June 21: Writing Awards Luncheon

**Dr. Kevin Pho is Honors Award Speaker**

It’s the last event of the year, and you won’t want to miss it! Join your fellow medical communicators at the New England Chapter’s Writing Awards Luncheon on Saturday, June 21, at the Embassy Suites, Waltham, Mass., for a talk by 2014 Honors Award recipient Kevin Pho, MD, and the presentation of the 2014 Will Solimene Awards.

You’ll have time to network, to look over the winning entries in this year’s writing competition, and to chat informally with Dr. Pho during the social hour. Then you’ll have the pleasure of sharing a gourmet lunch with friends and professional colleagues.

**Honors Award Speaker: Kevin Pho, MD**

The program will begin with Dr. Pho’s talk: “Connect and Be Heard: A Physician's Social Media Journey.”

An internist with a primary care practice in Nashua, N.H., Dr. Pho is founder and editor of the widely acclaimed health blog, MedPage Today’s KevinMD.com, and the popular Twitter health feed, @KevinMD. His commentary also appears regularly in USA Today Online, where he is on the editorial Board of Contributors, as well as CNN.com and NYTtimes.com. His opinion pieces highlight the challenges real-world doctors face, ranging from the primary care shortage to the epidemic of physician burnout. Last year another New York Times physician-blogger hailed Dr. Pho as “a rock star among the health care set, one of the few doctors recognizable by first name only.”

Dr. Pho is the coauthor of *Establishing, Managing, and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices*, published by Greenbranch, and a 2013 inductee to the Healthcare Internet Hall of Fame.

**Will Solimene Awards for Excellence in Medical Communication**

Since 1991 the Solimene awards have recognized outstanding work by New England medical writers. Award-winning publications—books, articles, brochures, training manuals, scripts, and more—have appeared in print, audiovisual media, and online. Some have been written for professional audiences, others for healthcare consumers or a general readership.

This year’s winning submissions once again reflect the breadth and diversity of the medical writing field—and once again raise the bar for all of us. Come see these publications for yourself, and congratulate the winners for work well done.

**Everyone is invited!**

As always, guests and prospective members are welcome. If they would like to, a winner may bring family, friends, or colleagues to share their day in the spotlight.

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**AWARDS LUNCHEON DETAILS**

**DATE:** Saturday, June 21

**TIME:** 12:00 noon to 4:00 p.m.

• Social Hour (cash bar) 12:00-1:00
• Luncheon 1:00-2:00
• Program 2:00-4:00

**PLACE:** Embassy Suites, Waltham, Mass. (DIRECTIONS on page 6.)

**MENU:** Lunch starts with Artisanal Bread & Strawberry Field Salad with Baby Spinach. You can choose from 3 entrées:

• Pesto Marinated Chicken Breast
• Grilled Filet of Sirloin with Diane Sauce
• Grilled Vegetable Vegan Wellington

Dessert will be Vanilla Bean Mousse Parfait.

**REGISTRATION:** The registration fee is $38 for AMWA members, $53 for guests and prospective members. You can pay online with a credit card or by mail with a check. (See HOW TO REGISTER on page 6.)

**DEADLINE:** To guarantee seating, we must receive your paid registration no later than Monday, June 16. (After 3:00 p.m. that day, there will be no refunds for cancellation.)

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The New England Chapter’s year begins in mid-June, when a new slate of officers takes over. The officers and other members of the chapter’s Executive Council meet during the summer, but there are no general activities during July and August.

Regular Meetings: The chapter holds six regular meetings from September through June. Four of these meetings are in the Greater Boston area, and two are in Connecticut. Typically, these meetings start 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.

Special Events: In addition to the regular meetings, the chapter holds one special event each year. A writing competition, culminating in presentation of the Will Solimene Awards for Excellence in Medical Communication, is held every other year. In the alternate years, the chapter holds the New England Conference, a full day of workshops on a Saturday in the spring.

Occasional Extras: A few times a year, the chapter schedules an informal event, such as a networking lunch or evening meetup.

AMWA Annual Conference “Greet & Go”: Every fall, at the national meeting, attendees from New England get together for an informal dinner at a restaurant near the conference hotel.

Upcoming Events in New England

Every second Wednesday of the month, from 5:00 to 9:00 p.m., you can join members of STC New England “to commiserate, socialize, imbibe, and otherwise relax” at Waxy O’Connor’s in Lexington, Mass. The next get-together is on June 11. For information, go to http://stcnewengland.org/.

Spring/Summer – Tufts University School of Medicine Health Communication Courses in Boston
The Health Communication Program at Tufts University School of Medicine offers three “Summer Institute” courses: Mobile Health Design (online), May 21-June 18; Health Literacy Leadership Institute, June 9-13; and Digital Strategies for Health Communication, July 20-25. For information, go to go.tufts.edu/summerinstitute.

May 28–30 – Society of Scholarly Publishing Annual Meeting in Boston
SSP’s 36th Annual Meeting will be held at the Westin Boston Waterfront. For information: www.sspnet.org/events/annual-meeting/event-home/.

October 8-11 – AMWA 74th Annual Conference in Memphis, Tenn.
For anyone working in this field, there is no single event with as rich and varied an educational program as AMWA’s Annual Conference. The yearly meeting, which attracts hundreds of members from around the U.S., Canada, and beyond, offers an unparalleled menu of workshops, seminars, panel presentations, poster sessions, roundtables, exhibits, how-to sessions, and speeches by preeminent figures, along with both scheduled and informal opportunities for professional networking. There’s time for fun, too, whether at sponsored receptions, the New England Chapter’s “Greet & Go” or, this year, a tour of Graceland. Watch your email for updates, and expect to see the full conference program in a few weeks.

Share your ideas!
If you have any suggestions for program topics, speakers, meeting locations, or new formats, your chapter officers would love to hear from you. Regarding meetings in Massachusetts, you can write to Nicky Parry, incoming program director, at nicola@parrymedicalwriting.com. If you have ideas about meetings in Connecticut, contact Jill Max, vice president for Connecticut, at jill@jillmaxllc.com. If you have any suggestions for an informal event, perhaps in an outlying location, contact Judy Linn, membership director, at judylinn@aol.com.
Chapter Officers

The New England Chapter’s officers for the 2014-15 year will be introduced at the Writing Awards Luncheon on June 21—the last event of the 2013-14 year. Their one-year term begins at that time.

Officers (Automatic)

In accordance with our chapter bylaws, the President is elected a year ahead of time to ensure continuity. During the year as President-Elect, he or she serves as Program Director. Then, after a year as President, he or she serves the chapter for still another year as Immediate Past President. In the coming year, Theresa Singleton will be President and Shanna McClennen will be Immediate Past President.

PRESIDENT: Theresa Singleton

Theresa has a BS in nutritional science from Cornell University and a PhD in microbiology and immunology from Boston University School of Medicine. After four years of postdoctoral training at Children’s Hospital Boston, she decided to transition to medical writing. She took a break from work to network and to sharpen her communication skills and within a few months was offered a position as a scientific writer/editor at Cell Signaling Technology. After two years there, she established her own freelance writing and editing business. Theresa has been an AMWA member since 2010. She served as chapter secretary in 2012-13 and organized the New England Chapter’s “Greet & Go” at the 2012 AMWA conference in Sacramento, Calif.

IMMEDIATE PAST PRESIDENT: Shanna J. McClennen

An AMWA member since 2001, Shanna joined the New England Chapter in 2009, when she moved here from Pennsylvania. She is a graduate of Wellesley College and has a PhD in biochemistry from the University of Michigan Medical School. She has been a medical writer for 14 years, the last eight as a freelance, specializing in sales training materials, scientific posters, white papers, and other medical writing projects.

Nominees for Office

The Nominating Committee was chaired by President-Elect Theresa Singleton and included President Shanna McClennen, Francesca Coltrera, Kristin Stephan, and Debbie von Rechenberg. The committee has presented the following slate of officers to serve along with Theresa and Shanna in the coming year.

PRESIDENT-ELECT: Nicola Parry

Nicky, a board-certified veterinarian, has been an AMWA member since 2011. After moving to the U.S. from England in 2000, she worked at the University of Pennsylvania’s School of Veterinary Medicine. In 2005 she moved to Tufts University School of Veterinary Medicine, where she headed the anatomic pathology residency training program. In 2009 she joined the Division of Comparative Medicine at MIT as head of pathology. Nicky began scientific writing during her master’s degree program in 1992 and eventually established her own part-time writing business. Since January she has been fully self-employed, dividing her time between freelance medical writing and veterinary pathology consulting. She has served on the Executive Council as a member-at-large for the past two years.

SECRETARY: Marisa Greenfield

Marisa is being nominated for a second term as Secretary. She has a bachelor’s in chemistry from the College of the Holy Cross and a master’s in chemistry from Northeastern University. After 6 years as a chemist, she transitioned to medical writing, eventually becoming an associate director, medical writing at Genzyme. In 2010 she established her own freelance business, providing research, writing, and editing services to pharmaceutical and biotechnology companies, authors of books and articles, and nonprofit organizations. She has been an AMWA member since 1999. Prior to her first term as Secretary, Marisa was on the chapter’s Executive Council as a member-at-large.

VICE PRESIDENT/CONNECTICUT: Jill Max

Jill is nominated for a second term as Vice President/Connecticut. After earning a BA from the University of Pittsburgh, she spent 14 years producing radio and TV commercials for advertising agencies. Then, with a master’s in journalism (health and science concentration) from Columbia University School of Journalism, she shifted to a career as a freelance science and health writer. In 2010 she received an award of excellence from the Association of American Medical Colleges and in 2012 won two Will Solimene Awards for Excellence in Medical Communication. She has been an AMWA member since 2001. At last year’s New England Conference, Jill was one of the Freelance Forum co-leaders and also led one of the luncheon roundtables.”

TREASURER: Jill Shuman

Jill is nominated for another term as Treasurer. She is a graduate of Simmons College and has a master’s from UMass Amherst. She is a Registered Dietitian, a certified Editor in the Life Sciences, and a certified CME professional. She has extensive experience as a writer, editor, teacher, and project manager in many areas of medical and scientific communication. A member of AMWA since 1991, she was chapter president in 1995-96 and since then has played a major role in almost every chapter activity, including the Solimene Awards competition and the New England Conference. Jill has also served on several national AMWA committees. In 2003 she was named an AMWA Fellow in recognition of her professional achievements and her numerous contributions to AMWA and the New England Chapter.
Personal Notes

Tom O’Connell, MA, Cape Cod freelance writer and lecturer, has another book out: Upward & Downward Mobility: A Work Memoir (A Writer’s Zigzag Journey), published by Sanctuary Unlimited. While focusing on his various and varied jobs over many decades, from his chores as a child in a group home to CEO of the Massachusetts Safety Council to college teacher and newspaper columnist, Tom weaves in enticing tidbits about his parents and his Irish “Granny,” his marriage, his children, his military service, his formal education, his divorce, his health, and his faith, along with remarks about occasional encounters with people of note. And he does this in barely more than 200 pages!

Tom was president of the New England Chapter in 1984-85 and served on the chapter’s Executive Council for many years after that. In 2004, Cape Cod Life magazine named him one of “100 Influential People” who “enhance and ameliorate the day-to-day lives of citizens across the Cape and Islands.”

Aura Kaunisto, PhD, is currently a postdoctoral fellow at Alligator Bioscience in Lund, Sweden. She was previously a postdoctoral fellow at Beth Israel Deaconess Medical Center, Boston.

Andrea Gwosdow, PhD, president of Gwosdow Associates Science Consultants in Arlington, Mass., publishes a monthly electronic newsletter offering helpful tips for medical writers. To request a free subscription, contact her at andreag@gwosdow.com.

A scientist, writer, and educator, Andrea is a past chapter president, longtime member-at-large of the chapter’s Executive Council, and frequent workshop leader, roundtable leader, and speaker at chapter events and AMWA annual conferences.

Credit for the elegant cover-to-cover redesign of the AMWA Journal goes to Amy Boches, freelance graphic designer and illustrator at Biographics in Brookline, Mass. Amy, who specializes in healthcare and biotechnology, has been the journal’s designer since 2004.

CHAPTER CHANGES: Ciranna Bird, MS, CAPM, has moved to Raleigh, N.C., and is now a member of the Carolinas Chapter. Christopher Zurenko, MS, has moved to Ann Arbor, Mich., and is now a member of the Michigan Chapter.

Linn Membership Award Goes to Dr. Radha Narayan

At the New England Chapter meeting in February, David Olle, membership awards director, presented a Judy Linn Membership Award to Radha Narayan of Belmont, Mass.

Radha is a graduate of the University of Pune with a master’s in organic chemistry from the Indian Institute of Technology in Bombay and a PhD in organic chemistry from Michigan State University. She has conducted postdoctoral research in organic synthesis at the University of California San Diego and at Boston University, and she has coauthored many research papers and a manuscript for a phase IIa clinical study. Last November, after five years as a drug discovery research scientist at Sirtris Pharmaceuticals, she joined Envision Pharma Group in Southport, Conn., as an associate medical writer.

In her application for the membership award, Radha expressed hope that her “research, analytical, and writing skills could be used to bridge the gap between research and clinical practice, leading to the best possible therapies.”

The Linn Award covers AMWA dues for one year, compliments of the New England Chapter, and the recipient is invited to attend regular chapter meetings during that year at no charge. (To learn more about this competitive award, go to http://www.amwa-ne.org/awards.html.)

‘AMWA New England E-News’
Timely Messages from the President

A few times a month, the chapter president sends an email to all New England AMWA members. These messages let you know about local job openings or freelance assignments as well as upcoming chapter activities and other regional events of possible interest to you. The emails come from “President@amwa-ne.org” and the subject line always begins with “AMWA New England E-News.” Items are generally very short, with just enough information for you to follow up if you wish to.

The E-News is sent only to chapter members, but anyone may submit an item for consideration. Announcements about local professional meetings or educational programs should include contact information or a link to detailed information. There is no charge for job postings, but they must conform to the submission guidelines, which can be downloaded from the chapter website (www.amwa-ne.org).

Please note that the E-News does not function as a bulletin board, so inquiries, personal or otherwise, are not accepted. For this purpose, go to www.linkedin.com and check out our chapter’s subgroup to see if a posting there would be appropriate.
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:

Jonathan Abysalh, MS
Worcester, Massachusetts

Alison Adams, PhD
Stratford, Connecticut

Shari S. Bassuk, ScD
Westborough, Massachusetts
*Brigham and Women’s Hospital*

Peter Arthur Bastian, MD
Haverhill, Massachusetts

Ana Bozas, PhD
Boston, Massachusetts

Michael Buller
Dana-Farber Cancer Institute
Boston, Massachusetts

Helen M. Carter, MD
Worcester, Massachusetts

Elise Chahine
Ridgefield, Connecticut

Swapna Chakrabarti, BPharm, RPh
Lake Forest, Illinois

Vivian Chow, PhD
Andover, Massachusetts

Brian DelGiudice, BS
Leominster, Massachusetts
*Genzyme*

Ellen Casso Donahue, MD
South Easton, Massachusetts

Madeline Drexler, BA
Cambridge, Massachusetts
*Harvard Public Health Review*

Audrey Eisen-Vandervelde, PhD
Melrose, Massachusetts

Carol Ewan Whyte, PhD
Westbrook, Maine

Maxine Fidler, ND, LAc
Middlebury, Vermont

Alexis Gopal, MD
Bridgewater, Connecticut

Elisabeth Haeger, MD, MACP
Amherst, New Hampshire

Susan Frances Holland, BS, MBA, MEd
East Lyme, Connecticut
*Veristat*

Carly E. Hudelson
Boston, Massachusetts

Abigail F. Jeffries
Articulate Communications
Tolland, Connecticut

Geoffrey P. Kane, MD, MPH
Brattleboro Retreat
Brattleboro, Vermont

Arlene Kellman, DO
Appleton, Maine

Kristin Kretschmer, MS
Scituate, Massachusetts
*Axon Communications*

Indira Krishnan
Waltham, Massachusetts

Dana Lasko, PhD
Lasko Biotechnology Services LLC
Cambridge, Massachusetts

Elizabeth Laurencot, MA
New England Journal of Medicine
Boston, Massachusetts

A. David Lewis, PhD
MCPHS University
Worcester, Massachusetts

Shirley Louise-May, PhD
Guilford, Connecticut
*Pfizer Inc.*

Tara B. Manion, MS
Amston, Connecticut

Isabelle Virginia Markley, BSN, RN
Maine General Medical Center
Waterville, Maine

Paul J. Mei
Wilbraham, Massachusetts

Meredith A. Mintzer, PhD
East Boston, Massachusetts
*Therapeutic Research Center*

Sashi Nadanaciva, PhD
Pfizer Inc.
Groton, Connecticut

Virginia M. Rosen, PhD
Braintree, Massachusetts
*Optum*

Kristin Roynesdal, BS
Somerville, Massachusetts
*Tufts University*

Celene F. Runham, BSc
Maylands, Western Australia
*Novartis Vaccines & Diagnostics*

Katelyn Russell
Townsend, Massachusetts
*University of Massachusetts*

Kerry M. Ryan, MS
WriteMed Communications
Westford, Massachusetts

Leah Samanta, MS
Somerville, Massachusetts

Ronald Schouten, MD, JD
Massachusetts General Hospital
Harvard Medical School
Boston, Massachusetts

Keisha K. Smith, BS, CCRA
Woburn, Massachusetts
*Alkermes Inc.*

Mary C. Stevens, BA
Bellingham, Massachusetts
*PAREXEL International*

Laurie Terrio, BS, RN, CDE
Pepperell, Massachusetts
*St. Joseph Hospital*

Audrey Jean Thibodeau, BUS
Hebron, New Hampshire

Sabine Voigt, PhD
Boston, Massachusetts

Cheryl Platzman Weinstock, MS
Weston, Connecticut

Lisa Welch, MSc
Dynamed
Ipswich, Massachusetts

Marilyn Ann White, MPH
Clinical Research Solutions
Marshfield, Massachusetts

Eva N. Wilford, MS, MBA
ENW Pharma Writing LLC
Killingworth, Connecticut
How to Register for Writing Awards Luncheon

You can register for this event either online or by mail, depending on how you wish to pay.

**To pay by credit card**, use the electronic registration form on the chapter website (www.amwa-ne.org). Fill it out and continue to the PayPal form, where you can enter your credit card information. (You don’t need a PayPal account, and you will not be charged a fee for the transaction.)

**To pay by check**, download the printable registration form from the chapter website (www.amwa-ne.org), print a copy, fill it out, and mail it with your check to the address on the form.

Whichever means you use, if you are bringing guests, you will have to fill out a separate form for each person.

Directions to Luncheon

**Embassy Suites**

550 Winter Street

Waltham, Mass.

781-890-6767

The Embassy Suites hotel is off Route 128/I-95 (Exit 28B), at the intersection of Winter Street and First Avenue. If you are not familiar with the area, you can get detailed driving directions at:

http://www.citysearch.com/profile/41743264/waltham_ma/embassy_suites_boston_waltham.html?impressionId=000b00000a4f44a3bca1c41b8ea34f2b1ad69ec

There is ample free parking in the hotel lot.

Need a ride to the meeting?

The Embassy Suites in Waltham is not accessible by public transportation. If you don’t have a car, ask Judy Linn (judyhlinn@aol.com) whether there is someone from your area who might be able to give you a lift.

“**The pursuit of excellence is not an easy one. Those who achieve excellence in medical communication deserve recognition not only for a job well done, but for setting a standard to which we can all aspire.**”

—Neil Duane, Master of Ceremonies

1997 Writing Awards Banquet

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**Executive Council to Meet in July**

The New England Chapter’s Executive Council—officers, committee directors, and members-at-large—will meet next month to begin planning the 2014-15 chapter year. Any chapter member is welcome to suggest an item for the agenda. If there is anything you feel should be addressed, whether an idea for a meeting or a suggestion for new or improved services, please feel free to share your thoughts with incoming president Theresa Singleton. Write to her at theresa@singletonscience.com.

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**EXECUTIVE COUNCIL 2013-14**

**OFFICERS**

PRESIDENT: Shanna McClennen

IMMEDIATE PAST PRESIDENT: Derek Dore

PRESIDENT-ELECT: Theresa Singleton

VICE PRESIDENT/CONNECTICUT: Jill Max

SECRETARY: Marisa Greenfield

TREASURER: Jill Shuman

**DIRECTORS / COMMITTEE MEMBERS**

- PROGRAMS: Theresa Singleton
- CONNECTICUT PROGRAMS: Jill Max
  - Margi Goldstein, Anita Kuan, Suzanne Sobel
- MEMBERSHIP: Judy Linn
- MEMBERSHIP AWARDS: David Olle
  - Francesca Coltrera, Nancy Knoblock Hunton, Jill Shuman, Debbie von Rechenberg
- E-NEWS: Shanna McClennen
- NEWSLETTER: Judy Linn
- LINKEDIN SUBGROUP: Laurie MacDougall
- NOMINATING COMMITTEE: Theresa Singleton
  - Francesca Coltrera, Shanna McClennen, Kristin Stephan, Debbie von Rechenberg
- WRITING AWARDS: Jill Shuman
  - Judy Linn
- WEB SITE: Aaron Federman
  - Judy Linn, Jill Shuman

**MEMBERS-AT-LARGE**

Francesca Coltrera, Andrea Gwosdow, Laurie LaRusso, Joann Merriman, Olivier Morteau, Nicola Parry, Kristin Stephan, Debbie von Rechenberg

**DELEGATES TO AMWA BOARD OF DIRECTORS**

Shanna McClennen, Theresa Singleton

ALTERNATES: Derek Dore, Jill Max