

AMWA NEWS



FROM THE PRESIDENT

Transitions

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In medical writing, transitions are pivotal. They improve readability and, in many cases, clarify how story elements are related. They are connectors. I have been pontificating on the importance of transitions as I edit the current proposal on my desk. In looking for ways to draw the reviewer in, I use transitions to improve the flow of the document. I try out different transitions to see which ones will best show the reader how the research approach will answer the hypothesis and accomplish the objectives. So often, the original draft lacks transitions, and in finding those elements, I often find the heart of the grant.

Perhaps I am focused on literal transitions because I am also in the midst of a personal transition. After two decades in the academic employed sector, I will be joining the freelance sector. Thus, currently, I am trying out different transition possibilities. While I identified resources and elements that would enable this professional transition, I am in the process of testing different pieces to see which one will provide the best connection between phases of my career. And life continues to provide different and unexpected (but exciting) challenges, such as a move to a new state. I have been a member of the Southwest Chapter since 2008, and this fall, I will join the Rocky Mountain Chapter. That is one transition that was easy to select. Despite the different phases of my career, AMWA has been a constant, a pivotal connector.

At the national level, AMWA too continues to seek optimal transitions. The field of medical communication seems to be constantly in flux, and our needs as members change and evolve. Gone are the days of evergreen content, and the entry of artificial intelligence has spurred a new need and multiple opportunities alongside novel challenges. Yet

the Board of Directors (BOD) and AMWA staff continue to respond to the member feedback and seek ways to support members, chapters, and the field as a whole. As a member, you are integral to any successful transition. I am so grateful to everyone who fills out a survey, organizes a chapter event, writes a journal article, joins a committee, or volunteers at a meeting. Only with your support and feedback can we, as an organization, ensure we are transitioning in the right direction.

The BOD is working on approving the next set of priorities and setting the strategic direction of the organization. We are expanding the staff to meet the growing needs of the organization, and we are reviewing and expanding education content to ensure each of you can secure the transition you need to advance your career. With the recently approved Strategic Plan for Diversity, Equity, and Inclusion (<https://www.amwa.org/page/dei>), committees are reviewing and improving inclusive and accessible elements throughout the organization and its resources. If you are reading this article, I know you are invested in the future of AMWA. I encourage you to contact me directly or your local chapter leader (find your chapter here: <https://www.amwa.org/page/Chapters>). Let us know your needs and concerns. Help us create successful transitions.

In short, I know firsthand how hard it is to find the right literal or personal transition. However, you are not alone. Together, we can develop, test, and create transitions that are not just valuable connections; they are growth, and they are the future.

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