

Brian Bass

has been elected a Fellow of AMWA and will be officially inducted into this select group in the 2001 AMWA Annual Conference in October.

Brian's formal qualifications include an AMWA certificate and a degree in communications. He became a member of AMWA in 1994. He is active in medical writing circles and in agriculture. His participation in AMWA-DVC includes being Immediate Past President (1999-2000); President, (1998-1999); President-Elect (1997-1998); Publicity (1996-1998); Princeton Conference Chair (1997-present); 59th Annual Conference: Local Arrangements/Publicity Chair (1999).

He has also been Administrator of Development (1999-2000) for the AMWA national organization.

His activities on behalf of agriculture includes New Jersey Agricultural Education Advisory Council: Chairman (2000-2002); Vice Chairman (1998-1999); Member (1995-present); Future Farmers of America (FFA) Foundation: Chairman (2000-2002); Trustee (1998-present) National Agri-Marketing Association: Publicity Chair (1989-1994)

Brian Bass lives in South Jersey where he works freelance. He can be contacted at bam509@optonline.net. *The Editor*

AMWA Conferences

Our Annual Conference is in Norfolk, Virginia from October 24 to 27, 2001. To share a room, a ride: contact any DVC committee member.

If you need your AMWA certification and absolutely cannot make it to Norfolk, you have more chances to make up core curriculum and elective courses. For a full list of AMWA conferences, look up the AMWA.org website.

The AMWA-DVC is proud of the Princeton Conference in the Spring, which Brian Bass has been running since its inception in 1997. *The Editor.*

Ad rates: \$1 per word up to 150 words. Inquire about rates for >150 words.

News of the Delaware Valley Chapter
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DELAWRITER

News of the Delaware Valley Chapter

September 2001



Drug Discovery In The 21st Century September 25, 2001

Chapter Dinner Meeting

Tuesday, September 25, 2001

5:30 p.m. Networking

6:15 p.m. Dinner

7:15 p.m. After-dinner talk:

"Drug Discovery in the 21st Century"

John J. Baldwin Ph.D.

Chief Science and Technology Officer, Pharmacopeia

at the Renaissance Hotel (Marriott Chain) near the Philadelphia Airport.

In case you don't recognize the name, it was formerly the Radisson Hotel. Renaissance phone no. is 610-521-5900.

For information: contact Chuck Sutherland: 215-453-9084
skimmer@mail3.enter.net.

Our AMWA Fellows!

Active Fellowships are awarded to members of AMWA to recognize significant contributions to the goals and activities of AMWA and professional accomplishments that have been recognized by their peers. Each year, three members of AMWA are made AMWA Fellows. In 2001, our own Brian Bass is being so honored (read about him on page 4).

We have AMWA Fellows from previous years in our Delaware Valley Chapter. According to the AMWA office in Rockville, these are Robert Hand, Fellow 2000; Larry Liberti, Fellow 2000; Joel H. Tau, Fellow 1992; Shirley Bonnem, Fellow 1981; Harry A. Sweeney, Jr., Fellow 1959; Jonathan E. Rhoads M.D., Fellow 1958.

Robert Hand told our DVC executive committee that being a Fellow means he was greatly honored, wildly applauded at the AMWA Annual Conference and given a plaque. We think it probably means he can write. *The Editor*

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Medical haiku

Small biotech companies in the Delaware Valley

Annual Conference update

Lori De Milto Writes: Spirituality and Health

For writers who haven't yet joined AMWA.

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Delaware Valley Biotech Companies

GlaxoSmithKline started the American side of its huge company in the Delaware Valley; as did Johnson & Johnson and other huge pharmaceutical companies.

Pharmaceutical companies, device companies and other companies supporting the healthcare industry are sprouting up all around us. Sometimes all it takes is one or two persons with a great idea and enormous enthusiasm that can be translated into a business plan and capital.

Medical writers have a natural affinity for these new companies; first, because they provide work, and second, because those involved in starting the companies tend to be fascinating individuals.

One such company is Princeton's Pharmacopeia, (Pharmacopeia.com) whose Chief Scientific Officer, Jack Baldwin Ph.D., has agreed to talk to us in September. In the early 1990's, Dr. Baldwin finished his career at Merck and with the C.E.O., Joseph A. Mollica Ph.D., started a company that is traded on NASDAQ. Pharmacopeia is growing, its subsidiaries include Accelrys (software) and are expected to include Eos Biotechnology (genomics).

In the next three issues, this column will highlight young biotech companies in the Delaware Valley. Input welcome. *The Editor*

News

Your editor is thrilled to bits to announce that Emerald Pademelon Press's first book is rolling off the presses for publication in October.

Tiny Dogs & Violets by CS D'Alziel McMaude, illustrated by Miles Conrad Dodgson: a book of short stories, poems and cartoons set where scientists hang out in Puerto Rico, Australia, Sweden, Germany and the U.S.



How to get information or volunteer to help:

1. Look up the Delaware Valley Chapter website: amwa-dvc.org.
2. Look up the AMWA website: amwa.org.
3. Call anyone on the steering committee or send them an e-mail (addresses on websites).
4. Send an e-mail to the Editor.

The *Delawriter* is the newsletter of the Delaware Valley Chapter of the American Medical Writers Association (AMWA)

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**Articles, haiku, news, advertising:
submit to the Editor.**

**Please send address changes and
membership information to the
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Association**
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Rockville MD 20850-1192
Tel: 301-294-5303
or by email to contacts listed at
www.amwa.org

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Newsletter Editor (see above)

Who are you?

This page is reserved for news about you, our members. Send in your picture and your news and we'll feature you. Even if you are far too shy to have anything published about yourself, we'd love to hear from you anyway.

The Editor.

Why you need AMWA-DVC

Financial considerations had thrust me back into full-time paid employment after a twenty-year career as an academic research scientist and a three-year sabbatical as a fiction writer, artist, scientific consultant and full-time mother. Clues from the many advertisements for medical writers in the city papers showed me the world contained medical writers, but I hadn't found any. And then I did. I was a consultant writing about diabetes in a medical communications company, when I saw a copy of this very newsletter lying around the office.

I immediately joined AMWA and ever since have enjoyed talking with other writers about what they are doing, job opportunities and medical science. Through AMWA I have been fortunate in getting great short-term and long-term writing jobs. I have also found out where I'm best. (So you don't like my haiku?) Could I have done it without AMWA and AMWA-DVC? Maybe some of it; but it wouldn't have been nearly as much fun. And maybe I wouldn't ever have had time to write haiku.

We'd love to print your story here. *The Editor.*

Medical Haiku

This space is reserved for medical haiku - the challenge of writing about medical subjects in seventeen syllables.

Lack of submissions after the magnificent efforts by the Libertis (last issue) has forced your editor to produce this:

He drives up, "Morning!"
Computer on, phones lunch in.
"Diabetes? How?"

SJ Dodgson (c) 2001

The Application of Spirituality to Healthcare

Fifteen years ago, Dr. Harold G. Koenig observed that some people whose lives were made very difficult by illness retained a positive outlook. He asked them how they were able to cope so well and received a simple answer: prayer. Dr. Koenig thought that other doctors should know about the effect of religion on health, and began a series of studies on how people use religion to cope with serious conditions.

Back then, the Associate Professor of Psychiatry and Medicine at Duke University Medical Center felt alienated from his colleagues. Today, as the effect of religion on health becomes widely known, Dr. Koenig is a pioneer in the field. On June 5, he shared his insights on religion and health with AMWA-DVC members. The Templeton Foundation sponsored the presentation.

Religion: Neurotic or Beneficial Influence?

Sigmund Freud called prayer obsessive and a neurotic influence, but this was not what Dr. Koenig found. In

one of his first studies, 42% of 350 neurology and cardiology patients used religion to cope. In later studies, he demonstrated that patients with high intrinsic religiosity healed faster than others, and that people who attend church more often had stronger immune systems and significantly lower blood pressure.

Another researcher, Hummer, found that people who attend religious services live ten years longer, on average, than those who don't.

"The way the mind functions influences the way the body works," said Dr. Koenig. A recent issue of *Scientific American* revealing that a large body of evidence links the mind to the body backs up this statement. As does the fact that 80% of medical schools now offer courses on religion and medicine, "If you believe that the mind affects the body, you have a plausible model by which religion affects physical health."

In 1999, Dr. Koenig published a theoretical model of how religion affects physical health (*The Healing Power*

of Faith, Simon & Schuster).

Spreading the Word about Religion and Health

Most physicians aren't aware of the growing evidence linking religion and health. "It's key for medical writers to let doctors know that there's a relationship between religion and health," said Dr. Koenig, "Patients who are sick want their doctor to be sensitive to their beliefs and needs."

Dr. Koenig and colleagues recently co-authored the *Handbook of Religion and Health*, the first comprehensive examination of the relationship between religion and health (Oxford University Press; 1-800-451-7556). The handbook critiques 1,700 studies in the field, outlines a theoretical model for the pathways through which religion might influence health, and discusses the meaning of the findings to clinical practice.

By Lori De Milto.

Lori is a freelance writer in South Jersey, lori@voicenet.com.