

## Medical Writing Workshop

The Second Annual Medical Writing Conference sponsored by the Philadelphia Local of the National Writers' Union was held on February 23, 2002, at the Newspaper Guild Building in Philadelphia. Participants included journalists, technical writers and AMWA-DVC members: Chuck Sutherland, PhD, John Smith, PhD, Alison Davis, PhD, Richard Bartucci, DO, and Maitland Young, PhD.

The topic of the workshop was "What is a Medical Writer?" The organizer was your editor, who was a panelist along with AMWA-DVC members Brian Bass, Lori De Milto, and medical journalist Jody Kolodzy. The moderator was pharmaceutical writer Robert (Bert) Schulz.

The panelists discussed the variety in medical writing, how to get jobs, tools, contracts and fees for writing services. The main elements of medical writing are 1) being able to write; 2) understanding therapeutic area; 3) honoring deadlines. The discussion of fees for writing services startled more than a few starving journalists limping along on under 20K a year. Rough calculations of rates charged led us to conclude that some AMWA members are making as much as the President of the United States.

*The Editor*

The strategic business unit of the University of the Sciences, seeks freelance writers and editors for projects including educational modules, CME tests, multimedia and other biomedical and pharmaceutical writing. Must have written/edited manuscripts; be experienced in biomedical and pharmaceutical science. Contact Randy Hendrickson, r.hendri@usip.edu Advanced Concepts USP, The University of the Sciences in Philadelphia, 600 S. 43rd Street, Philadelphia, PA 19104-4495.

*Ad rates: \$1 per word up to 150 words. Over 150 words and/or yearlong website posting: contact Gary Dorrell.*

## AMWA-DVC President 2001-2002

Stephen Collins started medical writing as a freelance about 3 years ago after 16 years in sales and marketing. He has a Master of Science in Molecular Biology, and a life-long interest in Science and Medicine. Mr. Collins quickly sought out the camaraderie and networking provided by AMWA, and decided to play an active role because "AMWA delivers far more value to its members than any professional organization I have seen." In addition to serving as President, Mr. Collins has helped Brian Bass coordinate the chapter's last two Princeton Conferences. During his upcoming year as Immediate Past President, Mr. Collins plans to work to expand options for AMWA members to obtain health and other insurance coverage.

News of the Delaware Valley Chapter  
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# DELAWRITER

News of the Delaware Valley Chapter

Spring 2002



## Chapter Dinner Meeting and Board Elections Thursday, June 13, 2002

### 2002-2003 Elections

During the June dinner meeting the AMWA-DVC membership votes for officers for 2002-2003. Every year we vote for a President-Elect and whatever positions about to be vacated. The unopposed candidate this year is Ms. Joan B. DeVinney (bio inside). This year the position of Secretary is being vacated by Lori De Milto and we will vote for a new Secretary. The unopposed candidate is Dr. Charles Sutherland. Meanwhile our 2001-2002 President becomes Past-President and our 2001-2002 President-Elect becomes President.

### President 2002-3

Terry Ann Glauser, MD, is a Baccalaureate in Science from Johns Hopkins, has a Doctorate of Medicine from Thomas Jefferson University, is board-certified in Emergency Medicine and is a Master of Public Health. She moved to medical writing in 1995. She does regulatory, marketing and educational writing. Dr. Glauser has been a member of AMWA since 1996.

### Dinner Meeting Program

## Will Safety Be Undone By the Pen? Avoiding Dangerous Terms in Medical Writing

by

Michael R. Cohen, RPh, MS, DSc

at

Sheraton Bucks County Hotel,  
400 Oxford Valley Road  
Langhorne, PA 19047  
(215) 547-4100

networking, 5:30 p.m.

dinner, 6:30 p.m.

program 7:30 p.m.

For information:  
contact Chuck Sutherland,  
215-453-9084,  
skimmer@mail3.enter.net.

The June 2002 Dinner Speaker is Michael R. Cohen, RPh, MS, DSc, is President of the Institute for Safe Medication Practices. Dr. Cohen is co-editor of the *ISMP Medication Safety Alert!*, a biweekly alert system sent by fax or e-mail to over 560,000 health professionals. Dr. Cohen has authored a book, *Medication Errors* (APhA, August 1999) and is on the editorial board of several journals and national committees concerned with drug safety.

### News from National

**2001 Salary Survey Results:** Mean income from "our" region (defined as NY, PA, NJ, DE, and Eastern Canada): \$73,089. Full-time employee mean income: Writing: \$69,226; Editing: \$56,588. Full-time freelance mean income: Writing: \$89,183; Editing: \$40,095. Full-time freelance mean hourly rates: Writing: \$76; Editing: \$62. Full results will be presented at the 2002 Annual Conference, published in the *AMWA Journal*, and posted on AMWA's Web site.

**Distance Learning Pilot:** Two core curriculum courses are being developed as distance learning programs in a CD-ROM and book format. AMWA expects to launch them in Spring 2003.

**New Annual Conference Format:** The 3-day 2002 Annual Conference in San Diego will include 5-7 how-to sessions (NEW); 46 core, 15 advanced, and 24 non-credit workshops; 2 breakfast roundtables; open sessions; and tours. NOTE: If you're taking core courses, sign up via fax as soon as you get your registration materials. Eileen Moran, PhD, and Lori De Milto.

## Joan DeVinney

Joan B. DeVinney is the unopposed candidate for 2002-2003 President-elect. (jbdevinney@earthlink.net).

Ms. DeVinney has been a member of AMWA since 2000, from which time she quickly became a hard-working member of our Chapter.

Ms. DeVinney is a freelance medical writer and editor of marketing and educational materials. She has a BA (in biology and secondary education) from Cedar Crest College, is a certified literacy instructor and a certified dental assistant. She has a multidisciplinary certificate from the AMWA Biomedical Communications Core Curriculum, and is working on the Advanced Curriculum.

Joan has been a Biology teacher, a pharmaceutical sales representative and Director of an adult literacy program.

*Bios edited by the Editor from material supplied by subjects.*

## Chuck Sutherland, PhD

His formal name is Charles A. Sutherland, PhD, and you have met him at the Chapter meetings, smiling at you, signing you in. Dr. Sutherland is a freelance writer and has been a great Program Chair and is the unopposed candidate for Secretary (member since 1997).

After getting his PhD in reproductive endocrinology, followed by 2 post-doctoral positions in biochemistry, Dr. Sutherland worked 18 years as a biochemist in drug discovery in the pharmaceutical industry. He worked in cardiovascular and respiratory biochemistry and physiology, wrote regulatory documents, has 6 patents and 28 scientific publications. Over the past 20 years, Dr. Sutherland has investigated, lectured and written for boating journals on cold shock, immersion hypothermia and cold-water boating accidents. Which explains his e-mail address.

The *Delawriter* is the newsletter of the Delaware Valley Chapter of the American Medical Writers Association (AMWA)

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**Articles, haiku, news, advertising: submit to the Editor. Ideas about dinner meeting speakers: contact the President.**

**Please send address changes and membership information to the American Medical Writers Association**  
40 West Gude Drive #101  
Rockville MD 20850-1192  
301-294-5303  
or by e-mail to contacts listed at [www.amwa.org](http://www.amwa.org)

### AMWA-DVC Executive Committee:

President: Steve Collins  
215-957-1382

President-Elect: Terry Ann Glauser, MD  
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Delegate: Lori De Milto  
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**Medical Writers** sought by Aerotek for contract jobs around Philadelphia. If you have experience with IND/NDA submission please contact Rich Goldbeck at 610-254-5423.

## Help for Medical Writers

### Toolkit for New Medical Writers Now Online

AMWA-DVC's new Toolkit for New Medical Writers is now online at [www.amwa-dvc.org](http://www.amwa-dvc.org). The toolkit highlights opportunities in medical writing with separate sections on scientific and marketing medical writing, outlines characteristics of successful medical writers, provides tips on getting started, discusses the ways in which AMWA membership helps medical writers, and provides general and freelance resources. Thanks to Kate Casano and Joan DeVinney for their assistance with editing. *Lori De Milto, who developed the Toolkit for New Medical Writers.*

*From the editor:*

Rave reviews for the toolkit from participants of the Princeton Conference on April 13, 2002. Huge appreciation from the Executive Committee for Lori's great work, also for her years of being Secretary. Any feedback on the toolkit, contact Lori.

## Cephalon: The Story of the Genesis of a Delaware Valley Pharmaceutical Company

"Biotechnology is a big word that means hope," said Jeff Vaught, PhD, President of Research and Development at West Chester-based Cephalon, Inc. Dr. Vaught shared the story of Cephalon's birth, development, and maturation at the March 12 AMWA-DVC meeting.

Established in 1987 with the goal of halting the progression of devastating neurodegenerative diseases such as Alzheimer's, ALS, strokes, and head or spinal trauma, Cephalon develops innovative products to treat neurological and sleep disorders. The company went public in 1991 and had its first profitable year in 2001, becoming 1 of 12 profitable biotech companies out of approximately 1,200 nationwide. Last year, it also earned a spot on the NASDAQ 100 index, raised approximately \$1 billion in capital, and consolidated worldwide rights to its flagship product, Provigil, a

wakefulness-promoting agent.

"Cephalon decided that the best way to run the business was to accommodate risk, not run from it," said Dr. Vaught. By recognizing and managing risk, and successfully raising capital, Cephalon has succeeded where many other biotechs have failed. Through partnerships with major pharmaceutical companies such as Schering-Plough and Johnson & Johnson, Cephalon built research expertise and balanced drug development costs.

Cephalon has three marketed products: (1) Actiq for breakthrough cancer pain; (2) Gabitril for seizures in epilepsy; and (3) Provigil for excessive daytime sleepiness. There is a high unmet need for a novel wakefulness-promoting agent such as Provigil, according to Dr. Vaught, in common conditions such as sedation, fatigue, narcolepsy, and excessive daytime sleepiness. Alternative treatments

produce hyperactivity, mood elevation, and other undesirable side effects. Provigil promotes "normal" wakefulness with minimal generalized central nervous system excitement.

Provigil is currently approved to treat excessive daytime sleepiness in narcolepsy. Cephalon hopes to expand its use to other sleep disorders such as sleep apnea and shift work, and possibly to other diseases such as multiple sclerosis and Parkinson's. The company is conducting a study of Provigil for night shift work, at FDA's request, and a flight simulation study for the military.

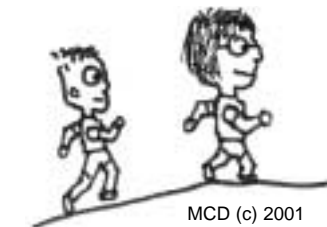
Cephalon is not a mature company yet, according to Dr. Vaught. "We've come a long way, but we have a long way to go," he said.

*Lori De Milto, [lolid@voicenet.com](mailto:lolid@voicenet.com). Lori is a freelance writer.*

## Medical Haiku

I've been promised haiku from wonderful writers from whom the creative juices have not spilled onto paper, so here's another one from your editor, who has been writing a lot about HIV since September.

HIV? Life calls:  
Cut down fats, exercise more  
Take all your HAART pills.  
*SJ Dodgson (c) 2002*



MCD (c) 2001

*The Princeton Conference on April 13 2002 was a huge success thanks as always to Brian Bass. More next issue.*