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

Presents the

12th Annual Freelance Conference

Saturday, March 22, 2014
8:00 AM – 4:45 PM

Hilton Philadelphia Airport
Philadelphia, PA

Conference Co-Chairs: Tracy Bunting-Early, PhD
Karen Todd-Jenkins, VMD
Janet Manfre, RD
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FREELANCE CONFERENCE AGENDA

8:00 AM - 8:45 AM
BREAKFAST AND REGISTRATION

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

9:00 AM - 10:00 AM
Freelancing and Beyond: Panel Discussion with Veteran Writers
Facilitator: Don Harting, MA, ELS, CCMEP
Panelists: Brian Bass, Linda Felcone, MA, Amy Rovi, Karen Roy, MSc, CCMEP
Veteran freelance medical writers who have gone beyond simply freelancing share their stories. Find out how they overcame challenges while adding value to their careers. Learn how you can also reach for more through leadership, research, mentorship, collaborations, and partnerships that can result in personal and business growth.

10:00 AM - 10:20 AM
REFRESHMENT BREAK

10:20 AM - 10:50 AM
Overview of the Business of Freelancing
Kristen Phiel, MS
This session will provide an encompassing overview of the core components and considerations for building and maintaining a successful freelance business.

10:50 AM - 11:50 AM
Ask the Experts: Contracts and Agreements
Facilitator: Sara Ewing, BSN, RN
Panelists: Susan E. Davis, Scott Fegley, Esq., Timothy Holly, Esq.
Even the most seasoned freelancers admit to wondering about the best way to handle contracts and agreements. There can be a lot of pressure to sign an agreement even when some of the language seems dubious. This presentation brings in outside legal experts to share their experience with contracts.

11:50 AM - 12:45 PM
LUNCH

12:45 PM - 1:25 PM
Brand Like a Pro
Tracy Bunting-Early, PhD
What can we learn from the big name New York ad agencies about branding and marketing? This presentation will cover a roadmap to success for your branding and marketing plan.
1:25 PM - 2:25 PM
FEATURE PRESENTATION
Maximizing Your LinkedIn Presence
Donna Serdula, SEO and Inbound Marketing Trainer, Blogger, and Consultant
LinkedIn Makeover expert Donna Serdula will go beyond the basics to show you how to ensure your clients see your value in this popular B-to-B marketing tool. Donna is the noted author of *LinkedIn Makeover: Professional Secrets to a POWERFUL LinkedIn Profile.*

2:25 PM - 3:20 PM
Discover Google+, Authorship, and SEO
Beth Browning
What is Google+ and how can it help you to build your freelancing business? This presentation will explore what Google+ is and how it supports a freelance business, how Google+ authorship works and how it can support building thought leadership, and how to become more familiar with SEO and how Google plays a role.

3:20 PM - 3:40 PM
REFRESHMENT BREAK

3:40 PM - 4:30 PM
ROUNDTABLES and DISCUSSION SESSIONS

4:30 PM - 4:45 PM
CLOSING REMARKS
ROUND TABLES and DISCUSSION SESSIONS

During the roundtable session at this year's conference, attendees can choose from a wide range of topics. New this year, roundtables will have one of 2 formats. "Roundtable" designates the AMWA traditional roundtable where attendees participate in an interactive learning session from a table leader with exceptional experience in the topic. "Discussion" designates a new format where peer freelancers come to the table prepared to contribute on a topic in order to build a consensus or solve a problem.

1. Pros and Cons: Freelancer vs Contractor vs Full-time (Roundtable)
   Meredith Rogers, MS, CMPP

2. Customer Service for Freelancers (Roundtable)
   Ann Volk, MA

3. Secrets to Marketing Success for Freelance Medical Writers (Roundtable)
   Lori De Milto, MJ

4. The 10 Most Important Strategies for Freelance Success (Roundtable)
   Laura J. Ninger, ELS

5. Making the Most of Your LinkedIn Profile (Discussion)
   Christine Durst, PhD

6. Contracts and Negotiations (Discussion)
   Sarah Zimov, PhD

7. Using Websites and Social Media to Build Your Personal and Business Brand (Discussion)
   Caroline Leopold, GPC

8. Our Role in Performance Improvement CME and other CME trends (Discussion)
   Don Harting, MA, ELS, CCMEP

9. From Bench Top to Desktop: Making the Transition From Scientist to Medical Writer (Discussion)
   Ruwaida Vakil, MS

10. When and How to "Fire" a Client (Discussion)
    Michelle Dalton, ELS

11. Illuminating the Impact of the Sunshine Act on Freelances (Discussion)
    Brian Bass
FREELANCE CONFERENCE LEADERS AND KEY PARTICIPANTS

Brian Bass
Brian Bass, current president of the American Medical Writers Association, is an award-winning freelance medical writer and co-author of *The Accidental Medical Writer*. He has been a successful freelance medical writer for 24 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 chaired the Princeton Conference for 16 years. At the national level, Brian has also served as president-elect of AMWA, Administrator of the 72nd Annual Conference (2012), and in Development and Public Relations, and he was local arrangements/publicity chair for the AMWA 59th Annual Conference in Philadelphia.

Beth Browning
Beth Browning is an SEO and inbound marketing trainer, blogger, and consultant. She is passionate about the growing connection between search engine optimization (SEO) and social media. With over 20 years in business and IT management, she loves teaching and helping people understand the power of the internet and how they can make the most of their online presence to generate new leads and convert them to customers. She has a corporate background with over a decade of eCommerce experience, and has been working in the online space since the beginning. Her specialties include SEO, marketing, customer experience, web application development management, web merchandising, website design, email marketing, and operations.

Tracy Bunting-Early, PhD, CCMEP, CMPP
Tracy is a former scientist with expertise in applied molecular biology and as a copywriter/strategist in the advertising industry. She started her freelance medical communications business in 2002 after working several years writing for pharmaceutical advertising and medical communications agencies, such as DMB&B, Lewis Gace Bozell, and Saatchi&Saatchi. Since that time she has worked for over 30 clients on a broad array of projects and topic areas—continually studying the industry and promoting the art of writing.

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. She develops original manuscripts for medical peer-reviewed journals, creates continuing medical education programs for accredited providers, works on training manuals (instructional design), writes 5-6 articles monthly for non–peer-review magazines, writes weekly newswires for a medical audience, produces live medical conference coverage, and still maintains her sanity.
Susan E. Davis
Susan E. Davis has published a novel, 4 nonfiction books, a monthly newsletter for architects and engineers, and numerous newspaper and magazine articles. A member of the National Writers Union (NWU), UAW Local 1981, Susan has been the NWU’s National Contract Advisor since 2007.

Lori De Milto, MJ
Lori De Milto, MJ, delivers targeted medical copy and content for patients, consumers, and health care 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 editor of the Delawriter, a member of the eCommunications team, president, Freelance Workshop founder and chair, and more, and AMWA national as a member of the annual conference committee, the AMWA Journal Freelance Forum, and more.

Christine Durst, PhD
Christine has 10 years of experience writing/editing scientific, educational, and promotional materials for diverse audiences. In 2011, she launched her own freelance medical writing business. Over the years she has taken a few classes on LinkedIn strategies and learned additional tips from colleagues, and she enjoys sharing these ideas with others in the field.

Sara Ewing, BSN, RN
Sara Ewing, President of Accurate Biomedical Communication, LLC, is a freelance regulatory medical writer. She contracts with human pharma companies and has a reputation for promoting best practices and precision in the production of clinical study and safety documents. While always expanding into new regulatory assignments, Sara has an affinity for safety narratives and has found she truly enjoys the nature of narrative synthesis. She is an active AMWA member, engaged in teaching and learning, and networking.

Scott Fegley, Esq.
Scott I. Fegley, Esq., has been representing clients in a wide variety of civil matters for over 27 years. Mr. Fegley started his own law practice in 2002 focusing on business, employment law, and personal injury cases. He has offices in Yardley, PA and Hamilton Square, NJ. (www.fegleylaw.com) Graduating cum laude from Lafayette College in 1984 and receiving his Juris Doctor from Villanova University School of Law in 1987, he is a member of the Phi Beta Kappa National Academic Honor Society. As an active member of the community, he has been a member of the Lower Makefield Township Board of Supervisors, acted as counsel to the Lower Bucks County Chamber of Commerce, and served on the boards of the Livengrin Foundation, the Newtown Business Association and advises the Bristol Township Business Association.
**Linda Felcone, MA**
Linda Felcone received her BA and MA degrees in English from the College of William and Mary. She has been a medical writer and editor for 30 years, the first 10 of which were with medical publishing companies either writing for journals or managing them. She has experience writing for a number of pharmaceutical companies; twenty years have been spent with one major pharmaceutical company. She has taught graduate level biomedical writing and AMWA workshops. She offers a unique perspective on many areas of medical writing and the changes that have occurred in the industry over the years.

**Don Harting, MA, ELS, CCMEP**
Working from his home office outside Downingtown, PA, Don specializes in writing needs assessments and instructional material for accredited continuing medical education (CME) in oncology. A former news reporter with a master's degree in journalism, Don holds professional certifications from the Board of Editors in the Life Sciences (BELS), the National Commission on Certification of CME Professionals, and core and science fundamentals certificates from AMWA. Besides working with thought-leaders around the country on CME projects, he serves as managing editor of *The BELS Letter* and is writing his own article on CME for the *AMWA Journal*.

**Timothy Holly, Esq.**
Timothy M. Holly is a partner with Connolly Gallagher LLP. He is Chair of the Delaware State Bar Association’s Labor & Employment Section Legislation Action Subcommittee, Co-Chair of the Delaware State Chamber of Commerce Employer Advocacy and Education Committee, and a member of Delaware’s Legislative Workplace Bullying Task Force. Representing both management and employees, he focuses his labor and employment law practice on diverse areas of law impacting human resources ranging from restrictive covenants to discrimination and retaliation. Having earned his masters' degree in industrial/organizational psychology before entering law school, Tim has an approach to labor and employment law that incorporates both legal considerations and matters of broader business concern. He has litigated and tried cases and negotiated complex settlements in administrative tribunals and in state and federal courts.

**Caroline Leopold, GPC**
Caroline is a grants consultant for biomedical researchers at major universities and biotech companies. Her primary work is in the preparation of NIH proposals and applications to other HHS agencies. Prior to becoming a freelancer, she worked as a grant writer for health-related nonprofits. Her interests include clinical medicine and improving health services. She pursued graduate study in community research and statistics at the University of Illinois at Chicago. She has been a member of AMWA since 2011.

**Janet Manfre, RD**
Janet Manfre recently left the freelance ranks to join Medscape, a division of WebMD, as a Senior Grant Developer. A registered dietitian, Janet began her professional career in patient
care, and then transitioned to medical communications in 1999. After several years as a Senior Medical Writer in medical communications agencies, she started her freelance business, providing a range of medical writing and editorial services to clients in the pharmaceutical industry. In her present position, she develops needs assessments and grant proposals for continuing medical education programs in oncology and hematology. Janet has been active in AMWA-DVC since 2007 and currently serves as the Web Chair.

Laura Ninger, ELS
Laura J. Ninger, ELS, is a full-time medical writer and president of Ninger Medical Communications, LLC. She began working in medical communications more than 25 years ago and is now celebrating her 20th year as an independent consultant. She provides writing, editing, and fact checking for abstracts, needs assessments, 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.

Kristen L. Phiel, MS
Kristen has a passion for science and medical communications. Her offerings combine both creative talent and scientific expertise. While she has been providing medical writing and healthcare communications consulting services for more than 10 years, she has been freelancing for 7 years and recently transitioned from sole proprietor to owner of PhiMed Communications, LLC. She enjoys working in pharmaceutical promotions across a wide range of therapeutic areas. Prior to turning to writing, she was a research scientist conducting drug discovery research for a leading pharmaceutical company. She received her MS in Microbiology and Immunology from Temple University School of Medicine.

Meredith Rogers, MS, CMPP
Meredith Rogers has more than 17 years’ experience as a medical writer. She has worked in the settings of both “big pharma” and at agencies, and has been a contractor and worked freelance. She began her career with a BS in Animal Health from the University of Connecticut and an MS degree in Microbiology and Molecular Genetics from Rutgers University/UMDNJ, and her experience encompasses numerous therapeutic areas in both human and animal health.

Amy Rovi
Amy B. Rovi is an entrepreneur, medical writer, artist, and foodie. She held numerous scientific, marketing and management positions at 2 global pharmaceutical companies before launching Medivor, LLC in 2007. She writes regulatory reports, scientific documents and medical marketing materials for web and print. Amy served on the Board of Directors for the National Leiomyosarcoma Foundation (NLMSF) and the Scientific Advisory Committee of Leiomyosarcoma Direct Research Foundation (LMSdr). She is passionate about medical advocacy and is writing her first book on the topic.
Karen Roy, MSc, CCMEP
Karen Roy MSc CCMEP is Principal at Ardgillan Group LLC, established in 2012 to provide best practice consulting in healthcare education to a range of clients and partners including pharmaceutical and device manufacturers, professional societies, technology innovators, and medical education companies. Prior to establishing her consulting practice, Karen had over 2 decades of global experience in industry in Europe and the United States with a career that started in sales and has included positions in clinical research, training, and more recently, medical education. A graduate of the Coach Training Alliance certification program, Karen also works with individuals and groups to achieve their goals.

Donna Serdula
Donna is the foremost expert in LinkedIn profile optimization. She founded LinkedIn-Makeover.com where she helps individuals from around the world brand themselves successfully using LinkedIn. In 2009 she decided to break free from corporate America and set out on her own path. She started Vision Board Media with the goal to help business and individuals leverage the Internet in their quest to market themselves.

Karen Todd-Jenkins, VMD
Karen Todd-Jenkins has been in medical communications for 14 years and is also a practicing veterinarian. After earning her veterinary degree from the University Of Pennsylvania School Of Veterinary Medicine in 1992, Karen practiced for several years before joining a pharmaceutical company as a technical writer. After spending some time in “big pharma” and with a medical communications agency, Karen launched her freelance career to allow more time for clinical practice. Karen has been in AMWA since 2000 and currently chairs the AMWA-DVC New Jersey Program Committee.

Ruwaida Vakil, MS
Ruwaida Vakil earned 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. While working as a scientist, she wrote articles for the journal *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, ProMed Write. Her work has appeared in various online publications. She specializes in writing needs analyses, online articles, discussion guides, proposals, 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, 3 children, and assorted animals.
Sarah Zimov, PhD
Sarah is an independent biomedical communications professional specializing in partnering with medical communications agencies to deliver the highest quality medical writing solutions for their clients. Sarah's early career, however, was on the agency side—starting out as an in-house medical writer and then as a leader of an entirely virtual medical team. 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.
SPECIAL THANKS TO OUR FREELANCE CONFERENCE EXHIBITORS!

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http://www.theaccidentalmedicalwriter.com/

Christina St.John Studios  
http://www.csjstudios.com/

AMWA-DVC subsidizes a portion of the conference costs as a benefit to its members.  
www.amwa-dvc.org