Elevating health and well-being through medical communication.
## Schedule at a Glance

### WEDNESDAY, NOVEMBER 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>8:00 AM–6:00 PM</td>
<td>Conference Registration Desk Open</td>
</tr>
<tr>
<td>9:00 AM–12:00 PM</td>
<td>AMWA Workshops (<em>additional fee</em>)</td>
</tr>
<tr>
<td>12:00–5:00 PM</td>
<td>Executive Forum with Lunch (<em>by invitation</em>)</td>
</tr>
<tr>
<td>2:00–5:00 PM</td>
<td>AMWA Workshops (<em>additional fee</em>)</td>
</tr>
<tr>
<td>2:00–5:00 PM</td>
<td>Exhibitor Set-Up</td>
</tr>
<tr>
<td>4:00–5:00 PM</td>
<td>New to AMWA and Conference Session</td>
</tr>
<tr>
<td>5:00–7:00 PM</td>
<td>Meet and Greet at Lobby Lounge</td>
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### THURSDAY, NOVEMBER 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 AM–5:00 PM</td>
<td>Conference Registration Desk Open</td>
</tr>
<tr>
<td>8:30–9:30 AM</td>
<td>Continental Breakfast with the Exhibitors</td>
</tr>
<tr>
<td>9:30–11:00 AM</td>
<td>Education Sessions</td>
</tr>
<tr>
<td>11:15 AM–12:30 PM</td>
<td>General Session with Award Address</td>
</tr>
<tr>
<td>12:30–1:45 PM</td>
<td>Networking Lunch with Exhibitors</td>
</tr>
<tr>
<td>2:00–5:00 PM</td>
<td>AMWA Workshops (<em>additional fee</em>)</td>
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<tr>
<td>2:00–3:00 PM</td>
<td>Education Sessions</td>
</tr>
<tr>
<td>3:00–4:00 PM</td>
<td>Beverage Break with Exhibitors</td>
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<tr>
<td>4:00–5:00 PM</td>
<td>Education Sessions</td>
</tr>
<tr>
<td>5:00–7:00 PM</td>
<td>Meet and Greet at Lobby Lounge</td>
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### FRIDAY, NOVEMBER 4

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30 AM–4:00 PM</td>
<td>Conference Registration Desk Open</td>
</tr>
<tr>
<td>7:30–8:45 AM</td>
<td>Roundtable Discussions with Continental Breakfast</td>
</tr>
<tr>
<td>9:00–10:30 AM</td>
<td>Education Sessions</td>
</tr>
<tr>
<td>9:00 AM–12:00 PM</td>
<td>AMWA Workshops (<em>additional fee</em>)</td>
</tr>
<tr>
<td>10:00–11:00 AM</td>
<td>Beverage Break with Exhibitors</td>
</tr>
<tr>
<td>11:00 AM–12:00 PM</td>
<td>Education Sessions</td>
</tr>
<tr>
<td>12:15–1:45 PM</td>
<td>Networking Lunch with Exhibitors</td>
</tr>
<tr>
<td>2:00–3:00 PM</td>
<td>Education Sessions</td>
</tr>
<tr>
<td>3:00–4:00 PM</td>
<td>Beverage Break with Exhibitors and Poster Presenters</td>
</tr>
<tr>
<td>4:00–5:00 PM</td>
<td>General Session with Award Address</td>
</tr>
<tr>
<td>5:15–6:15 PM</td>
<td>Exhibits Takedown</td>
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<tr>
<td>5:30–5:45 PM</td>
<td>Meet in Hotel Lobby to Depart for Dine Arounds (<em>optional</em>)</td>
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### SATURDAY, NOVEMBER 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30 AM–3:00 PM</td>
<td>Conference Registration Desk Open</td>
</tr>
<tr>
<td>7:30–8:45 AM</td>
<td>Roundtable Topic Discussions with Continental Breakfast</td>
</tr>
<tr>
<td>9:00–10:00 AM</td>
<td>Education Sessions</td>
</tr>
<tr>
<td>9:00 AM–12:00 PM</td>
<td>AMWA Workshops (<em>additional fee</em>)</td>
</tr>
<tr>
<td>10:00–11:00 AM</td>
<td>Beverage Break with Poster Presenters</td>
</tr>
<tr>
<td>11:00 AM–12:00 PM</td>
<td>Education Sessions</td>
</tr>
<tr>
<td>11:00 AM–2:00 PM</td>
<td>BOD Meeting (<em>by invitation</em>)</td>
</tr>
<tr>
<td>2:00–5:00 PM</td>
<td>AMWA Workshops (<em>additional fee</em>)</td>
</tr>
<tr>
<td>2:00–3:30 PM</td>
<td>Chapter Leaders Event (<em>by invitation</em>)</td>
</tr>
<tr>
<td>4:00–4:30 PM</td>
<td>Annual Business Meeting for AMWA Members</td>
</tr>
</tbody>
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Join us in Denver

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#AMWA2022 • amwa.org/conference
**AMWA 2022 John P. McGovern Award**

Peter J. Hotez, MD, PhD, an internationally recognized physician-scientist, global health advocate, accomplished author, and 2022 Nobel Peace Prize nominee, is the 2022 John P. McGovern Award Recipient.

Based in Houston, Texas, Hotez is a professor of Pediatrics and Molecular Virology and Microbiology at Baylor College of Medicine, founding Dean of the National School of Tropical Medicine at Baylor College of Medicine, professor at Baylor University, and codirector of Texas Children’s Hospital’s Center for Vaccine Development. Considered a pioneer in his field, Hotez is an expert in neglected tropical diseases, global health, and vaccinology with a passion for developing new interventions, combatting anti-science misinformation, and communicating science.

As part of his many contributions to science and medical communication, Hotez’s scientific publications and advocacy have addressed treatment needs for millions of underserved populations afflicted with neglected tropical diseases around the world. He has co-led efforts to develop new “antipoverty” vaccines for neglected tropical diseases, including CORBEVAX, a low-cost recombinant protein COVID-19 vaccine specifically engineered to combat the worldwide problem of vaccine access and availability.

His contributions to the field of medical communication include a plethora of peer-reviewed journal articles and 5 single-author books, such as his most recent and timely, *Preventing the Next Pandemic: Vaccine Diplomacy in a Time of Anti-science*. His other books include *Blue Marble Health: An Innovative Plan to Fight Diseases of the Poor Amid Wealth* and *Vaccines Did Not Cause Rachel’s Autism* (Johns Hopkins University Press); the latter publication is Hotez’s personal reflection on his journey as a pediatrician, vaccine scientist, and father of an autistic child.

During the COVID-19 pandemic, Hotez has appeared almost daily on national platforms to educate the world on vaccines and to address the spread of misinformation. His research on coronaviruses began a decade prior to the pandemic. Through this knowledge and diplomacy, he has become a regular contributor to many media platforms and a trusted source to many.

**AMWA 2022 Walter C. Alvarez Award**

Leana Wen, MD, MSc, FAAEM, an emergency physician, public health professor at George Washington University, and nonresident senior fellow at the Brookings Institution, is the 2022 Walter C. Alvarez Award Recipient.

Wen’s career has focused on public health as a fundamental force in our individual lives and well-being. Previously, she served as Baltimore’s Health Commissioner, where she led the nation’s oldest continuously operating health department in the United States to fight the opioid epidemic, treat violence and racism as public health issues, and improve maternal and child health. She directed the public health recovery efforts of Baltimore after the 2015 riots, working to ensure access to prescription medication after pharmacy closures and working to develop the city’s mental health and trauma recovery plan with crisis counseling, youth health and wellness, and violence prevention programs. As she states in her memoir, LifeLines, “Public health saved your life today—you just don’t know it.”

During the COVID-19 pandemic, Wen has served as a CNN medical analyst and has written a weekly column for the Washington Post, as well as anchoring a new Washington Post newsletter, “The Checkup with Dr Wen,” to provide help on navigating this and other public health challenges. As a consistent voice for using scientific evidence to guide policy decisions, these columns have aided many in understanding the numerous changes to guidelines and requirements. She brought this expertise to Congress, testifying to the US House of Representatives 4 times on COVID-19.

As an expert on patient advocacy and patient-centered care, Dr Wen has long encouraged transparency in medicine. Her TED talk on voluntary disclosure of conflicts of interest has been viewed over 2 million times. She began this work in medical school, serving as the national president of the American Medical Student Association and leading campaigns to decrease health disparities and increase access to care.

Dr Wen’s many contributions in health communication include regular columns in the Washington Post, the patient advocacy book *When Doctors Don’t Listen: How to Avoid Misdiagnoses and Unnecessary Tests*, and the memoir of her career in public health, *LifeLines: A Doctor’s Journey in the Fight for Public Health*.

*AMWA Award Recipients will receive their award and present an address during the general sessions at the Medical Writing & Communication Conference.*
### Registration Information

<table>
<thead>
<tr>
<th>2022 AMWA Annual Conference</th>
<th>AMWA Member</th>
<th>Nonmember, includes annual membership</th>
<th>Student &amp; Retired Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov 2-5, Denver, CO</td>
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<tr>
<td><strong>First Advantage Rates</strong></td>
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<tr>
<td>June</td>
<td>$750</td>
<td>$950</td>
<td>$650</td>
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<tr>
<td><strong>Summer Rates</strong></td>
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<tr>
<td>July-August</td>
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<tr>
<td><strong>Regular Rates</strong></td>
<td>$950</td>
<td>$1,150</td>
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<tr>
<td>Sept-October</td>
<td>$995</td>
<td>$1,195</td>
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<tr>
<td><strong>11th Hour</strong></td>
<td>$950</td>
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<tr>
<td>November</td>
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<td>$1,195</td>
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<tr>
<td><strong>11th Hour</strong></td>
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<tr>
<td>November</td>
<td>$1,195</td>
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<tr>
<td><strong>Conference Registration Fee</strong></td>
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<td></td>
<td>$750</td>
<td>$950</td>
<td>$650</td>
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<tr>
<td><strong>AMWA Workshop Fee</strong></td>
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<tr>
<td>Breakfast Roundtable (Fri or Sat)</td>
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Registering for the conference includes access to education sessions, plenary sessions, award addresses, roundtables, and networking activities. Programming is subject to change without notice. *Nonmember registration fee includes a year of AMWA membership.*

### AMWA Annual Conference Policies

#### Cancellation Policy
AMWA Conference registration cancellation requests must be sent to conference@amwa.org, to be eligible for a refund. Refunds will be issued through the original method of payment, less a $75 cancellation fee. A cancellation fee of $50 will be charged for workshop cancellations or changes made before October 11, 2022. Workshop fees are nonrefundable after October 11, 2022. No refunds or credits will be given for failure to attend, late arrival, unattended events, or early departure.

#### Participants with Special Needs
If you have a special need that may affect your participation in the conference, please contact AMWA at conference@amwa.org before October 1, 2022, to indicate your requirements and/or request accommodations.

#### Substitutions
AMWA does not allow substitutes for conference registrations. Registration fees are not transferable 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.

#### Name Badges
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. The conference registration includes access to all educational sessions and group events. (Workshops and other "ticketed" events incur additional fees).
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.  
  *https://www.cdc.gov/coronavirus/2019-ncov/vaccines/stay-up-to-date.html*

- 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. As we get closer to the event, we will post more information about what you can expect onsite.

We look forward to seeing you in Denver, CO! If you should have any additional questions about the AMWA Conference or the health and safety policies, please contact us at conference@amwa.org.

Hotel and Travel

AMWA has secured a discounted room block at the Sheraton Denver Downtown Hotel. Please note, to receive the discounted rate, you must book through the AMWA room block. More information about hotel and travel is available online.
WORKSHOPS (additional fee)

Project Management: A Practical Approach to Document Leadership
Elizabeth Brown, MS, PMP, Director, Medical Writing - Section Head Oncology, Merck & Co., Inc., North Wales, PA

Medical writers today are more than document writers; they are document leaders. This shift in mindset is not always easy and becoming a successful document leader can be daunting. A practical approach to document leadership is applying the structured framework of Project Management processes to writing deliverables. Every medical writer brings project and interpersonal skills to the table. While solid soft skills are important, there is more to this approach. Applying this structured framework can achieve a higher level of success in document leadership than simply combining a set of well-mastered soft skills together. In this workshop, attendees will learn fundamental methodology in order to apply the Project Management framework and successfully shift from “document writer” to “document leader.” Attendees will build a reliable project tool-kit with essential tips and effective strategies that can be immediately implemented to successfully lead writing projects even when challenged with difficult stakeholders and timelines.

Content Area: Regulatory

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

Intended for beginning copyeditors, this workshop will focus on basic copyediting skills. Copyediting is the process by which a manuscript is prepared for publication by revisions that ensure clarity, accuracy, and consistency. Participants will learn the elements, principles, and processes involved in copyediting for scientific and medical publications. Specific exercises will enable participants to identify typical copy problems and compare various editorial choices.

Content Area: Writing/Editing

Visual Communication
Cynthia L. Kryder, MS, MWC, Medical Communications Consultant, Phoenixville, PA

The use of images to convey information continues to grow exponentially, and with good reason. Visual communication offers important advantages over text: delivery of a clear, unified message, ability to relay a message quickly, and better audience retention of content. Medical communicators tend to think of their expertise as writers, but to stay current and meet their employers’ and clients’ needs, they must learn to think—and communicate—more visually. In this workshop, you’ll learn about the science behind visual communication—why we need to present information visually and the benefits; trends in visual communication, such as infographics and visual abstracts; tools for content visualization; and best practices for creating effective visualizations that are appropriate for the audience and message. Throughout this workshop, you’ll have opportunities to stretch your creative muscles and work in small groups to practice communicating visually.

Content Area: Core Knowledge
WORKSHOPS (additional fee)

Basic Grammar II and Usage
Loretta Bohn, ELS, Senior Editor/Writer, RTI International, Research Triangle Park, NC

Customary practice, particularly with respect to language, can sometimes lead to unclear writing, especially when the writer is tempted to use informal or nonstandard English. This workshop builds on Basic Grammar I by reviewing additional grammatical topics and by discussing some aspects of English usage. Correcting dangling or misplaced modifiers, choosing between “who” or “whom” and “which” or “that,” making subjects agree with verbs, writing clear comparisons, and choosing the correct word are topics addressed in this workshop. If you took Basic Grammar I but believe you could use a more thorough review of these topics, you can also receive credit for taking this workshop.

Content Area: Writing/Editing

Writing a Protocol in Compliance with ICH Guidelines
Jennifer Bridgers, MS, MWC, Managing Medical Writer, Merck and Co., Inc. Raleigh, NC

Learn key elements needed for protocol writing. Workshop leaders will review regulatory requirements including International Conference on Harmonisation (ICH) and Good Clinical Practice (GCP), provide an overview of who uses the protocol, and show participants how the use of templates can shorten protocol development time. Participants will learn how study objectives and endpoints differ and why these differences matter. Participants will learn how to gather information, manage the review process, and understand who will be using the protocol. Pitfalls in protocol development process will be discussed, including the common reasons for protocol amendments and how to avoid them.

Content Area: Regulatory

Writing the Specific Aims Section of a Grant Proposal
Madison Hedrick, MA, US Medical Research Services, LLC

The specific aims page is the most important part of a grant proposal. Reviewers often read this section first, forming an immediate and lasting impression. If the reviewer is enthusiastic about your project based on the description in the Aims page, they may be less critical of minor flaws in the approach section. The Aims page serves as a sales pitch; but very little is published to guide scientific writers as they compose the sales-centric Aims page. In a systematic review of 1130 abstracts, with 53 included in the analysis, only two sentences discussed the Aims page. (Wisdom et al, 2015) There is a method that works, however, and this workshop will supply tools for writing winning Aims pages; a set of skills that doesn’t exist in the literature.

Content Area: Grantsmanship

Outlining for Writers and Editors
Hope Lafferty, AM, ELS, Instructor, Medical Writing and Editing Certificate Program, UCSD, San Diego, CA

This workshop is designed for intermediate-level writers and editors. Participants will learn to use outlining for writing and editing medical texts. Topics will include the “what, why, and how” of formal outlining and its usefulness in gaining consensus on planned content, overcoming mental blocks, and reorganizing drafts.

Content Area: Writing/Editing
EDUCATION SESSIONS

Communicating Science to the Public
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.

Copyright 101: A Practical Guide to Properly Reusing and Sharing Published Information
Jill Shuman, MS, ELS, VP, Library Services, Sci-Comm-Network, Boston, MA

Can I legally share a journal article with a business colleague?  
Can I legally copy and paste a photo from the Internet?  
Can I freely reproduce articles published by the US government?  
Can I modify a published table to use in my journal article?  
The answer to all 4 questions is "maybe," and depends wholly on how copyright permissions have been assigned. This interactive workshop will review basic principles of copyright and re-use permissions focused on real-life examples that are pertinent to anyone who works in biomedical communications. We will also review copyright relative to open access publishing and the potential ramifications of copyright infringement, whether deliberate or nonintentional.

Learning Objectives:
• Participants will identify copyright re-use options  
• Participants will compare and contrast copyright assigned to traditional publishing and open-access options

How to Check Consistency and Enforce Your House Style: Using PerfectIt in Publications and Regulatory Submissions
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

Mark Bowlby, MS, PhD, Senior Director, Global Submissions, Certara - Synchrogenix, Richboro, PA
Brenda Taylor, Associate 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.

Content Area: Regulatory Writing
Target Audience: All Levels

The New Normal in the Medical Publications Sector

Tim Day, Principal / Owner, Innovative Strategic Communications, LLC, Milford, PA
Agnella Matic, PhD, CMPP, Principal / Owner, AIM Biomedical, LLC, Fairfield, CT
Kelly Wright, PharmD, BCPS, BCMAS, CMPP, Director, Medical Sciences and Publications, PARATEK Pharmaceuticals, King of Prussia, PA
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
• Determine when communication to and education for medical writing stakeholders is required and how best to convey these approaches to the respective segment audiences

Content Area: Scientific Publications
Target Audience: All Levels

Training Medical Writing Leaders
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)
**WORKSHOPS (additional fee)**

**Conducting Clinical Evaluations According to Medical Device Regulation (MDR)**  
Karen Bannick McQuoid, MA, RAC, FRAPS, CEO, Bannick LLC, Minneapolis-St. Paul, MN

Under the medical device regulation in Europe, MDR Regulation (EU) 2017/745, manufacturers are required to document plans and reports for clinical evaluation and post-market clinical follow-up. Clinical evidence of safety and performance over the lifetime of the device is the requirement. This workshop will prepare a medical writer to prepare these documents, which are critical document required in the Technical Documentation file submitted to regulatory authorities as part of a request for CE mark or continuation of CE mark.

As the Notified Bodies develop understanding of the new MDR requirements, they are revising their interpretation of Medical Device Coordination Group (MDCG) and MEDDEV (medical device guidelines issued by the European Commission) guidelines. Medical writers who understand the regulation and guidelines and are able to review and critically analyze the existing clinical evidence, are in very high demand in our industry. This workshop will enable participants to develop that expertise.

Content Area: Regulatory

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

Writing plain language summaries of clinical trial results (the lay summary) is challenging but is now legally required in the European Union, with the United States set to follow suit. This workshop provides an overview of the problems with writing in plain language, a discussion of the challenges of describing real data for an onspecialist audience, and a summary of practical tips and explanations for how to approach the requirements. In-workshop activities: participants will develop specific sections of a lay summary. The workshop focuses on the requirements of the EU regulation specifically, but the skills and principles taught can be applied to any plain language document.

Content Area: Regulatory

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

Intended mainly for newcomers to medical journalism, this workshop will explore, through presentation and discussion, the basics of writing articles on medical topics for magazines, newspapers, and other publications for general readers. Aspects to be addressed will include choosing topics, gathering and evaluating information, and crafting and refining the piece.

Content Area: Health Communications

**How to Interpret and Write About Clinical Trial Data**  
Kimberly Jochman, PhD, RAC, Senior Director, Medical Writing, Merck & Co., Inc., Apex, NC

When writing about clinical trial data, the days of simply repeating numbers from a table have passed. Whether you are writing about data for regulatory reviewers, journal readers, patients, or other groups, your audience wants and deserves to read interpretations about what the data mean. But how does one write content that accurately and effectively interprets the data? In
2:00–5:00 PM

this workshop, the science (and art!) of interpreting data from clinical trials will be discussed and practiced, with a focus on understanding different statistical approaches to gain confidence in what can (and cannot) be said about the data. Techniques for getting stakeholder input and alignment on key interpretations and messages will also be presented. Embrace your role as a data interpreter with the knowledge and ability to lead your team through the creation of clear, accurate documents that go beyond the numbers in a table.

Content Area: Regulatory

Creating Effective Posters
Michelle E. Stofa, MSc, Research Communications Manager, Nemours/ Alfred I. duPont Hospital for Children

To effectively promote and communicate results of research presented at a meeting, a poster must be organized in a clear, easy-to-read, and attractive format. This workshop will discuss how to develop a poster from an abstract and will include tips about text, figures, and overall layout to create a well-organized and attractive presentation. Ahead of the workshop, attendees will be provided with a scenario and basic results from a fictional completed study, a poster template in PowerPoint, and general guidelines about placing the information onto the template. During the workshop, attendees will have the opportunity to review and correct their posters and ask questions. Further workshop discussion will include team exercises to identify changes to sample posters to improve their format and readability, as well as ‘shortcuts’ that will make creating a poster and manipulating its components easier for a presenter.

Content Area: Scientific Publications

2:00–3:00 PM

EDUCATION SESSIONS

Can Emotional Intelligence Help You Advocate for Yourself and/or Your Team?
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)
2:00–3:00 PM

**Editing Your Own Work (After You’ve Read It 1000 Times)**
Hope Lafferty, AM, ELS, Instructor, Medical Writing and Editing Certificate Program, UCSD, Blue Lake, CA

Medical writers don’t only write. We’re researchers, content developers, project managers, multi-level 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

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**How to Step Into Your New Identity as a Freelance Medical Writer with Confidence**  
Sophie Ash, BSc (Hons), DipION, Freelance Medical Writing Coach, Prospology, 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)

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**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

Video Editing: Turning Smartphone Video into a Visual Strategy
Steven Johnson, CEO, Founder, SeeBoundless, Santa Barbara, CA

High-quality visuals are more important than ever in communications – especially when algorithms are designed to favor video to reach our audiences. But no matter your level of experience behind the camera, you too can become a skilled video content creator. In this workshop, you’ll learn how to take your communications strategy to the next level across platforms by developing the hard skills of conceptualizing, filming, and editing your own video content. You’ll leave this session with an understanding of the best storytelling practices in this medium and in no time you’ll be making your own stunning videos to advance your health communications goals.

Learning Objectives:
- Ability to plan, script and conceptualize video content.
- Technical abilities in filming and editing video (from mobile devices to desktop editors)
- Understanding of best practices in video communications.

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

EDUCATION SESSIONS

Clinician to Medical Writer
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
4:00–5:00 PM

- 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)

**Fighting Burnout at Home: The Hidden Value of Health Habits**
*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 Professions**
*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?**

*Ayanna Tucker, MPH, Communications Specialist, Johns Hopkins Medicine, Baltimore, MD*

*Rachel Butch, Senior 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**

*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

4:00–5:00 PM

MEDWRITE TALKS

The 10 Most Common Misconceptions New Freelance Medical Writers Have & Why They’re Wrong
Sophie Ash, BSc (Hons), DiplION, Freelance Medical Writing Coach, Prospology, Toronto, Ontario

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.

Content Area: Career Development

The Role of Medical Writing in Patient Centricity
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.

Content Area: Regulatory Writing

Words Matter: Using Inclusive Language in Clinical Trials
Karla K.V. Haack, PhD, Associate Medical Writer, Merck & Co., Rahway, NJ

Sharing her own experience of how exclusive language in a standardized document can be unexpected and alienating, Karla Haack will discuss how adoption of inclusive language in clinical trial documents can reinforce intentional engagement with, and respect for, the target audience. The COVID-19 pandemic has underscored the need to address systemic inequities in healthcare, including increasing diversity in clinical trials. With pending legislation such as the Diverse and Equitable Participation in Clinical Trials (DEPICT) Act and FDA-issued guidances on improving diversity in clinical trials, writers have a unique opportunity to contribute to this goal by using inclusive language with potential participants to help improve trust and encourage participant engagement. For example, including nonbinary gender as part of eligibility criteria in an informed consent form alerts a potential participant that they are welcome to participate in a trial without having to ask “if they belong”. This talk will also discuss use of humanizing terms to reduce stigma and how to refer to individuals’ race and ethnicity when collecting demographic data. As writers, we already take great care with our words about statistics or conclusions; using language that is free of subtle discrimination or stereotyping should also be a key consideration in our regulatory documents.

Content Area: Diversity, Equity & Inclusion
MEDWRITE TALKS (CONTD.)

Your Next Awesome Job is My Mission
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.

Content Area: Regulatory Writing
Introduction to Medical Device Regulations: What Does a Medical Writer Need to Know to Join the Fun?
Karen Bannick McQuoid, MA, RAC, FRAPS, CEO, Bannick LLC, Minneapolis-St. Paul, MN

Regulations can sound daunting for medical writers looking to expand their skills into preparation of or support for regulatory submissions. Armed with some basic knowledge of device regulations and an understanding of your audience, you can further your career into regulatory writing. We will present a general overview of United States Food and Drug Administration and the European Medical Device Regulations (MDR), including a summary of valuable references as you delve further into the regulations. Given the high demand for writers of 510(k) premarket submissions in the US and clinical evaluation reports (CERs) in the EU, these are a great place to start.

Since interpretations of these regulations are always evolving, medical device companies’ need expertise is constant. Europe’s MDR implementation has been delayed a year due to the COVID-19 pandemic, so many companies now require two CERs for a product: one for MDD and one for MDR. It’s a great area for professional development and typically includes a higher salary than technical medical writing.

Content Area: Regulatory

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

Well-written narratives are cohesive, concise, and clear. This workshop is designed to enhance the skills needed to compose high-quality narratives. Key elements in safety reporting, correct use of medical language, and organization of data for a well-written narrative are addressed. In addition, best practices and realistic constraints are discussed. In-workshop activities: participants will engage in exercises to build their skills in composing narratives.

Content Area: Regulatory

Lean Authoring
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

In today’s medical writing environment, medical writers are routinely faced with writing about highly complex studies and overwhelming amounts of data. When writing a deliverable, be it a protocol, clinical study report, poster, or peer-reviewed manuscript, it is imperative to develop a document that focuses on the key messages. This workshop provides recommendations on how to get out of the way of the data and implement various lean authoring techniques to ensure that the target audience comes away with the intended key messages. In-workshop activities: participants will engage in exercises to revise text to make it more fit-for-purpose, more lean and message-driven, more concise, more effective, and less biased.

Content Area: Regulatory
FRIDAY November 4

9:00 AM–12:00 PM

**Introduction to Statistics for Medical Communicators**

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

This workshop is designed for participants who have little or no background in statistics. Elementary statistical concepts needed to understand medical and scientific articles will be covered, including types of variables, levels of measurement, summary statistics, estimation and confidence intervals, and Student's t test. Emphasis will be placed on understanding statistical presentations and on reporting statistical information, not on calculations or mathematical explanations.

Content Area: Core Knowledge

**Preparing CME Materials: Concepts, Strategies, and Ethical Issues**

*Eve Wilson, PhD, ELS, CHCP, Medical Writer/Editor & CME Consultant, MORPHOS Medical Education, Bowie, MD*

Beginning to advanced medical writers are often involved in the preparation of educational-needs assessments, learning objectives, and content for continuing medical education (CME) activities. Writers need to have a working knowledge of how and why CME is developed, the main stakeholders in the process, and the roles of sponsors and supporters. In view of the ethical issues that may arise with the increasing role of pharmaceutical companies in providing CME grant support, writers need to be familiar with the guidelines set by the Accreditation Council on Continuing Medical Education, the American Medical Association, and other organizations. These important topics will be conveyed through lecture, practical examples, case studies, and discussion.

Content Area: Education for Professionals

9:00–10:30 AM

**EDUCATION SESSIONS**

**Consistency in Regulatory Documents: Writing & Managing**

*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
Hope Lafferty, AM, ELS, Instructor, Medical Writing and Editing Certificate Program, UCSD, Blue Lake, 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 bio-physiology 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
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
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
Ann Winter-Vann, PhD, Director of Medical Writing Services, Whitsell Innovations, Inc., Chapel Hill, NC
Kelly Kilibrarda, 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

Body of Writing: Techniques to Relieve Tension and Manage Stress
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
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
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
11:00 AM–12:00 PM

- 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)

Reinventing Video Strategy in Crisis Communication: How to Build a Video Content Library When Science Changes Quickly
Steven Johnson, CEO, Founder of SeeBoundless, SeeBoundless, Santa Barbara, CA
Sarah Hutchinson, President, Neimand Collaborative, Raleigh, NC
Brooke Seipel, Director of Digital Strategy, SeeBoundless, Santa Barbara, CA

Three major challenges to health crisis communicators throughout the COVID-19 pandemic included widespread misinformation, rapidly evolving science, and disparities in how the virus impacted communities. Video communications – which often require weeks of production and planning – faced the task of creating up-to-date and accurate messages that also reached varying audiences and combatted widespread inaccuracies. Through our work creating COVID-19 public service announcements for the State of North Carolina, we have invented a new Targeted Content Creation Strategy that is adaptable and flexible to meet these unique challenges. From it, we’ve created a reusable archive of hundreds of interviews, b-roll, and FAQs that can be edited and re-edited into new promotional material whenever there’s an update. Attendees will learn how to build their own flexible, adaptable video communications plans and use this targeted content creation strategy to maximize the use of their assets and solve communications issues like those revealed by COVID-19.

Learning Objectives:
- Define the elements of an adaptable content production schedule
- Identify your key messages and messengers
- Build a foundation to create your own archive of video content

Content Area: Health Communication
Target Audience: All Levels

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
Kate Perry, PhD, Group Behavioral Science Director, Atlantis Health, Jersey City, NJ

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

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
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
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
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!
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.

Content Area: Health Communication
Exercising Our Joy
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.
Content Area: Leadership/Management

Living a Legacy
Joan Affleck, M.A., M.B.A, Associate Vice President, Medical Writing, Merck & Co. Inc., Rahway, NJ

As writers we often think in stories with beginnings, middles, and ends. When we consider the story of our own career, we might see it that way. But there might be another option. Whether or not there is a fully developed vision for a professional life, it is never too early to begin living that legacy. Aspects of the journey and practical means for staying engaged and bringing long-term goals to fruition will be explored in this presentation.
Content Area: Career Development

Denver Botanic Gardens
Credit: visitdenver.com

Denver Art Museum
Credit: visitdenver.com

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Content Area: Career Development

Denver Botanic Gardens
Credit: visitdenver.com

Denver Art Museum
Credit: visitdenver.com
ROUNDTABLE TOPIC DISCUSSIONS WITH CONTINENTAL BREAKFAST
See page 37 for listings.

WORKSHOPS (additional fee)

**Summarizing Clinical Safety Data for a New Drug Application**
*Jennifer Bridgers, MS, MWC, Managing Medical Writer, Merck and Co., Inc. Raleigh, NC*

This workshop is appropriate for regulatory/medical communicators who are moderately experienced in writing clinical regulatory documents. The teaching style will be primarily lecture with an exercise and some opportunity for discussion. The workshop leader will focus on what regulatory/medical communicators need to know to effectively write the high-level clinical safety documents required specifically by the Food and Drug Administration for US New Drug Applications (NDAs), namely the Module 5.3.5.3 Report of Integrated Safety Analysis (ISS) vs the Module 2.7.4 Summary of Clinical Safety. Associated regulations and guidelines will be discussed, as well as the source documents and other tools needed for generating these documents.

Content Area: Regulatory

**Organizing Principles for Journal Manuscripts Reporting Original Research**
*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*

Medical writers who write and edit manuscripts for medical journals need to understand the accepted principles for organizing and preparing original research reports for publication. Many journals require authors to follow these principles. This workshop focuses on describing the function and content of each section of a medical research manuscript. A brief discussion will be included of techniques for targeting appropriate journals for the message. Participants will learn how to use the organizational principles to clarify messages and how to critique manuscripts on the basis of strengths and weaknesses of organization. A pre-workshop assignment will be the basis for discussion during the workshop.

Content Area: Scientific Publications

**How to Write a Literature Review for a CME Needs Assessment**
*Don Harting, MA, MS, ELS, CHCP, Harting Communications*

Six years of survey research into best practices have confirmed that a medical literature review is widely considered to be the most essential form of evidence to include when writing an assessment of need for continuing medical education (CME). However, survey respondents have also reported numerous poor writing practices contained in reviews within needs assessments, or NAs. The most common problems relate to sources and referencing while others include irrelevance or poor focus of the narrative; plagiarism and bias; improper grammar; as well as poor organization, coherence, and readability. These alarming reports present us with a teachable moment. This skill-building workshop will provide attendees with expert instruction on how to conceive and quickly carry out a professional review of the medical literature. People who take this workshop will come away with the knowledge and skills to avoid writing a literature review that sends up red flags in the minds of readers.

Content Area: Education for Professionals
SUNDAY November 6

9:00–12:00 AM

A Medical Writer's Guide to Using Master Protocols
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, accelerate 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-escalation (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 predicted 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)

**Inclusive Language: Best Practices and Practical Applications for Medical Writers and Editors**  
*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**  
*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
9:00–10:00 AM

The Use of Artificial Intelligence and Machine Learning in Clinical Research and Health Care
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

EDUCATION SESSIONS

11:00 AM–12:00 PM

Being a Chapter Officer: Volunteering as Professional Development
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
Terry Nugent, Freelance Writer, Terryfic Writing Agency, 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
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
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.
- Describe tactics to ensure that your draft meets expectations.

Content Area: Scientific Publications
Target Audience: All Levels
Yoga at Your Desk, A Journey Through the Subtle Energy Spine
Mary Kemper, TriYoga Instructor and Medical Writer, Department of Neurosurgery, Denver, 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

2:00–5:00 PM

WORKSHOPS (additional fee)

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

Proofreading is the final—and often underappreciated—step in producing professional documents. This introductory or refresher workshop focuses on proofreading as a strategy for document quality, distinct from writing or copyediting. More than catching typos, proofreading strategies include achieving consistency, sharpening attention to mechanical errors, and identifying and correcting production and layout issues. Standard proofreading practices and electronic proofreading methods are discussed. Participants will learn to train both the mind and the eye to determine what to correct, query, or ignore. In-workshop activities: participants will complete exercises to apply proofreading strategies.

Content Area: Writing/Editing

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

This workshop is intended for writers and editors who are familiar with basic biostatistics and research methods and who want to improve their understanding of and ability to communicate about sample size and the influence of a study’s “power”—the ability to detect a measured and statistically significant effect. The workshop leader will also examine the role that precision and confidence intervals play in interpreting and reporting a study’s power. These concepts will be addressed from the vantage points of planning studies and of interpreting and assessing completed studies. The workshop leader will emphasize effectively communicating the related concepts to lay and professional audiences. It is recommended that participants have previously taken Statistics for Medical Writers and Editors and Observational Research Design.

Content Area: Core Knowledge

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

Designed for moderately experienced medical communicators, this workshop focuses largely on words that are commonly misused in medical writing. We will discuss what is considered correct
usage in the academic medical literature (mainly according to AMA style), as well as how to choose words for maximum precision and conciseness. The workshop format includes lecture and group exercises and time for participants to raise questions about usage.

Content Area: Writing/Editing

**Plain Language**

*Romina Marazzato Sparano, Translator & Language Consultant*

Do you wonder what plain language is all about? Do you think it only applies to lay texts? Do you need to comply with new plain writing or accessibility regulations? Do you simply want additional tools to be clear? If you answered yes to any one of these questions, this workshop is for you.

Plain language aims to enable access, understanding, and use of information. And it is essential to address the increasingly complex needs of medical communication. It applies to lay, technical, and easy-read communication. Yet, it is not a one-size-fits-all approach. Rather, it encourages clarity at any level of subject matter depth and readers’ expertise through different techniques. We will explore techniques for how to build meaning for clarity—including sentence structure, information flow, and message organization—and techniques to adapt text for adequacy—including lexicon, content selection, and design. Come learn strategies that will make you a plain language writer your clients will love!

Content Area: Health Communications
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, Synchrogenix, Wilmington, DE

Is There a Role for Artificial Intelligence Writing Assistants in the Medical Field?
Natalie Bourré, B.Sc., M.B.A., Doctoral candidate, Healthcare Communications Consultant, Marketing 4 Health Inc., Toronto

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-Mandel, PhD, Janssen Pharmaceutical Research and Development (J&J), Gaithersburg, MD

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

Clinical Literature Search and Review for EU MDR
Edward Drower, MS, Partner, Cite Medical LLC, Chicago, IL

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

Understanding the Ripple Effect – Acknowledging What You Really Bring to the Table
Gretchen Griffin, Vice President, Head of North American Operations, Trilogy Writing & Consulting, Frederick, MD

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

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

Why Four Veterinarians Chose Medical Writing as Their Career Path
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, MHA, 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

Marketing your Writing Practice  
Terence Nugent, MBA, Principal, Terryfic Writing, LLC, Chicago, IL

Using Traditional Storytelling Techniques to Engage Readers and Improve Medical Writing  
Maryanne O’Hara, MFA, Author, self, MA

Submission Strategies That Work  
Steve Sibley, Vice President, Global Submissions and Submission Leadership, Certara Synchrogenix, Malvern

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

Hire the Best Medical Writers: A Panel Discussion with Hiring Managers and Talent Acquisition  
Nancy Stover, PhD, MBA, Associate Director, Medical Writing, Synterex, Dedham, MA

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, UTHouston, 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

Look Before You Leap  
Joan Affleck, M.A, M.B.A., Associate Vice President, Medical Writing, Merck & Co., Inc., Rahway, NJ

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

Listening to Patients’ Voices: Narrative, Qualitative Coding, and Successful Interviewing for Patient Education Materials  
Caroline Jennings, University Instructor, Purdue University, Tulsa, OK

Calling Activists Against Predatory Publishing— Inspirations from Beall, Cabells and Downes  
Mary Kemper, BS, Medical Writer, University of Colorado, Aurora, CO

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

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

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
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

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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, Janssen Pharmaceutical Research and Development (J&J), Gaithersburg, MD

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

Clinical Literature Search and Review for EU MDR
Edward Drower, MS, Partner, Cite Medical LLC, Chicago, IL

Exploring Best Practices in Third Party (Vendor/Supplier) Relationship Management
Catalina Gonzalez, Senior Director Medical Writing, Merck & Co., Inc., Bogota, Colombia

Understanding the Ripple Effect – Acknowledging What You Really Bring to the Table
Gretchen Griffin, Vice President, Head of North American Operations, Trilogy Writing & Consulting, Frederick, MD

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

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

Why Four Veterinarians Chose Medical Writing as Their Career Path
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

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, TX

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
SITUATIONS, NOVEMBER 5
7:30 – 8:45 AM

Rountables

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

Marketing your Writing Practice
Terence Nugent, MBA, Principal, Terryfic Writing, LLC, Chicago, IL

Using Traditional Storytelling Techniques to Engage Readers and Improve Medical Writing
Maryanne O’Hara, MFA, Author, self, MA

Submission Strategies That Work
Steve Sibley, Vice President, Global Submissions and Submission Leadership, Certara Synchrogenix, Malvern

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

Hire the Best Medical Writers: A Panel Discussion with Hiring Managers and Talent Acquisition
Nancy Stover, PhD, MBA, Associate Director, Medical Writing, Synterex, Dedham, MA

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, 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

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

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

Reimagining Retirement
Joan Affleck, M.A., M.B.A, Associate Vice President, Medical Writing, Merck & Co., Inc., Rahway, NJ

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

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

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

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

Advisory Boards: A Deep Dive
Cindy van Dijk, BS, MA, Principal, Scientific Communications, Vancouver WA
Poster presentations to be announced by July 1.
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