



2017 AMWA Greater Chicago Area
Chapter Conference

**Friday, September 15, 2017
8:30 AM – 4:00 PM**



The Resource for Medical Communicators

Hosted at: Hilton Garden Inn
Chicago North Shore/Evanston
1818 Maple Ave, Evanston, IL 60201
(847) 475-6400

Conference Schedule

Friday, September 15, 2017

8:30 AM – 9:15 AM	Registration Check-in and Continental Breakfast
9:15 AM – 9:30 AM	Opening remarks – Welcome
Session 1 – Items of Business	
9:30 AM – 10:30 AM	<p>□ The Business of Freelancing: Getting to Six Figures <i>Debra Gordon, MS</i></p>
10:30 AM – 10:45 AM	Break
10:45 AM – 11:45 AM	<p>□ Business Ethics <i>Barry Baker, MA</i></p>
11:45 AM – 1:15 PM	Lunch and Networking
Session 2 – Lessons Learned	
1:15 PM – 2:15 PM	<p>□ Pros and Cons of Reference Software <i>Abigail Goben, MLS</i></p>
2:15 PM – 2:30 PM	Break
2:30 PM – 3:45 PM	<p>□ Agency vs Industry: Navigating Medical Communications Career Options—Followed by Q&A <i>Vojislav Pejovic, PhD</i> <i>Meghana Karnik-Henry, PhD</i> <i>Justine Kennedy, PhD</i></p>
3:45 PM – 4:00 PM	Closing Remarks
4:00 PM – 5:00 PM	<p>Networking Happy Hour <i>(Nearby—Details Provided Day Of)</i></p>

Exhibitors Onsite All Day:

- Resume Consultations - Professor LaVan, Kellstadt Graduate School of Business at DePaul University
- Medical Writing and Editing Education Programs - University of Chicago Graham School

Conference Registration

Registration

- Available online ([AMWA-GCAC 2017 Conference](#))
- Includes continental breakfast and buffet luncheon!
- Early registration is strongly advised; space is limited.
- Full payment is required at the time of registration.
- The deadline to register is Friday, September 1, 2017.

Refund Policy

- If you must cancel your Conference registration, refunds will be issued through your method of payment, less the \$25 registration cancellation fee. Conference registration is non-refundable after August 15, 2017.

Conference Fees

	Member/Nonmember
Conference registration (MANDATORY)	\$65/\$85
AMWA membership	\$185

Conference Location

Hilton Garden Inn Chicago North Shore/Evanston
1818 Maple Avenue, Evanston, IL (847) 475-6400.

- Self-parking at Davis Street ramp is \$13.

Lodging Reservation Information

- Discounted rooms (\$179 plus tax) are blocked for Conference attendees (Friday, September 14 and Saturday, September 15; two-night stay not required).
- Deadline for Conference group rate is August 15. Reservations are subject to a 72-hour cancellation policy and \$50 early departure fee.
- Reservations can be made online (click [here](#) for booking); online Group Reservation Booking Code is: AMWA. Or call at 1-800-475-6400, Toll Free 1-877-STAYHGI.

Conference Exhibitors

One on One Resume Consultations

- Professor Helen LaVan, PhD from Kellstadt Graduate School of Business at DePaul University teaches Human Resource Management and Life and Career Planning at the undergraduate and graduate levels. She has assisted in the development of hundreds of resumes, recently including using new technology to enable resumes to be received by company applicant tracking systems and matched to job listings.
 - [E-mail resumes](#) ahead of time or share day of
 - [Sign up for individual time slots](#)

Medical Writing and Editing Education Programs

- University of Chicago Graham School of Continuing Liberal and Professional Studies offers medical writing and editing curriculum covering the fundamentals and best practices of crisp, clear, and sophisticated medical writing and editing.



Contact Information

For information about the Conference, please contact the AMWA-GCAC Events Committee Chair: Mia DeFino (mia@mdefino.com). For information about lodging, hotel, and/or meals, please contact Sarah Jane Valter (sjvalter@aol.com). For information about the AMWA's education programs, please visit www.amwa.org or call (240) 238-0940.

Session 1 – Items of Business

The Business of Freelancing: Getting to Six Figures

Debra Gordon

If you're good at what you do—and have the right mindset—you should be earning at least \$100,000 a year. If you're not, then you're doing something wrong. This talk, delivered by long-time freelancer Debra Gordon, will hit the highlights of successful freelancing: goal setting, marketing, client management, work habits/systems, pricing, and self-confidence. Even if you're just thinking about freelancing one day, you'll walk away with the blueprint you need to build a successful business. If you're already a freelancer, the tips you'll learn will take you to the next level — or the one above.

Business Ethics

Barry H. Baker

Overview of Utilitarian, Duty, and Virtue Ethics to provide an overall framework, followed by business ethics with special emphasis on ethical dilemmas.

Session 2 – Lessons Learned

Wrangling Citations and References: Current Software, Tips, and Tricks

Abigail Goben

Citation management software brings opportunities to remove the stress of determining just where that particularly odd journal puts periods and semi-colons between dates and page numbers. But choosing a software or working between multiple programs can be challenging. This presentation will review current popular free and paid software for citation management. Join us to learn the benefits or challenges with using each, how to move between programs, and working with groups on different platforms.

Agency vs Industry: Navigating Medical

Communications Career Options—Followed by Q&A

Featuring a panel of speakers sharing experiences about traversing various roles within medical communications—either in agency, industry, or both! Learn from trouper medical communications professionals and ask questions during the concluding Question & Answer part of the session.

“Through the Woods and Up the Ladder: Navigating a 3D Maze of the Medical Communication Career”

–Vojislav Pejovic, PhD

“Harnessing Personal Agency to Define Personal Industry: How What I like Informs What I Do”

–Meghana Karnik-Henry, PhD

“Climbing the Ladder: Medical Publications Opportunities in Industry”

–Justine Kennedy, PhD

Speaker Biographies



Debra Gordon, MS is a seasoned healthcare communications professional who specializes in writing business-to-business and business-to-consumer marketing-focused content designed to promote medical and healthcare-related content for clinicians, businesses, and consumers. She received her bachelor's degree in English from the University of Virginia and her Masters in Biomedical Writing from the University of the Sciences in Philadelphia. She has more than 30 years of experience in the healthcare world, including a decade as a newspaper reporter covering medicine and healthcare. Among her clients were GE Healthcare, Geisinger Health System, Spectrum Health System, Castlight, Price Waterhouse, and Ogilvy CommonHealth.



Barry H. Baker, MA completed his bachelor's degree at Trinity International University in Philosophy in 2010 and completed a Masters of Arts degree at Trinity Evangelical Divinity School in 2013. He is an Adjunct Professor at College of Lake County and has also served in the United States Marine Corps. He is married to Margaret Ring Gillock. He and Margaret co-authored the article "APRNs In Transitional Care" for the CMA Today Nov-Dec 2016 issue.



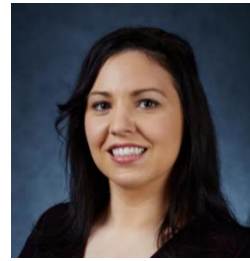
Abigail Goblen, MLS is an Associate Professor and Librarian at the University of Illinois at Chicago Library of the Health Sciences. She is a liaison to the College of Dentistry, a member of the Graduate College, and serves on the Data Governance Committee for UI Health. In 2016, she co-developed and launched the Association for College and Research Library's Research Data Management Roadshow, a full day training workshop for librarians working with data. Her research currently focuses on institutional research data policy; self-education in research data management; and copyright knowledge in the health sciences. She blogs at www.hedgehoglibrarian.com and her Twitter handle is @hedgielib.



Vojislav Pejovic, PhD, MS is an Associate Scientific Director at Medical Expressions (part of Nucleus Global). Throughout his career in medical communications, he has covered or investigated products for Alzheimer's disease, hypertension, heart failure, HIV/AIDS, hepatitis C, fibrosis, and uterine fibroids. He has co-authored a dozen peer-reviewed manuscripts and is a published author of fiction books. He holds a PhD in Neuroscience from the University of Mainz, Germany, and an MS degree in Biochemistry from the University of Belgrade, Serbia.



Meghana Karnik-Henry, PhD is a science-loving extrovert. She is also the Medical Publications Manager at Lundbeck. Prior to joining Lundbeck, Meghana spent two years as a medical writer in Chicago. Before that, she developed and taught courses in neuroscience and neuroethics at small liberal arts colleges in the Northeast. In what she considers a past life, Meghana earned a PhD in Neuroscience from Washington University in St. Louis and then completed a postdoctoral fellowship at the Center for Brain Health in Dallas, TX. As a researcher, Meghana coauthored publications on the relationship between neural structure/function and cognitive performance in the context of schizophrenia and healthy aging.



Justine Kennedy, PhD leads medical publications as part of the US Medical Affairs Medical Communications team at Takeda Pharmaceuticals in Deerfield, IL. She completed her B.S. in Biology at Loyola University Chicago in 2010 and received her Ph.D. from Loyola University Chicago at their Medical Center in 2015 in Molecular Pharmacology and Therapeutics. She began her career in industry as a post-doctoral fellow in Global Medical Affairs strategy at Baxalta, US Inc. She quickly transitioned as a Global Medical Affairs strategy lead where she successfully collaborated with cross-functional teams including medical communications and publications. In early 2017, she joined the medical communications team at Takeda Pharmaceuticals where she applies her experience in Medical Affairs directly to medical publications.

Thank you!

We look forward to seeing you at AMWA's 77th Annual Conference:

November 1–4, 2017, in Orlando, Florida!

<http://www.amwa.org/page/Conference>