The Edwin Smith Papyrus, named after the American Egyptologist who purchased the ancient document in 1862 in Luxor, Egypt, is a comprehensive medical text on surgery that was written c. 1500 BC. Unlike other medical papyri that survive today such as the Ebers Papyrus and London Medical Papyrus, which were based in magic, the Edwin Smith Papyrus presents a rational, scientific approach to medicine constructed through observation and examination. The treatise contains 48 cases, not recipes, arranged according to each organ or location of injury, proceeding systematically from the head down to the spine, much like its modern-day counterparts. The cases are further divided into subcategories with title, examination, diagnosis, and treatment. The treatise includes what may be the first historical mention of “brain” in any language, and contains the first known descriptions of cranial sutures, meninges, the external surface of the brain, cerebrospinal fluid, and intracranial pulsations. Due to its practical nature and the types of trauma investigated, the papyrus is believed to have served as a textbook for trauma resulting from military battles. The treatment processes encompass realistic solutions like surgical stitching and different types of injury dressing. The procedures in this papyrus demonstrate an Egyptian level of medical knowledge that surpassed that of Hippocrates, who lived 1000 years later, and the documented rationale for diagnosis and treatment. The Edwin Smith Papyrus is currently held in the York Academy of Medicine.
Chapter Officers:

President: Rebecca Bigelow, PhD
Treasurer: Leslie Neistadt, ELS
Secretary: Raeesa Gupte, PhD
Membership Chair: Heather McNeill, MA
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St. Louis Luncheon Coordinators: Lisa M. Balbes, PhD, Joanne M. McAndrews, PhD
Nebraska Event Coordinators: Rebecca Bigelow, PhD, Matt Sandbulte, PhD
Kansas City Event Coordinators: Raeesa Gupte, PhD, Crystal Austin, PhD
Iowa Event Coordinator: Natalie DeWitt, PhD
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President’s Letter
Rebecca Bigelow, PhD

It’s that time of year again to consider attending the AMWA national conference. Similar to last year, the AMWA conference will be virtual again this year from October 27th through October 29th. The conference offers many engaging and valuable learning and networking opportunities to enhance your growth in your medical writing career. I encourage you to consider attending. You can find more information at the following site: AMWA Annual Conference, https://cdn.ymaws.com/www.amwa.org/resource/resmgr/conference/2021/2021amwa_conf_program_june15.pdf

Additionally, our Mid-America AMWA chapter will be hosting our annual networking event during the conference. We will be meeting virtually on Zoom and would love to have you join us for networking and to learn all about chapter opportunities and events. Please register for the chapter event at the following link.

What: AMWA Mid-America Chapter Networking Event

When: Wednesday, October 27th, 8:00-9:00 AM Central Time

Register via Zoom: https://us02web.zoom.us/meeting/register/tZIsceuqpjwtG9Riy16arz9qUzZVMdEzz4E

After registering, you will receive a confirmation email containing information about joining the meeting.
On July 12th, author Louise Ann Noeth, aka “Landspeed Louise,” shared her experiences publishing 2 books. For decades her words, photos, and publicity efforts have appeared worldwide in newspapers, magazines, books, film, and television, but she only recently ventured into book authorship, with *Bonneville Salt Flats*, a 128-page picture book that encapsulates 120 years of motorsports development using more than 200 heavily captioned photos. This book provided a pathway to a second book, *Bonneville’s Women of Land Speed Racing*, that was released on the day of the presentation. Noeth explained the mitigating morass of preparing, promoting, and authoring niche books can be great fun for knowledgeable writers regardless of topic or industry, as well as the hidden contract “blast walls” and contract negotiation tips. Twelve attendees, including 7 AMWA members, participated in the lively discussion.

Upcoming events in 2021: “Best Practices for Public Speaking” at our annual dinner on September 30th; and a summary of the best and worst books read by our members this year on November 3rd.

Lisa Balbes and Joanne McAndrews have been co-organizing the group since September 2006, when it was formed as a merger of the local AMWA and STC-CIC groups. A schedule of upcoming luncheons can be found on our chapter website ([http://www.amwa-midamerica.org/index.html](http://www.amwa-midamerica.org/index.html)). A complete list of past topics, as well as handouts, is available on the History tab on that website.
AMWA Mid-America Chapter Webinar

Common Grantsmanship Hurdles of Early Career Clinician-Scientists and How a Medical Communicator Can Help

Thursday, October 14, 2021, 12:00 PM CST

Register in advance for this meeting:

https://us02web.zoom.us/meeting/register/tZwkceispzojGN3NHxRxbXOIRhOfCpyM2Kg8

After registering, you will receive a confirmation email containing information about joining the meeting.

Medically trained faculty enter academic research with skills and perspectives distinct from their nonclinician, PhD-credentialed peers. In biomedical research, they have inherent advantages (eg, awareness of critical knowledge gaps) and disadvantages (eg, heavy clinical commitments, often less experience writing grants). This discussion will focus on how medical communication consultants can address experience gaps and facilitate productivity to increase early career clinician-scientists’ odds of funding success. In addition to helping formulate compelling aims and research strategies, the role may include assistance identifying career-relevant funding opportunities, ensuring all application sections are cohesive and responsive, and aligning with funders’ priorities.

About the speaker: Matt Sandbulte earned a PhD in immunobiology from Iowa State University in 2003. Over the next 14 years he worked in academic, government, and industry sectors, conducting research focused on influenza virology and immunology. Since 2017, Matt has been employed full-time in scientific writing and editing roles working with academic biomedical researchers to develop high-quality grant applications and manuscripts. In 2019 he joined the recently established Child Health Research Institute (CHRI), a collaboration between Children’s Hospital & Medical Center of Omaha and the University of Nebraska Medical Center. Taking on CHRI’s Grant Writer position has afforded Matt the opportunity to shape the role and develop resources to meet faculty members’ writing and grantsmanship needs. He provides writing, editing, and grant planning assistance to basic and clinical investigators working across a wide spectrum of pediatric research topics. A majority of his consultations are with clinician-scientists, many who are in early career stages and seeking to establish independent research portfolios. Matt has presented about grant writing strategies internally within CHRI and has presented numerous research abstracts at national conferences.
On September 15, Raeesa Gupte, PhD, Freelance Medical Writer and Secretary for the AMWA Mid-America Chapter, presented the webinar “LinkedIn for Medical Writers.” Many of us use this platform to showcase our skills, network with other professionals, and attract new clients. The objectives of the presentation were to:

1. Craft an effective LinkedIn profile
2. Use LinkedIn for networking
3. Use LinkedIn to build authority

Raeesa gave the following tips for creating a stellar profile:

- make a Headline that is attractive using searchable keywords
- craft an About section that is organic and tells a story; and
- select appropriate materials (eg, writing samples, blog page) to showcase in the Featured section.

She recommended the use of the STAR method (skill, task, action, and result) for describing your experience, education, certifications, volunteer work, skills, and accomplishments. Additionally, Raeesa emphasized the importance of sending personalized connection requests and how the power of giving back can help you to build authority and to attract clients.

Over 100 people registered for the webinar and about 60 people were in attendance during the live event. This was a very relevant topic and an engaging presentation!

Presentation slides can be found at: [http://www.amwa-midamerica.org/history.html](http://www.amwa-midamerica.org/history.html) and requests for a link to the recording can be sent to Rebecca Bigelow at rebecca@epionmedcom.com
“Be careful about reading health books. You may die of a misprint.”

—Mark Twain