

# **American Medical Writers Mid-Atlantic Chapter Conference Registration Brochure**

**March 4, 2016**

**Gaithersburg Marriott Washingtonian Center  
9751 Washingtonian Boulevard  
Gaithersburg, Maryland**

*The Gaithersburg Marriott Washingtonian Center is conveniently situated in the greater metropolitan Washington, DC, suburbs, and is easily accessible from Interstate 270. The hotel overlooks a picturesque lake and is within walking distance of the Rio Entertainment Complex, Gaithersburg's premier shopping and dining destination.*

## EDUCATIONAL PROGRAMMING OVERVIEW

Type	Morning		Afternoon	
AMWA Credit Workshop	Project Management (B/PH)		Serving 2 Masters – Comparing and Contrasting US and EU Regulatory Processes (RR)	
AMWA Credit Workshop	Statistics for Medical Writers and Editors (ES/G)		Writing and Designing Materials for Patient Education (CP/EW/PRAM)	
Open Sessions	From Rough Idea to Finished Deliverable: Tips and Tricks for Quick and Thorough Research and Writing	(1) Tips & Tools for A Word Traveller  (2) Finding the Perfect Image for Your Project	(1) Continuing Medical Education (CME) 101: The Nuts and Bolts of CME, a Primer for Writers Branching Out  (2) Continuing Medical Education (CME) 201: A Deep Dive Workshop on Performing Gap Analyses and Writing Needs Assessments	(1) Journalism 101 for Medical Freelancers  (2) Writing and Applying Successfully for Federal Jobs

**Certificate Designations:**

ES, Essential Skills Certificate; CP, Composition and Publications; RR, Regulatory and Research; SM, Concepts in Science and Medicine

Core Certificate Codes (no longer enrolling, some are completing): FL, Freelance; G, General; PH, Pharmaceutical; PRAM, Public Relations, Advertising, Marketing

## CONFERENCE SCHEDULE

<b>Time</b>	<b>Open Session</b>	<b>Open Session</b>	<b>AMWA Credit Workshop</b>	<b>AMWA Credit Workshop</b>
7:30 – 9:00 AM	Registration			
8:00 – 9:00 AM	Continental Breakfast, Networking			
9:00 – 9:15 AM	Break			
9:15 – 10:30 AM	From Rough Idea to Finished Deliverable: Tips and Tricks for Quick and Thorough Research and Writing	Tips and Tricks for a Word Traveller	Project Management (B/PH)	Statistics for Medical Writers and Editors (ES/G)
10:45 AM – 12:15 PM		Finding the Perfect Image for Your Project		
12:15 – 1:30 PM	Lunch, AMWA Headquarters Update			
1:30 – 1:45 PM	Break			
1:45 – 3:15 PM	Continuing Medical Education (CME) 101: The Nuts and Bolts of CME, a Primer for Writers Branching Out	Journalism 101 for Medical Freelancers	Serving 2 Masters – Comparing and Contrasting US and EU Regulatory Processes (RR)	Writing and Designing Materials for Patient Education (CP/EW/PRAM)
3:30 – 5:00 PM	Continuing Medical Education (CME) 201: A Deep Dive Workshop on Performing Gap Analyses and Writing Needs Assessments	Writing and Applying Successfully for Federal Jobs		
5:15 PM – 6:45 PM	AMWA HQ sponsored reception in the hotel restaurant, appetizers provided, cash bar			

### Snack Break Schedule

10:30 – 10:45 AM

3:15 – 3:30 PM

## Registration Fees and Policies†

Registration Fee includes breakfast, lunch, and snacks.

AMWA Member*			Nonmember*		
Early Bird	Regular	On-site**	Early Bird	Regular	On-site**
\$100	\$125	\$175	\$150	\$175	\$225

AMWA Workshop & Open Session Add-On Fees	AMWA Member*		Nonmember	
	Regular	On-site**	Regular	On-site**
AMWA Credit Workshop	\$125	n/a	\$200	n/a
Morning Open Sessions	\$40	\$55	\$40	\$55
Afternoon Open Sessions	\$40	\$55	\$40	\$55

†Full conference registration includes breakfast, lunch, and snacks

\*If you are not an AMWA member, you can obtain the AMWA member fee by joining before registering.

\*\*On-site registration payable by check only.

## REGISTER ONLINE at

[http://www.amwa.org/calendar\\_day.asp?date=3/4/2016&event=1566](http://www.amwa.org/calendar_day.asp?date=3/4/2016&event=1566).

## Important Dates

Online Registration opens	January 20, 2016
Deadline to reserve Marriott lodging at conference rate	February 11, 2016
Deadline for conference or workshop cancellation with partial refund	February 12, 2016
Homework deadline for AMWA credit workshops – <b>see class descriptions for exact date.</b>	Either 2/19 or 2/26, depending on the class
Early Bird registration deadline	February 22, 2016
Regular registration rates apply	February 23, 2016
Last day to register before on-site registration	February 26, 2016
On-site registration rate applies	February 27-March 4, 2016

## Cancellation and Refund Policy

Conference cancellation requests must be received in writing no less than 3 weeks prior to the scheduled event. Refunds, less a non-transferrable \$25 registration cancellation fee and \$35 per workshop cancellation fee, will be distributed only to individuals who cancel in writing 3 weeks or more before the scheduled event. No refunds or credits will be given for failure to attend, late arrival, unattended events, or early departure.

## **REGISTRATION INFORMATION**

The conference registration fee includes breakfast, buffet lunch, and snacks. Conference registration is an online process (register online at [http://www.amwa.org/calendar\\_day.asp?date=3/4/2016&event=1566](http://www.amwa.org/calendar_day.asp?date=3/4/2016&event=1566)).

Forms of payment that are accepted include Visa, Master Card, American Express, and check. Please note that selecting the payment-by-check option does not guarantee seating in any workshop or activity. Registrations paid by check will not be processed until the individual check is received at AMWA headquarters and will be processed in the order in which they were received.

### **Registration for Events**

For events where reservations are required (e.g., AMWA workshops and open sessions), you must reserve your space during the registration process. Reservations will be made on a first-come, first-served basis.

### **Registration Questions**

If you have questions regarding your registration, please contact AMWA at [registration@amwa.org](mailto:registration@amwa.org) or by telephone at 240-238-0940, ext. 103. For program or other AMWA-MAC Conference questions, please contact Michael Haynes at Michael Haynes [mahaynes57@gmail.com](mailto:mahaynes57@gmail.com).

### **Confirmation and Receipt**

An automatic email will be sent to confirm registration and provide a receipt. If you register for AMWA credit workshops, a link to the homework will be on the receipt. Registrations paid by check will not be processed until the check is received at AMWA headquarters and will be processed in the order that it is received.

### **Accommodations**

[Gaithersburg Marriott Washingtonian Center](#)

9751 Washingtonian Blvd. | Gaithersburg, MD | (301) 590-0044

Reservations: 1-800-228-9290 (Reference AMWA-MAC Conference for discount)

Rate: \$219.00/night (single/double occupancy) Tax: 15% per night

Deadline for group rate is February 11, 2016.

### **Transportation**

The Gaithersburg Marriott Washingtonian Center is centrally located off I-270 and the Intercounty Connector (ICC) MD-200. The hotel has complimentary on-site parking. The closest Metro station is Shady Grove Metro (Red Line), located 1.7 miles from the hotel. Taxis are available at the Shady Grove Metro Station to transport you to the hotel.

## MORNING WORKSHOPS AND OPEN SESSIONS

### **OPEN SESSION: From Rough Idea to Finished Deliverable: Tips and Tricks for Quick and Thorough Research and Writing (3 hours)**

*Presenter: Alexandra Sophie Kadner, Ph.D.*

The workshop will cover the basic method of literature research and introduce fast and efficient research strategies, literature management, outline development, and finished deliverables. The research portion of the workshop will demonstrate literature research through Google Scholar and Medline, using PMID and DOI numbers. The reference management section will outline how to store, organize, cite and refer back to references using the free Zotero software. The content development section of the workshop will demonstrate how to employ these research techniques in the creation of a deliverable where strategic literature searches are required. In the final stage, participants will learn how to organize research results into an outline and a fully developed deliverable that reflects the current state of the literature for a given disease state.

### **OPEN SESSION: Tips and Tricks for a Word Traveller (1.5 hour)**

*Presenter: Martin J. Spiering, MS, PhD, ELS*

Microsoft Word has evolved from a simple computer-based typewriting tool to a sophisticated publishing device, requiring its users to “coevolve” with it. This workshop will endeavor to help audience members in this evolution. It will highlight those Word tools and features that can speed up tasks and can even inject some creativity into the toil of preparing various written materials. This session’s goal will be to acquaint you with some of the lesser-known features of Word, such as macros and its document-comparison and AutoText functions. The workshop will also cover how writers and editors can tweak Word’s Ribbon for more efficient document preparation. We will also discuss some very useful add-on programs that check texts for errors and inconsistencies, and help create electronic style sheets. This presentation will focus on Word 2010 for the PC, but participants using other versions or platforms are encouraged to share their experiences.

### **OPEN SESSION: Finding the Perfect Image for Your Project (1.5 hour)**

*Presenter: Christine M. Rogers, MA*

In medical writing, images strengthen the message you communicate, whether they are used to enhance a journal article, a poster, or a presentation – but not all images are created equal. There are different file types and sizes for different projects. This session will explain various technical aspects related to image use and describe which formats are best for which projects, where to find those images, and how to create them yourself – without breaking the bank. We will also discuss copyright law and important information you need to know if you want to use an image you did not create yourself. You will leave this session with a list of free resources that you can use to enhance your projects immediately.

### **AMWA CREDIT WORKSHOP: Serving 2 Masters: Comparing and Contrasting US and EU Regulatory Processes (3 hours)**

*Presenter: Art Gertel*

There is now an internationally agreed on format for the presentation of an application dossier for a marketing authorization for a pharmaceutical product: The Common Technical Document (CTD). It is accepted by the three participating regulating authorities (USA, EU, and Japan) as well as by other “observer” parties (e.g. Canada). This does not mean, however, that there is commonality in the

processes required for submission and review, the content of dossiers, nor the way in which reviewers approach the assessment of the dossier. In particular, there are significant differences between the way data are summarized and the approach taken by European reviewers and that taken by their counterparts in the USA. While some of these differences may ultimately evolve to a state of commonality, others likely never will. Participants will be introduced to the legal origins and mandates, and will review some of the labyrinthine procedures associated with preparing, filing, and defending a licensing application. Cultural and practice differences and similarities between the EU and USA will be explored.

**APPROXIMATE HOMEWORK TIME: 2-3 HOURS. HOMEWORK DUE DATE: FEBRUARY 26, 2016**

**AMWA CREDIT WORKSHOP: Statistics for Medical Writers and Editors (3 hours)**

*Presenter: Tom Lang, MA*

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

**APPROXIMATE HOMEWORK TIME: 3 HOURS. HOMEWORK DUE DATE: FEBRUARY 19, 2016**

## **AFTERNOON WORKSHOPS AND OPEN SESSIONS**

**OPEN SESSION: Journalism 101 for Medical Freelancers (1.5 hour)**

*Presenter: Erin L. Boyle*

Whether working on a white paper, slide deck or other project, the basics of journalism can assist medical freelancers. In this workshop, you'll learn essential skills of journalism, including how to employ the inverted pyramid in projects and how to tease out important information when interviewing sources (which can also be useful with clients and life outside work). Learn how to develop a strong "lede," whether in a key email or as the first sentence in a project, and how to avoid common errors when building rapport with sources/subjects/clients. This workshop will provide a basic 101 on journalism know-how from a trained medical reporter who went through "j-school," and has extensive experience in the field to impart.

**OPEN SESSION: Writing and Applying Successfully for Federal Jobs (1.5 hour)**

*Presenter: Nicole Schultheis, Attorney at Law (Maryland), Federal Resume & SES Writer/Editor*

Part lecture, part workshop with in-class demonstrations. Includes PowerPoint slides, handouts, and additional online resources (sample resumes, accomplishment narratives and links to even more additional resources). This presentation reviews the federal hiring process; job types; agencies that hire medical, scientific, technical and public health writers; how to search effectively for jobs that fit your qualifications; how to read federal job announcements and questionnaires; and how your application will be triaged between application and interview. We'll review the federal outline format resume, discuss the importance of documenting your accomplishments, and learn to utilize key words and phrases from the announcement. We'll develop a list of top 5 accomplishments, and turn at least one into a "CCAR" (Context, Challenge, Actions, Results), for your federal resume.

**OPEN SESSION: Continuing Medical Education (CME) 101: The Nuts and Bolts of CME, a Primer for Writers Branching Out** (1.5 hour)

*Presenter: Allison Muller, Pharm.D*

Learn the nomenclature and principles of CME/Continuing Education (CE) and how to leverage your experience in scientific writing to start taking on projects in this specialized area.

**OPEN SESSION: Continuing Medical Education (CME) 201: A Deep Dive Workshop on Performing Gap Analyses and Writing Needs Assessments** (1.5 hour)

*Presenter: Fran Daniel, MPH*

Learn how to research and develop needs assessments, learning objectives, and pre/post-test questions for CME/CE.

**AMWA CREDIT WORKSHOP: Writing and Designing Materials for Patient Education Workshop** (3 hours)

*Presenter: Tom Lang, MA*

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. HOMEWORK DUE DATE: FEBRUARY 19, 2016**

**AMWA CREDIT WORKSHOP: Project Management Workshop** (3 hours)

*Presenter: Art Gertel*

This workshop is for pharmaceutical writers who have some experience managing a large number of overlapping projects. Participants will gain familiarity with project management concepts and terminology, explore the applicability of project management to writers, and gain experience answering some real-life questions pertaining to project management. The workshop leader will use a combination of lecture, group exercises, and group discussion.

**APPROXIMATE HOMEWORK TIME: 2-3 HOURS. HOMEWORK DUE DATE: FEBRUARY 26, 2016**

## PRESENTERS' BIOGRAPHIES

### AMWA CREDIT WORKSHOPS



Art Gertel is the Principal of an independent consultancy: MedSciCom, LLC. He provides independent and collaborative strategic regulatory consulting and medical writing services, as well as Data Safety Monitoring Board (DSMB) and Bioethics expertise. Additional offerings include teaching and developing workshops geared toward applied skills in regulatory, medical writing, and ethics disciplines.

Art served as the TFS (formerly Beardsworth Consulting Group) VP, Regulatory and Medical Affairs, and for three years he has been a Senior Research Fellow at CIRS (Centre for Innovation in Regulatory Science), a UK-based “think tank” funded by FDA, EMA, and PhRMA. Art was also Director, Medical Communications at Schering-Plough, where he oversaw the preparation of clinical documentation filed in support of new drug registrations, worldwide, in addition to publications. He has a strong interest in Biomedical Ethics and has developed bioethics seminars and led workshops at professional association meetings, pharmaceutical companies, and at universities, worldwide.

Art is Past President of the American Medical Writers Association (AMWA) and a Fellow of both AMWA and the European Medical Writers Association (EMWA), continuing to serve on committees and lead workshops and plenary sessions. In 2009, he received AMWA’s Swanberg Award.



**Tom Lang, MA**, is Principal of Tom Lang Communications and Training International. He is known internationally as a lecturer, trainer, and educator in medical writing, scientific publications, and written communication. His first book, *How to Report Statistics in Medicine*, is an established reference in evidence-based medicine and medical writing. His most recent book, *How to Write, Publish, and Present in the Health Sciences*, was selected by the Society of Technical Communication as one of the top 100 technical communications books of 1991-2012. He has taught on the University of Chicago’s Medical Writing and Editing Certificate Program since its inception in 1998, teaches regularly in Asia, and has led more than 200 workshops for the American Medical Writers Association in the past 35 years.

He is the recipient of the American Medical Writers Association’s 2011 Eric W. Martin Award for Excellence in Medical Writing; the 2002 Harold Swanberg Distinguished Service Award for Outstanding Contributions to Medical Communications, and the 1994 Golden Apple Award for Outstanding Workshop Leader. He also received the American Statistical Association’s 2002 Excellence in Continuing Education Award and the University of Chicago’s Graham School of General Studies First Excellence in Teaching Award for Professional Programs in 2005.

### OPEN SESSIONS



**Erin L Boyle** started her career 14 years ago as a journalist, covering the courts, local government and education beats for daily newspapers in New Jersey. She entered medical reporting/writing/editing 10 years ago. She is currently the communications manager at an oncology medical society, overseeing all association editing and the production of a quarterly magazine for the physician membership. Her prior

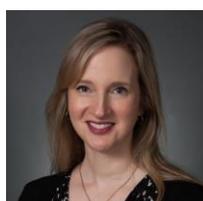
experience includes working as the editor of a medical society's news service and as the managing editor of international medical magazines. She has experience in convention coverage, as well as varied freelance work across different specialties.



**Fran Daniel, MPH** has extensive medical writing and editing experience at a large pharmaceutical, U.S. Federal Government, and physician-education companies. Fran earned her Master's in Public Health (MPH) from Saint Louis University.



**Alexandra Sophie Kadner, Ph.D.**, is an accomplished neuroscientist and medical writer with over 15 years of academic research experience, and 7 years of professional experience as a medical writer, including 2 years of experience in a medical communications agency. Alexandra prepares and edits peer-reviewed manuscripts and grant applications, develops power point slide sets and scripts for video recordings, and manages the scientific content of pharmaceutical advisory boards. Her main area of expertise is in medical education.



**Allison A. Muller, Pharm.D.** is a board-certified toxicologist and registered pharmacist with over 20 years' experience in educating health care providers, families, and patients as a presenter and author. She is the former Clinical Managing Director of the Poison Control Center located at The Children's Hospital of Philadelphia where her duties included explaining complex and sometimes life-threatening, time-sensitive information to physicians, parents of young children, and patients of all ages. Dr. Muller is currently an independent medical writer and litigation consultant through Acri Muller Consulting, LLC and adjunct faculty at The University of Pennsylvania.



**Christine M. Rogers's** diverse work experience has focused on communicating targeted messages to a variety of audiences using her interpersonal, written, and visual communication skills. She has produced numerous marketing and public relations material for both print (newsletters, annual reports, advertisements, brochures) and digital (presentations, e-newsletters, websites) projects. She also has experience creating her own graphics and using them in her projects. Christine has a bachelor's degree in public relations and a master's degree in communication with a dual concentration in health communications and public and media relations.



**Nicole Schultheis, JD**, helps candidates apply for high-level scientific, technology, and policy positions across multiple medical, public health, national security, and technology fields. She prepares resumes and other application materials for entry-level to senior leadership positions. Nicole has also provided training and editorial services to many agencies, including but limited to DHS Human Resources, DHS Science & Technology Directorate, U.S. Nuclear Regulatory Commission Professional Development Center, FDA's Center for Food Science and Nutrition, NIH Center for Scientific Review, NIH Office of Intramural Training and Education, USAID, USDA, and EPA. She is also an AV-Preeminent® rated attorney by Martindale-Hubbell.



**Martin J. Spiering, PhD, ELS**, is a Project Manager at CSR, Incorporated with more than 15 years of experience in writing, editing, and peer-reviewing scientific manuscripts. A microbiologist by training with expertise in molecular biology, biochemistry, and bioinformatics, he has worked for many years as a bench scientist managing biomedical research projects in several international labs and published 20+ research articles and reviews in international journals, books, and proceedings.

He is a board-certified Editor in the Life Sciences and has extensive experience in using Word to edit scientific documents for language, presentation, and content.

## AMWA Certificate Program Information

AMWA workshops allow medical communicators to increase their knowledge, refresh their skills, and investigate new areas. Credit workshops provide an interactive 3-hour learning experience with peers and AMWA's expert workshop leaders. Depending on the content covered, workshops usually comprise 16 to 30 attendees and include real-life exercises and small-group breakouts. As the world of medical communication changes, the association updates existing workshops and develops new ones.

More information is available [online](#).

Enrollment is required in order to earn an AMWA certificate. The enrollment fee is a one-time fee. Only enrolled participants can receive credits toward a certificate. Additional fees apply for workshop participation and self-study workbook purchases. You may earn an AMWA certificate by participating in 8 AMWA workshops in a content area. One of these workshops must be the ethics workshop applicable to that certificate, and for specialty certificates up to two workshops can be electives of your choice.

AMWA awards the appropriate certificates when the requirements have been fulfilled. Please allow AMWA HQ staff sufficient time after the conference to process workshop credits. You may review your workshop curriculum history by logging in to [www.amwa.org](http://www.amwa.org) and clicking on "My Curriculum History" in the quick links under *Account Management*.

### Precourse Work (Homework)

Each credit workshop includes homework. Typically, the purpose of the homework is to give participants needed background information for the workshop and also to help the workshop leader assess the skill levels of participants.

Once you register for the conference, you will receive an e-mailed confirmation which will include the link for downloading homework from the AMWA website. We strongly encourage you to download homework immediately after you receive your confirmation to ensure that the downloading process is successful, to confirm that the homework is correct for the workshop, and to note the deadline stated on the specific homework. A delay in downloading the homework and identifying potential problems could result in the inability to complete the homework by the deadline.

If you have difficulty accessing the homework, please contact AMWA HQ by e-mail at [registration@amwa.org](mailto:registration@amwa.org) or by telephone at 240-238-0940, ext. 103. You are also responsible for verifying that your workshop leaders have received your completed homework by the deadline of three weeks before the conference.

Even if you do not wish to receive credit for a workshop, you are encouraged to complete the homework to be better prepared to fully participate in the workshop. **In order for a registrant to attend an Advanced workshop**, the homework must have been completed and received by the workshop leader no later than the specified deadline, even if credit is not desired.