



## 2010 AMWA Southwest

### Medical Communications Conference

with **Dr. John Lienhard**  
Mechanical Engineering and History Professor  
at the University of Houston and  
Host of NPR's *Engines of Our Ingenuity*

and **Dr. Ann Jennings**  
Program Coordinator, M.S. in Professional  
Writing and Technical Communication  
University of Houston–Downtown

Saturday, April 17, 2010

8:00am – 5:00pm

University of Houston–Downtown



Along with presenting the new AMWA certificate workshop format, we are pleased to welcome two wonderful speakers in the field of communications, **Ann Jennings, PhD,** and **John H. Lienhard, PhD.**

**Dr. Jennings** is coordinator of the M.S. program in Professional Writing and Technical Communication at the University of Houston–Downtown. During breakfast, she will present “Ethics and Visual Design Theory: Creating a Syllabus,” illustrating how a grant from the National Endowment for the Humanities enabled UH-D faculty to incorporate ethics modules into the core courses of the MSPWTC program.

**Dr. Lienhard**, author and voice of *The Engines of Our Ingenuity* on National Public Radio, is Professor Emeritus of Mechanical Engineering and History at the University of Houston. He is known for his research in the thermal sciences as well as in cultural history. An Honorary Member of the American Society of Mechanical Engineers and a member of the National Academy of Engineering, he will join us as the keynote presenter at lunch.

### AMWA WORKSHOP LEADERS

**Flo Witte, PhD, ELS**, has more than 20 years' experience as an educator and a medical editor/writer. Flo has directed editorial services at the University of Kentucky and at St. Jude Children's Research Hospital in Memphis. Flo is a past president of AMWA, a recipient of AMWA's Golden Apple Award, and an AMWA Fellow. She has master's degrees in English, German, and international business and a doctoral degree in health communication from the University of Kentucky.

**Joan Nilson** is an experienced medical writer and editor and won the AMWA Golden Apple award for teaching excellence in 1996. Joan currently serves as Privacy Officer and Senior Administrator of Regulatory Compliance at UPMC Health Plan in Western Pennsylvania. She has received certification from the National Library of Medicine in Bethesda, Maryland, and worked as regulator in the Pennsylvania Department of Health.

## The AMWA Education Program

The American Medical Writers Association (AMWA) offers one of the most extensive education programs available to professional communicators in the medical and allied scientific fields. Programming is tailored to the profession, and the number of offerings is continually expanded to broaden the selection of options for both novice and experienced medical communicators. AMWA offers several certificate programs: Essential Skills, Business, Composition and Publication, Concepts in Science and Medicine, and Regulatory and Research. Participants may take the workshops without enrolling in a certificate program but must be enrolled in the applicable certificate program to receive workshop credit toward a certificate. Persons who were enrolled in the Core, the Science Fundamentals, or the Advanced\* certificate programs before December 1, 2009, can still work toward those certificates. Multiple designations are included in workshop listings to accommodate persons enrolled in both the old and new certificate programs.

### *Certificate Descriptions*

**Essential Skills (ES)**—skills that all medical communicators should possess, regardless of the area in which they work

**Specialty Certificates** (while registrants may enroll in 1 or more specialty certificate programs, completion of an Essential Skills, Core, or Advanced certificate is required in order to earn a specialty certificate.)

**Business (B)**—management and operations skills for freelance businesses and larger organizations

**Composition and Publication (CP)**—specialized editorial and publication skills

**Concepts in Science and Medicine (SM)**—broad, introductory concepts in science and medicine for nonscientists, or as refreshers

**Regulatory and Research (RR)**—specialized regulatory/drug development writing and scientific research skills

To enroll in a certificate program, use the enrollment form included in this brochure—or you may enroll using the enrollment form located on the AMWA Web site ([www.amwa.org](http://www.amwa.org) under Education/Certificates).

### *Certificate Requirements*

- A separate certificate can be earned in each of the 5 certificates listed above.
- Each certificate will require successful completion of 8 workshops (including 1 ethics-related workshop) in the relevant certificate program within 6 years of enrollment.
- You can enroll in more than 1 certificate program and pursue multiple certificates at the same time. However, an Essential Skills, Core, or Advanced certificate will be required before you can earn a certificate in a specialty.
- As before, you can take any workshop at any time, but earning workshop credit toward a certificate requires being enrolled in the certificate program corresponding to the workshop's designation (ES or CP or RR or B or SM).

### *Rules for Earning Workshop Credit Toward Certificates—No Exceptions*

- Enrollment in the certificate program corresponding to the workshop designation (ES or CP or RR or B or SM) is required.
- Workshop homework must be received by the leader by the stated deadline.
- The workshop must be attended in its entirety (3 hours).
- There is a 10-minute grace period, after the stated starting time, for entering a workshop; after that, no one will be admitted and no refund or workshop credit will be given.

*\*In order for a registrant to attend an Advanced workshop, the homework must have been completed and received by the workshop leader no later than the specified deadline, even if credit toward an Advanced certificate is not desired. If the homework is not received by the deadline, the registrant will not be allowed to attend the workshop, and no workshop credit or refund will be given—no exceptions.*

# Registration Deadline: March 27, 2010

## SCHEDULE

- 7:45 am-9 am** Sign-in
- 8 am-9 am** Continental breakfast  
with Ann Jennings, PhD
- 9 am-noon** Sentence Diagramming for  
Clarity and Practicality (CP/G)  
[114] with Flo Witte, PhD, ELS
- Computer Searching the  
Literature (ADV) [707]  
with Joan Nilson
- noon-2 pm** Lunch and Plenary Session  
with John Lienhard, PhD
- 2 pm-5 pm** Effective Paragraphing (ES/G)  
[103] with Flo Witte, PhD, ELS
- Basics of Health Care  
Compliance (RR/EW) [238]  
with Joan Nilson
- 6 pm** Informal dinner near UH-D

## CONFERENCE LOCATION

UHD Academic Building  
1 Main Street  
Houston, Texas

## CONFERENCE INFORMATION

AMWA Southwest Chapter  
[www.amwasouthwest.org](http://www.amwasouthwest.org)  
University of Houston--Downtown  
[www.uhd.edu/about/map.htm](http://www.uhd.edu/about/map.htm)  
Houston Visitor Info  
[www.visithoustontexas.com](http://www.visithoustontexas.com)

## HOMEWORK DUE DATES\*

Computer Searching the Literature	Mar 19 <sup>†</sup>
Sentence Diagramming	Apr 2
Basics of Health Care Compliance	Apr 2
Effective Paragraphing	Apr 2

\* To receive credit for a workshop, homework must be in by the due date and participants must arrive on time for the workshop.

<sup>†</sup> To attend this workshop, you must complete and submit homework by the due date.

## DIRECTIONS

From Bush Intercontinental Airport (IAH):  
Take I-45 (Gulf Freeway) South to the I-10 East/  
Downtown/Milam Street exit. Stay in the left lane.  
Turn left onto Commerce. Turn left onto Travis. The  
Visitor's Parking Garage will be on your right.

From Hobby Airport (HOU): Take Airport Blvd east  
to I-45 (Gulf Freeway) North. After ~12 miles, exit on  
Houston Ave/Memorial, turn right to reach Rusk,  
follow Rusk to Travis and turn left. Follow Travis over  
the bridge to campus. The Visitor's Parking Garage is  
the first building on your right.

For public transportation, refer to the AMWA  
Southwest website [www.amwasouthwest.org](http://www.amwasouthwest.org).

## ACCOMMODATIONS

Marriott Courtyard Houston Downtown/  
Convention Center  
916 Dallas Street  
Houston TX 77002  
1-832-366-1600

**Book by Mar 5** to get the AMWA rate of \$94/  
night

Fact sheet: <http://www.marriott.com/hotels/fact-sheet/travel/HOUDT>

## WORKSHOP DESCRIPTIONS

**Effective Paragraphing (ES/G)** [103] provides novices and moderately experienced writers and editors with basic paragraphing techniques for achieving clarity, readability, and desired emphasis. The objective is the development of a systematic approach to analyzing and correcting text. Options for arranging paragraphs and using transitions will be demonstrated.

HOMEWORK TIME: ~4 HOURS.

**Sentence Diagramming for Clarity and Practicality (CP/G)** [114] is designed to develop or refresh diagramming and grammar skills and to show the practical benefits of sentence diagramming. Particularly helpful for visual learners, diagramming contributes to logical thought patterns and sentence construction by visualizing the relationships between parts of the sentence and indicating where emphasis lies.

HOMEWORK TIME: ~3 HOURS.

**Basics of Health Care Compliance (RR/EW)** [238] Regulatory compliance is not just for drug companies anymore. The health care industry, ranging from clinical laboratories and pharmaceutical companies to hospices and physician practices, is under increasing scrutiny to account for health care spending and health care delivery. This workshop reviews the basic elements of a compliance program and emphasizes the strengths that medical writers can bring to this field and employment opportunities that exist.

HOMEWORK TIME: ~3-4 HOURS.

**Computer Searching the Medical Literature (ADV)** [707] presents effective strategies for accessing online health resources and best practices for selecting appropriate databases and optimizing search techniques. Topics also include choosing an online database vendor, Internet sources, and the continued development of online informational resources. Prerequisite:

*Bibliographic Resources for Medical Communicators* or equivalent experience. To attend this workshop, you MUST complete and submit homework by the due date.

HOMEWORK TIME: ~3 HOURS.

*Any workshop may be taken on a noncredit basis. To receive workshop credit requires being enrolled in the corresponding certificate program.*

## REGISTRATION FORM

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Registration Deadline: March 27, 2010**

### Homework Due Dates

Computer Searching the Literature (ADV) [707] Mar 19  
All other workshops Apr 2

<b>Registration*</b>	(circle fee)	Member/Nonmember
AMWA member/nonmember		\$40/90
Student		\$10

\*includes breakfast, lunch and plenary sessions

### Credit Workshops (circle 1 or 2)

Effective Paragraphing (ES/G) [103]	\$95/195
Sentence Diagramming (CP/G) [114]	\$95/195
Computer Searching (ADV) [707]	\$120/220
Health Care Compliance (RR/EW) [238]	\$95/195

### Other Fees (optional; circle all that apply)

Certificate enrollment, good for 6 years	\$150/275
Annual Membership Dues - Full	\$150
Annual Membership Dues - Student*	\$45

\*requires documents confirming enrollment in at least 6 credit hours in an accredited institution of higher learning. Membership info:

<http://www.amwa.org/default.asp?id=122>

**TOTAL ENCLOSED** \$ \_\_\_\_\_

Make checks payable to:

**AMWA Southwest**

Mail to: Stephen Palmer, PhD

Texas Heart Institute

PO Box 20345, MC1-194

Houston, TX 77225-0345

**REFUNDS with  
written cancellation  
by Apr 3 minus  
a nonrefundable  
\$25 charge for  
each workshop.**

QUESTIONS?

Contact Steve Palmer at [spalmer@heart.thi.tmc.edu](mailto:spalmer@heart.thi.tmc.edu)