



16th Annual Freelance Workshop

*Extraordinary Learning and Networking
for Seasoned, New, and Aspiring
Freelance Medical Writers*

Saturday, March 17, 2018

8:00 AM–4:30 PM

**DoubleTree by Hilton Hotel
Philadelphia–Valley Forge
King of Prussia, PA**

Workshop Chair:

Ruwaida Vakil, MS

Workshop Schedule

8:00 AM-8:50 AM

Registration and Continental Breakfast

8:50 AM-9:00 AM

Welcome and Introductions

9:00 AM-11:00 AM

Presentations

11:00 AM-11:15 AM

Break

11:15 AM-12:30 PM

Presentation and Q&A

12:30 PM-1:45 PM

Networking Lunch

1:45 PM-2:30 PM

Roundtable Session #1

2:30 PM-2:45 PM

Break

2:45 PM-3:25 PM

Roundtable Session #2

3:25 PM-4:30 PM

Interactive Freelance Sessions

- Opportunities in Freelance Medical Communications
- Freelance Jam Session

Special Features

Friday night networking dinner: We are organizing a group dinner at a local restaurant for people who are staying at the hotel (or live nearby). Each person will pay for his/her own dinner. See **page 7** for details.

Discount hotel rooms: DoubleTree by Hilton Hotel Philadelphia–Valley Forge is offering a discount on Friday night to Freelance Workshop attendees. See **page 7** for details.

Presentations

Instructional Design at Face Value: What Is It and What Is It Worth?

Deborah Anderson, PhD, MS, MT(ASCP), DGA Medical Communications

As instructional design (ID) continues to be present in more and more companies, it is important for us as medical writers to know what ID is and to have a handle on its benefits. However, where do you learn your ID and do you even know what it is? A major dilemma that affects medical writers is that they learn ID on the job, and *that* ID is not necessarily correct. Review why on-the-job training is not the optimal method for learning ID and what opportunities may provide you with better access.

Improving the Bottom Line: 36 Tips for Boosting Productivity

Katherine Molnar-Kimber, PhD, President, KMK Consulting Services of Kimnar Group LLC

As a freelance, we often trade our time for project fees. The faster and more effectively we can accomplish the goals, the better is the bottom line of our company. Kathy collects and evaluates tips for boosting productivity from many sources. During and after this session, participants will be able to assess their work habits, add their own tips to the group discussion, and decide which tips may boost productivity. Note: A CEO paid more than \$25,000 for 3 of these tips because of how well it boosted productivity at his company. Learn how to:

- Engage the productivity mindset
- Assess your work habits
- Implement tips that can boost your efficiency and improve the deliverables

Regulatory Documentation: Following Logic Thread From Concept to Submission

Darryl Z. L'Heureux, PhD, MSc, MS Pharma QARA

The submission of regulatory documents to the health authorities is a necessary component for drug development and regulatory approval. These documents should adhere to the relevant guidances and accurately, transparently, and clearly communicate information to the target audience. The audience may vary, but these fit-for-purpose documents are interconnected and must present a logic thread. This session will discuss regulatory documents and the importance of consistent messaging.

See **page 8** for Presenters' Biographies.

Roundtables

The AMWA-DVC Freelance Workshop will offer 2 sessions of the same roundtables. Choose 2 roundtables on the registration form: 1 for Roundtable Session #1 and 1 for Roundtable Session #2.

1. Finding Freelance Success Through AMWA

Brian G. Bass, MWC™

Learn how to enhance your writing and editing skills through professional volunteerism. Our discussion will help you to answer these questions:

- How does volunteering for AMWA lead to freelance success?
- Should I volunteer at the chapter or national level?
- What types of volunteer opportunities are available in AMWA?
- How do I get started?

2. Critical Resources for Medical Writers

Kelleen Flaherty, MS, MWC™, CMPP

Access to up-to-date information is a key component of medical writing. Join our discussion on various resources to stay current in your specialty. We will:

- Review medical writing organizations (eg, AMWA, ISMPP, DIA, BELS, RAPS, ACEHP, WAME, CSE)
- Review major guidance resources (eg, COPE, EQUATOR, ICMJE, PhRMA, FDA, MedDRA, CMS)
- Review major data resources (eg, NIH, NHANES, CDC, Clinicaltrials.gov, WHO)
- Discuss the relationship of resources to each other and “nesting” (eg, PubMed is part of the National Library of Medicine [NLM], which is part of the National Center for Biotechnology Information [NCBI], which is one of the 27 institutes in the National Institutes of Health [NIH])
- Search strategies and URLs provided for all resources discussed

3. A Niche to Consider: Breaking Into Managed Markets Writing

Karen Golebowski, MS

Given the Affordable Care Act, Medicare payment reform, healthcare quality initiatives, rising prescription drug costs, and the steady stream of new medications and devices entering the market, writing opportunities abound in the realm of Managed Markets. The objectives of this roundtable session are to:

- Describe the managed markets writing specialty
- Highlight current events that have substantially expanded writing opportunities
- Review the types of communications writers might research and develop
- Share tips on breaking into this niche and the characteristics of an effective managed markets writer
- Provide resources for writers to further develop their managed markets writing potential

4. Essential Skills for Medical Conference Coverage

Lynne Lederman, PhD, MS, MT(ASCP)

Reporting from medical conferences is fast paced, deadline driven, and challenging. It is also a great way to maintain your subject matter expertise and to make new contacts while being paid for writing. We will discuss:

- The scope of medical conference coverage and pros and cons
- Practicalities: Press passes, workload, and pay
- Optimizing information gathering at oral presentations and poster sessions
- Equipment needs

- Strategies to make the conference experience go as smoothly as possible

5. LinkedIn: What You Need to Know and Do to Make This a Business-Building Tool

Lori De Milto, MJ

LinkedIn is a powerful business-building tool for freelancers, but only if you optimize your profile and presence. We'll cover the many changes LinkedIn has made since 2017 and best practices for freelancers, including:

- Profiles: What's new and how to develop a client-focused profile
- Search: How to get found more often
- Rules of engagement: The new rules for sharing and engaging
- BONUS: Success stories on how freelancers are getting clients on LinkedIn

Come prepared to share your stories.

6. Negotiating a Contract: Legal Aspects and Best Practices

Mark Bowlby, PhD

There are 2 perspectives to the contract negotiations process: the client's and the freelance's. This discussion will highlight what freelancers need to understand about both of these perspectives in their next contract negotiation. Learn how to:

- Draft a contract: Your template vs the client's
- Facilitate the negotiating process
- Mitigate disagreements when they occur
- Determine whether you need liability protection

7. From Bench Top to Desktop: How to Effectively Transition From a Scientist to a Medical Writer

Ruwaida Vakil, MS

Deciding to leave the bench and finding your next career are difficult. We will discuss opportunities for scientists in medical writing. The discussion will focus on how to:

- Determine whether medical writing is right for you
- Translate skills and experiences learned as a scientist into medical writing
- Develop a portfolio of writing samples
- Maximize your AMWA membership

Participants will be encouraged to share their experiences with transitioning into medical writing.

See pages 9-10 for Roundtable Leaders' Biographies.

Concurrent Interactive Freelance Sessions

Whether you are early in your career or a more experienced freelance, we have a session for you. Learn how to grow your business by attending the Opportunities in Freelance Medical Communications or the Freelance Jam Session led by experienced freelances.

Opportunities in Freelance Medical Communications

For those starting a freelance business, most experienced freelances recommend identifying a professional niche, but they also recommend expanding that niche once your business is established. Attend this panel discussion to learn from established freelances in various medical communications roles to help identify your current niche or how you can apply your skill set to new areas of medical communications.

Moderator and Panelist: Julie Munden, BA, Medical Editing

Panelists:

1. Cyndy Kryder, MS, CCC-Sp, Medical Sales Training
2. Darryl Z. L'Heureux, PhD, MSc, MS Pharma QARA, Regulatory Writing
3. Eileen McCaffrey, MA, Medical Publications

Freelance Jam Session

When accomplished musicians jam, their combined talent, energy, and experience make a special kind of synergy. A similar kind of magic happens when seasoned freelances get together to discuss their thoughts, ideas, concerns, and challenges with peers of equal or greater experience. These rare gems of collegial conversation and commiseration happen spontaneously and usually unpredictably. (Often they involve a glass of wine.) This session has been held at 2 AMWA Medical Writing and Communication Conferences, and now accomplished freelances have an opportunity to make some local jam session freelance magic at the AMWA-DVC Freelance Workshop. This no-holds-barred session will provide a supportive space for freelances who have a minimum of 10 years of continuous and current freelance experience, to wrestle their demons and share their experiences. Whether you emerged from your experiences bloodied and bruised, valiant, or victorious, we all have stories to tell, and we can all learn from and teach each other. This session will be lightly structured to permit a free flow of discussion without getting stuck for too long on a single topic. Sorry, there won't be any wine during the session.

Moderator: Brian G. Bass, MWC™

See page 11 for Moderators' and Panelists' Biographies.

Registration and Logistics

Register Online Now

Visit the [registration page](#)

Price

Registration:

AMWA Members	\$125
Non-members	\$145
Full-time Students	\$95 (must provide official ID to register)

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

No refunds will be given for cancellations after Friday, March 2, 2018.

Program Logistics

Location

DoubleTree by Hilton Hotel Philadelphia-Valley Forge

301 West DeKalb Pike
King of Prussia, PA 19406
610-337-1200

Directions

Visit the hotel's [website](#) or use [MapQuest](#).

Discount Hotel Rooms

We have arranged a discounted rate, \$104 plus tax, on hotel rooms for Friday, March 16, 2018. To make your reservation, use this [link](#).

Friday Night Networking Dinner

Join us for an informal networking dinner, to be held at a local restaurant (details to come). Each person will pay his/her own dinner and beverages.

To sign up, email **Jennifer Maybin** (jennifermaybin@me.com) and insert **AMWA-DVC Freelance Workshop Dinner** in the subject line. We will be in touch with details in early March.

Questions?

Contact Ruwaida Vakil: ruwaida@vakil.ca

Biographies

Presenters

Deborah Anderson, PhD, MS, MT (ASCP), DGA Medical Communications

Deborah Anderson, PhD, MS, MT (ASCP), is a medical writer and instructional designer who has been working in the promotional medical education space for 12 years and specializes in writing for various levels of scientific audiences, such as MDs, PharmDs, medical science liaisons, nurses, managed care directors, and pharmaceutical sales representatives. Her interest in reassessing content and evaluating learner needs has been an integral component of: (1) developing quality and effective medical education; and (2) providing guidance to medical writers on the importance of instructional design. Debbie owns DGA Medical Communications and delivers medical education, medical instructional design, marketing, video, and managed care services to an array of clients.

Darryl Z. L'Heureux, PhD, MSc, MS Pharma QARA

Darryl Z. L'Heureux, PhD, MSc, MS Pharma QARA, is an active member of the medical writing community. He is the President-Elect of AMWA-DVC and chairs the AMWA Princeton Conference and DIA Medical and Scientific Communication Annual Forum. Darryl also presents lectures and roundtables at different educational events. He received his PhD in Cancer Biology and Master's Degree in Pharmacy, Quality Assurance and Regulatory Affairs from Temple University in Philadelphia, Pennsylvania. Upon graduation, Darryl continued his research in oncology and worked across the cooperative group structure of the National Cancer Institute. He has also operated within academic partnerships to develop biomarkers for early diagnosis, prognosis, and disease surveillance. Darryl has worked across the spectrum of small biotech to large pharmaceutical companies. Currently, he has returned to his earlier research interest in immunoncology and tumor environment and leads lung protocol development for Bristol-Myers Squibb. Combining his interest in science and education, Darryl continues to lecture and mentor at universities in the Philadelphia area.

Katherine Molnar-Kimber, PhD, President, KMK Consulting Services of Kinnar Group LLC

Kathy Molnar-Kimber, PhD, enjoys being an independent scientific consultant and medical writer. She is an active member of AMWA and AMWA-DVC (editor of the *Delawriter*). She began her career as a scientist and pursued basic science, translational and medical research (20+ years in university and pharmaceutical industries, 54 scientific articles, 9 patents). She uses her experience as a reviewer of grants and manuscripts, speaker, award-winning scientist, and corresponding author to substantively edit or write research papers, reviews, posters, brochures, continuing medical education (CME) needs assessments, CME programs, and web pages. Her clients have published more than 120 articles. You can learn more about Kathy at KMK-How-to-Write.com.

Roundtable Leaders

Deborah Anderson, PhD, MS, MT (ASCP) (*See Presenters' Biographies*)

Brian G. Bass, MWC™, *President, Bass Global, Inc.*

Brian G. Bass is an award-winning freelance medical writer. He is President of Bass Global, Inc., which was founded in 1989 and provides medical writing solutions in the areas of pharmaceuticals, biotechnology, devices, and diagnostics for healthcare professional, consumer, and business audiences in a wide range of therapeutic areas and media. Brian is also co-author of *The Accidental Medical Writer®* Series of books, resources, information, and inspiration for freelance medical writers. Brian is a Past President of AMWA, where he has also served on the Executive Committee as President, President Elect, Administrator of the Annual Conference, in development and publicity capacities, and currently as Chair of the Communications and Marketing Committee and a member of the Certification Committee. He is AMWA's 2017 Harold Swanberg Distinguished Service Award Winner. In addition, Brian has served as President of AMWA-DVC, and as the chapter's Programming and Publicity chairs. He founded and chaired the AMWA-DVC Princeton Conference for 16 years, and is an avid speaker and presenter.

Mark Bowlby, PhD, *Principal Regulatory Writer at Synchrogenix*

Mark Bowlby, PhD, has 20 years of experience in the clinical research and drug development industry in large pharmaceutical companies, and for the last 4 years has been a full-time regulatory writer. Mark is currently employed as a Principal Regulatory Writer at Synchrogenix. His background covers both sides of the contract negotiations process, that of the employer and of the freelance. This perspective will inform the discussion and allow the participants to understand the needs of both sides of their next contract negotiation. Mark is currently serving as Treasurer of AMWA-DVC.

Lori De Milto, MJ, *Lori De Milto Writer for Rent, LLC*

Lori De Milto, MJ, is a freelance medical writer, online educator, and entrepreneur. She helps clients engage, inform, and motivate patients and consumers, healthcare professionals, and other audiences and teaches other freelancers how to get the clients they deserve. An AMWA Fellow, Lori founded the annual AMWA-DVC Freelance Workshop in 2002 and has served in many positions for AMWA national and AMWA-DVC. She is the author of *7 Steps to High-Income Freelancing* and host of *The Mighty Marketer* website and courses. Lori has 2 degrees in journalism from Temple University (BA and MJ).

Kelleen Flaherty, MS, MWC™, *Adjunct Assistant Professor, Graduate Program in Biomedical Writing, University of the Sciences in Philadelphia*

Kelleen Flaherty, MS, MWC™, has been a professional medical writer for 25 years and has worked across several subspecialties (CME, promotion, regulatory, publications, training, academia, etc). She has also been teaching for over 30 years. Kelleen has belonged to AMWA for 20 years and is both MWC- and CMPP-certified.

Karen Golebowski, MS, *President and Principal Biomedical Writer, Write Rite, Inc.*

Karen Golebowski, MS, is a Biomedical Writer with more than 16 years' experience in researching, writing, and editing communications for a multitude of audiences including medical and pharmacy directors, account managers, specialist and primary care providers, pharmacists, allied healthcare professionals, researchers, medical science liaisons, sales representatives, industry personnel, and patients/caregivers. She has a Bachelor's Degree in Biology/Pre-Professional Track and a Master of Science in Biomedical Writing from the University of the Sciences in Philadelphia. Karen fostered her writing skills in NYC pharmaceutical advertising agencies and medical education companies. This inspired her to establish Write Rite, Inc., to research and develop content across platforms, companies, disease states, therapeutic interventions, and target audiences, as well as take her

writing “on the road.” Karen often travels to major medical congresses and advisory board meetings to report on scientific presentations and garner expert opinions on disease, diagnostic, treatment, health policy, and access and reimbursement topics.

Cyndy Kryder, MS, CCC-Sp, Medical Communications Consultant

Cyndy Kryder, MS, 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. She is the coauthor of *The Accidental Medical Writer* and author of *Nude Mice and Other Medical Writing Terms You Need to Know*. An AMWA Fellow, Cyndy serves as AMWA President-Elect and is the Social Media Section Editor of the *AMWA Journal*. She is Past President of AMWA-DVC.

Lynne Lederman, PhD, Independent Medical Writer

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. She worked for several years in the biotechnology industry after 2 academic postdoctoral research positions and before turning to medical writing full time. She specializes in oncology, hematology, rare genetic disorders, infectious and autoimmune diseases, patient advocacy, and diagnostics. She writes training materials, including e-Learning, for physicians, medical science liaisons, and pharmaceutical sales personnel, as well as manuscripts for the peer-reviewed medical and nursing literature. Lynne is a member of the American Society of Hematology, the American Society of Clinical Oncology, the Association of Health Care Journalists, the National Association of Science Writers, and Science Writers in New York. She covers medical conferences for a variety of outlets and regularly reports from the annual meetings of the American Society of Hematology and the American Society of Clinical Oncology, and the biennial International Myeloma Workshop.

Darryl Z. L'Heureux, PhD, MSc, MS Pharma QARA (See Presenters' Biographies)

Eileen McCaffrey, MA, Freelance Medical Writer

Eileen McCaffrey, MA, a longtime freelance medical writer, has developed materials for healthcare professionals, sales forces, employers, managed care organizations, patients, and consumers. At this time, her work is concentrated in manuscript development, publication planning, and continuing medical education. Before freelancing, Eileen served as editor of a clinical journal published by Medical Economics and an account supervisor in the healthcare group of an Omnicom agency (Porter/Novelli). Eileen holds a Master's Degree in Science Writing from New York University and two bachelor's degrees from Villanova University. She is a Past President of AMWA-DVC.

Katherine Molnar-Kimber, PhD (See Presenters' Biographies)

Ruwaida Vakil, MS, Owner, ProMed Write LLC

Ruwaida Vakil, MS, completed her MS 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. Ruwaida began freelancing part-time in 1999. She transitioned into medical communications over 15 years ago. Ruwaida has been running her own freelance medical writing business, ProMed Write LLC, for 11 years. She is the former Secretary and current Freelance Workshop Co-Chair for AMWA-DVC. Ruwaida has presented at the conferences of AMWA and the Alliance for Continuing Education in the Health Professions (ACEHP). She co-authored an award-winning poster on Best Practices for Writing CME Needs Assessments. The poster received the People's Choice award from the ACEHP in 2016. Ruwaida has also co-authored an AMWA training guide on writing CME needs assessments, and has presented both in person and virtually to global publication leaders in the pharmaceutical industry.

Moderators and Panelists

Brian G. Bass, MWC™ (*See Roundtable Leaders' Biographies*)

Cyndy Kryder, MS (*See Roundtable Leaders' Biographies*)

Darryl Z. L'Heureux, PhD, MSc, MS Pharma QARA (*See Presenters' Biographies*)

Eileen McCaffrey, MA (*See Roundtable Leaders' Biographies*)

Julie Munden, BA, *Senior Medical Editor, Curtis Learning*

Julie Munden, BA, has been a medical editor for 25 years and specializes in pharmaceutical sales and marketing content that is used to educate and train pharmaceutical sales representatives. Julie has worked for several global pharmaceutical companies, including McNeil Pharmaceuticals, Wyeth Pharmaceuticals, and Aventis. Before joining Curtis Learning, Julie owned her own freelance business where she worked with medical communications companies that contracted with pharma companies, such as Amgen, Genentech, Regeneron, and Merck, to produce pre- and postlaunch pharma sales training materials that included workshops, core visual aids, disease state and product-specific modules, journal ads, and assessment testing. As Senior Medical Editor, Julie edits and fact-checks content to meet AMA style, product-driven directives, and corporate guidelines and then uploads deliverables into electronic content management systems for internal Medical, Legal, and Regulatory review and submission to the US FDA. She uses such electronic content management systems as Veeva Vault, Zinc, NovoSmart, and Aprimo to upload these submissions. Julie's therapeutic areas of expertise include dermatology, immunology, oncology, respiratory medicine, and rheumatology, among many others.

Special Thanks

Freelance Workshop Committee

(Includes all volunteers as of January 6, 2018)

Lori De Milto, MJ, Writer for Rent, LLC

Christine Durst, PhD, Durst Writing Solutions

Kelleen Flaherty, MS, MWC™, Adjunct Assistant Professor, Graduate Program in Biomedical Writing, University of the Sciences in Philadelphia

Karen Golebowski, MS, President and Principal Biomedical Writer, Write Rite, Inc.

Jennifer Maybin, MA, ELS, Editor in the Woods

Jennifer Minarcik, MS, Jennifer Minarcik Biomedical Communications, LLC

Kristina Wasson-Blader, PhD, ELS, Principal, Clearly Communicating Science, LLC

Freelance Workshop Advisory Committee

Brian G. Bass, MWC™, President, Bass Global, Inc.

Michelle Dalton, ELS, Founder, Dalton & Associates

Lori De Milto, MJ, Writer for Rent, LLC

Kelleen Flaherty, MS, MWC™, Adjunct Assistant Professor, Graduate Program in Biomedical Writing, University of the Sciences in Philadelphia

Jennifer Minarcik, MS, Jennifer Minarcik Biomedical Communications, LLC

Kristina Wasson-Blader, PhD, ELS, Principal, Clearly Communicating Science, LLC