

Contents

V38 N1
SPRING
2023

3 FROM THE EDITOR ▶ [Michael G. Baker](#)

CONFERENCE

4 2022 Harold Swanberg Distinguished Service Award Address Aspire to More: Raising the Bar on Medical Writing

▶ [Julia Forjanic Klapproth](#)

7 2022 John P. McGovern Award Address Global Vaccines and Vaccinations: Science Vs. Antiscience

▶ [Peter J. Hotez](#)

12 2022 Walter C. Alvarez Award Address Emerging Issues Following COVID-19: Public Health Communication

▶ [Leana Wen](#)

SESSION REPORTS

18 Attention!: How to Harness It for Productivity and Deep Work

▶ [Allie Boman](#)

20 DIY Graphics for Medical Writers ▶ [Jerm Day-Storms](#)

24 Inclusive Language: Best Practices and Practical Applications for Medical Writers and Editors ▶ [Rebecca Moran](#)

27 Moving From Worst to Best in Medical Writing for Continuing Education in the Health Professions ▶ [Jerm Day-Storms](#)

30 The Use of Artificial Intelligence and Machine Learning in Clinical Research and Health Care ▶ [Noelle Ochotny](#)

34 What Is Plagiarism? Putting Out Fires Around This Hot Topic

▶ [Eloise DeHaan](#)

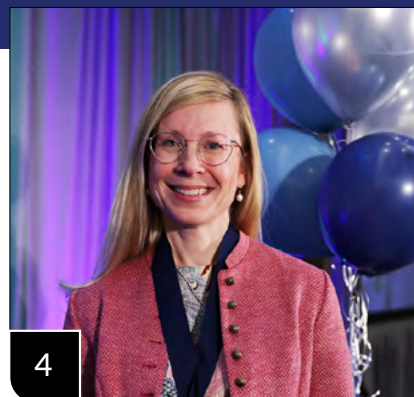
TOPICAL FEATURES

36 Updated Guidance on the Reporting of Race and Ethnicity in Medical and Science Journals ▶ [Tracy Frey](#)

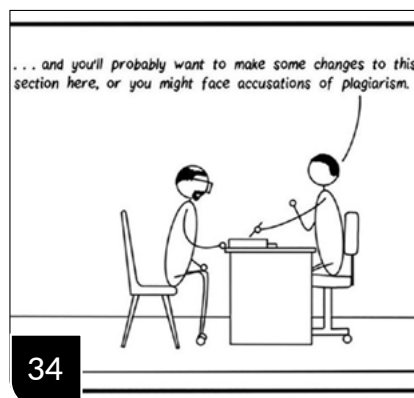
40 Common Grantsmanship Hurdles of Early Career Clinician-Scientists and How a Medical Writer Can Help ▶ [Matthew R. Sandbulte](#)

45 Leveraging Artificial Intelligence, Natural Language Processing, and Natural Language Generation in Medical Writing

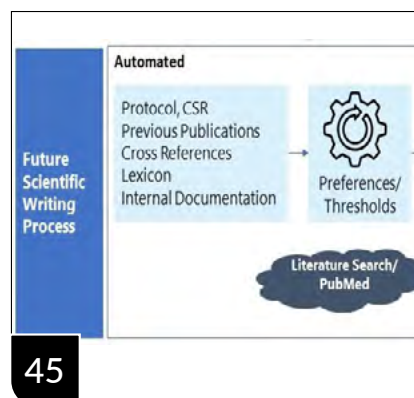
▶ [Deepak Palasamudram](#), [Karun S. Karunakaran](#), [Prakhar Gaur](#),
[Akshatha Miyal Kamath](#), [Pramit Saha](#), and [Tina Purushotam](#)



4



34



45

MORE Contents

51 FREELANCE FOCUS

► [Melissa L. Bogen, Lori De Milto, Cathryn D. Evans, and Gail V. Flores](#)

Q1: In the age of LinkedIn, how important is a website for a freelancer? What are the key elements that should be included in developing a website?

Q2: What are your favorite web conferencing platforms and why?

Q3: What are the etiquette rules for web conferencing platforms that you follow? Camera on or off and when?

54 CONSCIOUS WRITING

The Intrinsic Story Structure of Original Research Manuscripts ► [Crystal R. Herron](#)

56 IN THE SERVICE OF GOOD WRITING

Paragraph Structures ► [Laurie Endicott Thomas](#)

61 AMWA NEWS

From the President ► [Elise Eller](#)

Conference Preview: Homecoming in Baltimore
► [Michele W. Sequeira](#)

63 CALENDAR OF MEETINGS

AMWA JOURNAL MISSION STATEMENT

In support of the mission of the American Medical Writers Association (AMWA) and to advance the broader profession, the *AMWA Journal* publishes content that reflects the interests, concerns, and expertise of medical communicators. Its purpose is to inform, inspire, and motivate medical communicators.

EDITOR-IN-CHIEF

Michael G. Baker, PhD

MANAGING EDITOR

Rachel Mosher, MA

SECTION EDITORS

Progress in Publications

Qing Zhou, PhD, ELS

Regulatory Insights

Jennifer Bridgers, MS, MWC

Science Series

Naomi Bishop, MD

Statistically Speaking

Thomas M. Schindler, PhD

Everyday Ethics

Julie Ravo, BA, MA

Freelance Focus

Ruwaida Vakil, MSc

CE Craft Corner

Haifa Kassis, MD

Practical Matters

Elizabeth Kukiellka, PharmD, MA, MS, MWC

REGULAR CONTRIBUTORS

Freelance Focus

Brian Bass, MWC

Melissa L. Bogen, ELS

Sherri Bowen, MA, ELS

Lori De Milto, MJ

Cathryn D. Evans

Gail V. Flores, PhD

Phyllis Minick

In the Service of Good Writing

Laurie Endicott Thomas, MA, ELS

Conscious Writing

Crystal R. Herron, PhD, ELS

EDITORS IN MEMORIAM

Lori L. Alexander, MTPW, ELS, MWC

Ronald J. Sanchez

2022-2023 PRESIDENT

Elise Eller, PhD

2022-2023 BOARD LIAISON

JoAnna Pendergrass, DVM

2022-2023 STAFF LIAISON

Shari Rager, MS, CAE

EXECUTIVE DIRECTOR

Susan Krug, MS, CAE

GRAPHIC DESIGNER

Amy Boches, biographics

EDITORIAL OFFICE: ManagingEditor@amwa.org. Instructions for authors available at: www.amwajournal.org.

ADVERTISING: Contact marketing@amwa.org or (240) 239-0940. All advertising is subject to acceptance by AMWA and should be for products and services relevant to professional medical communicators. AMWA is not responsible for the content of advertising and does not endorse any advertiser or its products or services.

SUBSCRIPTION: The *AMWA Journal* is published quarterly. Subscription is included with AMWA membership. Nonmember subscriptions cost is \$75 per year.

CONTACT: American Medical Writers Association, 30 West Gude Drive, #525, Rockville, MD 20850-4347. Phone: (240) 238-0940; Fax: (301) 294-9006; Email: amwa@amwa.org.

The *AMWA Journal* is in the MLA International Bibliography and selectively indexed in the Cumulative Index to Nursing and Allied Health Literature (CINAHL) print index and the CINAHL database.

The opinions expressed by authors contributing to the *Journal* do not necessarily reflect the opinions of AMWA or the institutions with which the authors are affiliated. The association accepts no responsibility for the opinions expressed by contributors to the *Journal*.

©2023 American Medical Writers Association. All rights reserved.
ISSN 2163-5315