



Can You Create Your Own Opportunities in the Medical Communications Field?

STC and AMWA present a detailed plan for careers in medical writing and editing.

Dallas, Texas—November 16, 2006—CEO & President of MedBio Publications LLC and Dallas/Forth Worth American Medical Writers Association (AMWA) Regional Director Kersten F. Hammond, will address the joint December meeting of the Society for Technical Communication (STC) Lone Star Community (LSC) and the Southwest Chapter of the AMWA. The dinner meeting is scheduled for 6:15 p.m. Thursday, December 7, 2006 at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

In her presentation, *Creating Opportunity, Providing Quality Deliverables, and Adhering to Ethical Standards* Ms. Hammond addresses three main topics:

1. Creating opportunities to participate in paid medical writing/editing (for novice and experienced professionals)
2. Developing quality deliverables—how to ensure your content, style, and prose are the highest quality possible
3. Understanding the ethical standards in medical writing/editing with tips for adhering to these standards.

She promises to cover these topics in detail, **including** issues such as opportunities for professional and financial growth, and the results of a survey conducted in 2006 on the top five resources for medical writers and the top five data organizational tools available to writers and editors. In addition, participants will review standards for getting published, specifically in peer-reviewed journals, various official ethical positions within the medical writing/editing community on "ghost writing," and tips for gaining acknowledgment when appropriate.

Ms. Hammond states, "It is my hope that the audience will feel empowered about either embarking on or growing their careers in medical writing/editing, gain clearer understanding on the development of high quality deliverables, and understand the importance of adhering to ethical principles in medical writing and editing." She also notes, "The goal of this discussion is to enhance the attendee's knowledge of how to build an excellent reputation in medical writing or editing, show how to maintain that reputation, and ensure appropriate recognition both ethically and professionally for their work."

"Whether you're a seasoned medical writer or are just now trying to get your feet wet, Kersten's presentation will give you the tools you need to develop high-quality deliverables," states LSC President Mel Haughton. "How do you find someone who wants to pay for your work? How do you create opportunities for success? And above all, how do you ensure that you're being ethical in your writing? I highly encourage you to attend Kersten's presentation, and gain a few more much-needed skills to become a great medical writer."

Ms. Hammond has a professional and educational background in medicine and biology, and a certification in pharmaceutical medical writing through the American Medical Writers Association.

She is an active member in the American Medical Writers Association and functions as the Page Two Dallas/Fort Worth area AMWA Regional Director. She has been working in the medical writing arena since 1998, and has successfully grown a medical communications business (MedBio Publications LLC) after leaving traditional employment. She began her freelance medical writing career in 1998 in Dallas/Fort Worth, creating opportunities where there were none. She learned the hard lessons in medical writing and editing about creating opportunities and high quality deliverables, establishing and maintaining a good reputation, and adhering to ethical standards in medical writing and editing.

The meeting is always open to visitors. Registration and networking begin at 5:45 p.m.; the Newcomers (SIN) SIG meets at 5:45 p.m.; dinner is served at 6:15 p.m.; and the program begins at 7:00 p.m. and concludes at 8:00 p.m., with additional networking, for anyone interested.

With reservations, dinner and the program cost \$20 for STC and AMWA members and students with ID and \$25 for non-members. Without reservations, costs for the dinner and program are \$25 for STC and AMWA members and \$30 for non-members.

With reservations, the cost for "program only" attendance is \$5 for STC and AMWA members and \$10 for non-members. Without reservations, costs for the program only are \$10 for members and \$15 for non-members. The program is always free to students with reservations and valid student IDs. The registration and reservation deadline is 5:00 p.m. Monday, Dec. 4, 2006. You can register by visiting the LSC website at www.stc-dfw.org. Information on other charges is available at the LSC website.

About STC and the Lone Star Community

The Society for Technical Communication (STC) is an individual membership organization dedicated to advancing the arts and sciences of technical communication. It is the largest organization of its type in the world. Its 16,000 members include technical writers and editors, content developers, documentation specialists, technical illustrators, instructional designers, academics, information architects, usability and human factors professionals, visual designers, Web designers and developers, and translators—anyone whose work makes technical information available to those who need it.

The Lone Star Community (LSC), one of the largest STC communities in the U.S., received the Award of Distinction in the international STC Community Achievement competition for 2005-2006. The LSC has received awards in this competition for four consecutive years. Drawing over 290 members from all over the Dallas-Fort Worth area, the LSC promotes professional growth through meetings, workshops, seminars, conferences, mentoring, and networking. For more information about the STC Lone Star Community, visit their website at www.stc-dfw.org.

For more information

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