

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

*Presents*

*A Day of Dialogue and Networking*  
*Join us for all or part of the day*

**Third Annual Freelance Workshop**

9:15 am. to 12:15 pm.

**Networking Lunch**

12:15 pm. to 1:30 pm.

**Getting Started in Medical Writing Workshop**

2 pm. to 5 pm.

**Saturday, January 15, 2005**

**Sheraton Park Ridge Hotel and Conference Center**

**480 North Gulph Road**

**King of Prussia, PA**

Workshop Chairs:

*Third Annual Freelance Workshop:*  
Dorit Shapiro and Christina Valente

*Getting Started in Medical Writing Workshop*

Lori De Milto and Amram Hakohen

This year we are offering a full-day program on topics of interest to both new and established medical writers. The morning session will feature a panel of experts that will help you learn about some of the key issues involved in freelancing. Presenters at the afternoon session will address subjects most relevant to those just getting started in medical writing. During lunch, meet fellow medical writers and our panelists from both sessions. Join us for part or all of the day. We look forward to seeing you on January 15th!

## **Third Annual Freelance Workshop (9:15 am to 12:15 pm.)**

### **MARKETING YOURSELF AS A FREELANCE**

*Barbara Rinehart, MS*

- Developing marketing materials that highlight your strengths
- Preparing and presenting writing samples
- Selling yourself to new clients

Barbara Rinehart is a freelance medical writer with over fourteen years 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 14 years and has presented round tables and workshop topics on both a local and national level.

### **UNDERSTANDING THE EMPLOYER'S PERSPECTIVE**

*Richard Feldesman, President, The Writers' Bloc*

- Key factors clients look for when hiring freelance medical writers
- Meeting client expectations
- Working with organizations who contract with freelances

Richard Feldesman is co-owner and principal writer for The Writers' Bloc, a writing company which provides professional writing services for medical and advertising companies. The Writers' Bloc works directly and indirectly (through communications companies, training companies, and production companies) with most of the leading pharmaceutical and biotechnology companies.

### **LEGAL ISSUES FOR FREELANCE WRITERS**

*Christina M. Valente, JD*

- Choosing a form for doing business: proprietorships, partnerships, and corporations
- General liability issues
- Record-keeping and accounting issues

Christina M. Valente 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.

### **NETWORKING TECHNIQUES FOR FREELANCES**

*Robert Hand, MSc*

- Making and maintaining contacts
- Effective sources for cultivating contacts
- Volunteering and involvement in professional and other organizations
- Getting noticed (in a good way)

Robert Hand has been a freelance medical writer since 1984 and is based in Springfield, Pennsylvania. He has long experience in regulatory writing, as well as abstracting, desktop publishing, and foreign-language translation. He has been an active member of AMWA since 1983.

## **Getting Started in Medical Writing Workshop (2 pm to 5 pm.)**

### **THE SCOPE OF MEDICAL WRITING**

*Debbie Early, PhD*

- Medical writing jobs and employers
- Career paths to medical writing
- Characteristics of successful medical writers
- Salaries of medical writers

Debbie Early, PhD, is a Regulatory Medical Writer who recently lectured in the Medical Writing Course within the Masters of Science in Clinical Research Program at Drexel University College of Medicine. She is currently Membership Chair and Secretary for AMWA-DVC and is on the Editorial Board for the United Kingdom's Institute of Clinical Research *CRFocus* journal.

### **WHAT EMPLOYERS LOOK FOR IN MEDICAL WRITERS**

*James A. Gurr, PhD, and Victoria Seidenberger*

- Skills and educational requirements
- Characteristics of successful medical writers
- Freelance writers
- Outlook for medical writers
- Advice to new medical writers

James A. Gurr, PhD, and Victoria Seidenberger work in Global Clinical Communications at Wyeth Research in Collegeville, Pa. James is Associate Director of Clinical Publications. The Clinical Publications Group's eight writers write and manage publications and publication plans for all projects in phase 1-3 at Wyeth. Victoria is Director of the Training, Quality and Compliance Section, which provides training, auditing, and editorial services to Global Clinical Communications. The unit also engages freelancers for regulatory projects.

### **FROM BENCH SCIENTIST TO MEDICAL WRITER**

*Lynne Lederman, PhD*

- Making the transition from scientist to medical writer
- Opportunities for scientific medical writers
- Choosing a type of medical writing
- Networking and marketing yourself
- Creating writing samples
- Finding jobs

Lynne Lederman, PhD, has been a freelance medical writer since 1990. She received her Ph.D. 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 educational material, and magazine articles.

### **LAUNCHING YOUR CAREER IN MEDICAL WRITING**

*Laszlo Novak*

- Getting your first job in medical writing
- Useful skills and experience
- Advice to new medical writers

Laszlo Novak is a medical writer at NPS Pharmaceuticals, Inc., in Parsippany, NJ. He received his Bachelor of Arts in Molecular Biology and Biochemistry from Rutgers University, where he is currently pursuing a Master of Science in Cell and Developmental Biology.