



2021 Virtual AMWA-MAC Conference Agenda

Time (EST)	Event
8:30 AM – 8:45 AM	Welcome and Announcements Grace Oстера, PhD, Conference Co-Chair
8:45 AM – 9:45 AM	Keynote Address: Science Journalism: Separating Fact from Fiction During a Public Health Emergency Dr. Charles J. Lockwood , Senior Vice President, USF Health Dean, USF Health Morsani College of Medicine
10:00 AM – 11:00 AM	Morning Session: Ethical Issues in Scientific Writing and Editing Cindy Clark, MSLS , Wordpower Pros, LLC
11:15 AM – 12:15 PM	Morning Session: Tips and Tools for Communicating Risk and Evidence in Clinical Trials Dr. Alexandra Freeman , Executive Director, Winton Centre for Risk & Evidence Communication, Centre for Mathematical Sciences, Cambridge University
12:30 PM – 1:30 PM	Break
1:30 PM – 1:50 PM	Remarks from AMWA-MAC President Judith M. Orvos, ELS
1:50 PM – 2:50 PM	EDUCATION SESSIONS – CHOOSE ONE Track 1: 10 Resume Tips for Medical Writers and Editors, Carla D. Bass , author of <i>Write to Influence!</i> OR Track 2: Legal Essentials for Medical Writers and Editors, Elizabeth Briones, Esq. , Business Litigation Associate, Troutman Pepper Hamilton Sanders, LLP
3:00 PM – 4:00 PM	ROUNDTABLES – CHOOSE ONE <ul style="list-style-type: none"> • The Effect of COVID-19 Disruption on Clinical Trials Discussion Leader: June Baldwin, MT, ASCP • Establishing Order: How to Incorporate Organizational Techniques in Your Workspace and Stay on Track During COVID-Times Discussion Leader: Angela Trenkle • Introduction to EndNote Discussion Leader: Debby Berlyne, PhD • Organize Your Work: Excel Spreadsheet Tips and Tricks Discussion Leader: Vita Washington, MS • Using Plain Language to Foster Health Literacy Discussion Leader: Vicki VanArsdale, MS
4:15 PM – 5:15 PM	Networking Happy Hour (Virtual networking is Possible! BYOD)

KEYNOTE ADDRESS



Science Journalism: Separating Fact from Fiction During a Public Health Emergency

Dr. Charles J. Lockwood, Senior Vice President, USF Health Dean, USF Health Morsani College of Medicine

8:45 AM – 9:45 AM EST

Communication during a public health crisis is fraught with challenges, including the need to confront panic, fear and uncertainty, prevent the spread of false information and convey hope. Effective and ethical crisis communication in such a situation starts with strong, calm, ethical and frontline leadership and is leavened with evidenced-based science and crystal-clear insight. The art of crisis communication is the ability to give people hope and a clear vision of the role they can play in overcoming the crisis.

[Dr. Charles J. Lockwood](#) is Senior Vice President for USF Health, Dean of the Morsani College of Medicine and Professor of Obstetrics & Gynecology and Public Health at the University of South Florida. He serves as an Executive Vice President at Tampa General Hospital. Previously he was Dean at The Ohio State University College of Medicine and chaired Ob/Gyn departments at Yale and New York University.

MORNING PRESENTATIONS



Ethical Issues in Scientific Writing and Editing

Cindy Clark, MSLS, Wordpower Pros, LLC

10:00 AM – 11:00 AM EST

Medical writers need to be cognizant of the seven most common ethical issues surrounding publication. In times of crises, communicating factually may be even more challenging than checking your work for issues such as copyright infringement or plagiarism. In this presentation, we'll discuss real-world cases that have had impact on the medical community. We'll also cover questionable online sources of information and some of the tools that you can use to evaluate sources to avoid spawning misinformation.

[Ms. Clark](#), holds degrees in journalism and public communications and in library science and has a certificate in copyright management. For the past decade, Cindy led the National Institutes of Health (NIH) Library Editing Service working with professional librarian-editor colleagues to provide researchers with support from research concept to publication. Cindy recently retired and launched Wordpower Pros, LLC, as the owner/principal. She is a member of the AMWA Southwest Chapter.



Tips and Tools for Communicating Risk and Evidence in Clinical Trials
Dr. Alexandra Freeman, Executive Director, Winton Centre for Risk & Evidence Communication, Centre for Mathematical Sciences, Cambridge University

11:15 AM – 12:15 PM EST

Numbers do not speak for themselves, and yet any context we give them can throw them into a different light and have them tell a different story. So how can we navigate the pitfalls of communication to help the numbers speak for themselves as much as possible? Dr. Freeman will discuss some of the findings from the fields of risk and evidence communication and tools that can help communicators in this difficult task.

Before joining the Winton Centre in 2016, [Dr. Freeman](#) had a 16-year career at the BBC, working on series such as *Walking with Beasts*, *Life in the Undergrowth* and as series producer of *Trust Me, I'm a Doctor*. At the Winton Centre, she and the team work on tools that help professionals, including journalists and clinicians, communicate risk and quantitative evidence.

AFTERNOON EDUCATION SESSIONS – CHOOSE ONE



10 Resume Tips for Medical Writers and Editors

Carla D. Bass, Author of *Write to Influence!*

1:50 PM – 2:50 PM EST

Writing a resume can be stressful because it 1) can open doors to *or* torpedo opportunity; 2) is space-constrained; and 3) must present a compelling case to hire you. Not to worry! This is actually an opportunity to shine! In this engaging, interactive presentation, we'll explore specific strategies and Word Sculpting Tools to make each word count and every second of the reader's time play to ***your*** advantage. Among many things, learn to

- **Triage your accomplishments** – determine what to and ***not*** to include
- **Emphasize the “so what”** – showcase the heart of your achievements
- **Stand out from the crowd** – use subliminal words and other techniques
- **Frame your story** – hint, base it on the *employer*, not yourself
- **Make your story POP** – set the context with detail
- **Retain the reader's attention** – compose with clarity and precision

And, as a bonus – learn tips to strategize your message for the job interview. You can control more than you suspect!

[Carla D. Bass](#), Colonel, USAF (Ret), authored the multiple award-winning book *Write to Influence!* now in its second edition. Writing powerfully was central to her success. Throughout her 40-year career (30 in the Air Force and 10 with a federal agency), she composed products for Congress, the White House, generals, and ambassadors; hundreds of performance reviews; awards nomination; and budget justifications.



Legal Essentials for Medical Writers and Editors

Elizabeth Briones, Esq., Business Litigation Associate, Troutman Pepper Hamilton Sanders LLP

1:50 PM – 2:50 PM EST

In this presentation, we'll discuss the basic Dos and Don'ts of business contracts. This presentation will explain that although template business contracts may seem helpful and easy, it's always better to adjust the contract language based on the specific circumstances at play. We'll touch on certain contract provisions that you may want to include as these provisions will not only benefit you but also offer some defenses and protection in the event of a dispute or breach. We'll also identify some red flags to look out for in the contract formation process.

[Elizabeth M. Briones](#) is a Business Litigation Associate at Troutman Pepper Hamilton Sanders LLP. She represents corporate clients in commercial, consumer, and business disputes, and she also represents both small and large businesses against claims of negligence, contract disputes, professional liability, and other business torts. She serves as lead and local counsel in matters pending in the state and federal courts of Virginia, Maryland, and the District of Columbia.

ROUNDTABLES – CHOOSE ONE

The Effect of COVID-19 Disruption on Clinical Trials

Discussion Leader: June Baldwin, MT, ASCP

3:00 PM – 4:00 PM EST

Skill Level: Basic

The unexpected disruption of clinical trial conduct due to the COVID-19 pandemic is affecting the way companies are designing new trials and are amending protocols of ongoing trials to accommodate the new reality of life during a viral pandemic. Clinic closures have caused patients to miss study visits, patients are choosing to miss study visits because of fear of exposure to the virus, and trials have been temporarily suspended. As a result, data collection is incomplete. The impact of this is playing out in real-time as studies are resuming but under altered conditions.

Learning Objectives:

- How protocols are being modified as a result of the COVID disruption Organize facts per current best practices
- As writers, we must explain the impact of missed study visits, missing data, and missed doses of study medication in the clinical study report, and analyses may need to be modified due to missed assessments.
- Can telemedicine visits suffice for face-to-face visits in a clinical trial?

Establishing Order: How to Incorporate Organizational Techniques in Your Workspace and Stay on Track During COVID-Times

Discussion Leader: Angela Trenkle

3:00 PM – 4:00 PM EST

Skill Level: Basic

The COVID pandemic has turned our lives upside down in all aspects. But it does not mean organization can't still be established in our working lives and home offices. Learn new tips and tricks on how to stay on top of items that come your way at the home office. By the end of this round table session, you'll wow your colleagues with your new ideas when the time comes to go back to the office.

Learning Objectives:

- Time Management
- Organizational Tactics
- Self-care

Introduction to EndNote

Discussion Leader: Debby Berlyne, PhD

3:00 PM – 4:00 PM EST

Skill Level: Basic

EndNote is a powerful reference management tool that has many uses for medical writers and editors. This software can be used to download full-text articles, organize and store documents, insert citations into documents, and create bibliographies in the format of your choice. But because it has so many capabilities and options, this program can be intimidating for new users. This session will offer an introduction to the uses of EndNote that are particularly relevant to medical writers and editors, how to access and apply its most useful features, and where to find training and answers to questions. This session will be most useful for new EndNote users and those who are considering buying it, but even experienced users might gain some useful tips.

Learning Objectives:

- Identify at least three different ways to use EndNote for common medical writing and editing tasks
- Learn how to use EndNote to organize and store references, insert correctly formatted citations into Word documents, and create formatted bibliographies
- Identify sources of support for using EndNote

Organize Your Work: Excel Spreadsheet Tips and Tricks

Discussion Leader: Vita Washington, MS

3:00 PM – 4:00 PM EST

Skill Level: Basic

Learn new ways to make your medical writing business or full-time job more organized using a Microsoft Excel spreadsheet. Participants will gain knowledge about basic Microsoft Excel and creative ways to stay on top of never-ending To Do lists.

Learning Objectives:

- ABCs of MS Excel
- Excel can organize your work – Trust me, it's fun!
- Quick tips you can implement right away

**This is an independent conference and is neither affiliated with, nor authorized, sponsored, or approved by Microsoft Corp.*

Using Plain Language to Foster Health Literacy

Discussion Leader: Vicki VanArsdale, MS

3:00 PM – 4:00 PM EST

Skill Level: Basic

If a patient or their caregiver doesn't understand a diagnosis, treatment options, or instructions for taking medication, the results could be deadly. That's why health communicators must write in clear, easy-to-understand language that empowers patients to make informed healthcare decisions. Let's take a closer look at health literacy and explore best practices for using plain language to improve patient outcomes and public health.

Learning Objectives:

- Learn how to use plain language so patients and their caregivers can make informed healthcare decisions
- Explore best practices for plain language in health communications
- Identify plain language and health literacy resources

Biographies for roundtable leaders

June Baldwin, MT, ASCP, is a freelance regulatory writer for over 25 years, an AMWA member since 1989, a former AMWA-MAC Treasurer, and currently on the AMWA Budget and Finance Committee.

Debby Berlyne, PhD, has 30 years of experience as a medical writer and editor, including 20 years of experience as a full-time freelancer. Debby has used EndNote for approximately 15 years and has taught colleagues how to use the program.

Angela Trenkle is a technical writer who works in preclinical writing. She is an active member of the American Medical Writers Association, Mid-Atlantic Chapter, and the Society for Technical Communication Washington, DC-Baltimore Chapter.

Vicki VanArsdale, MS, is a Communications Specialist (contractor) in NIH's Office of Extramural Research, supporting the Small business Education and Entrepreneurial Development (SEED) office. Vicki serves as the Webmaster and Social Media Coordinator for AMWA-MAC and has served on AMWA's national conference education committee.

Vita Washington, MS, served as AMWA-MAC President from 2018-2020. She is CEO and founder of Proactive Proofreading Medical Writing, LLC, and is also part of an awesome group that recently founded a non-profit professional networking association called Fridays@4™.