

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

Presents
The Expanded Full-Day

Fourth Annual Freelance Workshop

Saturday, January 14, 2006
9:00 a.m.-4:15 p.m.

Sheraton Park Ridge Hotel and Conference Center
480 North Gulph Road
King of Prussia, Pa.

Workshop Chairs:
Lori De Milto and Dorit Shapiro

Workshop Committee:
Gail Rose

Presentations

OPPORTUNITIES IN NON-REGULATORY WRITING FOR PHARMACEUTICAL COMPANIES

Lynne Lederman, PhD, Freelance Medical Writer

- The industry: pharmaceuticals (drugs and biologics), diagnostics, devices
- Education, scientific meetings, and relatives
- Peer-reviewed publications and quasi-publications
- Public, media, and investor relations

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. After academic research and several years working in the biotechnology industry, she turned to medical writing full time. Her projects include regulatory documentation, print and multimedia training and magazine articles. She is a long-time AMWA member.

WHAT EMPLOYERS LOOK FOR IN FREELANCE MEDICAL WRITERS

Susan Stein, Chief Executive Officer, CONNEXION Healthcare

- Client/freelance relationship—critical success factors
- Matching work styles with your clients
- How to become an invaluable resource

Susan Stein is founder and Chief Executive Officer of CONNEXION Healthcare, a healthcare education and communications company that serves the world's leading pharmaceutical manufacturers. Based in Newtown, Pa., CONNEXION Healthcare comprises two separate operating units: Clinical CONNEXION (CCX), a full-service healthcare communications agency that specializes in medical promotion and non-certified medical education, and Excellence in Medical Education (XME), which concentrates on continuing medical education and continuing education for healthcare professionals.

ADAPTING YOUR WRITING STYLE TO YOUR AUDIENCE

Stephanie Phillips, PhD, President, Project House, Inc.

- Knowing your audience: clinical or consumer
- Adapting your style to fit the format and the audience
- Getting the important points across

Stephanie Phillips has been in medical communications since 1980. She has a PhD in Biology from the University of Chicago, has done research in cell biology and immunology, authored 20 publications, and taught undergraduates and medical students. In addition to writing pharmaceutical advertising copy, she has contributed strategically to dozens of major pharmaceutical product launches. She is a long-time AMWA member.

FINANCIAL ISSUES FOR FREELANCE WRITERS

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

- Earn more, Work less
- Keep the cash flowing
- Prepare for the unexpected
- Achieve your financial goals

Brian Bass has been a successful freelance medical writer for more than 16 years. His company, Bass Advertising & Marketing, provides medical writing solutions to firms specializing in medical communications, medical education, and medical advertising. An AMWA Fellow, Brian has chaired the Delaware Valley Chapter's Princeton Conference since its inception in 1996. He has also served AMWA-DVC as president, and as publicity and programming chair.

Roundtables

Please see descriptions of the roundtables and their leaders below.

SESSION 1

1. FOR NEW AND ASPIRING FREELANCES: To Leap or Not to Leap: Becoming A Freelance Medical Writer, *Brian Bass, President, Bass Advertising & Marketing, Inc.*

2. FOR SEASONED FREELANCES: Dealing with Isolation and Distraction (Two Sides of the Freelance Coin), *Lynne Lederman, PhD, Freelance Medical Writer*

3. Freelance Medical Writing for Journalists and English Majors, *Deb Gordon, Independent Writer*

4. Freelance Regulatory Writing, *Linda Felcone, MA, Freelance Medical Writer*

5. Creative Writing: Writing and Publishing a Novel, *Nelson Erlick, DPM, Medical Director at Meniscus Limited, and author of two novels*

6. Marketing Your Freelance Business, *Lori De Milto, MJ, Freelance Medical Writer*

7. Freelance Opportunities with Staffing Agencies, *Ed Willis and Rupa Sunder, Boss Staffing*

SESSION 2

8. FOR SEASONED FREELANCES: The Psychology of Freelance, *Barbara Rinehart, MS, Freelance Medical Writer*

9. Creating a Web Presence for Your Freelance Business, *Dorit Opher Shapiro, MS, Freelance Medical Writer*

10. Time Management, *Deb Gordon, Independent Writer*

11. Writing Effective Patient Education Materials, *Cynthia Kryder, MS, CCC-SP, Freelance Medical Writer and Editor*

12. Conducting Effective Interviews, *Lawrence D. Tobias, MS, MBA, President, PharmaNexus, Inc.*

13. Writing Journal Articles, *Lynne Lederman, PhD, Freelance Medical Writer*

Roundtable Descriptions

SESSION 1

1. FOR NEW AND ASPIRING FREELANCES: To Leap or Not to Leap: Becoming A Freelance Medical Writer, *Brian Bass, President, Bass Advertising & Marketing, Inc.*

- Why should you jump?
- Where should you jump?
- When should you jump?
- How should you jump?

Please see Brian's bio above under Presentations.

2. FOR SEASONED FREELANCES: Dealing with Isolation and Distraction (Two Sides of the Freelance Coin), *Lynne Lederman, PhD, Freelance Medical Writer*

- Deadlines and having a life
- Networking, organizations, getting away from the computer
- Time wasters and some tricks to keep them at bay

Please see Lynne's bio above under Presentations.

3. Freelance Medical Writing for Journalists and English Majors, *Deb Gordon, Independent Writer*

- How to succeed in medical writing without a science background
- Markets
- Writing style

Debra Gordon is an award-winning journalist who has been writing about health and healthcare for more than 15 years. She has been a full-time freelance health and medical writer and editor since 2000, and has authored or co-authored numerous consumer health books including, *The Complete Idiot's Guide to Type 2 Diabetes*, *Cut Your Cholesterol!* and *Asthma and Allergy Relief...* Her work has also appeared in numerous magazines including *Health*, *Family Circle*, *Better Homes & Gardens*, *Good Housekeeping*, and *Reader's Digest*.

4. Freelance Regulatory Writing, *Linda Felcone, MA, Freelance Medical Writer*

- What is medical regulatory “writing”?
- How to get started in regulatory writing
- The process—the communal tribe and the solitary path
- The raw materials and the output

Linda Felcone is a freelance medical writer who has also taught college-level writing for several decades. She learned the pharmaceutical industry on the job, first as a copy editor and then as a managing editor of a journal, journal writer, clinical manager, and regulatory manager. She has contributed to hundreds of publications—journal articles, drug applications, drug prescribing documents (labeling), and she has designed and written sales training materials on pharmaceutical products and related topics. Linda has a BA and an MA in English from William and Mary.

5. Creative Writing: Writing And Publishing A Novel, Nelson Erlick, DPM, Medical Director at Meniscus Limited, and author of two novels

- Preparation, tools, and generating ideas
- The writing process & time budgeting
- Manuscript preparation
- Getting an agent and the publication and marketing process

Dr. Erlick is a medical director at Meniscus Limited, a medical communications firm in the Philadelphia, Pa. region. He writes publication plans, primary and review articles and designs meta-analyses on critical studies centering on emerging agents for the treatment of cancer. He has published two novels: the medical thriller *GermLine* (Forge, 2003) and *The Xeno Solution* (Forge, 2005). Dr. Erlick has a Doctor of Podiatric Medicine (DPM) degree from the Pennsylvania College of Podiatric Medicine, a Master of Science (MS) in Biology from Drexel University, and a Bachelor of Arts (BA) in Biochemistry and Natural Science from the University of Pennsylvania.

6. Marketing Your Freelance Business, Lori De Milto, MJ, Freelance Medical Writer

- Marketing tactics that work/don't work for freelancers
- Using AMWA to market your business
- Marketing challenges

Lori De Milto has been a freelance medical marketing communications writer since 1997, and has 22 years of experience as a writer. Through aggressive marketing, Lori established a successful medical freelance writing business in just 1.5 years. She has two journalism degrees from Temple University (Master's and B.A.). Lori is past-president of AMWA-DVC and Freelance Workshop co-chair. She is also on the Annual Conference Committee.

7. Freelance Opportunities with Staffing Agencies, Ed Willis and Rupa Sunder, Boss Staffing

- Introduction: skill set, experience level, experience with staffing agencies
- Freelancing vs. direct employment (pros and cons of both)
- Working with staffing agencies (expectations, policies, types of assignments, FAQs)

Ed Willis has more than five years of recruiting, sales and staffing experience in the editorial and behavioral health fields. As the editorial recruiter for BOSS Staffing, Ed is responsible for the recruitment, placement and retention of editorial talent in a variety of capacities and industries, including medical and pharmaceutical editors and writers.

Rupa Sunder has more than seven years of sales, staffing and recruiting experience. At BOSS Staffing, she has developed numerous long-term relationships with large corporations, agencies and publishing companies, including those in the pharmaceutical/healthcare arena.

SESSION 2

8. FOR SEASONED FREELANCES: The Psychology of Freelance, *Barbara Rinehart, MS, Freelance Medical Writer*

- Explore the mind set and personality traits of freelancer writers
- Discuss day-to-day issues and "psychological" dilemmas
- Share strategies for working alone and surviving lean times

Barbara Rinehart is a freelance medical writer with more than 15 years of experience in pharmaceutical and marketing writing. She has covered numerous therapeutic areas including: oncology, neurology, endocrinology, women's health and complementary medicine. Ms. Rinehart has been an AMWA member for 15 years and has presented round tables and workshop topics on both a local and national level.

9. Creating a Web Presence For Your Freelance Business, *Dorit Opher Shapiro, MS, Freelance Medical Writer*

- Registering your own domain name, creating e-mail aliases, and finding an appropriate Internet Service Provider (ISP)
- Developing content to present on your Web site
- Options to do-it-yourself or hire professionals to design your Web site
- Creating a Web presence for your completed site

** Participants should bring copies of their resume and marketing materials*

Dorit Shapiro is a freelance medical writer and researcher with previous experience in the government, private and non-profit sectors. She has written patient-level descriptions of medical conditions and their treatments for a hospital's Web site. She has also developed content and designed Web sites for numerous clients. She currently serves as the Web Chair of AMWA-DVC and co-chair of the Freelance Workshop, and is a member of AMWA National's Website and Internet Committee.

10. Time Management, *Deb Gordon, Independent Writer*

- Work smarter and faster, not more, and watch your earnings rise
- Organizational tips
- Work tips

Please see Deb's bio above under Session 1.

11. Writing Effective Patient Education Materials, *Cynthia Kryder, MS, CCC-SP, Freelance Medical Writer and Editor*

- Importance of health literacy for medical writers
- Types of patient education materials
- Components of a high-quality patient education piece
- Challenges of writing for children versus adults

Cyndy Kryder is a successful freelance writer whose clinical background includes 13 years as a speech-language pathologist. For the past 14 years, she has written journal articles, CME programs, sales training materials, and patient education materials for her clients in the medical, pharmaceutical, and biotechnology industries. She also served as Managing Editor of the *Hayes*

Directory, a quarterly publication of health technology assessment reports distributed to clients in the insurance, legal, and health care professions.

12. Conducting Effective Interviews, *Lawrence D. Tobias, MSc, MBA, President, PharmaNexus, Inc.*

- Techniques to become a more effective interviewer/moderator
- How to recruit interviewees
- Ways to build rapport
- The etiquette of recording an interview

Lawrence D. Tobias is a Healthcare Communications Specialist and President of PharmaNexus, Inc. He has more than 25 years of experience in healthcare communications. He has created medical communications materials, scientific publications, strategic marketing reports, business development plans, and advertising copy. He has personally interviewed more than 3,000 healthcare professionals. He has covered many of the principal brands within the major therapeutic areas and has authored many syndicated marketing reports. He is the current co-chair of Qualitative Research Consultants Association and is a member and workshop leader for AMWA.

13. Writing Journal Articles, *Lynne Lederman, PhD, Freelance Medical Writer*

- Types of journal articles: review, research, clinical trial; typical article sections and their content
- Preparation: determining target journal, communicating with author, style/authors guides; obtaining and organizing data and references
- Stages of writing: content outline, first draft, final draft; submission and dealing with reviewers' comments
- Good publication practices and ethical issues

Please see Lynne's bio under Presentations.

Workshop Schedule

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