2022 Spring Conference

Friday, May 6, 2022
8:00 am to 4:00 pm
Virtual

Diversity, Equity, and Inclusion in Medical Communications
2022 Conference Schedule

8:00 - 8:45 am  Networking Icebreaker

8:45 - 9:00 am Welcome Remarks
Kim Jochman, PhD, AMWA Carolinas Conference Chair and Chapter President, Senior Director, Merck

9:00 - 10:00 am
What Role Do Medical Writers Play in Diversity, Equity, and Inclusion?
Demetrius Carter, Senior Vice President, Regulatory Services, Certara Synchrogenix

10:00 - 10:15 am Sponsor Breakout Session

10:15 - 11:15 am
Inclusive Language: Best Practices and Practical Applications for Medical Writers and Editors
Leila Emery, MA, Senior Medical Editor, RTI Health Solutions, RTI-HS Diversity and Inclusion Advisory Council
Joyce Clark Hicks, Senior Medical Editor, RTI Health Solutions, Vice Chair, RTI-HS Diversity and Inclusion Advisory Council

11:15 am - 12:00 pm Lunch Break

12:00 pm - 1:00 pm Roundtables

1:00 - 2:00 pm
Visualize the Story: A Process for Creating Infographics
Jason Mathes, Associate Director, Senior Graphic Designer, Medical Writing, Editing, and Design Services, RTI Health Solutions
Emily Gill, MA, Graphic Designer, Medical Writing, Editing, and Design Services, RTI Health Solutions

2:00 - 2:15 pm Sponsor Breakout Session

2:15 - 3:15 pm
Which Roads Lead to Rome? Practical Techniques for Strategic Regulatory Medical Writing Job Applications
Abigail Agoglia, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc
Robin Whitsell, BA, BPh, Founder and President, Whitsell Innovations, Inc

3:15 - 4:00 pm Networking Activity

HTTPS://WWW.AMWACAROLINAS.ORG/WP/2022-SPRING-CONFERENCE/
2022 Roundtable Sessions

Statistically Speaking: How to Avoid Confusing or Misleading Your Audience
Presenting statistical analyses is an important part of the medical writer’s role. However, it is easy for medical writers and project teams to make common mistakes when interpreting or explaining statistical results. In this participatory roundtable, we will discuss statistical topics in clinical research that are often misunderstood by non-statisticians. We will also share best practices of wording to use (and not to use) when discussing results.
Jenni Pickett, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc

Herding the Cats: Wrangling Cross-functional Teams in Medical Writing
Authoring documents requires cross-functional collaboration. In this session, we will discuss strategies for managing team activities, tools to keep you and your team organized and motivated, and methods to handle conflict within the team. We will discuss essential skills for establishing boundaries, communicating clearly, leading productive review meetings, and resolving team conflict.
Chantelle Rein-Smith, PhD, Medical Writer and Consultant, Whitsell Innovations, Inc

Book Club: The Subversive Copy Editor (2nd ed.), by Carol Fisher Saller
Calling all medical communicators—“anyone who works with the words of others”! Carol Fisher Saller, a long-time copy editor and manager at the University of Chicago Press, defines subversive as “working with the writer, for the reader.” Drawing from decades of her own and her colleagues’ experience, she offers sound, practical advice and (sometimes hilarious) examples. Writers and freelancers each get a chapter of their own in this book, but regardless of your job title, you’re bound to learn something about not only doing your job better but staying sane in the process. Reading the book ahead of time is suggested but not required; we’ll tailor the discussion as needed.
Loretta Bohn, ELS, Senior Editor/Writer, RTI International

It’s Just an Endpoint, Right?
Endpoints are critical to successful clinical trial design, but they can also be challenging. This discussion will focus on the many facets of study endpoints, including how simple variations in wording can change the meaning, often without intent. Also discussed will be possible downstream impacts of protocol endpoints in other documents and deliverables. Strategies for writing protocol endpoints will be discussed.
Mari Welke, MA, Director, Safety & Innovation, Certara Synchrogenix

Paths to a Medical Writing Career: Acquiring the Skills You’ll Need
People enter the medical writing field from many backgrounds, and the “hard” skills (eg, medical and scientific knowledge, familiarity with the drug development process and regulatory guidelines, writing and summarizing data) and “soft” skills (eg, communication, being a team player, project and time management) needed to excel as a medical writer may be acquired in many settings. In this session, we’ll discuss career paths to enter the field and skill sets that can be leveraged in a medical writing career.
Sharon Rogers, PhD, ELS, Owner/Manager of Core Content Network, LLC
Trisha Houser, Owner/Manager of Houser Clinical Research Writing and Consulting, LLC

Volunteering With AMWA
AMWA appreciates our many volunteers who share their time and expertise to promote excellence in medical communication and advance the profession. AMWA relies on volunteers to help lead important organizational initiatives nationally, at the chapter level, and for the AMWA Journal. This session will talk about ways to get involved as an AMWA volunteer along with the benefits of volunteering.
Jennifer Bridgers, MWC, 2021 AMWA Fellow, AMWA Carolinas Chapter Liaison, Managing Medical Writer, Merck

HTTPS://WWW.AMWACAROLINAS.ORG/WP/2022-SPRING-CONFERENCE/
Registration Details

<table>
<thead>
<tr>
<th>Professionals</th>
<th>AMWA Members</th>
<th>Non-members</th>
<th>Students/Postdocs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early bird Registration (March 1 – April 5)</td>
<td>$35</td>
<td>$60</td>
<td>$20</td>
</tr>
<tr>
<td>Regular Registration (April 6 – May 5)</td>
<td>$50</td>
<td>$75</td>
<td></td>
</tr>
</tbody>
</table>

**Click here to register online**

*Get member price by joining AMWA before registering.

An automatic email will be sent from AMWA to confirm registration and provide a receipt.

When you register, choose the Interactive Roundtable Session you would like to attend. Changes to your selection will not be permitted.

Questions?
For questions related to the conference program or registration, please contact Kim Jochman, AMWA Carolinas Conference Chair, at amwa.carolinas@gmail.com.

Cancellation/Refund Policy
- If you need to cancel your conference registration, email amwa.carolinas@gmail.com anytime before 8 am on May 6 for a refund minus a $20 administrative fee.
- No refunds or credits will be given for failure to attend, late arrival, or early departure.

REGISTRATION LINK: HTTPS://CONTA.CC/3PZCHOI
Sponsorship Opportunities

Visit our Sponsorship Website and contact Simone Otto at treasurer@amwacarolinas.org to find out more!

Platinum Sponsors

$500

- Gold and Silver offerings
- 2 additional online job postings
- 1 additional complimentary registration
- Sponsor webpage with downloads
- Ability to interact with attendees (e.g., breakout session or table)

Gold Sponsors

$250

- Silver offerings
- 1 online job posting
- 1 complimentary registration
- Sponsor webpage with description

Silver Sponsors

$100

- Company listing and logo on conference page
- Logo on conference materials and communications
- Sponsor slide in opening remarks and between sessions

Freelance Sponsors

$25

- Company listing, logo, and description on conference page
- Logo on conference materials and communications
Thank You to Our Sponsors

Platinum Sponsors

IMPACT PHARMACEUTICAL SERVICES
MERCK INVENTING FOR LIFE
CERTARA SYNCHROGENIX
TRILOGY Writing & Consulting REWRITING MEDICAL WRITING

Gold Sponsors

UCB Inspired by patients. Driven by science.
WI We Speak Science