

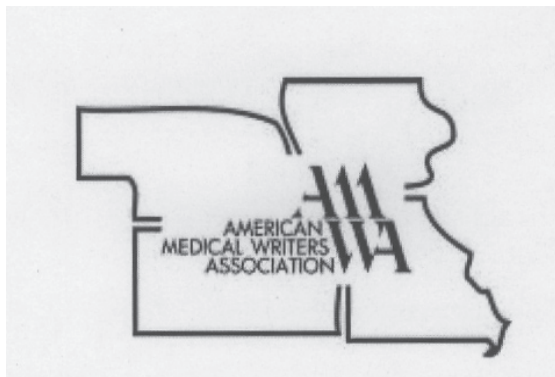
American Medical Writers Association Mid-America Chapter

Presents

AMWA Core Workshop
Statistics for Medical Writers and Editors (G) [110]

AMWA Advanced Workshop
Understanding Sample Size and Study Power
(ADV) [729]

**AMWA Mid-America
Chapter Conference
May 2-3, 2008
Kansas City, Missouri**



Mid-America Registration Form

Please complete ALL PARTS of registration form.
Please print. Registration by telephone is not accepted.
One form per attendee. For additional attendees, photocopy both sections of this form.

Registration deadline for Certificate credit: April 4, 2008

Complete Sections I, II, and III below, indicating amounts that apply.

Section I-Registration (Circle correct amount)

Includes refreshments and workshop materials

AMWA Member Registration
received by April 4 \$75 _____
Non-AMWA Member Registration \$115 _____

Late Registration (After April 4), add \$10 _____
AMWA credit NOT available with late registration.

Continental Breakfast, add \$10 _____
Lunch, AMWA members, add \$15 _____
Lunch, nonmembers, add \$20 _____

TOTAL, Section I _____

Section II

Core Workshop

Statistics for Medical Writers and Editors (G) [110]
AMWA members \$85 _____
Nonmembers \$185 _____

Advanced Workshop

Understanding Sample Size and Study Power (ADV)
[729]

AMWA members \$110 _____
Nonmembers \$210 _____

Roundtable Discussions

Design-based challenges \$10 _____
10 useful free web sites \$10 _____

TOTAL, Section II _____

Section III (Required for AMWA credit)

Core Certificate Enrollment, good for 6 years
(AMWA members, \$125; nonmembers, \$235) _____
Advanced Certificate Enrollment, good for 8 years
(AMWA members, \$150; nonmembers, \$260) _____

AMWA Membership for 1 year, \$140 _____
TOTAL, Section III _____
TOTAL, Sections I, II, and III _____

NOTE: To receive credit for the Core workshop, completed homework must be returned to the instructor by Friday, April 11, 2008. Attendance at the entire workshop is required to receive credit. Late registration for workshops is permitted if space is available, but credit will not be given.

To receive credit for the Advanced workshop, a registrant must complete and return the homework by the deadline, April 11, 2008, and must attend the entire workshop. If the homework is not received before the deadline, the workshop attendance AND credit is forfeited and no refund for the fees is given.

Workshops will begin promptly. There is a 10-minute grace period; after that, no one will be admitted.

Name: _____

Company: _____

Street address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Total payment enclosed (total of Sections I, II, and III)
\$ _____

Payment accepted by personal check or bank draft only (US \$ drawn on a US bank). Sorry, we cannot accept credit cards. Make checks payable to AMWA, Mid-America Chapter.

Mail completed form with full payment to:

CAROL SONDERMAN

10 REGINA CT. FLORISSANT, MO 63031

314-369-3418

csonderman@hotmail.com

Registration will be confirmed by e-mail. If you do not receive a confirmation, please contact Carol. Cancellation policy: There is a \$25 nonrefundable charge for each workshop. The balance will be refunded if a written cancellation notice is received by April 4.

No refunds after April 4.

About the AMWA Certificate Programs

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 five disciplines: editing and writing (EW), educators (ED), freelance (FL), pharmaceutical (PH), and public relations/advertising/marketing (PRAM). The advanced certificate program is designed for those who have earned core certificates or have a minimum of five years' experience as biomedical communicators.

Completion of the requirements for the core certificate program or the advanced certificate program is recognized with a certificate.

Registrants must be enrolled in a certificate program in order to receive credit for workshops taken. Registrants may enroll in the certificate programs by paying a one-time enrollment fee. The core certificate enrollment fee (good for 6 years) is \$125 for AMWA members and \$235 for non-members. The advanced certificate enrollment fee (good for 8 years) is \$150 for AMWA members and \$260 for non-members. In addition to attending the entire workshop, 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 refund is issued. Workshops will begin promptly. There is a 10-minute grace period for entering the workshop; after that, no one will be admitted.

Who Should Participate

- Writers and editors who communicate complex medical and health care information in traditional and electronic media
- Health professionals who want to reach the public with health care news and information through print articles or on-line
- Physicians interested in developing or enhancing communication skills for patient education or media advocacy
- Grant writers who wish to expand their expertise in medical communication
- Communicators working with medical professionals and publishers

Core Workshop

Statistics for Medical Writers and Editors [#110]

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 HOURS.

Homework deadline: April 11, 2008.

Workshop leader: Bart Harvey, MD, PhD

Advanced Workshop

Understanding Sample Size and Study Power (ADV) [#729]

This workshop is intended for writers and editors who are familiar with basic biostatistics and research methods and who want to improve their understanding of and ability to communicate about sample size and study power. We will explore how various factors, particularly sample size, influence a study's "power"—the ability to detect a measured and statistically significant effect. We will also examine the role that precision and confidence intervals play in interpreting and reporting a study's power. These concepts will be addressed from the vantage points of planning studies and of interpreting and assessing completed studies. Throughout, we will emphasize how to effectively communicate the related concepts to lay and professional audiences. APPROXIMATE HOMEWORK TIME: 3 HOURS.

Homework deadline: April 11, 2008.

Workshop leader: Bart Harvey, MD, PhD

Homework must be returned by the due date or attendance is forfeited and fees will not be refunded.

Roundtables

"Study Design-based Challenges in Medical Writing," led by Cindy Dempsey, RN, MPH, Medical Writer, MDS Pharma Services, Lincoln, NE.

We will address design-based challenges medical writers may encounter when reporting clinical trial results. Issues pertaining to common clinical trial designs as well as issues pertaining to new trends in study design (e.g. thorough QTc and SAD-MAD studies) will be discussed.

"Top 10 Free Web sites for Medical Writers," led by Joanne McAndrews, PhD, Freelance Medical Writer, St. Louis, MO.

At this roundtable we will count down, David Letterman-style, the 10 most useful free web sites for medical writers. The features, advantages, and relevance of each web site will be discussed. Please bring a list of your favorite web sites for medical writers to share. Together we will compile a list of useful sites. Plan to return to your office with new Internet resources to help you work more efficiently.

Conference Program

Friday May 2, 2008

6:30 PM—Opening reception and dinner
Cafe Verona
206 W. Lexington
Independence, MO 64050

Please RSVP to Joanne McAndrews at
jmmcandrews@earthlink.net by Friday April 25th.
Participants pay for their food and drink.

Saturday May 3, 2008

Harry S. Truman Library and Museum
500 W. U.S. Highway 24
Independence, MO (Kansas City area)

8:00 AM—Registration opens
8:30 AM – 9:30 AM – Breakfast roundtable “Top 10
Free Web Sites for Medical Writers” led by Joanne M.
McAndrews, PhD, Freelance Medical Writer,
St. Louis, MO

9:30 AM – 12:30 PM – Advanced workshop:
Understanding Sample Size and Study Power (ADV)
[729] taught by Bart Harvey, MD, PhD,
University of Toronto, Toronto, Canada

12:45 PM – 1:45 PM – Luncheon and chapter busi-
ness meeting

2 PM – 5 PM – Core Curriculum workshop:
Statistics for Medical Writers and Editors (G) [110]
taught by Bart Harvey, MD, PhD,
University of Toronto, Toronto, Canada

2 PM – 3:30 PM – Roundtable discussion “Study De-
sign-based Challenges in Medical Writing” led by Cindy
Dempsey, RN, MPH, Medical Writer, MDS Pharma
Services, Lincoln, Nebraska

6 PM – Kansas City-style barbecue at the home of
Mid-America chapter member Kathi Whitman. Please
RSVP to Kathi at kwhitman@incredibleenglish.com
by Friday April 25th. Participants will share the cost
of food and drink.

Nearby Lodging

Hilton Garden Inn - Independence
19677 E. Jackson Drive
Independence, MO 64057
816-350-3000

Olive Branch Inn (walking distance of museum)
200 N. Delaware
Independence, MO 64050
816-836-0292

Residence Inn by Marriott - Independence
3700 S. Arrowhead Avenue
Independence, MO 64057
816-795-6466

Holiday Inn Express Inn and Suites - Independence
19901 E Valleyview Parkway
Independence, MO 64057
816-795-8889