

**AMERICAN  
MEDICAL WRITERS  
ASSOCIATION** **AAWA** **Indiana  
Chapter**



**2022 MEDICAL WRITING &  
COMMUNICATION VIRTUAL CONFERENCE**

**April 29 – 30, 2022**

**Register by April 22nd**

# 2022 INDIANA CHAPTER VIRTUAL CONFERENCE

April 29 – 30 2021

## Conference Theme

***2022: Evolving landscape of medical writing: Where do we go from here.***

## About the Conference

The Indiana Chapter of the American Medical Writers Association (AMWA) is proud to host our 2022 Annual Conference. This year's theme is **2022: Evolving landscape of medical writing: Where do we go from here.**

The 2-day virtual conference is designed to help enhance the careers of medical communication professionals and expose students to numerous career opportunities, while connecting with other medical writers. The conference includes guest speakers, presentations, networking, an opportunity to participate in our chapter's annual meeting, and much more. Come and learn from medical communication experts who are at the forefront of this growing profession.

We look forward to you joining our virtual conference!

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### Important Dates

**Wednesday, April 24, 2022**

Last day for registration

**Tuesday, April 26, 2022**

Last day to receive refund for cancelled registration

**Friday, April 29 – Saturday, April 30, 2022**

2022 Indiana AMWA Chapter Virtual Conference

## REGISTRATION INFORMATION

The last day for conference registration is Wednesday, April 24, 2022. Conference registration includes attendance to Friday's Keynote address and conference sessions, as well as Saturday's conference sessions.

[Register online](#)

### **CONFERENCE FEES**

General Conference Registration (required fee for all attendees).

#### **Standard Price**

*\$50 - AMWA member / \$100 - nonmember*

#### **Student Price**

*\$25 – AMWA member / \$50 - nonmember*

**ACCESS TO THE VIRTUAL CONFERENCE:** Access to the 2022 virtual conference site will be provided on April 27, 2022 to the email address used for conference registration. Please test your computer systems prior to the start of the conference to ensure that you are able to access the conference site.

### **CANCELLATION/REFUND POLICY**

If you need to cancel your registration, you must send a refund request via e-mail from the email address used for conference registration by April 26, 2021 and include a mailing address to [president@hoosieramwa.org](mailto:president@hoosieramwa.org). Refunds will be issued, minus a nonrefundable 15% registration cancellation fee.

Conference registration is not refundable after April 27, 2021. No refunds or credits will be given for failure to attend, late arrival, unattended events, or early departure.

# CONFERENCE SCHEDULE AT A GLANCE

## Friday, April 29, 2022

<b>1:00 pm – 1:05 pm</b>	<b>Welcome</b>
<b>1:05 pm – 2:05 pm</b>	<b>Keynote Address: Health Literacy (Diana Fisher, Eli Lilly &amp; Co.)</b>
<b>2:10 pm – 3:10 pm</b>	<b>Lean Authoring (Katie Bates, Whitsell Innovations)</b>
<b>3:15 pm – 4:15 pm</b>	<b>Business of Medical Writing (Jeanette Towels, Synterex)</b>
<b>6:30 pm – 8:30 pm</b>	<b>DINNER – Rathskeller, Indianapolis</b>

**\*All times are EST**

## Saturday, April 30, 2022

<b>9:00 am – 9:10 am</b>	<b>President's Welcome and Introduction of 2021 – 2022 Chapter Officers</b>
<b>9:15 am – 10:15 am</b>	<b>National/Local AMWA Participation Opportunities and How to Start (Michelle Sauer Gehring - RnAEditing)</b>
<b>10:20 am – 11:20 am</b>	<b>Navigating Personalities (Melissa Christianson, Whitsell Innovations)</b>
<b>11:25 am – 11:30 am</b>	<b>Closing Remarks</b>
<b>11:30 am – 12:00 pm</b>	<b>Q&amp;A: Educational Opportunities, Regional Meetings, Other</b>
<b>12:00 pm – 12:30pm</b>	<b>Annual Indiana Chapter Membership Business Meeting</b>

**\*All times are EST**

# SPEAKER BIOGRAPHIES

## **Diana Fisher**

Diana Fisher is the Associate Director of the Global Health Literacy Team at Eli Lilly and Company. She has over 20 years of experience in clinical research, medical writing, and health communications. Prior to her role in Health Literacy, Diana was in the Global Scientific Communications (medical writing) function at Lilly where she held several roles, including medical writer, publications leader, and Manager. Prior to Lilly, Diana worked at Roche Diagnostics as a technical writer and medical services representative, and at Indiana University as a research technician.

Diana has always been passionate about translating medical information into clear and actionable guidance for health regulators, health care professionals, and patients. While in medical writing she was instrumental in implementing several key patient-facing communication initiatives. Also, in 2016 she had the unique opportunity to travel to South Africa to create patient brochures related to diabetes and hypertension and, prior to that in 2014, she created health-literate brochures for a Statewide vaccine campaign sponsored by the Indiana Vaccination Coalition.

Diana received her Master of Public Health (MPH) degree from the University of South Florida, a Master of Biology from Purdue University, a Bachelor's degree in Biology from DePauw University, and is also Certified in Public Health (CPH).

Diana is from Indianapolis, IN and resides there with her husband Derrick, her son Derrius (now a college freshman), her daughter Dasmine, and their puppy, Daphne.

# SPEAKER BIOGRAPHIES

## **Katie Bates**

Katie Bates, PhD, is a bioanalytical chemist, whose graduate work in microfluidic technology concentrated on the application of analytical biotechnology in clinical diagnostics and forensic analyses. Her prior professional experience of more than 10 years as a research scientist at the Virginia Department of Forensic Science focused on nuclear and mitochondrial DNA analysis for criminal casework and the identification of unidentified human remains. Katie has 5+ years of experience as a medical writer and consultant with Whitsell Innovations, where she has a passion for advancing technology use in medical writing as well as training the next generation of medical writers. Katie's experience collaborating with diverse groups of scientists and colleagues in the courtroom and at WI has heightened her awareness of the importance of attention to detail as well as communicating the results of scientific examinations to professionals as well as lay audiences. She lives in rural Oregon.

## **Melissa Christianson**

Melissa Christianson, PhD, is an Associate Manager of Medical Writing at Whitsell Innovations, Inc (WI). At WI, she is responsible for writing and reviewing such medical and scientific documents as clinical submission documents, regulatory communications, manuscripts, poster and slide presentations, training materials, and others. Her work at WI entails interaction with a variety of clients, including small and large pharmaceuticals, biotech and startup companies, and academic investigators, as well as training and mentoring of medical writers. Prior to joining WI, Melissa was a postdoctoral scholar at Duke University and held writing positions with the American Brain Cancer Cure and HDBuzz foundations. She obtained a BA in Cognitive Science from Yale University and PhD in Neurobiology from Duke University, where her research focused on neurodegenerative disease mechanisms. Melissa has previously presented both roundtable and educational sessions at the American Medical Writers Association annual conference.

# SPEAKER BIOGRAPHIES

## **Michelle Sauer Gehring**

Michelle Sauer Gehring wrote her first grant in 2005 as a graduate student and has not stopped. After completing her PhD in microbiology/genetics and a postdoctoral fellowship at Baylor College of Medicine, she began realizing that her talent was “in the writing” and transitioned from the academic faculty career path to medical communication. She joined AMWA in 2009 and attained her certification as an Editor in the Life Science in 2011. At the chapter level, Dr. Sauer Gehring has served as Treasurer, Program Chair, and President. She has also chaired conference planning committees at the chapter and national levels. She was nominated to AMWA’s national Board of Directors in 2018 and currently serves as the Secretary and Board Liaison to the AMWA Journal. Dr. Sauer Gehring is an active member of the medical communication community, has contributed multiple articles to the Journal, and leads open sessions and roundtables at AMWA conferences. She mentors and advises those new to the field and continues to work in the academic research sector as an instructor and as a grant and publication writer and editor. Dr. Sauer Gehring lives with her husband, two daughters and two dogs in Texas.

## **Jeanette Towels**

Jeanette Towles is President and owner of Synterex, Inc., a woman-owned, disability-owned business that provides clinical solutions, including publishing, clinical science, project management, medical and regulatory writing services, and IT collaboration services. Prior to that, she held in-house consulting and FTE medical writing and clinical science positions at both small- and large-size companies, with cumulative industry experience of over 15 years. She lives in the Boston area with her husband, 2 children, and 2 dogs.