

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

*Presents the Full-Day*

**Fifth Annual  
Freelance Workshop**

**Saturday, April 21, 2007**

**9:00 a.m.–4:15 p.m.**

Normandy Farm  
1401 Morris Road  
Blue Bell, Pa.

*Workshop Chairs:*

Lori De Milto, MJ

Marie-Therese Zenner, PhD

*Advisory Committee:*

Susan E. Aiello, DVM, ELS

Cynthia Kryder, MS

Brian Bass

Lynne Lederman, PhD

Kira J. Belkin, PhD

Barbara Rinehart, MS

Nicole Cooper

Bernice Schacter, PhD

Lynne J. Dodson

*Workshop Committee:*

Lisa P. Breck, MBA

Rebecca O'Donnell

Nicole Cooper

Kent Steinriede

Kathy Mingione

Alan M. Struthers, PhD

## Presentations

### **OPPORTUNITIES AND CHALLENGES IN THE EVOLVING WORLD OF CME**

*Karen M. Overstreet, EdD, RPh, FACME, President, Indicia Medical Education*

- The changing CME enterprise
- Role of medical writers in the development of activities certified for credit
- CME stakeholders—potential clients for freelance writers
- Resources for more information

### **WHAT EXCERPTA MEDICA EXPECTS FROM FREELANCE MEDICAL WRITERS**

*Joanna Bligh, MEd, RT (ret), CMA, Sr. Medical Writer, Excerpta Medica*

*Rosa Real, MD, Medical Director, Excerpta Medica*

- Have you got what it takes? Minimum qualifications for freelance medical writers
- Database plunge: Matching the freelance medical writers with an Excerpta Medica team, project scope, and the target journal or audience
- We're still at it! The Excerpta Medica writing process
- Always the editor: Examples of freelance medical writers and Excerpta Medica e-mail intercommunication

### **WEBSITE DESIGN AND MARKETING FOR FREELANCE WRITERS**

*Susan McCrossin, BS, CEO, PA Internet Marketing*

- Do you need a website?
- Your website should:
  - Attract visitors (search marketing)
  - Engage visitors (usability)
  - Convert visitors to customers (sales)
  - Encourage visitors to refer you (virtual marketing)
- What you need to start (your plan of action)
- How to market your services on the Internet

### **HOW TO PREPARE A WINNING PROPOSAL**

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

- A winning proposal: One that works for you *and* your client
- Basic and not-so-basic components to make every proposal a winner, including how to:
  - Analyze the assignment
  - Formulate the price
  - Draft the proposal
  - Seal the deal

*See page 5 for presenters' bios.*

# Roundtables

## SESSION 1

1. **Yes, Writers Need to Be Editors, Too**, *Cynthia L. Kryder, MS, CCC-SP, Professional Medical Writer/Editor*
  - The relationship between writing and self-editing
  - The importance of self-editing
  - How good self-editing can put you at the top of your clients' go-to lists
  - Techniques to improve your self-editing skills
2. **Essentials of Publication Planning and Preparing Biomedical Manuscripts**, *John Smith, BS, PhD, FACSM, Novo Nordisk*
  - Overview of publication plans and types of publications (i.e., original studies, reviews, commentaries, case studies, meta-analyses, etc.)
  - How to prepare manuscripts and work with authors, writers, vendors, and pharma clients
  - Good publication practice
3. **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?
  - Freelancing or a “real” job
  - Contacts, networking, marketing
  - Writing samples and clips
4. **No Portfolio? No Problem**, *Cheryl Lathrop, BS, 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
5. **Legal Issues in Freelancing**, *Christina Valente, JD, Freelance Writer*
  - Choosing a form for doing business: proprietorships, partnerships, and corporations
  - General liability issues
  - Record-keeping and accounting issues
6. **Freelancers . . . Make More Money!**, *Colleen Flickinger, Creative Talent Recruiter, and Rupa Sunder, Account Manager, The BOSS Group (a creative niche staffing agency in the Philadelphia area, [www.thebossgroup.com](http://www.thebossgroup.com))*
  - Learning the benefits of a staffing agency
  - Getting your foot in the company's door
  - Marketing yourself with an effective resume
  - Building a client base (networking opportunities)

7. **How to Succeed in Freelance Medical Writing without a Scientific Background**, *Lori De Milto, MJ, Freelance Medical Writer*
- Opportunities for English and journalism majors, etc.
  - Learning about medicine
  - Adapting your writing style to the work and the audience
  - Finding clients

## SESSION 2

8. **Writing Effective Patient Education Materials**, *Cynthia L. Kryder, MS, CCC-SP, Professional Medical Writer/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
9. **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
10. **All About Freelance Grant Writing**, *Marie-Therese Zenner, PhD, Principal, Zenner BioMed*
- Overview of potential clients and grants
  - Educational and networking opportunities
  - How to write a winning grant
  - Bibliography, links & resources
11. **Marketing Yourself as a Freelance Writer**, *Barbara Rinehart, MS, Freelance Medical Writer*
- Know yourself, research your niche market
  - List your skills, create winning sales materials
  - Reach your niche market, follow-up
  - More of the 10 key steps in freelance marketing . . .
12. **Dealing with Difficult Clients**, *Brian Bass, President, Bass Advertising & Marketing, Inc.*
- What makes a client difficult?
  - What can you do about it?
  - Stories from the humorous to the horrifying about difficult clients

- Techniques on how to tame (or slay) the savage beast

13. **Organizing Your Home Office for Maximum Efficiency**, *Nicole Cooper, Freelance Medical Writer, Cooper Johnson Communications, LLC*

- Don't overlook the obvious—the importance of the right equipment
- Make the most out of your workspace by effectively organizing supplies and files
- Save time by eliminating clutter

14. **Freelance Medical Writing for Nonprofits**, *Bernice Schacter, PhD, The BioScribe*

- How to find nonprofits needing a medical writer
- How to match your skills with their needs
- Challenges of working with nonprofits—you want it when, your budget is what?

See page 6 for roundtable leaders' bios.

## 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.

## Bios

### PRESENTERS

**Brian Bass** has been a successful freelance medical writer for more than 18 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.

**Joanna Bligh, MEd, RT (ret), CMA**, trained in radiologic technology at the Brigham and Womens' Hospital (Boston) following undergraduate work in English and humanities. After 12 years as a trauma radiographer, Joanna sought work as a radiologic technology clinical instructor and relocated to a rural hospital in North Platte, Nebraska. While there, she began freelance editing for a new edition of Dr. Bushong's *Radiation Science for Technologists*. Later, Joanna returned to New England and worked as medical director in a medical assisting school. After becoming a certified medical assistant, Joanna wrote and published a textbook on the medical assisting examination review.

Joanna has been with Excerpta Medica in Scientific Services since 2005. She collaborates with medical directors in their preparation of medical content and also communicates with freelance medical writers during project development.

**Susan McCrossin** has spent more than 25 years developing information technology systems and products. Prior to starting Electra Consulting, Sue worked as a consultant at Penn State

University, working in Internet business development for companies in Pennsylvania. She spent 8 years at Siemens developing healthcare-related software systems, 3 years at Vanguard developing financial systems, 3 years at an IBM subsidiary as sales support for a CASE tool product, and the remainder of her professional career working as an independent consultant for major corporations in the southeastern Pennsylvania area. Sue holds a bachelor of science degree from Penn State University.

**Karen M. Overstreet, EdD, RPh, FACME**, entered the medical communications field as a drug information analyst and medical writer for the American Society of Health-System Pharmacists. She then joined a communications company and has worked for the last 16 years in medical education in positions with increasing levels of responsibility. At Indicia, Karen coordinates day-to-day operations, including scientific affairs, program management, editorial services, and educational design. She also has business development responsibilities. Before joining Indicia, Karen was editorial director and then vice president of operations for a global communications company. She has also served as executive director of the continuing education divisions of two communication companies.

Karen earned a BS in pharmacy from the University of North Carolina, an MS in drug information and communication from Long Island University, and an EdD in adult education from Temple University. She is an AMWA member.

**Rosa Real, MD**, graduated from a 4-year residency program in pediatrics at The Long Island Hospital (Brooklyn, New York), where she served as chief resident for 2 years and completed a one-year fellowship in the pediatric intensive care unit. Rosa participated in clinical rotations at The Stanley S. Lamm Institute for Child Neurology and Developmental Medicine (Brooklyn), working with patients with epilepsy, cerebral palsy, and attention deficit hyperactivity disorder (ADHD).

Prior to joining Excerpta Medica, Rosa instructed medical assistants in electrocardiography, phlebotomy, and anatomy and physiology for 3 years. At Excerpta Medica, she is in close contact with project management, business development, and other Scientific Services staff. As a medical director, she is responsible for developing scientific content for manuscripts, abstracts, and posters and is in direct contact with clients, physician/authors, and other physician/thought leaders. Rosa has worked in the therapeutic areas of infectious disease, psychiatry, asthma, and ADHD.

## ROUNDTABLE LEADERS

**Brian Bass:** *Please see Brian's bio under Presenters.*

**Nicole Cooper** is a medical writer with 10 years of experience in writing promotional and CME materials in a wide range of therapeutic areas. Since she began her freelance business in 2003, she has written numerous slide kits, primary and review articles, monographs, case studies, sales training programs, and Web-based programs for clients in the medical communications and pharmaceutical industries. Nicole received the BA in evolutionary biology from Princeton University.

**Lori De Milto, MJ**, has been a freelance medical marketing communications writer since 1997, and has 23 years of experience as a writer. She has two journalism degrees from Temple University (the bachelor of arts and master's degrees). An AMWA member since 1997, Lori is

past-president of AMWA-DVC and the Freelance Workshop co-chair. She is also involved with AMWA national, including participating in the annual conference as a committee member, presenter, and roundtable leader.

**Colleen Flickinger** received a BS in human resources administration from Susquehanna University. Colleen places creative talent in long- and short-term temporary positions including medical and pharmaceutical writing, editing, and proofreading opportunities. Her clients include pharmaceutical and healthcare information companies, as well as related advertising agencies.

**Cynthia L. Kryder, MS, CCC-SP**, is a successful freelance writer whose clinical background includes 13 years as a speech-language pathologist. For the past 15 years, she has written journal articles, CME programs, sales training materials, patient education materials, and much more 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.

**Cheryl Lathrop, BS**, has been a freelance medical writer for almost two years. She started her career with a degree in mathematics, became a software engineer, and then an engineering manager in corporate America, working at Honeywell, Raytheon, GTE, MITRE, and Verizon. However, in every job, she was also a technical writer, as she was an engineer who could also write. She then moved into publishing and managed the development of chemistry online Web-based textbooks at Houghton Mifflin. Then, after tiring of commuting and wanting to pursue her lifelong interest in all things medical, she moved into medical writing and freelancing. After all, writing is writing!

**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.

**Barbara Rinehart, MS**, has over 30 years of experience in the medical and healthcare arena. Since 1990 she has worked as a freelance writer, authoring multiple formats (books, monographs, training and teaching materials, patient education brochures, journal articles, ads, scripts, speeches, and magazine articles) for both the lay and professional public. Prior to full-time freelance, Barbara held numerous corporate positions in healthcare marketing and advertising. Adjunct teaching has always been an important activity, along with volunteer service, which has included executive roles for AMWA and other organizations. Barbara studied biology at James Madison University in Harrisonburg, Virginia, and received the MS from Johns Hopkins in 1980 while working in the pharmaceutical sciences.

**Bernice Schacter, PhD**, has over 25 years of biomedical research experience in academia and industry. Since 1994 she has worked as a freelance biomedical consultant and writer, authoring *Issues and Dilemmas in Biotechnology* (Greenwood Press, 1999); *Biotechnology and your Health* (Chelsea House, 2005); and *The New Medicines* (Praeger, 2005). Prior to this, Bernice acted as VP of research at BioTransplant, Inc., a Boston biotechnology startup; she also conducted immunology research at Bristol-Myers Squibb, and served on the faculty of Case Western Reserve University School of Medicine. Bernice has published over 50 papers in peer-reviewed journals and holds 4 patents (as co-inventor). She received the PhD from Brandeis

University and completed postdoctoral training at the Lawrence Radiation Laboratory at the University of California-Berkeley and the University of Miami.

**John Smith, PhD**, received his BS and PhD degrees in biochemistry and molecular biology from the Australian National University. After working with the 1996 Australian Olympic Team in Atlanta as an exercise physiologist, he moved to the U.S. in 1996. Before becoming a medical writer, he was an assistant professor at the University of New Orleans (1996–98), Tennessee State University (1998–99), and Gettysburg College (1999–2000), teaching medical, health, and exercise science courses. After freelancing in 1998 and 1999, he worked with two medical communication companies from 2000 to 2003, before moving to Novo Nordisk in 2003. He has worked on many continuing education and publication programs for products used to treat gastroesophageal reflux disease, osteoporosis, cancer, pain, cardiovascular disease, and diabetes. John has published over 30 peer-reviewed publications and made 35 presentations.

**Rupa Sunder** received a BS in cell biology and biochemistry from York University and is an account manager with The BOSS Group. During her seven years with the company, she has cultivated relationships with numerous clients in the pharmaceutical and healthcare arenas. Rupa's client base has come to rely upon her to provide superior editorial talent.

**Christina M. Valente, JD**, is a freelance writer focusing on medical, legal, and environmental issues. She has practiced law in the public and private sectors and has experience handling environmental issues, real estate, and commercial transactions. She currently teaches law and policy courses at two universities in the Philadelphia area.

**Marie-Therese Zenner, PhD**, has 35 years of experience writing successful funding requests for innovative research and furthering education. Equally versed in the arts and sciences, Marie co-founded an international nonprofit for promoting study across the disciplines upon entering graduate school in 1984. A Fulbright Scholar, Marie received the PhD from Bryn Mawr College in 1994. In addition to working in France for eight years as an associate member of the Centre national de la Recherche scientifique, and as a Getty Postdoctoral Fellow, Marie worked as a multilingual business consultant throughout Europe for four years. A member of AMWA for less than two years, Marie launched Zenner BioMed in January 2006.

*Continue to registration form on the next page.*

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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. Checks must accompany registration form to secure a spot. No on-site registrations accepted. On-site check-in will begin at 9:00 a.m.*

**Registration deadline: Monday, April 9, 2007**

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 \_\_\_\_\_

Please sign here if you would like your information included in a participant list provided ONLY to those who agree to be listed. This list will contain name, company and e-mail ONLY.

\_\_\_\_\_

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## Roundtables

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

*NOTE: Roundtables will be assigned in the order in which we receive your registration.*

### SESSION 1

- \_\_\_\_\_ **1. Yes, Writers Need to Be Editors, Too**
- \_\_\_\_\_ **2. Essentials of Publication Planning and Preparing Biomedical Manuscripts**
- \_\_\_\_\_ **3. Making the Transition from Another Scientific/Medical Career to Medical Writing**
- \_\_\_\_\_ **4. No Portfolio? No Problem**
- \_\_\_\_\_ **5. Legal Issues in Freelancing**
- \_\_\_\_\_ **6. Freelancers . . . Make More Money!**
- \_\_\_\_\_ **7. How to Succeed in Freelance Medical Writing without a Scientific Background**

### SESSION 2

- \_\_\_\_\_ **8. Writing Effective Patient Education Materials**
- \_\_\_\_\_ **9. Writing Journal Articles**
- \_\_\_\_\_ **10. All About Freelance Grant Writing**
- \_\_\_\_\_ **11. Marketing Yourself as a Freelance Writer**
- \_\_\_\_\_ **12. Dealing with Difficult Clients**
- \_\_\_\_\_ **13. Organizing Your Home Office for Maximum Efficiency**
- \_\_\_\_\_ **14. Freelance Medical Writing for Nonprofits**

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## Price

*Early-bird registration (received by March 26):*

AMWA Members     \$85  
Non-members        \$120

*From March 27–April 9:*

AMWA Members     \$95  
Non-members        \$130

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

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

AMWA-DVC  
c/o Lori De Milto  
1018 Hartley Court  
Sicklerville, NJ 08081

***Registration deadline: Monday, April 9, 2007***

No refunds will be given for cancellations after **noon (12:00) on Monday, April 9, 2007.**

## Questions?

Contact Lori De Milto: [loriwriter@comcast.net](mailto:loriwriter@comcast.net) or (856) 232-6821.

## Directions

***From the New Jersey Turnpike & East***

1. Follow the New Jersey Turnpike to the Pennsylvania Turnpike (Exit 6 on NJ Turnpike).
2. Take the Pennsylvania Turnpike to the Norristown Exit (Exit 333).
3. From the Norristown Exit, follow road signs to Plymouth Road—follow around to the light and make a left at the stop sign. Go to the light (Germantown Pike West) and make a right.
4. Stay on Germantown Pike West for two and one-half (2 1/2) miles. (Plymouth Meeting Mall to right.)
5. You will come to Route 202. Turn right onto Route 202, heading north.
6. Stay on Route 202 North. Continue through the intersection at Route 73 (Skippack Pike) and the intersection at Blue Bell Country Club & Montgomery County Community College (Tournament Drive).
7. After the intersection at Tournament Drive, you will reach the intersection of Route 202 and Morris Road. You will see Normandy Farm in front of you to the left.
8. Turn left at this intersection onto Morris Road.
9. Make first right (100 feet) into Normandy Farm.

### *From the Philadelphia Airport & South*

1. Upon leaving the airport, follow signs to 95 South.
2. Take 95 South and follow signs for Blue Route (476) North.
3. Take Blue Route (476) North to the Germantown Pike West exit (this will be on the right before the toll booths at the Pennsylvania Turnpike).
4. Follow the exit ramp to Germantown Pike West.
5. Stay on Germantown Pike West for two and one-half (2 1/2) miles. (Plymouth Meeting Mall to right.)
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9. Turn left at this intersection onto Morris Road.
10. Make first right (100 feet) into Normandy Farm.

### *Route 76 to Blue Route North (476)*

1. Take the Blue Route North to the Germantown Pike West Exit (this will be to the right before the toll booths).
2. Follow the exit ramp to Germantown Pike West.
3. Stay on Germantown Pike West for two and one-half (2 1/2) miles. (Plymouth Meeting Mall to right.)
4. You will come to Route 202. Turn right onto Route 202, heading north.
5. Stay on Route 202 North. Continue through the intersection at Route 73 (Skippack Pike) and the intersection at Blue Bell Country Club & Montgomery County Community College (Tournament Drive).
6. After the intersection at Tournament Drive, you will reach the intersection of Route 202 and Morris Road. You will see Normandy Farm in front of you to the left.
7. Turn left at this intersection onto Morris Road.
8. Make first right (100 feet) into Normandy Farm.
9. Coleman Restaurant is located inside the barn.

### *Route 309 to Route 202 South & North*

1. Follow Route 309 to Route 202 South.
2. Follow Route 202 South to Morris Road (approximately 10 minutes from this point).
3. You will see Normandy Farm on right. Turn right at light onto Morris Road.
4. Make first right (100 feet) into Normandy Farm.

For more information, visit Normandy Farm's Web site at: <http://www.normandyfarm.com> or phone (215) 616-8500.