AMERICAN MEDICAL WRITERS ASSOCIATION
Indiana Chapter

2020 MEDICAL WRITING & COMMUNICATION CONFERENCE

April 3rd – 4th, 2020
Downtown Indianapolis

Register by March 6th and save $50
Important Dates

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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 6th 2020
Last day for discounted Early Bird registration price

Friday, March 27th 2020
Last day to receive refund for cancelled registration

Friday, April 3rd – Saturday, April 4th, 2020
2020 Indiana AMWA Chapter Conference
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).

<table>
<thead>
<tr>
<th>Type</th>
<th>Member Fee</th>
<th>Nonmember Fee</th>
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<tbody>
<tr>
<td>Early Bird Price</td>
<td>$100</td>
<td>$150</td>
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<tr>
<td>(by March 6, 2020)</td>
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<tr>
<td>Standard Price</td>
<td>$150</td>
<td>$200</td>
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<tr>
<td>Student Price</td>
<td>$25</td>
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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 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 6th, 2020. For more information please review the BELS website: www.bels.org.
# CONFERENCE SCHEDULE AT A GLANCE

## Friday, April 3rd 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:00pm-1:55pm</td>
<td>Check-in for BELS Exam</td>
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<tr>
<td>2:00pm-5:00pm</td>
<td>BELS Exam</td>
</tr>
<tr>
<td>6:00pm-9:00pm</td>
<td>Networking Dinner at Rathskeller Restaurant</td>
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## Saturday, April 4th 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00am-8:45am</td>
<td>Registration + Networking + Continental Breakfast</td>
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<tr>
<td>8:45am-9:00am</td>
<td>President Welcome: Vision for 2020 - <em>Leslie Hodge, PharmD</em></td>
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<td></td>
<td>Introduction of 2019-2020 Chapter Officers</td>
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<tr>
<td>9:00am-9:10am</td>
<td>Master of Ceremonies: <em>William Pietrzak, PhD</em></td>
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<tr>
<td>9:15am-10:15am</td>
<td>Clear Concise Coherent: Academic and Regulatory Medical Writing</td>
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<td>(<em>Lee Seaman</em> and <em>Dr. Amanda Austin – Seaman Medical, Inc.</em>)</td>
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<tr>
<td>10:15am-10:25am</td>
<td>Master of Ceremonies: <em>William S. Pietrzak, PhD</em></td>
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<tr>
<td>10:30am-11:30am</td>
<td>Writing Competency Model and AMWA Certification</td>
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<td>(<em>David Clemow, PhD, MWC – Eli Lilly and Company</em>)</td>
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<tr>
<td>11:30am-12:40pm</td>
<td>Lunch</td>
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<tr>
<td>12:45pm-1:15pm</td>
<td>Network with IN AMWA: Connect. Communicate. Collaborate.</td>
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<tr>
<td>1:20pm-2:20pm</td>
<td>Keynote Address: Moby-Dick: An SOP for Whaling?</td>
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<td>(<em>Art Gertel, PhD</em> - MedSciCom)</td>
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<tr>
<td>2:20pm-2:25pm</td>
<td>Master of Ceremonies: <em>William S. Pietrzak, PhD</em></td>
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<tr>
<td>2:30pm-3:30pm</td>
<td>The Business of Writing: Tools for Effective Cross-Cultural</td>
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<td>Communication and Collaboration</td>
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<td>(<em>Maria Rovere, MTSC – London Village</em>)</td>
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<tr>
<td>3:35pm-4:35pm</td>
<td>Freelance Writers are Sales Professionals</td>
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<td>(<em>Brad Phillbrick, RPh – Didgebridge</em>)</td>
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<tr>
<td>4:40pm-5:00pm</td>
<td>Final Remarks and Closing</td>
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## Saturday, April 4th, 2020

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>5:00pm-6:00pm</td>
<td>Indiana AMWA Chapter Meeting</td>
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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).
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.
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 2nd through Sunday, April 5th, 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.