NEW ENGLAND CHAPTER NEWS

June 2008

June 12: Awards Banquet in Waltham, Mass.

Honors Address by Bernard Lown, MD
Presentation of Will Solimene Awards of Excellence

You are cordially invited to the New England Chapter’s 13th Awards Banquet on Thursday, June 12, at the Westin Hotel, Waltham, Mass. The evening promises an elegant dinner with interesting companions in a lovely venue—and a celebration of excellence in medical communication. Join your colleagues for this festive biennial event.

New Officers
As this is the final meeting of the 2007-08 chapter year, outgoing president Julie Martin will introduce the new officers for the coming year. Incoming president Christine McMorrow will speak briefly.

Honors Address
Bernard Lown, MD, a world-renowned cardiologist and a Nobel Laureate, will give the 2008 Honors Address.

Dr. Lown, a pioneer in research on sudden cardiac death, invented the direct current cardiac defibrillator, among many other achievements.

He has authored or coauthored over 400 research articles and is author of *The Lost Art of Healing*, which won a Will Solimene Award in 1997. His latest book is *Prescription for Survival: A Doctor’s Journey to End Nuclear Madness*, scheduled for release in July by Berrett-Koehler Publishers.

In 1985 he was a co-recipient of the Nobel Peace Prize on behalf of International Physicians for the Prevention of Nuclear War, an organization that he and Dr. Evgenyi Chazov of the former Soviet Union cofounded in 1980.

He is also a cofounder of Physicians for Social Responsibility, SATELLIFE (an organization that uses innovative technologies to serve the health communication and information needs of developing countries), and ProCOR (an ongoing worldwide electronic conference on the emerging epidemic of cardiovascular diseases in the developing world).

Writing Awards
Highlighting the evening will be the presentation of the Will Solimene Awards of Excellence, which recognize outstanding work in medical and health communication by members of the New England Chapter of AMWA.

The award-winning publications will be on display throughout the evening, so everyone will have a chance to look over the top-rated entries in the competition.

Everyone is invited!
Come take a look at the award-winning publications, and congratulate the authors. Greet the new officers, catch up with your AMWA friends, and make new acquaintances. Don’t forget, this will be your last chance until September to network, shoptalk, and socialize at a regular chapter meeting.

Guests and prospective members are welcome, as always.

*If you are working toward an AMWA Professional Development Certificate, you can earn 5 points by attending this meeting.*
Chapter Calendar
The New England Chapter holds six regular meetings a year, from September through June. Four meetings are in the Greater Boston area, and two are in Connecticut. Every meeting begins with a social hour, followed by dinner (except for a Sunday brunch in midwinter), then a program with a speaker, a panel presentation, or roundtable discussions. A writing competition, culminating in the Will Solimene Awards Banquet, is held every other year, alternating with the New England Conference, an all-day program of workshops on a Saturday. Occasionally informal networking meetings or tours are scheduled.

Summer Networking Lunch (tentative)
If plans materialize for an informal networking lunch sometime in July in Cambridge, Mass., members will be notified via the New England Chapter E-news.

2009 New England Conference
The 8th New England Conference will be held Saturday, March 28, 2009, at the Sturbridge Host Hotel & Conference Center in Sturbridge, Mass.

Other Upcoming Events in New England
May 28-30: SSP Meeting in Boston
The Society for Scholarly Publication will hold its 30th annual meeting at the Westin Copley Place, Boston. For information, go to www.sspnet.org.

June 19-21: HeSCA Conference in New Haven
The Health & Science Communications Association will hold its 49th annual conference at the Omni New Haven Hotel at Yale. For information, go to www.hesca.org.

June 22-26: DIA Meeting in Boston
The 44th annual meeting of the Drug Information Association will take place at the Boston Convention and Exhibition Center. For information, go to www.diahome.org.

September 14-17: RAPS Meeting in Boston
The Regulatory Affairs Professional Society will hold its annual conference at the Hynes Convention Center. For information, go to www.raps.org.

NEW ENGLAND CHAPTER NEWS, published 4 to 5 times a year for the New England members of the American Medical Writers Association (AMWA), is posted as a PDF on the New England Chapter’s Web site. The newsletter welcomes reports about member’s professional activities and special achievements; notices of local meetings, conferences, and courses; and other items of potential interest to medical, biomedical, and health communicators in New England.

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April Meeting Report
Clinical Development of Drugs: the Medical Writer’s Perspective
At the New England Chapter’s April dinner meeting in Waltham, Mass., Debbie von Rechenberg, ELS, medical writer for Eli Lilly and Company, reviewed the clinical development of investigational cancer drugs from Phase I to Phase III and the regulatory documents required along the way.

Phase I consists of dose-finding studies, starting with a low dose suggested by preclinical studies and systematically increasing it. Ms. von Rechenberg reminded us that patients with cancer are likely to be taking more than one medication. Consequently, Phase I must consider every possible combination and the maximum tolerated dose.

Phase II determines the safety and efficacy of the drug. It looks at the tumor response rate, overall survival, and biomarkers that help tailor therapy to individuals most likely to benefit. Before the drug is combined with other medication, single-agent studies are performed to measure tumor response.

Phase III provides expanded testing of an investigational drug and is conducted with several hundred to thousands of volunteer patients. It studies tumor response rate, safety, patient-reported outcomes, and median overall survival. Statistical considerations determine success or failure. If the new agent proves to be no more effective than an existing drug but is safer, then it is still a valuable tool.

The documentation necessary to bring a drug to market is extremely rigorous. Included are informed consent forms, toxicology, safety and efficacy reporting (investigator’s brochure), clinical trial applications (risk/benefits assessment), clinical summaries and overviews, regulatory responses, and risk management plans.

For more information on cancer drug approval, go to: http://www.fda.gov/cder/drug/cancer_endpoints/default.htm

—Adriane Bishko
Secretary
Chapter Officers
The chapter’s officers for 2008-09 will be introduced at the final meeting of the 2007-08 year on Thursday, June 12.

Delegates to AMWA Board of Directors
As one of the larger AMWA chapters, New England has two representatives on the association’s Board of Directors. In accordance with our chapter’s bylaws, these delegates are the President and the President-Elect, with the Immediate Past President and the Vice President for Connecticut serving as alternates.

Officers (automatic)
The chapter’s President is elected a year ahead of time. During the year as President-Elect, he or she serves as Program Director. After a year as President, he or she then serves the chapter for still another year as Immediate Past President.

PRESIDENT: Christine McMorrow
In 2006, Chris relocated to Massachusetts from New Jersey, where she spent over 20 years in writing and marketing. She has held diverse senior copywriter and communications director positions in publishing, pharmacy benefits management, medical education, and healthcare communications, including Merck-Medco Managed Care, Thomson Physicians World, and Bruce Leeb & Company Healthcare Advertising. Her writing specialties range from pharmaceutical promotion and medical marketing communications to public relations, patient education, and sales training, with a focus on managed care. Since 2004, she has freelanced for clients in New Jersey, New York, California, Florida, and Massachusetts. She is a Phi Beta Kappa graduate of Smith College, where she majored in romance languages. A member of AMWA since 2004, Chris completed two AMWA core certificates—Editing/Writing and Public Relations/Advertising/Marketing—late last year.

IMMEDIATE PAST PRESIDENT: Julie J. Martin
As communications manager for the Stockel Center for Primary Care Innovation at Massachusetts General Hospital, Boston, Julie focuses on internal and external communications and development initiatives. She has a master's degree in health communication from Tufts University School of Medicine and before joining Mass General, worked for several years in communication for the Commonwealth of Massachusetts. She does occasional freelance writing on consumer health and patient education topics and is on the editorial board of the Journal of Communication in Healthcare. Julie, an AMWA member since 2003, is pursuing a multidisciplinary AMWA core certificate.

Nominees for Office
The Nominating Committee was chaired by President-Elect Christine McMorrow and included President Julie J. Martin (ex officio), Lonnie Christiansen, Andrea Gwosdow, and Nancy Knoblock Hunton. The committee has presented the following slate of officers to serve along with Christine and Julie in the coming year.

PRESIDENT-ELECT: Deborah von Rechenberg
Debbie has worked for Eli Lilly and Company for over 16 years, the last 9 as a writer supporting clinical oncology research—and since 2002 as a teleworker, first from Salt Lake City and now, Waltham, Mass. Her work has included key regulatory documents for several marketing applications. With a BS in biology from Purdue University, she worked in various research laboratories, including 7 years as a microbiologist at Lilly before becoming a medical writer there. Debbie joined AMWA in 2000 and was active in the Indiana and Rocky Mountain chapters before moving to New England. In 2006, she attained certification as an editor in the life sciences (ELS).

VICE PRESIDENT FOR CONNECTICUT: Susan F. Gonsalves
Susan is being nominated for a second term as Vice President for Connecticut. She has a PhD in pharmacology from Dartmouth College and an MBA in management from Rensselaer Polytechnic Institute. Since 1996, she has worked as an author in the department of Safety and Risk Management at Pfizer in New London. She is responsible for writing clinical components of regulatory dossiers, rapid responses to regulatory queries, and post marketing safety analyses. An AMWA member since 1988, Susan has served on the Connecticut Planning Committee since the 2005-06 year.

SECRETARY: Jerome P. Lang
Jerome, an AMWA member since 2006, began his medical writing career creating newsletters for his wife, a veterinarian with a cat-only practice. He is currently consulting for a CRO, and he has coauthored an investigator’s brochure. He had originally planned to get a PhD in biochemistry, but he resigned from the graduate program because of a serious ethical concern and went on to get an MD instead. Jerome has practiced occupational medicine, emergency medicine, and college health, and he served in the Indian Health Service.

TREASURER: Jill M. Shuman
Jill, who was president of the chapter in 1995-96, is being nominated for a seventh term as Treasurer. She hold’s a master’s degree in communications/health sciences and is a certified editor in the life sciences. She has extensive experience as a writer, editor, teacher, and project manager in many areas of medical and scientific communication. A member since 1991, Jill was named an AMWA Fellow in 2003 in recognition of her outstanding professional achievements and contributions to the association.
Personal Notes

Cheryl Lathrop, BS, a freelance writer in Walpole, Mass., led a roundtable titled “No Portfolio? No Problem!” at the Delaware Valley Chapter’s freelance workshop in April.


Thomas P. Gegeny, MS, ELS, gave the core workshop on “The Internet: When and How to Find the Information You Seek” at the Northern California Chapter’s conference at Asilomar in April. Tom, a medical writer at Envision Pharma, is currently serving as AMWA secretary.

Jeffrey A. Coderre, PhD, is now a medical writer at Ophthalmic Research Associates in North Andover, Mass.

Jill M. Shuman, MS, ELS, is scheduled to give the core workshop on “Writing About Health and Medicine for Consumer Publications” at the Mid-Atlantic Chapter’s conference on June 21. Jill is treasurer, writing awards director, and a past president of the New England Chapter.

Debra A. Willins, PhD, of Watertown, Mass., is now a medical writer at Altus Pharmaceuticals Inc. Debbie was formerly a medical writer at Millennium Pharmaceuticals Inc.

CHAPTER CHANGE: William G. Berghoff is moving to Michigan soon and has changed his affiliation to the Michigan Chapter.

New Members

The New England Chapter cordially welcomes those from our six-state region who have recently joined AMWA, reestablished their affiliation with the association, or moved here from another chapter area:

Cindi Arons, PhD
 Pfizer Inc.
 New London, Connecticut

Jennifer Brayer
 Windham, New Hampshire

Roberta E. Cannon
 Mashpee, Massachusetts

Heather A. Corkrey, MS
 Averion International Corporation
 Southborough, Massachusetts

Nancy Crudele, PharmD, RPh
 Purdue Pharma LP
 Stamford, Connecticut

Linda Dalterio, MHS
 Chester, Connecticut

Theresa Moore Duranto
 Pfizer Inc.
 New London, Connecticut
 [from Michigan Chapter]

Marsha Fahey
 East Sandwich, Massachusetts
 Enron Inc.

Ann M. Frank, PsyD
 Greenville, Rhode Island

Annemarie Galli, RN, MBA
 Winchester, Massachusetts
 Research Query

Sue Garett, RN
 West Hartford, Connecticut

Amy M. Gates, MPH, RN
 Newton, Massachusetts
 Vertex Pharmaceuticals

Lauren Halloran
 Quincy, Massachusetts
 Perceptive Informatics

Daniel Hartman, MD
 North Stonington, Connecticut

Amy Holbrook, MS
 Millennium Pharmaceuticals Inc.
 Cambridge, Massachusetts

Pamela Jones, MA
 Beverly, Massachusetts
 EBSCO Publishing

Linda B. Klatt, BA, MS
 Milford, Connecticut

Sally Laden, MS
 MSE Communications LLC
 Cheshire, Connecticut

Indu Mani, DVM, ScD
 Newton Centre, Massachusetts

Anthony Mansell, MD
 Pawtucket, Rhode Island
 Alpert Medical School of Brown University

Joanne Mason, MA
 Agawam, Massachusetts

Linda H. Mehta, MA
 Woodbridge, Connecticut
 New York Academy of Sciences

Marjorie Montemayor, MA
 Ipswich, Massachusetts

Kerri O’Brien
 Seabrook, New Hampshire

Celene F. Runham, BSc
 Novartis Vaccines & Diagnostics
 Cambridge, Massachusetts
 [from Italy]

Rebecca Stahl
 Ipswich, Massachusetts
 EBSCO Publishing

Man-yee Tang, MS
 Wayland, Massachusetts

Lori A. Thomae, MPTW, ELS
 LAB Communications Inc.
 Westford, Massachusetts

Katherine A. Traphagen, MT
 Allston, Massachusetts

Margaret J. Uprichard, PharmD
 MJU Biopharmaceutical Consulting
 Sherborn, Massachusetts
Directions to June 12 Meeting
Westin Hotel
70 Third Avenue
Waltham, Mass.
781-290-5600

The hotel is just off Route I-95/128, Exit 27A.

Heading south on I-95/128
Take Exit 27A and follow the ramp (right) onto Winter St. towards Totten Pond Rd./Wyman St. Go straight on Totten Pond Rd. Bear right onto Third Ave. The hotel is on the left.

Heading north on I-95/128
At Exit 27A, turn right onto the ramp towards Totten Pond Rd./Waltham. Keep right to stay on the ramp towards Third Ave. Bear right onto Third Ave. The hotel is on the left.

Need a ride to the meeting?
If you don't have a car, contact Judy Linn (508-358-7071 or judyhlinn@aol.com) to find out if anyone from your area is driving to the meeting. The hotel is not accessible by public transportation.

Chapter E-news
A few times a month, Julie Martin, chapter president, sends an e-mail to remind you of an upcoming chapter meeting or to let you know about a job opening, freelance opportunity, local event, or anything else that might be of interest to you or other New England AMWA members.

The brief messages give only as much information as is necessary for you to follow up if you want to.

If you have something to share via the New England Chapter E-news, please send it to Julie for consideration (jjmartin@partners.org). For job notices—whether fulltime, freelance, or contract—be sure to follow the submission guidelines (go to http://amwa-ne.org/content/jobs.html and click on “submission guidelines” to download a 1-page PDF).

Note that anyone may submit an item, but the e-mails are sent only to chapter members.
MEETING REGISTRATION FORM

EVENT: Awards Banquet
DATE: Thursday, June 12
TIME: 6:00-9:45 p.m.
PLACE: Westin Hotel, Waltham, Massachusetts
REGISTRATION FEE: Member: $39.00 Guest or Prospective Member: $44.00
DEADLINE FOR RECEIPT OF PAYMENT: Friday, June 6
MAKE CHECK PAYABLE TO: New England Chapter AMWA
MAIL PAYMENT WITH THIS FORM TO: AMWA
37 Forty Acres Drive
Wayland, MA 01778

TOTAL PAYMENT ENCLOSED: $________

Your ticket will be held at the door.

Please use a separate copy of this form for each registrant.

Name _______________________________________________________________________
Company _____________________________________________________________________
Address _____________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
Address is: ( ) Business ( ) Home

E-mail (required) ___________________________________________________________________

May we include this in the meeting registration list? ( ) Yes ( ) No

Phone (required) ___________________________________________________________________

May we include this in the meeting registration list? ( ) Yes ( ) No

Choice of Entrée: ( ) Scrod ( ) Chicken ( ) Vegetable Lasagna

Have you attended a New England Chapter meeting before? ( ) Yes ( ) No