2020 AMWA Mid-Atlantic Chapter Conference
Bethesda Marriott
Friday, March 6, 2020

amwa-midatlantic.org
## 2020 AMWA-MAC Conference Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Registration, Breakfast/Networking</td>
</tr>
<tr>
<td>8:30 a.m. – 8:45 a.m.</td>
<td>Welcome and Announcements: Tom Drake, Conference Chair</td>
</tr>
<tr>
<td>8:45 a.m. – 9:45 a.m.</td>
<td>Keynote Speaker: Stacy L. Christiansen, Managing Editor of JAMA, AMA Manual of Style Committee Chair</td>
</tr>
<tr>
<td>9:45 a.m. – 10:00 a.m.</td>
<td>Morning Break</td>
</tr>
<tr>
<td>10:00 a.m. – 11:00 a.m.</td>
<td>Panel Discussion: Unique Opportunities for Medical Writers in D.C.</td>
</tr>
<tr>
<td>11:00 a.m. – 12:00 p.m.</td>
<td>Roundtable Sessions</td>
</tr>
<tr>
<td>12:00 p.m. – 1:00 p.m.</td>
<td>Networking Lunch</td>
</tr>
<tr>
<td>1:00 p.m. – 1:15 p.m.</td>
<td>Remarks from AMWA-MAC President Vita Washington</td>
</tr>
<tr>
<td>1:15 p.m. – 1:30 p.m.</td>
<td>Afternoon Break</td>
</tr>
<tr>
<td>1:30 p.m. – 3:30 p.m.</td>
<td>Education Sessions (Additional Fees Apply)</td>
</tr>
<tr>
<td>2:30 p.m. – 2:45 p.m.</td>
<td>Afternoon Break</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>Conference Ends</td>
</tr>
</tbody>
</table>
REGISTRATION

Registration Fees and Policies

The registration fee for the conference includes breakfast, keynote speaker, panel discussion, roundtables, lunch, beverages, snacks, and parking. Additional fees apply for the afternoon education sessions.

<table>
<thead>
<tr>
<th>MEMBERS</th>
<th>PRICE</th>
<th>NON-MEMBERS</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference 7:30 a.m. – 1:15 p.m.</td>
<td>$100</td>
<td>Conference 7:30 a.m. – 1:15 p.m.</td>
<td>$125</td>
</tr>
<tr>
<td>Conference + Afternoon Education Session 7:30 a.m. – 3:30 p.m.</td>
<td>$130</td>
<td>Conference + Afternoon Education Session 7:30 a.m. – 3:30 p.m.</td>
<td>$155</td>
</tr>
<tr>
<td>Afternoon Education Session Only</td>
<td>$50</td>
<td>Afternoon Education Session Only</td>
<td>$75</td>
</tr>
</tbody>
</table>

Important Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online registration opens</td>
<td>February 4, 2020</td>
</tr>
<tr>
<td>Deadline for conference cancellation with a full refund</td>
<td>February 21, 2020</td>
</tr>
<tr>
<td>Deadline for conference cancellation with a 50% refund</td>
<td>February 28, 2020</td>
</tr>
<tr>
<td>Online registration closes</td>
<td>March 4, 2020</td>
</tr>
</tbody>
</table>

Cancellation and Refund Policy

Conference cancellation requests must be received in writing at least 1 week before the scheduled event. Requests can be sent via email to Vita Washington at vita.washington@gmail.com. Refunds, minus a non-transferable $25 registration cancellation fee, will be distributed only to individuals who cancel in writing at least 1 week before the scheduled event. No refunds or credits will be given for failure to attend, late arrival, unattended events, or early departure.

REGISTER TODAY!

1
Payment
Payment is accepted via PayPal with Visa, Mastercard, American Express, and debit cards. You
don’t need a PayPal account; you can check out as a guest.

Registration for Events
For events that require reservations (i.e., roundtables and education sessions), you must reserve
your space during the registration process. Reservations for the roundtables will be on a first-
come, first-served basis. There is an extra fee for the afternoon education sessions.

Registration Questions
If you have questions regarding your registration, please email Vicki VanArsdale at
vvanarsdale@gmail.com.

Confirmation and Receipt
An automatic email will be sent to confirm registration and provide a receipt.

CONFERENCE HOTEL

Bethesda Marriott
5151 Pooks Hill Rd.
Bethesda, MD 20814
Ph: 301.897.9400

The conference will take place in the
Montgomery/Democracy and Pooks Hill/Bethesda rooms.

Directions
The Bethesda Marriott is accessible from the Capital Beltway (I-495), three major airports,
busses, and Metro’s Red Line. Plan your trip today!

Parking
Your conference registration includes parking. If you retrieve a ticket to enter the gated parking
lot, please bring it to the AMWA-MAC conference check-in desk for validation.

Accommodations
AMWA-MAC guests can stay at this stylish, contemporary hotel for a special rate of $159 per
night plus tax. Book your reservation online or call 800-228-9290 by February 14, 2020, for the
best rate.
KEYNOTE SPEAKER

Stacy L. Christiansen, MA, Chair of the *AMA Manual of Style* committee and managing editor, *JAMA*, is the 2020 AMWA-MAC Regional Conference’s keynote speaker. Stacy has worked in medical publishing for more than 20 years, has taught in the University of Chicago Medical Writing and Editing Program, and is an active member of both the Council of Science Editors (CSE) (including as a faculty member for the Short Course for Manuscript Editors) and AMWA. She was a co-author of the 10th edition of the *AMA Manual of Style* and is the resident tweeter for the manual.

*Style and Substance: The AMA Manual of Style, 11th Edition*

The *AMA Manual of Style* is a must-have resource for anyone involved in medical, health, and scientific publishing. This edition provides everything you need to produce well-organized, clear, readable, and authoritative manuscripts and answers nearly any issue encountered by medical communicators. Learn more about this definitive guide from an industry insider.

PANEL DISCUSSION

Unique Opportunities for Medical Writers in DC

Medical writers in the Washington, D.C., metropolitan area have unique opportunities to work with federal agencies, national associations, non-profit organizations, global pharmaceutical companies, and communications firms as freelancers, contractors, or employees. These skilled communicators share research findings, information about new products and services, and life-saving health information with peers, medical professionals, and the public. Whether you prepare journal articles and manuscripts for scientific publications, develop continuing education materials for healthcare professionals, regulatory documents for government agencies, patient education materials, or grant proposals, there’s a place for you in the nation’s capital. Learn more about the area’s vibrant ecosystem in this engaging panel discussion.

**Panelists:**

- **Amber Boehm, PhD**  
  Assistant Director of Editorial Services  
  Palladian Partners

- **Paul R. Thomas, EdD, RDN**  
  Scientific Consultant (Contractor)  
  Office of Dietary Supplements  
  National Institutes of Health

- **Greg Guthrie**  
  Senior Manager, Clinical Content  
  Marketing & Communications  
  American Society of Clinical Oncology

- **Moderator:** Judith M. Orvos, ELS  
  President, Orvos Communications, LLC  
  President-Elect, AMWA-MAC
Amber Boehm, PhD, has worked at Palladian Partners in Silver Spring, MD, since 2006. She started as a junior writer, transitioned to writing team lead, and now serves as assistant director of the editorial department. Amber started her career in biomedical science. She trained at educational institutions in Michigan, Nebraska, and upstate New York, pursuing her interest in molecular pathways in cancer. She had a near-miss of taking the path toward assistant professor, making it as far as postdoctoral research associate before adjusting course and pursuing science writing full time. One of Amber’s first steps was to go to an AMWA annual meeting, where she attended multiple sessions about the medical writing profession and met people who provided advice for making the leap to this “alternative career.” She now gets to spend her days working with talented communication strategists, writers, and editors to support primarily government clients in their communication needs, with some budgeting and business development thrown in. When not at work, Amber spends her time commuting (to and from work), communing (with nature), and cohabitating with a husband and monozygotic twin 15-year-old boys.

Greg Guthrie is the senior manager of clinical content for Cancer.Net, the patient information website of the American Society of Clinical Oncology (ASCO). He oversees several elements of the patient education program, including the award-winning Cancer.Net Blog and the ASCO Answers printed patient materials portfolio. Previously, Greg spent 12 years in association book publishing in the trade and science-technical-medical (STM) markets. He has been a copy editor, production editor, art director, and managing editor, and for two years, he was a judge for the Book Design and Effectiveness Awards for Washington Publishers. Greg has an MA in English Literature from the University of New Hampshire and a BA in English from the University of Iowa.

Paul R. Thomas, EdD, RDN, has been with the Office of Dietary Supplements (ODS) as a Scientific Consultant since 2005. In that capacity, he has contributed to various projects with most of the ODS scientific staff. Dr. Thomas works primarily in the ODS communications area, where he prepares dietary supplement fact sheets and other informational and educational materials. Dr. Thomas also administers the Federal Working Group on Dietary Supplements, which serves as a means of communication between ODS and its federal partners to co-fund research, expand opportunities for research-investigator training, and strengthen collaborative efforts involving dietary supplement research, education, and communication.
Dr. Thomas came to Washington, D.C., to work on nutrition policy issues in 1987. For eight years, he was a project director at the Food and Nutrition Board of the Institute of Medicine, National Academies. Other positions he has held include Fellow and Research Assistant Professor at the Center for Food and Nutrition Policy at Georgetown University, Expert Consultant to the U.S. Department of Agriculture, and Senior Staff Scientist with the Life Sciences Research Office. From 2000 to 2003, he wrote and published a newsletter, *The Dietary Supplement*.

Dr. Thomas received his Ed.D. in Nutrition Education in 1988 from Teachers College, Columbia University. He is a registered dietitian and a member of the American Society for Nutrition.

**Judith M. Orvos, ELS** has been the sole proprietor of Orvos Communications, a company dedicated to “making sense of science” through clear editing and writing on medical topics for clients, since 2011. In addition to her membership in AMWA, she is a member of CSE and board-certified as an Editor in the Life Sciences by the Board of Editors in the Life Sciences (BELS). Before launching Orvos Communications, Judith had a 30-year career as a full-time editor and writer that included work in the corporate, trade publishing, public health, and nonprofit sectors.

As editor of *Contemporary OB/GYN*, she was the recipient of four Jesse H. Neal Awards—the Pulitzer Prize of trade publishing. She has overseen the work of staff editors, freelancers, and graphic designers for a trade publisher and a government contractor supporting USAID’s Bureau for Global Health, and supervised writers, editors, designers, and hotline staff for an NIH public information clearinghouse. Judith’s work for clients under the Orvos Communications banner has included editing federally approved HIV/AIDS medical treatment guidelines for AIDSinfo.gov on behalf of the National Library of Medicine, consulting on editorial strategy and social media for the physician magazine *Contemporary OB/GYN*, drafting content for continuing medical education (CME) needs assessments and programs for clients such as Medscape Education, and preparing materials for and reports from scientific advisory board meetings.
EDUCATION SESSIONS

*Additional fees apply.

Key Updates to the AMA Manual of Style, 11th Edition
Presenter: Stacy L. Christiansen, MA
This education session provides a look at key updates to the *AMA Manual of Style*, 11th Edition, published in January 2020. This edition reflects best practices and developments in scientific research, writing, and publishing. It includes citations and references in scientific publications, including examples of newer sources such as trial registries, data repositories, preprints, and social media. It also offers in-depth coverage of bias, and new detail about public access, open access, copyright, licensing, and more.

Creative Perspectives on CME Content Development
Presenter: Donald Harting, MA, MS, ELS, CHCP
This education session offers an advanced look into continuing medical education (CME) writing at the micro-level. After a brief overview of accredited CME writing in the U.S. and a look at industry trends, you will learn how to craft high-quality CME content including a needs assessment, digital monographs, test questions, case studies, and outcome reports.

Stacy L. Christiansen, MA, Chair of the *AMA Manual of Style* committee and managing editor, *JAMA*, is the 2020 AMWA-MAC Regional Conference’s keynote speaker. Stacy has worked in medical publishing for more than 20 years, has taught in the University of Chicago Medical Writing and Editing Program, and is an active member of both the CSE (including as a faculty member for the Short Course for Manuscript Editors) and AMWA. She was a co-author of the 10th edition of the *AMA Manual of Style* and is the resident tweeter for the manual.

Donald Harting, MA, MS, ELS, CHCP, is president of Harting Communications LLC in Downingtown, Pennsylvania. After graduating with a bachelor’s degree in liberal arts from Harvard College in 1978, Don pursued a career in journalism. He advanced from small- to mid-sized newspapers in Maryland, Delaware, New York, and Pennsylvania, winning prizes for investigative and public service work. He earned his first master’s degree, in journalism, from Syracuse University in 1992. As the U.S newspaper industry deteriorated, Don transitioned into medical writing by earning certificates from AMWA. He also passed the BELS exam in 2008. These credentials helped him land his first job as a medical writer in 2009, writing needs
assessments full-time, from home, for a CME company in Georgia. He enjoyed the work so much he made CME his specialty.

Today, Don works as a freelance CME writer from his home outside Philadelphia. To firm up the foundation for his second career, he invested in a second master’s degree in biology. Don now carries out a wide variety of CME-related writing assignments for his clients, including needs assessments, slide decks, digital monographs, test questions, posters, roundtable synopses, and patient case studies. He also finds it worthwhile to maintain the CHCP credential, which stands for “certified healthcare continuing professional development professional.” To earn points toward renewal, he conducts an annual survey aimed at disseminating best practices for writing CME needs assessments. He shares results of this research with fellow medical writers and continuing educators, especially members of AMWA and the Alliance for Continuing Education in the Health Professions (ACEHP).

Don recently co-chaired a panel discussion for AMWA's Delaware Valley Chapter titled "Beyond the Needs Assessment: Creative Perspectives on CME Content Development." He also delivered a skill-building workshop on conducting a literature review, as well as three posters on needs assessment, during the ACEHP annual meeting in San Francisco. He is developing a similar workshop for the annual AMWA national conference in Baltimore, Maryland, in October.

**ROUNDTABLES**

**CME Needs Assessment**

*Discussion Leader: Donald Harting, MA, MS, ELS, CHCP*

**Skill Level: Intermediate to Advanced**

Don will discuss evidence-based best practices in CME, and you’ll work to solve a puzzle based on facts provided about a specific disease. You’ll organize the facts according to current best practices, evaluate and prioritize which facts are most essential, and discuss your solutions.

**Learning Objectives:**

- Recognize reliable sources of evidence
- Organize facts per current best practices
- Prioritize information to meet a client’s needs
Preparing for the MWC with Confidence
*Discussion Leader: Archana Monie, MWC, ELS*

**Skill Level: Intermediate**
The Medical Writing Certification Commission (MWCC), in collaboration with AMWA, has developed the Medical Writer Certified (MWC®) credential that defines the scope of medical writing practice and distinguishes individuals in the field. The MWC® credentialing program is a rigorous, exam-based professional certification. This discussion will help you gain an understanding of the required skills to crack the exam at first attempt, assess whether you are at the right stage of your career to successfully attempt it, and help you get the required skills you need.

**Learning Objectives:**
- Gain the confidence to attempt the exam
- Assess whether you are ready to take the exam
- Examine preparation materials and techniques

Pricing Strategies for Freelancers
*Discussion Leader: Heather Gorby, PhD*

**Skill Level: All Levels**
Many factors should be considered when determining what to charge for a given project, and the more information you have about the final deliverable, the better you can estimate the time involved. This roundtable discussion focuses on strategies for how to determine your hourly rate and pricing individual projects across all types of medical writing or editing. A discussion of the major parameters to consider when determining costs will help you develop a strategy for creating their own pricing guides in their niche markets.

**Learning Objectives:**
- Describe the process for defining the scope of work for a project
- Create project price estimates that reflect the parameters of a client’s project
- Develop step-by-step price estimating worksheets that can be customized to your needs
Social Media Timeline: A Case Study of a Project Launch and Growth Using Blogs, Twitter, LinkedIn, Facebook, Podcasts, and an E-Newsletter

Discussion Leader: Melissa Crawford MSN, RN, CNL

Skill Level: Intermediate
Walk through the steps of launching a science writing promotional project through the use of blogs, Twitter, LinkedIn, Facebook, podcasts, and an e-newsletter. You’ll leave with a handout describing "tips and tricks" for each social media service, a calendar for posting content, and ideas for brainstorming content. You’ll gain a basic understanding and comfort in using social media to promote your business.

Learning Objectives:
• Choose the right social media platform for your purpose
• Use social media together to amplify reach
• Generate interesting and meaningful content
• Time social media postings

Tables, Tricks, and Tips for MS Word: Unlock the Mysteries to Improve Productivity

Discussion Leader: Colleen Walacavage, MA

Skill Level: All Levels
Do you cringe when you have to format a table in Word? Do you cry when the 100-page document you just finished requires a table of contents? Do you pull out your hair when page 34 has inexplicably become page 1? At this roundtable, you will learn the easiest and fastest ways to create, edit, and improve tables, including Table of Contents (TOC). You can become an expert at coding your document for automatic TOC formation and an expert at manipulating the TOC. Learn to understand the importance of specifying sections when adding page numbers, horizontal pages, and line numbers, and see a few other tricks that will make your life easier when working with Word. As an added bonus, Colleen will share tips for using EndNote with Word from experienced EndNote user, Robert Lande. Please bring any questions you might have about Word.

Learning Objectives:
• Create and edit tables in MS Word with ease
• Master the Table of Contents function in MS Word
• Gain confidence in using the powerful functions of MS Word
Writing for Investigational Drug Trials and the Cross-Functional Role of the Investigational Drug Service

Discussion Leader: Tiffany Tseng, PharmD, RPh

Skill Level: All Levels

The concept of a pharmacy-coordinated investigational drug service was described over 35 years ago and continues to evolve today with the increasing complexity and volume of institutional clinical studies. The purpose of this discussion is to inform you about the indispensable role of clinical research pharmacies (e.g., Investigational Drug Service [IDS]) and its intersection with the field of medical writing.

Learning Objectives:
- Review the regulatory, ethical, and scientific standards for designing, conducting, recording, and reporting of clinical trials (i.e., Code of Federal Regulations [CFR] Title 21 and International Conference on Harmonization [ICH] Good Clinical Practice [GCP]) pertinent to IDS
- Describe the role of IDS in ensuring that investigational drug studies in the hospital are executed in a safe, effective, and efficient manner while protecting the integrity of clinical study data
- Highlight medical writing functions provided by IDS

Biographies for roundtable leaders

Melissa Crawford, MSN, RN, CNL, is a practicing Registered Nurse with a full-time science writing business. She sees writing as an extension of a nurse's work educating and advocating for the best patient care. Her goal is to use the words that will endorse and popularize positive change in the healthcare landscape.

Heather Gorby, PhD, received her PhD from Stony Brook University, followed by a postdoctoral fellowship at the National Institutes of Health, National Institute of Mental Health (NIH/NIMH) before pursuing medical writing full time in 2007. She has worked as a full-time freelance writer since 2013. As a medical writer, she has written a variety of documents, including clinical trial manuscripts, literature reviews, continuing medical education, meeting summaries and white papers. Heather has also served as the Membership & Volunteer Coordinator for the Mid-Atlantic Chapter of AMWA.

Donald Harting, MA, MS, ELS, CHCP – Please see his bio on page 6.

Archana Monie, MWC, ELS, is an MWC-certified medical writer with >10 years’ experience in various aspects of medical writing, including writing and editing scientific manuscripts for peer-reviewed journals, meeting abstracts, and scientific review papers. She is an expert official minute taker and meeting coordinator for the NCI CCR Scientific Review Committee and NCI
Institutional Review Board (IRB). She has extensive experience in writing and compiling protocols, amendments, clinical summaries and other regulatory documentation for the IRB and FDA as well as in grant applications and preparation of slide presentations for scientific meetings.

**Tiffany Tseng, PharmD, RPh**, received her Doctorate of Pharmacy from the University of Florida and has served for over 6 years in clinical research within various roles in support of Phase 1 to Phase 4 clinical trials. She enjoys the multidisciplinary and interdisciplinary application of the scientific method to advance healthcare for patients and families impacted by life-impairing conditions.

**Colleen Walacavage, MA**, has over 15 years of experience as an editor/writer in medical, technical, and educational arenas. She has a bachelor’s degree in Policy and Management Studies, a master’s degree in English: Professional Writing and Editing, and her pharmacy technician certification. She currently works as an independent medical editing consultant for both private industry and government clients. She has been using Microsoft Word professionally since 1988 as a writer/editor and program analyst. Colleen is the current Treasurer for the Mid-Atlantic Chapter of AMWA.