

Reach New Heights at the 2022 Medical Writing & Communication Conference

Kimberly Korwek, PhD / 2022 AMWA Conference Committee Chair

The 2022 Medical Writing & Communication Conference is almost here! This year's submissions continued the tradition of excellence, and the conference committee had a challenging job choosing sessions that would support the growth and development of AMWA members both professionally and personally across all aspects of medical writing and communication.

The conference theme of *Elevating Health and Well-Being through Medical Communication* will be on display throughout the educational sessions, roundtables, and poster presentations. Programming will cover the spectrum of medical writing and communication, from regulatory writing to continuing education to scientific publications, as well as core skills and development training for every career stage. The breadth of offerings is too vast to cover here (see the [registration brochure](#) for more details), but here are a few highlights of what is to come.

Inclusive language, cultural competency, and effective communication to the public will be on display through a variety of sessions. Leila Emery and Joyce Hicks from RTI Health Solutions will present on best practices in inclusive language for writers and editors. Strategies to develop low literacy patient tools will be discussed by Kristie Hold and Kate Perry from Atlantis Health. The importance of storytelling in health communication will be highlighted in several sessions, including *Using Storytelling to Capture Exceptional Care and Build Audience Trust* by Ben Riggs from Kettering Health.

Regulatory writers will have a plethora of sessions to attend, with topics ranging from document writing and time tracking to team leadership and managing complex projects. New and familiar tools will be highlighted with tips and tricks for increasing productivity and managing timelines, from PerfectIt to Power BI.

Learn about *A Journalistic Approach to Writing Better Abstracts* from Susan Aiello of WordsWorld Consulting or find answers to all your copyright questions in a session with Jill Shuman of Science Communication Network. Hear how COVID-19 has altered the publication landscape in *The New Normal in the Medical Publications Sector* or get advice on how to create the most effective posters from Michelle E. Sofa of Nemours/Alfred I. duPont Hospital for Children.

Freelancers can “jam” with each other in the popular sessions led by Medical Communication Consultant Cyndy Kryder to share tips, best practices, and stories of clients

gone wrong (or right!). Sessions on career development at every stage will be available, including discussions of how to transition into medical writing, building confidence to launch a freelance career, and training leaders within a team.

Along with all the great educational content will be sessions highlighting the importance of personal development and self-care. Learn how being a volunteer chapter leader can help build skills and relationships, hear how emotional intelligence can be an effective tool in self-advocacy, and get techniques to take care of stress and tension. Don't forget to catch the Medwrite Talks sessions that feature some of the most innovative and novel ideas in the field of medical communication from compelling speakers.

Attendees will have the opportunity to experience these sessions and more with workshops, roundtable discussions, award presentations, posters, and an exhibit hall. The return to an in-person conference for the first time in 2 years will bring back the networking and comradery that is the AMWA specialty. [Register](#) for #AMWA2022 today for the best rates. See you in Denver!

Session Highlight from AMWA Conference Committee Member

The description of *Fighting Burnout at Home: The Hidden Value of Health Habits* begins with the phrase “You can't work well if you are burned out”. This session has caught my attention because the boundaries between my work and home life often blur together. I know I need a reminder on how to take care of my needs and maintain a healthy balance with work.

I am also looking forward to hearing about DIY Graphics for Medical Writers. I am incorporating graphics more often into data presentations these days. Access to a graphic artist is a luxury that is not always available. Learning how to easily create some eye-catching elements is just the thing I need to produce a high-quality deliverable.

—Stephanie S. Wenick, MPhil, Wenick Communications, LLC

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