The American Medical Writers Association (AMWA) is a nonprofit organization dedicated to promoting excellence in medical communication. The association brings together communicators and educators engaged in the medical or allied health professions and sciences throughout the world. With its extensive educational program, AMWA provides unique opportunities for medical communicators to improve the quality and effectiveness of communication in all media.

NEW

- Additional ethics workshops will be offered this year toward the requirements for a Concepts in Science and Medicine (SM) certificate or a Regulatory and Research (RR) certificate. Two ethics workshops applicable to the RR certificate will be offered; either one can fulfill the RR ethics workshop requirement. The Essential Skills (ES) ethics workshop, offered for the first time last year, will be offered again in Jacksonville (2 sessions). The ethics workshop for the Composition and Publications (CP) certificate will also be offered this year. The ethics workshop for the Business (B) certificate will be offered for the first time next year.

- A self-study Essential Ethics workshop module (handbook, CD, and Quick Reference Guide) applicable to the ES certificate will be launched at the Jacksonville conference, giving certificate enrollees a chance to earn this credit via self-study. The module will also be an excellent reference piece for people who are not pursuing a certificate.

- A self-study module for Tables and Graphs is also under production to be launched next year. Upon release of this module, it will be possible to complete an Essential Skills certificate through the 7 self-study modules.

- A total of 100 workshops are being offered this year, including 12 new credit and noncredit workshops.

IMPORTANT INFORMATION/REMINDERS

- All registration forms (online, fax, or mail) are placed in a queue to be processed by AMWA headquarters in the order received. Homework download instructions will be sent by e-mail with your receipt once the registration has been processed. Registrants should notify AMWA headquarters if they have not received a registration confirmation packet by mail, including the homework or URL and password, within 10 business days of registering.

- Your conference registration fee includes receptions, hospitality area beverages, keynote address, 37 open sessions, and special events such as the Breakfast With the Exhibitors. Specific fees are listed for all events that require additional payment.

- All annual conference attendees are eligible to register for workshops whether or not they are pursuing an AMWA certificate. Each registrant may take a maximum of 3 credit workshops per conference, including no more than 2 advanced workshops. If you try to register for more than 3 credit workshops, your registration will be delayed. There is no registration required for open sessions and there is no limit on the number of open sessions registrants may attend.

- Registrants may take credit workshops without enrolling in a certificate program but must be enrolled in the specific certificate program to receive credit for a workshop that applies to that certificate.

- So that all registrants for Advanced workshops are prepared to participate in the discussions, each registrant must complete the homework and submit it to the workshop leader by the deadline, whether or not the registrant is taking the workshop for credit. If a registrant’s completed homework is not received by the deadline, he or she will not be allowed to attend the workshop, and no workshop credit or refund will be given.

- You can hear the Thursday McGovern Luncheon speaker and/or the Friday Alvarez Luncheon speaker without purchasing a luncheon ticket. Doors will open at 12:00 PM for those who purchased lunch tickets. Please arrive promptly; lunches will not be served after 12:45. Theater seating will open at 12:45 PM for those attending only to hear the speaker. Please note that food will not be permitted in the theater seating area.

- Immediately after the conference, a link will be sent by e-mail for the post conference questionnaire and Breakfast Roundtable evaluations. Paper versions are no longer provided in the packets.
AMWA’s budget-friendly annual conference offers many outstanding speakers at open sessions and workshops that give you a sound return on your investment. These offerings are supplemented by many interesting and informative Breakfast Roundtable discussion groups, 2 exciting receptions, poster presentations, the entertaining Coffee and Dessert Klatches, and unsurpassed networking opportunities than you can’t find anywhere else.

This conference is designed to provide you with information and opportunities that will help you move your career forward and help you achieve—and maintain—success in medical communication. Gain new skills and knowledge that can enhance your expertise as a medical communicator or increase your current skill level. Take advantage of the information in this 2011 Annual Conference registration brochure to carefully review all of the offerings. Remember that your conference registration fee includes all receptions, the keynote address, 37 open sessions, special events, and the Friday Breakfast With the Exhibitors. If you attend only 1 conference this year, AMWA’s annual conference is your best value!

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## Annual Conference Sponsors (as of June 28)

**RPS Inc**
Fort Washington, PA  
(866) RPS-1151  
www.rpsweb.com

**University of the Sciences in Philadelphia**
Philadelphia, PA  
(215) 596-8800  
www.gradschool.usip.edu

AMWA does not endorse any of the products or services associated with exhibitors, sponsors, or session speakers at its annual conference. Conference exhibitors and sponsors do not influence the content or selection of presenters for workshops or programming at the AMWA annual conference.

All sessions at the conference start on time, including Breakfast Roundtables; plan your arrival time accordingly. Because of the disruption to the workshop leaders and participants caused by late arrivals, no one will be admitted to a credit workshop later than 10 minutes after the published starting time. After 10 minutes, workshop attendance will not be allowed, and no credit or refund will be given.

Your best value for educational, professional, and networking opportunities!
### Abbreviations
- NC  Noncredit workshop
- OS  Open Session
- WS  Workshop

### Workshop Designations
Workshop designations are the initials in parenthesis directly following the workshop titles. They indicate the certificate program(s) to which the workshop is applicable. Most workshops are listed with multiple designations in order to accommodate both old and new certificate programs.

#### For people working on an Essential Skills certificate:
- ES  Essential Skills certificate workshop

#### For people working on one of the specialty certificates:
- B   Business certificate workshop
- CP  Composition and Publication certificate workshop
- RR  Regulatory and Research certificate workshop
- SM  Concepts in Science and Medicine certificate workshop

#### For people enrolled in the Core certificate program before January 31, 2010, and working on one of the Core certificates:
- G   General Core certificate workshop
- ED  Educators Core certificate workshop
- EW  Editing/Writing Core certificate workshop
- FL  Freelance Core certificate workshop
- PH  Pharmaceutical Core certificate workshop
- PRAM  Public Relations/Advertising/Marketing Core certificate workshop

#### For people enrolled in the Science Fundamentals certificate program before January 31, 2010, and working on that certificate:
- SG  Science workshop—General
- SBS Science workshop—Body Systems
- SDS Science workshop—Disease States
- SDT Science workshop—Diagnostics and Therapeutics

#### For people enrolled in the Advanced certificate program before January 31, 2010, and working on that certificate:
- ADV Advanced Certificate Workshop

### Program in Brief

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<th>Time</th>
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<td>1:00–5:00</td>
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<td>4:15–5:00</td>
<td>Chapter Delegates Session</td>
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<td>Welcome Reception Sponsored by RPS Inc</td>
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<td>Registration, Hospitality, and Poster Displays</td>
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<td>7:30–8:45</td>
<td>Breakfast Roundtables</td>
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<td>9:00–10:30</td>
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<td>10:45–12:15</td>
<td>Open Sessions</td>
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<td>10:45–11:45</td>
<td>How to Present Yourself as an Independent/Freelance Professional</td>
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<tr>
<td>12:15–1:30</td>
<td>McGovern Luncheon</td>
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<td>2:00–3:30</td>
<td>Open Sessions</td>
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<td>2:00–3:00</td>
<td>Dial 911: Emergencies in Medical Writing</td>
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<tbody>
<tr>
<td>5:15–6:00</td>
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<tr>
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<tr>
<td>8:15–9:30</td>
<td>Creative Readings</td>
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</table>

### Thursday, October 20

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<tr>
<th>Time</th>
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<tr>
<td>10:45–12:15</td>
<td>Space-Based Research and the Future of Humans in Space</td>
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<td>10:45–11:45</td>
<td>Using Composition and Persuasion Theories to Improve Your Medical Writing</td>
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<td>12:15–1:30</td>
<td>Working With Non-Native English Speakers</td>
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<table>
<thead>
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<th>Time</th>
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<td>2:00–3:00</td>
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<td>OS 6 2011 AMWA Salary Survey</td>
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<td>OS 7 Be Your Own IT Department</td>
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<td>OS 8 The Brave New World of Medicine: Biologics</td>
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<td></td>
<td>WS 2 Critical Appraisal for Writers and Editors of Biomedical Research Articles (ADV)</td>
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<td></td>
<td>WS 3 Understanding and Reporting the Performance Characteristics of Diagnostic Tests (ADV)</td>
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<td></td>
<td>WS 4 Basic Grammar I (ES/G) [same as WS 46]</td>
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<td>WS 5 Effective Paragraphing (ES/G)</td>
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<td></td>
<td>WS 6 Outlining for Writers and Editors (ES/EW/FL)</td>
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<td></td>
<td>WS 7 Creative Process in Pharmaceutical Advertising and Promotion (B/PH/PRAM)</td>
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<td>WS 8 Business Aspects of a Freelance Career (B/FL)</td>
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<td>WS 9 Journal Submissions Other Than Research Articles (CP/EW)</td>
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<td>WS 12 Sentence Diagramming for Clarity and Practicality (CP/G)</td>
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<td>WS 13 Regulatory Aspects of the Drug Development Process (RR/PH)</td>
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<td>WS 15 Fundamentals of Ethics and Practical Applications (RR)</td>
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<td>WS 16 The Electronic Common Technical Document (RR/PH)</td>
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<td>WS 18 Ethics in Communicating Science and Medicine (SM)</td>
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<td>WS 20 Communicating Results of Routine Clinical Laboratory Tests (SM/EW/PH/SDT)</td>
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<td>3:45–5:15</td>
<td><strong>Open Sessions</strong></td>
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<td>OS 9 Creating and Using Microsoft Word 2007 Templates to Facilitate Document Formatting</td>
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<td>3:45–4:15</td>
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<td>8:15–9:15</td>
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<td>Poster Presentations: Visit With the Presenters</td>
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<td>8:00–9:00</td>
<td>Breakfast With the Exhibitors</td>
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<td>8:00–4:00</td>
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<td>9:00–10:30</td>
<td><strong>Open Sessions</strong></td>
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<td>OS 13 Teaching Old Dogs (and Young Pups) New Tricks: Creating Harmony Among Generations at Work</td>
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<td>OS 14 Scope of Medical Communication</td>
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<td>OS 15 Marketing for Independent Medical Communicators</td>
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<td>9:00–12:00</td>
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<td>WS 24 Advanced Data Presentation: Tables, Graphs, and Charts (ADV)</td>
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<td>WS 25 Sentence Structure and Patterns (ES/G) [same as WS 67]</td>
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<td>WS 27 Statistics for Medical Writers and Editors (ES/G/SG) [same as WS 69]</td>
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<td>WS 28 Basic Grammar II and Usage (ES/G)</td>
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<td>WS 31 Writing and Designing Materials for Patient Education (CP/EW/PRAM)</td>
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**WS 34**  Writing the Final Report of a Clinical Trial (RR/PH) [same as WS 56]

**WS 35**  Writing a Protocol in Compliance With the International Conference on Harmonisation Guidelines (RR)

**WS 36**  Clinical Study Report Writing: From Tables, Listings, and Graphs to Text (RR)

**WS 37**  Investigational New Drug Applications (RR/PH)

**WS 38**  Chemical Equilibria in Physiology (SM/SIG)

**WS 39**  Basic Laboratory Methods in the Biological Sciences (SM)

**WS 40**  Introduction to Basic Virology (SM)

**WS 41**  Basic Design and Typography for Editors (NC)

**WS 42**  Persuasive Writing Tips for Health Advocates (NC)

**WS 43**  Current Trends in Drug Regulations (ADV)

**WS 44**  Strategies for Improving Document Quality for Pharmaceutical Communication Managers (ADV)

**WS 45**  Semantic Analysis of Medical Writing (ADV)

**WS 46**  Basic Grammar I (ES/G) [same as WS 4]

**WS 47**  Bibliographic Resources for Medical Communicators (ES/G)

**WS 48**  Essential Ethics for Medical Communicators (ES) [same as WS 87]

**WS 49**  Fundamentals of Freelance Business Marketing (B)

**WS 50**  Using Classical Rhetoric Principles to Enhance Medical Writing (CP)

**WS 51**  Writing for Video (CP/EW/PRAM)

**WS 52**  Organizing the Medical Paper (CP/EW/FL)

**WS 53**  Essentials of Copyediting (CP/EW)

**WS 54**  Summarizing Clinical Efficacy Data for a New Drug Application (RR)

**WS 55**  Interventional and Observational Research Design (RR/EW/PH/SG)

**WS 56**  Writing the Final Report of a Clinical Trial (RR/PH) [same as WS 34]

**WS 57**  Evidence-Based Medicine for Medical Communicators (SM)

**WS 58**  Basics of Human Anatomy and Physiology (SM/EW/PH/SG)

**WS 59**  Basic Immunology (SM/SBS)

**WS 60**  Sex and Beyond: Fertilization and Early Development (SM/SG)

**WS 61**  Basics of Epidemiology (RR/EW/PH/SG)

**WS 62**  Approach to Writing Effective Standard Operating Procedures (NC)

**WS 63**  Testing, Standards, Safety: The US Pharmacopeia (NC)

**WS 64**  Tour: Cummer Museum of Arts & Gardens

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### Open Sessions

**OS 16**  Successful “Onboarding”: Getting New Employees up to Speed

**OS 17**  Continuing Medical Education Today

**OS 18**  Clinical Trial Ethics: Placebos and Other Issues

**OS 19**  Becoming a Medical Writer: Training and Transitioning

**OS 20**  Hidden Markets for Medical Writers

**OS 21**  Outsourcing: Opportunities and Trends

**OS 22**  Your Paper Is Rejected, Now What?

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**Alvarez Luncheon**

Doors will open at 12:00 for attendees who purchased lunch tickets. Please arrive promptly; lunches will not be served after 12:45. Theater seating will open at 12:45 for those attending only to hear the speaker. Food is not permitted in the theater seating area.

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**Open Sessions**

**OS 23**  Using Microsoft Access to Track, Manage, and Extract Key Business Information

**OS 24**  Is Regulatory Writing the Only Writing in the Pharmaceutical Industry?

**OS 25**  Data Standards for Health Information—What Do They Mean for Medical Writers?
### Saturday, October 22

**Morning**
- 7:00–5:30 Registration and Hospitality
- 7:30–8:45 Breakfast Roundtables
- 7:45–4:00 Poster Displays
- 9:00–10:30 **Open Sessions**
  - OS 26 Incorporating Conference Abstracts Into Literature Searches and Reports
  - OS 27 How Editors Add Value to the Systematic Review Process
- 9:00–12:00 **Workshops**
  - WS 64 Synergy of Style, Substance, and Audience (ADV)
  - WS 65 Understanding Sample Size and Study Power (ADV)
  - WS 66 Risks and Ratios (ADV)
  - WS 67 Sentence Structure and Patterns (ES/G) [same as WS 25]
  - WS 68 Tables and Graphs (ES/G) [same as WS 26]
  - WS 69 Statistics for Medical Writers and Editors (ES/G/SG) [same as WS 27]
  - WS 70 Launching a Freelance Writing Career (B/FL)
  - WS 71 Managerial Effectiveness: Setting Clear Expectations (B)
  - WS 72 Making Effective Slides (CP/EW)
  - WS 73 Preparing CME Materials: Concepts, Strategies, and Ethical Issues (CP/EW/FL)
  - WS 74 Ethics of Communicating Regulated Drug Development Activities (RR)
  - WS 75 Understanding the Principles of Kaplan-Meier Analysis (RR)
  - WS 76 Writing the Investigator Brochure (RR/PH)
  - WS 77 Principles of Epidemiologic Research: Beyond the Basics (SM/SG)
  - WS 78 Introduction to Cancer Pharmacology (SM)
  - WS 79 Introduction to the Nervous System (SM/SBS)

**Afternoon**
- 1:00–1:45 2011-2012 Board of Directors Meeting
- 2:00–3:00 **Open Sessions**
  - OS 32 What Is Health Economics and Outcomes Research? A Primer for Medical Writers
- 2:00–3:30 **Workshops**
  - WS 83 Reporting Randomized Trials in Science Journals (ADV)
  - WS 84 Advanced Writing (ADV)
  - WS 85 Syntactic Analysis of Medical Writing (ADV)
  - WS 86 Elements of Medical Terminology (ES/G/SG)
  - WS 87 Essential Ethics for Medical Communicators (ES) [same as WS 48]
  - WS 88 The Internet: How and Where to Find the Information You Seek (ES/EW/FL)
  - WS 89 Punctuation for Clarity and Style (ES/G)
  - WS 90 Educating Sales Representatives About Science and Medicine (B/FL/PH)
  - WS 91 Medical Journalism: From Choosing a Topic Through Polishing the Piece (CP/EW/FL)
  - WS 92 Proofreading (CP/EW)
  - WS 93 Reporting Correlation and Regression Analyses (RR/G/SG)
Registration, Hospitality, Poster Displays, and Exhibit Hours

**Wednesday, October 19**
11:30 AM–7:00 PM  Registration
6:00–8:00 PM  Exhibits open during Welcome Reception

**Thursday, October 20**
7:00 AM–5:30 PM  Registration, Hospitality, Poster Displays
8:00 AM–4:00 PM  Exhibit Hours

**Friday, October 21**
7:30 AM–5:30 PM  Registration, Hospitality, Poster Displays
8:00 AM–4:00 PM  Exhibit Hours

**Saturday, October 22**
7:00 AM–5:30 PM  Registration and Hospitality
7:45 AM–4:00 PM  Poster Displays

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**Important Information**

**New AMWA certificate programs**
Enrollment is available for AMWA’s Essential Skills certificate, and 4 new specialty certificates, including Business, Composition and Publication, Concepts in Science and Medicine, and Regulatory and Research. Earning a specialty certificate requires completion of an Essential Skills, Core, or Advanced certificate. The new certificates have replaced the previously offered Core and Science Fundamentals certificates, but credits for workshops previously taken will not be lost; people can continue to pursue the previous certificates under their existing enrollment timeframe. Workshop listings include designations for both the new and old certificates. In the future, advanced specialty certificates will also be offered (eg, Advanced Composition and Publication); enrollment for each advanced specialty certificate will require completion of the related specialty certificate (eg, Composition and Publication).

**Important reminder about attending Advanced workshops:** Registrants must have satisfactorily completed the homework and submitted it to the workshop leader by the deadline in order to attend the workshop. If the completed homework is not received by the deadline, the registrant will not be allowed to attend the workshop, and no workshop credit or refund will be given—**no exceptions.**

**Credit information:** Remember that registrants may take credit workshops without enrolling in a certificate program but must be enrolled in the certificate program to which the workshop is applicable to receive credit, as well as completing the homework, submitting it to the workshop leader by the deadline, and attending the full (3-hour) workshop. If you are not enrolled in a certificate program, but wish to receive credit for workshops taken at the 2011 Annual Conference, your enrollment must be received by January 23, 2012.

**Credit workshop numbers:** AMWA’s credit workshops have permanent numbers, which follow [in brackets] the title of the workshop.

**Please note:** All sessions at the conference start on time, including Breakfast Roundtables. Because of the disruption to the workshop leaders and participants caused by late arrivals, no one will be admitted to a credit workshop later than 10 minutes after the published starting time. After 10 minutes, workshop attendance will not be allowed, and no credit or refund will be given.
GENERAL INFORMATION
AMWA offers one of the most extensive education programs available to professional communicators in the medical and allied scientific fields. Programming is tailored to the profession, and the offerings are continually reviewed to provide options for both new and experienced medical communicators. The diversity of the offerings provides participants an opportunity to gain new skills and knowledge that can enhance their expertise in the many facets of medical communication. Topics for open sessions are identified and presented each year to address the needs of the profession at that time. As the world of medical communication changes, AMWA also updates existing workshops and develops new workshops to meet current and anticipated needs.

AMWA’s 2011 Annual Conference offers 37 open sessions and 100 workshops. All open sessions are included in the registration fee. Workshops can be attended for an additional fee; the specific fees are listed with each workshop description. Except for workshops designated NC (noncredit), workshops are approved for credit toward an AMWA certificate as indicated by their designations (eg, ES or CP). Earning an AMWA certificate is considered part of a career path in the field and is required by some employers. Certificate program details are included below.

All conference attendees are eligible to register for workshops whether or not they are pursuing an AMWA certificate. Workshop fees are the same whether or not the workshop is being taken for credit. Each registrant may take a maximum of 3 credit workshops per conference, including no more than 2 Advanced (ADV) workshops. If you try to register for more than 3 credit workshops, your registration will be delayed. There is no limit on the number of open sessions registrants may attend.

AMWA headquarters staff processes registrations within 7 days of receipt in the order received, whether received by mail, by fax, or online. Please note that registering online at AMWA’s Web site (www.amwa.org) does not guarantee seating in any workshop or activity; space is assigned on a first-come, first-served basis when AMWA staff processes the registrations. Registration confirmations are e-mailed to registrants. The URL and password for downloading homework from the Web (if applicable) are included with the confirmation if the homework is available in electronic form; otherwise, a hard copy of the homework will be mailed with the confirmation.

AMWA’s CERTIFICATE PROGRAM
AMWA workshops allow medical communicators to increase their knowledge, refresh their skills, and investigate new areas. Registrants may take credit workshops without enrolling in a certificate program but must be enrolled in the specific certificate program to which the workshop is applicable to receive credit toward that certificate. Registrants may enroll in one or more of the certificate programs when they register for the annual conference. After enrolling, participants have 6 years to complete the workshop requirements for any certificate. Workshops may be taken in any order during that time.

If a registrant is not enrolled in a certificate program but takes a workshop and wishes to receive credit for that workshop, enrollment in the certificate program to which the workshop is applicable must be received within 90 days (by January 23, 2012, for workshops taken at the 2011 Annual Conference). The registrant must also have successfully completed the homework and must have attended the entire workshop (3 hours).

People who were enrolled in the Core, Science Fundamentals, or Advanced certificate program before January 31, 2010, can complete their certificates within the specified enrollment time frame. Multiple designations are included in workshop listings to accommodate people enrolled in both new and old certificate programs. For example, workshops designated SM/EW/SDT are currently applicable toward a Concepts in Science and Medicine certificate (designation SM), a Core certificate in editing/writing (EW), or a Science Fundamentals certificate (SDT). The credit can only be applied once, to 1 certificate.

AMWA only keeps records of credit workshops successfully completed by certificate program enrollees and awards the appropriate certificates when the requirements have been fulfilled. Please allow AMWA headquarters staff sufficient time after the conference to process the workshop credits.

Certificate Enrollment Fees

<table>
<thead>
<tr>
<th>Certificate Enrollment Fees</th>
<th>Member</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essential Skills</td>
<td>$150</td>
<td>$275</td>
</tr>
<tr>
<td>Business</td>
<td>$150</td>
<td>$275</td>
</tr>
<tr>
<td>Composition and Publication</td>
<td>$150</td>
<td>$275</td>
</tr>
<tr>
<td>Concepts in Science and Medicine</td>
<td>$150</td>
<td>$275</td>
</tr>
<tr>
<td>Regulatory and Research</td>
<td>$150</td>
<td>$275</td>
</tr>
</tbody>
</table>

“This was my first AMWA conference and the most helpful conference that I have attended in my 4 years as a medical writer.”

— 2010 AMWA Annual Conference attendee
Essential Skills certificate

Essential Skills (ES) workshops provide the basis for the certificate program and include skills that all medical communicators should have, regardless of job function or environment. To obtain the Essential Skills certificate, 8 workshops must be successfully completed; one of the workshops must be the Essential Ethics for Medical Communicators. Two sessions of the workshop will be offered in Jacksonville and an Essential Ethics self-study module will be available to purchase at a discounted cost for conference attendees.

Specialty certificates

To receive a Business, Composition and Publication, Concepts in Science and Medicine, or a Regulatory and Research certificate, a participant must have successfully earned an Essential Skills, Core, or Advanced certificate and then complete 8 workshops; one of the workshops must be the ethics workshop applicable to that specialty. Three new ethics workshops applicable to specific specialties will be launched at the 2011 conference: Ethics for Regulatory and Research Communicators (RR); Fundamentals of Ethics and Practical Application (RR); and Ethics for Science and Medicine Communicators (SM). Ethical Standards in Medical Publication will continue to be offered for the Composition and Publication certificate. An ethics workshop applicable to the Business certificate is being developed and should be offered next year.

Specialty workshops

1. Business (B) workshops provide information to develop and expand freelance businesses, as well as providing management and operation skills for medical communicators.
2. Composition and Publication (CP) workshops provide experienced medical communicators with specialized editing and publication skills, as well as in-depth consideration of issues in writing, editing, bibliographic research, education, and other topics of interest.
3. Concepts in Science and Medicine (SM) workshops provide medical communicators with an opportunity to deepen their understanding of basic concepts in science and medicine. For those who are educated in nonscience fields, the workshops provide an orientation to a scientific area and a foundation for further study. The workshops can provide those educated in science with opportunities to increase their knowledge and to learn about areas outside their specialties.
4. Regulatory and Research (RR) workshops provide experienced medical communicators with specialized regulatory and drug development writing and research skills.

Workshop designations

Credit for a workshop can be applied only once and workshops are given a designation that reflects the certificate program to which they currently apply. (A full list of abbreviations is included with the Program in Brief.)

Noncredit workshops are not part of the certificate program, but they are also appropriate for all medical communicators seeking to increase their knowledge and refresh their skills. In addition, they are regularly evaluated, and some could be incorporated into the certificate program in the future.

Registering for workshops

Submit your registration early if you plan to register for credit workshops. Because most attendees take these workshops for credit toward an AMWA certificate, the workshops fill quickly. Space is assigned on a first-come, first-served basis. Most credit workshops are limited to 30 participants; Advanced workshops are limited to 16 participants. (There is no limit for noncredit workshops.) Once the workshop is full, it is closed. Many workshops are offered at multiple times to accommodate demand. Registrants should rank several workshop choices (eg, 1, 2, 3) for each time period in case the first or second choices are already full when the registration is processed.

Participants who intend to take workshops for credit must submit a properly completed registration on or before September 16. This deadline is to allow time for AMWA headquarters staff to send registrants their homework and time for registrants to complete the homework assignments and return them to the workshop leaders by the due date of September 28 (see below).

AMWA’s credit workshops have permanent numbers, which follow [in brackets] the title of the workshop. If certificate program enrollees are uncertain about whether they have taken particular workshops, members can access their certificate records at AMWA’s Web site to compare the permanent numbers in the registration brochure against their records. Notifications of curriculum records were e-mailed to nonmember program enrollees in June.

Jacksonville International Airport (JIA) is 15 minutes from downtown by car. It is served by 15 major and regional airlines and is an international gateway.
Homework
Each credit workshop includes homework. Typically, the purpose of the homework is to give participants needed background information for the workshop or to help the workshop leader assess the skill levels of participants.

Once the registration has been processed, the registrant will be e-mailed the confirmation, including the URL and password for downloading electronic homework from the Web. Almost all homework for credit workshops is available electronically. Registrants are strongly encouraged to download homework immediately upon receipt of their confirmation to make sure the downloading process is successful, the correct homework has been received, and to note the deadline stated on the specific homework. A delay in downloading the homework and identifying potential problems could result in inability to complete the homework by the deadline. If the homework is not available electronically, a hard copy will be included in a mailed confirmation packet. Registrants should notify AMWA headquarters if they have not received the homework or URL and password within 10 business days of registering for the conference: phone (301) 294-5303, fax (301) 294-9006, or e-mail dane@amwa.org. Registrants are also responsible for verifying that workshop leaders have received the completed homework by the deadline. Credit for the workshop will not be given if the homework arrives late—no exceptions. Completed homework for workshops must be received by the workshop leader by September 28 unless otherwise indicated by the workshop leader on the homework. (Some leaders may require an earlier deadline.)

Even if a registrant is not taking a workshop for credit, he or she should consider completing the homework to be better prepared to fully participate in the workshop. So that all registrants for an Advanced workshop are prepared to participate in the discussions, each registrant must complete the homework and submit it to the workshop leader by the deadline, whether or not the registrant is taking the workshop for credit. If a registrant’s homework for an Advanced workshop is not received by the deadline, he or she will not be allowed to attend the workshop, and no workshop credit or refund will be given—no exceptions.

Additional information applicable to credit workshops
1. Previous work experience, education, degrees, or credentials may not be applied toward certificate requirements.
2. Independent effort is expected on all homework. To receive credit, a participant must demonstrate his or her best effort to complete all parts of the homework. Workshop leaders have the authority to withhold credit when they do not believe that “best effort” has been demonstrated.
3. Credit workshops are 3 hours long. To receive credit, a participant must successfully complete the homework and return it by the specified deadline, and attend the entire workshop.
4. If a participant registers for a conference credit workshop and successfully completes and returns the homework as required but is then unable to attend the conference, the homework can be “banked” for 1 year. If the participant takes the same workshop led by the same person within that 12-month period, the homework will not have to be completed again. If a different leader is presenting the workshop, AMWA headquarters will ask that leader to consider accepting the homework upon the participant’s request. The decision of the workshop leader is final.

Conference Fees
The conference registration fee includes all receptions, special events such as Creative Readings and the Friday Breakfast With the Exhibitors, and all open sessions. The registration brochure and registration form list the specific fees for all conference events that require additional payment. Registrations are nontransferable. Tours are listed with the tour date and time in the registration brochure; tour registration is handled directly through AMWA's Web site.

Full Conference Registration Fee (on or before Sept. 9)
- Member: $350
- Nonmember: $475
- AMWA Student Member: $150

Full Conference Registration Fee (after Sept. 9)
- Member: $400
- Nonmember: $525
- AMWA Student Member: $150

One-day Registration Fee (on or before Sept. 9)
- Member: $175
- Nonmember: $295
- AMWA Student Member: $100

One-day Registration Fee (after Sept. 9)
- Member: $200
- Nonmember: $320
- AMWA Student Member: $100

Guest badge for receptions and hospitality: $20 each
Workshop Fees

<table>
<thead>
<tr>
<th>Workshop Type</th>
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</thead>
<tbody>
<tr>
<td>Advanced Workshop</td>
<td>$120</td>
<td>$220</td>
</tr>
<tr>
<td>Other Credit Workshop</td>
<td>$95</td>
<td>$195</td>
</tr>
<tr>
<td>Noncredit Workshop</td>
<td>$55</td>
<td>$105</td>
</tr>
</tbody>
</table>

Meal Functions

<table>
<thead>
<tr>
<th>Event</th>
<th>Member</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast Roundtable*</td>
<td>$20</td>
<td>$30</td>
</tr>
<tr>
<td>(Thursday or Saturday, 7:30–8:45 AM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>McGovern Luncheon*</td>
<td>$25</td>
<td>$35</td>
</tr>
<tr>
<td>(Thursday, 12:15–1:30 PM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffee and Dessert Klatch</td>
<td>$15</td>
<td>$25</td>
</tr>
<tr>
<td>(Thursday, 8:15–9:15 PM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alvarez Luncheon*</td>
<td>$25</td>
<td>$35</td>
</tr>
<tr>
<td>(Friday, 12:15–1:30 PM)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sablack Dinner*</td>
<td>$35</td>
<td>$45</td>
</tr>
<tr>
<td>[Awards Dinner] (Friday, 7:00–9:00 PM)</td>
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</tbody>
</table>

*Note that extra charges apply for special meals (e.g., kosher or gluten-free); these are noted on the registration form.

REFUND POLICY (all times are Eastern Time)

- Advanced workshop fees are nonrefundable.
- For conference cancellations received by 5:00 PM on September 9, registrants receive a full refund except for $10 of each noncredit workshop fee and $35 of the fee for each other workshop, except Advanced workshops which are nonrefundable. After September 9, all workshop fees are nonrefundable.
- For cancellations received by 5:00 PM on September 28, full-conference registrants receive a refund of $100 plus prepaid meal fees; 1-day registrants receive a refund of $50 plus prepaid meal fees.
- For cancellations received by 5:00 PM on October 5, full-conference registrants receive a $50 refund; 1-day registrants receive a $25 refund. No refund requests will be accepted after October 5.

PREREGRISTRATION, ON-SITE REGISTRATION, HOSPITALITY AREA, EXHIBITS

Registration packets for people who have registered in advance will be available in the registration/hospitality area beginning at 11:30 AM Wednesday, October 19, in the Hyatt Grand Ballroom. The packet will contain the registrant’s identification badge with meal tickets (if applicable) and on-site program. On-site registration will also be available at the same location beginning at 11:30 AM Wednesday. Conference registration, exhibits, hospitality, message board, job exchange board, and poster presentations will be located in the same area as registration. Coffee and tea will be available every day, beginning on Thursday. Submissions for the 2011 AMWA book awards and the 2011 winning books will be on display.

Meet the authors

AMWA authors will be able to display and sell their books at a booth in the exhibit area. In addition, all featured speakers have been invited to use the booth after their presentations for signing any books that they have published.

HOTEL

All functions for AMWA’s 2011 Annual Conference will be held in the Hyatt Regency Jacksonville Riverfront Hotel.

For hotel reservations made on or before September 16, 2011, AMWA has negotiated special conference rates of $149 single/double, $174 triple, $199 quad (plus taxes). Room reservations will open on July 25. You can make your reservation by using the link on AMWA’s Web site (www.amwa.org) or by calling the hotel’s toll-free reservation line, 1 (800) 233-1234. Please identify yourself as an attendee at the American Medical Writers Association conference; the group code is AMWA. The hotel will accept reservations on a first-come, first-served basis. Information about the hotel can be found at www.HyattRegencyJacksonville.com.

Please note that our contracts for the best possible room rates each year require AMWA to guarantee a predetermined number of sleeping rooms. If the association does not meet the contracted room block, the hotel can charge an attrition fee, which could result in higher registration fees at future conferences. Therefore, we encourage you to book your room through our block at the conference hotel either by using AMWA’s Web site or by contacting the hotel directly and identifying yourself as an AMWA attendee, instead of using a travel agency or other provider.

Note: AMWA does not arrange hotel reservations or roommate pairing. However, if you are interested in sharing a room, you may post that information on the Bulletin Board on AMWA’s Web site.

TRAVEL INFORMATION

For people who are driving to Jacksonville, self-parking at the hotel is available at a cost of $15 per day (valet parking is $20/day).

The Jacksonville International Airport is only 18 miles from downtown. The Go Shuttle between the airport and the hotel is a flat rate of $16 one-way per guest for AMWA attendees. Use the airport shuttle link on AMWA’s Web site to make your reservation at this special rate. Cab fare from the airport to the hotel is approximately $26–$30 one-way.
MISCELLANEOUS INFORMATION

Children
Children younger than 16 are not admitted to any annual conference functions, including receptions. They may be allowed to go on tours, if permitted by the tour company, but must be accompanied by an adult.

Tours
AMWA has arranged for 4 exciting tours for conference attendees. Please use the tour flyer and order form on AMWA’s Web site (www.amwa.org). Tours are being conducted by Destination Planning.

First-time attendees/conference coaches
If this is your first annual conference and you would like to connect with experienced AMWA members and other first-time attendees at the conference, plan to attend the Conference Coach Connection on Wednesday evening from 5:15 to 6:00 PM immediately before the Welcome Reception. It is designed to provide an opportunity to meet other attendees in a casual setting.

Conference sponsors
AMWA thanks the conference sponsors for their support. Sponsorships received by June 30 are listed in this brochure and noted by the event they sponsored. Special thanks go to RPS Inc for sponsorship of the tote bags and to University of the Sciences in Philadelphia for sponsoring the lanyards.

RPS Inc
Fort Washington, PA

University of the Sciences in Philadelphia
Philadelphia, PA

AMWA does not endorse any of the products or services associated with exhibitors, sponsors, or session speakers at its annual conference. Conference exhibitors and sponsors do not influence the content or selection of presenters for workshops or programming at the AMWA annual conference.

JAX Facts

♦ Situated along “Florida’s First Coast,” Jacksonville is the largest city in the state of Florida and is known for its stunning natural beauty and warm southern hospitality. The St Johns River winds through the city as the state’s longest river and is the 14th largest water port in the US.

♦ The city was named for Andrew Jackson, the 7th President of the United States. Some of its most famous citizens include singer Pat Boone, the Van Zant brothers (founding members of the legendary band, Lynyrd Skynyrd) and musical great, Ray Charles.

♦ AMWA’s annual conference will take place in the elegant Hyatt Regency Riverfront Hotel located along the St Johns River. The Hyatt offers the best in customer service and in city views. Don’t miss the breathtaking sight from the hotel of the lighted bridges that bring the river to life every evening.

♦ Jacksonville operates the largest park system in the US, with more than 80,000 acres located throughout the city. The city’s pride and joy is the Treaty Oak, a massive 250-year-old tree that makes its home at the Jesse Ball Dupont Park.

♦ Located about 1 block from the hotel is Jacksonville Landing, a waterfront dining and shopping complex that celebrates the best of the city. After an exciting day of sessions and conference activities, a stroll to Jacksonville Landing for some sunset viewing and dinner is the perfect way to end the day.
RPS has created the industry’s first pharmaceutical resource organization (PRO) to provide business process outsourcing solutions for clinical drug development. Pharmaceutical, biotechnology, and medical device companies that partner with RPS have experienced:

- Increased integrated control of clinical trials;
- Improved and substantially better on-time delivery of programs; and
- Marked reduction in the overall life-cycle costs compared with traditional outsourcing strategies.

By combining the largest recruitment team with true clinical oversight, RPS has achieved a service level that is well above the capabilities of any contract research organization (CRO) or staffing company in this industry.

As a member of our team, you will enjoy the flexibility of contract work with the security and benefits of a permanent industry position. You’ll have the opportunity to work in an area of interest and expertise at the top sponsors. At RPS you’ll appreciate:

- A team of RPS professionals fully dedicated to the enhancement of your career
- Exciting positions, designated to a project for the life of the project
- Highly competitive salary
- Comprehensive benefits package:
  - Medical and dental insurance
  - Vision care
  - Company-sponsored disability and life insurance plans
  - 401(k) plan
  - Generous paid vacation
  - Paid corporate holidays
  - Corporate credit cards and calling cards
### Program Schedule

**Wednesday, October 19**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| 9:30 AM–12:30 PM | **BELS Testing**  
(Registration is available through the Board of Editors in the Life Sciences, www.bels.org.)                                                                                                               |
| 11:30 AM–7:00 PM | **Registration**                                                                                                                                                                                                |
| 1:00–4:00 PM  | **2010-2011 Board of Directors Meeting**  
Presiding: Melanie Fridl Ross, MSJ, ELS  
2010-2011 AMWA President                                                                                                                          |
| 1:00–5:00 PM  | **Tour: Made in Jacksonville ($55)**                                                                                                                                                                             |
| 4:15–5:00 PM  | **Chapter Delegates Session**  
Presiding: Tamara D. Ball, MD  
2010-2011 Administrator, Department of Chapters/Membership  
Members who have been appointed by their chapters as delegates to the Board of Directors are invited to attend. This session provides delegates an opportunity to discuss chapter issues that may have arisen since the spring board meeting. |
| 4:15–5:00 PM  | **New Member Orientation**  
Presiding: Melanie Fridl Ross, MSJ, ELS  
2010-2011 AMWA President  
This session provides an opportunity for new members of AMWA to meet the association’s officers, to ask questions about how AMWA works, and to learn more about the benefits of belonging to an association of medical communicators. |
| 5:15–6:00 PM  | **Conference Coach Connection**  
Attending the annual conference for the first time can be somewhat daunting. If this is your first annual conference and you would like to connect with experienced AMWA members and other first-time attendees at the conference, plan to attend the Conference Coach Connection on Wednesday evening immediately before the Welcome Reception. It is designed to provide an opportunity to meet other attendees in a casual setting and to obtain answers to your questions about AMWA and the annual conference. Coaches will be designated by a gold heart on their conference badges, and first-time attendees will be designated by a red dot on their badges. |
| 6:00–8:00 PM  | **Welcome Reception Sponsored by RPS Inc**  
The Welcome Reception is an opportunity for all attendees to meet in a fun and informal setting. Entertainment will be provided. Exhibits will also be open at this time. Also plan to attend Creative Readings, which immediately follows this reception.  
Complimentary hors d’oeuvres and beverages. |
| 8:00–9:00 PM  | **Young Professionals Meeting**  
Join us to kick off AMWA’s Young Professionals initiative, which is designed to identify emerging leaders and determine the needs and interests of AMWA’s younger members. Add your voice to this town-hall event. AMWA leaders will answer your questions about the association in this intimate forum. The Young Professionals initiative is targeting AMWA members younger than 40, but everyone is welcome.  
Cash bar. |
| 8:15–9:30 PM  | **Creative Readings**  
Jim Hudson, Coordinator  
Medical Writing Associates, Simi Valley, CA  
AMWA will once again provide a forum for all poets, playwrights, novelists, short-story writers, essayists, and humorists attending the annual conference. We extend an open invitation to all attendees to share a sample of their work or to be an appreciative audience in a comfortable, friendly, nonjudgmental setting. |
7:00 AM–5:30 PM
Registration and Hospitality
Exhibits 8:00 AM–4:00 PM
Complimentary beverages.

7:00 AM–5:30 PM
Poster Displays
[Visit with the presenters Friday morning, 7:45–8:45 AM]
Anne Marie Weber-Main, PhD, Coordinator
University of Minnesota, Minneapolis, MN

Biomedical and Health Informatics: A Role for Medical Communicators
Victoria Sadler, PhD, Associate Professor of Technical Communication, Metropolitan State University, Saint Paul, MN
Julie Jacobs, MS, RN, Officesm@rts Inc., Minneapolis, MN

Globalizing Medical Writing: Embracing a Bright Future
Andrew Tutt, Senior Medical Writer, PPD, Kent, United Kingdom
Guofu Gao, Senior Medical Writer, PPD, Beijing, China
Amy Myers, Senior Medical Writer, PPD, Seattle, WA

Developing Consensus Manuscripts: From Planning to Publishing
Sandra Ripley Distelhorst, ELS, Publications Editor, Breast Health Global Initiative, Freelance Medical Writer, Seattle, WA
Leslie Sullivan, Managing Director, Breast Health Global Initiative, Fred Hutchinson Cancer Research Center, Seattle, WA
Benjamin O. Anderson, MD, Chair and Director, Breast Health Global Initiative, Fred Hutchinson Cancer Research Center, Professor of Surgery and Global Health Medicine, University of Washington, Seattle, WA

How to Achieve a Concise and Focused FDA Meeting
Request and Information Package
Dolores Massari, Director, Regulatory Affairs
Fiorenza Falcioni, PhD, Director, Pharmacology Hurley Consulting Associates Ltd., Chatham, NJ

Improving Efficiency in Compilation of Clinical Study Report Appendices
Henry Li, PhD, Senior Medical Writer
Kim Hanna, MS, Vice President, Clinical Development Talecris Biotherapeutics, Research Triangle Park, NC

Poster Displays continued—

Public Disclosure of Clinical Trial Results: Where Does the Medical Writer Fit In?
Melody Enscore, MS, RAC, General Manager, Principal Scientific Writer
Aubri Charboneau, PhD, Principal Scientific Writer Sage Scientific Writing, LLC, Durham, NC

Quality and Efficiency in Clinical Documents Through Structured Authoring and Content Reuse
Suzanne Klein-Streisguth, Electronic Document Specialist
Michael Robbins, Domain Manager, Clinical Technology and Information Management-Solutions Delivery and Integration, sanofi-aventis, Bridgewater, NJ

The Need for Journal Copyeditors to Perform a Systematic Consistency Check Between the Abstract and the Full-Text Article
J. Elizabeth Troy, Freelancer, Lansdale, PA

7:30–8:45 AM
Breakfast Roundtables
(Member $20, Nonmember $30)
Yeshi Mikyas, PhD, ELS, Coordinator
Amgen Inc, Thousand Oaks, CA

At these informal breakfast sessions, medical communicators can exchange ideas, experiences, and insights about topics affecting their professional lives. A knowledgeable leader will guide the discussion at each table, which is limited to 9 registrants. Available agendas are linked to the individual roundtables in this document.

T-1 Knowledge Transfer: What Is It? And Why Should I Care?
Donna Angus, MSc, Alberta Innovates = Health Solutions, Edmonton, AB

T-2 Nonprofits Need Our Know-How
Cindy Arnold, Centocor Ortho-Biotech Inc, Horsham, PA

T-3 Where Do Drug Names Come From?
Kristi A. Boehm, MS, Spring, TX

T-4 How to Mistake-Proof Your Procedures
Randee Bulla, i3 Stratprobe, Wilmington, NC
T-5  *What Really Is Networking? And How Seasoned Medical Writers Can Benefit From It*
Tracy Bunting-Early, PhD, Tracy E. Bunting PhD Inc, Landenberg, PA

T-6  *Managing Medical Writers Remotely*
Caryl L. Burke, MS, i3 Statprobe, Ann Arbor, MI

T-7  *Tools and Strategies for Enhanced Productivity*
Roberta Connelly, MS, ELS, Ridge Rim Associates LLC, Port Orchard, WA

T-8  *Plagiarism: How to Detect It, What to Do About It*
Sandra Ripley Distelhorst, Freelance, Vashon, WA

T-9  *Introduction to Case Report Forms in Clinical Trials*
Elizabeth Manning Duus, PhD, Helsinn Therapeutics (US), Inc., Bridgewater, NJ

T-10  *Techniques for Interviewing Newsmakers*
Bettijane Eisenpreis, BjLE Ink, New York, NY

T-11  *Outsourcing Clinical Study Reports and Components of Marketing Applications: Perspectives From Both Sides of the Fence*
Michael Friedman, MS, ELS, Sage Scientific Writing, LLC, Durham, NC

T-12  *Advanced Marketing: Using a Database and Virtual Assistant to Boost Your Business*
Debra L. Gordon, MS, GordonSquared Inc, Williamsburg, VA

T-13  *Role and Nature of Evidence in Law and Medicine*
Mark Greenwood, DO, JD, Aero Med Spectrum Health, Grand Rapids, MI

T-14  *Certification of Editors in the Life Sciences*
Norman Grossblatt, ELS(D), The National Academies, Chevy Chase, MD

T-15  *Tips for Writing Journal Articles*
Andrea Gwosdow, PhD, Gwosdow Associates Science Consultants, Arlington, MA

T-16  *Successful Management of Regulatory Submission Teams*
Dylan Harris, PhD, Cephalon Inc, Frazer, PA

T-17  *Useful Medical Writing Software and Equipment*
Emma Hitt, PhD, Hitt Medical Writing LLC, Roswell, GA

T-18  *When the Professional and Personal Merge: Managing Client Relationships*
Tara Hun-Dorris, MMC, ELS, THD Editorial Inc, Raleigh, NC

T-19  *Writing Science for Children and Young Adults*
Evelyn Kelly, PhD, Kelly Communications, Ocala, FL

T-20  *Career Growth for Medical Communicators*
Mary King, PhD, DABCC, King Medical Communications LLC, Boulder, CO

T-21  *The ABC’s of Writing Multiple-Choice Questions for Tests and Evaluations*
Johanna Lackner-Marx, MPH, CCMEP, InQuill Medical Communications, Soquel, CA

T-22  *What Is a Quick Response Code and How Do I Use It?*
Julie Longlet, American Society of Clinical Oncology, Alexandria, VA

T-23  *Finding Credible Sources on Health Reform*
Gwen Mayes, JD, MMSc, National Patient Advocate Foundation, Washington, DC

T-24  *Priority Management: Being a Professional and a Parent*
Shanna J. McClennen, PhD, Freelance, Needham, MA

T-25  *Review and e-Signature Through Work Flow*
Mary McKenna, MS, sanofi-aventis, Bridgewater, NJ

T-26  *How to Handle Reviewer Comments: A Step-by-Step Guide*
Terri Metules, Managing Editor, *Expert Opinion on Pharmacotherapy* and CMRO Series Journals, New York, NY

T-27  *Tackling “Sticky” Issues in Freelancing*
Donna Miceli, DLM Writing Services, Ft Myers, FL

T-28  *Best Practices for Use of EndNote by Workgroups*
Marceline Bunzy Murawski, MA, RTI International, Research Triangle Park, NC
Thursday, October 20 continued

**Breakfast Roundtables continued—**

T-29  **Getting to Know EndNote**  Stephen N. Palmer, PhD, ELS, Texas Heart Institute at St. Luke’s Episcopal Hospital, Houston, TX

T-30  **Internal Marketing: How Newer Freelancers Can Keep Clients Coming Back**  Faith Reidenbach, ELS, CMPP, Caley-Reidenbach Consulting LLP, Corvallis, OR

T-31  **How to Say No Without Feeling Guilty**  Janice M. Sabatine, PhD, Avanti Strategies LLC, Cranberry Township, PA

T-32  **Quality Control Feedback on Documents for Submission**  Michael Smith, sanofi-aventis, Bridgewater, NJ

T-33  **Effective Communication Between Medical Writer and the Scientific/Technical Mindset**  Dikran Toroser, PhD, Amgen Inc, Thousand Oaks, CA

T-34  **Contract Research Organization Writing Opportunities…It’s More Than Just Regulatory**  Cindy van Dijk, MA, Freelance, Oak Harbor, WA

T-35  **Writing for the Medical Device Industry: The Example of the Cardiac Device Market**  Christine Welniak, Upside Communications, Brooklyn, NY

T-36  **Highlights and Updates on the Uniform Requirements for Manuscripts Submitted to Biomedical Journals**  Mary Whitman, MS, PhD, Senior Director, Medical Affairs, Janssen Biotech Inc, Malvern, PA

T-37  **How to Write an Adverse Event Narrative for a Clinical Study Report**  Marjorie G. Winters, Winters Editorial Services, Township of Washington, NJ

T-38  **The Benefits of Publication Standard Operating Procedures**  Michelle Zakson, MS, Amgen Inc, Thousand Oaks, CA

T-39  **From Bench Scientist to Medical Writer: Thinking “Out of the Box”**  Barbara T. Zimmerman, PhD, Biomedical Communication & Consulting, Denver, CO

**9:00–10:30 AM**

**Keynote Address**

Welcome:  Melanie Fridl Ross, MSJ, ELS  
2010-2011 AMWA President

Introduction:  Thomas P. Gegeny, MS, ELS  
Keynote Address Chair

Re-Creation: Ethics and the Biotechnological Restructuring of Life  
Paul Root Wolpe, PhD

Asa Griggs Candler Professor of Bioethics; Raymond Schinazi Distinguished Research Professor of Jewish Bioethics; professor of medicine, pediatrics, psychiatry, neuroscience and biological behavior, and sociology; director of the Center for Ethics, Emory University, Atlanta, GA

The convergence of a variety of technologies (synthetic biology, genetic engineering, nanotechnology, neurotechnology, and informational and computational technology) is already changing the way we diagnose and cure disease, reproduce, reengineer animal bodies, and enhance ourselves. Our growing power to manipulate the plasms of life is raising questions about the limits of human intervention, the alteration of our nature, and the purposes to which we should put our technologies. In this talk, we look at emerging biotechnology and its social, ethical, and legal challenges.

**10:45–11:45 AM**

**Open Session 1**

**How to Present Yourself as An Independent/Freelance Professional**

How do prospective clients find you, and what do they see? How do you position and brand your writing business? What does a Google search tell clients about you? This session covers a variety of topics, from the dreaded networking to real-world examples of what prospective clients are looking for in a professional writer. Whether you’re launching, building, or growing your freelance business, these tips and ideas can help to set you apart from the crowd.

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

Immediately after the conference, a link will be sent by e-mail to attendees with the post-conference questionnaire and Breakfast Roundtable evaluations. Paper versions are no longer provided in the packets.
10:45 AM–12:15 PM

Open Session 2

Space-Based Research and the Future of Humans in Space
Panel members discuss ethics, space medicine, and perspective concerning NASA’s future manned space program. Novel challenges including extreme isolation and long duration inspire planners as they design missions lasting years. The panel will talk about potential issues involving ethical, medical, and psychological scenarios.

Jim Hudson, Moderator
Medical Writer, Medical Writing Associates, Simi Valley, CA

NASA Ethics Perspective
Paul Root Wolpe, PhD
Senior Bioethicist, NASA; Emory University Center for Ethics, Atlanta, GA

NASA Space Medicine Perspective
Kevin L. Ferguson, MD, FACEP
Director, NASA Medical Support Team; Departments of Emergency Medicine and Anesthesiology, University of Florida, Gainesville, FL

10:45 AM–12:15 PM

Open Session 3 continued—

Popular Approaches to Persuasion: Moving Your Audience to Action
Daniel Jones, PhD
Professor of English, University of Central Florida, Orlando, FL

Open Session 4

Working With Non-Native English Speakers
Almost all medical writers and editors have a client base that includes individuals who are not native speakers of English. This session addresses some of the challenges and rewards of working with researchers and authors from different linguistic and cultural backgrounds. Topics include how understanding certain cultural traditions can improve communication and goodwill, tips for editors of ESL (English as a Second Language) authors, and information about AuthorAID, a project to help researchers in developing countries to write about and publish their work.

Dawn Chalaire, Moderator
Scientific Editor, Department of Scientific Publications, University of Texas MD Anderson Cancer Center, Houston, TX

10:45 AM–12:15 PM

Open Session 3 continued

Using Composition and Persuasion Theories to Improve Your Medical Writing
You write every day. But do you understand the theoretical bases for what you have been taught about word choice, organization, and design? The panelists in this session will discuss theories and research findings that can help you improve the quality and effectiveness of your writing. Topics discussed will include evidence-based writing and the principles and guidelines informed by communication research, composition theories that provide a context for evaluating the effectiveness of your writing, and popular persuasion theories that can help you move your audience to action.

Lori L. Alexander, MTPW, ELS, Moderator
President, Editorial Rx Inc, Orange Park, FL

Theories of Composition: Understanding the Impact Your Approach to Writing Has on Your Audience
Helen E. Hodgson, PhD
Professor, Westminster College, Salt Lake City, UT

Classic Comprehension Research
Thomas A. Lang, MA
Principal, Tom Lang Communications and Training International, Kirkland, WA

Consent to Use of Photographic Images
Registration and attendance at, or participation in, AMWA’s annual conference and related events constitutes an agreement by the participant to AMWA’s use and distribution (both now and in the future) of the participant’s image or voice in photographs, videotapes, electronic reproductions, and audiotapes of the conference.
**Open Session 5**

**Dial 911: Emergencies in Medical Writing**

Eight to ten real-life scenarios will be presented that constituted an “emergency” in medical writing because they posed logistical, interpersonal, technological, or other unexpected challenges. Participants will be asked to brainstorm and suggest solutions to each emergency (either as one large group or as members of smaller discussion groups, depending on the number of participants). How each medical writing emergency was addressed, as well as the outcome, will be revealed. The session leaders will offer strategies for anticipating potential problems and developing effective solutions to medical writing emergencies.

**Anne Jacobson,** MPH, CCMEP
Freelance Medical Writer, Port St John, FL

**Scott Kober,** CCMEP
Director, Content Development, Institute for Continuing Healthcare Education, Philadelphia, PA

**Open Session 6**

**2011 AMWA Salary Survey**

This session will reveal the results of the 2011 AMWA salary survey. Analysis of the data includes factors such as demographics, education, primary employer, job type, years of experience, and area of the country. The results include separate analyses for people employed full-time by a company and people who work freelance through contracts. Five previous surveys were conducted between 1989 and 2007 and some comparisons will be made between years.

**Tinker Gray,** MA, ELS, Moderator
Research Director/Medical Writer, Shelbourne Knee Center, Indianapolis, IN

**Susan Bairnsfather**
CEO, EPharmaTech LLC, Shreveport, LA

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**Diabesity: The Epidemic That Travels the Globe**

**Francine Ratner Kaufman, MD**
Chief medical officer and vice president of global medical, clinical and health affairs, Medtronic Diabetes, Northridge, CA; distinguished professor emerita of pediatrics and communications, University of Southern California’s Keck School of Medicine and the Annenberg School of Communications; attending physician at Children’s Hospital Los Angeles

Diabesity. It’s a scourge that today spans the seven continents, infiltrating every corner of the planet. Yet public understanding and awareness of diabetes—and the role obesity plays in its development—is sorely lacking. Dr. Kaufman, a foremost authority on the clinical aspects of childhood type 1 and type 2 diabetes and an internationally recognized educator and researcher, will discuss how strategies that focus on prevention and improved management of obesity and diabetes must be developed, disseminated, and evaluated as the diabesity epidemic goes global. If the next decade is to see a worldwide reduction in these chronic diseases, communicators must publicize, demystify, and assess the impact of interventions, programs, policies, and regulations across the spectrum of geographic areas, cultures, ethnicities, and income levels. The author of the best-selling book *Diabesity: The Obesity-Diabetes Epidemic That Threatens America,* she also will discuss socio-ecological models needed to alter the many factors that negatively influence diet and exercise habits.
2:00–3:30 PM
OPEN SESSION 7
Be Your Own IT Department
Whether you have your own business or a home office, skill with personal computers affects your ability to meet deadlines, protect files, and interface well with colleagues. This session, designed for both Mac and PC users, will guide you in updating your operating system, Web browser, browser extensions, and e-mail host. We’ll take the mystery out of tasks such as disk repair, offsite backup, and wi-fi network security. You’ll hear about devices such as mouse alternatives, custom keyboards, and dual monitors, as well as software and apps that can improve your productivity. Finally, you’ll learn what’s meant by “cloud computing” and how to harness it for data synchronization and file sharing.
Faith Reidenbach, ELS, CMPP, Moderator
Principal, Caley-Reidenbach Consulting LLP, Corvallis, OR

Keep Your Computer Running Smoothly and Safely
Tomislav Kustura
Kustura Technologies, Jacksonville, FL

Beyond the Basics: Gadgets, Apps, and the Cloud
Jeanne McAdara-Berkowitz, PhD
Principal, Biolexica, Longmont, CO

2:00–3:30 PM
OPEN SESSION 8
The Brave New World of Medicine: Biologics
Increasingly, new drugs are not the small molecules we’ve grown to know and love, but large-molecule antibodies or peptides. The panelists will discuss the history of therapeutic biologics, how biologics are made, some therapeutic uses of biologics, and how both development of and writing about biologics differ from those for small-molecule drugs.
Kathy Spiegel, PhD, Moderator
President, Spiegel Consulting Inc, Grass Lake, MI

Michael Herman, MD
Gastroenterologist, North Florida Gastroenterology, Jacksonville, FL

Linda L. Rice, PhD
Medical Writing Senior Manager, Amgen Inc, Thousand Oaks, CA

Michele Vivirito
Freelance Medical Writer, Camarillo, CA

2:00–5:00 PM
WORKSHOP 1
Macroediting (ADV) [713]
In this workshop for experienced editors, participants will analyze the content and organization of a complete manuscript as a precourse exercise. During the workshop, participants will compare their skills with those of other experienced editors by reviewing the exercise together and learning about the art of macroediting. To register for this workshop, it is recommended that you have already taken Effective Paragraphing, Writing Abstracts, Tables and Graphs, and Organizing the Medical Paper, or have at least 3 years’ experience in macroediting. APPROXIMATE HOMEWORK TIME: 3–5 HOURS. (Member $120, Nonmember $220)
Elliott Churchill, MS, MA
President, A World of Words, Atlanta, GA

WORKSHOP 2
Critical Appraisal for Writers and Editors of Biomedical Research Articles (ADV) [726]
This workshop is intended for advanced medical writers and editors who want to improve their skills in critically appraising medical research or to improve their ability to think critically. The presentation and discussions will evolve around 13 questions and related concerns about the justification, design, execution, analysis, and interpretation of medical research studies. The homework assignment consists of reading several abstracts and then asking questions raised by presence or absence of the information in the abstract. APPROXIMATE HOMEWORK TIME: 3–4 HOURS. (Member $120, Nonmember $220)
MaryAnn Foote, PhD
Owner, MA Foote Associates, Westlake Village, CA

WORKSHOP 3
Understanding and Reporting the Performance Characteristics of Diagnostic Tests (ADV) [725]
This workshop, designed for experienced medical writers and editors, teaches participants how to interpret and report diagnostic tests in the biomedical literature. Participants will practice applying a set of detailed guidelines for reporting various test characteristics. APPROXIMATE HOMEWORK TIME: 3 HOURS. (Member $120, Nonmember $220)
Thomas A. Lang, MA
Principal, Tom Lang Communications and Training International, Kirkland, WA

All sessions at the conference start on time, including Breakfast Roundtables; plan your arrival accordingly.
Workshop 4

Basic Grammar I (ES/G) [2000]
Thorough knowledge of parts of speech is truly basic to good writing and editing. This workshop, originally part of Basic Grammar and Usage, focuses entirely on parts of speech and their use in the sentence. Types of nouns and pronouns, verb tense, pronouns and case, phrases and clauses (with special emphasis on verbs and on noun, adjective, and adverb clauses), and the types of sentences are some of the primary topics that the workshop covers. Information in this workshop is, in essence, basic to every other AMWA workshop. Approximate homework time: 2 hours. [Also offered on Friday afternoon as WS 46] (Member $95, Nonmember $195)

Chrsissie W. Chambers, MA, ELS
Freelance Editor, Calgary, AB

Workshop 5

Effective Paragraphing (ES/G) [2003]
This lecture and discussion workshop provides novices and moderately experienced writers and editors with some basic paragraphing techniques for achieving clarity, readability, and desired emphasis. The objective is the development of a systematic approach to analyzing and correcting text. Options for arranging paragraphs and using transitions will be demonstrated in this review workshop. Approximate homework time: 4 hours. (Member $95, Nonmember $195)

Helen E. Hodgson, PhD
Professor, Westminster College, Salt Lake City, UT

Workshop 6

Outlining for Writers and Editors (ES/EW/FL) [2007]
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. Approximate homework time: 2–3 hours. (Member $95, Nonmember $195)

Sue Hudson
Senior Medical Writer, Medical Writing Associates, Simi Valley, CA

Workshop 7

Creative Process in Pharmaceutical Advertising and Promotion (B/PH/PRAM) [2501]
The workshop leader will provide an overview of various types of pharmaceutical advertising and promotion, including print, television, direct mail, sales aids, and the Internet. The workshop will then become a “war room” as participants immerse themselves in the creative process to formulate a brand personality, advertising platform, and creative strategy. Approximate homework time: 2–3 hours. (Member $95, Nonmember $195)

Brian Bass
President, Bass Advertising & Marketing Inc, Robbinsville, NJ

Workshop 8

Business Aspects of a Freelance Career (B/FL) [2500]
This workshop is intended for those who want to begin or have recently begun a freelance business. The workshop leader will provide a realistic look at the business aspects of self-employment. Issues covered include setting up a business, marketing services, finding clients, setting fees, preparing contracts, keeping records, and dealing with taxes. Approximate homework time: 3 hours. (Member $95, Nonmember $195)

Mary G. Royer, MS, ELS
Freelance Medical Writer, Ithaca, NY

Workshop 9

Journal Submissions Other Than Research Articles (CP/EW) [3007]
This workshop is intended mainly for novice through moderately experienced editors. Through a combination of lecture and group discussions, participants in this workshop will explore the basics of writing and editing journal submissions other than research articles. The workshop leader will discuss case reports, techniques papers, and letters to the editor. Review articles will also be discussed briefly. Content and organization will be emphasized. Approximate homework time: 3–4 hours. (Member $95, Nonmember $195)

Barbara Gastel, MD, MPH
Professor, Texas A&M University, College Station, TX

“As the first conference I have attended, this year's annual conference was wonderful! I learned a lot, earned 3 credits toward a certificate, and did some networking. Thanks for a great experience!”

— 2010 AMWA Annual Conference attendee

“…”

— 2010 AMWA Annual Conference attendee
Workshop 10

Writing and Editing NIH Grants (CP/EW/FL) [3022]
This lecture and group discussion will provide a thorough framework for both new and experienced medical editors to make the grant-preparation process less harried. NIH applications are the topic of this workshop. Writing and editing exercises to craft key portions of an application and samples of “winners” that were funded will be included. Private (e.g., foundation) proposals will not be addressed in this workshop. Approximate Homework Time: 2–3 hours. (Member $95, Nonmember $195)
Karen Potvin Klein, MA, ELS
Associate Director, Office of Research, Wake Forest University Health Sciences, Winston-Salem, NC

Workshop 11

Plain Language (CP/EW) [3011]
In this basic workshop, writers and editors with little experience in preparing health information materials for readers with limited literacy skills will learn about writing plainly for this audience (at reading levels for grades 4 through 8). After a discussion of the principles of plain language, participants will practice writing plainly in a variety of exercises. Approximate Homework Time: 3 hours. (Member $95, Nonmember $195)
Sharon L. Nancekivell, MA
Freelance Medical Editor, Guelph, ON

Workshop 12

Sentence Diagramming for Clarity and Practicality (CP/G) [3014]
This workshop is designed for novice or moderately experienced participants. The workshop leaders will review the basics of sentence diagramming. Particularly helpful for visual learners, diagramming can also contribute to logical thought patterns and sentence construction by making visible the relationships between parts of the sentence and indicating where emphasis lies within the sentence. This workshop is designed to develop or refresh diagramming and grammar skills and to show the practical benefits of sentence diagramming. Approximate Homework Time: 3 hours. (Member $95, Nonmember $195)
Nancy D. Taylor, PhD, ELS
Freelance Medical Writer, Greenville, SC
Flo Witte, PhD, ELS
Owner, Bluegrass Editorial Services Team LLC, Winchester, KY

Workshop 13

Regulatory Aspects of the Drug Development Process (RR/PH) [4010]
In this workshop, designed for novices in the pharmaceutical industry, participants will learn about and discuss the drug development process with special emphasis given to regulatory documentation. Discussion will include a summary of the US, European, and International Conference on Harmonisation (ICH) guidelines and regulations that govern drug approval. Approximate Homework Time: 3–4 hours. (Member $95, Nonmember $195)
Aaron B. Bernstein, PhD
Director, Regulatory Planning, Hoffmann-La Roche Inc, Nutley, NJ

Workshop 14

Summarizing Clinical Safety Data for a New Drug Application (RR) [4014]
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. Approximate Homework Time: 2–3 hours. (Member $95, Nonmember $195)
Peggy Boe, RN
Medical Writer, ReSearch Pharmaceutical Services Inc., Hampstead, NC
Marijke H. Adams, PharmD, PhD
President, MH Adams & Associates Inc, Davie, FL

AMWA certificate programs

Enrollment is open for Essential Skills and 4 specialty certificates: Business, Composition and Publication, Concepts in Science and Medicine, and Regulatory and Research. Earning a specialty certificate requires completion of an Essential Skills, Core, or Advanced certificate. Credits for workshops previously taken will not be lost; people can continue to pursue the previous certificates under their existing enrollment time frame. Workshops include designations for both the new and old certificates.

PLEASE NOTE: Permanent workshop numbers [in brackets] follow the titles and designations of the credit workshops.
Workshop 15
**Fundamentals of Ethics and Practical Applications (RR)**
[#4020] NEW!
Ethical considerations associated with conducting clinical research will be explored in this workshop intended for medical writers, editors, and researchers with some experience reviewing, analyzing, and communicating data-regulated therapeutic development activities. The workshop will consist of short presentations on relevant ethical issues with respect to therapeutic (drug, device, vaccine) clinical trials, and group discussions on major ethical considerations of some case studies. Topics include the importance of ethics in good clinical practice (GCP), the informed consent process and the challenges that may arise in developing countries, the infrastructure of ethics committees, and data safety monitoring committees. Throughout, the workshop will focus on the central ethical issue in clinical study conduct: to ensure subject safety and well-being. **Approximate homework time:** 2 hours.
(Member $95, Nonmember $195) **Note:** This workshop is one of the two RR ethics workshops available to complete the ethics requirement for an RR certificate (see WS 74); only one RR ethics workshop is required.

Art Gertel
Vice President, Strategic Regulatory Consulting, Medical Writing and Quality Assurance, Beardsworth Consulting Group Inc, Flemington, NJ

Workshop 16
**The Electronic Common Technical Document (RR/PH)**
[4004]
This workshop is appropriate for regulatory/medical writers who have minimal or moderate experience in preparing documents for a pharmaceutical eCTD (electronic common technical document) regulatory submission. The teaching style will be primarily lecture with an exercise and some opportunity for discussion. The workshop leader will focus on what writers need to know to support team efforts for preparing regulatory documents slated for investigational and new drug marketing applications. Topics for discussion will include associated regulations and guidelines, the structure and format of the eCTD, and best practices for writing the documents that constitute the submission. **Approximate homework time:** 1.5–3 hours.
(Member $95, Nonmember $195)

Howard M. Smith, MA
Consultant Medical Writer and Editor, Richmond, VA

Workshop 17
**Introduction to the Cardiovascular System (SM/SBS)**
[3515]
This workshop is designed for those without a science background. The workshop leader will present the basics of the structure and function (anatomy and physiology) of the cardiovascular system, including the heart, blood vessels, and the blood itself. Why is the circulation of blood so important? How does the heart do its job? What is blood’s function, and what’s it made of? Additional topics include the electrocardiogram, blood pressure, and various common terms related to the cardiovascular system.

Approximate homework time: 2–3 hours.
(Member $95, Nonmember $195)

Susan E. Aiello, DVM, ELS
Principal, WordsWorld Consulting, Dayton, OH

Workshop 18
**Ethics in Communicating Science and Medicine (SM)**
[3524] NEW!
This workshop provides an overview of ethical considerations for communicating medicine and science to patients, health care providers, and others. Research-and-regulatory issues and publication-related issues will not be addressed because they are the focus of other workshops. This workshop comprises a homework assignment, an interactive lecture, and a class exercise. Participants will be divided into small groups, each of which will be given one of the case studies submitted as part of the homework. Groups will be asked to name the ethical situation, identify the stakeholders and their perspectives, debate potential decisions, and present their results to the entire group through role-play. Estimated homework time: 2-3 hours.
(Member $95, Nonmember $195) **Note:** This workshop is required to complete a certificate for Concepts in Science and Medicine.

Tamara Ball, MD
Principal Medical Writer, i3 Statprobe, Asheville, NC

Cindy W. Hamilton, PharmD, ELS
Principal, Hamilton House, Virginia Beach, VA

“Excellent program, applicable topics to the real world.”
— 2010 AMWA Annual Conference attendee
Workshop 19

Introduction to the Endocrine System (SM) [3513] NEW!
Endocrinology is the study of hormones and the glands that produce them. This workshop is intended for medical writers and editors with little or no background in endocrinology. Participants will learn the basic anatomy and physiology of the various endocrine glands in the human body (e.g., the hypothalamus, pituitary, adrenal glands, reproductive organs) and the different types of hormones that these glands produce. The workshop leaders will also discuss the wide-ranging effects of hormones on different body systems, their mechanism of action, and methods for measuring hormone levels. 
APPROXIMATE HOMEWORK TIME: 2 HOURS. (Member $95, Nonmember $195)

Joanne M. McAndrews, PhD
Freelance Medical Writer, St Louis, MO

Jacqueline F. Wu, PhD
Owner and Medical Writer, Castle Peak Medical Writing, Tucson, AZ

Workshop 20

Communicating Results of Routine Clinical Laboratory Tests (SM/EW/PH/SDT) [3506]
The workshop is appropriate for inexperienced to moderately experienced writers. The workshop leader will cover basic concepts pertaining to laboratory terminology, including the components of a complete blood count and serum chemistry profile and their relationship to organ systems, with the goal of clear and concise communication of laboratory findings. Reviewing laboratory summary tables and data listings, as well as correlating test results to adverse events for summaries in regulatory documents, are also covered. Although application in regulatory writing will be emphasized, the concepts covered are also applicable to journal articles and other forms of medical writing. 
APPROXIMATE HOMEWORK TIME: 3 HOURS. (Member $95, Nonmember $195)

Rita C. Tomlin, MT, MA
Owner and Manager, Tomlin Consulting LLC, San Diego, CA

Workshop 21 continued—

based on the Good Publication Practice for Communicating Company Sponsored Medical Research: GPP2 Guidelines. Through a combination of group discussion and lecture, participants will learn how to develop a publication from initiation through to submission and how to deal with controversial issues such as author selection and data sharing. (Member $55, Nonmember $105)

Kathryn J. Boorer, PhD
Medical Writing Senior Manager, Amgen Inc, Thousand Oaks, CA

3:45–4:45 PM

Open Session 9

Creating and Using Microsoft Word 2007 Templates to Facilitate Document Formatting
Consistent formatting and use of conventions in scientific, technical, and business documents are essential: They inspire confidence in the reader, facilitate the portability of text across similar document types, and help maintain an established “look and feel” for a company. Microsoft Word templates allow authors to quickly and easily format documents, leaving more time to work on the important content. In this short session, participants will learn how to create and use style tags, insert tables and cross-references, and generate a table of contents and a list of figures automatically. Handouts will be provided, and participants are encouraged to share their own issues and their solutions to common problems.

Nicola Bond, Senior Manager, Research Operations, Amgen Inc, Thousand Oaks, CA

3:45–4:45 PM

Open Session 10

Coaching as a Powerful Leadership Tool
In this session, participants will be introduced to the use of coaching behaviors as a powerful leadership approach. One of the most effective and crucial leadership skills involves coaching others around how they think, rather than managing their actions. Session participants will identify their strengths, weaknesses, and motivations and explore how these relate to their leadership styles. They will view and discuss a sample coaching situation and then learn and practice how to actively listen and ask powerful questions. They will leave with an action plan to continue practicing and implementing coaching skills in their leadership roles.

Janice M. Sabatine, PhD, CSC
President, Avanti Strategies LLC, Cranberry Township, PA
3:45–5:15 PM

OPEN SESSION 11

Conversations About Health Literacy and Patient Education

In this enjoyable onstage interview format, you will listen in on important conversations as 3 leaders in health literacy and patient education share experiences and lessons learned. They will highlight reasons why health literacy matters and discuss ways to write understandable informed consent forms and patient education materials.

Why Health Literacy Matters
Helen Osborne, MEd, OTR/L, Moderator
President, Health Literacy Consulting, Natick, MA

Writing Understandable Informed Consent Forms
Kristofer S. Griffith, CIP
Manager, Human Research Regulations, MD Anderson Cancer Center, Houston, TX

Developing Readable Patient Education Materials
Jacqueline A. Stevermer-Bakken
Communications Consultant, Section of Patient Education, Mayo Clinic, Rochester, MN

3:45–5:15 PM

OPEN SESSION 12

Marketing in the Digital Sector

Writing in the digital age requires not only subject matter expertise and knowledge of regulatory issues; it is now up to the copywriter or medical writer to also understand information architecture, search engine optimization, usability, user experience design principles, creativity, strategy, and analytics. What are these new competencies, how does one get training and experience in them, and why are they so important to writing digital content? In this session we will learn why these new skills are critical to digital success and see how they have been applied to e-mails, banner ads, Web sites, and mobile applications.

Arlene Walters, Moderator
ACD Copywriter/Consultant, Chicago, IL

David Ormesher
CEO, closerlook Inc, Chicago, IL

Greg Waitley
Director, Digital Strategy, GA Communication Group, Chicago, IL

5:30–6:15 PM

CHAPTER GREET AND GO

Meet members of your chapter at this year’s Greet and Go, where you can make plans to continue your conversations over dinner at one of the many great restaurants within walking distance of the conference hotel. The conference schedule allows attendees who have registered for a Coffee and Dessert Klatch enough time to greet their chapter colleagues, go to dinner, and still return in time to attend the klatch at 8:15. The event provides a gathering place for international members and nonmembers, too!

Cash bar.

8:15–9:15 PM

COFFEE AND DESSERT KLATCHES
(Member $15, Nonmember $25)

Jude Richard, ELS, Coordinator
Premier Research Group Limited, Austin, TX

Relax and meet your colleagues for stimulating, informative but informal conversation. Share your experiences with many fun topics. Are you an avid reader, a biking or sports enthusiast, a “crafter,” or a gardener? Are you addicted to Sudoku or Tarot? Each of the 18 topic tables will have a designated discussion leader; participation will be limited to 9 registrants per table. Coffee, tea, and a dessert buffet will be provided.

C-1 Ravelry—Join the Online Knitting and Crocheting Community!
Kim Berman, ELS, Ink2, Sloansville, NY

C-2 Amaryllis: They’re Not Just for Holiday Decorations
Kristi A. Boehm, MS, Spring, TX

C-3 Chickens in Your Backyard: How to Raise Your Own Flock of Egg Layers
Melissa L. Bogen, ELS, Bogen Editorial Services, Chester, NY

C-4 Mysteries of the Deep
Julie Y. Crider, PhD, CMPP, Collaborative Medical Writing LLC, Mansfield, TX

C-5 Martial Arts Enthusiasts
Susan Cuozzo, MA, Science and Medicine, New York, NY

“The workshops were extremely good, the offerings were diverse, and the networking opportunities were great!”
— 2010 AMWA Annual Conference attendee
Coffee and Dessert Klatches continued—

C-6 Tarot Reading: Sometimes It’s Not So Bad to Be the Fool!
Art Gertel, Beardsworth Consulting Group Inc, Flemington, NJ

C-7 Music Matters
Linda Kesselring, MS, ELS, University of Maryland Medical Center, Baltimore, MD

C-8 Road and Mountain Biking
Debbie Larrabee, MS, ELS, Siemens Medical Solutions, Knoxville, TN

C-9 Exercising Your Creative Writing Skills
Donna Miceli, DLM Writing Services, Fort Myers, FL

C-10 Toastmasters: Speaking, Listening, and Leading With Style
Yeshi Mikyas, PhD, ELS, Amgen Inc, Thousand Oaks, CA

C-11 USA (United Sudoku Addicts)
Leslie Neistadt, ELS, The Hughston Foundation, Columbus, GA

C-12 Tales From the Diehards: A Forum for Sports Fans
Julie Ravo, MA, North Haledon, NJ

C-13 Editing Your Work Wardrobe
April Reynolds, MS, ELS, Institute for Continuing Healthcare Education, Philadelphia, PA

C-14 Old Dogs, New Tricks: Tips on Teaching Adult Learners
Colleen M. Sauber, ELS, Mayo Clinic, Rochester, MN

C-15 O Pioneer! Maud Mellish Wilson and Medical Communications at the Mayo Clinic
LeAnn Stee, Mayo Clinic, Rochester, MN

C-16 NaNoWriMo: Sure, I Can Write a Novel in 30 Days!
Amy D. Stephenson, MA, Waggener Edstrom Worldwide, New York, NY

C-17 Put Some Sparkle in Your Life: Make Jewelry Tonight
Marjorie G. Winters, Winters Editorial Services, Township of Washington, NJ

C-18 Perspectives From the Sandwich Generation: Joys, Challenges, and Survival Skills
Barbara T. Zimmerman, PhD, Biomedical Communication & Consulting, Denver, CO

ON-SITE SALES

AMWA’s 6th self-study module, Essential Ethics for Medical Communicators, will be released at the Jacksonville conference.

All 6 modules will be available at AMWA’s registration area for a special discounted price for conference attendees. Each module includes a handbook, CD, laminated Quick Reference Guide, and test sheet to complete and return for credit if you are pursuing an Essential Skills certificate.

Available at registration:
- Basic Grammar and Usage module authored by Flo Witte, PhD, ELS
- Elements of Medical Terminology module authored by Barbara Gastel, MD, MPH
- Essential Ethics for Medical Communicators module authored by Cindy W. Hamilton, PharmD, ELS
- Punctuation for Clarity and Style module authored by Lynn M. Alperin
- Sentence Structure and Patterns module authored by Flo Witte, PhD, ELS
- Statistics for Medical Writers and Editors module authored by Bart J. Harvey, MD, PhD
- Extra laminated Quick Reference Guides for all 6 modules

All self-study modules may be purchased from the AMWA Web site at any time. The Essential Ethics for Medical Communicators module will be available to order online immediately after the conference.

“Awesome, wonderfully organized conference. Thank you!”
— 2010 AMWA Annual Conference attendee
7:30 AM–5:30 PM
REGISTRATION, HOSPITALITY, AND POSTER DISPLAYS
Exhibits 8:00 AM–4:00 PM
Complimentary beverages.

7:45–8:45 AM
POSTER PRESENTATION: VISIT WITH THE PRESENTERS
See page 14 for a complete list of presentations.

8:00–9:00 AM
BREAKFAST WITH THE EXHIBITORS
Enjoy a complimentary continental breakfast with the conference exhibitors.

9:00–10:30 AM
OPEN SESSION 13
Teaching Old Dogs (and Young Pups) New Tricks: Creating Harmony Among Generations at Work
In medical communication, as in other work settings, young professionals and their more-experienced counterparts are trying to figure out what makes each other tick. Research indicates differences among Baby Boomers, Generation Xers, and Millennials (Generation Y) in how they view corporate culture, value work, value and use communication tools and social networks, and reference cultural knowledge. This generational diversity has many employers and employees alike wondering how these groups can work together effectively. Panelists will describe the characteristics of each generation and discuss ways to create harmony and enhance productivity through effective working relationships, cross-mentoring opportunities, and “generational diplomacy”: the art of being heard and respected at any age.

Lori L. Alexander, MTPW, ELS, Moderator
President, Editorial Rx Inc, Orange Park, FL

Working Together Across the Ages
John Babinchak II
Vice President, CBR Strategic Communications, Maitland, FL

Co-existing With Millennials: What We and They Need to Know to Improve the Workplace
Daniel Jones, PhD
Professor of English, University of Central Florida, Orlando, FL

OPEN SESSION 13 continued—

The Young and the Restless: Age-Proofing Your Career and Mastering the Art of Generational Diplomacy
Candace Moody
Vice President, WorkSource Florida, Jacksonville, FL

9:00–10:30 AM
OPEN SESSION 14
Scope of Medical Communication
For those new to the field and those wanting to transfer to a new area of the profession, this presentation will provide an overview of medical communication from the perspectives of writers and editors working in different specialties and environments. Presenters will describe their work environment and discuss opportunities and projects in their specific fields, the necessary background and education, salary ranges, how to break in, and how to get ahead.

Academic Perspective
Jude Richard, ELS, Moderator
Medical Writer, Premier Research Group Limited, Austin, TX

Regulatory Perspective
Carol Bader, MS, RAC
Principal Medical Writer, UCB Biosciences Inc, Research Triangle Park, NC

Freelance Perspective
Tracey Fine, MS, ELS
Freelance Medical Editor/Writer, Fine Biomedical Publications Inc, Chapel Hill, NC

Continuing Medical Education Perspective
Kevin Flynn, MA
Director, Scientific Communications, Analgesic Solutions, Natick, MA

Medical Communication Companies Perspective
Dana L. Randall, MS, PharmD
Editorial Director, Arbor Communications Inc, Ann Arbor, MI

Poster displays will be available for your review throughout the conference; the poster presenters will be available to answer questions on Friday morning from 7:45 to 8:45.

All sessions at the conference start on time, including Breakfast Roundtables; plan your arrival accordingly.
Open Session 15
Marketing for Independent Medical Communicators
Two veteran medical writers will present a lively discussion on marketing for independents, including traditional marketing tactics (Web sites, direct marketing, social networking); passive marketing tactics (referrals); and virtual assistants as a tactic to take your marketing to another level.

Elizabeth G. Frick, PhD, ELS, Moderator
President, The Text Doctor, Boulder, CO

Brian Bass
President, Bass Advertising & Marketing Inc, Robbinsville, NJ

Debra L. Gordon, MS
President, GordonSquared Inc, Williamsburg, VA

Workshop 22
Microediting (ADV) [717]
Participants will sharpen their microediting skills by reviewing an assignment completed before the workshop and discussing the art of microediting as it relates to the preparation of manuscripts for medical journals. Organization of manuscripts will not be discussed (this topic is covered in Macroediting). To register for this workshop, it is recommended that you have already taken English Usage and Abusage, Punctuation for Clarity and Style, Sentence Structure and Patterns, and Tables and Graphs, or have at least 3 years’ experience in manuscript editing. Approximate homework time: 6 hours. (Member $120, Nonmember $220)

Elliott Churchill, MS, MA
President, A World of Words, Atlanta, GA

Workshop 23
Grant Editing (ADV) [730]
The workshop leader will provide participants with an understanding of the editing concepts inherent in “grantsmanship,” the strategic elements behind preparation of a successful grant application. It is highly recommended that participants have previously taken Grant Writing: NIH and Non-NIH Research Options and Strategies or Writing and Editing NIH Grants or have 3 years’ experience in editing grant applications. Approximate homework time: 3 hours. (Member $120, Nonmember $220)

Karen Potvin Klein, MA, ELS
Associate Director, Office of Research, Wake Forest University Health Sciences, Winston-Salem, NC

Workshop 24
Advanced Data Presentation: Tables, Graphs, and Charts (ADV) [701]
This workshop is intended for medical writers and editors who have at least a moderate degree of experience working with graphical displays of data. The leader will emphasize group participation in exploring solutions to graphic problems submitted by participants. Other means of portraying information, such as flow charts and box and whisker plots, also will be discussed. For background knowledge, it is highly recommended that registrants have previously taken Tables and Graphs and Statistics for Medical Writers and Editors, and either Basics of Epidemiology or Interventional and Observational Research Design (previously titled Biomedical Research Design). Approximate homework time: 3–5 hours. (Member $120, Nonmember $220)

Bart J. Harvey, MD, PhD
Associate Professor, University of Toronto, Toronto, ON

Workshop 25
Sentence Structure and Patterns (ES/G) [2009]
Through lecture and examination of flawed and improved sentence examples, participants will consider the main elements of sentence construction, accommodation to the reading process, and the management of emphasis—all with a view toward matching structure to purpose. Approximate homework time: 2–5 hours. [Also offered on Saturday morning as WS 67] (Member $95, Nonmember $195)

Susan E. Aiello, DVM, ELS
Principal, WordsWorld Consulting, Dayton, OH

Workshop 26
Tables and Graphs (ES/G) [2011]
The workshop leader will cover definitions and uses of tables and graphs, as well as guidelines for preparing and editing them. The focus of the workshop, designed for the beginner, is the preparation of tables and graphs that are usable, that communicate, and that are appropriate for the situation. Participation is encouraged as we evaluate problematic tables and graphs. Approximate homework time: 3 hours. [Also offered on Saturday morning as WS 68] (Member $95, Nonmember $195)

Cindy W. Hamilton, PharmD, ELS
Principal, Hamilton House, Virginia Beach, VA

If a registrant’s completed Advanced workshop homework is not received by the workshop leader by the deadline, the registrant will not be allowed to attend the workshop. No credit or refund will be given.
**Workshop 27**  
**Statistics for Medical Writers and Editors (ES/G/SG)** [2010]  
This workshop is designed for participants who have little or no background in statistics. The workshop leader will cover elementary statistical concepts needed to understand medical and scientific articles, including types of variables, levels of measurement, summary statistics, estimation and confidence intervals, and *t* test. Emphasis will be placed on understanding statistical presentations and on reporting statistical information—not on calculations or mathematical explanations. **APPROXIMATE HOMEWORK TIME:** 3 HOURS. [Also offered on Saturday morning as WS 69]  
(Member $95, Nonmember $195)  
**Thomas A. Lang, MA**  
Principal, Tom Lang Communications and Training International, Kirkland, WA

**Workshop 28**  
**Basic Grammar II and Usage (ES/G)** [2001]  
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 offering a review of additional grammatical topics and discussion of some aspects of English usage. Correcting dangling or misplaced modifiers, using *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 and Usage** but believe you could use a more thorough review of these topics, you can also receive credit for taking this workshop. **APPROXIMATE HOMEWORK TIME:** 3 HOURS.  
(Member $95, Nonmember $195)  
**Anne Marie Weber-Main, PhD**  
Assistant Professor and Research Medical Editor, University of Minnesota, Minneapolis, MN

**Workshop 29**  
**Public Relations Materials and Techniques (B/FL/PRAM)** [2508]  
Novices in public relations will learn how to develop communication goals and strategies, identify and target the audience, and determine the most effective methods of communicating with that audience. The workshop leader will cover the basics of writing press releases, features, tips, and public announcements. Emphasis will be on low-budget, creative projects, with examples from health care and medicine. **APPROXIMATE HOMEWORK TIME:** 2–3 HOURS.  
(Member $95, Nonmember $195)  
**Melanie Fridl Ross, MSJ, ELS**  
Director, News & Communications, University of Florida Health Science Center, Gainesville, FL

**Workshop 30**  
**Introduction to the Medical Device Industry (B/PH)** [2503]  
The workshop leaders will cover the medical device industry, opportunities for medical writers in the industry, and the US and global regulatory environments that govern medical devices. Topics will also include the major market segments; products and therapeutic indications; specific job opportunities in the regulatory, clinical, and marketing departments; and the types of projects that may be assigned to employees or vendors. The workshop is designed for anyone with an interest in medical devices. The goal is to provide the participant with an overview of the industry, job and freelance opportunities in medical device companies, and a streamlined version of the regulatory environments in which these companies function. **APPROXIMATE HOMEWORK TIME:** 3 HOURS.  
(Member $95, Nonmember $195)  
**Jim Hudson**  
Medical Writer, Medical Writing Associates, Simi Valley, CA

**Workshop 31**  
**Writing and Designing Materials for Patient Education (CP/EW/PRAM)** [3021]  
Through lecture and discussion, writers with little or no experience in writing for patients will work through the “what, who, and how” of a patient-education piece: planning, research, writing, design, production, and evaluation. Participants will critique sample booklets and review the homework. **APPROXIMATE HOMEWORK TIME:** 2–3 HOURS.  
(Member $95, Nonmember $195)  
**Sharon L. Nancekivell, MA**  
Freelance Medical Editor, Guelph, ON

**Workshop 32**  
**Writing Abstracts (CP/EW/PH)** [3019]  
This workshop is intended for medical editors and writers with up to 5 years’ experience. The workshop leader will present an overview of the purpose and structure of the medical or scientific abstract, with emphasis on abstracts prepared for publications. Registrants will evaluate and write abstracts using homework materials and workshop exercises. **APPROXIMATE HOMEWORK TIME:** 1–2 HOURS.  
(Member $95, Nonmember $195)  
**Howard M. Smith, MA**  
Consultant Medical Writer and Editor, Richmond, VA
Workshop 33

Ethical Standards in Medical Publication (CP/EW/PH) [3004]

In this workshop, intended for novices and moderately experienced writers and editors, the leader will examine ethical issues in scientific publication. Participants will discuss essential publication guidelines and existing ethical standards while highlighting controversial and unresolved issues. Authors’ editors, journal editors, and writers who participate in the creation of manuscripts often have conflicting perspectives on authorship, duplicate publication, conflict of interest, and peer review; these perspectives will be examined. **Approximate homework time:** 3 hours. (Member $95, Nonmember $195)

**Nancy D. Taylor, PhD, ELS**
Freelance Medical Writer, Greenville, SC

**Workshop 34**

Writing the Final Report of a Clinical Trial (RR/PH) [4016]

This workshop is intended for novices and moderately experienced medical writers; the leaders will offer approaches to generating a clinical study report. The components of the report, issues of quality control, and common problems and situations will be reviewed. Within this framework, ideal and real-world experiences will be discussed. The impact of guidelines from the International Conference on Harmonisation (ICH) and their effect on the standard report structure will be discussed in detail. **Approximate homework time:** 4 hours. [Also offered on Friday afternoon as WS 56] (Member $95, Nonmember $195)

**Elizabeth Manning Duus, PhD**
Associate Director, Clinical Research, Helsinn Therapeutics (US) Inc, Bridgewater, NJ

**Workshop 35**

Writing a Protocol in Compliance With the International Conference on Harmonisation Guidelines (RR) [4018]

NEW!

Learn to write a protocol for a clinical trial that is compliant with the International Conference on Harmonisation (ICH). The workshop leader will not only teach the regulatory requirements, but also show participants how the use of templates can shorten protocol development time. Participants will learn how to gather information, manage the review process, and understand who will be using the protocol. **Approximate homework time:** 3 hours. (Member $95, Nonmember $195)

**Paula Fischthal, MA**
Senior Medical Writer, MedImmune Inc, Gaithersburg, MD

**Workshop 36**

Clinical Study Report Writing: From Tables, Listings, and Graphs to Text (RR) [4019] NEW!

This workshop is intended for writers and editors in clinical research with basic to moderate experience in developing clinical study reports (CSRs). With a focus on practical guidelines and examples, the workshop will give you a sense of how best to summarize information from statistical tables, listings, and graphs (TLGs) for a CSR. Examples will include selected passages from the demographics, and the efficacy and safety sections of a CSR, along with the related TLGs to clearly demonstrate the link between text and TLG. Emphasis will be on presenting data in a clear and concise manner. Many participants may benefit from first taking the *Writing the Final Report of a Clinical Trial* workshop. **Approximate homework time:** 4 hours. (Member $95, Nonmember $195)

**Lawrence Giraudi, MSc**
Manager, Medical Writing, Clinimetrics Research Associates, Toronto, ON

**Workshop 37**

Investigational New Drug Applications (RR/PH) [4008]

This workshop is intended for writers with little or no experience in preparing documents for regulatory applications. The leaders will cover the essential components of an investigational new drug application, FDA regulations, and the reviewer’s needs. Participants will also gain an understanding of the writer’s contribution to the quality of an electronic submission. Requirements and available online sources will be included. **Approximate homework time:** 3–4 hours. (Member $95, Nonmember $195)

**Jennifer A. Fissekis, MA, ELS**
Freelance Editor/Medical Writer, Rye Brook, NY

**Jennifer Grodberg, PhD, RAC**
Senior Director, Regulatory Affairs, Trius Therapeutics Inc, San Diego, CA

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Remember that registrants may take credit workshops without enrolling in a certificate program but must be enrolled in the appropriate certificate program to receive credit, as well as completing the homework, submitting it to the workshop leader by the deadline, and attending the full (3-hour) workshop.
Workshop 38
Chemical Equilibria in Physiology (SM/SG) [3505]
Material in this workshop is aimed at those without a science background, and will be presented in a mixed format of lecture, guided inquiry, and demonstrations. Attendees will learn about chemical equilibria in terms of both a molecular description and a mathematical treatment of the topic. After gaining an understanding of how these reactions behave, participants will engage in further discussions that will include physiological manifestations of equilibrium reactions, including diffusion, osmosis, acid-base chemistry, and the delivery of oxygen to the tissues as mediated by hemoglobin. Approximate homework time: 1–2 hours. (Member $95, Nonmember $195)
Adele Addington, PhD
Lab Manager, Human Nutrition, Foods and Exercise, Virginia Tech, Blacksburg, VA

Workshop 39
Basic Laboratory Methods in the Biological Sciences (SM) [3502]
This workshop is aimed at beginning and moderately experienced science editors and writers. Through lecture and discussion, the workshop leader will explain a number of basic laboratory methods that are used in biological sciences research. The leader will review key terms and there will be a brief discussion of useful resources. Approximate homework time: 3 hours. (Member $95, Nonmember $195)
Dominic De Bellis, PhD
Associate Director, Medical Writing, Boehringer Ingelheim Pharmaceuticals Inc, Ridgefield, CT

Workshop 40
Introduction to Basic Virology (SM) [3510]
This workshop is intended for medical writers and editors with some biological background who want to improve their understanding of basic principles around the morphology, replication, and transmission of viruses. Previous background or some coursework in basic cell biology or molecular biology will be useful. The workshop leaders will review basic virus classifications, as well as several representative viruses that relate to clinical disease states, then focus on diagnostic tests used to identify viruses; antiviral therapies (vaccines vs antiviral medications); and mechanisms of viral resistance. Additional topics will include basic virus-host interactions, including key immune responses, principles around immune evasion, and oncogenic viruses in people. This workshop is appropriate for those who write for the public as well as those who write for medical and scientific readers. Approximate homework time: 2–3 hours. (Member $95, Nonmember $195)
Rebecca Jarvis Beck, PhD
Senior Medical Writer, UBC Envision Group, Southport, CT

Thomas P. Gegeny, MS, ELS
Team Lead and Senior Medical Writer, Envision Scientific Solutions Inc, Southport, CT

Workshop 41
Basic Design and Typography for Editors (NC)
The workshop leader will cover the elements of the page, whether for journals, the Internet, books, posters, e-mail messages, memos, letters, postcards, grant applications, or other written materials. More than ornate frill, design is about doing the work to get your words read right. Do editors today need to know design fundamentals? Are there rules that are easy to remember? Can one design a decent page using MS Word? The answers are yes, yes, and yes. Typefaces, composition, information architecture, grids, f-shaped pattern for reading Web content, JPGs, TIFFS, usability testing, rubrics, white space, etc—everything you need to get started. Some brainstorming, some practice, some debate—totally painless. (Member $55, Nonmember $105)
Barbara Kristaponis
Graphic Designer and Medical Grant Writer/Editor, New York, NY

Workshop 42
Persuasive Writing Tips for Health Advocates (NC)
This workshop is designed for medical writers with experience in technical writing who wish to expand into health-advocacy writing, as well as learn the basic differences between medical and health writing and the common types of advocacy writing. Emphasis will be placed on learning persuasive writing techniques to further the client’s position. One of the most important aspects of persuasive writing is determining when and how to interject one’s own opinion. The workshop leader will explore these issues through lecture, general discussion, and the critique of published forms of advocacy writing, such as columns. Participants will review and critique editorials and other forms of advocacy writing for salient points, persuasiveness, and general technique. (Member $55, Nonmember $105)
Gwen Mayes, JD, MMSc
Executive VP of Government Affairs, National Patient Advocate Foundation, Washington, DC
10:45–11:45 AM

Open Session 16
Successful “Onboarding”: Getting New Employees up to Speed
New employees often find that they do not have all of the information they need to fulfill their responsibilities at the expected level of performance. The session leaders will provide examples of how onboarding programs were developed for both new and experienced medical writers at a pharmaceutical company and contract research organization. There will also be an opportunity for attendees to share their own ideas and experiences.

Yeshi Mikyas, PhD, ELS
Medical Writing Senior Manager, Amgen Inc, Thousand Oaks, CA

Caryl L. Burke, MA
i3 Statprobe, Ann Arbor, MI

10:45 AM–12:15 PM

Open Session 17
Continuing Medical Education Today
The field of continuing medical education (CME) is constantly changing in response to mandates from physicians, accreditation bodies, and the government. Whether you are experienced or new to this field, this session will help you learn how to prepare cutting-edge, effective CME. Panelists will discuss the 10 most important steps for creating successful needs assessments, give practical advice for keeping your CME content free of overt and unintentional bias, and explain qualitative and quantitative approaches to preparing outcomes evaluations, including techniques for writing question-and-answer surveys. The session leaders will include case presentations, as time permits.

Writing Bias-Free Content: Practical Advice From Writers and CME Providers
Mary E. King, PhD, DABCC, Moderator
Principal, King Medical Communications LLC, Boulder, CO

Ten Steps for Creating Effective Needs Assessments
Johanna Lackner-Marx, MPH, CCMEP
President and Founder, InQuill Medical Communications LLC, Soquel, CA

Outcomes Trends: Current Approaches to Evaluating CME Activities
Wendy Turell, DrPH, CCMEP
Principal, Aspire Health Consulting LLC, Montclair, NJ

10:45 AM–12:15 PM

Open Session 18
Clinical Trial Ethics: Placebos and Other Issues
There are many ethical issues to consider when enrolling patients in clinical trials. In this session, you’ll learn about some of them, such as when it is ethical to use a placebo comparator in a trial and what has to be taken into consideration when enrolling patients in developing countries.

Kathy Spiegel, PhD, Moderator
President, Spiegel Consulting Inc, Grass Lake, MI

Joseph M. Scavone, PharmD, MSc
Senior Director and Global Clinical Program Lead for Lyrica, Pfizer Inc, New London, CT

R. Edward Faught Jr, MD
Professor of Neurology, Emory University, Atlanta, GA

Your Company: An AMWA Conference Exhibitor or Sponsor (or Both)

With an estimated attendance of 1,000 dedicated professionals who are constantly seeking new information, ideas, products, and services, AMWA’s annual conference is the perfect and most cost-effective place to connect with members of the medical communication industry. Visit AMWA’s Web site for a PDF of the 2011 conference exhibitor prospectus or sponsor prospectus. (www.amwa.org)

“Thank you—the conference surpassed my expectations.”
—2010 AMWA Annual Conference attendee
ALVAREZ LUNCHEON  
(MEMBER $25, NONMEMBER/GUEST $35)  
Doors will open at 12:00 noon for attendees who purchased lunch tickets. Please arrive promptly; lunches will not be served after 12:45. Theater seating will open at 12:45 for those attending only to hear the speaker. Food is not permitted in the theater seating area.  
Host: Stephen N. Palmer, PhD, ELS  
Administrator, 2011 Annual Conference  
Introduction of the Alvarez Award Recipient: The Walter C. Alvarez Award is given annually to a person known for excellence in communicating health care developments and concepts to the public.  

The Advantages and Disadvantages of Writing as a Physician  
Perri Klass, MD  
Dr Klass has achieved excellence through her extensive body of written work and her efforts to promote both public health and literacy. Starting in her 2nd year at Harvard Medical School, she chronicled her medical training and experiences in a series of columns in The New York Times, Discover Magazine, American Health, and many other publications, and the columns have since been assembled into 2 collections: A Not Entirely Benign Procedure: Four Years as a Medical Student and Baby Doctor: A Pediatrician's Training. Her other nonfiction works include Quirky Kids: Understanding and Helping Your Child Who Doesn’t Fit In (coauthored with Eileen Costello, MD), Taking Care of Your Own: Parenthood and the Medical Mind, Every Mother Is a Daughter (coauthored with her mother, Sheila Solomon Klass), and Treatment Kind and Fair: Letters to a Young Doctor. She continues to write regularly about medical issues in many publications, including the New England Journal of Medicine and The New York Times Science section.  
Dr Klass will delight the audience with “the stories that can be told, the stories that can never be told, the confidentiality and trust issues, the loss of perspective and gain in perspective, and more.”  

The Alvarez Award honors excellence in communicating health care developments and concepts to the public.
OPEN SESSION 21

Outsourcing: Opportunities and Trends

To maximize flexibility in the current environment, the pharmaceutical industry has increasingly turned to outsourcing to manage their medical writing workloads. In this session, the panelists will discuss different outsourcing models from the service provider, industry regulatory and medical affairs, and freelance perspectives.

Jeannine Hanson, RN, MS, Moderator
Global Regulatory Writing Senior Manager, Amgen Inc, Thousand Oaks, CA

Alice Curry, PhD
Senior Manager, Medical Writing, Takeda Pharmaceuticals, Deerfield, IL

Mary-Margaret Lannon, MS
Director, Medical & Scientific Publications, Takeda Pharmaceuticals, Deerfield, IL

Christina M. Rogers, PhD
Senior Director, Medical Writing, RPS Inc, Fort Washington, PA

Kathy Spiegel, PhD
President, Spiegel Consulting Inc, Grass Lake, MI

OPEN SESSION 22

Your Paper is Rejected, Now What?

Despite all your best efforts, your manuscript was just rejected by the journal of your choice. Now what do you do? Come hear the latest advice from experienced authors editors on how (and when) to respond to critiques, how to revise your manuscript, and how to find it a good home in an appropriate journal.

Christine F. Wogan, MS, ELS, Moderator
Program Manager, Division Publications, MD Anderson Cancer Center, Houston, TX

Karen Potvin Klein, MA, ELS
Associate Director, Office of Research, Wake Forest University Health Sciences, Winston-Salem, NC

Where to Now? Choosing a New Target Journal

Stephen N. Palmer, PhD, ELS
Senior Scientific Medical Writer, Texas Heart Institute at St Luke’s Episcopal Hospital, Houston, TX

WORKSHOP 43

Current Trends in Drug Regulations (ADV) [728]

Mounting pressure to reduce the cost of drugs, recent publicity surrounding NSAIDs (nonsteroidal anti-inflammatory drugs) and cardiovascular risk, and the public demand for pharmaceutical companies to fully disclose clinical trial results are changing the regulatory landscape. In Europe, the ascension of 10 new member states into the European Union, implementation of the Clinical Trial Directive, and the approach of the remaining New Medicines Legislation require global companies to redesign many of their regulatory and drug development processes. This advanced workshop is designed for experienced writers who are familiar with the regulatory aspects of drug development. The leader will provide an overview of these and other recent regulatory changes. Participants will discuss how they and their companies have been affected by these developments. **APPROXIMATE HOMEWORK TIME: 2 HOURS.** (Member $120, Nonmember $220)

Aaron B. Bernstein, PhD
Director, Regulatory Planning, Hoffmann-La Roche Inc, Nutley, NJ

WORKSHOP 44

Strategies for Improving Document Quality for Pharmaceutical Communication Managers (ADV) [722]

Improving the process of document preparation is crucial for medical writers. Discussion will include mechanisms for enhancing quality and accountability and for ensuring adequate time allowances. These are organizational issues around which a medical writing group can build policies aimed at ensuring a higher degree of accountability among those with whom they work and upon whose input they depend. This workshop is suggested for experienced medical writers who either are in a supervisory role or will soon be taking on that responsibility. **APPROXIMATE HOMEWORK TIME: 2 HOURS.** (Member $120, Nonmember $220)

Art Gertel
Vice President, Strategic Regulatory Consulting, Medical Writing and Quality Assurance, Beardsworth Consulting Group Inc, Flemington, NJ

If a registrant’s completed Advanced workshop homework is not received by the workshop leader by the deadline, the registrant will not be allowed to attend the workshop. No credit or refund will be given.
WORKSHOP 45

**Semantic Analysis of Medical Writing (ADV) [710]**

Registrants will analyze medical writing at the level of word usage and meaning. They will learn to identify rhetorical semantic distractions, namely, distractions of meaning, nonprofessional tone, dissonance, and verbiage. The workshop format is a small-group tutorial based on submitted samples of each registrant’s own vocational writing or copyediting. Each registrant identifies a distraction in the first selected writing sample, followed by commentary from the other registrants and the workshop leader. When no more distractions can be identified in this sample, the workshop leader provides a wrap-up and cites unidentified distractions by using a taxonomy guide specific to the first sample. This process—identification, commentary, and wrap-up—is repeated for each of the remaining submitted samples. At the end of the tutorial, the leader reviews all the semantic distractions by using a master taxonomy guide. To enable full review of each writing sample, the maximum number of registrants is 8, and a glossary of semantic distractions is sent to each registrant before the workshop. (Previously titled Distracting Word Usage: Taxonomy and Revision.)

**Approximate Homework Time:** 2-3 hours. (Member $120, Nonmember $220)

Michael Schneir, PhD
Professor, Biomedical Sciences, Herman Ostrow School of Dentistry of USC, Los Angeles, CA

WORKSHOP 46

**Basic Grammar I (ES/G) [2000]**

Thorough knowledge of parts of speech is truly basic to good writing and editing. This workshop, originally part of Basic Grammar and Usage, focuses entirely on parts of speech and their use in the sentence. Types of nouns and pronouns, verb tense, pronouns and case, phrases and clauses (with special emphasis on verbs and on noun, adjective, and adverb clauses), and the types of sentences are some of the primary topics that the workshop covers. Information in this workshop is, in essence, basic to every other AMWA workshop. [Also offered on Thursday afternoon as WS 4] **Approximate Homework Time:** 2 hours. (Member $95, Nonmember $195)

Chrisie W. Chambers, MA, ELS
Freelance Editor, Calgary, AB

Jude Richard, ELS
Medical Writer, Premier Research Group Limited, Austin, TX

WORKSHOP 47

**Bibliographic Resources for Medical Communicators (ES/G) [2002]**

This introduction to bibliographic resources in the health sciences will enable participants to become “information literate.” The primary focus will be on types of bibliographic literature and ways to find and access this information. PubMed and NLM Gateway searches will also be analyzed and discussed, as well as integration of database searching with online search engines.

**Approximate Homework Time:** 3 hours. (Member $95, Nonmember $195)

Eleanor L. Mayfield, ELS
President, ELM Communications, Pittsburgh, PA

Joan N. Nilson
Senior Administrator, Regulatory Compliance, UPMC Health Plan, Pittsburgh, PA

WORKSHOP 48

**Essential Ethics for Medical Communicators (ES) [2006]**

The workshop leader will provide a basic overview of ethical considerations with a focus on the AMWA Code of Ethics. The workshop comprises a homework assignment, an interactive lecture, and a class exercise—all designed to address the variety of ethical situations that occur in medical communication. Participants will be divided into small groups to discuss the case studies submitted as homework assignments, name the ethical problem, identify the involved stakeholders and their perspectives, debate alternative decisions, and use role-playing to present to the entire group. This workshop is suitable for both entry-level and experienced medical communicators. **Approximate Homework Time:** 3 hours. [Also offered on Saturday afternoon as WS 87] (Member $95, Nonmember $195) **NOTE:** This workshop is required to complete an Essential Skills certificate; 2 sessions are being offered.

Jill M. Shuman, MS, ELS
Instructor, Tufts University, Boston, MA

"Attending open sessions and workshops and networking with colleagues at the annual conference keeps me abreast of developments in my field that I cannot learn elsewhere. Besides enjoying the conference personally, I believe I have a professional responsibility to my clients to attend."

—Marianne Mallia, ELS, Manager, Scientific Publications, Texas Heart Institute, Houston, TX
Workshop 49
Fundamentals of Freelance Business Marketing (B) [2510] NEW!
Launching and building a successful freelance business takes marketing muscle. This workshop will help those who are new to freelancing or who are thinking about launching a freelance business strengthen that muscle, so they can get their freelance business off the ground and into the fast lane. The workshop leader will cover the whos, whats, wheres, whys, and hows of marketing a freelance business, and the exercises participants will do as homework and during the workshop will get them pumped up and ready to take on the challenge. APPROXIMATE HOMEWORK TIME: 4 hours. (Member $95, Nonmember $195)
Brian Bass
President, Bass Advertising & Marketing Inc, Robbinsville, NJ

Workshop 50
Using Classical Rhetoric Principles to Enhance Medical Writing (CP) [3025]
Classical rhetorical principles and the art of persuasion are increasingly being acknowledged as integral components in medical writing. Through a blend of theory and practice, participants will learn how to identify rhetorical principles in medical writing and understand how persuasive tools are essential for meeting the needs of readers within a variety of medical writing contexts. Hands-on exercises will help participants learn how to apply the rhetorical and persuasive techniques in a specific setting and for a specific audience. APPROXIMATE HOMEWORK TIME: 3 hours. (Member $95, Nonmember $195)
Lori L. Alexander, MTPW, ELS
President, Editorial Rx Inc, Orange Park, FL

Workshop 51
Writing for Video (CP/EW/PRAM) [3023]
The workshop leader will focus on writing for video/CD-ROM, an increasingly popular tool for medical education. Writing for this medium requires simultaneous use of the left brain and right brain; writers have to get their point across verbally and visually to hold viewers’ attention. Guidelines will be provided on how to create effective presentations: conceptual development, scriptwriting style, production commands, and some of the special interactive features of CD-ROMs. APPROXIMATE HOMEWORK TIME: 2 hours. (Member $95, Nonmember $195)
Ann L. Davis, MPH
Conshohocken, PA

Workshop 52
Organizing the Medical Paper (CP/EW/FL) [3010]
This basic workshop is designed for authors, authors’ editors, and journal editors. The workshop leader will focus on the principles of organizing and preparing original research reports for publication. Lecture, discussion, and exercises will be used to help participants analyze the function and content of each section of a medical paper. APPROXIMATE HOMEWORK TIME: 2–3 hours. (Member $95, Nonmember $195)
Janice M. Sabatine, PhD, CSC
President, Avanti Strategies LLC, Cranberry Township, PA

Workshop 53
Essentials of Copyediting (CP/EW) [3003]
This workshop is intended for beginning copyeditors and the leader will focus on basic copyediting skills. Copyediting is the process in 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. APPROXIMATE HOMEWORK TIME: 3 hours. (Member $95, Nonmember $195)
Flo Witte, PhD, ELS
Owner, Bluegrass Editorial Services Team LLC, Winchester, KY

Workshop 54
Summarizing Clinical Efficacy Data for a New Drug Application (RR) [4013]
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 Efficacy Analysis (ISE) vs the Module 2.7.3 Summary of Clinical Efficacy. Associated regulations and guidelines will be discussed, as well as the source documents and other tools needed for generating these documents. APPROXIMATE HOMEWORK TIME: 2–3 hours. (Member $95, Nonmember $195)
Peggy Boe, RN
Medical Writer, ReSearch Pharmaceutical Services Inc, Hampstead, NC

Marijke H. Adams, PharmD, PhD
President, MH Adams & Associates Inc, Davie, FL
Workshop 55

**Interventional and Observational Research Design (RR/EW/PH/SG) [4007]**

This workshop, intended for beginning medical writers who are inexperienced in clinical research design, will cover research trial designs used in the two primary types of investigations conducted by pharmaceutical companies, interventional and observational trials. Basic study designs will be categorized, characterized, and contrasted. Examples from the medical literature will be used to offer insight into judging design strengths and shortcomings. Participants will critique prototypical studies. (Previously titled *Biomedical Research Design.*)

**Approximate Homework Time:** 3 hours. (Member $95, Nonmember $195)

**Michael L. Jones, MS**
Director, Medical Writing, TKL Research Inc, Rochelle Park, NJ

**Mary H. Whitman, MS, PhD**
Senior Director, Medical Affairs, Janssen Biotech Inc, Malvern, PA

Workshop 57 continued—

what EBM is, the context in which it developed, how it is practiced, tools of EBM, study design, levels of evidence, bias, and the standards movement. Statistics associated with EBM will not be covered in depth. **Approximate Homework Time:** 2–3 hours. (Member $95, Nonmember $195)

**Tamara D. Ball, MD**
Principal Medical Writer, i3 Statprobe, Asheville, NC

Workshop 58

**Basics of Human Anatomy and Physiology (SM/EW/PH/SG) [3503]**

This workshop is suitable for the beginning and moderately experienced writer or editor. The workshop leader will offer basic knowledge of human anatomy and physiology through lecture and discussion. Organization of the human body, from molecular to system levels, will be covered. **Approximate Homework Time:** 2 hours. (Member $95, Nonmember $195)

**MaryAnn Foote, PhD**
President, MA Foote Associates, Westlake Village, CA

Workshop 59

**Basic Immunology (SM/SBS) [3501]**

Immunology is the study of mechanisms that defend the body against microorganisms, remove foreign material, and maintain body integrity. Advances in our understanding of immunologic mechanisms have produced extraordinary health benefits, such as immunization against disease and successful organ transplantation. On the other hand, immune reactions can produce pathological changes resulting in allergy, autoimmune diseases, and rejection of tissue and organ transplants. The workshop leader will present basic concepts in immunology; the workshop is intended for medical communicators with little or no background in this area. **Approximate Homework Time:** 3 hours. (Member $95, Nonmember $195)

**Michael A. Petrarca, PhD**
Freelance Medical Writer, Los Angeles, CA

Workshop 56

**Writing the Final Report of a Clinical Trial (RR/PH) [4016]**

This workshop is intended for novices and moderately experienced medical writers; the leader will offer approaches to generating a clinical study report. The components of the report, issues of quality control, and common problems and situations will be covered. Within this framework, ideal and real-world experiences will be discussed. The impact of guidelines from the International Conference on Harmonisation (ICH) and their effect on the standard report structure will be discussed in detail. **Approximate Homework Time:** 4 hours. [Also offered on Friday morning as WS 34] (Member $95, Nonmember $195)

**Ruth M. Noland, PharmD, ELS**
Associate Clinical Director, Consensus Medical Communications, Lee’s Summit, MO

Jacksonville Fun Fact

*Elvis Presley’s first indoor concert was at the Florida Theatre in downtown Jacksonville in 1957. A juvenile court judge sat in the audience to ensure Presley’s performance “wasn’t too much shakin’ goin’ on.” Later, Elvis reportedly had to shimmy out a theatre window to elude overzealous female fans.*
Workshop 60

Sex and Beyond: Fertilization and Early Development (SM/SG) [3523]

Ever wonder about the science behind human reproductive biology? Such fascinating questions are some of the oldest in science. In the first half of this multimedia workshop, the leader will use slides and movies to cover sperm and egg production, molecular mechanisms of fertilization, and how some fertilization mechanisms are studied in the laboratory. The second half will provide a broad overview of early human development, including the first cell divisions of embryogenesis, implantation, gastrulation, neurulation, and other key events up to end of gestation at 9 months. APPROXIMATE HOMEWORK TIME: 3 hours. (Member $95, Nonmember $195)

Linda L. Rice, PhD
Medical Writing Senior Manager, Amgen Inc, Thousand Oaks, CA

Workshop 61

Basics of Epidemiology (RR/EW/PH/SG) [4001]

Designed for experienced medical writers, this combination of lecture and group exercises is based on the principle that medical communicators have a key gatekeeper’s role in ensuring the correct interpretation of scientific findings. Participants will be provided with the ABCs of data interpretation according to basic epidemiological concepts and research techniques. The focus will be on the critical appraisal of reported medical findings and the application of epidemiological tenets to improve the participant’s writing. Measures of disease occurrence, research designs, and causality development will be discussed. The workshop leader will use examples from clinical medicine, public health, and pharmacoepidemiology. APPROXIMATE HOMEWORK TIME: 3–4 hours. (Member $95, Nonmember $195)

Jane Neff Rollins, MSPH
Medical Writer/Professional Speaker, Arnell Communications, Montrose, CA

Karen C. Schliep, PhD, MSPH
Research Associate, University of Utah, Department of Family and Preventive Medicine, Salt Lake City, UT

Workshop 62 continued—

an introduction to the SOP document, and work through the process of creating an effective SOP from planning, setting standards, and choosing a document management system, to writing, implementing, and maintaining an SOP. Participants will examine a sample SOP and then write their own SOP, based on information provided. (Member $55, Nonmember $105)

Nicola Bond, MBA
Senior Manager, Research Operations, Amgen Inc, Thousand Oaks, CA

Workshop 63

Testing, Standards, and Safety: The US Pharmacopeia (NC)

How do consumers know that a tablet from a bottle labeled “Aspirin 81 mg” actually contains 81 mg of aspirin? What do FDA inspectors do with samples they collect during inspections? If patients need an antimalarial drug, how do they know it’s not adulterated or subpotent? In this workshop for moderately experienced medical communicators, the leader will clarify the origins, uses, and activities of the US Pharmacopeia (USP), a nongovernmental nonprofit organization that sets public standards for pharmaceuticals. Participants will review the pharmacopeial aspects of drug regulations in the US; the evolution of standards for determining pharmaceutical identity, purity, quality, and strength; applications of USP monographs; and the basics of the measurement science that ensures the accuracy of these activities. (Member $55, Nonmember $105)

Stefan Schuber, PhD, ELS
Director, Scientific Reports, US Pharmacopeia, Rockville, MD

2:00–5:00 PM

Tour: Cummer Museum of Arts & Gardens ($49)
3:45–4:45 PM

Open Session 23
Using Microsoft Access to Track, Manage, and Extract Key Business Information
Learn how a small medical writing company designed and implemented a Microsoft Access relational database to gain better control over key business information and to improve the company’s management. For example, how much revenue did the company earn last year from client X? How many projects has the company performed in therapeutic area Y? At the end of this session, participants will be able to describe some principles of relational databases and how they can be used to track, manage, and extract key business information robustly and efficiently.

Chandra Louise, PhD
President, PharmSupport, Lady Lake, FL

3:45–5:15 PM

Open Session 24
Is Regulatory Writing the Only Writing in the Pharmaceutical Industry?
It is commonly assumed that all technical writing in the pharmaceutical industry is of the same type, that is, writing restricted to submission and review by some regulatory organization. This type of writing is subject to regulations, guidelines, and formats that are perceived to be inflexible and unlikely to be changed. However, there is a substantial body of writing that is done for publication in the worldwide, peer-reviewed scientific literature. This type of writing is not subject to regulation, and the formats and guidelines are somewhat journal-dependent. The presenters of this session will attempt to determine if there is a fundamental difference in approach to these 2 types of writing and if the processes used to create them are, indeed, independent.

Howard M. Smith, MA, Moderator
Consultant Medical Writer and Editor, Richmond, VA

Jennifer T. Bridgers, MS
Senior Medical Writer, INC Research, Raleigh, NC

Edward L. Mancini, DPM
Amgen Inc, Thousand Oaks, CA

3:45–5:15 PM

Open Session 25
Data Standards for Health Information—What Do They Mean for Medical Writers?
We are on the doorstep of a revolution in health-related information. Disparate or nonexistent data standards have made it impossible to combine health-related information electronically from hospitals, insurance companies, medical practices, pharmacies, and clinical research. Recent advances in the development of data standards that encompass these domains will enable a powerful new understanding of diseases and their treatment, and the associated risks, benefits, and outcomes. But data standards do not ensure that information moves with meaning from one system to another. In this session, you will tour the world of CDISC clinical data standards and learn how CDISC, National Cancer Institute, and others are working together in BRIDG to develop messaging standards that will ultimately help define how we develop health-related documents and other communications.

Caryl L. Burke, MA, Moderator
Manager of Medical Writing, i3 Statprobe, Ann Arbor, MI

Kit Howard, MS, CCDM
Owner and Principal, Kestrel Consultants Inc, Ann Arbor, MI

David Gemzik
Vice President, Implementation Services, Medidata Solutions Worldwide, Conshohocken, PA

"The conference was extremely well organized and executed. My hat is off to everyone involved! It was a tremendous bargain."
—2010 AMWA Annual Conference attendee

Increase your chapter's presence and show your commitment to AMWA by becoming an Annual Conference Sponsor!

There are plenty of opportunities available for every budget.

Contact Shari Lynn at AMWA for special chapter rates.
(slynn@amwa.org)
Friday, October 21 continued

5:30–6:30 PM

**ANNUAL BUSINESS MEETING [AMWA MEMBERS ONLY]**
This is your opportunity to participate in the installation of AMWA’s officers for 2011-2012. The 2011-2012 president, **Barbara R. Snyder, MA**, will outline her goals for AMWA in the coming year. AMWA members are encouraged to attend this meeting to witness the passing of the gavel, to meet the new executive committee, and to ask questions about the association.

7:00–9:00 PM

**SABLACK DINNER [AWARDS DINNER]**
(MEMBER $35, NONMEMBER/GUEST $45)
Named after AMWA’s first executive director, Lillian Sablack, the dinner recognizes outstanding service and contributions by medical communicators. The evening will include an entertaining presentation by the 2011 recipient of the Swanberg Distinguished Service Award, **Elizabeth L. Smith**, who will be discussing “AMWA and Medical Communications: the Good, the Bad, and the Ugly.”

2010-2011 President **Melanie Fridl Ross, MSJ, ELS**, will present the President’s Award. The award is given to a person who has been a member of AMWA for at least 10 years, has made distinctive contributions to the association at the chapter level, the national level, or both, and has not served on the executive committee.

**Presentation of the Golden Apple Award: Sharon L. Nancekivell, MA**, chair of the 2011 Golden Apple Award Committee, will present this award for excellence in workshop leadership to **Cindy W. Hamilton, PharmD, ELS**.

**2011 Student Scholarships: Qing Zhou**, chair of the 2011 Student Scholarship Committee, will announce the winners of the 2011 AMWA Annual Conference Student Scholarship.

**Presentation of the Eric W. Martin Awards: Christine Wogan** will present awards for excellence in the following categories: books for physicians, books for health care professionals–nonphysicians, and books for the public or health care consumers.

**Presentation of 2011 Fellowships: 2011 Fellowship Awards Committee chair Cindy W. Hamilton, PharmD, ELS, and Christine Wogan** will present Fellowship Awards to **MaryAlice Ditzler; Sharon L. Nancekivell, MA; and Stephen N. Palmer, PhD, ELS**, for significant contributions to the goals and activities of the association. An honorary fellowship will be presented to **Donna Deegan**, a local broadcaster who has also written 2 books on her experience as a 3-time survivor of breast cancer.

**Presentation of the Swanberg Distinguished Service Award and Swanberg Presentation: Sue Hudson**, 2011 Swanberg Committee chair, and Christine Wogan will present the Swanberg Distinguished Service Award to **Elizabeth L. Smith**, for distinguished contributions to medical communication and the medical profession.

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WILLINGNESS TO SERVE

AMWA has been successful as *The Resource for Medical Communicators* for 71 years because of the commitment made by our most important asset, AMWA members like you! Whether you are a new member or have been part of AMWA for years, we welcome your interest in becoming involved in any of the numerous volunteer opportunities within the organization. Opportunities can be found on the Willingness-to-Serve form on AMWA’s Web site. If you have not submitted a form since January 1, 2011, please take a few moments to submit one now.

**CONTRIBUTE NOW TO AMWA’S ENDOWMENT FUND**

Don’t forget to send your donation to the Endowment Fund by December 31 so you can qualify for a tax deduction this year. Contributions are fully tax deductible in the US (consult your tax advisor).
**Saturday, October 22**

### 7:00 AM–5:30 PM

**Registration and Hospitality**
Poster Displays 7:45 AM–4:00 PM
Complimentary beverages.

### 7:30–8:45 AM

**Breakfast Roundtables**
(Member $20, Nonmember $30)
Michelle Zakson, MS, Coordinator
Amgen Inc, Thousand Oaks, CA

At these informal breakfast sessions, medical communicators can exchange ideas, experiences, and insights about topics affecting their professional lives. A knowledgeable leader will guide the discussion at each table, which is limited to 9 registrants. Available agendas are linked to this document.

*S-1 What Doctors Really Want to Know: Increasing the Likelihood of Publication in a Clinical Journal*  
Tamara D. Ball, MD, i3 Stratprobe, Asheville, NC

*S-2 Effective Presentation Skills: From Audience Analysis Through Delivery*  
Stephanie Roberson Barnard, Business Image Consulting, Wilson, NC

*S-3 Continuing Medical Education Tools for Needs Assessments: Articulating Gaps and Learning Objectives for Measurable Outcomes*  
Sandra Binford, MAEd, CME Outfitters LLC, Rockville, MD

*S-4 Covering a Congress for Your Pharmaceutical Company*  
Kathryn J. Boorer, PhD, Amgen Inc, Thousand Oaks, CA

*S-5 Working From Home: Making It Work*  
Ann L. Davis, MPH, Independent Contractor, Conshohocken, PA

*S-6 How to Navigate Your Way Through the Pharmaceutical Promotion Process*  
Carol Diberardino, MLA, ELS, Lindenwald, NJ

*S-7 How to Write Consensus Manuscripts*  
Sandra Ripley Distelhorst, Freelance, Vashon, WA

*S-8 Writing the Meaningful Informed Consent for the Research Participant*  
Michelle Eby, PharmD, CCRP, SAIC-Frederick Inc, Bethesda, MD

*S-9 Methods to Improve Quality of Medical Information Documents*  
Amy Fesmire, MS, Cephalon Inc, Frazer, PA

*S-10 Medical Editing: From Copy Editing to Developmental Editing*  
Tracey Fine, MS, ELS, Fine Biomedical Publications Inc, Chapel Hill, NC

*S-11 Oral Questioning Skills for the Medical Writer*  
Elizabeth G. Frick, PhD, ELS, The Text Doctor, Boulder, CO

*S-12 Medical Journalism Do’s & Don’ts: Tips for Successful Writing and Reporting*  
Barbara Gastel, MD, MPH, Texas A&M University, College Station, TX

*S-13 Writing a Book: From Proposal to Final Chapter*  
Debra L. Gordon, MS, GordonSquared Inc, Williamsburg, VA

*S-14 Laughter and Lessons Learned: Projects From Hell*  
Heather Haley, MS, CMPP, Haley Writing Solutions LLC, Cincinnati, OH

*S-15 Freelancing Lessons Learned*  
Tara E. Hun-Dorris, MMC, ELS, THD Editorial Inc, Raleigh, NC

*S-16 Financial Fundamentals for Freelancers*  
Gina Kaeuper, Freelance, Knoxville, TN

*S-17 Making Friends With Microsoft Word 2007/2010*  
Hope J. Lafferty, AM, ELS, Hope Lafferty Communications, Marfa, TX

*S-18 Distance Education: Tips for Training Medical Writers From Afar*  
Rebecca Lew, PhD, ProScribe Medical Communications, Port Melbourne, Victoria

*S-19 Pitfalls in Preparing Informed Consent Forms*  
Dolores Massari, MA, Hurley Consulting Associates Ltd, Chatham, NJ

Immediately after the conference, a link will be sent by e-mail to attendees with the post conference questionnaire and Breakfast Roundtable evaluations. Paper versions are no longer provided in the packets.
S-20 Developing Performance Goals for More Fulfilling Work
Marceline Bunzey Murawski, MA, RTI International, Research Triangle Park, NC

S-21 Medical Communication Grant Facilitation
Barbara Nambu, PhD, Florida Atlantic University, Boca Raton, FL

S-22 So, You Want to Take the BELS Exam?
Leslie E. Neistadt, ELS, The Hughston Foundation, Columbus, GA

S-23 Secrets to Writing a Business Plan and Meeting Your Goals
Helen Osborne, MEd, OTR/L, Health Literacy Consulting, Natick, MA

S-24 Medical Jargon: How Much Is Too Much?
Stephen Parker, Cephalon Inc, Frazer, PA

S-25 Publishing a Physician-Targeted Newsletter
Jude Richard, ELS, Premier Research Group Limited, Austin, TX

S-26 Managing Medical Writers in a Global Economy
Maira Rieger, MBA, i3 Statprobe, Madison, CT

S-27 ClinicalTrials.gov Posting for Beginners
Christina Sacro, sanofi-aventis, Bridgewater, NJ

S-28 Using Checklists for More Efficient Editing
Kelly Schrank, Med Communications, Memphis, TN

S-29 Be All That You Can: Professional Certifications, Educational Opportunities, and Programs of Interest to Medical Communicators
Jill M. Shuman, MS, ELS, Tufts University, Boston, MA

S-30 Getting Your Book Published
Arushi Sinha, PhD, Big Think Media Inc, Mountain View, CA

S-31 What the Reader Expects to Find in Your Document: A Review
Fred Smith, MD, PharmSupport Inc, Lady Lake, FL

S-32 I’ve Just Been Elected…Now What? Transitioning to Leadership
Karen Steinhilber, MLS, EvoLearn Inc, Ramsey, MN

S-33 Seriously: How Humor Writing Can Improve Your “Real” Writing
Amy D. Stephenson, MA, Waggner Edstrom Worldwide, New York

S-34 Jobs With Benefits
Jane Stephenson, PhD, MBA, Boehinger-Ingelheim Pharmaceuticals Inc, Ridgefield, CT

S-35 Writing Patient Education Materials in Plain Language
Jacqueline A. Stevermer-Bakken, Mayo Clinic, Rochester, MN

S-36 Cultural and Business Issues When Working With Japanese Authors
Aya Tokaji, AT Forefront Inc, Palo Alto, CA

S-37 Conventions in Medical Illustration for Patient Education
Shelley Wall, MScBMC, PhD, University of Toronto, Mississauga, Ontario

S-38 Implementing a Mentor Program for Medical Writers in Industry
Julie Wang, DPM, Amgen Inc, Thousand Oaks, CA
**Open Session 26**

*Incorporating Conference Abstracts Into Literature Searches and Reports*

Professional meeting (conference and congress) abstracts—why they are useful and how to find them—are the focus of this session. First, we will focus on the value of medical/scientific abstracts from professional conferences and congresses. Then we will move on to best practices, methods, and strategies for finding abstracts, pros and cons of using conference abstracts as sources of data to inform a project, and discrepancies between abstracts and subsequent published articles in peer-reviewed journals.

**Mary A. Levine**
Project Manager, RTI Health Solutions, Research Triangle Park, NC

**Shahnaz B. Khan, MPH**
Senior Director, RTI Health Solutions, Research Triangle Park, NC

**Open Session 27**

*How Editors Add Value to the Systematic Review Process*

Systematic reviews are a crucial part of evidence-based medicine and help patients, physicians, and policymakers make better decisions about treatments. What are the challenges of conducting a high-quality systematic review, and in what ways can an editor help in the investigative process? During this short session, we’ll address these questions and more. We will explore how an editor’s skills are useful in refining the topic, developing the analytic framework, designing the presentation of data, assembling and editing the evidence report, and preparing related journal manuscripts. Participants will be invited to share their experiences and suggestions.

**Liz Wing, MA**
Editor, Duke Evidence-Based Practice Center, Duke Clinical Research Institute, Durham, NC

**Open Session 28**

*Increase Your Productivity: Tips From the East and West*

Do you want to be more organized, productive, and serene as you work? This session will offer you practical strategies on how to do so in both at-home and traditional offices. With a combination of Eastern and Western viewpoints, our experts will share tips on organizing your computer and electronic files; harnessing the power of smart phones, netbooks, and readers; de-stressing your work environment through a backdrop of feng shui; and using ergonomic design principles to create an inviting and inspiring workspace that will enhance your productivity.

**Cynthia L. Kryder, MS, CCC-Sp**, Moderator
Freelance Medical Writer, Phoenixville, PA

**Work Smarter, Not Harder: Tactics to Help You Maximize the Power of Technology**

**Brian Bass**
President, Bass Advertising & Marketing Inc, Robbinsville, NJ; Author, “The Accidental Medical Writer”

**Using Ergonomic Design Principles to Make Your Office Work for You**

**Eileen Girten, MS**
Medical Writing and Scientific Communications Specialist II, i3 Statprobe, Ann Arbor, MI

**Creating Your Own Zen Zone: Practical Tips for De-stressing the Work Environment**

**April Reynolds, MS, ELS**
Institute for Continuing Healthcare Education, Philadelphia, PA

**Free Recruiting Opportunity!**

The Job Board proves to be a hub of networking activity for AMWA annual conference attendees every year. Take advantage of this talent pool—at no cost! Any medical communication position (full-time or part-time, freelance or in-house) can be posted. Download the Job Board posting information now on AMWA’s Web site!
Workshop 65

Understanding Sample Size and Study Power (ADV) [729]

This workshop is intended for writers and editors who are familiar with basic biostatistics and research methods and who want to understand sample size and study power. Various factors will be explored, particularly 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 Basics of Epidemiology for Medical Communicators, and/or Interventional and Observational Research Design (previously Biomedical Research Design). Participants would also benefit from having taken Risks and Ratios. Approximate homework time: 3 hours. (Member $120, Nonmember $220)

Bart J. Harvey, MD, PhD
Associate Professor, University of Toronto, Toronto, ON

Workshop 66

Risks and Ratios (ADV) [721]

How much bigger is one number than another? How can these quantitative differences be communicated unambiguously? This workshop is for writers and editors who are familiar with basic biostatistics and clinical or environmental research and who want to improve their understanding of the topic. The workshop leader will focus on percentage increase and decrease; the “-fold” problem; and relative risks, odds ratios, and the relationship between them. In addition, absolute risk difference (or attributable risk) and number-needed-to-treat will be discussed. Throughout, how to communicate risks and ratios to lay and professional audiences will be emphasized. It is recommended that you take Statistics for Medical Writers and Editors prior to taking this workshop. Approximate homework time: 1.5 hours. (Member $120, Nonmember $220)

Thomas A. Lang, MA
Principal, Tom Lang Communications and Training International, Kirkland, WA

Workshop 67

Sentence Structure and Patterns (ES/G) [2009]

Through lecture and examination of flawed and improved sentence examples, participants will consider the main elements of sentence construction, accommodation to the reading process, and the management of emphasis—all with a view toward matching structure to purpose. Approximate homework time: 2–5 hours. [Also offered on Friday morning as WS 25] (Member $95, Nonmember $195)

Susan E. Aiello, DVM, ELS
Principal, WordsWorld Consulting, Dayton, OH

Workshop 68

Tables and Graphs (ES/G) [2011]

The workshop leader will cover definitions and uses of tables and graphs, as well as guidelines for preparing and editing them. The focus of the workshop, designed for the beginner, is the preparation of tables and graphs that are usable, that communicate, and that are appropriate for the situation. Participation is encouraged as we evaluate problematic tables and graphs. Approximate homework time: 3 hours. [Also offered on Friday morning as WS 26] (Member $95, Nonmember $195)

Cindy W. Hamilton, PharmD, ELS
Principal, Hamilton House, Virginia Beach, VA

Workshop 69

Statistics for Medical Writers and Editors (ES/G/SG) [2010]

This workshop is designed for participants who have little or no background in statistics. The workshop leader will cover elementary statistical concepts needed to understand medical and scientific articles, including types of variables, levels of measurement, summary statistics, estimation and confidence intervals, and $t$ test. Emphasis will be placed on understanding statistical presentations and on reporting statistical information—not on calculations or mathematical explanations. Approximate homework time: 3 hours. [Also offered on Friday morning as WS 27] (Member $95, Nonmember $195)

Karen C. Schliep, PhD, MSPH
Research Associate, University of Utah, Department of Family and Preventive Medicine, Salt Lake City, UT

"This was my first conference, and I thoroughly enjoyed it! I was bowled over by the friendliness, organization, and practical knowledge of AMWA members. Thanks again for all the work you and your co workers must’ve put into last week! I know you must be exhausted, but it was sooooo worth it!"

— Loretta Bohn, North Carolina
Workshop 70
Launching a Freelance Writing Career (B/FL) [2504]
The workshop leader will explore strategies for starting a freelance writing or editing career. Included will be a review of the myths about freelance work and discussion of the advantages as well as disadvantages of a full-time freelance career. Participants will learn how to find clients, market their skills, prepare contracts, estimate project time, and set fees. Query letters will be covered briefly.
Approximate homework time: 2–3 hours. (Member $95, Nonmember $195)
Eleanor L. Mayfield, ELS
President, ELM Communications, Pittsburgh, PA

Workshop 71
Managerial Effectiveness: Setting Clear Expectations (B) [2509] NEW!
This workshop is appropriate for anyone in a supervisory, management, or executive position or someone expecting to take on such responsibilities. The content of this workshop can also be used by those in a subordinate role to enhance communication with a supervisor. The workshop leader will address one of the key skills in a strong leader: setting effective expectations. Participants will evaluate their listening skills and assess how their strengths, weaknesses, and motivations relate to their effectiveness as a communicator. They will then learn a straightforward, 5-step process for setting effective expectations that maximizes the chances for success. Participants will develop a plan for an actual, upcoming situation at work and have the opportunity to practice the process. Approximate homework time: 2 hours. (Member $95, Nonmember $195)
Janice M. Sabatine, PhD, CSC
President, Avanti Strategies LLC, Cranberry Township, PA

Workshop 72
Making Effective Slides (CP/EW) [3008]
This workshop is designed for beginners and those with some slide-making experience. Participants will work through the ground rules for writing and designing medical slides, critique examples of good and bad slides, touch on production concerns, and evaluate slides made from the homework. The workshop leader will not include instructions on using PowerPoint software.
Approximate homework time: 2–3 hours. (Member $95, Nonmember $195)
Ann L. Davis, MPH
Conshohocken, PA

Workshop 73
Preparing CME Materials: Concepts, Strategies, and Ethical Issues (CP/EW/FL) [3012]
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 American 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.
Approximate homework time: 3 hours. (Member $95, Nonmember $195)
Marcello A. Morgan, MD, CCMEP
Senior Medical Director, ASiM, Somerville, NJ
Eve J. Wilson, PhD, ELS
CME Consultant & Freelance Medical Writer/Editor, Bowie, MD

Workshop 74
Ethics of Communicating Regulated Drug Development Activities (RR) [4006] NEW!
This workshop provides an overview of ethical considerations for communicating regulated drug development activities to scientists, regulatory authorities, health care providers, and others. This workshop will not address science-and-medicine issues or publication-related issues because they are addressed in other workshops. Topics relevant to regulated drug development activities include ethics in clinical and nonclinical trials, conflicts of interest (eg, financial, scientific), authorship of regulated documents, data management and archiving, plagiarism, privileged information, and collaboration. This workshop comprises a homework assignment, an interactive lecture, and a class exercise.
Approximate homework time: 2–3 hours. (Member $95, Nonmember $195) Note: This workshop is one of the two RR ethics workshops available to complete the ethics requirement for an RR certificate (see WS 15)—only one RR ethics workshop is required.
Peggy Boe, RN
Medical Writer, ReSearch Pharmaceutical Services Inc., Hampstead, NC
Marijke H. Adams, PharmD, PhD
President, MH Adams & Associates Inc, Davie, FL

Please note: Permanent workshop numbers [in brackets] follow the titles and designations of the credit workshops.
**Workshop 75**

**Understanding the Principles of Kaplan-Meier Analysis (RR) [4017] NEW!**

This workshop is intended for writers and editors who want to understand the basic principles of Kaplan-Meier analysis (survival analysis, time-to-event analysis). Participants should have some understanding of basic statistics and be familiar with terms such as *mean*, *median*, and *probability*. The workshop leaders recommend that registrants have completed the *Statistics for Medical Writers and Editors* workshop or have equivalent knowledge. The workshop leaders will discuss the appropriate presentation of survival data and their description in text. The presentation will be in a lecture format, with exercises. The workshop leaders will not go into details of the statistical tests used in the analysis of survival data. **Approximate homework time: 2 to 3 hours.** (Member $95, Nonmember $195)

**Sybille Eibert, PhD**
Senior Medical Writer, Boehringer Ingelheim Pharma GmbH & Co KG, Biberach, Germany

**Thomas M. Schindler, PhD**
Head, Medical Writing Europe, Boehringer Ingelheim Pharma GmbH & Co KG, Biberach, Germany

**Workshop 76**

**Writing the Investigator Brochure (RR/PH) [4015]**

Previously offered as a noncredit workshop, this workshop is intended for moderately experienced writers in the pharmaceutical industry who want to improve their understanding of the investigator brochure (IB). The workshop leader will focus on the regulatory and informational needs of the audience and how to use best practices to communicate information on the drug. Relevant regulations will be reviewed, and required topics discussed. The evolution of the IB from phase 1 to phase 4 will be elucidated. In a group exercise, an IB based on the homework will be critiqued. A discussion will focus on how to prepare an IB using subject matter experts. **Approximate homework time: 2–3 hours.** (Member $95, Nonmember $195)

**Jane D. Stephenson, PhD, MBA**
Director, Medical Writing, Boehringer Ingelheim Pharmaceuticals Inc, Ridgefield, CT

**Workshop 77**

**Principles of Epidemiologic Research: Beyond the Basics (SM/SG) [3521]**

The workshop leader will cover the basic principles of chronic-disease epidemiology, including measures of disease frequency, common study designs, and issues of validity and precision. Attendees will learn the key features that distinguish observational research from experimental designs, as well as the basics of interpreting epidemiologic research within the context of medical communication. **Approximate homework time: 2–3 hours.** (Member $95, Nonmember $195)

**John A. Bukowski, DVM, PhD**
Principal, WordsWorld Consulting, Dayton, OH

**Workshop 78**

**Introduction to Cancer Pharmacology (SM) [3512]**

This workshop is intended for beginning and moderately experienced writers and editors who have a basic understanding of cell biology, and will be taught through a combination of lecture and discussion. The workshop leader will focus primarily on elucidating—in conceptual, high-level terms—the mechanisms of common cancer drugs on the market, examining how key differences between normal and malignant cells allow for targeted therapies. Background information including the history of discovery of each drug will be provided. This workshop assumes a basic understanding of the principles of cell biology (eg, cell cycle, DNA replication, signal transduction). It would be helpful for participants to have taken *Basic Cell Biology* or the *Introduction to Cancer Biology* workshop. **Approximate homework time: 2–3 hours.** (Member $95, Nonmember $195)

**Sunil Patel, MS**
Drug Safety Associate II, Onyx Pharmaceuticals, South San Francisco, CA

**Workshop 79**

**Introduction to the Nervous System (SM/SBS) [3517]**

This workshop on the normal biology of the nervous system is intended for writers and editors without a formal science background, although some knowledge of cell biology would be helpful. The workshop leader will cover how the unique anatomy (structure) and physiology (function) of individual nerve cells allows them to form complex networks that process information. The gross anatomy of the nervous system and the functional circuits linking the nervous system to other organs will also be described. **Approximate homework time: 2–3 hours.** (Member $95, Nonmember $195)

**Naomi L. Ruff, PhD, ELS**
RuffDraft Communications, Duluth, MN

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*Remember that registrants may take credit workshops without enrolling in a certificate program but must be enrolled in the appropriate certificate program to receive credit, as well as completing the homework, submitting it to the workshop leader by the deadline, and attending the full (3-hour) workshop.*
Workshop 80
Pharmacokinetics in Clinical Practice (SM/EW/PH/SDT) [3519]
This introductory workshop is designed for the writer or editor who has not had formal pharmacokinetics training. The workshop leaders will cover basic pharmacokinetics including the absorption, distribution, metabolism, and elimination of drugs. Key terms and basic mathematical concepts will be explained in a primarily lecture format. Drug interactions, therapeutic drug monitoring, and pharmacogenetics, as related to pharmacokinetics, will also be discussed. The workshop will be conducted from the perspective of the clinical use of pharmacokinetics. It is not intended for regulatory, industrial, or academic writers and will not address pharmacokinetics used to fulfill regulatory requirements. **Approximate Homework Time: 3 Hours.** (Member $95, Nonmember $195)

Bryan Simpson, PharmD
Medical/Scientific Advisor, Medical and Scientific Affairs, Bayer HealthCare Pharmaceuticals, Toronto, ON

Workshop 81
Writing Clinical Evaluation Reports for Medical Devices (NC) NEW!
While the FDA extensively overhauls its submission process for medical devices, American companies are seeking regulatory approvals in Europe. However, there are major differences between the requirements and review processes leading to market approval for medical devices in the European Union compared to FDA. In particular, a clinical evaluation report is required for all European medical devices. The workshop leader will provide practical advice for gathering and reporting valid clinical evidence in compliance with the new European Directive 2007/47/EC. (Member $55, Nonmember $105)

Felicia R. Cochran, PhD
Principal Clinical Research Specialist, Medtronic, Minneapolis, MN

Workshop 82
From Bench Scientist to Medical Writer (NC)
This participatory workshop will help scientists and clinicians discover how to use their skills in a career as a medical writer. The workshop leader will discuss tools for determining kinds of writing that are right for the participants. Participants will discuss how to apply skills to this new arena. The nuts and bolts of starting out will be explored, including how to develop contacts and resources, how to get clips, and how to find a job. Although freelancing will not be the primary focus of the workshop, it will be addressed. Bring questions for open discussion. (Member $55, Nonmember $105)

Andrea R. Gwosdow, PhD
President, Gwosdow Associates Science Consultants, Arlington, MA

Add to Your Experience—and Your Portfolio
Make the most out of the 2011 AMWA Annual Conference by covering a session or speaker for the *AMWA Journal*. The experience will not only give you a published piece to add to your portfolio but will also help bring the conference to hundreds of AMWA members who are unable to attend. If it will be your first conference, write about the experience to help promote the value of the conference to others who have not attended yet. If you are interested in either opportunity, send an e-mail to the *AMWA Journal* editor at amwajournaleditor@editorialrx.com.
**Open Session 30**

*Better Presentation by Design*

Do you want your presentations to be more exciting and interesting? How do you reach and teach a web-savvy audience? Learn from these expert panel members, who will discuss hot topics in graphic design, flash-based visualization for storytelling, and techniques for better oral delivery. See how using Eisenstein’s film-montage theories and Hegel’s *thesis, antithesis, and synthesis* can intensify and focus your speech. Explore the discipline and pitfalls of Prezi, a unique, Web-based visual application. Learn how to tie it all together by using effective problem-solving skills to enhance the delivery of any oral presentation.

*Karen Blackburn, MS*, Moderator
Medical Writing & Scientific Communications Specialist, i3 Statprobe, Ann Arbor, MI

*Making Your Presentation Work for You and Your Audience*

*Stephanie Roberson Barnard*
Communication Consultant, Business Image Consulting, Wilson, NC

*Prezi: An Alternative to PowerPoint*

*Scott Kober, CCMEP*
Director, Content Development, Institute for Continuing Healthcare Education, Philadelphia, PA

*Graphic Design and Semiotics*

*Barbara Kristaponis*
Graphic Designer and Medical Grant Writer/Editor, New York, NY

**Open Session 31**

*Publication Ethics: Moving Beyond Authorship*

In medical communications, ethical conundrums extend far beyond issues of authorship. In this energetic, interactive session, attendees will wrestle with case vignettes dealing with plagiarism, publications planning, and misleading use of facts. Panelists will give brief presentations on these topics to help inform the discussion that follows, and since there are no easy answers, plenty of time will be devoted to the latter activity.

*Statistical Truth-Telling*

*Tamara D. Ball, MD*, Moderator
Principal Medical Writer, i3 Statprobe, Ann Arbor, MI

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“The AMWA annual conference is a vital component of my professional development as a medical writer as well as my business development as a freelance. Regardless of how much familiarity I have with a given topic, every workshop I have taken has taught me something new and relevant that I can immediately incorporate. The open sessions are plentiful, intellectually stimulating, and equally useful. The networking opportunities, as well as the chance to see old friends and make new friends, are priceless. Overall, the AMWA annual conference is the best investment I make in my career!”

—*Brian Bass*, President, Bass Advertising & Marketing Inc

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*Open Session 32*

*What Is Health Economics and Outcomes Research? A Primer for Medical Writers*

Medical writers are increasingly asked to work with health economics and outcomes research (HEOR) information. HEOR consists of 2 areas: analyses that estimate the economic impact of a specific intervention, and outcomes research tools that assess the economic and/or quality-of-life value of an intervention. Many medical writers have the underlying skills required to incorporate HEOR concepts into their work but need more background to do this comfortably. This session will provide participants with an introduction to health economics study design and commonly used outcomes research strategies, as well as their present and future role in traditional and nontraditional clinical trial designs.

*Caitlin Rothermel, MA, MPHc*
Principal, MedLitera, Seattle, WA
2:00–3:30 PM

**Open Session 33**

*Research Update: Performance Metrics in Medical Communication*

What are the most important drivers of performance in medical communication? How do organizations identify key targets for improvement? In this session, based on a research collaboration between AMWA and a premier pharmaceutical industry research organization, learn how leading US and European companies use metrics for optimum quality and productivity in medical communication. Discover new ways to sharpen the performance of your own organization or make your services more valuable to your clients.

**Sue Hudson**, Moderator
Senior Medical Writer, Medical Writing Associates, Simi Valley, CA

*Identifying and Implementing Critical Metrics*

**Phillip Miller, MChem**

*Making the Most of Performance Research Data*

**Ben Mussell**
Portfolio Delivery Manager, CMR International, London, England

2:00–3:30 PM

**Open Session 34**

*So Now You Need a Translator*

This session is oriented to medical and academic translators, people who work with translators, and anyone who purchases or uses translations. Dr. Lozano will present an overview of translation including modern translation techniques; the translator’s job; the difficulties involved, especially in the medical field; and finding and working with a translator. Panelist Kilpatrick, a translator, will explain how characteristics of the Japanese language and practices in the translation industry cause problems in English translations of Japanese documents and will suggest strategies for obtaining good translations. Panelist Kazi will share his perspective on managing an academic translation business including the challenges of market demand, translator recruitment, technology, and quality expectations.

**Sergio Lozano, MD**, Moderator
Scientific Publications Support Coordinator, Dr. Jose Eleuterio Gonzalez University Hospital Universidad Autonoma De Nuevo Leon, Monterrey, Neuvo Leon, Mexico

**Jay Kilpatrick, MSc**
Freelance Translator, Ann Arbor, MI

2:00–4:45 PM

**2011-2012 Executive Committee Meeting**

Presiding: **Barbara R. Snyder, MA**
2011-2012 AMWA President

2:00–5:00 PM

**Workshop 83**

*Reporting Randomized Trials in Science Journals (ADV)*

This workshop is designed for experienced medical writers who want to know how to report clinical research studies with a high degree of sophistication. The form and function of each component of the research article will be reviewed; however, emphasis will be placed on how to report all aspects of randomized controlled clinical trials. Participants will practice applying a set of detailed guidelines for reporting specific aspects of study design, research activities, and outcomes. **APPROXIMATE HOMEWORK TIME: 3 HOURS. (Member $120, Nonmember $220)**

**Thomas A. Lang, MA**
Principal, Tom Lang Communications and Training International, Kirkland, WA

**Workshop 84**

*Advanced Writing (ADV)*

With a focus on writing as a cognitive, problem-solving process, the workshop leader will emphasize goals, writing strategies you can use to reach these goals, and methods for overcoming blocks to productive writing. Participants will also discuss the importance of rewriting and editing to the writing process. The workshop will be a combination of lecture and discussion, but individual work will not be critiqued during the workshop. To register for this workshop, it is recommended that you have at least 5 years’ experience in editing or writing. **APPROXIMATE HOMEWORK TIME: 2–3 HOURS. (Member $120, Nonmember $220)**

**Marianne Mallia, ELS**
Manager and Senior Medical Writer, Texas Heart Institute, Houston, TX

If a registrant’s completed Advanced workshop homework is not received by the workshop leader by the deadline, the registrant will not be allowed to attend the workshop. No credit or refund will be given.
Workshop 85

**Syntactic Analysis of Medical Writing (ADV)** [715]

Registrants will analyze medical writing at the level of the structure, placement, and function of syntactic units (words, phrase, and clauses) and increase their ability to identify syntactic distractions. The small-group tutorial format is based on samples of each registrant’s own vocational writing or copyediting. Each participant identifies a syntactic distraction in the first selected writing sample, followed by commentary from the other participants and the workshop leader. When no more distractions can be identified in this sample, the leader provides a wrap-up, citing unidentified distractions by using a taxonomy guide specific to the sample. The process—identification, commentary, and wrap-up—is repeated for each of the remaining submitted samples. At the end of the tutorial, the leader reviews all the syntactic distractions by using a master taxonomy guide. To enable full review of each writing sample, the maximum number of registrants is 8, and a glossary of syntactic distractions is sent to each registrant before the workshop. (Previously titled *Matching Syntax to Rhetorical Intent.*)

**Approximate homework time:** 2-3 hours. (Member $120, Nonmember $220)

**Michael Schneir, PhD**
Professor, Biomedical Sciences, Herman Ostrow School of Dentistry of USC, Los Angeles, CA

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Workshop 86

**Elements of Medical Terminology (ES/G/SG)** [2005]

This workshop, which will consist mainly of lecture and exercises, is designed primarily for beginning medical writers with little or no medical background. Participants will learn how to understand the meanings of medical terms by identifying Latin and Greek word components.

**Approximate homework time:** 3 hours. (Member $95, Nonmember $195)

**Lori L. Alexander, MTPW, ELS**
President, Editorial Rx Inc, Orange Park, FL

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Workshop 87

**Essential Ethics for Medical Communicators (ES)** [2006]

The workshop leader will provide a basic overview of ethical considerations with a focus on the AMWA Code of Ethics. The workshop comprises a homework assignment, an interactive lecture, and a class exercise—all designed to address the variety of ethical situations that occur in medical communication. Participants will be divided into small groups to discuss the case studies submitted as homework assignments, name the ethical problem, identify the involved stakeholders and their perspectives, debate alternative decisions, and use role-playing to present to the entire group. This workshop is suitable for both entry-level and experienced medical communicators. **Approximate homework time:** 2-3 hours. (Also offered on Friday afternoon as WS 48) (Member $95, Nonmember $195) **NOTE:** This workshop is required to complete an Essential Skills certificate. 2 sessions are being offered.

**Charmaine Cummings, PhD, RN**
CEO and Founder, CJ Cummings Consulting LLC, Edgewater, MD

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Workshop 88

**The Internet: How and Where to Find the Information You Seek (ES/EW/FL)** [2012]

This slide lecture and live Internet demonstration are intended for beginning to moderately experienced Web users. After a brief review of Web browser commands and features, URLs and hyperlinks, and Internet protocols, focus will shift to the use of the Web as a research tool. The workshop leader will demonstrate the effective use of Web search engines and other resources and will problem-solve common issues like narrowing down search results and sorting out useful information from commercial or possibly fraudulent content. Interactive discussion and instruction-by-example will give participants an improved understanding of online search strategies and a helpful list of Web-based information resources. **Approximate homework time:** 2 hours. (Member $95, Nonmember $195)

**Thomas P. Gegeny, MS, ELS**
Team Lead and Senior Medical Writer, Envision Scientific Solutions Inc, Southport, CT

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Workshop 89

**Punctuation for Clarity and Style (ES/G)** [2008]

Designed for communicators whose professional writing experience and grammatical savvy range from minimal to moderate, this discussion of the most useful punctuation rules and options—from the serial comma to the dash—will focus on emphasis, variety, and consistency. Medically oriented examples, including many sent in by participants, will be discussed. **Approximate homework time:** 2 hours. (Member $95, Nonmember $195)

**Helen E. Hodgson, PhD**
Professor, Westminster College, Salt Lake City, UT

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“Every AMWA conference I’ve ever attended paid for itself in knowledge gained that I could put to use my first day back at work.”

—Lanie Adamson, Principal, EdWordPro.com
WORKSHOP 90
Educating Sales Representatives About Science and Medicine (B/FL/PH) [2502]
In this workshop, moderately experienced and advanced writers will gain an introduction to the world of pharmaceutical sales-training texts. Through lecture and discussion, participants will learn who pharmaceutical sales representatives are, what they do, and what they need to know about medicine and science. Attendees will also learn the structure of sales-training texts, strategies for selecting content, and means of obtaining freelance work. APPROXIMATE HOMEWORK TIME: 2–3 HOURS. (Member $95, Nonmember $195)
Kevin Flynn, MA
Director, Scientific Communications, Analgesic Solutions, Natick, MA

WORKSHOP 91
Medical Journalism: From Choosing a Topic Through Polishing the Piece (CP/EW/FL) [3009]
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. APPROXIMATE HOMEWORK TIME: 3–4 HOURS. (Member $95, Nonmember $195)
Barbara Gastel, MD, MPH
Professor, Texas A&M University, College Station, TX

WORKSHOP 92
Proofreading (CP/EW) [3013]
The workshop leaders of this introductory workshop will focus on the differences between proofreading and copyediting, the definition and limits of proofreading, and standard proofreading methods and procedures. Participants will learn what proofreaders need to know to do the job and how to determine what to correct, query, or ignore. APPROXIMATE HOMEWORK TIME: 1–2 HOURS. (Member $95, Nonmember $195)
Hope J. Lafferty, AM, ELS
Chief Writer and Editor, Hope Lafferty Communications, Marfa, TX

“Participating in the conference gave me a real boost. I enjoyed meeting other medical writers and editors and felt inspired by the new ideas I learned and the energy of the people I met at the conference.”
—2010 AMWA Annual Conference attendee

WORKSHOP 93
Reporting Correlation and Regression Analyses (RR/G/SG) [4011]
Workshop participants will learn how to interpret and report correlation and regression analyses. Most of the workshop will be devoted to correlation and simple linear regression analysis. Suitable for new and experienced medical writers and editors, the workshop approaches the topics conceptually, not mathematically. APPROXIMATE HOMEWORK TIME: 3 HOURS. (Member $95, Nonmember $195)
Jane Neff Rollins, MSPH
Medical Writer/Professional Speaker, Arnell Communications, Montrose, CA

WORKSHOP 94
Primary Classes of Biological Macromolecules (SM) [3520]
Although the body is composed of a vast assortment of molecules, there are 4 main types of molecules that are involved in nearly all biochemical reactions and present in biological structures: lipids, carbohydrates, proteins, and nucleic acids. The workshop leader will describe the fundamental general chemistry of these 4 classes of biological molecules. Discussion will begin with a quick overview of the elements carbon, hydrogen, oxygen, and nitrogen; their placement on the periodic table; and the types of properties each donates to larger macromolecules in which they are present. Participants will then investigate the general properties of lipid, carbohydrate, protein, and nucleic acid structure and how the structures dictate biological function. APPROXIMATE HOMEWORK TIME: 3 HOURS. (Member $95, Nonmember $195)
Adele Addington, PhD
Lab Manager, Human Nutrition, Foods and Exercise, Virginia Tech, Blacksburg, VA

WORKSHOP 95
Introduction to the Renal System (SM/SBS) [3518]
Designed for those without a science background, this workshop will present the basics of the structure and function of the renal system to help medical writers understand and write about topics involving the kidneys, ureters, bladder, and urethra. Key anatomical terms will be discussed, and concepts presented will focus on normal physiological function. In addition, the interrelationships of the renal system with other relevant body systems will be covered, including the effect on the body as a whole. APPROXIMATE HOMEWORK TIME: 2–3 HOURS. (Member $95, Nonmember $195)
Susan E. Aiello, DVM, ELS
Principal, WordsWorld Consulting, Dayton, OH
Workshop 96
**Basics of Molecular Biology (SM/EW/PH/SG) [3504]**
Aimed at beginning and moderately experienced science editors and writers, the lecture and discussion of this workshop will help participants understand basic molecular biology concepts about DNA, RNA, and protein structure. Key terms and commonly used techniques will be reviewed, as will useful writers’ resources. **Approximate homework time: 3 hours.** (Member $95, Nonmember $195)

**Dominic De Bellis, PhD**
Associate Director, Medical Writing, Boehringer Ingelheim Pharmaceuticals Inc, Ridgefield, CT

Workshop 97
**Introduction to Cancer Biology (SM/SG) [3511]**
This workshop is intended for beginning and moderately experienced writers and editors who have a basic understanding of cell biology, and will be taught through a combination of lecture and discussion. The workshop leader will cover basic structural characteristics of normal and cancer cells, as well as the progression that normal cells must make to become malignant, including a variety of genetic alterations that confer malignancy. Several therapeutic approaches will be touched upon from the perspective of what this information tells us about the underlying biology of malignancy. Key terms and commonly used techniques will be discussed, as will useful Web-based cancer information resources. This workshop assumes a basic understanding of the principles of cell biology (e.g., DNA structure and function, protein synthesis); therefore it is recommended that participants have previously taken the **Basics of Cell Biology** workshop (or equivalent). **Approximate homework time: 3–4 hours.** (Member $95, Nonmember $195)

**Catherine Magill, PhD**
President, Magilla Consulting, Palo Alto, CA

Workshop 98
**Drug Interactions (SM/EW/PH/SDT) [3508]**
Drug interactions can be beneficial as well as harmful. The workshop leader will address the hows and whys of drug interactions—good and bad, pharmacokinetic and pharmacodynamic mechanisms, basic explanations of key concepts of pharmacokinetics and pharmacodynamics, and the role of genetics in drug interactions (pharmacogenomics). This is introductory information intended for writers and editors with no formal training in drug interactions or pharmacokinetics. **Approximate homework time: 2 hours.** (Member $95, Nonmember $195)

**Gayle Nicholas Scott, PharmD, CMPP**
Medical Writer, UBC-Envision Group, Southport, CT

Workshop 99
**Medical Writing for Instructionally Sound, Engaging e-Learning (NC) NEW!**
This workshop is suitable for beginner writers (or moderately experienced medical writers who are new to e-Learning) who write or seek to write e-Learning courses for workplace training. The workshop will feature lecture/presentation and live demonstrations of e-Learning courses with medical content and of e-Learning authoring tools and software. The workshop leader will introduce the participant to e-Learning and m-Learning and discuss the value of e-Learning as an effective methodology for training adults in the workplace. The workshop will include a discussion and live demonstration of the specific attributes and benefits of instructionally sound e-Learning. The leader will also cover the development process, outputs, and various deliverables for e-Learning, and the role of the medical writer on e-Learning projects. Participants will learn the elements of a typical e-Learning storyboard (e.g., screen content, audio narration), as well as specific strategies and techniques for writing engaging, interactive e-Learning content. (Member $55, Nonmember $105)

**Michelle Nolin Flewell, CPLP**
Senior Director, Strategy and Solutions, Informa Training Partners, Walpole, MA

Workshop 100
**Using Design to Improve the Readability of Medical Documents (NC)**
In this combined lecture/discussion format, participants without formal design training will learn basic principles of effective document design. The workshop leader will emphasize using design to make medical documents readable and accessible, not attractive per se. The presentation will focus on 4 principles of visual perception—contrast, alignment, repetition, and proximity—with applications ranging from the whole document to individual characters. The discussion will include data displays such as charts and tables. (Member $55, Nonmember $105)

**Lyn F. Gattis, PhD**
Associate Professor Department of English, Missouri State University, Springfield, MO

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**Remember that registrants may take credit workshops without enrolling in a certificate program but must be enrolled in the appropriate certificate program to receive credit, as well as completing the homework, submitting it to the workshop leader by the deadline, and attending the full (3-hour) workshop.**
Open Session 35
Bite the Bullet: How Not to Kill Your Presentation With Your Slides
Most presentation slides are deadly, if not fatal. This lively, interactive session will help you streamline your next presentation and polish your presentation skills. Topics include whether you should present your message in slides, how to better structure and organize your message, how to synthesize visual and verbal messages, how to avoid the deadliest sins of PowerPoint, how to navigate through slideshows and manage the technology to your advantage, and how to avoid the most common presentation mistakes (where to stand for maximum impact, how to handle questions, and how to provide maximum backup in case of equipment failure).
Elizabeth G. Frick, PhD, ELS
President, The Text Doctor, Boulder, CO

Open Session 37
A Case Study of Reviewing the Medical Literature: Clinical Effectiveness for Medical Devices
There are few guidelines or regulations that specify how to review the medical literature for product submission or surveillance. Important details are left to the discretion of the medical writer or regulatory submission specialist. The European Union (EU) Medical Device Directive requires clinical evaluation reporting via literature searching but provides little guidance for carrying it out. Continual monitoring of product experience and medical literature is also required. Tools and suggestions for reviewing the literature, generally and in this specific context, will be presented.
Tim Peoples, MA, ELS
Senior Medical Writer, Medtronic Inc, Goleta, CA

President’s Reception and Sacramento Kickoff
Join us to congratulate AMWA’s new executive committee led by Barbara R. Snyder, MA, AMWA’s 2011-2012 President. We will also celebrate the site of AMWA’s 2012 Annual Conference: Sacramento, CA. With complimentary hors d’oeuvres, fabulous door prizes (including a free registration to the 2012 conference), and other surprises, this is sure to be a memorable evening you will not want to miss!
Complimentary hors d’oeuvres and beverages.

Tour: St Augustine Historical Tour ($55)
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<td>Lori L. Alexander, MTPW, ELS</td>
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<td>Tracey Fine, MS, ELS</td>
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<td>Art Gerten</td>
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<td>Mark Greenwood, DO, JD</td>
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<td>Dylan Harris, PhD</td>
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<td>Bart J. Harvey, MD, PhD</td>
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<td>Emma Hitt, PhD</td>
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<td>Daniel Jones, PhD</td>
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<td>Gina Kaeuper, S-16</td>
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<td>Francine Ratner Kaufman, MD, McGovern</td>
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<td>Majid Kazi</td>
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<td>Linda J. Kesselring, MS, ELS</td>
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<td>Shahnaz B. Khan, MPH</td>
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<td>Jay Kilpatrick, MSc</td>
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<tr>
<td>Mary E. King, PharmD, DABCC</td>
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Christine F. Wogan, MS, ELS [OS-22]
Paul Root Wolpe, PhD [Keynote, OS-2]
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Jo-Anne Yau, JD [OS-31]
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AMWA has lined up several exciting tours that showcase the best of Jacksonville and the surrounding area.

The “Made in Jacksonville” tour is a city tour that includes time at a local chocolatier who is well known throughout the South, and at the world-famous Anheuser-Busch Brewery. Chocolate and beer, along with historical architecture, beautiful scenery, and intriguing stories of the city promise to make this a fun-filled tour.

Art and gardens are also on the tour menu this year with the incredible Cummer Museum of Arts and Gardens. With a vast collection that includes some of the most prestigious art in the country and lush, scenic gardens with a 100-year-old history, this tour promises to awe and inspire.

Want to take a walk on the wild side? Then don’t miss the exciting tour Behind-the-Scenes at the Jacksonville Zoo! You will get up-close and personal with the creatures as you venture behind the scenes with an expert zookeeper. There will be leisure time for you to explore the zoo and gardens on your own, so bring your camera to capture some of the wildest moments you will ever experience in Jacksonville!

When the conference is over, you could use a little R & R, right? Then make sure to sign up for AMWA’s Sunday tour of St Augustine. As part of this tour, you will visit the famous “Fountain of Youth” and delight in the story of the city as told by a lifelong native of “The Ancient City.” The characters and the history of this city by the sea will literally be brought to life during this tour; it is an experience you don’t want to miss.

Details about the tours and an order form are available on our Web site. Don’t hesitate; treat yourself and make your reservation today!
It is not for us to forecast the future, but to shape it.

–Antoine de Saint-Exupéry