody Nichols, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc., Lewisburg, WV

Your Most Important Earnings Measure: The Effective Hourly Rate  
Laura J. Ninger, ELS, Principal, Ninger Medical Communications, LLC, Rutherford, NJ

Innovate to Accelerate  
Robert Panek, PhD, Principle Medical Writer, ICON plc, Leawood, Kansas

Beyond Ghostwriting: Co-Authoring with Physicians  
Patrick Smith, Sr. Communications Specialist, Johns Hopkins Medicine, Baltimore, Maryland

Health Podcasting: How to Turn a Print Story into Audio  
Andrea Sonnenberg, JD, Podcast Producer and Host, Speaker, Mental Health Advocate, Bradley Sonnenberg Wellness Initiative USC, Los Angeles, CA

Submission Strategies That Work  
Brenda Taylor, Director, Global Submissions, Certara - Synchrogenix, San Diego, CA

Scaling Up Medical Writing Operations  
Jeanette Towles, MA, RAC-Drugs, President, Synterex, Inc., Dedham, MA

Diversity in Scientific Communications  
Markeda Wade, BA, ELS, Scientific Editor, UTH, Houston, TX

WFH Goals- Health and Business Planning for Freelancers  
Reggie Wilson, Wellness Coordinator, Fit for Freelance, Naples, FL

Transitioning from Freelance Medical Writing to Retirement  
Barbara T. Zimmerman, BA, M., PhD, Owner/Manager, Biomedical Communication & Consulting, Denver, CO
AMWA WORKSHOPS (additional fee)

WS #13: Introduction to Medical Device Regulations: What Does a Medical Writer Need to Know to Join the Fun? ........................ Plaza 1
Karen Bannick McQuoid, MA, RAC, FRAPS, CEO, Bannick LLC, Minneapolis-St. Paul, MN

WS #14: Composing Narratives for Safety and Adverse Event Reporting .......................... Governor’s Square 10
Jennifer Bridgers, MS, MWC, Managing Medical Writer, Merck and Co., Inc. Raleigh, NC

WS #15: Lean Authoring ......................................................... Governor’s Square 11
Elizabeth Brown, MS, PMP, Director, Medical Writing Oncology, Merck & Co., Inc., North Wales, PA
Kimberly Jochman, PhD, RAC, Senior Director, Medical Writing, Merck & Co., Inc., Apex, NC

WS #16: Introduction to Statistics for Medical Communicators ......................... Governor’s Square 16
Bart Harvey, MD, PhD, Associate Professor, Dalla Lana School of Public Health, University of Toronto, ON, Canada

WS #17: Preparing CME Materials: Concepts, Strategies, and Ethical Issues ........................................ Plaza 2
Eve Wilson, PhD, ELS, CHCP, Medical Writer/Editor & CME Consultant, MORPHOS Medical Education, Bowie, MD

EDUCATION SESSIONS

Consistency in Regulatory Documents: Writing & Managing ................ Plaza F
Kleopatra Kouroupaki, Dr. phil. nat., Associate Principal Medical Writer, Trilogy Writing & Consulting, Frankfurt am Main, Hessen, Germany

Qualified regulatory medical writers (RMW) hold a broad set of writing skills as well as strength in logical thinking and project management. When working under demanding timelines in dossier submission projects (DSP), sufficient training can help you stand out as an excellent RMW. If you have interest in high-profile DSP, your skillset should ideally cover two aspects: writing of high quality documents and managing of large teams and timelines. Specialized tips on authoring quality documents without inconsistencies that impair the review and advice on how to act as a catalyst in successful team collaborations during DSP could place you among the most impactful team members in such projects and allow you to rise above the average RMW.

Learning Objectives:
• Understand and practice how to write high-quality, inconsistency-free documents.
• Appreciate how consistently authored documents in a dossier elevate the quality of the submission and increase the chance of success.
• Learn how to improve your interpersonal communication skills and propose writer-friendly, efficient project timelines.

Content Area: Regulatory Writing
Target Audience: Mid-Career (5 to 8 years) & Advanced (More than 8 years)

Public Speaking For Private People ................................................... Governor’s Square 12
Hope Lafferty, AM, ELS, Instructor, Medical Writing and Editing Certificate Program, UCSD, San Diego, CA

We spend our lives communicating with other people. Yet as professionals, we not only communicate, we often need to win people over. For shy people, speaking in public can seem super intimidating and can often negatively impact their career success. Most people avoid public speaking like the plague, and introverts moreso. However, if we want to excel in our fields, speaking effectively in front of groups—be they our work teams or an auditorium full of colleagues—our skills need to mature. Like any change in
habit, we face a tension. In this intensive, participants explore the biophysiology behind the fear of public speaking and practice ways to master this natural hesitation. By developing this leadership skill, participants will tap their innate genius to better communicate their ideas. How do we overcome brain freeze? How do we become more comfortable as speakers? How to we reach our professional goals? Simply, we need to expand our comfort zone.

Learning Objectives:
- Practice speaking authentically and off-the-cuff for at least 1 minute in front of other attendees.
- Recognize bodily sensations of tension and release.
- Apply various methods to focus, relax, and engage an audience before, during, and after standing before a group and speaking.

Content Area: Leadership/Management
Target Audience: All Levels

The Reluctant Manager ............................................................ Plaza D
Susan Aiello, DVM, ELS, WordsWorld Consulting, Townsend, TN

If you’re like many medical communicators, managing words comes easier than managing people. But in most organizations, taking on people management usually becomes part of the job, especially if you want to move up and/or have more responsibility. If you are not looking forward to (or even dread) the managerial role, this session is for you. We’ll explore the qualities techniques, and strategies used by good managers to bring out the best in both themselves and others. Note: This session is about people management, not project management.

Learning Objectives:
- Identify three qualities that managers should cultivate in themselves for better managerial performance.
- Describe techniques used by good managers to enable their direct reports to function at their best.
- Explain how to manage people who are in positions or roles that you have never done yourself.

Content Area: Leadership/Management
Target Audience: Mid-Career (5 to 8 years) & Advanced (More than 8 years)

Using Technology to Get Started with Plain Language Summaries ........ Plaza E
Shelley Reinhardt, Senior Medical Editor, Writer, and Proofreader, Boston, MA
Daniel Heuman, Founder and CEO, PerfectIt, London, UK

Creating content for a lay audience means thinking differently about medical information. And the increasing requirement for plain language summaries (PLS), including the European Union Clinical Trials Regulation, reflects the growing emphasis on improving patient involvement. Shelley Reinhardt’s collaboration with PerfectIt to author a PLS style in proofreading software (launching in 2022) aims to help with this challenge. It finds commonly-used, complex medical terminology and suggests alternative words and phrases. It does not “translate” a scientific article into plain language, but instead prompts communicators to recast recurring medical terms. This session will recognize that terminology is just a small part of writing lay summaries. Its goals are to show how PLS style in PerfectIt can help improve medical communication to non-specialist audiences, and how this can be enhanced through customization, and to make clear the limitations of this sort of technology. Participants’ feedback on this work-in-progress will be welcome.

Learning Objectives:
- Define the guiding principles for recasting scientific language into plain language.
- Apply these principles to making more complicated scientific writing accessible to consumers.
- Identify how software can help with PLS, and its limitations.

Content Area: Health Communication
Target Audience: All Levels
**EDUCATION SESSIONS**

**Attention! How to Harness It for Productivity and Deep Work**

*Plaza D*

Ann Winter-Vann, PhD, Director of Medical Writing Services,
Whitsell Innovations, Inc., Chapel Hill, NC

Kelly Kilibarda, PhD, Manager, Medical Writing, Whitsell Innovations, Inc., Chapel Hill, NC

Whether diving into source data, reviewing the literature, or determining how to convey complex medical concepts to a specific audience, medical writers and editors require periods of intense concentration to do their best work. However, the tools that facilitate our work also create distractions that prevent us from focusing on a single task. In this session, we will present the nature of attention, the difference between deep work and shallow work, and the mental and financial costs of multi-tasking and interruptions. We will discuss the ways that our lives and jobs set the expectation of immediate responsiveness and the ways in which modern technology is designed to capture (and keep) our attention. Finally, we will present strategies to identify the key distractions in our own lives and suggestions on how to minimize these to create the opportunity for periods of uninterrupted focus.

**Learning Objectives:**

- Understand the concept of deep work and the negative effect of constant interruption.
- Define the factors in your work day that pull you away from cognitively intensive tasks.
- Identify strategies to minimize distractions and improve your productivity by cultivating a mindset and environment in which deep work can thrive.

**Content Area:** Career Development  
**Target Audience:** All Levels

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**Body of Writing: Techniques to Relieve Tension and Manage Stress**

*Governor's Square 12*

Alexandra Howson PhD E-RYT, Continuing Healthcare Education Writer/Researcher/Yoga Teacher/Breath Coach, Thistle, Snoqualmie, WA

For most of us, the demands of everyday life are fast, furious, and full-on. That was before the pandemic. Whether we are talking about technology, social media or our roles as workers, parents, caregivers, or citizens, our nervous systems are almost always “on.” The effects of sustained sympathetic engagement—the body’s preparedness to respond to social, emotional, economic, and political demands (“fight or flight”)—can show up in our bodies through somatic issues like fatigue, headache, digestive issues, or depression. Add long working long hours at a keyboard to these demands, which can also cause somatic issues like headache, back pain, or fatigue. In fact, half of adults in the US have at least 1 musculoskeletal problem—including repetitive strain injury, back pain, and arthritis. This practice-based session will review and demonstrate evidence-based and emerging breath- and body-centered techniques designed to regulate reactivity, restore balance, create connection, and rejuvenate tissues and joints.

**Learning Objectives:**

Following participation, you will be able to practice at least one breath- or body-based technique to:

- Boost energy when you feel tired or fatigued.
- Strengthen, stretch, and relieve tension in your body.
- Return to a sense of balance when you feel stressed.

**Content Area:** Wellness  
**Target Audience:** All Levels
DIY Graphics for Medical Writers ........................................... Governor’s Square 17
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.

Learning Objectives:
• Identify opportunities for visual data presentation.
• Choose the optimal graphical format to present specific types of data.
• Apply basic principles of graphic design to produce clean, crisp graphics that highlight important data and convey key messages.

Content Area: Scientific Publications
Target Audience: All Levels

Jam Session for Seasoned Freelancers ........................................... Governor’s Square 14
Cyndy Kryder, MS, MWC, Medical Communication Consultant, Phoenixville, PA

The Seasoned Freelance Jam Session is coming to Denver! When accomplished musicians jam, their combined talent, energy, and experience make a special kind of synergy. A similar kind of magic happens when seasoned freelancers get together to discuss their ideas, concerns, and challenges with peers who have the same or more experience. These rare gems of collegial conversation and commiseration happen spontaneously and usually unpredictably. This discussion will provide a supportive space for experienced freelancers 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. This session is lightly structured to permit a free flow of discussion without getting stuck for too long on a single topic.

Learning Objectives:
• Recognize common issues that arise among experienced freelancers.
• Formulate solutions to shared freelance issues.
• Use feedback from peers to validate freelance concerns and experiences.

Content Area: Career Development
Target Audience: Advanced (More than 8 years)

New EU CTR Landscape Changes for Medical Writing ..................... Plaza F
Dr. Simin Takidar, BDS, Post-Graduate in Clinical Research,
Senior Principal Medical Writer, Parexel, Jersey City, NJ
Dr. Lisa Chamberlain James, PhD (Cantab.), Senior Partner and CEO,
Trilogy Writing & Consulting, Cambridge, England
Dan Bilodeau, Plain Language Summaries Manager, ICON plc, Wilmington, DE
Thomas Wicks, Head of Data & Partner, TrialScope Informa Pharma Intelligence, New York, NY
Shirisha Kanthala, Associate Director, Incyte Corporation, Wilmington, DE
Moderator: Jeannene Butler, Senior Director, Global Head of Medical Writing, Otsuka, Princeton, NJ

In early 2022, the European Union Clinical Trials Regulation (EU CTR) 536/2014 came into application and changed the landscape for how organizations plan and conduct their clinical trials in EU Member States. The new EU CTR is designed to harmonize the processes for application and reporting of clinical trials across EU, but the changes are numerous, technically demanding, and difficult to navigate. In this session we will have a panel of EU CTR experts join us as our guides to lead us through this new terrain.
We will discuss changes to reporting processes and documents that are often prepared by medical writers, including plain language lay summaries, and attendees will have the opportunity to ask questions and learn from the early experiences of others.

Learning Objectives:
• Learn about how the EU CTR changes apply to medical writing deliverables.
• Define the parameters of plain language lay summaries in the context of EU CTR.
• Apply the principal changes from EU CTR to individual organizational processes.

Content Area: Regulatory Writing
Target Audience: Mid-Career (5 to 8 years) & Advanced (More than 8 years)

Strategies for the Development of Culturally Competent Low Literacy Patient Tools to Enhance Medication Adherence

Kristie Holt, MPH, MCHES, SVP Behavioral Sciences, Atlantis Health, Santa Ana, CA

An estimated 9 in 10 American adults struggle with low health literacy which has been shown to contribute to poor medication adherence, increased hospitalizations, healthcare costs and treatment errors. How can medical writers effectively communicate disease pathology and complex treatment regimens in a manner that is easily accessible, understandable and actionable for all patients? Previous research suggests a “multichannel” approach best supports low health literate populations. Experts in behavioral science will share their evidence-based and innovative approaches for elevating health literacy to enhance understanding of conditions, address health disparities and increase medication adherence to complex treatment regimens.

Learning Objectives:
• Explain the relationships between health disparities, low health literacy and medication adherence.
• Identify at least 3 barriers towards health literacy in treatment education.
• Describe at least 3 communication strategies that can be used to create patient tools to improve medication adherence that are accessible, understandable, actionable and culturally competent.

Content Area: Health Communication
Target Audience: All Levels

Networking Lunch with Exhibitors

Plaza ABC & Foyer

EDUCATION SESSIONS

A Journalistic Approach to Writing Better Abstracts

Susan Aiello, DVM, ELS, WordsWorld Consulting, Townsend, TN

After the title, the most read part of a scientific paper is the abstract. Can we write abstracts better and more efficiently? Yes, we can. The writing method commonly used in news reporting and other journalism environments is a useful technique not only to glean the essential elements of an abstract from a paper but also to organize the abstract for rapid comprehension by the reader. Time permitting, we'll discuss characteristics of a good title, too.

Learning Objectives:
• Define the function and order of each component of the abstract of a scientific paper.
• Identify the content parallels between scientific abstracts and news articles.
• Apply a standard newswriting technique to efficient abstract preparation.

Content Area: Scientific Publications
Target Audience: New/Entry Level (0 to 5 years) & Mid-Career (5 to 8 years)
Beyond Words—Learn How to Use Visuals for Effective Patient Education
Plaza D
Liz Proper, Managing Editor, Mayo Clinic, Rochester, MN
Mary M. L. Curtis, Managing Editor, Mayo Clinic, Rochester, MN

Visuals are an extension of your words. Design, illustration, data, photos and other images are important elements of patient education and plain language, but you may not know how to use these tools to increase your readers' understanding. Join two award-winning Mayo Clinic patient education managing editors as they help you effectively reach your audience through visual elements.

Learning Objectives:
• Observe several methods for presenting data so your audience can use the information to advocate for themselves or loved ones.
• See examples of medical illustrations that can visually support complex medical topics.
• Practice using design skills you learn so your audience engages with your message.
• Identify photos that can add tone so ill or injured people have hope.
• Discuss how effective visuals can benefit patients on their health care journeys.

Content Area: Patient Education
Target Audience: All Levels

Elegant Timeline Tracking and Resourcing with the Tools you Already Have
Plaza F
Tatyana Wanderer, PhD, Executive Director and Head of Medical Writing, Syros Pharmaceuticals, Inc., Nashville, TN
Joy Grabenstein, Medical Writer, Syros Pharmaceuticals, Inc., Nashville, TN

Regulatory writing groups small and large all face the challenge of resource management in the context of constantly changing project timelines. While custom software packages may be accessible to larger companies, smaller companies frequently struggle with frustrating and ineffective solutions. At Syros we used Power BI software that is already available with MS Office to create dynamic and elegant dashboards that enable visualization of ongoing and upcoming projects and efficient resourcing across writing and reviewing staff. We would like to share our experience with our colleagues with the hope that this new approach may be helpful in their organizations.

Learning Objectives:
• Understand pluses and minuses of most popular approaches to timeline tracking and resource management.
• Understand how a new approach using Power BI software with Excel can be leveraged to create convenient dashboards for timeline tracking and resource management.

Content Area: Regulatory Writing
Target Audience: Mid-Career (5 to 8 years)

Using Storytelling to Capture Exceptional Care and Build Audience Trust
Plaza E
Ben Riggs, Senior Communications Specialist, Kettering Health, Miamisburg, OH

Storytelling has a celebrated position in content-marketing strategies. And healthcare systems and organizations have long had access to the fertile landscape of human events that make for the best stories—in video and in print. But healthcare marketing approaches to content have been slow to adopt a storytelling-centric approach to content in public-facing spaces (website, social media, print collateral, etc.). And they miss the opportunities for inculcating positive brand identity, elevating employee pride, and increasing patient confidence in service-line offerings. Many content approaches adopt a form of reporting, writing, and production that leads to flattened, flimsy stories empty of emotion, vividness, and humanity. The rhetorical strategies from the genre known as narrative nonfiction can free healthcare content producers...
to report on, capture, and show compelling stories of patient experience and care-provider excellence that catapult the tangible and intangible returns that content-marketing strategies aim to garner.

Learning Objectives:
- Address the limitations of conventional content approaches.
- Show what narrative-nonfiction–shaped storytelling looks and sounds like.
- Offer concrete strategies and approaches to using the distinctions of narrative nonfiction.

Content Area: Health Communication
Target Audience: New/Entry Level (0 to 5 years)

MEDWRITE TALKS

Sticks and Stones May Break My Bones, but Words Can Hurt Me Too! …… Governor’s Square 17
Demetrius Carter, MBA, PMP, RAC-US, CLSSGB, SVP, Regulatory Sciences,
Certara Synchrogenix, Raleigh, NC

Growing up, we were taught as children that “sticks and stones may break our bones, but words may never hurt me.” Although we would like to believe that this time-tested adage is true, the reality is that words can and do hurt. How we use our words can have a significant impact on our communities. Those of us working in the clinical research field, including medical writers, can impact public health outcomes when describing study results and how we describe and characterize their experience in clinical research. During this presentation, I will explore how the use of stigmatizing language disproportionately impacts health access and equity for marginalized groups. I want to challenge us to take increased responsibility for eliminating health disparities and improving health equity across the spectrum.

Exercising Our Joy ................................................................. Governor’s Square 17
Angela Russell Winnier, PhD, Sr. Director Medical Writing, Therapeutic Area
Lead for Immunology/Inflammation, Pfizer, The Woodlands, TX

In a time of lightspeed scientific discovery and significant global challenges, it has never been more important to seek the silver linings from addressing adversity. Adopting a growth mindset, rather than a fixed mindset, requires practice. Seeing the development opportunity in an unexpected detour requires intention. In short, choosing Joy requires “exercising” that “muscle”. This talk will highlight the value of seeking the positive from a new challenge and will provide tips for leading a stressed team while also prioritizing personal wellness.

- 2:00–3:00 PM

Beverage Break with Exhibitors and Poster Presenter ......................... Plaza Foyer

- 3:00–4:00 PM

Exhibits Takedown ................................................................. Plaza Foyer

- 5:15–6:45 PM

Meet in Hotel Lobby to Depart for Dine Arounds (optional) ...................... Hotel Lobby
7:30 AM–3:00 PM

Conference Registration Desk Open ................................................ Plaza Registration Desk

7:30–8:45 AM

Roundtable Discussions with Continental Breakfast ............................. Plaza ABC

- How To Kick-Start Your Freelance Medical Writing Career With No Prior Experience
  Sophie Ash, BSc (Hons), DipION, Freelance Medical Writing Coach, Prospology, Toronto, Ontario

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

- Computer-Aided Regulatory Writing
  Anjana Bose, Director, Global Submissions, Synchronex, Wilmington, DE

- Identifying and Managing Burnout in Medical Writing
  Stephen Carlson, PhD, Senior Medical Writer and Consultant, Whitsell Innovations, Inc., Durham, NC

- When Disaster Strikes!
  Jason Casavant, JD, Executive Director of Medical Writing, Synterex, Inc., Dedham, MA

- Preparing a Scientific Publication Based on a Clinical Study Report: Key Strategies and Challenges
  Andrea Clark, PhD, Regulatory Medical Writer, Aroga Biosciences, San Diego, CA

- What a New Medical Writer Should Know to Excel in a Cross-Functional Team Environment
  Swati Dadhich-Mandal, PhD, Oncology TA, Janssen Pharmaceutical Research and Development (J&J), Gaithersburg, MD

- Reimagining Retirement
  Dominic De Bellis, PhD., Executive Director, Global Clinical Trial Operations, Medical Writing, Merck Sharp & Dohme LLC, Rahway, NJ

- The Value of Medical Writers: Using the 2021 Survey Results to Empower
  Julia Forjanic Klapproth, PhD, Senior Partner/President, Trilogy Writing & Consulting, Frankfurt am Main, Hessen, Germany

- Technology Disruptions in Medical Writing: How will Content Reuse and Automated Content Generation Affect our Industry
  Heather Graham, Vice President, Regulatory Writing and Scientific Publications, Certara, Toronto, ON

- Understanding the Ripple Effect – Acknowledging What You Really Bring to the Table
  Gretchen Griffin, Executive Director, Global Medical Writing, BeiGene, Frederick, MD

- Innovate to Accelerate
  Rona Grunspan, MD, CPI, Sr Director of Early Clinical Writing, ICON, Leawood, Kansas

- Pros and Cons of Forming Critique Groups for Medical Writers
  Donald Harting, MA, MS, ELS, CHCP, President, Harting Communications LLC, Downingtown, PA

- Are you Ready to Launch a Podcast? Here’s What You Need to Know
  Alexandra Howson, PhD, CHCP, Continuing Healthcare Education Writer/Researcher, Thistle, Snoqualmie, WA

- Veterinarians: Career Progression from Clinical Practice to Medical Writing
  Christine Iliff, DVM, MS, Medical Writing Operations Associate, Prescott, AZ

- The Art of Developing People Managers
  Kim Jochman, PhD, RAC, Senior Director, Medical Writing, Merck & Co., Inc., Apex, NC

- Transitioning to Medical Writing from a Clinical Background
  Morgan Leafe, MD, MHA, Founder, Morgan Leafe, MD, Santa Barbara, CA
Professionalism Tips for Success in a Changing Work Environment
Kimberly Mankiewicz, PhD, ELS, Scientific Editor, The University of Texas Health Science Center at Houston, Houston, Texas

Claiming Your Value: Pricing Strategies for Freelancers
Abigale Miller, MSc, Medical Writer, The Anthill, Fergus, ON

Removing the Rivalry: Restoring Harmony in the Writer and Editor Relationship
Jennifer Morris (formerly Clemens), ELS, Director, Technical Editing, Adagio Therapeutics, Inc., Waltham, MA

Job Hazards at a Writer’s Desk: Tips to Reduce Health Risks
Diane Morton, MS, MWC, Senior Technical Writer, SSM Health Orthopedics, St. Louis, MO

Plain Language Summaries and Beyond: Tips and Tricks for Improving Outreach and Engagement
Sara Musetti Jenkins, PhD, Medical Writer, RTI Health Solutions, Research Triangle Park, NC

Essentials of Estimands in Clinical Trials
Cody Nichols, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc., Lewisburg, WV

6 Steps to Successful Freelance Pricing
Laura J. Ninger, ELS, Principal, Ninger Medical Communications, LLC, Rutherford, NJ

Connect Over Coffee About Working Remotely
Liz Proper, Managing Editors, Mayo Clinic, Rochester, MN

Beyond Ghostwriting: Co-Authoring with Physicians
Patrick Smith, Sr. Communications Specialist, Johns Hopkins Medicine, Baltimore, Maryland

Health Podcasting: How to Turn a Print Story into Audio
Andrea Sonnenberg, JD, Podcast Producer and Host, Speaker, Mental Health Advocate, Bradley Sonnenberg
Wellness Initiative USC, Los Angeles, CA

Submission Strategies That Work
Brenda Taylor, Associate Director, Global Submissions, Certara - Synchrogenix, San Diego, CA

Scaling Up Medical Writing Operations
Jeanette Towles, MA, RAC-Drugs, President, Synterex, Inc., Dedham, MA

Advisory Boards: A Deep Dive
Cindy van Dijk, BS, MA, Principal, Scientific Communications, Vancouver WA

Diversity in Scientific Communications
Markeda Wade, BA, ELS, Scientific Editor, UTHealth, Houston, TX

WFH Goals- Health and Business Planning for Freelancers
Reggie Wilson, Wellness Coordinator, Fit for Freelance, Naples, FL

Transitioning from Freelance Medical Writing to Retirement
Barbara T. Zimmerman, B.A., M.A., Ph.D., Owner/Manager, Biomedical Communication & Consulting, Denver, CO
AMWA WORKSHOPS (additional fee)

WS #18: Summarizing Clinical Safety Data for a New Drug Application … Governor’s Square 10
Jennifer Bridgers, MS, MWC, Managing Medical Writer, Merck and Co., Inc. Raleigh, NC

WS #19: Organizing Principles for Journal Manuscripts Reporting
Original Research ......................................................... Plaza 2
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

WS #20: How to Write a Literature Review for a CME Needs Assessment… Governor’s Square 11
Don Harting, MA, MS, ELS, CHCP, Harting Communications

WS #21: Basics of Epidemiology ........................................ Plaza 10
Bart Harvey, MD, PhD, Associate Professor, Dalla Lana School of Public Health,
University of Toronto, Toronto, ON, Canada

WS #22: Writing and Designing Materials for Patient Education ............... Plaza 1
Genevieve Walker, PhD, Bridge Health Communications, Hood River, Oregon

EDUCATION SESSIONS

A Medical Writer’s Guide to Using Master Protocols … Governor’s Square 17
Shawn Watson, PharmD, PhD, BCPS, Senior Director, Global Program
Team Lead, Bicycle Therapeutics, Revere, MA

Umbrella protocols include multiple studies in a single protocol and provide a great deal of leverage to
companies conducting these studies because they allow different cohorts to run concurrently, accel-
erate overall clinical development, and reduce development costs. Nonetheless, their designs are quite
complicated and present unique challenges to a regulatory writer. This presentation will focus on these
challenges, with an emphasis on single-ascending dose-escalation (SAD) and multiple-ascending dose-es-
calation (MAD), drug-drug interaction, pharmacokinetic lead in, bioavailability, and thorough QT studies.
In addition to discussing what information these studies provide, the presentation will also describe the
rationale for combining these studies into a single protocol, provide strategic consideration for combining
these studies, and provide tactical guidance for writing these protocols.
A single ascending dose (SAD) study is often performed as a first in human study, which randomizes
healthy subjects to either a dose of study drug based on preclinical toxicology or a placebo. Assuming
that a compound is safe and well tolerated, escalation to higher doses occurs. Multiple ascending dose
(MAD) studies leverage data from SAD cohorts to select dose levels and dosing intervals that are pre-
dicted to be safe. Both SAD and MAD studies require intensive safety monitoring and typically involve
evaluation of pharmacokinetic assessments.

Learning Objectives:
• Provide an overview of SAD and MAD studies, including what information these studies provide.
• Describe the rationale for combining SAD and MAD studies into a single protocol.
• Provide strategic considerations when combining these studies, and 4) offer tactical guidance for
writing these combined study protocols.

Content Area: Regulatory Writing
Target Audience: Mid-Career (5 to 8 years)
Hire the Best Medical Writers: A Panel Discussion with Hiring Managers and Talent Acquisition ........................................ Plaza E
Jeanette Towles, MA, RAC-Drugs, President, Synterex, Inc., Dedham, MA
Jason Casavant, JD, Executive Director in Medical Writing and Quality Assurance, Synterex, Inc., Dedham, MA
Jackson Jarboe, Associate Director in Talent Acquisition and Business Development, Synterex, Inc., Dedham, MA
Shalini Dewan, Associate Director, Medical Writing, Synterex, Inc., Dedham, MA

With the pharmaceutical industry growing and regulatory demands increasing, biotech and pharma companies are reaching out to medical writing firms at a growing pace to meet resourcing needs. Hiring managers and the head of talent acquisition from a medical and regulatory writing consulting firm will share how they identify and hire individuals with the right skills and personalities to be successful and satisfy the needs of their clients. Topics to be discussed by the panel include: (1) How the company uniquely positions and publicly presents itself to attract good-fit candidates, (2) How they proactively source talent, (3) How they evaluate a resume for experience in writing specific regulatory documents, experience in particular disease areas, level of education, (4) How they evaluate the candidate’s technical and behavioral skills in the interview, (5) What questions they ask to promote decisive responses to determine whether to move forward with a job candidate.

Learning Objectives:
• Refine the quality of your candidates: Learn how to find candidates that fit your company’s job requirements and culture.
• Learn how to streamline the recruiting and hiring processes and reduce employee turnover.
• Learn how to enrich your brand by hiring candidates aligned with your overall company strategies.

Content Area: Leadership/Management
Target Audience: All Levels

Inclusive Language: Best Practices and Practical Applications for Medical Writers and Editors ......................................................... Plaza F
Leila Emery, MA, Senior Medical Editor/RTI-HS Diversity, Equity, and Inclusion Advisory Council, RTI Health Solutions, Research Triangle Park, NC
Joyce Hicks, Senior Medical Editor/RTI-HS Diversity, Equity, and Inclusion Advisory Council Vice Chair, RTI Health Solutions, Research Triangle Park, NC

In this session, Leila Emery and Joyce Hicks will draw upon their experience in diversity, equity, and inclusion initiatives to instruct participants on the process of adapting inclusive language best practices in medical communication. After learning about the importance of using inclusive language, participants will hear how the instructors solicited examples of inclusive language from their medical writing and editing colleagues as well as their fellow Diversity and Inclusion Council members, drafted an inclusive language section of their company’s in-house style guide, sought feedback and buy-in on these style guide updates, and began incorporating inclusive language best practices into their daily work. Participants will also hear about the challenges and successes involved in adapting these best practices. Ultimately, participants will come away with a greater understanding of why using inclusive language is crucial in contemporary medical communication and how these best practices can strengthen medical writing and editorial teams.

Learning Objectives:
• After the session, participants will better understand the importance of inclusive language, be able to anticipate both the challenges to and benefits of communicating inclusive language guidelines to medical writing and editorial teams, and know how to begin incorporating inclusive language best practices in their daily work.

Content Area: Health Communication
Target Audience: All Levels
The Backbone of Manuscripts: Supporting Your Writing With Storytelling ...................................................... Governor’s Square 15
Crystal Herron, PhD, ELS, Managing Director, Redwood Ink, San Rafael, CA

Storytelling is a powerful way to communicate information. Yet medical writers may think of stories as fiction and science as fact. But communicating science with storytelling presents information in a compelling and memorable way. Fortunately, manuscripts have a built-in story structure. However, you need to know this structure and its variations to bring the power of storytelling to every section, paragraph, and sentence of your manuscript. With this power, you can create a series of nested stories that support the overarching story in your manuscript—and engage and inform readers in the process.

Learning Objectives:
• Outline the overarching story structure of manuscripts.
• Describe variations of story structures in parts of manuscripts.
• Discuss when to use different story structures in manuscripts.

Content Area: Scientific Publications
Target Audience: All Levels

The Use of Artificial Intelligence and Machine Learning in Clinical Research and Health Care ........................................ Plaza D
J. Kelly Byram, MS, MBA, ELS, CEO | Medical & Scientific Communications
Lead, Duke City Consulting, LLC, Albuquerque, NM

Artificial intelligence (AI) and machine learning (ML) methodologies have quickly evolved in recent years, and AI is increasingly used in drug development, clinical research, and health care. As AI research rapidly expands across therapeutic areas and ultimately into clinical care, medical communication professionals will need a working knowledge of AI to effectively communicate about these tools to their audiences. Learn the basics of AI and ML and discuss both current AI tools and their implementation and projected future applications of AI.

Learning Objectives:
• Discuss the basics of AI and ML technology.
• Describe how AI tools are developed and implemented.
• Identify current and emerging applications of AI in clinical research and health care.

Content Area: Core Knowledge/Skills
Target Audience: All Levels

Beverage Break with Poster Presenters .................................. Plaza Foyer

EDUCATION SESSIONS

Being a Chapter Officer: Volunteering as Professional Development ........ Governor’s Square 17
Andra Steinbergs, MA, Regulatory Writer and Editor,
Self-Employed Freelancer, San Diego, CA
Erica Goodoff, ELS(D), Senior Scientific Editor, The University of Texas MD Anderson Cancer Center, Houston, TX
Terence Nugent, MBA, Principal, Terryfic Writing, LLC, Chicago, IL

As members of the American Medical Writers Association (AMWA), we enjoy an expansive network of educational, networking, and professional resources. Within AMWA, regional, volunteer-led chapters provide additional educational and networking events. Further, these chapters offer the invaluable opportunity to volunteer as a chapter officer, which combines the educational and networking benefits of AMWA with the perks of professional development. In this panel presentation, three chapter officers
share their stories of how they became officers, describe the day-to-day life of an officer, and explain how being an officer has affected their professional careers. This panel provides perspectives from a Treasurer, President-Elect, and President, representing various geographic regions, a broad span of professional expertise, and a range of non-professional responsibilities. Through stories of lived experience, this session demonstrates how volunteering as a chapter officer can reinforce your existing skills, expand your professional network, and boost your professional development.

Learning Objectives:
- Recognize how responsibilities and time commitments of being an officer and volunteer fit into a full work and personal schedule.
- Connect with panelists’ stories to increase interest and confidence in becoming an officer or volunteer.
- Understand the benefits of becoming a chapter leader.

Content Area: Career Development
Target Audience: All Levels

The Role of Documentary in Healthcare ................................................ Plaza D
Diane Shader Smith, President, DSS COMMUNICATIONS, Beverly Hills, CA
Will Battersby, Director, Producer, Reno Productions, Verona, NJ

With medicine becoming political and truth under assault, documentaries focused on the stories of real people with real problems enable filmmakers to put a human face on medical issues and present concepts in a way that remind us that medicine is one of the cornerstones of advanced society. Documentaries have also become increasingly useful tools to examine bioethical and legal issues including DNRs, doctor patient confidentiality, malpractice, negligence, access to care, physician assisted suicide among other important topics. In one year alone, more than 68 million people watched documentaries on Netflix. And that’s just one platform. Layer on all the other streaming services and the number is way higher.

Attendees will learn why medical writers should consider this genre, where to find patient and provider stories, how to tell them, and why documentary films should be used for medical education, marketing, research, regulatory issues, and scientific inquiry.

Learning Objectives:
- To understand why medical writers are well suited to create documentaries.
- To teach medical writers how to use documentary storytelling to share patient and provider experiences that influence health outcomes.
- To identify which patients and providers make compelling characters that will engage a wide and diverse audience.

Content Area: Health Communication
Target Audience: All Levels

Tools and Tips for Tackling Research Manuscript Projects ................ Plaza F
Monica Nicosia, PhD, Principal, Nicosia Medical Writer LLC, Bryn Mawr, PA

For beginning and moderately experienced in-house and freelance medical writers, working on a research manuscript project can be a daunting challenge. Your goal should be to produce a well-written draft that accurately reports the study results and the authors’ interpretation while fulfilling the manuscript preparation instructions for the target journal. What steps should you take to make sure that your work meets or, better yet, exceeds expectations? Best practice topics covered include what resources you might need, how to start, what questions to ask and when to ask them, how to work with difficult authors/clients, and common pitfalls to avoid. While reviewing realistic examples, you will learn tactics and practical tips to help you excel as you tackle these challenging, interesting, and (usually) fulfilling projects. Bring your questions and be ready to share your experiences.

Learning Objectives:
- Outline a stepwise approach for preparing the first draft of a clinical research manuscript.
Yoga at Your Desk, A Journey Through the Subtle Energy Spine  
Mary Kemper, TriYoga Instructor and Medical Writer, Department of Neurosurgery, CU Anschutz, Aurora, CO

This year’s Yoga at Your Desk features an experiential journey through the subtle energy spine. You’ll feel grounded and energized with basic yoga stretches that release neck and shoulder tension, wrist and finger strain, and back stiffness. Rhythmic yogic breathing calms and focuses the mind. Classic eye exercises release tension and awaken the inner gaze. Greet the day with the ancient wisdom of yoga for body and mind in this TriYoga practice for all levels.

Learning Objectives:
- Experience easy yoga stretches and practice the yogic breath for de-stressing.
- Discover simple yogic stretches using your desk and chair.
- Learn about the subtle energy spine in this journey through the chakras.

Content Area: Wellness
Target Audience: All Levels

AMWA WORKSHOPS (additional fee)

WS #23: Proofreading: Strategy for Document Quality Control  
Damiana Chiavolini, PhD, Freelance Writer, Editor, and Educator, Dallas, TX

WS #24: Understanding Sample Size and Study Power  
Bart Harvey, MD, PhD, Associate Professor, Dalla Lana School of Public Health, University of Toronto, ON, Canada

WS #25: Usage: Choosing the Right Word for the Job  
Stephen N. Palmer, PhD, ELS, Manager and Senior Scientific Medical Writer, Texas Heart Institute, Houston, TX

WS #26: Plain Language  
Romina Marazzato Sparano, Translator & Language Consultant

Annual Business Meeting for AMWA Members

Governor’s Square 12
Abbreviated CSR for Dead Compounds
Swati Dadhich-Mandal, PhD, Oncology TA, Janssen Pharmaceutical Research and Development (J&J), Gaithersburg, MD
Fred Delvecchio, PhD, Associate Director, Janssen, PA

Annual Report Alphabet Soup: NDA-AR, ODDAR, PBRER, PMR/PMC AR, and DSUR
Abigail Agoglia, Ph.D., Medical Writer and Consultant, Whitsell Innovations, Inc., Chapel Hill, NC
Hannah Dewald, Ph.D., Medical Writer and Consultant, Whitsell Innovations, Inc., Chapel Hill, NC
Chantelle Rein-Smith, Ph.D., Principal Writer and Consultant, Whitsell Innovations, Inc., Chapel Hill, NC

Application of Artificial Intelligence (AI) for Systematic Reviews of Medical Devices
Pratima Labroo, PhD, Medical Writer, Terumo Blood and Cell Technologies, Lakewood, CO
Janice Hodge, MLIS, Librarian and Business Information Systems Manager, Terumo Blood and Cell Technologies, Lakewood, CO
Dany Gaillard, PhD, Medical Writer, Terumo Blood and Cell Technologies, Lakewood, CO
Amanda Steele, PhD, Sr. Manager, Scientific Communications, Terumo Blood and Cell Technologies, Lakewood, CO
Leeann Ribble, MBA, Senior Clinical Trial Manager, Terumo Blood and Cell Technologies, Lakewood, CO

Be a Leader! Train a Leader! Developing Influential Leadership Skills in Medical Writing
Angela Winnier, PhD, Sr Director of Medical Writing, Pfizer, The Woodlands, TX
Renee Primus, PhD, Executive Director, Global Scientific and Regulatory Documentation, Bristol Myers Squibb, Princeton, NJ

Building a Business Education Training Curriculum
Jeanette Towles, MA, RAC-Drugs, President, Synterex, Inc., Dedham, MA

Cardiac Safety Studies From the Bench to the Bedside
Jenni Pickett, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc., Apex, NC
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

Checklists for Medical Writers: How Highly Trained, Experienced People Can Avoid Mistakes
Nancy Stover, Associate Director of Medical Writing, Synterex, Dedham, MA

Curating Medical Writing Training Content Using Crawl Technology
Jeanette Towles, MA, RAC-Drugs, President, Synterex, Inc., Dedham, MA

Developing a Competency Model for CME/CPD Writers
Donald Harting, MA, MS, ELS, CHCP, President, Harting Communications LLC, Downingtown, PA
Haifa Kassis, MD, President, Crisp Writing, Boston, MA

Development of a Systematic Literature Review Productivity Tool for Data Extraction Optimization in DistillerSR
Dany Gaillard, PhD, Medical Writer, Terumo Blood and Cell Technologies, Lakewood, CO
Pratima Labroo, PhD, Medical Writer, Terumo Blood and Cell Technologies, Lakewood, CO
Janice Hodge, MLIS, Librarian and Business Information Systems Manager, Terumo Blood and Cell Technologies, Lakewood, CO
Amanda Steele, PhD, Senior Manager, Terumo Blood and Cell Technologies, Lakewood, CO
Leeann Ribble, MBA, Senior Clinical Trial Manager, Terumo Blood and Cell Technologies, Lakewood, CO

Haroon Mohammad, PhD, Medical Writer and Consultant, Whitsell Innovations, Chapel Hill, NC
Teresa McNally, PhD, Medical Writer and Consultant, Whitsell Innovations, Chapel Hill, NC

E-Learning Platform for Medical Writing and Publishing
Mu-Lin Chiu, PhD, Postdoctoral researcher, China Medical University, Taichung, Taiwan
Wen-Miin Liang, PhD, Professor, China Medical University, Taichung, Taiwan
Embracing Technology Tools to Enhance Skills of Medical Writers
Adriana Guerrero, Associate Scientist Clinical Operations, Medical Writing GCTO, MSD, Bogotá, Colombia
Alejandra Morales, Associate Scientist Clinical Operations, Medical Writing GCTO, MSD, Bogotá, Colombia
Daniel Augusto Muriel Ramirez, Business Intelligence & Operations Support Specialist, MSD, Bogotá, Colombia

Empowering Medical Writers – onwards and upwards from the ground-breaking Learnings from the 2021 AMWA Value of Medical Writing workstream
Lisa Chamberlain James PhD (Cantab.), Senior Partner, Trilogy Writing & Consulting, Cambridge, England
Julia Forjanić Klapproth PhD, Senior Partner, Trilogy Writing & Consulting, Frankfurt, Germany
Rona Claire Grunspan, MD, CPI, Senior Director Early Clinical Medical Writing, ICON, Leawood, Kansas
Wayne Beazley, Executive Director, Head of Medical Writing, Astellas, Northbrook, IL
Lisa Chamberlain James PhD (Cantab.), Senior Partner, Trilogy Writing & Consulting, Cambridge, England
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Rona Claire Grunspan, MD, CPI, Senior Director Early Clinical Medical Writing, ICON, Leawood, Kansas
Wayne Beazley, Executive Director, Head of Medical Writing, Astellas, Northbrook, IL

Five Authentication Strategies to Gain Patient Trust in Health Comics
Era Ferron, PhD, RN, Health Care Writer, The Writing Era Inc., Tampa, FL

Get the Most Out of SharePoint
Carrie Patrick, Medical Writing Operations Associate, Synterex, Inc, Arvada, CO

How to Deal with Difficult People
Nancy Stover, Associate Director of Medical Writing, Synterex, Dedham, MA

Improving Transparency in Reporting of Medical Writer Contributions to Industry-Sponsored Peer-Reviewed Publications
Morgan Hill, PhD, CMPP, Senior Director, Medical and Scientific Services, Apollo Medical Communications, Inc., Guildford, CT
Ana Bozas, PhD, CMPP, Director of Medical Communications, Pear Therapeutics, Boston, MA
Saudha Parthasarathy, PhD, President and CEO, Innovation Communications Group, New York, NY
Monica Ramchandani, PhD, Senior Director, Medical Writing and Publications, Gilead Sciences, Foster City, CA
Caroline Halford, BA, Development Director for Medical Education, Springer Healthcare Ltd, London, UK
Olivier Morteau, PhD, Associate Director, Scientific Communications, Alexion, AstraZeneca Rare Disease, Boston, MA
Kelly Soldavin, BS, Senior Editor, Taylor & Francis Group, Philadelphia, PA

Medical Writers (MWs) Drive the Clinical Trial Diversity Plan (CTDP)
Kim Wood, MS, Principal Medical Writer, Merck & Co., Inc., Rahway, NJ
Antoinette Cieri-Latteri, BS, MBA, Managing Medical Writer, Merck & Co., Inc., Rahway, NJ
Karla Haack, PhD, Associate Medical Writer, Merck & Co., Inc., Rahway, NJ
Ashley Ogawa-Wong, PhD, Senior Medical Writer, Merck & Co., Inc., Rahway, NJ
Karry Smith, PhD, MPH, Principal Scientist/Managing Medical Writer, Merck & Co., Inc., Rahway, NJ

Mindfulness Practice in Medical Writers as a Tool to Improve Wellness and Consequently Productivity
Montse Sabaté-Pina, Senior Medical Writer, TFS HealthScience, Barcelona, Spain
Marta Mas, TFS HealthScience, Barcelona, Spain
Ramón Dosantos, TFS HealthScience, Barcelona, Spain
Kymberli Shropshire, TFS HealthScience, USA

Regulatory Pathways to Drug Repurposing
Teresa McNally, PhD, Medical Writer and Consultant, Whitsell Innovations, Chapel Hill, NC
Haroon Mohammad, PhD, Medical Writer and Consultant, Whitsell Innovations, Chapel Hill, NC

See It, Learn It: How to revamp video format to improve patient experience and accessibility
Julie Bradford, MA, Associate Director, Patient Education, MD Anderson Cancer Center, Houston, TX
Merritt Pulliam, Sr. Television Writer/Producer, MD Anderson Cancer Center, Houston, TX
The Regulatory Expressway – Road Map to a Submission-ready Document
Kelly Crossett, BA, Publisher, Whitsell Innovations, Inc., Cary, NC

The Value of Critique Groups for Writers’ Continuous Professional Development
Mark Hagerty, Owner, Biomedical Writing Services, LLC, Livermore, CA
Don Harting, President, Harting Communications, LLC, Downingtown, PA

The Value of Medical Writing: Measuring Success
Amy Myers, MPH, Senior Director, Medical Writing, Jazz Pharmaceuticals
Cathy Tyrrell, Head of Medical Writing and Disclosure, Seqirus, a CSL Company, Summit, NJ
Cynthia Carr, PhD, Director, Medical Writing, Turning Point Therapeutics, San Diego, CA
Dylan Harris, PhD, MBA, Head of Medical Writing, Takeda Pharmaceutical Company, Cambridge, MA
Karen L. Fink, Principal, Karen L. Fink Medical and Regulatory Writing Services, San Francisco, CA
Katie Kelm, PhD, Associate Director, Global Medical Writing, PPD, part of Thermo Fisher Scientific, Chapel Hill, NC
Stevi Weidenbach, PhD, Global Regulatory Writing Senior Manager, Amgen, Inc., Windsor, CO

Trends in digital enhancements in peer-reviewed publications: is the growth real?
Patricia Fonseca, PhD, CMPP, Medical Publications Professional, Independent, Newton, TX

Use of Social Media and Corporate Networks for Reviewer Recruitment
Maria Middleton, MPH, BS, Research Assistant, ECRI, Plymouth Meeting, PA
Eloise DeHaan, BS, ELS, Stakeholder Engagement Coordinator and Medical Copyeditor, ECRI, Plymouth Meeting, PA
Jennifer De Lurio, MS, Senior Manager, Horizon Scanning Research Support, ECRI, Plymouth Meeting, PA
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Melinda Rossi, BA, Research Assistant, Horizon Scanning, ECRI, Plymouth Meeting, PA
Kelley Tipton, MPH, Associate Director, Clinical Excellence, ECRI, Plymouth Meeting, PA
Randy Hulshizer, MA, MS Director, Horizon Scanning, ECRI, Plymouth Meeting, PA

Utilizing Innovative Tools to Accelerate Regulatory Document Writing
Robert Panek, PhD, Principal Medical Writer, Early Clinical Medical Writing, ICON plc, Raleigh, NC
Mauro Meloni, PhD, Principal Medical Writer, Early Clinical Medical Writing, ICON plc, Raleigh, NC
Sara Fernandes, PhD, Principal Medical Writer, Early Clinical Medical Writing, ICON plc, Raleigh, NC
Rona Grunspan, MD, CPI, Senior Director, Early Clinical Medical Writing, ICON plc, Raleigh, NC

Visualize the Story: A Process for Creating Infographics
Jason Mathes, Associate Director and Senior Graphic Designer, RTI Health Solutions, Winston Salem, NC
Emily Gill, MA, Graphic Designer, RTI Health Solutions, Durham, NC
Ryan Miller, Senior Graphic Designer, RTI Health Solutions, Raleigh, NC

We’re Not in Kansas Anymore: Transitioning from Academia to Regulatory Writing
Beth Knight, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc, Raleigh, NC
Sarah Wetzel-Strong, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc, Skaneateles, NY
Katie Henley, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc, Auburn, AL

When “capped shuns” Fail: The Importance of Accurate Captions on Health Videos
Jennifer Fonseca, MPH, CHES, Health Education Specialist, MD Anderson Cancer Center, Houston, TX
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PLAZA
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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 MarriottBonvoy_Conference network and enter the password Synterex.

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.

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Thank you to our 2022 exhibitors!

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