

DELAWRITER

News of the Delaware Valley Chapter



Focus on Genetics at Next Chapter Meeting

AMWA-DVC is pleased to be hosting an exciting dinner meeting on December 5 at the Philadelphia Marriott Hotel, entitled: *The Power and Promise of Genetics: Health Care Implications for Doctors, Patients and Communicators*. The evening's speaker is Penelope K. Manasco, MD, Vice President, Worldwide Clinical Genetics, Communications and Education at Glaxo Wellcome Research and Development.

Dr. Manasco joined Glaxo Wellcome (GW) in 1993. She has worked with the clinical genetics effort at GW since January 1997 and has led the group since August 1997. Under her leadership, 3 major efforts have been initiated and progressed.

The first involves GW's clinical genetics program to identify genetic markers of efficacy and safety for medicines in development. To that end, GW is collecting DNA samples from patients in 16 clinical development programs. Genotyping protocols have been submitted to more than 1000 Ethics Committees and Institutional Review Boards worldwide, with greater than 80% acceptance. More than 5000 samples have been collected to date, and analysis of genotyping results from 5 trials will be completed this year.

GW has led efforts to understand how genetic predictors of efficacy and safety will be incorporated into the healthcare delivery system.



The second component of Dr. Manasco's efforts involves identifying susceptibility genes to improve target selection for drug discovery. GW has instituted 7 clinical genetics networks to identify susceptibility genes of common diseases. These unique research collabora-

tions link academic physicians, genetic epidemiologists and genome screening centers with GW to collect large, international, multicenter family collections with consistent phenotypic classification.

Third, under Dr. Manasco's leadership, GW has started international multidisciplinary teams to develop and implement communication, education and public policy initiatives. These teams include members from scientific and public affairs disciplines from the US, UK and operating companies in Europe. Plans to expand to Asia Pacific are underway as well. These teams ensure that clear, consistent genetics messages are communicated within GW and to outside constituencies around the world. Developing an informed dialog with patients, health care providers, governments and

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December 2000

What's Inside

- *5th Annual Princeton Conference: Mark Your Calendar*
- *Reply to April Letter*
- *"Your Financial Future"*

Job Opportunity

Medical Writers: Aerotek is currently seeking experienced medical writers for contract opportunities in the Philadelphia area. Interested candidates with IND/NDA submission experience should contact Rich Goldbeck at 610-254-5423.

Mark Your Calendar!

The 5th Annual AMWA-DVC Princeton Conference will be held Saturday, May 5 through Sunday, May 6, 2001. This year, 4 sessions will be offered: a morning session and an afternoon session each day. The conference committee is working to secure 3 Core Curriculum courses and 1 Advanced Curriculum course, all

of which have never been offered before at the Princeton Conference. A number of noncredit workshops and other educational offerings will round out the conference and ensure a worthwhile investment for all attendees.

The conference committee is also investigating several Delaware

Valley sites, and a decision will be made soon. As details are finalized, they will be posted on the AMWA-DVC website, www.amwa-dvc.org, as well as in *Delawriter*, and through national headquarters. In the meantime, questions and comments can be directed to Brian Bass, committee chairperson, at bam509@aol.com. Volunteers are welcome!

In Reply

The following is a reply to the letter from Kate Roby, VMD, published in the April issue of Delawriter (check out Roby's letter in the April newsletter at www.amwa-dvc.org).

I was a free-lance editor for 18 years and now am director of publications in the international marketing division of a major pharmaceutical company.

I have no way of evaluating Dr. Roby's work, but the fact that she had to do additional work that caused her to lose money may have been because of the work itself, rather than the clients' actions. However, I am sure that the situations that Dr. Roby describes *do* take place and I have a few suggestions.

At my workplace, we hire medical communication agencies and free-lance writers to write all of our manuscripts. Knowing that free lances base their estimates on an hourly rate, we nevertheless must have an overall estimate for the project.

I keep a cost range in mind for each writing project. I go back to the writer and request a revised estimate if I think the estimate is too high, but not so high that there is no room for negotiation. The writer can withdraw at that point or submit a revised estimate if he or she wishes.

If the writer provides what I believe to be an unrealistically low estimate, I go back and suggest that perhaps the writer has not considered the complexities and requirements of the project and might want to increase the estimate.

In all cases, I assure the writer that that if the project takes considerably longer than anticipated, we will consider a revised estimate.

Over the years, writers have twice provided a final invoice that was less than the original estimate. Most often the fee is the same as the estimate. However, frequently we recognize that the parameters of the project have changed over the course of the work, and we pay more than originally estimated.

How can the writer estimate accurately? First, the writer should insist on receiving a document that outlines all the parameters of the project, including the key messages that the manuscript should incorporate, a statement of who will obtain the references, a list of background material that will be provided, the target journal, audience, length, etc.

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“Your Financial Future” Discussed at September Meeting

Investment Pros Provide Personal Finance Tips and a Market Overview

AMWA members were treated to a financial double-header during the September 19th meeting: “Your Financial Future.” W. Michael G. D’Allaird of Morgan Stanley Dean Witter provided personal finance tips on investing and cash flow management, followed by James H. Scott of Miller Anderson & Sherrerd, who provided a broad overview of the market and the economy.

Living and Finishing Rich

D’Allaird presented 7 steps to living rich and finishing rich:

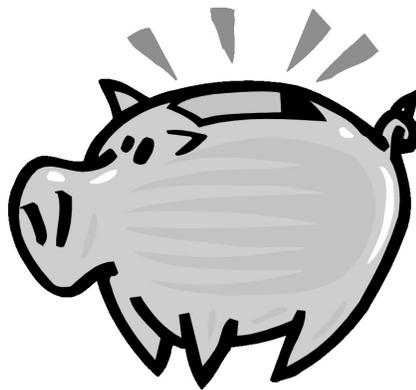
1. **Learn to Earn:** Learn about investing by taking a class, reading investment books, or joining an investment club. “Even if you have a financial advisor, you need to keep up with what’s going on in the market,” said D’Allaird.

2. **Put Your Money Where Your Values Are:** Decide what your values are (eg, freedom, security, making a difference) and marry them with your goals. Goals should be specific, measurable, and achievable.

3. **Figure Out Where You Stand Financially:** Know where your money is. Just organizing your papers can make a huge difference.

4. **Build Your Retirement Basket:** Pay yourself first. Women should save 12% of their gross income, men 10%. Invest in pre-retirement options: company-sponsored 401-K

plans, SEP IRAs for self-employed people, and tax deductible IRAs and (non-deductible) Roth IRAs. People who have 401-K plans should invest as much as they are allowed to. People with SEPs can invest 15% of their taxable income, up to \$24,500. Avoid common mistakes with retirement savings: having too many IRAs, not managing your accounts, and leaving dollars in old 401-K accounts which provide limited investment options.



5. **The Latte Factor:** Create wealth on a few dollars a day (eg, cut out the nonfat latte at \$3 a day). “We spend money haphazardly,” said D’Allaird. “The little things add up.” Find and control your latte factor by taking a 7-day financial challenge (tracking all expenses), cutting up your credit cards, and giving yourself a waiting period on impulse buying.

6. **Build Your Security Airbag:** Keep a money “airbag” of 3 to 24 months of income for emergencies. Have a will or living trust. Make sure you are properly insured.

7. **Build Your Dream Basket:** Investment options differ depending on your time frame. For 2 years

or less, choose money markets and CDs. For 2 to 5 years, choose bonds, treasury bills, and bond funds. For 3 to 10 years, choose stock funds and balanced funds. Help yourself by taking action today, maxing out your 401-K, and filling out an inventory of your assets.

The Markets

The economy is healthy, according to James Scott, who invests for institutional clients. In the capital markets, investors have some anxiety about earnings; are cautious about consumer-sensitive sectors such as cars, housing, and retail; and are biased toward growth (looking to leave technology and move into other growth areas).

Health care, defined as pharmaceutical companies and the service sector (HMOs, PPOs, PBMs, hospitals, distributors), represents a large portion of the growth investment marketplace. Pharmaceutical companies are sound businesses, but they face many risks which managers must learn to deal with. These risks include relative earnings expectations, interest rates, politics, economy, fast followers, and R&D. The service sector has consolidated and is creating pricing power. On the downside, the sector faces growing costs and reimbursement risks, fluctuating earnings per share estimates, and negatively impacted P/E ratios. “Investors are looking at this sector with very sharp eyes,” said Scott. “There’s still a lot of money to be made but you have to do a lot more analysis than in the past.”

-Lori De Milto

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third party payors about the impact of pharmacogenetics is a critical component of the effort.

In addition to education and communication efforts, GW is actively involved in many of the ethics advisory committees that are developing genetics guidelines for the international community. Prior to her current position, Dr. Manasco was responsible for the Lamictal® NDA for Lennox Gastaut Syndrome, and she served as the US Medical Advisor for Lamictal.

Meeting venue: December 5, 2000. Marriott Hotel, 1201 Market St., Philadelphia, PA. (215) 409-4000. \$30 preregistered; \$35 at the door. Cocktails & networking, 5:30 PM; dinner & meeting, 6:30 PM. Register 1 of 3 ways:

- 1) **Web:** Print-and-mail form: www.amwa-dvc.org
- 2) **E-mail:** Send your name & phone number to: skimmer@mail.enter.net
- 3) **Phone:** Contact Charles Sutherland at (215) 453-9084.

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Everything should be there, and if something isn't, the writer should ask for it. The writer should state in writing that any changes to this initial input may involve increased costs.

Sometimes writers or agencies offer to do a first job for free, and I always refuse. We do not always agree on what that "adequate payment" should be, but we have a firm agreement on estimated cost before we begin.

Sometimes projects go awry because of internal problems in our company. But many projects are unsuccessful because of poor writing. If the manuscript we receive requires more reworking than writing the manuscript ourselves would have required, then we know we have an unsuccessful project.

It is not right to accept Dr. Roby's treatment as "standard operating procedure" when we have not had the opportunity to review the work itself.

Sincerely,
Leni Grossman
lenisg@erols.com

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10 lines.....	\$100
15+ lines	\$150 & up
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