



# AMWA Pacific Coast Conference

**April 18 to 21, 2010**

**Asilomar Conference Grounds  
Pacific Grove, California**

*Three days of activities, including **2 keynote presentations,**  
**4 credit workshops, 1 non-credit workshop, and 5 open sessions***

*Engaging talks by eminent guest speakers, discussion forums, and provocative  
conversations with writers, editors, scientists, and other biomedical communicators*

*Opportunities to discuss issues, share ideas,  
find solutions, and make lifelong friends*

*Held in the secluded meeting facilities of the Asilomar Conference Grounds,  
between the towering Monterey pines and the pounding Pacific surf*



***Sponsored by the Northern California Chapter  
of the American Medical Writers Association***

**Conference Director:** Kristen Mayo [kmayo2222@comcast.net](mailto:kmayo2222@comcast.net)

**Conference Registrar:** Laura Singer [pcc@amwancal.org](mailto:pcc@amwancal.org)

## 2010 AMWA Pacific Coast Conference

### Conference Registration

- Registration is limited to the first 90 paid participants. Past conferences have sold out. Early registration is strongly advised. See pages 6 and 7 for registration information and the registration form.
- The deadline for registration is **March 10, 2010**.
- **Refunds:** If a written cancellation notice is received by **March 5, 2010**, registration and workshop fees will be refunded minus a \$25 fee for registration cancellation and a \$35 fee for **each** cancelled non-advanced workshop. **Advanced workshop fees are nonrefundable. No refunds can be given for cancellations received after March 5, 2010.**

### Homework

- **Homework is due March 19, 2010 for the advanced workshop and April 2, 2010 for all other credit workshops.**
- If you plan to enroll in credit workshops, please register early to allow sufficient time following registration to receive and complete your homework by the due date.
- If the homework for the advanced workshop is not completed and submitted to the workshop leader on time, **you cannot attend the workshop. Advanced workshop fees are nonrefundable; no exceptions.**
- If you cannot complete the homework on time, you may take any of the non-advanced credit workshops without receiving credit. However, you are still encouraged to complete the homework so you can participate fully in the workshop.

### Fees

- The registration fees listed in this brochure include conference registration, open sessions, and all social events.
- The conference registration fee must be paid in order to enroll in a workshop.
- AMWA workshops are open to members and nonmembers who pay the workshop fee. However, only participants who are currently enrolled in the old certificate programs (core, science fundamentals, or advanced) or who enroll in the new certificate programs (essential skills, composition and publication, or concepts in science and medicine) may receive workshop credit toward the applicable certificate program.
- The daily off-grounds fee is required for participants who do not stay in Asilomar housing.

### Accommodations and Meals

- **To reserve lodging and meals, please send the separate Asilomar housing request form directly to the Asilomar Conference Grounds. The form is available for download from the chapter Web site, [www.amwancal.org/pcc](http://www.amwancal.org/pcc).**
- All rooms are modern, with two (usually double) beds and private bathrooms, but no telephones or televisions. For more information, refer to [www.VisitAsilomar.com](http://www.VisitAsilomar.com).

### Guest Registration

Guests are welcome to attend conference social events, including the Tuesday evening banquet (guest registration fee required). During conference sessions, guests can enjoy hiking, biking, and shopping in Monterey and Carmel, or just relaxing in the serenity of Asilomar. Children are not permitted in workshops or seminars; child-care must be arranged by each participant.

**Reservations for guest meals and accommodations must be made directly with the Asilomar Conference Grounds via their separate housing request form.**

### Transportation

Directions for reaching Asilomar are available at <http://www.visitasilomar.com/location-maps-transportation/index.cfm>. Registrants will be sent additional information after registering for the conference.

**Questions?** Contact the Registrar Laura Singer at [pcc@amwancal.org](mailto:pcc@amwancal.org) or 408-245-3348

## 2010 Pacific Coast Conference Program

### Sunday, April 18

#### Afternoon and Evening

- 1-4 **BELS Exam** (register at [www.bels.org](http://www.bels.org))
- 3-6 **Registration**
- 6 **Dinner**
- 8-10 **Welcome Party.** Join us in opening the conference with food, beverages, and great conversation.

### Monday, April 19

For key to workshop certificate acronyms, see page 6.

#### Morning

- 7:30+ **Breakfast**
- 9-10:30 **Keynote Session: Designing the Future of Cancer Research at the Koch Institute of MIT**  
**Robert Urban, PhD (Cambridge, MA), Executive Director, David H. Koch Institute for Integrative Cancer Research, MIT, Cambridge, MA**  
Dr. Urban will discuss recent innovations emerging from the collaborative research of Koch Institute scientists and engineers with practicing physicians. Learn how advanced technologies in such areas as nanotherapeutics, tumor detection and monitoring, personalized medicine, and tumor immunology are being applied to the detection and management of cancer in investigational settings—and are providing hope for new oncology solutions in the future.
- 10:35-12 **Keynote Session: Indigenous Plants, Conservation, and Medicine**  
**Mark Plotkin, PhD (Arlington, VA), Author of several books, including Tales of a Shaman's Apprentice: An Ethnobotanist Searches for New Medicines in the Amazon Rain Forest**  
Dr. Plotkin will present an engaging talk about his work with the Amazon Conservation Team to preserve indigenous cultures and forests, including reciprocity for indigenous peoples' native plants and medicinal know-how with the pharmaceutical companies that develop new drugs from these valuable resources.
- 12 **Lunch**

#### Afternoon and Evening

- 2-5 **Workshop: Tables & Graphs [editorial approach] (ES/G) [#111]**  
**Howard M. Smith, MA (Sandy Hook, VA), Associate Director of Medical Writing, INC Research**  
Designed for the beginner, this workshop will include definitions and uses of tables and graphs, as well as

guidelines for preparing and editing them. FDA protocol will NOT be included. The focus of the workshop is making tables and graphs usable for the reader. Participation is encouraged as we together evaluate sample tables and graphs. The lecture will distinguish issues of style from issues of substance and will include a comparison of style manuals and house styles

APPROXIMATE HOMEWORK TIME: 2 HOURS.

- 2-5 **Open Session: Introduction to Statistical Concepts and Practices for Non-Statisticians**

**Robert S. Hoop, MA, MPH (Sunnyvale, CA), President, Robert S Hoop, Inc.**

This session will focus on clinical statistics, but 90% of it will be applicable to any scientific study that uses statistics. All concepts will be taught from a practical, non-theoretical perspective for medical writers and other non-statisticians. Topics will include types of study designs and analyses, the meaning of *P*-values and confidence intervals, descriptive statistics, the most commonly used statistical tests, and how to summarize statistical results that drive conclusions about whether or not study drugs or devices are safe and effective.

- 6 **Dinner**
- 8-10 **Fireside Freelance Forum.** Explore topics of interest to freelance writers
- 8-10 **Evening Social**  
Relax and connect with your colleagues in a fireside lounge.

### Tuesday, April 20

#### Morning

- 7:30+ **Breakfast**
- 9-12 **Workshop: Basic Immunology for Medical Writers and Editors (SM/SBS) [#1100]**  
**Michael Petrarca, PhD (Thousand Oaks, CA), Director of Medical Writing, Amgen, Inc.**  
Immunology is the study of mechanisms that defend the body against microorganisms, remove foreign material, and maintain body integrity. Advances in our understanding of immunologic mechanisms have produced extraordinary health benefits, such as immunization against disease and successful organ transplantation. On the other hand, immune reactions can produce pathological changes resulting in allergies, autoimmune diseases, and rejection of tissue and organ transplants. Dr Petrarca will present basic concepts in immunology. The workshop is intended for medical communicators with little or no background in this area.  
APPROXIMATE HOMEWORK TIME: 3 HOURS.

- 9-10:30 Open Session: Global Product Development: A Regulatory Perspective**  
**Suzette Dowling (Summit, NJ), Director, Regulatory Affairs, Celgene**  
 Ms. Dowling will review the stages (pre-IND, Phase 1, 2, 3, and 4) of drug development and the documents needed to support them. She will also discuss the components of the CTD including timing and filing requirements for FDA approval.
- 10:35-12 Open Session: Palliative Care: Navigating the Crossroads of Chronic and Progressive Illness**  
**Erin M. Crawford, MSN, FNP, ACHPN (Hayward, CA), Palliative Care Nurse Practitioner, Kaiser Hayward Hospital**  
 Palliative care has emerged as a specialized field of medicine to address the needs of patients and families burdened by chronic and progressive illness. This presentation will describe what palliative care is, how it differs from hospice, its impact on the lives of patients and families, as well as the collision of ethical vectors involved in medical decision making.
- 12 Lunch**
- 12:45-1:45 Asilomar Ramble:** A ranger-led tour highlighting the architecture, natural history, and ecology of Asilomar.

### Afternoon and Evening

- 2-5 Workshop: Author-Editor Relationship (CP/EW/FL) [#201]**  
**Dan Liberthson, PhD (San Francisco, CA) and Susan Eastwood, ELS (Oakland, CA), consultants**  
 How can the author-editor relationship be creative rather than combative? In this workshop, intermediate and experienced editors will discuss case histories to see how adversarial situations arise and how they can be resolved productively.  
 APPROXIMATE HOMEWORK TIME: 2-4 HOURS.
- 2-5 Non-Credit Workshop: Writing Clinical CTD Summaries for IND and Marketing Applications (NC)**  
**Nancy Katz, PhD (Alameda, CA), President & Principal Medical Writing Consultant, Illyria Consulting Group**  
 This workshop will present techniques enabling the creation of concise, compliant, and effective summary documents required for Module 2 of the Common Technical Document (CTD) and discuss the implications of electronically filed CTDs (eCTDs) for writers and reviewers of these documents. The focus of the workshop will be on the clinical and nonclinical subsections of Module 2. However, general principles for creating the quality subsections of Module 2 will be addressed.
- 6 Banquet, Medical Writers' Comedy Entertainment, and Beach Stomp in Search of Bioluminescence**
- 8-10 Avocations Exchange** – Share your creative writing and other free-time avocations
- 8-10 Evening Social**

## Wednesday, April 21

### Morning

- 7:30+ Breakfast**
- 9-12 Advanced Workshop: Risks and Ratios (ADV)[#721]**  
**Thomas A. Lang (Davis, CA), Principal, Tom Lang Communications and Training**  
 How much bigger is one number than another? How can we communicate these quantitative differences unambiguously? This workshop is for writers and editors who are familiar with basic biostatistics and clinical or environmental research and who want to improve their understanding of the topic. We will focus on percentage increase and decrease, the "-fold problem," and relative risks, odds ratios, and the relationship between them. We'll also cover absolute risk difference (or attributable risk) and number-needed-to-treat. Throughout, we will emphasize how to communicate risks and ratios to lay and professional audiences. Prerequisite: Statistics for Medical Writers and Editors.  
 APPROXIMATE HOMEWORK TIME: 1.5 HOURS.
- 9-10:30 Open Session: Autoimmune Diseases: Immunity Gone Awry – Why?**  
**Matthew Frankel, MD, MBA (San Francisco, CA), Director, Clinical Development, FibroGen Inc.**  
 Dr. Frankel will give us a brief overview of the various autoimmune diseases, and he will discuss current hypotheses and treatments for some of them. He will also tell us about his experience with visilizumab, an anti-CD3 monoclonal antibody that until recently was being developed by PDL BioPharma for potential treatment of ulcerative colitis.
- 10:35-12 Open Session: Nanomaterials for Regenerative Medicine**  
**Tejal Desai, PhD (San Francisco, CA), Professor, Department of Bioengineering and Therapeutic Sciences, University of California,**  
 Dr. Desai will discuss in vivo cellular delivery and regeneration strategies that capitalize on the strengths of micro- and nanofabrication. By taking advantage of our ability to control chemistry and topography at submicron-size scales, we can design synthetic materials and architectures that modulate cell function. Examples include nanoporous capsules for islet cell encapsulation, nanostructured thin films for retinal delivery, and drug-eluting microrods to modulate cardiac regeneration.
- 12-1:30 Lunch, adjourn, and adios**
- For key to workshop certificate acronyms, see page 6.**

## 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 certificate program, the Science Fundamentals certificate program, or the Advanced\* certificate program 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.**

If a registrant is not enrolled in a certificate program but takes a workshop and wishes to receive credit for that workshop, enrollment must be received within 90 days of completing the workshop. The registrant must have successfully completed the homework assignment and submitted it to the workshop leader by the due date and must have attended the entire workshop (3 hours). For more information, visit [www.amwa.org](http://www.amwa.org).

### 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.)**
  - **Composition and Publication (CP)**—specialized editorial and publication skills
  - **Regulatory and Research (RR)**—specialized regulatory/drug development writing and scientific research skills
  - **Business (B)**—management and operations skills for freelance and larger organizations
  - **Concepts in Science and Medicine (SM)**—broad, introductory concepts in science and medicine for nonscientists, or as refreshers

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

### Certificate Requirements

- A separate certificate can be earned in each of the 5 categories listed above.
- Each certificate requires successful completion of 8 workshops (including 1 ethics-related workshop) in the relevant track 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 specialty certificate.
- 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, CP, RR, B, or SM).

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

- Enrollment in the certificate program corresponding to the workshop designation (ES, CP, RR, 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.**

## 2010 Pacific Coast Conference Registration Information

- **The following registration form is for the AMWA Pacific Coast Conference Program only.** To reserve a room at Asilomar, complete the housing reservation request form (available for download at [www.amwancal.org/pcc](http://www.amwancal.org/pcc)) and send it directly to the Asilomar Conference Grounds at the address or fax number shown on that form.
- **You have 2 options for registering and paying for the conference:**
  - **To pay by check**, complete the **2010 AMWA Pacific Coast Conference Registration Form** (next page), make a copy for your records, and mail it with a check (in U.S. dollars, drawn on a U.S. bank, payable to **AMWA No. CA Chapter**) to the address on the next page.
  - **To pay by credit card**, visit <http://pcc2010.eventbrite.com> to complete the registration form and pay online. **Additional service charges will apply.**
- Registration (including payment) **must be received by March 10, 2010.** The order of registration in courses will be determined by date of postmark or completion of online registration.

**Refunds:** If a written cancellation notice is received by **March 5, 2010**, registration and credit workshop fees will be refunded minus a \$25 fee for registration cancellation, a \$25 fee for **each** cancelled non-advanced credit workshop, and a \$10 fee for a cancelled non-credit workshop. **Advanced workshop fees are nonrefundable. No refunds can be given for cancellations received after March 5, 2010.**

### Credit and Non-Credit Workshops and Certificates

- Credit and non-credit workshop enrollment requires registration for the conference and a workshop enrollment fee.
- **Advanced workshop homework** must be received by the instructor on or before **March 19, 2010. Homework for all other credit workshops** must be received by the instructor on or before **April 2, 2010; no exceptions.** Homework is not required for the non-credit workshop.
- To receive credit for any credit workshop, you must be enrolled in the applicable certificate program (core, science fundamentals, advanced, essential skills, composition and publication, or concepts in science and medicine), your homework must be received by the deadline, and you must attend the entire workshop. **Registrants for the advanced workshop must submit the homework to the workshop leader on time or the registrant cannot attend the workshop and will not receive credit. No refunds will be given; no exceptions.**
- *Workshop enrollment priority will be given to **full conference registrants. Enrollment is limited to 3 credit workshops.***

### Key to Workshop Acronyms

- ADV** Advanced
- CP** Composition and Publication (**New!**)
- ES** Essential Skills (**New!**)
- EW** Editing/Writing
- FL** Core Freelance
- G** Core General
- NC** No credit
- SBS** Science Fundamentals Body Systems
- SM** Concepts in Science and Medicine (**New!**)

For more information about changes in AMWA's certificate program, visit [www.amwa.org](http://www.amwa.org).

# 2010 Pacific Coast Conference Registration Form

## Asilomar Registration

### Amount Member Nonmember

|          |          |          |   |
|----------|----------|----------|---|
| \$ _____ | \$315    | \$440    | Full conference registration <u>OR</u>  |
| \$ _____ | \$170    | \$290    | Single day conference registration. Please check: Mon _____ Tues _____  |
| \$ _____ | \$60     | \$60     | Off-grounds fee for conference participants who do not stay at Asilomar (includes facilities charge and meals).<br><b>Required each day</b> for Monday, Tuesday, and Wednesday. |
| \$ _____ | \$25/day | \$25/day | Guest registration; includes participation in evening social events.<br>Number of guests: Sun ____ Mon ____ Tues ____   |
| \$ _____ | \$150    |          | AMWA membership dues.   |

## Credit Workshop and Certificate Registration

### Amount Member Nonmember

|          |                       |       |  |
|----------|-----------------------|-------|--|
| \$ _____ | \$55                  | \$105 | <b>Writing Clinical CTD Summaries for IND and Marketing Applications (Non-Credit)</b>                                  |
| \$ _____ | \$95                  | \$195 | <b>Tables &amp; Graphs [editorial approach] (ES/G) [#111]</b>  |
| \$ _____ | \$95                  | \$195 | <b>Basic Immunology for Medical Writers and Editors (SM/SBS) [#1100]</b>   |
| \$ _____ | \$95                  | \$195 | <b>Author-Editor Relationship (CP/EW/FL) [#201]</b>  |
| \$ _____ | \$120                 | \$220 | <b>Risks and Ratios (ADV) [#721]</b>   |
| \$ _____ | \$150                 | \$275 | Essential Skills certificate enrollment (enrollment is required to receive workshop credit; good for 6 years)          |
| \$ _____ | \$150                 | \$275 | Concepts in Science and Medicine certificate enrollment (enrollment is required for workshop credit; good for 6 years) |
| \$ _____ | \$150                 | \$275 | Composition and Publication certificate enrollment (enrollment is required for workshop credit; good for 6 years)      |
| \$ _____ | \$85                  | \$190 | Core certificate extension (for those needing 4 additional years to complete a core certificate)                       |
| \$ _____ | \$95                  | \$210 | Advanced certificate extension (for those needing 4 additional years to complete an advanced certificate)              |
| \$ _____ | <b>Total Enclosed</b> |       |  |

Mail registration form and check to: **AMWA Pacific Coast Conference**  
**c/o Laura Singer, Registrar**  
**777 Hollenbeck Avenue #10, Sunnyvale, CA 94087**  
**pcc@amwancal.org**

Please provide your name and affiliation exactly as you want them to appear on your conference name badge.

Name \_\_\_\_\_ Affiliation \_\_\_\_\_

Daytime Phone (\_\_\_\_) \_\_\_\_\_ Evening Phone (\_\_\_\_) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State \_\_\_\_\_ Postal or Zip Code \_\_\_\_\_

E-mail address \_\_\_\_\_

Membership number \_\_\_\_\_ May we publish your phone number and email address in the syllabus?  Yes  No

Name of guest (for guest badge) \_\_\_\_\_