2021 MEDICAL WRITING & COMMUNICATION VIRTUAL CONFERENCE

April 9 – 10, 2021
2021 INDIANA CHAPTER VIRTUAL CONFERENCE
April 9 – 10 2021

Conference Theme

2021: Navigating the ‘New Normal’ - Adaptability, Flexibility, Perseverance

About the Conference

The Indiana Chapter of the American Medical Writers Association (AMWA) is proud to host our 2021 Annual Conference. This year’s theme is 2021: Navigating the ‘New Normal’ - Adaptability, Flexibility, Perseverance

The 2-day virtual 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, and much more. Come and learn from medical communication experts who are at the forefront of this growing profession.

We look forward to you joining our virtual conference!

Important Dates

Friday April 2, 2021
Last day for registration

Wednesday, April 6, 2021
Last day to receive refund for cancelled registration

Friday, April 9 – Saturday, April 10, 2021
2021 Indiana AMWA Chapter Virtual Conference
REGISTRATION INFORMATION

The last day for conference registration is Friday, April 2, 2021. Conference registration includes attendance to Friday’s Keynote address and roundtable networking events and Saturday's conference sessions.

Register online

CONFERENCE FEES
General Conference Registration (required fee for all attendees).

**Standard Price**
$50 - AMWA member / $100 - nonmember

**Student Price**
$25 – AMWA member / $50 - nonmember

ACCESS TO THE VIRTUAL CONFERENCE: Access to the 2021 virtual conference site will be provided on April 7, 2021 to the email address used for conference registration. Please test your computer systems prior to the start of the conference to ensure that you are able to access the conference site.

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 conference registration by April 6, 2021 and include a mailing address to president@hoosieramwa.org. Refunds will be issued, minus a nonrefundable 15% registration cancellation fee.

Conference registration is not refundable after April 6, 2021. No refunds or credits will be given for failure to attend, late arrival, unattended events, or early departure.
## CONFERENCE SCHEDULE AT A GLANCE

### Friday, April 9, 2021

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:00 pm – 1:05 pm</td>
<td>Welcome</td>
</tr>
<tr>
<td>1:05 pm – 2:05 pm</td>
<td>Keynote Address: Shackleton's Ghost Writer – Are Authorship Standards Always Important? (Art Gertel, PhD - MedSciCom)</td>
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<tr>
<td>2:10 pm – 3:10 pm</td>
<td>Clear Concise Coherent: Academic and Regulatory Medical Writing (Lee Seaman and Dr. Amanda Austin – Seaman Medical Inc.)</td>
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<tr>
<td>3:15 pm – 4:15 pm</td>
<td>Writing Competency Model and AMWA Certification (Brian Bass, MWC)</td>
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<tr>
<td>4:15 pm – 6:30 pm</td>
<td>DINNER BREAK (on your own)</td>
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<tr>
<td>6:30 pm – 7:00 pm</td>
<td>Roundtable #1 - TBD</td>
</tr>
<tr>
<td>7:00 pm – 7:30 pm</td>
<td>Roundtable #2 - TBD</td>
</tr>
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### Saturday, April 10, 2021

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>9:00 am – 9:10 am</td>
<td>President’s Welcome and Introduction of 2020 – 2021 Chapter Officers</td>
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<tr>
<td>10:20 am – 11:20 am</td>
<td>The Business of Writing: Tools for Effective Cross-Cultural Communication &amp; Collaboration (Maria Rovere, MTSC)</td>
</tr>
<tr>
<td>11:25 am – 12:25 pm</td>
<td>Freelance Writers are Sales Professionals (Brad Philbrick - Brad G. Philbrick &amp; Company)</td>
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<tr>
<td>12:30 pm – 12:40 pm</td>
<td>Closing Remarks</td>
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<tr>
<td>12:45 pm – 1:15 pm</td>
<td>Annual Indiana Chapter Membership Business Meeting</td>
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Art Gertel

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 over 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, vaccines, and diagnostics. He also served as a Senior Research Fellow with the Centre for Innovation in Regulatory Science (CIRS) – a London-based “Think-Tank”, developing policy and process for benefit-risk assessment. He is a Registered Agent to US FDA.

Art is Past President of 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).

Active in the arena of bioethics in the context of clinical trials, he teaches seminars in academia, industry, and for professional associations. He has served as a panelist at bioethics conferences and has published a number of papers on the topic.

Art’s educational background includes undergraduate studies in biology and psychology, Masters work in neurophysiology and behavioral medicine, and Doctoral studies in pharmaceutics.
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, completed her undergraduate degree at Westmont College majoring in biology with minors in chemistry and English. She had the pleasure of studying literature and ethics in Oxford England. She earned her MD from Southern Illinois University School of Medicine and did her intern year in Pediatrics in Indianapolis, IN. Throughout her academic career she had the pleasure of studying medicine in India, Nicaragua, El Salvador, Haiti, and the United States giving her a global perspective about health care, health communications, and medical research.

Currently, Amanda is the chief medical writer for Seaman Medical and is learning the business of international medical writing. She is also studying Japanese. She resides in Indianapolis, IN and is happily married with two children.

Brian Bass, MWC, is an award-winning freelance medical writer and an avid speaker and presenter on the business of freelancing. He is President of Bass Global, Inc., which was founded in 1989 and provides medical writing solutions in the areas of pharmaceuticals, biotechnology, devices, and diagnostics for health care professional, consumer, and business audiences in a wide range of therapeutic areas and media. Brian is also co-author of *The Accidental Medical Writer*® series of books, resources, information, and inspiration for freelance medical writers.

Brian is a Fellow and Past President of AMWA, and recipient of the 2017 Harold Swanberg Distinguished Service Award for his contribution to the field of medical communications. Brian has served AMWA’s Executive Committee as President Elect, President, Immediate Past President, Administrator of the Annual Conference, and in development and publicity capacities. He Chaired the AMWA Communications Committee from 2017-2020, and he is currently an At-Large member of the AMWA Board of Directors, Chair of the Medical Writing Certification Commission, and a member of the AMWA Value of Medical Writing Working Group. In addition, Brian has served as President of the AMWA-Delaware Valley Chapter (AMWA-DVC), and as Chair of the chapter’s Programming and Publicity Committees. He founded and chaired the AMWA-DVC Princeton Conference for 16 years.
Maria Rovere, MTSC is a top-performing scientific communications and education development specialist with expertise in continuing medical education (CME), global educational programs, regulatory documentation, and publications materials. Maria currently works as the global education development specialist for an EU-based education company where she develops international language programs, supports client relationships, and leads strategic outreach. As a medical director, Maria gained expertise in the planning, development, implementation, and evaluation of clinician-focused CME, with an emphasis on grant writing, original content development, and faculty collaborations. Maria’s experience as a senior scientific communications associate focused on authoring regulatory documentation in support of clinical trials. Her work as a medical editor of scientific publications materials, including abstracts and manuscripts, 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 promote fair and balanced programs and 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 Technical and Scientific Communication (MTSC) from Miami University, Oxford, Ohio.

Brad Philbrick is currently the Principal of Brad G. Philbrick & Company. Brad writes grant proposals for medical device companies, non-profit organizations, and health systems to receive funding to further their goals of providing improved health care and enhanced patient outcomes. 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 a pharmacy, and a sales manager.

Brad earned a B.S. degree in Pharmacy from North Dakota State University in Fargo, ND. While appreciating his degree and a strong interest in human physiology and pharmacology, pharmacy practice does not appeal to him. Brad obtained a certificate from the Indiana University School of Philanthropy in Writing Successful Grant Proposals.

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.