

# Southwest Chapter News



January 2004

2003–2004

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## Robert E. Rakel, MD, to Receive Annual John P. McGovern Award

The AMWA Southwest Chapter is pleased to announce that this year's John P. McGovern Award winner is Robert E. Rakel, MD, from Baylor College of Medicine (BCM). Please join us for the annual John P. McGovern Award Banquet on Wednesday, January 28, 2004, at the Houston Plaza Hilton to honor Dr. Rakel, who will present a lecture entitled, "Compassion and the Art of Medicine: The Role of the Humanities in a Caring Profession."

Dr. Rakel is a nationally renowned family physician who is currently the editor of four primary care textbooks—*Conn's Current Therapy*, *Essentials of Family Practice*, *Saunders Manual of Medical Practice*, and *Textbook of Family Practice*. He has served on the editorial boards of prestigious journals, including *Archives of Internal Medicine*, *JAMA*, and the *Journal of Family Practice*, and is the author of many articles on primary care and family medicine. He also is the former host of "Family Practice Update," which aired on Lifetime Medical Television. Now a professor in the Department of Family and Community Medicine at BCM, Dr. Rakel is the past head of family medicine departments at the University of California, Irvine, the University of Iowa College of Medicine, and, most recently, at BCM.

Throughout his distinguished career in family medicine, Dr. Rakel has stressed the importance of teaching medical students how to be compassionate individuals who are mindful of the whole person when treating patients' physical illnesses. In his lecture, he will discuss the communication challenges posed by the teaching of compassion and how the humanities have been the most instructive in this education process.

The John P. McGovern Award was established in 1982 by the AMWA Southwest Chapter to recognize excellence in the field of medical communications. The award is named for John P. McGovern, MD, founder and director of the McGovern Allergy Clinic in Houston and a noted educator, author, and historian. Dr. McGovern is a past member of the Southwest Chapter of AMWA and has been an AMWA Fellow since 1967. This award, presented at an annual banquet with a lecture given by the recipient, is made possible through the generous support of Dr. McGovern.

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# McGovern Award Banquet to Be Held January 28

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The banquet will begin with registration and a predinner reception at 5:30 p.m. on the eighth floor of the hotel. An assortment of cheeses and seasonal fruits will be served, and a cash bar will be available. Dinner will be served at 6:30 p.m. and will consist of a salad followed by your choice of entrée: pecan-crusted chicken with roasted poblano sauce, or grilled vegetable enchiladas filled with grilled spinach, potatoes, shitake mushrooms, and ricotta and topped with sun-dried-tomato and roasted-corn relish. Both entrées will be served with vegetables and warm rolls. At about 7:15 p.m., the lecture will begin while attendees enjoy dessert served with a choice of coffee or tea.

The registration fee for the banquet is \$28 for members and \$30 for nonmembers. A dessert-and-coffee option is available for those who are unable to attend the dinner but who would like to arrive later (7:15 p.m.) to attend the lecture. The cost for dessert and coffee only is \$7 for members and \$9 for nonmembers. Please complete and mail the reservation form printed in this newsletter no later than Friday, January 23, 2004.

The Houston Plaza Hilton (713.313.4000) is located at 6633 Travis Street in Houston near the Texas Medical Center. Travis Street runs north/south and is parallel to and one block west of Main Street. From West Holcombe Boulevard, turn north on Main Street to Dryden. Turn left on Dryden and left on Travis; the hotel will be on your left. You may park in the hotel garage (parking passes will be available at the event). Take the elevators to the eighth floor. For more information, contact either Penny Logan (281.863.3260 or [plogan@lexgen.com](mailto:plogan@lexgen.com)) or Kate Ó Súilleabháin (713.792.3165 or [cosuille@mdanderson.org](mailto:cosuille@mdanderson.org)).

## Holiday Gala Focuses on Intellectual Property Law

On the evening of Tuesday, December 2, 2003, the Southwest Chapter held its annual holiday gala in an attractive private room at Josephine's Ristorante in downtown Houston. Attendees enjoyed wine with their dinner, which consisted of a salad and one of three delicious entrées. After the meal, Houston-based lawyer Celina Charania of Baker Botts, L.L.P., gave a presentation entitled, "Copyright and Intellectual Property: Issues in Biomedical Communication." A lawyer specializing in intellectual property issues, Ms. Charania explained that intellectual property law falls into four categories: copyright law, trade secrets, patent law, and trademark law. In addition to defining each category, Ms. Charania provided practical considerations for legal protection and applications.

Copyright law protects works of authorship that are fixed in a tangible medium (such as literary, pictorial, and architectural works). The lawyer discussed the terms of and exceptions to protection under copyright law and also defined and gave examples of "fair use." The second category, trade secrets, protects confidential information. Ms. Charania described the limits of trade secret protection and gave examples of the precautions some companies take to ensure secrecy. The third category of intellectual property law, patent law, protects inventions, specifically those that are useful, novel, and non-obvious. Finally, trademark law governs identifiers of a source of a particular good or service (such as brand names and logos). Ms. Charania concluded her lecture with a summary of intellectual property issues that have arisen over the past several years as a result of the growth of the Internet. She then took questions from the audience.

The dinner was followed by a delicious dessert course consisting of cake and coffee. About 30 people attended the gala.

# Organizers of AMWA Southwest Chapter Miniconference Release Revised Schedule

**Southwest Chapter Miniconference**  
**Tuesday, April 27, 2004, 7:30 a.m.–5 p.m.**  
**Houston, Texas**

The Southwest Chapter Miniconference will be held in the conference center on the 11th floor of The University of Texas M. D. Anderson Cancer Center, located at 1515 Holcombe Boulevard, Houston, Texas 77030. Participants may choose up to two workshops: one in the morning session and one in the afternoon session. The day's activities are outlined below.

## **Registration (7:30–8:45 a.m.)**

### **Morning Session (9 a.m.-noon)**

#### *1. Giving Effective Presentations (Noncredit)* *Marianne Mallia-Hughes, ELS*

Through lecture, discussion, examples, and exercises, participants will learn strategies and tips for making their presentations effective and successful.

Participants will learn the importance of audience, focusing content, appropriate media and instructional materials, and voice and gesture. Skills for dealing with difficult audiences and for overcoming the fear of presenting will also be taught. Willing participants will give one-minute presentations that will be critiqued by the leader and peers in a supportive, encouraging manner.

#### *2. Statistics for Medical Writers (R)* *Thomas A. Lang, MA*

This workshop is designed for participants who have little or no background in statistics. Elementary statistical concepts needed to understand medical and scientific articles will be covered, including types of variables, levels of measurement, summary statistics, estimation and confidence intervals, and Student *t* test. Emphasis will be placed on understanding statistical presentations and on reporting statistical information, not on calculations or mathematical

explanations. APPROXIMATE HOMEWORK TIME: 3 HOURS.

#### *3. Microediting (ADV)* *Flo Witte, MS, ELS*

Participants will sharpen their microediting skills by reviewing an assignment completed before the workshop and discussing the art of microediting as it relates to the preparation of manuscripts for medical journals. Organization of manuscripts will not be discussed (this topic is covered in Macroediting).

Prerequisites: English Usage and Abusage, Punctuation for Clarity and Style, Sentence Structure and Patterns, and Tables and Graphs; or at least 3 years' experience in manuscript editing.

APPROXIMATE HOMEWORK TIME: 6 HOURS.

### **Lunch and Plenary Lecture (12:15-1:30 p.m.)**

“Understanding the Ongoing Genome Project”

Richard A. Gibbs, PhD  
 Director of the Human Genome Sequencing Center,  
 Baylor College of Medicine

### **Afternoon Session (2–5 p.m.)**

#### *1. Sentence Structures and Patterns (R)* *Flo Witte, MS, ELS*

Through lecture and examination of flawed and improved sentence examples, participants will consider the main elements of sentence construction, accommodation to the reading process, and the management of emphasis—all with a view toward matching structure to purpose. APPROXIMATE HOMEWORK TIME: 2-5 HOURS.

#### *2. Improving Comprehension: Theories and Research Findings (EW/ED)*

*Thomas A. Lang, MA*

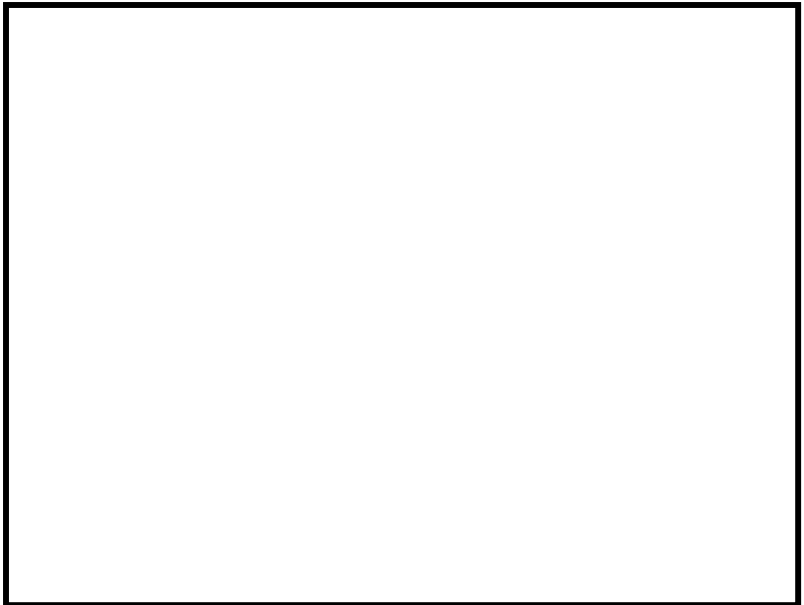
This lecture and discussion session for both experienced and novice writers will cover theories and findings from the scientific study of written

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### Southwest Chapter Miniconference

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communication. Applying these findings to medical writing can produce measurable differences in how well readers locate, comprehend, and use information. Participants will explore ways to apply the concepts to improve the readability of a piece of medical writing. APPROXIMATE HOMEWORK TIME: 3 HOURS

Registration forms will be available on the chapter Web site ([www.amwasouthwest.org](http://www.amwasouthwest.org)) after January 18, 2004. For more information on AMWA curriculum workshops, please visit the national Web site ([www.amwa.org](http://www.amwa.org)).

For information on hotels and transportation, contact Chapter President Kate Ó Súilleabháin at [cosuille@mdanderson.org](mailto:cosuille@mdanderson.org). For general information, contact Conference Chair Paula Zimlicki at [MKT-PMZ@womans.com](mailto:MKT-PMZ@womans.com) after January 18. (In your e-mail message, please include the following text in the subject line: "Southwest Chapter Conference.")

### Meeting Reservation Form

#### John P. McGovern Award Banquet

**Wednesday, January 28, 2004**  
**5:30-8:00 p.m.**  
**Houston Plaza Hilton**

Members \$28 and Guests \$30  
Please register by Friday, January 23, 2004

Name \_\_\_\_\_

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

Name(s) of guest(s) \_\_\_\_\_

Entrée Preference(s):

Pecan-Crusted Chicken \_\_\_\_\_

Grilled Vegetable Enchiladas \_\_\_\_\_

Please send your reservation form and check (payable to AMWA Southwest) to Penny Logan, 5006 Redstart Street, Houston TX 77035.