

AMERICAN  
MEDICAL WRITERS  
ASSOCIATION **AMA** Indiana  
Chapter



**2020 MEDICAL WRITING &  
COMMUNICATION CONFERENCE**

April 3<sup>rd</sup> – 4<sup>th</sup>, 2020  
Downtown Indianapolis

**Register by March 6<sup>th</sup>  
and save \$50**

# 2020 INDIANA CHAPTER CONFERENCE

April 3<sup>rd</sup> – 4<sup>th</sup> 2020

## Conference Locations

*Networking  
Dinner* The Rathskeller · Willkie Blue Room · 401 E. Michigan  
St. · Indianapolis, IN 46204 · 317-636-0396

*Educational  
Sessions* Riley Outpatient Center · Ruth Lilly Learning Center Auditorium ·  
575 Riley Hospital Dr · Indianapolis, IN 46201 · 317-944-2801

## About the Conference

The Indiana Chapter of the American Medical Writers Association (AMWA) is proud to host our 2020 Annual Conference. This year's theme is 2020 Vision for Clear Communication.

The 2-day conference is designed to help enhance the careers of medical communication professionals and expose students to numerous career opportunities, while connecting with other medical writers. The conference includes guest speakers, presentations, networking, an opportunity to participate in our chapter's annual meeting, the *BELS exam* and much more. Come and learn from medical communication experts who are at the forefront of this growing profession.

We look forward to seeing you there!

## Important Dates

**Friday March 6<sup>th</sup> 2020**

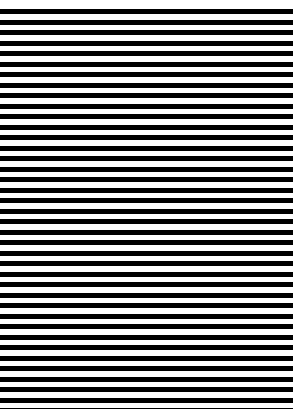
Last day for discounted Early Bird registration price

**Friday, March 27<sup>th</sup> 2020**

Last day to receive refund for cancelled registration

**Friday, April 3<sup>rd</sup> – Saturday, April 4<sup>th</sup>, 2020**  
2020 Indiana AMWA Chapter Conference

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# Registration Information

Conference registration includes attendance to Friday evening's networking event (food/beverage/ parking extra, see page 7), continental breakfast, lunch Saturday and all conference sessions.

[Register online](#)

## CONFERENCE FEES

General Conference Registration (required fee for all attendees).

**Early Bird Price (by March 6, 2020)**

*\$100 -member / \$150 -nonmember*

**Standard Price**

*\$150 -member / \$200-nonmember*

**Student Price**

*\$25 - member and nonmember*

## CANCELLATION/REFUND POLICY

If you need to cancel your registration, you must send a refund request via e-mail from the email address used for registration and including a mailing address to [president@hoosieramwa.org](mailto:president@hoosieramwa.org) by March 27, 2020. Refunds will be issued, minus a nonrefundable \$25 registration cancellation fee. Conference registration is not refundable after March 27th, 2020. No refunds or credits will be given for failure to attend, late arrival, unattended events, or early departure.

## Food

### Friday:

**Dinner:** Meet old and new friends and celebrate medical communication in the Willkie Blue Room of The Rathskeller restaurant from 6:00pm to 9:00pm. Reserved parking: \$10 (cash only), just east (401 E. Michigan St.) or north (501 N. New Jersey St.) at Newpoint Parking.

### Saturday:

**Breakfast:** A continental Breakfast will be provided.

**Lunch:** Will be catered by Diabella's. Lunch will include sandwiches, salads, chips and drinks.

## BELS EXAM

The Board of Editors in the Life Sciences (BELS) certification exam will be offered at the Ruth Lilly Learning Center Auditorium (located inside Riley Children's Hospital). On Friday, April 3rd, 2020 from 2:00pm to 5:00pm EST, in the auditorium. Visit the BELS website for information about applying for candidacy and registering for the exam. The deadline for registration is March 6<sup>th</sup>, 2020. For more information please review the BELS website: [www.bels.org](http://www.bels.org).

# CONFERENCE SCHEDULE AT A GLANCE

## Friday, April 3<sup>rd</sup> 2020

- 1:00pm-1:55pm Check-in for BELS Exam
- 2:00pm-5:00pm BELS Exam
- 6:00pm-9:00pm Networking Dinner at Rathskeller Restaurant  
Keynote Address: Shackleton's Ghost Writer – Are Authorship Standards Always Important? (*Art Gertel, PhD- MedSciCom*)

## Saturday, April 4<sup>th</sup> 2020

- 8:00am-8:45am Registration + Networking + Continental Breakfast
- 8:45am-9:00am President Welcome: Vision for 2020- *Leslie Hodge, PharmD*  
Introduction of 2019-2020 Chapter Officers
- 9:00am-9:10am Master of Ceremonies: *William Pietrzak, PhD*
- 9:15am-10:15am Clear Concise Coherent: Academic and Regulatory Medical Writing  
(*Lee Seaman and Dr. Amanda Austin – Seaman Medical, Inc.*)
- 10:15am-10:25am Master of Ceremonies: *William S. Pietrzak, PhD*
- 10:30am-11:30am Writing Competency Model and AMWA Certification  
(*David Clemow, PhD, MWC – Eli Lilly and Company*)

- 11:30am-12:40pm Lunch
- 12:45pm-1:15pm Network with IN AMWA: Connect. Communicate. Collaborate.
- 1:20pm-2:20pm Keynote Address: Moby-Dick: An SOP for Whaling?  
(*Art Gertel, PhD- MedSciCom*)
- 2:20pm-2:25pm Master of Ceremonies: *William S. Pietrzak, PhD*
- 2:30pm-3:30pm The Business of Writing: Tools for Effective Cross-Cultural  
Communication and Collaboration  
(*Maria Rovere, MTSC – London Village*)
- 3:35pm-4:35pm Freelance Writers are Sales Professionals  
(*Brad Phillbrick, RPh – Didgebridge*)
- 4:40pm-5:00pm Final Remarks and Closing

## Saturday, April 4<sup>th</sup>, 2020

- 5:00pm-6:00pm Indiana AMWA Chapter Meeting

# SPEAKER BIOGRAPHIES

## William S. Pietrzak, PhD

**William Pietrzak** (PhD. Bioengineering) has worked in the orthopedic field for 30 years, in areas as diverse as Product Development, Marketing, and Medical Writing. He retired from industry in 2015 and founded Musculoskeletal Publication and Analysis, Inc serving the needs of the orthopedic industry and surgeons. Bill has over 100 peer-review publications in areas such as biomaterials science, joint replacement, and biologics. In 2008, his book *Musculoskeletal Tissue Regeneration – Biological Materials and Methods* was published (Humana Press/Springer) for which he was the sole editor. Bill has been a member of AMWA since 2014 and has presented Roundtables and an Open Session at national meetings. Bill lives in Warsaw, IN, the “Orthopedic Capital of the World” .

## Lee Seaman

**Lee Seaman** began her lifetime study of Japanese language, culture, and scientific research at Waseda University in Tokyo. She worked as a professional translator, editor, and teacher for 15 years in Japan and the US before founding Seaman Medical, Inc. Lee began developing the concepts behind 3Cs English in 2011 and authored *International Medical Writing: English for a Global Audience* with Tom Lang in 2019. Her goal is effective documents that can be read quickly and understood accurately.

## Amanda Austin, MD

**Amanda Austin** received her MD from Southern Illinois University School of Medicine in 2015 and joined the Seaman Medical team as a medical writer in 2018. She has extensive overseas experience, including a year at Oxford University in England and three months at the Prathima Institute of Medical Sciences in India, and is currently learning Japanese. In addition to her medical training, Dr. Austin understands how to explain research practices and scientific methods and to support Japanese physicians and researchers who are writing for publication.

## Art Gertel, PhD

After 35 years serving in the pharmaceutical and related industries, Art established an independent consultancy in 2012: MedSciCom, LLC. He provides independent and collaborative strategic regulatory consulting - applying drug/device development, medical writing, bioethics, and DSMB expertise.

Art brings forty years of increasingly senior-level positions in the Pharmaceutical industry and leadership roles in professional organizations, as well as with collaborative efforts focusing on the improvement of the research, development, review, and approval of new therapeutics and diagnostics. He is a Registered Agent to US FDA.

Art is Past President of the American Medical Writers Association (AMWA) and a Fellow of both AMWA and the European Medical Writers Association (EMWA), continuing to serve on committees and lead workshops and plenary sessions. He received AMWA' s Swanberg, Eric Martin, and Golden Apple Awards.

Art has served in leadership positions on CDISC Protocol Representation, Registry, and Glossary Task Forces. He chairs the GERI (Global Ethical and Regulatory Innovation) Steering Committee of ACRES (Alliance for Clinical Research Excellence and Safety), and is a Founding Member of the Global Alliance of Publication Professionals (GAPP).

# SPEAKER BIOGRAPHIES

## David Clemow, PhD, MWC

**David Clemow** is currently a Global Medical Affairs Principle Research Scientist at Eli Lilly and Company. David has a PhD in neuroscience and over 20 years of regulatory, publications, and promotional medical communications, clinical/outcomes research, and medical affairs experience in the pharmaceutical industry. His work has included regulatory and publication document authoring, marketing promotion review, team management, organizational operations oversight, medical affairs execution, and clinical research. David is an active member of and held several leadership roles within the Drug Information Association and the American Medical Writers Association. David was the recipient of the AMWA Swanberg Award in 2019.

## Brad Philbrick

**Brad Philbrick** currently is the Strategic Consultant, Health & Wellness for Didgebridge. His primary responsibility is to provide patient opt in text private videos of medications and medical devices, to improve patient knowledge so as to gain enhanced compliance and better outcomes. Brad is currently teaming with Microsoft and making inroads with Didgebridge's technology to Indiana's pharmaceutical and medical device companies as well as chain drug stores.

Brad earned a B.S. degree in Pharmacy from North Dakota State University in Fargo, ND. While appreciating his degree and strong interest in human physiology and pharmacology, the practice of pharmacy does not appeal to him. Most of Brad's career has been in biomedical sales including running his own company for nearly twenty years. He has been a retail pharmacy manager, a director of pharmacy, and a sales manager.

Writing is a favorite activity for Brad too. He has published one book, *Musings of a Most Observant Man: The House Always Wins*. While committed to his current endeavors he is spending time writing his next book about the success and failures he has witnessed in his varied career, *Turkeys Don't Soar...Eagles Do*.

## Maria Rovere, MTSC

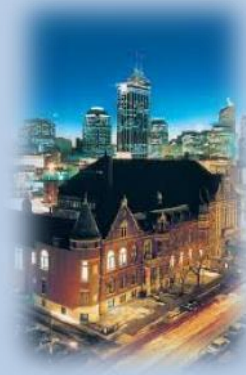
**Maria Rovere** currently works as an Education Specialist for London Village, an EU-based language school where she develops Montessori-based English language programs and supports client relationships and strategic outreach. Her experience as a Medical Director focused on the design and development of clinician-focused continuing medical education (CME), and writing grants to gain funding for the CME. As a Senior Scientific Communications Associate in the pharmaceutical regulatory documentation field, Maria collaborated with authoring teams to write documentation that supported compound development, clinical trials, and regulatory body submission teams. Her work as a medical editor of pharmaceutical industry publications materials, further informed her medical writing expertise. Throughout her career she has participated on internal corporate compliance teams to ensure adherence to governing body regulations and to ensure fair and balanced documentation. In the education field, Maria also taught business writing at Miami University in Oxford, Ohio and courses at the AMWA national conferences. She earned a Masters of Scientific and Technical Communication from Miami University, Oxford, Ohio.

# SPEAKER BIOGRAPHIES

# LOCATION, TRAVEL, AND HOTEL DETAILS

## FRIDAY NETWORKING DINNER

**When:** Friday, April 4th 6:00pm-9:00pm  
**Location:** The Rathskeller restaurant, Willkie Blue Room, 401 E. Michigan St. Indianapolis, IN 46204, (317) 636-0396  
**Parking:** Reserved parking: \$10 (cash only), just east (401 E. Michigan St.) or north (501 N. New Jersey St.) (317) 201-9620  
*\*Food and beverages are at each person's expense.*



## Driving Directions

**North Side:** I-65 S > Take exit 111 for Michigan St. > Continue onto N. Davidson St. > Turn right onto E. Michigan St. > Rathskeller is on the left  
**South Side:** I-65 N > Take exit 111 for Washington St. > Turn left onto E. Washington St. > Turn right onto College Ave. > Turn left onto Michigan St. > Rathskeller is on the left.

## Hotel Details

Courtyard by Marriott – Downtown Indianapolis  
601 West Washington Street  
Indianapolis, IN 46204

Special Rate: \$149/night plus tax

Paid Self Parking Options  
Paid Valet Parking Options

A block of rooms have been reserved from Thursday, April 2<sup>nd</sup> through Sunday, April 5<sup>th</sup>, 2020.

Click [HERE](#) to make your reservation or  
Call the Courtyard Indianapolis Downtown at (866) 704-2643

*Reservations must be made by Friday, March 6th, 2020  
to receive the special rate.*

## CONFERENCE PARKING INFORMATION

**Location:** Riley Outpatient Parking Garage  
575 Riley Hospital Dr  
Indianapolis, IN 46201 · 317-944-2801

*\*Parking passes will be provided.*

