

AMWA NEWS



FROM THE PRESIDENT  
**AMWA Has a Place for You**

R. Michelle Sauer / 2023-2024 AMWA President

Howdy AMWA, I have 2 children, and during this time of year, parents are asked to volunteer for career day. I don't know about you, but when I tell people I'm a professional medical communication expert, most have never heard of our profession. Doctors, nurses, and scientists have well-established roles in our society, but medical communicators still remain off the radar of most young people's career options. As I begin to describe what I do to my kids, their eyes often glaze over but, when speaking to friends and the public, many are interested and see the obvious value we, as communicators, bring to the health care fields and beyond. As I speak with students, scientists, doctors, nurses, and medical liaisons, I find myself telling them, "You are a medical communicator too."

As our field continues to grow and evolve, it's important that we continue to support, listen, and learn from each other. Over the next few months, you will receive email alerts to member surveys. In order to serve you best, we need to understand you, your needs, your opinions, and your professional goals. For those who completed the evaluation of the 2023 annual conference, I want to thank you. We look at every response and adapt to make sure each year continues to improve. Several of the sessions from our annual conference are included in this issue, and I encourage you to take the time and read them.

Plans for 2024 are already in full swing. I have no doubt that our annual conference committee and staff will exceed expectations. Do not forget to block out your calendar for

October 23 through 26 so you can join us in person at the 2024 conference in New Orleans. In the meantime, please be sure to check out the many regional events scheduled for the spring. If you are not already a member of a chapter, or there isn't one nearby, I highly encourage you to check out Engage, our organizational platform for professional dialogue. If you have a question, there is a medical communicator out there with an answer.

As you read this issue of the journal, I hope you find an article interesting that would help a colleague. If you do, I have a request: please tell your friends. In my first column, I highlighted the fact that AMWA is NOT one thing. The expertise and foci of our membership vary and continue to grow and evolve. Over the past months, as I have taken a more visible role within AMWA, I have noted that many medical communicators have not heard of AMWA, or they say, "I am not a medical writer." To them, I respond, "I am not either, but AMWA has a place for all medical communicators." Our medical communication field is large, and it is not surprising that some have not found their "home" yet. So let's join together and welcome more of us into this amazing career field.

**Author declaration and disclosures:** *The author notes no commercial associations that may pose a conflict of interest in relation to this article.*

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