



Announcing the

American Medical Writers Association

Greater Chicago Area Chapter

Conference

Friday, July 31, 2009



Hosted by Abbott Laboratories
Abbott Park, Illinois

AMWA Core and Advanced Curriculums

The AMWA certificate programs are extensive continuing education programs for professional communicators in the medical and allied scientific fields. The core certificate program offers an opportunity to improve communication skills in 5 disciplines: editing and writing (EW), educators (ED), freelance (FL), pharmaceutical (PH), and public relations/advertising/marketing (PRAM). The science fundamentals certificate program provides medical communicators with an opportunity to deepen and expand their understanding of basic concepts in science and medicine. The advanced certificate program is designed for those who have earned core a certificate or have a minimum of 5 years' experience as a medical communicator. Completion of the requirements for the core, science fundamentals advanced certificate program is recognized with a certificate.

Registration: Anyone may register for workshops, but to receive credit, you must be enrolled in the core, advanced, or science fundamentals curriculum programs. Registrants may enroll in the curriculum programs by paying a one-time enrollment fee. The core and science curriculum enrollment fee (good for 6 years) is \$150 for AMWA members and \$275 for non-members. The advanced curriculum enrollment fee (good for 8 years) is \$175 for AMWA members and \$290 for non-members.

Rules: In addition to attending the entire workshop (3 hours), registrants taking workshops for advanced certificate credit must complete and submit the homework to the workshop leader on time or the workshop is forfeited and no workshop credit or refund is issued. Registrants taking core and science courses for credit must complete and submit the homework to the workshop leader on time and attend the entire workshop. All credit workshops begin promptly. There is a 10-minute grace period for entering the workshop; after that, no one will be admitted and no workshop credit or refund will be given. For more information about the AMWA education program, contact AMWA at www.amwa.org/ or 301-294-5303.

BELS Exam

The Board of Editors in the Life Sciences (BELS) exam will host their certification exam at Abbott (Building AP52) on Saturday, August 1, from 9:00 AM to 12:00 PM. Please note that you **cannot** register for the BELS exam when registering for the AMWA conference. Registration for the exam is through BELS only. For more information about BELS and about the certification application and exam registration details, please visit www.bels.org.

Evening Social Hour and Dinner

After the conference on Friday, come join fellow medical writing professionals for an evening social hour and dinner from 5:00 to 8:00 PM at Yan's Hunan Inn. This gathering is sponsored by the Freelance group and is open to all conference participants.

Greater Chicago Area Chapter Conference

Registration: Registration for the AMWA courses is available online (www.gcac-amwa.org) and is on a first-come, first-served basis. Early registration is strongly advised, as each workshop has a limited number of spaces. No registrations will be processed without full payment. Registration deadline is July 6, 2009 for the core and science courses. Registration deadline for the advanced courses is June 22, 2009.

Refund Policy: There is a nonrefundable fee of \$25 for each workshop. No refunds will be granted after July 6, 2009 for the core and science courses and after June 22, 2009 for the advanced courses.

Homework: Homework is mailed from AMWA headquarters; you should receive it within 7 days of registration. Advanced curriculum homework is due July 2, 2009. Core and science fundamentals curriculum homework is due July 17, 2009.

Conference Luncheon

Lunch is included with registration, whether you are attending the conference for a half day or all day. Plan for an hour and a half of networking during lunch! In addition, a continental breakfast will be served during morning registration and a snack will be provided during the afternoon class break. Vegetarian options will be available.

Conference Location

Building AP6D, Lower Level, 200 Abbott Park Road, Abbott Park, Illinois, 60064

Abbott Park is located on Route 43 and is accessible from I-94 or from Highway 41 via Route 137. The main entrance is located on Route 43, south of Route 137, and is the second entrance on the west side of Route 43. Proceed to the Reception Center immediately on the right (before passing through guardhouses).

Security Check-in and Parking

Pull in to the Reception Center to check in with security. Please allow an additional 30 minutes for picking up a guest pass. A photo ID is required for check-in.

After leaving the Reception Center, take the first right and follow the main road to the first stop sign. Take a right at the stop sign; the AP6 complex and building AP6D will be on your left. You may park in any space except those that are designated red or blue. Proceed to the side entrance to AP6C (there is a reception area in the lobby). The conference will be held below the lobby on the lower level in AP6D.

Contact Information

For further information about the workshops, contact Sarah Duban, Education Chair
education@gcac-amwa.org.

You may also contact
Alice Pappas, President
president@gcac-amwa.org.

Conference Schedule Friday, July 31, 2009

7:45 AM – 8:30 AM **Morning check-in and breakfast**

8:30 AM – 11:30 AM **Morning workshops**

- Basics of Epidemiology for Medical Communicators (EW/PH/SG) [Course 202], Bart Harvey
- Improving Comprehension: Theories and Research Findings (EW/ED) [Course 207], Tom Lang

11:30 AM – 1:00 PM **Luncheon and networking**

12:30 PM – 1:00 PM **Afternoon check-in**

1:00 PM – 4:00 PM **Afternoon workshops**

- Statistics for Medical Writers and Editors (G/SG) [Course 110], Bart Harvey
- Understanding and Reporting the Performance Characteristics of Diagnostic Tests (ADV) [Course 725], Tom Lang

5:00 PM – 8:00 PM **Evening social hour and dinner at Yan's Hunan Inn**

BELS Schedule Saturday, August 1, 2009

9:00 AM – 12:00 PM **BELS exam, offered by the Board of Editors in the Life Sciences**
Please note that you **cannot** register for the BELS exam when registering for the AMWA conference. Registration for the exam is through BELS only.

Course Descriptions

Basics of Epidemiology for Medical Communicators (EW/PH/SG) [Course 202], Bart Harvey

Designed for experienced medical writers, this combination of lecture and group exercises is based on the principle that medical communicators have a key gatekeeper's role in ensuring the correct interpretation of scientific findings. Participants will be provided with the ABCs of data interpretation according to basic epidemiological concepts. The focus will be on the critical appraisal of reported medical findings and the application of epidemiological tenets to improve the participant's writing. Measures of disease occurrence, research designs, and causality development will be discussed. Examples from clinical medicine, public health, and pharmacoepidemiology will be used. APPROXIMATE HOMEWORK TIME: 3–4 HOURS.

Improving Comprehension: Theories and Research Findings (EW/ED) [Course 207], Tom Lang

This workshop is for those interested in exploring research into written communication. Participants will consider how readers make sense of a text, examine the factors that promote or inhibit this sense-making, and discuss how theories of composition, communication, and cognitive psychology and their associated research findings can improve the quality of written communications. The workshop will emphasize the application of specific techniques for improving the data-to-day writing of technical documents. APPROXIMATE HOMEWORK TIME: 3 HOURS.

Statistics for Medical Writers and Editors (G/SG) [Course 110], Bart Harvey

This workshop is designed for participants who have little or no background in statistics. Elementary statistical concepts needed for understanding medical and scientific articles to be covered will include types of variables, levels of measurement, summary statistics, estimation and confidence intervals, and Student's *t* test. Emphasis will be placed on understanding statistical presentations and on reporting statistical information, not on calculations or mathematical explanations. APPROXIMATE HOMEWORK TIME: 3–4 HOURS.

Understanding and Reporting the Performance Characteristics of Diagnostic Tests (ADV) [Course 725], Tom Lang

This advanced workshop will introduce participants to the most important characteristics of diagnostic tests—sensitivity, specificity, likelihood ratios, predictive values, receiver operating characteristics curves, and so on—as well as to other, related, concepts, such as the meaning of "normal," the treatment of equivocal results, and Bayesian statistics. Participants will learn how to interpret and report diagnostic tests in the biomedical literature and will practice applying a set of detailed guidelines for reporting various test characteristics. APPROXIMATE HOMEWORK TIME: 3 HOURS.

Instructor Biographies

Tom Lang is an international consultant and educator in medical writing and scientific publications. The author of *How to Report Statistics in Medicine: Annotated Guidelines for Authors, Editors, and Reviewers* and the forthcoming *How to Write, Publish, and Present in the Health Sciences: Guidelines for Clinicians and Laboratory Researchers*, he teaches for the University of Chicago's Medical Writing Program and is Adjunct Professor of Biomedical Writing at the University of the Sciences in Philadelphia. He received the 1994 Golden Apple Award for Outstanding Workshop Leader from the American Medical Writers Association, the 2002 Excellence in Continuing Education Award from the American Statistical Association, and the First Excellence in Teaching Award from the Graham School of General Studies, University of Chicago. He is a Past President of the Council of Science Editors, a Fellow of the American Medical Writers Association, Treasurer of the World Association of Medical Editors, and the recipient of the Association's 2002 Harold Swanberg Distinguished Service Award for outstanding contributions to medical communications.

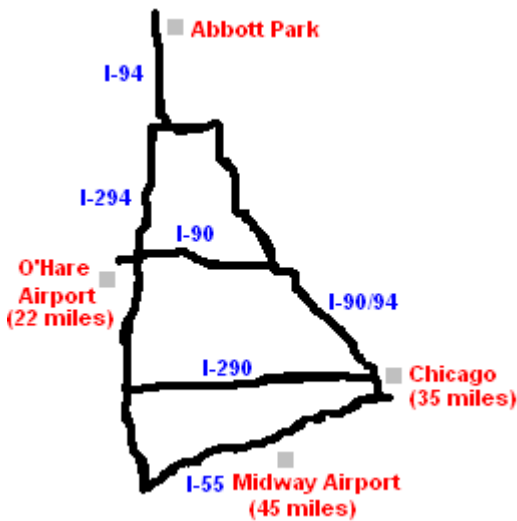
Bart Harvey, MD, PhD, MEd, FACPM, FRCPC (Community Medicine), is an Associate Professor with the Department of Family & Community Medicine and the Graduate Department of Public Health Sciences at the University of Toronto. At the University of Toronto, he currently serves as the Head of the Dalla Lana School of Public Health's Interdisciplinary Division, the Department of Family & Community Medicine's Public Health Liaison, and the Director of Program Evaluation for the Undergraduate Medical (MD) Program. He has been the principal or co-author on dozens of papers published in peer-reviewed biomedical journals and has presented peer-reviewed and invited papers at national and international scientific conferences. Bart also currently serves as one of the City of Toronto's 24 investigating coroners. In addition, Bart was chosen as the recipient of AMWA's Golden Apple Award for 2006 in recognition of his teaching excellence in AMWA's education program.

Conference Fees

	Member/Nonmember
Conference registration	\$55/\$95
Core/science fundamentals course	\$95/\$195
Advanced course	\$120/\$220
Core certificate enrollment	\$150/\$275
Science fundamentals certificate enrollment	\$150/\$275
Advanced certificate enrollment	\$175/\$290
AMWA membership	\$145/\$145
Evening social hour and dinner	\$10/\$10

Maps

Abbott Park in relation to Chicago and Airports. Please allow extra time for travel between the city and Abbott, as many roads are under construction.



Abbott Park location



Directions to AP6D in Abbott Park



Suggestions for Overnight Accommodations

Sleep Inn

3250 Bittersweet Ave, Lake Bluff, Illinois 60044
847-578-9900, www.sleepinnlakebluff.com
Distance from Abbott: 2 miles

Courtyard Marriott

3800 Northpoint Blvd, Waukegan, Illinois 60085
847-689-8000, www.marriott.com/hotels/travel/chiwk-courtyard-chicago-waukegan-gurnee/
Distance from Abbott: 3 miles

Holiday Inn Express and Suites

611 Lakehurst Road
Waukegan, Illinois 60085
847-473-4400, www.ihotelsgroup.com/h/d/ex/1/en/hotel/chilr/transportation?start=1
Distance from Abbott: 3 miles

Holiday Inn Express

77 West Buckley Road
Libertyville, Illinois 60048
847-549-7878,
www.ihotelsgroup.com/h/d/ex/1/en/hotel/chilv
Distance from Abbott: 4 miles

Deer Path Inn

255 East Illinois Road
Lake Forest, Illinois 60045
847-234-2280, www.dpihotel.com
Distance from Abbott: 7 miles

Train Transportation

There are 2 options to take Metra from the city to Lake County. Take the Union Pacific North Line from Ogilvie Transportation Center to Lake Bluff or the Milwaukee District North Line From Union Station to Lake Forest.

Please note: You must book a suburban cab in advance, as they do not routinely roam the stations for fares. Call American Taxi's number for the far north suburbs (847-566-3131) to arrange for a cab to meet you at the train station and at Abbott after the conference.

Evening Social Hour and Dinner

Yan's Hunan Inn

3900 Northpoint Blvd, Waukegan, Illinois, 60085
847-473-1660, www.yanshunainn.com/
Distance from Abbott: 3 miles

See you in Dallas!

