American Medical Writers Association–Delaware Valley Chapter (AMWA-DVC)

Presents the

11th Annual Freelance Workshop

Saturday, March 16, 2013
8:00 AM-4:45 PM

Hilton Philadelphia Airport
Philadelphia, PA

Workshop Co-Chairs
Julie Munden
Dawn Salamon

Advisory and Workshop Committee

Brian Bass
Lisa Breck
Nicole Cooper
Michelle Dalton, ELS
Lori DeMilto, MJ
Christine Durst, PhD
Thomas Gegeny, MS, ELS, CMPP
Eileen Girten, MS
Robert Hand
Wendy Horn, PhD
Evelyn Ishmael
Cynthia L. Kryder, MS, CCC-Sp
Cheryl Lathrop
Lynne Lederman, PhD
Caroline Leopold
Janet Manfre, RD
Jennifer Maybin, MA, ELS

Jeanne McAdara-Berkowitz, PhD
Katherine Molnar-Kimber, PhD
Ed Naphor, CLU
Laura J. Ninger, ELS
Beth Pulaski, PhD
Elizabeth Ramicone
Cynthia M. Shaler
Nick Sidorovich, MSEd
Elizabeth Smith
John Smith, PhD
Brian Sulpizio
Ruwwaida Vakil, MS
Ann Volk, MA
Melissa Wanner, PharmD
Christine Welniak
Sarah Zimov, PhD
8:00 AM -8:45 AM
BREAKFAST AND REGISTRATION

AUTHOR TABLE
Meet Cyndy Kryder and Brian Bass, authors of *The Accidental Medical Writer*. Purchase a book and get it signed by your expert AMWA colleagues!

VENDOR TABLE
Are you looking for a designer to help with layout? A Web guru to renovate your website? A bookkeeper to put your accounts in order? Look no further than our vendor table where you’ll find business cards and marketing materials from a variety of vendors who provide these skills and more. They’ve been vetted by AMWA freelancers who have already used their services. Stop by to gather information or meet the vendors in person who can help boost your business!

8:45 AM-9:00 AM
WELCOME AND INTRODUCTION

9:00 AM-12:45 PM
PRESENTATIONS – SESSIONS 1, 2, 3, & 4

9:00 AM-10:00 AM
SESSION 1 – The 60-minute MFBA* (*Master of Freelance Business Administration)
Lori DeMilto, MJ; Brian Bass; and Michelle Dalton, ELS
This fast-paced session has something for every freelance medical writer, whether you’re just starting out or have been in business many years. In 60 minutes, three successful freelances will give you the essentials of running a business—from decisions about software/hardware to discussing various banking options, developing and implementing a business plan to how to market your services, and the advantages and disadvantages of various business structures. Each presentation will be full of resources you can use to master your freelance writing business when you’re back in the office.

10:00 AM-10:15 AM
Q&A SESSION – The 60-minute MFBA* (*Master of Freelance Business Administration)

10:15 AM-10:30 AM
REFRESHMENT BREAK

10:30 AM-11:00 AM
SESSION 2 – AMWA Certification
Tom Gegeny, MS, ELS, CCMP
AMWA has embarked on an exciting new venture; creating a certification examination for medical writers. A cornerstone of this effort was the successful design and distribution of a survey in 2012 of more than 1000 medical writers to assess the knowledge, skills, and abilities...
(KSAs) considered important for competence in the profession. A blueprint for medical writing certification is being developed based upon the results of this landmark survey, research on other certification models (established or in progress) of sister organizations, and consultation from certification process and policy experts. So, where are we in this process? What does it mean for professional medical writers? And, how can you become involved? Find out answers to these questions and a great deal more as Tom Gegeny, immediate past chair of AMWA's medical writing certification commission, provides an update on this major initiative.

11:00 AM - 11:15 AM
Q&A SESSION – AMWA Certification

11:15 AM - 11:45 AM
SESSION 3 – Building, Maintaining, and Sustaining Your Freelance Business
Brian Sulpizio, InSeption Group
In *The E-Myth (The Entrepreneurial Myth)*, Michael Gerber uses an analogy of someone who was very talented and loved to bake apple pies. Her apple pies were so delicious that all of her friends suggested she start a business. However, what she discovered was that being great at baking apple pies did not mean that she would be successful at building an apple pie baking business. Freelance writers are owners of apple pie baking businesses, so to speak. Medical writers start medical writing businesses. As business owners, one of the core activities that ultimately determines success, outside of actually baking apple pies of course, is the ability to mitigate business risk. Business owners by nature MUST continuously procure new business while servicing and maintaining current relationships. Learn effective strategies to:

- Engage new potential business as an ongoing, systematic approach to relationship building for your freelance business
- Communicate with consulting and/or recruitment firms effectively
- Build a business pipeline of new clients as a foundation of security

11:45 AM - 12:00 PM
Q&A SESSION – Building, Maintaining, and Sustaining Your Freelance Business

12:00 PM - 12:45 PM
SESSION 4 - Leveraging Your Ecosystem to Augment Your Business and Brand
Jeanne McAdara-Berkowitz, PhD
Christine Welniak
Two experienced freelancers will share their tips for building and nurturing professional ecosystems that drive new business and enhance branding. The pros and cons of broad versus narrow networks as well as how to “qualify” new additions will be discussed. This interactive presentation will also include advice on where to find quality additions to your ecosystem and what you need to do in order for it to thrive.

12:45 PM - 1:00 PM
Q&A SESSION – Leveraging Your Ecosystem to Augment Your Business and Brand
1:00 PM - 2:00 PM
LUNCH

2:00 PM - 4:45 PM
ROUND TABLES – SESSIONS 1, 2, & 3

2:00 PM - 2:45 PM
ROUND TABLES - SESSION 1

1. From Bench Top to Desktop: How to Effectively Transition From a Scientist to a Medical Writer
Ruwaida Vakil, MS
This roundtable session will discuss opportunities for scientists in medical writing. It will focus on:
- How to translate skills and experiences learned as a scientist into medical writing
- Discovering whether medical writing is right for you
- Learning how to develop a portfolio of writing samples
- Understanding how AMWA membership can help you

2. "No Portfolio? No Problem!"
Cheryl Lathrop
One writer's experience on how to create an instant medical writing e-portfolio out of thin air. During this session, learn how to:
- Repurpose what you already have laying around the house and office
- Create new medical writing samples instantly in an afternoon
- Make all your new writing samples look polished and professional
- Display and store your new samples in a "green" e-portfolio

3. Breaking Into Medical Writing
Christine Welniak
If you are just starting out or considering branching into medical writing, this roundtable is a must-attend so you can market effectively to the right prospects. The scope of medical communications, what is needed in a sample portfolio, and how to leverage AMWA and the Internet to find clients will be discussed. Get vital "Dos and Don'ts" for creating a sustainable medical communications business!

4. Your Business and The Year-End Review
Laura J. Ninger, ELS
Finishing your 2012 taxes should not be the end of your bookkeeping for the year. Learn how to perform a thorough analysis of your freelance business to determine whether you are meeting your long-term goals with regard to earnings, client mix, project types, and marketing efforts. An analysis over several years can also reveal long-term trends and verify whether your business is growing.
5. Freelancers and Retirement
Ed Naphor, CLU
This roundtable will give freelancers an understanding of the difference between perceived expenses and total lifestyle expenses and how to use this number to determine the required assets needed to retire. We will also discuss life insurance needs as well as disability insurance needs.

6. Opportunities in Pharmaceutical Sales Training
Lynne Lederman, PhD
Opportunities in pharmaceutical sales training involve more than just live training. In this roundtable you’ll learn about the many facets of pharma sales training including:
• The customer: pharmaceutical companies; the audience: sales reps, others
• Roles: writer, types of editors, others
• The product: self-study programs in a variety of media
• The content and how to prepare it
• Getting started

7. How to Write for MRL Review
Sarah Zimov, PhD
Medical communications agencies (MedComms) provide many services to the pharmaceutical, health care, and biotechnology industries. None of these deliverables can be considered “finalized” without a formal review and approval from a Medical, Regulatory, and Legal (MRL) review committee. But not all MRL reviews are the same! Learn about the different players in the MRL review, and find out how you (as the writer) might be asked to interact with them. Get an inside look at what these MRL review boards call themselves, such as CAC, Copy Approval, PRB, PRC, MAC, MAP, Med/Legal, and RC, and what MedComms go through to get their clients’ materials approved. Hear from someone who is literally writing the book on How to Write for an MRL Review.

Elizabeth Ramicone
Medical marketing writers must carefully balance the accuracy of the science—disease state information, clinical evidence, and mechanism of action—with the promotional goals of their pharmaceutical and device clients when taking a product to market. We’ll review the difference between scientific and marketing content for core messaging, testing, and external communications, and learn about the components of a promotional launch (product naming, value decks, visual aids, and more). Most importantly, we will discuss why experienced, ethical medical marketing writers are essential to the process. Tap into your creative side for some science-into-strategy fun!

(CANCELLED) 9. Experiencing Change
Elizabeth Smith
What major transitions or changes (project types or clients) have you experienced in your business? Were the transitions thought out and planned for, or were the changes just “serendipity”? This roundtable will be a lively, open discussion for established freelances and newbies to share insights, experiences, and strategies to enhance a changing career pathway.
Change is inevitable in freelancing: we will share experiences that occurred through planning, education, or pure happenstance.

(CANCELLED) 10. Business Travel: Champagne Wishes and Caviar Dreams?
Wendy Horn
Let’s get together and talk about:
- The types of work and clients that enable writers to travel
- Project management on the road and in the office
- How to set up your home life to accommodate travel
- Maximizing trip comfort

11. Setting Boundaries With Clients
Robert Hand
We all want them, now let’s talk about how we set them. This roundtable session will involve setting boundaries with clients to achieve work/life balance. We’ll start by establishing a few guidelines. Bring your own rules and favorite stories about how you maintained your balance (or did not).

2:45 PM - 3:30 PM
ROUND TABLE – SESSION 2

12. Advisory Boards and Executive Summaries...What You Need to Know, Whether to Take Them On, or Run Like the Wind!
Lisa Breck
We will discuss the various types of Advisory Boards, as well as the types of deliverables associated with them. From logistics to deliverables, no two are the same. What’s the writer’s role? How do you find KOLs? What goes into the slides, moderator guide, and discussion guide? If you are asked to moderate, what skills do you need? How can you ensure your client’s objectives are met? Come join the discussion!

13. All About Freelance Grant Writing
Caroline Leopold
Grant writing is recognized by AMWA as a type of medical writing. Freelances may work on proposal development on high-stakes projects for medical research and health-related programs. This roundtable session will provide practical information on how to find and obtain freelance grant writing work. Grant writing for research, health services, CME, and procurements will be covered. Known pitfalls in the work will also be described, including solutions on how to select clients and projects with the greatest chance for success.

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Elizabeth Smith
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inevitable in freelancing: we will share experiences that occurred through planning, education, or pure happenstance.

15. PubMed: Exploring the Possibilities
Janet Manfre, RD
If you are new to medical writing or just have not done much with PubMed, join us to learn what useful tasks can be done using this FREE resource. From literature searches to publication analysis and surveillance, we will discuss how to use PubMed in conjunction with other programs to improve your efficiency as a medical writer.

16. Avoiding Burnout
Michelle Dalton, ELS
In today's world of constant connectivity and 24/7 client expectations, the potential for burnout is high. In this interactive discussion, participants will hear about some methods used by successful freelancers—both in and out of the medical writing profession—in their attempts to balance a work/life structure. Topics covered will include making time for yourself, avoiding guilt, and knowing when to say "When."

17. Finding and Developing New Clients
Melissa Wanner
It is more than just business cards and a 30-second elevator speech! Come and discuss how to find and develop new clients in a sea full of medical writers. We will talk about the importance of treating what you do like a business and go over tips for managing your business. You will walk away with an action plan of how to develop yourself into a professional business, how to present yourself to potential clients, and ways to seek out new freelance opportunities.

18. Building Brand You
Ann Volk, MA, Freelance Medical Writer
This roundtable will cover the following topics:

- Know yourself and your product
- Build an effective personal brand
- Consistently communicate a personal brand to boost earnings and personal satisfaction in your business

19. Show, Don't Tell: Writing Video Scripts
Nick Sidorovich, MSEd, Freelance Medical Writer
Explore the sequence of steps required to write a video project. Topics covered will include learning objectives, target audience, concept, script treatment, interview questions, on-camera interviews, 2-column script format, script terminology, and using visuals such as graphics and “B” roll. Learn visual storytelling techniques that ensure a client’s message is communicated in a clear and compelling manner.
(CANCELLED) 20. University of the Sciences and the Freelance Medical Writer
Eileen Girten, MS
Find out from one of the University's own adjunct assistant professors what the benefits of an advanced degree would be to your freelance career. Learn about the different courses, certifications, and online curriculum that could boost your future to the next level. Bring your questions and Eileen will have the answers.

21. Rev Up Your Résumé
Evelyn K. Ishmael
One of the biggest challenges for a freelance medical writer is creating a résumé that stands out and fully describes his/her qualifications. This roundtable will:
- Provide résumé examples and tips from Nick Corcolilos and Keith Ferrazzi, two of the leading networking and job hunters
- Compare and contrast Federal and non-Federal résumés, including requirements for submitting a Federal résumé
- Review 5 specific tips to help write a more effective résumé
- Show "before" and "after" résumés based on the information presented
Participants are encouraged to ask personal questions about their own résumés and/or bring their résumés for possible critique and feedback by a partner or the group.

3:30 PM - 4:00 PM
REFRESHMENT BREAK

4:00 PM - 4:45 PM
ROUNDTABLE – SESSION 3

22. Finding and Developing New Clients
Melissa Wanner
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23. How to Write for MRL Review
Sarah Zimov, PhD
Medical communications agencies (MedComms) provide many services to the pharmaceutical, health care, and biotechnology industries. None of these deliverables can be considered "finalized" without a formal review and approval from a Medical, Regulatory, and Legal (MRL) review committee. However, not all MRL reviews are the same! Learn about the different players in the MRL review and find out how you (as the writer) might be asked to interact with them. Get an inside look at what these MRL review boards call themselves, such as CAC, Copy Approval, PRB, PRC, MAC, MAP, Med/Legal, and RC, and what MedComms go through to get their clients' materials approved. Hear from someone who is literally writing the book on How to Write for an MRL Review.
24. Regulatory Writing 101  
Eileen Girten, MS  
If you are new to regulatory writing or interesting in diving into the regulatory writing pool, find out what the role of the medical writer is, the useful skills required for successful regulatory writers, and the helpful resources that are available to help you succeed.

25. Making the Most of Your LinkedIn Profile  
Christine Durst, PhD  
You probably have a basic LinkedIn profile, but have you tapped into the full extent of what LinkedIn offers? This will be an interactive discussion about using your profile to your best advantage, including:  
• Keywords, taglines, and searchable skills  
• Targeting potential clients  
• Demonstrating AMWA certifications and leadership  
• Highlighting projects you want your clients to know about  
• Posting updates; how often and what type

Cyndy Kryder, MS, CCC-SP  
Whether you are a novice or a pro, you should never stop marketing your business. In this roundtable discussion, you will learn how to use complimentary newsletters and social media to get more clients. We will discuss what to write about, how to get people to opt-in, and tactics to drive traffic to your website or blog. Come prepared to share other unique strategies you use that give you the most marketing bang for your buck.

27. 7 Tips for Revamping Your Office for Efficiency and Health  
Katherine Molnar-Kimber, PhD  
Everyday choices can help you focus and accomplish the writing, or distract your attention and slow the progress. Tips to boost your eye health, recharge your brainpower, and help relieve repetitive stress.

28. Addressing Different Audiences: Rewriting Copy for Professional and Lay People  
Lynne Lederman, PhD  
The key to rewriting copy is to know your audience. This roundtable will discuss the differences between writing for a professional audience versus a lay audience; how to modify physician-targeted content for patients, nurses, and the general public (and vice-versa); and include practice exercises on how to rewrite a recent medical article for a lay audience.

29. Effective Project and Client Management  
Nicole Cooper  
Bouncing from project to project and client to client can be difficult. In this roundtable, we will discuss how to effectively manage multiple deadlines and clients by:  
• Prioritizing projects and project-related tasks  
• Understanding clients’ needs
• Negotiating realistic deadlines
• Nurturing client relationships
• Learning when to say no

30. Freelancers and Retirement
Ed Naphor, CLU
This roundtable will give freelancers an understanding of the difference between perceived expenses and total lifestyle expenses and how to use this number to determine the required assets needed to retire. We will also discuss life insurance needs as well as disability insurance needs.

31. Optimizing Interactions with Pharma and Other Clients
John Smith, PhD
Optimizing the relationship between pharmaceutical clients, medical communication companies, and freelancers has become challenging. Apart from producing content for medical communications for authors under tight timelines and budgets, compliance and other legal/regulatory obligations have become much stricter. This is particularly true for companies under corporate integrity agreements (CIAs). This roundtable will explore the challenges of how to work ethically together to meet scientific and business goals while remaining in compliance with numerous guidelines including GCP, ICMJE, company SOPs, and CIA publication requirements where applicable.
PRESENTER AND LEADER BIOS

Brian Bass
Brian Bass is an award-winning freelance medical writer and co-author of *The Accidental Medical Writer*. He has been a successful freelance medical writer for 23 years. Brian has given numerous workshops, presentations, and roundtables at AMWA National and Chapter conferences. An AMWA Fellow, Brian has served the Delaware Valley Chapter of AMWA as president, and as publicity and programming chair. He continues to chair The Princeton Conference since its inception in 1996. Brian currently serves on the AMWA Executive Committee as Administrator of the Annual Conference. He also served the Executive Committee between 1999 and 2001, and was Local Arrangements/Publicity Chair for the AMWA 59th Annual Conference in Philadelphia.

Lisa Breck
Lisa Breck is a veteran marketing and communications professional with a broad business background, enabling her to help clients see the big picture as well as implement the tactics. She partners with clients to create innovative and effective programs to educate professional audiences, empower patients, and motivate sales teams. Her analytical needs assessments and comprehensive programs will meet communications goals on time and on budget. Notable projects include the launches of Bausch & Lomb’s PureVision contacts; Novartis’ Visudyne, the first available treatment for AMD; and the creation of the Vision Care Institute, Vistakon’s training program for Optometry students. Her current clients include pharma, biotech, and device manufacturers, as well as medical education companies.

Nicole Cooper
Nicole Cooper is a medical writer with more than 15 years of experience in writing promotional and CME materials in a wide range of therapeutic areas. Since she began her freelance business 10 years ago, she has written numerous case studies, slide kits, journal articles, monographs, sales training programs, and Web-based interactive programs for clients in the medical communications and pharmaceutical industries. Nicole received her BA in evolutionary biology from Princeton University.

Michelle Dalton, ELS
Michelle Dalton, ELS, is an award-winning journalist with more than 25 years’ experience in online and peer-review/non-peer-review publishing, project management/marketing, and communications. Before founding Dalton & Associates, Michelle was a managing editor for Slack, Incorporated. She now creates original (physician-by-lined) manuscripts for medical peer-reviewed journals, develops continuing medical education programs for accredited providers, writes 5-6 articles for non-peer review magazines monthly, writes weekly newswires for a medical audience, covers medical conferences, and still maintains her sanity.

Lori DeMillo, MJ
Lori DeMillo, MJ, delivers targeted medical copy and content for patients, consumers, and healthcare professionals. She has 29 years of experience in marketing communications—including 21 years in medical writing—and has been a full time freelance writer since 1997. Lori has made presentations and facilitated roundtables for AMWA locally and nationally. She has served AMWA-DVC as a member of the eCommunications team, president, Freelance Workshop
Christine Durst, PhD
Christine was drawn to Medical Writing because of the way it blends science and humanities, two of her lifelong interests. After 8 years of experience in the field, she launched her own freelance medical writing business in 2011. She now develops content for sales training companies, pharmaceutical companies and medical communications companies, across a wide range of therapeutic areas. In her spare time, she enjoys baking, contra dancing, and spending time with family and friends. Christine has been a member of AMWA since 2006.

Thomas Gegeny, MS, ELS, CMPP
Thomas Gegeny has more than 12 years of experience in medical writing and publications. He is a certified Editor in the Life Sciences (ELS) and a certified medical publication professional (CMPP). He holds a master’s degree in biomedical sciences (neuroscience) from the University of Texas–Houston Health Science Center. Tom is currently a Senior Medical Writer and Account Portfolio Lead with UBC-Envision Group, a medical publication agency that serves the pharmaceutical industry. Prior to his current position with Envision, Tom worked in the nonprofit sector and the information services industry including his roles as Executive Director and Senior Editor at The Center for AIDS Information and Advocacy in Houston and as Publications Specialist with the Houston Academy of Medicine–Texas Medical Center Library. Tom is a fellow of AMWA and has been a member since 1998. He served as AMWA’s national president from 2009 to 2010. Tom recently chaired AMWA’s medical writing certification commission (2011-2012) and continues to serve as a commission member.

Eileen Girten, MS
Eileen Girten is a Senior Medical Writer with inVentiv Health Clinical, with experience writing clinical trial disclosures and clinical and regulatory documents. In addition, Eileen is an Adjunct Assistant Professor of Biomedical Writing at the University of the Sciences.

Robert Hand
Robert P. Hand is a freelance regulatory medical writer based in Springfield, PA. In his non-business life, he achieves balance by singing tenor in a church choir and as a volunteer in the Philadelphia Singers Chorale, a mixed professional and volunteer chorus.

Wendy Horn, PhD
Wendy Horn, PhD, has been a freelance medical writer at Insight Communications and an AMWA member for more than fifteen years. She began her career in pharmaceutical research after earning BA and MS degrees in biology. She worked as a natural products chemist while earning a PhD in biology from the University of London. After a stint in pharmaceutical marketing, Wendy started Insight Communications. Wendy produces scientific, promotional, and educational documents in a wide variety of therapeutic areas. She traveled 100,000 miles in 2011.

Evelyn Ishmael
Evvie grew up in Kentucky, and then moved to Bethlehem, PA and Baltimore where she taught English and writing at high school and college levels. In 2010, she started her freelance writing
business, “Call Me Ishmael” Writing. Through her freelancing, she learns something new every day as she helps her clients with a broad range of communication projects.

**Cynthia Landis Kryder, MS, CCC-SP**

Cyndy launched her freelance medical writing career more than 20 years ago, after working as a speech-language pathologist in schools and rehabilitation facilities. Cyndy currently writes promotional, educational, and scientific pieces for professionals and lay audiences in a number of different therapeutic areas and for a wide range of media. She also assists companies in their publication-planning efforts. A member of the Delaware Valley Chapter (DVC) of the American Medical Writers Association (AMWA), Cyndy serves as a member of the planning committee for the 2013 Annual Conference and volunteers as Social Media Section Editor of the AMWA Journal. Cyndy is the coauthor, with Brian Bass, of The Accidental Medical Writer, and the author of Nude Mice and Other Medical Writing Terms You Need to Know. In her free time, she is an avid gardener and quilter, a passionate supporter of her 2 daughters and husband, and an enthusiastic walking partner for 2 frisky canines.

**Cheryl Lathrop**

Cheryl received a BS in Mathematics from the University of Maryland; her minor concentration was in Computer Science. She held various corporate positions as an engineer and technical writer. In 2004, when her corporate jobs kept disappearing out from under her due to the bad economy, Cheryl decided to become a freelance medical writer—after all, writing is writing! Cheryl is a member of both AMWA (American Medical Writer’s Association) and NESW (New England Science Writers), and she earned AMWA Core Certificates in both Editing/Writing and Pharmaceutical. Cheryl blogs at phreelancephreedom.blogspot.com and wrote an article for the AMWA Journal (Volume 26, Number 4, 2011) entitled “Electronic, Portable, and Green: Imperatives for Creating Today’s e-Portfolio”.

**Lynne Lederman, PhD**

Lynne Lederman, PhD, has been a medical writer since 1990. She received her PhD in Molecular Biology and Virology from Cornell University Graduate School of Medical Sciences, conducting thesis research on retroviruses and oncogenes. After academic post-doctoral research, she worked for several years in the biotechnology industry before turning to medical writing full time, and has not looked back. Dr. Lederman writes summaries of medical meetings, advisory boards, and round tables, writes original manuscripts for journal supplements, profiles medical personnel, and prepares presentations. She also writes for a website dedicated to the business of oncology. She has written scientific papers for the peer-reviewed literature on immunology, diagnostics, cardiology, virology, oxygen therapeutics (“blood substitutes”), and insulin action; medical/legal book chapters, grants, preclinical trial summaries, final clinical trial reports, investigators’ brochures, and clinical trial protocols; posters for meetings, literature reviews, literature summaries, standard operating procedures, and batch production records. She has designed and developed training materials including self-instructional texts and audio and visual scripts for multi-media CD-ROM and computer-based training programs for continuing medical education and pharmaceutical sales in the fields of oncology, rare genetic diseases, infectious diseases, women’s health, transplantation, laboratory diagnostics and blood bank procedures, autoimmune diseases, and vaccinology. She wrote a bimonthly column for 6 years for BioTechniques, and has published in Genetic Engineering News and other periodicals and websites, including the International Myeloma Foundation and ASCO.
**Caroline Leopold**
Caroline has been a grant writer since 1999 and has secured an estimated $11 million in grants and contracts. Her specialties include HIV/AIDS, behavioral health, services for older adults, and education. Since January 2012, she has helmed her own freelance grant writing company. In her first year of freelance, she wrote or consulted on 33 proposals in seven states, including federal grants and a $200 million contract procurement. PCORI is contracting with Caroline to serve as a mentor for grant reviewers in the current 2013 cycle. Caroline lives in Philadelphia with her partner and near her circle of friends.

**Janet Manfre, RD**
Janet Manfre, RD, is a freelance medical writer based in Bel Air, MD. A registered dietitian, Janet began her professional career providing patient care and managing clinical nutrition services in a number of health care settings, and she began working in medical communications in 1999 as a project manager. After several years as a Senior Medical Writer in medical communications agencies, she started her freelance business. Currently, she provides a full range of medical writing and editorial services to clients in the pharmaceutical industry, most recently focusing on publication planning and the development of content for continuing medical education programs. Janet has been active in AMWA-DVC since 2007 and serves as the Web Chair.

**Jennifer Maybin**
Jennifer Maybin, MA, ELS, AMWA-DVC president, is a freelance medical writer and editor in Branchburg, New Jersey. She writes non-CME educational content and patient education materials for MedComms and websites, and edits for textbook publishers, MedComms, journals, and societies. She created her original website using iWeb templates and is now in the process of learning HTML and WordPress to revamp the entire site. Jennifer also designed and maintains the website for a homeowner’s association and has just undertaken the redesign of the website of the Garden Chapter of the Myasthenia Gravis Foundation.

**Jeanne McAdara-Berkowitz**
Jeanne McAdara-Berkowitz has worked in medical communications for close to 13 years, but her freelance ecosystem really began while completing her PhD at the Scripps Research Institute. She has carefully nurtured and expanded it through her years as a postdoctoral fellow at UCLA, her early career at a medical-device marketing communications agency, and her 10 years in solo practice.

**Katherine Molnar-Kimber, PhD**
Katherine Molnar-Kimber, PhD is an Independent scientific and medical writer. She began her career as a Scientist and pursued basic science, translational and medical research (20+ yrs in University and Pharmaceutical Industry, 50+ scientific articles). She utilizes her experience as a reviewer, speaker, award-winning scientist (best poster), and corresponding author to write or substantive edit research papers, case reports, reviews, grant proposals, brochures, pamphlets, and Web pages on scientific and medical topics. She specializes in the fields of immunology, microbiology, oncology, molecular biology, genetics, pharmacology, complementary and alternative medicine, biotechnology, transplantation, rheumatology, and virology. Kathy graduated from the University of Pennsylvania in Immunology.
Ed Naphor, CLU
Ed Naphor's strong commitment to his clients has made him a well-respected financial advisor and partner at Christopher Edwards Financial Associates. Ed earned a Bachelor of Science degree in Marketing at Rider University and a CLU designation in financial planning from American College. As a financial advisor, Ed has focused primarily on money management, estate planning, simple wills versus tax-wise wills, revocable and irrevocable trusts, and multi-generational IRAs, Medicaid planning/long-term care, inflation strategies, and life insurance strategies. During his 16-year career, Ed has received numerous awards including membership in the Million Dollar Round Table. He is registered with FINRA in New York, New Jersey, Delaware, Pennsylvania, Maryland, Virginia, North Carolina, South Carolina, Florida, Texas, Arizona, California, Connecticut, Georgia, Maryland, Missouri, Tennessee, and Utah. Together with his strategic partners at Christopher Edwards, he manages over $280 million for clients in over 20 states.

Laura J. Ninger, ELS
Laura J. Ninger, ELS, owner of Ninger Medical Communications, LLC, is a full-time medical writer with more than 25 years of experience, including 19 as an independent consultant. She provides writing and editing for abstracts, CME materials, journal articles, newsletters, patient education, slide decks, and other documents in various therapeutic areas. In addition to ELS certification, Laura holds core, advanced, and science certificates from AMWA.

Elizabeth Ramicone
Elizabeth Ramicone is a freelance medical marketing writer who loves to help the science speak through a story. With 15 years of marketing experience including time served at top-tier healthcare marketing agencies, she has created strategic communications for dozens of global pharmaceutical and device companies. Her work includes HCP, DTP and DTC marketing, product naming, branding, physician and patient communications. Elizabeth has also developed sales and physician training programs for complex disease states and written articles, outcomes, education pieces and professional, hospital and pharmacy promotional programs in major and specialty therapeutic practice areas. Between travel for medical marketing adventures and handling advertising emergencies, she enjoys returning to her creative writing roots, where no fair balance is required.

Dawn Salamon
Dawn Salamon, owner of HopToad Medical Writing, LLC, has been a freelance medical writer and editor for almost 2 years. Dawn specializes in writing CME materials, but also writes and edits slide decks/kits, patient education materials, abstracts, posters, marketing and sales materials, annual reports, articles for consumer health and trade publications, and other types of medical communications on a variety of therapeutic areas. Prior to becoming a medical writer and editor, Dawn was a project manager in the healthcare and financial services industries with a focus on marketing and physician recruitment. She is currently serving as the Volunteer Coordinator for the AMWA-DVC chapter in addition to volunteering on the Delawriter committee. She is also an active member of the AMWA Member Resources and Chapter Leadership Development committees. She lives in Port Murray, NJ, with her husband, 6-year-old son, an overgrown Yellow Lab, and a cranky grey cat.
Nick Sidorovich, MSEd
Nick Sidorovich is President of Rolling Hill Media, LLC, based in Chatham, NJ. He specializes in writing for video, E-learning modules, websites, and other media where economy of words, clear messaging, and engaging visual concepts are paramount. Nick teaches the “Writing for Video” workshop for the American Medical Writers Association (AMWA) certificate programs in medical writing, and earned AMWA’s Pharmaceutical Core Certificate. Nick received his MSEd degree in Exercise Physiology from Queens College of the City University of New York, and completed the pre-medical curriculum at New York University while earning a BA in Religious Studies. He has also completed post-graduate coursework toward an EdD in Health Education at Teachers College of Columbia University. Nick is an original member of the New Jersey Screenwriters Group. He has taught screenwriting at Fairleigh Dickinson University in Madison, NJ, and his feature film screenplay, "The Miracle of Santa Rosa", is in development with Hollywood director Frank Rainone and production company Virtus Entertainment.

Elizabeth Smith
Since 1979, Elizabeth had been a freelance writer and producer of communications materials for various pharmaceutical and biotech companies, medical education and communications companies, and major medical associations. She has been involved in pharmaceutical sales training, CME activities for HCPs (physicians, nurses, pharmacists), and patient education projects. In recent years, she has worked with KOLs to convert industry-sponsored Medical Advisory Board proceedings into journal supplements, newsletters, or executive reports. A Fellow and Past President of both AMWA National and DVC, she received the Harold Swanberg Award in 2011.

John Smith, PhD
After working with the 1996 Australian Olympic team in Atlanta and teaching health and exercise science courses at various U.S colleges for 4 years, Dr. Smith entered the pharma industry in 2000. Following 3 years at MedComm agencies where he worked as a medical writer and managed publication plans for various pharma clients, Dr. Smith joined Novo Nordisk, Inc. in July 2003. During his 9½ years at Novo Nordisk Inc., Dr. Smith’s team has worked on various publication plans for diabetes therapies and assisted authors with multiple data-driven and secondary manuscripts as well as many reviews and supplements. Dr. Smith’s team has also worked on a wide range of regulatory documents. Dr. Smith currently manages at team working on publications and regulatory medical writing for GLP-1-based therapies for type 2 diabetes as well as therapies for growth disorders and women’s health. In addition, Dr. Smith has presented on various topics for ISMPP and AMWA.

Brian Sulpizio
Brian Sulpizio is a Managing Partner with inSeption group focused within Medical Writing, who thrives on empowering clients to make outsourcing and resourcing decisions in a timely and efficient manner. With 15 years of medical writing and outsourcing experience, he is considered an asset within this community and has built a reputation of an unwavering obsession for quality resources. His work in the past includes building a Medical Writing function and department, from a stand-still start, to one of the highest profile and profitable practice areas for a CRO, Research Pharmaceutical Services. Currently with inSeption group, he continues to build customized, hand-selected teams of Medical Writing professionals available for outsourced engagements for many various pharmaceutical/biotech companies.
**Ruwaida Vakil, MS**
Ruwaida Vakil earned her Master of Science in immunology at the University of Toronto and the Ontario Cancer Institute. She worked as a research scientist at the Ontario Cancer Institute, Connaught Laboratories (now Aventis Pasteur) and Hoffmann La Roche. While working as a scientist, she wrote articles for a journal called Geriatrics and Aging. She transitioned into medical communications and medical writing over 10 years ago, when a medical communications company offered her a good opportunity. Currently, Ruwaida runs her own freelance medical writing business called ProMed Write. Her work has appeared in various online publications. She specializes in writing needs analyses, online articles, discussion guides, proposal, slide presentations and more.

**Ann Volk, MA**
Ann Volk, MA has been a medical writer for over 17 years and a freelancer for 11. Ann specializes in writing for pharmaceutical sales training, including modules, e-learning, and live workshop support materials. She lives in Delaware with her husband, three children, and assorted animals.

**Melissa Wanner, PharmD**
Melissa Wanner began her career in academics at the University of North Carolina-Chapel Hill and Temple University teaching pharmacists and physicians. She transitioned into Pharma and worked in Medical Information at GSK where she honed her medical writing skills and gained valuable marketing and regulatory experience. A freelance writer for more than 15 years, Melissa works primarily with medical communications and CME companies. Areas of specialty include cardiovascular disease, rheumatology, neurology, endocrinology, infectious disease, and pain management.

**Christine Welniak**
Christine Welniak is a market researcher and medical writer specializing in cardiac and stroke devices. Christine transitioned from Wall Street to medical writing after the financial meltdown and attributes the expansion of her client list to attending the AMWA Delaware Valley Freelancers Annual Workshop and adding medical writers and editors to her ecosystem.

**Sarah Zimov, PhD**
Sarah is Medical Team Lead at MXM Health, the leading Sales Force Effectiveness agency. She has worked on the agency side for nearly her entire career starting out as an in-house medical writer and now as a leader of an entirely virtual medical team. She is experienced and uniquely qualified in promotional and educational writing for pharmaceutical sales representative and clinician audiences including sales training modules, comprehensive assessments, newsletters, slide sets, Web content, eLearning, and more. Sarah’s background includes substantive and developmental research, writing, and editing, as well as proficiency in AMA style and Medical, Regulatory, Legal (MRL) submission requirements. Sarah earned her Doctoral Degree in Neuroscience from Stony Brook University, and her Bachelor's Degree in Biology from Bryn Mawr College. She completed Post-Doctoral work at the Harkness Eye Institute at Columbia University. Sarah lives in New Hope, PA, with her husband, three kids, and 4-pound “dog”.
Registration
Registration online at: https://www.amwa-dvc.org/registration_fw2013.aspx

Price
Registration through March 15:
AMWA Members $120
Non-members $140
Full-time Students $75 (must provide official ID to register)

At-the-door Registration on March 16:
AMWA Members $150
Non-members $165
Full-time Students $95 (must provide official ID to register)

The registration fee includes breakfast, lunch, and morning and afternoon beverages and snacks.

Online Registration deadline: Friday, March 15, 2013
No refunds will be given for cancellations after noon (12 PM) on Tuesday, March 12, 2013.

Questions?
Contact Julie Munden at juliemunden@comcast.net or 215-723-2951 or Dawn Salamon at dmns1028@comcast.net or 908-500-7251.

Directions
Directions to the Hilton Philadelphia Airport can be found at: philadelphiaairport.hilton.com

Hilton Philadelphia Airport
4509 Island Avenue
Philadelphia, PA 19153
Phone: 215-937-4509
Fax: 215-937-4535