

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

*Presents the Full-Day*

## **Eighth Annual Freelance Workshop**

**Saturday, April 17, 2010  
9:00 a.m. to 4:15 p.m.**

DoubleTree Guest Suites  
640 West Germantown Pike, Plymouth Meeting, PA

*Workshop Chairs*

Lori De Milto, MJ, and Julie Munden

*Advisory Committee*

Susan E. Aiello, DVM, ELS  
Brian Bass  
Kira J. Belkin, PhD  
Lisa P. Breck  
Nicole Cooper-Johnson  
J. Lynne Dodson

Cynthia L. Kryder, MS, CCC-Sp  
Lynne Lederman, PhD  
Jennifer Maybin, MA, ELS  
Patricia McAdams  
Jane Neff Rollins  
Cindy vanDijk

*Workshop Committee*

Nancy Archibald  
Cindy Bouruet  
Stephanie Cover  
Michelle Dalton  
RuthAnn Deveney  
Melanie Goodman Dante  
Eileen Girtten

Jennifer Maybin  
Patricia McAdams  
Monica Palkovic  
Sarah Reedy  
Kent Steinriede  
Barb Woldin

## Presentations

(See page 6 for presenters' bios)

### **WHAT CLIENTS LOOK FOR IN FREELANCE MEDICAL WRITERS**

*Jayson Dupré, DO, MBA, Vice President of Strategic Development, Hudson Global*

- Breaking in: Key qualifications for new freelance writers
- What goes on behind the scenes in medical education
- Critical success factors in the client/freelance relationship
- How to become an invaluable resource: Tips for generating repeat business

### **HIGH-PERFORMANCE FREELANCING**

*Debra Gordon, MS, President, GordonSquared, Inc.; Medical Communications (writing, editing, book collaboration)*

- Blogging and beyond
- The value of a virtual assistant
- Diversifying for success OR where your eggs belong (if you want to make 6 figures and beyond)

### **WEB 2.0: RETOOLING HOW FREELANCES MARKET THEIR SERVICES**

*Cynthia L. Kryder, MS, CCC-Sp, Professional Medical Writer and Author*

- Web 2.0 and current trends
- Implementing online strategies to:
  - Build social networks
  - Connect with prospective clients, employers, and customers
  - Increase your online exposure
- Using social media to market yourself

### **INTERACTIVE SALES TRAINING: YOU CAN DO IT!**

*Brian Bass, President, Bass Advertising & Marketing, Inc.*

- WHAT is interactive sales training and WHERE does it appear?
- WHY does pharma love interactive sales training?
- WHEN is it appropriate to use interactive sales training?
- HOW do you write interactive sales training scripts?

## Roundtables

(See page 7 for roundtable leaders' bios)

### SESSION 1

- 1. Continuing Medical Education (CME) Needs Assessments: What You Need to Know**, *Debra Gordon, MS, President, GordonSquared, Inc.; Medical Communications (writing, editing, book collaboration)*
  - Where's the work and how much does it pay?
  - Accreditation Council for Continuing Medical Education (ACCME®) requirements for needs assessments
  - Needs assessments vs. practice gaps vs. learning objectives
  - The nuts and bolts of writing a needs assessment
- 2. Freelance Opportunities with Staffing Agencies**, *Dora Pereda, Senior Clinical Recruiter, OnAssignment Clinical Research*
  - Benefits of working with a staffing agency
  - Types of opportunities that are available with staffing agencies: Contract, direct hire, freelance, and project-based
  - Possibilities that partnering with a staffing agency offers
- 3. Freelance Opportunities with Pharmaceutical Companies and Medical Communication Agencies**, *John Smith, PhD, Novo Nordisk, and Robert McCarthy, PhD, AdelphiEden*
  - Scientific publication planning and medical writing in today's environment
  - How pharma companies partner with medical communication companies
  - What we are looking for in freelance writers
  - Opportunities for freelances
- 4. Rewriting Copy for Professional and Lay Audiences**, *Lynne Lederman, PhD, Freelance Medical Writer*
  - Know your audience
  - Modifying physician-targeted content for patients, nurses and the general public (and vice versa)
  - Practice exercises

5. **Becoming a Medical Writer**, *Amy Rovi, President, Medivor, LLC*

- Past assessment, present status, and future goals
- Professional development
- Networking opportunities
- Contracts and collaboration

6. **No Portfolio? No Problem!**, *Cheryl Lathrop, Freelance Medical Writer*

Creating an instant medical writing portfolio out of thin air — one writer's experience:

- How to repurpose what you already have laying around the house and office
- How to create new medical writing samples instantly in an afternoon
- How to get people to let you write for them and thus get a sample
- How to make all your new writing samples look polished and professional

7. **How to Market Your Freelance Business**, *Barbara Rinehart, MS, Freelance Medical Writer*

This roundtable will cover the 10 key steps in freelance marketing. Participants will learn to:

- Know themselves well enough to research their niche market
- List their skills to create winning sales materials
- Develop tools to keep current clients happy and generate new clients
- Network and prospect for a successful career

8. **Running Your Freelance Career Like a Business**, *Wendy Horn, PhD, Freelance Writer, Insight Communications Group, LLC*

This wide-ranging roundtable aims to provide input and lively discussion around:

- The advantages of setting up a business entity
- Easy steps to setting up your freelance business
- Running your office like a business
- Taking yourself seriously: The impact of defining your freelance career as a business

## SESSION 2

9. **Making the Transition from Another Scientific/Medical Career to Medical Writing**, *Lynne Lederman, PhD, Freelance Medical Writer*

- What kind of writing is right for me?
- Writing samples and clips
- Breaking in: Should you work for free?

**10. Myths & Realities of Freelance Medical Writing**, *Nicole Cooper-Johnson, Freelance Medical Writer, Cooper-Johnson Communications, LLC*

Explore such myths as:

- Staff writing jobs provide more stability than freelance writing
- Medical writing requires an advanced degree
- Freelance writing offers limitless flexibility and freedom
- It's all about the writing — great writing skills are all you need to succeed

**11. Writing About Health for Consumers and Patients**, *Patricia McAdams, Freelance Medical Marketing Writer*

- The positive and negative aspects of writing for non-profits, hospitals and medical centers, the popular press, and other organizations that target a general audience
- How to find your clients
- How to find great experts and patient sources for your stories

**12. Peering through the Double-Blinds: A Quick Look at Regulatory Writing**, *Linda Felcone, MA, Bristol-Myers Squibb*

- Trends in regulatory writing
- AMWA-DVC's grassroots regulatory training program
- Highly regulated documents involved in new drug development

**13. Building Brand You**, *Ann Volk, MA, Freelance Medical Writer*

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

**14. Building Your Freelance Business through AMWA**, *Lisa P. Breck, President, Breck & Co., Inc.*

Learn how to maximize your AMWA membership to help grow your business through:

- AMWA's online resources
- The *Freelance Directory*
- Networking and volunteering

15. **Increasing Efficiency with Software and Online Services**, *Jennifer Maybin, MA, ELS, Maybin Healthcare Communications*

- Learn more efficient ways to track time, fetch and share files, build Web sites, streamline editing, access remote computers, and more
- Bring your favorite tools, utilities and tips for PCs and Macs to share
- Go home feeling more efficient and like you're your own IT department

16. **Planning for Retirement for Freelances**, *Brian Bass, Bass Advertising & Marketing, Inc.*

- What do you want to be when you grow up?
- What are you doing today to get there?
- What role does freelance medical writing play?
- What can you do tomorrow to achieve your goal?

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## Workshop Schedule

Registration and continental breakfast	9:00 a.m.–9:30 a.m.
Presentations	9:30 a.m.–12:30 p.m.
Lunch	12:30 p.m.–1:45 p.m.
Roundtables	2:00 p.m.–4:15 p.m.

*See page 11 for the Registration Form.*

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## Bios

### PRESENTERS

**Brain Bass** is an award-winning freelance medical writer and co-author of *The Accidental Medical Writer*, written for novices and seasoned professionals who want to become successful freelance medical writers. Brian has been a professional writer for more than 30 years and started his freelance business in 1989. He writes scientific, educational, and promotional materials in a wide range of therapeutic areas and media for healthcare professionals and lay audiences.

Brian is a frequent presenter of workshops and roundtables at AMWA national and chapter conferences and gives many presentations to freelances and those seeking to become freelances. Brian has served AMWA-DVC as president and as publicity and programming chair. He has chaired the chapter's Princeton Conference since its inception in 1996. He also

served at the national level on the AMWA Executive Committee from 1999 to 2001, and was local arrangements and publicity chair for AMWA's 59<sup>th</sup> Annual Conference in Philadelphia.

**Jayson Dupré, DO, MBA**, is vice president of strategic development at Hudson Global in Tarrytown, N.Y. After earning his medical degree from the Philadelphia College of Osteopathic Medicine, Dr. Dupré completed a residency in internal medicine at the Lehigh Valley Hospital and Health Network, where he served as chief resident. He then joined the medical affairs team at AstraZeneca, focusing on advocacy development in cardiovascular disease and diabetes. While at AstraZeneca, he earned his MBA from Villanova University. He joined Quintiles in 2003.

Dr. Dupré has been with Hudson Global, a medical communications company, since 2005. He directs the company's medical strategy and works with freelance medical writers to develop the content of proposed and ongoing medical education initiatives targeting physicians. Dr. Dupré also serves as a physician at the Welcare Center, a medical practice he and his wife Jennifer Dupré, DO, founded in Spring House, Pa.

**Debra Gordon, MS**, has been an independent medical communication writer since 2000. In her previous life, she worked as a newspaper reporter covering health and medicine, a provider relations manager for a managed care organization, and an editor/senior writer for a healthcare publisher. Debra specializes in consumer education, sales training materials, medical journal publication writing, and CME. She does her writing from her office in Williamsburg, Va.

**Cynthia L. Kryder, MS, CCC-Sp**, has worked in the field of healthcare in some way ever since she earned her Master's Degree and headed to her first professional job as a speech-language pathologist at a private school in suburban Philadelphia. Her later 9-year stint working in a pediatric rehabilitation hospital developed her passion for writing patient education materials and cemented her interest in the field of medicine.

Cyndy launched her freelance medical writing career in 1992 and enjoys the freedom and flexibility it offers her. She currently writes promotional, educational, and scientific pieces for professional and lay audiences in a number of different therapeutic areas and for a wide range of media. She is the co-author of *The Accidental Medical Writer* and the author of *Nude Mice and Other Medical Writing Terms You Need to Know*.

## ROUNDTABLE LEADERS

**Brain Bass:** Please see his bio under Presenters.

**Lisa P. Breck** launched Breck & Co., Inc. several years ago after building her career in the corporate arena. A veteran sales and marketing professional, she ended her corporate career as a publisher in the ophthalmology arena and then launched an educational division where she developed educational symposia, training programs, and product launches for her clients. She finds her varied background is a valuable asset in dealing with her clients, as it has

allowed her to take on projects that run the gamut from strategic planning and marketing programs to patient and clinician educational programs and enduring materials.

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

**Linda Felcone, MA**, is a freelance currently at Bristol-Myers Squibb in cardiovascular/metabolic medicine. She has been a medical writer since the early 1980s and a member of AMWA since 1983. For 16 years, she worked at Bristol-Myers Squibb, either as an employee or a contract writer in clinical research, regulatory, and training. The rest of her writing time has been divided between medical training documents and journal articles. Linda has taught technical or medical writing at five colleges, including USIP and The College of New Jersey, as well as in the US Air Force. She has contributed study reports and summary documents for six new drug applications. Linda now writes and edits regulatory and non-regulatory documents, primarily on diabetes.

**Wendy Horn, PhD**, has been a freelance medical writer and AMWA member for more than a decade. She began her career in pharmaceutical research after earning a BA and MS in biology, later earning a PhD in biology from the University of London while continuing to work full-time as a natural products chemist. After a stint in pharmaceutical marketing, Wendy started Insight Communications Group, LLC, and began freelance writing. She writes journal articles, newsletters, executive summaries, and other promotional, educational, and scientific documents in a wide variety of therapeutic areas.

**Debra Gordon, MS**: Please see her bio under Presenters.

**Cheryl Lathrop** has been a freelance medical writer for several years now. She started her career with a degree in mathematics, became a software engineer, and then an engineering manager in corporate America. However, in every job, she was also a technical writer, since she was one of the few engineers who could write. Then, after tiring of commuting, and wanting to pursue her interest in all things medical, she moved into medical writing and freelancing.

**Lynne Lederman, PhD**, has been a medical writer since 1990. She received her PhD in molecular biology and virology from Cornell University. She worked in the biotechnology industry for several years before turning to medical writing full time. Dr. Lederman writes training materials, including self-instructional texts and audio and video scripts for physician, medical scientific liaison and sales representative education in the fields of oncology, genetic disorders, infectious diseases, women's health, transplantation, laboratory diagnostics and blood bank procedures, and autoimmune diseases. She is the medical writer for the International Myeloma Foundation and reports from the annual meetings of the American Society of Hematology and the American Society of Clinical Oncology.

**Jennifer Maybin, MA, ELS**, is a freelance medical writer and editor in Branchburg, N.J. She mostly edits for textbook publishers, medical education companies, Web sites, journals, and societies. Occasionally, she writes needs assessments, sales training materials, and consumer information. She has learned through trial and error to be her own IT department, becoming more efficient through use of online service, widgets, free software, and lots of networking.

**Patricia McAdams** has 18 years of experience writing about science and medicine. Since 2002, she has worked primarily as a freelance medical writer, specializing in writing consumer healthcare stories. Her clients include educational organizations and non-profits, such as The National Academies of Sciences, the Breast Cancer Network of Strength, Health Behavior News Services, and Cancer Treatment Centers of America. Her articles have appeared in local newspapers, including the *Intelligencer Journal* in Lancaster and *The Bulletin* in Philadelphia, as well as national magazines, including *AARP Bulletin*, *Women & Cancer*, *Cancer Fighters Thrive*, *Family Circle*, and *The Washington Post*. She earned a bachelor's degree in science communications at Penn State.

**Robert McCarthy, PhD**, is director of scientific services at AdelpHiEden. His primary responsibilities include publication planning, medical content oversight, and the writing and editing of review articles, slide kits, and other medical communications for liraglutide (Victoza), a GLP-1 receptor agonist for type 2 diabetes, developed and marketed by Novo Nordisk. Before joining AdelpHiEden, Dr. McCarthy was the manager of medical writing at Euro RSCG Life. He has worked in medical communications for more than 15 years.

**Dora Pereda** has been working in the pharmaceutical staffing industry in the Delaware Valley for 10 years. She has maintained a focus on medical writing projects and recruiting.

**Barbara Rinehart, MS**, has been a freelance medical writer since 1990. She has written books, monographs, training and teaching materials, patient education brochures, journal articles, ads, annual reports, scripts, speeches, and magazine articles for both the lay and professional public. Barbara studied biology at James Madison University in Harrisonburg, Va. She completed her MS degree from Johns Hopkins University in Baltimore while working in the pharmaceutical sciences. With over 20 years of freelance experience, Barbara has written in every therapeutic area and for every type of media.

**Amy Rovi** has more than 15 years of medical education, training, and corporate pharmaceutical experience. She held many scientific, marketing and management positions with two global pharmaceutical companies from 2000 to 2006. In 2007, Amy launched Medivor, LLC, a medical writing and consulting firm in suburban Philadelphia. Her firm develops and edits regulatory reports and medical marketing materials for Web and print. In 2009, Amy was elected to the board of directors of the National Leiomyosarcoma Foundation. She also serves on the scientific advisory committee of the Leiomyosarcoma Direct Research Foundation.

**John Smith, PhD**, has been a medical writer with Novo Nordisk Inc. (USA) since 2003. Before that, John worked with two medical communication agencies from 2000 to 2003, where he worked with various in-house and freelance writers. John is currently managing the US

scientific publication plan for incretin-based therapies (for type 2 diabetes) where he works closely with the global Publication Planning Group. John's group is partnering with various medical communication agencies (and freelance writers) to produce multiple reviews, supplements, and data-driven publications (abstracts and manuscripts). Before entering the pharma industry, John taught health and exercise science courses for four years at various US colleges. He also worked with the 1996 Australian Olympic Team.

**Ann Volk, MA**, has been a medical writer for more than 15 years and a freelance based in Delaware for 8 years. Ann specializes in writing for pharmaceutical sales training, including modules, e-learning, and live workshop support materials.

*Please continue to the Registration Form on the next page.*

NOTE: Save time and ensure we have your correct information. Use the Word version of the registration form, which you can type on. Download it at: [www.amwa-dvc.org](http://www.amwa-dvc.org).

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## Registration Form

*Please complete the information below and mail it with your payment. Make checks payable to AMWA-DVC. No credit cards accepted. Registration will be limited to the first 80 people who send their checks. Your check must accompany the registration form to secure a spot. No on-site registrations accepted. On-site check-in will begin at 9:00 a.m.*

**Registration deadline: Thursday, April 1, 2010**

Name \_\_\_\_\_

Title and Company (as you would like it to appear on your name tag)

\_\_\_\_\_

E-mail address \_\_\_\_\_

Phone number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

*Please select one:*

AMWA Member       Non-AMWA member

*Freelance experience:*

Not yet a freelance     0-1 year     1-3 years     3-5 years     5+ years

*Education and background:*

Science (MD, PhD, PharmD, etc.)     Journalism/English or other

Would you like to be included in the participant list? The list will be provided ONLY to those who agree to be listed. This list will contain name, company and e-mail address ONLY.

Yes       No

*(continued on next page)*

## Roundtables

Please select your top 3 choices for roundtables for EACH session (1 being your first preference and 3 your third).

*NOTE: Register early to get your preferred roundtables. Roundtables will be assigned in the order in which we receive your registration. Switching from assigned roundtables is not allowed. We will issue tickets for roundtables.*

### SESSION 1

- \_\_\_\_\_ 1. Continuing Medical Education Needs Assessments: What You Need to Know
- \_\_\_\_\_ 2. Freelance Opportunities with Staffing Agencies
- \_\_\_\_\_ 3. Freelance Opportunities with Pharmaceutical Companies and Medical Communication Agencies
- \_\_\_\_\_ 4. Rewriting Copy for Professional and Lay Audiences
- \_\_\_\_\_ 5. Becoming a Medical Writer
- \_\_\_\_\_ 6. No Portfolio? No Problem!
- \_\_\_\_\_ 7. How to Market Your Freelance Business
- \_\_\_\_\_ 8. Running Your Freelance Career Like a Business

### SESSION 2

- \_\_\_\_\_ 9. Making the Transition from Another Scientific/Medical Career to Medical Writing
- \_\_\_\_\_ 10. Myths & Realities of Freelance Medical Writing
- \_\_\_\_\_ 11. Writing About Health for Consumers and Patients
- \_\_\_\_\_ 12. Peering through the Double-Blinds: A Quick Look at Regulatory Writing
- \_\_\_\_\_ 13. Building Brand You
- \_\_\_\_\_ 14. Building Your Freelance Business through AMWA
- \_\_\_\_\_ 15. Increasing Efficiency with Software and Online Services
- \_\_\_\_\_ 16. Planning for Retirement for Freelances

*(continued on next page)*

## Price

*Early-bird registration (received by March 12):*

AMWA members     \$95

Non-members       \$130

*From March 13–April 1 (all registrations must be received by April 1):*

AMWA members     \$110

Non-members       \$145

The registration fee includes continental breakfast, lunch, and morning and afternoon breaks.

Enclosed is my check for \$\_\_\_\_\_

Mail your completed registration form and your check, payable to AMWA-DVC, to:

AMWA-DVC  
c/o Julie Munden  
220 Montgomery Avenue  
Souderton PA 18964

***Registration deadline: Thursday, April 1, 2010***

No refunds will be given for cancellations after **noon (12:00) on Thursday, April 1, 2010.**

## Questions?

Contact Julie Munden: [juliemunden@comcast.net](mailto:juliemunden@comcast.net) or (215) 723-2951.

## Directions

See next page

## Directions to DoubleTree Guest Suites

640 West Germantown Pike, Plymouth Meeting, PA 19462 (610) 834-8300  
www.doubletreeplymouth.com

### From Route 476

- Take Route 476 to Exit 20 — Germantown Pike West
- At the third light turn right onto Hickory Road
- At the first light turn left onto Fountain Road
- Hotel is at the first stop sign on your right

### From the Philadelphia International Airport

- Take I95 South to Route 476 North
- Follow 476 North to Exit 20 — Germantown Pike West (the last exit)
- Merge with Germantown Pike
- At the third light turn right onto Hickory Road
- At the first light turn left onto Fountain Road
- Hotel is at the first stop sign on your right

### From the New York/New Jersey Turnpike

- Take the New Jersey Turnpike to Exit 6 — Pennsylvania Turnpike
- Go west on the Turnpike to Exit 333 — Norristown
- Follow signs to Plymouth Road
- Turn left at the first light onto Plymouth Road
- At the next light, turn right onto Germantown Pike
- At the second light turn right onto Hickory Road
- At first light turn left onto Fountain Road
- Hotel is at the first stop sign on your right

### From Downtown Philadelphia

- Take I76 West to Exit 331B — Plymouth Meeting/Route 476
- Take 476 North to Exit 20 — Germantown Pike West
- At the third light turn right onto Hickory Road
- At the first light turn left onto Fountain Road
- Hotel is at the first stop sign on your right

### **From Wilmington, Del.**

- Take 195 North to Route 476 North
- Take 476 North to Exit 20 — Germantown Pike West
- At third light turn right onto Hickory Road
- At first light turn left onto Fountain Road
- Hotel is at the first stop sign on your right