FROM THE GUEST EDITOR  Kyla Ross

THEME ARTICLES
6  Copilot — Essential AI Assistant to Medical Writers  Noelle Ochotny and Mario Morel
8  Reimagining Clinical and Regulatory Medical Writing With Generative AI  Ravi K. Ramachandran, Terris J. Linenbach, Christopher J. Ceppi, and Anita G. Modi
11  Take the Leap! Steps to Integrate AI Into Your Work  Jenni Pickett and Mandy Pennington

TOPICAL FEATURES
16  The Business of Medical Writing: Financial Acumen - Part 3  Joan Affleck, Dominic De Bellis, Brian Bass, and Jeanette M. Towles
20  Preventing Chaos: The Critical Role of the Submission Lead  Anjana Bose, Mark Bowlyb, Brenda Taylor, and Steve Sibley

ORIGINAL RESEARCH
25  Informed Consent Writing: Facing the Patient is in the Interest of the Sponsor  Tatiana Zhiganova, Olga Golubeva, and Maxim Belotserkovskiy

AROUND THE CAREER BLOCK
28  From Public Health to Patient Education  Cecilia Petrus and Kelly Henderson
31  Leveraging Linkedin to Successfully Launch and Grow a Freelancing Career  Cecilia Petrus and Bhavadharini Balaji

CE CRAFT CORNER
34  Optimizing Continuing Education for Health Professionals: Incorporating Instructional Design Principles and Frameworks for Effective Learning  Claudia Prahst

CONSCIOUS WRITING
39  5 Pitfalls to Avoid When Crafting the Study Question for a Research Manuscript  Crystal R. Herron

FREELANCE FOCUS
43  2023 Jam Session for Seasoned Freelancers Plays to a Packed House  Brian G. Bass

IN THE SERVICE OF GOOD WRITING
45  It's All Relative (Clauses)  Laurie Endicott Thomas
Contents

PRACTICAL MATTERS
50 Help Your Clients Create More Readable Patient Education Materials › Genevieve Walker

REGULATORY INSIGHT
53 Say the Right Thing: Developing a Program Lexicon for Cross-Functional Teams › Mia Nagarajan and Desmond Ryan

CONFERENCE - SESSION REPORTS
57 Developing Plain Language Informed Consent Forms for Multinational Clinical Trials › Anna Shurtleff Smith
59 Plain Language With a Page Limit: Strategies for Writing 2-Page Protocol Synopses and Other Deliverables › Hanna Johnson

CONFERENCE - PRODUCT SHOWCASE
63 Yseop’s Copilot › Moira Calder
65 Draftsmith by PerfectIt › Michael G. Baker and Katie Kelm
66 PleaseReview by Ideagen › Michael G. Baker and Kelly Schrank

AMWA NEWS
67 From the President › R. Michelle Sauer
68 2023 Annual Business Meeting for AMWA Members › Kimberly M. Korwek
69 The Fifth Annual AMWA Executives Forum: Advances in Technology and the Future of Medical Writing › Shirli Diskin, Lisa Chamberlain James, Aubri Charboneau, and Daniel Wood

74 Innovate, Inform, and Inspire: Jazz Up Medical Communication › Michele W. Sequeira

75 CALENDAR OF MEETINGS
71 Communicating About and With Artificial Intelligence Applications › J. Kelly Byram

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.

AMWA JOURNAL
V39 N2 / 2024

EDITOR-IN-CHIEF
Michael G. Baker, PhD

GUEST EDITOR
Kyla Ross, BS, MS

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 Kukielka, PharmD, MA, MS, MWC
Technology Talk › Kyla Ross, BS, MS

REGULAR CONTRIBUTORS
Freelance Focus › Brian G. Bass, MWC
Melissa L. Bogen, ELS
Sherri Bowen, MA, ELS
Lori De Milto, MJ
Cathryn D. Evans
Gail V. Flores, PhD
Alex Howson, PhD
Phyllis Minick
In the Service of Good Writing › Laurie Endicott Thomas, MA, ELS
Conscious Writing › Crystal R. Herron, ELS

EDITORS IN MEMORIAM
Lori L. Alexander, MTPW, ELS, MWC
Ronald J. Sanchez
R. Michelle Sauer, PhD, ELS

2023–2024 PRESIDENT
R. Michelle Sauer, PhD, ELS

2023–2024 BOARD LIAISON
Qing Zhou, PhD, ELS

2023–2024 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, 9841 Washingtonian Blvd, Suite 500-26, Gaithersburg, MD 20878. Phone: (240) 236-0940, 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.

©2024 American Medical Writers Association. All rights reserved.
ISSN 2163-5315