



**2012 Chapter Conference**  
**American Medical Writers Association**  
**Mid-Atlantic Chapter**  
**(AMWA-MAC)**

**Friday, March 23, 2012**

**Hilton Garden Inn**

**730 Waverly Street,  
Bethesda, MD 20814-3330,**

**(301) 654-8111**



For more information, please contact Chapter Conference Coordinator Christine M. Rogers, [rogers.christie@gmail.com](mailto:rogers.christie@gmail.com).

## 2012 AMWA Mid-Atlantic Chapter Conference

### Conference Registration

- Early registration is recommended. Space is limited, and registrations will be accepted in the order in which they are received until classes are full. March 2, 2012, is the deadline for registration, but please note homework due dates below, and plan accordingly.
- Refunds: If a written cancellation notice is received by March 2, 2012, registration and workshop fees will be refunded minus a \$25 fee for registration cancellation and a \$35 fee for each cancelled workshop. No refunds can be given for cancellations received after March 2, 2012.

### Homework

- Homework is due March 2, 2012, for all workshops.
- If you plan to enroll in workshops, please register early to allow sufficient time following registration to receive and complete your homework by the due date.
- If you cannot complete the homework on time, you may take any of the workshops without receiving credit. However, you are still encouraged to complete the homework so you can participate fully in the workshop.

### Fees

- The registration fees listed in this brochure include conference registration, breakfast roundtable, workshops, refreshments, luncheon, and luncheon speaker.
- The conference registration fee must be paid in order to enroll in a workshop.
- AMWA workshops are open to members and nonmembers who pay the workshop fee. However, only participants who are enrolled in the certificate program to which the workshop is applicable can receive workshop credit.

### Accommodations and Meals

- To reserve lodging at the Hilton Garden Inn, contact the hotel at 301.654.8111 or <http://hiltongardeninn.hilton.com/en/gi/hotels/index.jhtml?ctyhocn=WASBTGI>. Single or double rooms (\$119) are available only until February 21, 2012.

### Guest Registration

- Guests are welcome to attend conference social events, including the luncheon (guest registration fee required). Children are not permitted in workshops or seminars; child-care must be arranged by each participant.

### Transportation

- The Hilton Garden Inn is 2 blocks from the Bethesda Metro Station (see hotel Web site for map).

### Questions?

- Contact Chapter Conference Coordinator Christine M. Rogers: [rogers.christie@gmail.com](mailto:rogers.christie@gmail.com).

**New This Year:** We are happy to announce the addition of 6 breakfast roundtables at this year's conference (note that roundtables are subject to change). Please indicate your first choice on the registration form. Seats are available on a first-registration basis, and if your first choice is full we invite you to select an alternative. Also this year we are offering 2 open sessions. Space is limited and will be allocated on a first-registration basis.

# Workshops

## Friday Morning: 7:00–9:30 Registration

### 8:00–9:15 Breakfast Roundtables (Select First and Second Choices)

- Social Media Work\$—How? Jill Roberts
- Medical Writing: Lessons Learned (Bring Yours to Share) Cherie Dewar
- Needs Assessments for Continuing Medical Education Debra Gordon
- Bench to Biomedical Writer Michelle Jones
- Copyediting, References, and Figures Heather Banks
- Writing Meaningful Informed Consent Documents Michelle Eby

### 9:15–9:30 Break

### 9:30–12:30 Workshops

#### Tables and Graphs (ES/G) [2011]

##### Cindy Hamilton

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.

#### Fundamentals of Ethics and Practical Applications (RR) [4020]

##### Art Gertel

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.

Note: This workshop is one of the two RR ethics workshops available to complete the ethics requirement for an RR certificate; only one RR ethics workshop is required.

APPROXIMATE HOMEWORK TIME: 2 HOURS.

#### Get the Project! Get the Job! Tailored Interviewing (Open Session)

##### Fran Daniel

This open session will help you nail the interview and get the project or job by tailoring your answers. Leverage past successes into your interview answers to highlight your skills and strengths! You will learn how to assess your past results, match your skills to the job, and implement an interview strategy. You will go to interviews with more confidence and will set yourself apart by using these techniques. Most importantly, you will increase your success and Get the Job!

Bonus Material: How to Influence Others When You Don't Have Authority

Most of us are not managers with built-in authority in our job title. Learn how to influence others/impact a project with easy-to-implement strategies. Interviewers are increasingly asking how you influence others when it is not built-in to your title. You'll have ready answers after this workshop!

#### Key to Workshop Acronyms

CP	Composition and Publication
EW	Editing/Writing
ES	Essential Skills
G	General
PH	Pharmaceutical
RR	Regulatory and Research

## **12:30–2:00 Buffet Luncheon**

### **How to Develop and Deliver an Effective Elevator Speech**

**Guest Speaker, Juli Monroe**

Do you hate having to get up in front of others to give an elevator speech? Never quite sure what to say and how to make it effective? Wonder no longer. Learn an effective template for an elevator speech and how to present it within 30 and 60 seconds. Also, learn how your elevator speech can be leveraged in casual conversation to increase your networking effectiveness. Be ready to practice and perhaps give yours in front of the group!

## **Friday Afternoon**

### **2:00–5:00 Workshops**

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

**Cindy Hamilton**

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. (Previously offered as Ethics of Authorship & Editorship.)

APPROXIMATE HOMEWORK TIME: 3 HOURS.

#### **Electronic Regulatory Submissions (RR/PH) [4005]**

**Art Gertel**

The FDA, EU, and ICH now require that regulatory submissions be filed electronically. What are the features of an e-Sub? What technology is involved? How can e-Sub elements be incorporated into designing research programs, building databases, analyzing and interpreting data, preparing reports, and providing quality assurance? This workshop will discuss these issues and provide guidance for preparing an electronic submission.

APPROXIMATE HOMEWORK TIME: 3 HOURS.

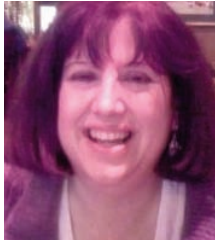
### **Successful Freelance Medical Writing: Bringing It All Together**

**(Open Session)**

**Debra Gordon**

Whether you're just starting out as a freelance medical writer/editor, toying with the idea, or have years as an independent consultant behind you, this open session is for you. Debra Gordon, MS, who is beginning her 12th year as an independent medical writer, will tell you what it takes to make sure your dance card is always full—even during the worst of economic times. You'll learn how to organize your business (LLC? Sole proprietor? Corporation?); how to brand yourself and your work; how to manage clients (so they're not managing you); and, of course, how to market yourself to ensure success. You'll hear about hidden markets for freelance writers, how to charge for your work and time, and what to do when you get the client from, well, you know where. We will also devote some time to problem solving—so bring your own challenges to discuss.

## Workshop Leaders and Luncheon Speaker



**Fran Daniel, MPH**, earned a MPH from St. Louis University and has expertise in clinical trial management, public health project management, and medical/scientific writing. Fran launched an osteoporosis drug and device for a major pharmaceutical

company where she developed medical responses, consumer FAQs, and collaborated on the formulary submission document. In this role, Fran received specialized training in behavioral interviewing and interviewed 50+ call center agent candidates utilizing these techniques. Fran now lives in Rockville, Maryland and is self-employed as a freelance medical/scientific writer.



**Art Gertel has been VP**, Strategic Regulatory Consulting, Medical Writing, & QA at Beardsworth Consulting Group, Inc. since 2001. Art is Past President of AMWA and a Fellow of both AMWA and the European Medical Writers Association (EMWA). In 2009, he received

AMWA's Swanberg Award Recipient (presented to an active member of AMWA who has made distinguished contributions to medical communication or rendered unusual and distinguished services to the medical profession). He presently chairs the CDISC Glossary Group, and is a charter member of the CDISC Protocol Representation Group and of ISMPP. Art's educational history includes undergraduate studies in Biology and Psychology at the University of Pennsylvania, graduate work in Neurophysiology and Behavioral Medicine at New York Medical College, and in Pharmaceutics at Temple University.



**Debra Gordon, MS**, is an award-winning medical writer with more than 20 years' experience. She began her career as a newspaper reporter, and has since worked in managed care, publishing, and public relations. She has worked as an independent medical

writer since 2000, providing both consumer and scientific writing for a wide variety of clients, and has written or contributed to more than a dozen consumer health books. She lives in Williamsburg, VA, and shares her office

with her husband, dog, cat, and, occasionally, a teenaged son or two. Debra graduated from the University of Virginia with a bachelor's degree in English and completed her Master of Science (MS) in Biomedical Writing from the University of the Sciences in Philadelphia. You can learn more about her at [debra@debragordon.com](mailto:debra@debragordon.com).



**Cindy W. Hamilton, PharmD, ELS**, has served AMWA in many volunteer capacities since joining in 1984 and is a past president. In 2011, she received the Golden Apple Award, which honors workshop leaders who have demonstrated consistent excellence in

teaching in AMWA's educational program. Since 1990, Cindy has been principal of Hamilton House, a medical communication firm in Virginia Beach that specializes in helping investigators prepare manuscripts and posters. She is accredited by the Board of Editors in the Life Sciences as a life-sciences editor. She holds a Doctor of Pharmacy degree from the University of the Sciences in Philadelphia and a Bachelor of Science degree in pharmacy from the University of North Carolina at Chapel Hill.

### Luncheon Speaker



With more than seven years of networking and sales experience, **Juli Monroe** is a networking and business coach with 1 to 1 Discovery where she helps small business owners grow their business through effective networking and word of mouth marketing. Juli's approach to life and business revolves around building relationships, both in person and online. She is excited to have published a book titled *The Enthusiastic Networker*, which helps readers find and build those relationships to support them forever. Learn more about her at [www.1to1discovery.com](http://www.1to1discovery.com).

## AMWA Education Program

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 number of offerings is continually expanded to broaden the selection of options for both novice and experienced medical communicators. AMWA offers several certificate programs: Essential Skills, Business, Composition and Publication, Concepts in Science and Medicine, and Regulatory and Research. Participants may take the workshops without enrolling in a certificate program but must be enrolled in the applicable certificate program to receive workshop credit toward a certificate. Persons who were enrolled in the Core certificate program, the Science Fundamentals certificate program, or the Advanced\* certificate program before December 1, 2009, can still work toward those certificates. Multiple designations are included in workshop listings to accommodate persons enrolled in both the old and new certificate programs.

If a registrant is not enrolled in a certificate program but takes a workshop and wishes to receive credit for that workshop, enrollment must be received within 90 days of completing the workshop. The registrant must have successfully completed the homework assignment and submitted it to the workshop leader by the due date and must have attended the entire workshop (3 hours). For more information, visit [www.amwa.org](http://www.amwa.org).

### Certificate Descriptions

- Essential Skills (ES)—skills that all medical communicators should possess, regardless of the area in which they work
- Specialty Certificates (although registrants may enroll in 1 or more specialty certificate programs, completion of an Essential Skills, Core, or Advanced certificate is required in order to earn a specialty certificate.)
  - o Composition and Publication (CP)—specialized editorial and publication skills
  - o Regulatory and Research (RR)—specialized regulatory/drug development writing and scientific research skills
  - o Business (B)—management and operations skills for freelance and larger organizations
  - o Concepts in Science and Medicine (SM)—broad, introductory concepts in science and medicine for nonscientists, or as refreshers

To enroll in a certificate program, use the enrollment form included in this brochure—or you can enroll using the enrollment form located on the AMWA Web site [www.amwa.org](http://www.amwa.org) under the Education/Certificates tab.

### Certificate Requirements

- A separate certificate can be earned in each of the 5 categories listed above.
- Each certificate requires successful completion of 8 workshops (including 1 ethics-related workshop) in the relevant track within 6 years of enrollment.
- You can enroll in more than 1 certificate program and pursue multiple certificates at the same time. However, an Essential Skills, Core, or Advanced certificate will be required before you can earn a specialty certificate.
- As before, you can take any workshop at any time, but earning workshop credit toward a certificate requires being enrolled in the certificate program corresponding to the workshop's designation (ES, CP, RR, B, or SM).

### Rules for Earning Workshop Credit Toward Certificates—No Exceptions

- Enrollment in the certificate program corresponding to the workshop designation (ES, CP, RR, B, or SM) is required.
- Workshop homework must be received by the leader by the stated deadline.
- The workshop must be attended in its entirety (3 hours).
- There is a 10-minute grace period after the stated starting time for entering a workshop; after that, no one will be admitted and no refund or workshop credit will be given.

\*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 toward an Advanced certificate is not desired. If the 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.

## 2012 Mid-Atlantic Chapter Conference Registration Information

### Conference and Workshop Registration

- Please pay by check. Complete the 2012 AMWA-MAC conference registration form (next page), make a copy for your records, and mail the registration form with a check in US dollars, drawn on a US bank, payable to AMWA-MAC.
- **Register Early! Space is limited.** The order of registration in workshops will be determined by date of postmark. Registration (including payment) must be received by March 2, 2012.

**Refunds:** If a written cancellation notice is received by March 2, 2012, registration and workshop fees will be refunded minus a \$25 fee for registration cancellation and a \$35 fee for each cancelled workshop. No refunds can be given for cancellations received after March 2, 2012.

### Hotel Accommodations

To reserve a room at the Hilton Garden Inn, please contact the hotel directly at 301.654.8111, <http://hiltongardeninn.hilton.com/en/gi/hotels/index.jhtml?ctyhocn=WASBTGI>. Conference rates of \$119 per night are good only for reservations made before February 21, 2012.

### Workshops and Certificates

- Workshop enrollment requires registration for the conference and a workshop enrollment fee.
- All workshop homework must be received by the instructor on or before the date listed below—no exceptions.
- To receive credit for any workshop, you must be enrolled in the applicable certificate program, your homework must be received by the deadline, and you must attend the entire workshop. No refunds will be given—no exceptions.
- Workshop enrollment priority will be given to full conference registrants.

For more information about AMWA's certificate program, visit [www.amwa.org](http://www.amwa.org).

### Key Dates

Deadline for conference registration	<b>March 2, 2012</b>
Deadline for conference or workshop cancellation	<b>March 2, 2012</b>
Homework deadline:	<b>March 2, 2012</b>

## 2012 Mid-Atlantic Chapter Conference Registration Information

**Amount    Member    Nonmember    Student**

\$\_\_\_\_\_    \$115    \$150    \$50    Full conference registration: includes breakfast (select your preference below), luncheon, and available open sessions.

\$\_\_\_\_\_    \$160 AMWA membership dues (for nonmembers who want to join and then register at member rates).

### Open Session Registration

\_\_\_\_\_ **Get the Project! Get the Job! Tailored Interviewing**

\_\_\_\_\_ **Successful Freelance Medical Writing: Bringing It All Together**

### Workshop and Certificate Registration

**Amount    Member    Nonmember**

\$\_\_\_\_\_    \$95    \$195    **Tables and Graphs (ES/G) [2011]**

\$\_\_\_\_\_    \$95    \$195    **Fundamentals of Ethics and Practical Applications (RR) [4020]**

\$\_\_\_\_\_    \$95    \$195    **Ethical Standards in Medical Publication (CP/EW/PH) [3004]**

\$\_\_\_\_\_    \$95    \$195    **Electronic Regulatory Submissions (RR/PH) [4005]**

\$\_\_\_\_\_    \$150    \$275    Essential skills certificate enrollment (enrollment is required for workshop credit; good for 6 years)

\$\_\_\_\_\_    \$150    \$275    Composition and Publication certificate enrollment (enrollment is required for workshop credit; good for 6 years)

\$\_\_\_\_\_    \$150    \$275    Regulatory and research certificate enrollment (enrollment is required for workshop credit; good for 6 years)

\$\_\_\_\_\_    \$85    \$210    Core certificate extension (for those needing 4 additional years to complete a core certificate)

\$\_\_\_\_\_ Total Enclosed

Breakfast Roundtable Selections: Rank Preferences (First, Second, Third)

### Mail registration form and check payable to AMWA-MAC to:

June Baldwin  
Treasurer, AMWA-MAC  
12103 Hitching Post Lane  
Rockville, MD 20852  
june\_baldwin@comcast.net

	Social Media	Bench to Biomedical ...
	Medical Writing: Lessons Learned	Copyediting, References ...
	Needs Assessments	Informed Consent

**Please provide your name and affiliation exactly as you want them to appear on your conference name badge.**

Name \_\_\_\_\_ Affiliation \_\_\_\_\_

Daytime Phone (\_\_\_\_\_) \_\_\_\_\_ Evening Phone (\_\_\_\_\_) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Postal or Zip Code \_\_\_\_\_

E-mail (please print clearly—your confirmation and homework download instructions will be sent to this address)

\_\_\_\_\_