

## **AMWA Pacific Coast Conference**

*Hosted by the AMWA Northern California Chapter*

### **April 19–20, 2018**



800 Asilomar Avenue, Pacific Grove, CA 93950

Join your hosts in this picturesque Monterey peninsula setting for an event created by AMWA’s west coast members! With abundant networking opportunities, deep dives into essential skills topics, and informative presentations on current medical writing trends/issues, this conference will appeal to a broad range of participants, from medical writers new to the field to seasoned professionals. *The registration deadline is March 26, 2018; register now to secure your special registration package that includes a one-night stay at Asilomar, meals, sessions, and networking during the event.*

The Asilomar Conference Grounds are located approximately 120 miles south of San Francisco and 325 miles north of Los Angeles. Directions and more information about the location are available [online](#).

#### **PROGRAM SCHEDULE AND DETAILS**

##### **Thursday, April 19, 2018**

##### **2:00 – 5:00 PM, Registration and Pre-Conference Workshops**



**AMWA Workshop: Statistics for Medical Writers and Communicators** *(additional fee)*  
*Bart Harvey, MD, PhD, Associate Professor, Dalla Lana School of Public Health, University of Toronto, Toronto, ON, Canada.*

Medical writers and editors with a good understanding of statistics are comfortable, confident, competent, and skilled in interpreting and reporting statistical methods and results—the “story” behind the data. At the end of this workshop, the participant will be able to

- Identify the type of data used to measure a variable.
- Summarize categorical and continuous data with appropriate descriptive statistics, and interpret these descriptive statistics.
- Analyze 95% confidence intervals and get a feeling for how they are calculated.



**AMWA Workshop: Advanced Writing\* (additional fee)**

*Helen Hodgson, PhD, Emeritus Professor of Communication, Westminster College, Salt Lake City, UT*

*\*Note this workshop is designed for participants with at least 5 years of medical writing experience. It takes more than experience to make a great writer. This advanced workshop provides some tools to help you better understand the process of writing and your individual approach to that process. At the end of this workshop, the participant will be able to*

- Describe the cognitive processes of writing (planning, freewriting, rewriting, and revising) and the importance of using these processes in writing all types of biomedical communications.
- Differentiate between reader-centered and writer-centered prose.
- Define how to use collaborative planning to its maximum advantage in writing projects.

**5:00 – 7:30 PM, Welcome Reception and Dinner with Keynote Presentation**



**Healthcare Simulation...What does it mean for the Consumer and Medical Writer?**

*Juli Maxworthy, DNP, MSN/MBA, RN, CNL, CPHQ, CPPS, CHSE, FSSH, CEO, WithMax Consulting, Assistant Professor, University of San Francisco, School of Nursing and Health Professions*

**Friday, April 20, 2018**

**7:45 – 8:45 AM, Networking Breakfast Roundtables**

**9:00 – 10:30 AM, 90-Minute Sessions**



**Changes in the Medical Publications Environment**

*Donna Simcoe, MS, MS, MBA, CMPP, Medical Publication Consultant, Simcoe Consultants, Inc.*

Publication professionals are challenged by changes in regulatory and publishing environments that impact development of medical publications, ie, conference abstracts/presentations or journal articles that include data about a pharmaceutical product, medical device, or diagnostic test. Current trends in medication publication development will be discussed. Topics will include

- Current publication guidelines regarding authorship requirements and data reporting
- Changes in the peer-review environment including new types of peer review, patient review, and requirements for submission of study materials (eg, protocol, statistical analysis plan) to peer reviewers
- Patient lay summaries of published data
- Article acceptance trends (ie, what types of articles are being accepted/not accepted, such as an increase in publishing real-world data)
- Types of publishing models including open-access availability and issues with predatory journals
- Cutting-edge technologies in publishing and publication management

## Global Medical and Regulatory Updates That Affect Medical Communicators

*Natalia Shunmugan, PhD, Associate Director, Regulatory Affairs Global Intelligence & Policy, Ultragenyx Pharmaceutical Inc., Novato, CA*

**10:30 – 11:00 AM, Networking Beverage Break**

**11:00 AM – 12:00 PM, 60-Minute Sessions**



### **Building Effective Medical Writing Teams**

*Holly Zoog, PhD, ELS, Executive Director, Medical Writing, Ultragenyx Pharmaceutical Inc., Novato, CA*



### **An Introduction to Health Economics and Outcomes Research (HEOR) for Medical Writers**

*Tim Peoples, MA, ELS, Senior Medical Communications Specialist, Analysis Group, Inc., Menlo Park, CA*



*Marcia Reinhart, DPhil, Manager, Analysis Group, Inc., Menlo Park, CA*

**12:15 – 1:45 PM, Networking Luncheon**

**2:00 – 3:30 PM, 90-Minute Sessions**



### **Interactive Session for Freelance Writers with 10+ Years of Experience**

*Alisa Bonsignore, Writer & Strategist, Clarifying Complex Ideas, Pleasanton, CA*

When you're independent, it's easy to feel like you're all alone. Bring your freelance concerns and challenges as we commiserate and share best practices in this lightly structured interactive session.



### **The Mechanics of Writing**

*Helen Hodgson, PhD, Emeritus Professor of Communication, Westminster College, Salt Lake City, UT*

Topics will include

- Creating an Effective Outline
- Crafting Sentences that Communicate the Intended Message
- Addressing Other Issues

**2:00 – 5:00 PM, AMWA Workshop**



**Understanding Sample Size & Study Power (additional fee)**

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

With great power comes great responsibility, and medical writers need advanced understanding of how to accurately interpret and responsibly report sample size and study power. At the end of this workshop, the participant will be able to

- Define statistical terms including statistical significance, P-value, clinical significance, number needed to treat, sample size, alpha and beta, confidence interval, study power, type I & II errors, study validity, and precision.
- Classify the factors to be considered, and their inter-relationship, when a study’s sample size or power is determined.
- Describe the importance of sample size and study power in the presentation of research reports, abstracts, or material for lay audiences.

**REGISTRATION INFORMATION**

Incredible value package! The *conference registration package* includes a reception, dinner, and overnight accommodations on Thursday, April 19, as well as breakfast, lunch, and access to sessions on Friday, April 20. Early rates are available through February 28, 2018. Regular rates apply March 1–26, 2018.

[Register Online](#). AMWA members receive the best pricing. [Learn more](#) and join AMWA.

<b>2018 AMWA PCC Fees</b>	<b>AMWA Member</b>	<b>Non-member</b>
<b>Registration Package</b> (includes one-night stay and meals at Asilomar)	<b>\$650</b>	<b>\$775</b>
<b>AMWA Workshop (each)</b>	<b>\$175</b>	<b>\$250</b>

**AMWA WORKSHOPS**

AMWA Workshops feature an interactive 3-hour, small-group learning experience facilitated by AMWA’s expert workshop instructors. Each AMWA Workshop includes homework that is to be completed and submitted to the instructor at least two weeks prior to the workshop. The homework download information will be emailed to registrants within 1 week of registration. Participation in AMWA Workshops offers credit toward The [AMWA Essential Skills Certificate Program](#). Please [email](#) AMWA with questions about AMWA Workshops or the AMWA Essential Medical Writing Skills Certificate.

**ACCOMMODATIONS at ASILOMAR**

Asilomar offers a beachfront, nature-reserve setting with cozy accommodations and guest rooms that feature rustic furnishings that are free of modern-day distractions such as phones and televisions; you can stay connected with complimentary wireless Internet in your guest room. For more information, visit [www.VisitAsilomar.com](http://www.VisitAsilomar.com). Learn more about activities, including walking tours, beach volleyball, and bird watching, that are [available](#) at Asilomar.

After registering for the conference, registrants may add room nights or guests who are not attending the conference by contacting Asilomar Reservations at 888-635-5310. Additional room nights will be added at a preferred/conference rate subject to availability. Conference attendees will need their registration confirmation information provided by AMWA to update their Asilomar reservation with additional room nights or guests. *Please note that only registered conference attendees may attend the conference events.*

**CANCELLATION/REFUND POLICY**

Requests for cancellation of conference registration must be in writing and received by e-mail to [registration@amwa.org](mailto:registration@amwa.org) no later than March 26, 2018. Refunds will be issued through your method of payment, less a nontransferable \$75 registration cancellation fee and \$50 workshop cancellation fee. Conference registration is nonrefundable after March 26, 2018. No refunds or credits will be given for failure to attend, late arrival, unattended events, or early departure.