

AMWA NEWS

FROM THE PRESIDENT

Starting a New Chapter

Roshawn (Shawn) Watson, PharmD, PhD, BCPS / 2024-2025 AMWA President

Health care is rapidly changing, and the AMWA is primed to help medical communicators meet these needs. The AMWA Board of Directors (BOD) has spent this entire year undergoing a strategic planning initiative. Accordingly, we have been thinking about the DNA of this organization and how to best position our medical communicators to face current and future challenges. The considerations have been all-encompassing; these have included the dynamic business needs due to advances in artificial intelligence (AI), differences in funding and prioritization by governments and private institutions, policy and rule changes that affect our business models, internal and external stakeholder and key opinion leader engagement, upleveling our skill sets and knowledge bases, and micro- and macro-economic considerations.

This strategic realignment has also caused us to look at our programs and educational resources. For instance, AMWA's AI Task Force has conducted an educational resource review of all of AMWA's AI offerings and is releasing a survey to help determine our AI programming needs. Chaired by the incomparable Dr Dominic DeBellis (ACRP-CP, Executive Director, Artificial Intelligence Strategy & Operation Lead, Medical Writing & Disclosure at Merck), the Task Force consists of in-house all-star AI professionals and experts in various organizations and freelancers. This forward-looking group is providing an invaluable service for which we're very grateful.

Another major program under review is our chapters. Chapters represent a member benefit that is so important to many. Chapters are part of the very fabric of the AMWA. They are often how we first experience AMWA. They may help develop our leadership experiences. They expand our networks. They expose us to different areas of medical communication and help us acquire new skills. They allow us to expand our businesses and share resources. In short, chapters make us more.

I'm excited to announce that the AMWA BOD has recently approved a brand-new Chapter Reimagining Task Force. The group is charged to solicit general member feedback and perceptions about the AMWA chapter experience, explore selected models for chapter organization, and provide guidance on more engage-

ment-centric key performance indicators. We recognize that sometimes the administrative burden, programming needs, and in-person meeting requirements, among other things, can sometimes leave things to be desired from the chapter experience. AMWA is dedicated to improving this experience over the next few years and ensuring that the experience becomes equitable across a given region, with greater engagement and more prioritized resourcing. We very much hope to hear from you directly regarding your chapter experience (things that you love and perhaps some opportunities to improve).

I am really thrilled about these changes and all the new programs we have in the pipeline, including new offerings in Regulatory, Publications, Health Communication, and some that I cannot even yet announce. I know that we will indeed usher AMWA into a new level of excellence, give our members unprecedented new exposure and greater opportunities to develop incredible careers and build extensive networks, and train the next generation of medical communicators to meet the incredible medical communication needs.

