June 10: Dinner Meeting in Newton, Mass.

How to Bring a Book to Life

Join your colleagues on Wednesday, June 10, at the Crowne Plaza Hotel in Newton, Mass., for the New England Chapter’s last meeting until after Labor Day—a dinner program featuring a presentation by fellow AMWA member Joanne Zeis on “Getting Organized: Writing Books About Diseases for Patients and Clinicians.”

Joanne has written three books, all on Behçet’s disease, a rare, chronic autoimmune disorder that she herself has been living with since 1979. Her first two books were self-published—You Are Not Alone: 15 People with Behçet’s in 1997 and Essential Guide to Behçet’s Disease in 2006. Her third book, Behçet’s Disease, was released last December in both paperback and Kindle editions by Mercury Learning and Information.

Joanne, a full-time freelance health writer and editor, has a degree in psychology from Tufts University and is a graduate of UCLA’s Patient Advocacy Certificate program. For nearly two decades she has been advocating for patients’ needs, and in 2006 she received the American Medical Association’s Citation for Distinguished Service for her ongoing work on behalf of Behçet’s patients.

In her presentation, Joanne will explain how she develops a book from the initial concept to the final, published volume. She’ll discuss how to clearly define its purpose, from identifying the motivation for writing it to choosing the audience, and how to scope out the competition. She’ll describe her method for establishing writing and editing timelines to keep the project on track, avoiding distractions, and staying true to a singular vision. For an author who is not medically trained, lining up subject matter experts and reviewers to critique content is crucial, so Joanne will explain how to identify and collaborate with professionals who can provide an authoritative voice. Finally, she’ll talk about advantages and disadvantages of self-publishing versus working with an established publisher and share her experiences with the ups and downs of marketing a book.

We hope you will come to network during the social hour, to enjoy dinner with fellow medical writers, and to get some insight and tips about the writing process that may help you bring your own book to life.

Guests and prospective members are welcome, as always.

—Marisa Greenfield
President-Elect/Program Director
CHAPTER CALENDAR

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 will meet during the summer (see page 6), but there are no general activities during July and August.

The first regular meeting of the 2015-16 year will be in September in the Greater Boston area.

2015 AMWA Annual Conference
September 30-October 3
San Antonio, Texas

For information about AMWA’s 75th Annual Conference, September 30 to October 3 in San Antonio, Tex., go to www.amwa.org/events_annual_conference.

This 4-day event offers an unparalleled array of educational programs for biomedical and health communicators—workshops, roundtables, lectures, panel presentations, poster sessions, how-to sessions, and more—along with numerous formal and informal networking opportunities.

If you are attending the 2015 conference, you won’t want to miss the always popular New England Chapter get-together on Thursday evening. You’ll meet up with New England colleagues in the hotel lobby at 6:00 p.m. and then head out as a group for a private dinner in a nearby restaurant. (No other conference activities are scheduled for this time slot.)

April Meeting Report
Attendees Learned New Skills, Made New Contacts at Roundtable Brunch

Undaunted by the postponement of the roundtable brunch meeting due to icy roads in February, a lively group of participants, many attending their first New England Chapter meeting, gathered on a Sunday morning in April at the Burlington (Mass.) Hilton Garden Inn for networking and fellowship, a hearty breakfast, and focused discussions on a variety of topics. Only a few stubborn patches of snow reminded attendees of the relentless winter; the day was sunny and warm.

The roundtable topics reflected the breadth of the field we call medical writing and offered something for those new to the field as well as seasoned veterans. Several participants wanted to learn more about medical writing and how to get into it, whether from a background in science, writing, or marketing. Some were looking to learn more about an area of medical writing different from the one they were currently in. And others were interested in learning some new tricks (“Twitter is Not Just for Tweeting” was the discussion topic at my table, engagingly led by Siobhan Gallagher) or in catching up with friends and making new connections (at the “Informal Conversation” table).

I knew, of course, that my “Twitter” tablemates had a great time and learned a great deal (in part by participating in a play written entirely in tweets by Siobhan), but I wanted to hear about other tables, too. So this roving reporter quizzed participants on whether they’d learned something and enjoyed themselves, and all responded in the affirmative.

Theresa Singleton, leading a table on “Medical Journal Articles,” provided valuable advice on advertising and pricing freelance services, as well as a list of resources. Linda Wood got rave reviews for providing practical advice on “Regulatory Writing in the Pharmaceutical/Biotechnology Industry.” Olivier Morteau told participants about opportunities in “Nonregulatory Writing in the Pharmaceutical/Biotechnology Industry” and enlightened them on some of the skills they’d need to highlight that they may not have thought of (for example, project management ability). Participants at Sue Chow’s table on “Marketing Writing” reported that the discussion was wonderful (actual quote), whether they were seeking to enter the field through a marketing background or had never heard of the field before. Nancy Knoblock Hunton’s table on “Writing for Consumers and Patients” had participants from a number of backgrounds who said they found her tips very helpful. And those gathered at the table set aside for informal conversation enjoyed both the company of old friends and the chance to make new connections.

As the meeting broke up, participants trickled into the sunny parking lot, continuing their conversations and vowing to meet again at future chapter meetings. I for one am looking forward to the next one!

—Debbie von Rechenberg
Secretary
Chapter Officers

The New England Chapter’s officers for the 2015-16 year will be introduced at the last meeting of the 2014-15 year on June 10. 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, Marisa Greenfield will be President and Theresa Singleton will be Immediate Past President.

PRESIDENT: Marisa Greenfield

Marisa is a graduate of the College of the Holy Cross, with a master’s in chemistry from Northeastern University. After six 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. In 2013-14 she served as chapter secretary. She continued for a second term in that position until midway through the 2014-15 year, when she was named president-elect to replace Dr. Nicola Parry who was moving to another part of the country.

IMMEDIATE PAST 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 was soon offered a position as a scientific writer/editor at Cell Signaling Technology. After two years there, she established her own scientific writing and editing business specializing in manuscripts and abstracts for biotech/phama and academic clients. She has been an AMWA member since 2010 and was chapter secretary in 2012-13. On the national level, she is a peer reviewer for the AMWA Journal Science Series and serves on the Eric Martin Award Committee.

Nominees for Office

The Nominating Committee was chaired by President-Elect Marisa Greenfield and included President Theresa Singleton, Aaron Federman, Laurie LaRusso, and Jill Max. The committee has presented the following slate of officers to serve along with Marisa and Theresa in the coming year.

PRESIDENT-ELECT: Olivier Morteau

Olivier has a PhD in pharmacology from the University of Toulouse, France. He was a research scientist for over 10 years, working at different institutions, including Children’s Hospital in Boston and Oxford University and MediGene Ltd in the UK, before entering the medical communications field in 2011. He has worked as a medical writer at Vertex Pharmaceuticals and Lumleian and as a medical publication manager at EMD Serono, and in January he joined TESARO as a senior manager, medical communications. Olivier has been an AMWA member since 2011. He has served on the New England Chapter’s Executive Council since 2012-13, first as a member-at-large and currently as director of our LinkedIn subgroup. He has twice led chapter roundtables on nonregulatory writing in industry.

SECRETARY: Debbie von Rechenberg

Debbie has a BS in biology from Purdue University Calumet and is a certified editor in the life sciences. After a long stint in academic and corporate biochemistry and microbiology labs, she moved within Eli Lilly and Company in 1999 to become a medical writer. In 2010 she joined Genzyme and in 2012 took a position at ARIAD Pharmaceuticals as head of regulatory medical writing. Since last summer she has stepped back from full-time work to focus on other projects. She joined AMWA in 1999 and has been a New England Chapter member since 2006. In 2009-10 she served as president. This year she filled in as secretary for the second half of the term. She has been a speaker and roundtable leader at chapter meetings and is currently on the Linn Membership Awards committee.

VICE PRESIDENT/CONNECTICUT: Jill Max

Jill is nominated for a third term as vice president/Connecticut. After graduating 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 the last New England Conference, she was a “Freelance Forum” co-leader 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, certified editor in the life sciences, and certified CME professional. She has extensive experience as a writer, editor, teacher, and project manager. 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. She has also served on several national AMWA committees and is currently on the Budget and Finance Committee. In 2003 she was named an AMWA Fellow in recognition of her professional achievements and numerous contributions to AMWA and the New England Chapter.
Linn Membership Award
Ana Bozas Is Newest Recipient

At our chapter meeting in April, I was pleased to present Dr. Ana Bozas with the New England Chapter’s Judy Linn Membership Award, giving her a one-year free membership in AMWA. She qualified for the award as a newcomer to the field of medical writing with impressive credentials.

Ana earned a bachelor’s in microbiology and immunology from McGill University and a PhD in biochemistry from the University of Utah. Her background includes nine years of laboratory research on stem cells and genetic engineering. And, for two years, she managed toxicology quality control for a contract research organization. Since 2013, she has worked as a technical writer for Analysis Group in Boston. Her job includes writing scientific journal articles and reports based on the consulting firm’s health economics and outcomes research.

Ana is fluent in English, French, and Romanian. And in addition to AMWA, she’s a member of American Mensa.

We welcome Ana and look forward to her contributions to AMWA in the coming years.

—Nancy Knoblock Hunton
Director, Linn Membership Awards

Editor’s note: The competitive Linn Membership Awards provide support for up to three new medical writers at a time. For each recipient, the New England Chapter covers the cost of one year’s professional membership dues in AMWA. The chapter also waives registration fees for all the regular chapter meetings during the award year. To learn more about this award and how to apply for it, go to www.amwa-ne.org/awards.html.

Chapter LinkedIn Subgroup
Participation Is Growing

More and more people are signing up for our New England Chapter subgroup on LinkedIn. If you haven’t yet done so, you’re missing a chance to ask questions, share tips, express your opinions, and find out what’s going on in our local professional community.

To join the conversation, all you have to do is go to www.linkedin.com, sign up for the main AMWA group and then for the New England Chapter subgroup. This is an open forum, and everyone is welcome to participate!

‘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 and freelance opportunities 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. There is no charge for job postings, but they must conform to our guidelines, which can be downloaded from the chapter website (http://www.amwa-ne.org/jobs.html). Announcements about upcoming local professional meetings or educational programs should be brief and must include a link to detailed information.

Personal Notes

After a 23-year (occasionally broken) stint at the New England Journal of Medicine, most recently as chief manuscript editor, Victoria Alexander is now a freelance editor in South Portland, Me. Over three decades, Tori has worked at the NEJM and elsewhere at all levels of editing, from copyediting to rewriting. She is also the author of In the Wake of Suicide: Stories of the People Left Behind and coauthor of several books and journal articles in the field of psychiatry.

In March, Lynne Munno, MA, MS, a principal medical writer at Sanofi-Aventis in Cambridge, Mass., led two successive AMWA webinars on clinical study reports, the first focusing on CSR document development and the second on CSR narrative composition and appendices.

On June 10, Agnella Izzo Matic, PhD, CMPP, a freelance medical writer in Fairfield, Conn., will lead an AMWA webinar on writing for peer-reviewed journals: “Publish that Paper Now: Successfully Prepare Manuscripts that Get Published.” [Editor’s Note: For detailed information about Agnella’s webinar, including how to sign up for it, go to www.amwa.org/online_offerings.]

CHAPTER CHANGE: Joseph M. Alexander, PhD, has moved to Petersburg, W.Va., and is now a member of the Mid-Atlantic 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. We are also happy to welcome AMWA members from outside of New England who are planning to move here in the near future or have personal or professional ties here.

Yetunde Abass
Advanced Practice Strategies
Boston, Massachusetts

Brandon Abbs, PhD
TESARO Inc.
Waltham, Massachusetts

Maureen Albano, RN, BS
Wayland, Massachusetts
BG Medicine Inc.

Phil Alkana, MA, RRT
Attleboro, Massachusetts

Lisa Berlin, MD
Madison, Connecticut

Ellen Brady, DVM
Sudbury, Massachusetts
Lexington-Bedford Veterinary Hospital

Jen Bray, MA
Malden, Massachusetts
SAGE Publications

Bridget Chisholm, PharmD
Boston, Massachusetts

Alba Cid, MS
Brigham and Women's Hospital Boston, Massachusetts

Heather Clark, PharmD
Merrimack, New Hampshire

Danessa Collins, PhD
Holliston, Massachusetts

Susan C. Conrad, MD
Arlington, Massachusetts

Heidi J. Correia
Holden, Massachusetts

Catherine Despot
ARIAD Pharmaceuticals
Cambridge, Massachusetts

Rodrigo Franco, PhD
Franco Consulting LLC
Westford, Massachusetts

Jonathan Harrington, PhD
Cambridge, Massachusetts

Melissa Harris, MS
New Fairfield, Connecticut

Rebecca Harris, MA
Cambridge, Massachusetts

Natalie Hsiao-Fang-Yen
Philadelphia, Pennsylvania

Ginger Huddleston, BS
Quincy, Massachusetts

Gary Jasdzewski, PhD
Novartis Vaccines
Cambridge, Massachusetts

Molly Harris Jenkins, PhD
Lebanon, New Hampshire

Swati Joshi, PhD
Jamaica Plain, Massachusetts

Karen Brislin Julius, MSc
Derry, New Hampshire

Jason Paul Keller, PhD
Boston, Massachusetts

Stefan Kraft, MD
Needham, Massachusetts

Margaret Kruse, PhD
Andover, Massachusetts

Matthew Kurth
Cape Elizabeth, Maine

Elizabeth Lavelle
Bedford, Massachusetts

Jie Lu, MD, PhD
Cambridge, Massachusetts

Amy Marcini, MD
Charlestown, Massachusetts
[from Ohio Valley Chapter]

Matthew Marker, MD
Windsor, Connecticut

Pooja Mishra, MS
Gurgaon, Haryana, INDIA
inVentiv

Chukwueloka Obionwu, MD
Allston, Massachusetts

Matthew O’Donnell
ClinLab Staffing
Wayland, Massachusetts

David Poppel, MD
Ware, Massachusetts

Christina Powell, PhD
Reading, Massachusetts

Lyn A. Raghai, MEd
Dedham, Massachusetts

Millennium Pharmaceuticals

Caroline C. Reich, BA
Melrose, Massachusetts
SAGE Publications

Ryan Andrew Richards, BS
Shrewsbury, Massachusetts
Worcester Polytechnic Institute

Kathi Ritter
Veristat
Holliston, Massachusetts

Thomas Rohban, MD
partner 4 health
Paris, FRANCE

Balaka Roy
Shrewsbury, Massachusetts

Stephanie Sharp
Holliston, Massachusetts
Shire

Luta Shtessell, PhD
DynaMed
Ipswich, Massachusetts

Ellen F. Simes, RPh
Springfield, Massachusetts

Luz Elisa Tavera, PhD
Dana-Farber Cancer Institute
Boston, Massachusetts

Jessica Tesell, PhD
Shrewsbury, Massachusetts

Melody Thompson
Shire
Lexington, Massachusetts

Cynthia Tornallyay, RD, MBA
MedEdicus LLC
Georgetown, Connecticut
[from Empire State-Metro NY Chapter]

Randy Ugent, MD
Sharon, Massachusetts

Gwendolyn Davis Vesenkha, PhD
Kennebunkport, Maine

Ann Young, BA
Wellesley, Massachusetts
Medtronic/Covidien

Nancy Zacks, MS
Mitek Sports Medicine Inc.
Raynham, Massachusetts
How to Register for June 10 Meeting

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.

Directions to June 10 Meeting

Crowne Plaza Hotel
320 Washington Street
Newton, Massachusetts
Phone: 617-969-3010

The Crowne Plaza is located in the Newton Corner area, over the Massachusetts Turnpike (I-90) at exit 17. There is complimentary parking after 5:30 p.m. in the Gateway Garage, adjacent to the hotel.

If you are unfamiliar with the Newton Corner area, you can get detailed driving directions or information about public transportation at:

Need a ride to the meeting?

If you don’t have a car and can’t easily get to the Crowne Plaza Hotel by public transportation, ask Judy Linn (judyhlinn@aol.com) whether there is someone from your area who might be able to give you a lift.

Executive Council to Meet in July

The Executive Council—the officers, committee directors, and members-at-large—will meet next month to review the chapter’s 2014-15 programs and begin planning the chapter’s 2015-16 year.

Any member can propose an item for the meeting agenda. The EC will gladly consider any suggestions you may have for meeting topics, speakers, new venues, or even new formats. And if you have any thoughts about how the chapter can better serve members’ professional needs, please feel free to share them.

Send your proposals and comments to incoming president Marisa Greenfield (marisa@greenfieldmedicalwriting.com).

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<td>OFFICERS</td>
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<td>IMMEDIATE PAST PRESIDENT: Shanna McClennen</td>
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<td>PRESIDENT-ELECT: Marisa Greenfield</td>
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<td>SECRETARY: Debbie von Rechenberg</td>
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<td>TREASURER: Jill Shuman</td>
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<td>DIRECTORS / COMMITTEE MEMBERS</td>
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<td>■ PROGRAMS: Marisa Greenfield</td>
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<td>■ CONNECTICUT PROGRAMS: Jill Max</td>
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<td>■ WEB SITE: Aaron Federman</td>
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<td>MEMBERS-AT-LARGE</td>
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<td>DELEGATES TO AMWA BOARD OF DIRECTORS</td>
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<td>Theresa Singleton, Marisa Greenfield</td>
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<td>ALTERNATES: Shanna McClennen, Jill Max</td>
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