

41st EMWA Conference



EMWA

EUROPEAN
MEDICAL
WRITERS
ASSOCIATION

5–7 November 2015

Worldhotel Bel Air, The Hague, Netherlands



www.emwa.org



#emwa41

Remember to download the EMWA conference app



Conference Administration and contact details

EMWA Head Office:
Chester House, 68 Chestergate, Macclesfield, SK11 6DY, UK
Tel: +44 (0)1625 664534
Email: info@emwa.org



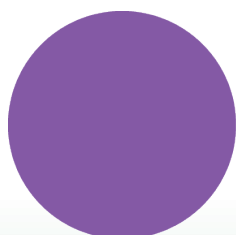
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Message from the EMWA President and Conference Director

Dear Colleagues

On behalf of the EMWA Executive Committee, we have great pleasure in welcoming you to the 41st EMWA Conference, 5-7 November 2015 at The Worldhotel Bel Air, The Hague, The Netherlands.

The EMWA Professional Development Committee are offering our usual comprehensive education programme, with 20 foundation level and 8 advanced level workshops covering a broad range of topics. Your conference experience is enriched by events outside the formal education programme, which we hope you will take advantage of. We have the 'Introduction to Medical Writing' session, the dynamic Freelance Business Forum, and sessions that show how EMWA is influencing the industry through two special projects:

- The CORE (Clarity and Openness in reporting: E3-based) Reference project, now in its second year
- The new Pharmacovigilance Special Interest Group (PV SIG) launched in the summer of 2015.

This conference will also host a sponsored seminar from inScience Communications on Publication Planning and Medical Writing – Global Perspectives and Local Challenges in Achieving Common Standards Worldwide.

We have a range of exciting social events to complement our learning programme and bring friends and colleagues together. Each day starts with easy morning yoga, and ends with several social options, including preparing your own cocktail and introductions to salsa, fencing and juggling. If this is your first conference, please introduce yourself to the Executive Committee – look out for the purple lanyard – and your fellow delegates at the opening event, networking reception and other social events during the conference.

We would like to thank our Head Office and team of committee members, workshop leaders and volunteers who have been working for many months to bring you this conference that offers something for everyone.

See you in The Hague!

Sam Hamilton

President



Slávka Baróniková

Conference Director





Quick guide to EMWA conferences

To guide you through the training and education options available to you at EMWA Conferences, we have devised a quick, at-a-glance formula to help you plan your conference participation.

For full details of workshops, seminars and the symposium, please read the detail in this brochure, the online conference planner and the EPDP brochure.

Workshops and seminars

Foundation workshops

Foundation workshops are aimed at those who are new to a topic, or who have a moderate level of experience in it. They have a maximum group size of 32 and last 3 or 3.5 hours. Foundation workshops are part of the EMWA Professional Development Programme (EPDP). They can be done to gain credits towards an EPDP foundation certificate.

Advanced workshops

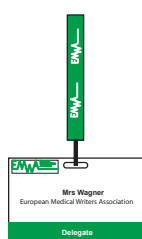
Advanced workshops cover topics that are likely to be of interest to more experienced writers, or deal with foundation level topics in greater depth. There are no formal prerequisites to participate, but leaders will not spend time explaining the basics of the topic to inexperienced participants. The participant profile in the individual workshop description gives details of experience required. Advanced workshops have a maximum of 20 participants and last 3.5 hours. Some advanced workshops are designated 'master classes': these are highly interactive workshops with a maximum of 12 participants. Advanced level workshops are part of the EPDP and can be done to gain credits towards an EPDP advanced certificate.

Seminars

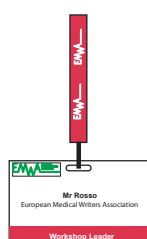
Free seminars are included in the EMWA conference programme to complement the EPDP programme and give new and experienced medical writers an opportunity to network, learn and share knowledge with their colleagues.

Understanding your lanyard and badge

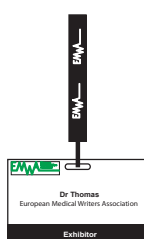
Delegate
1st Conference



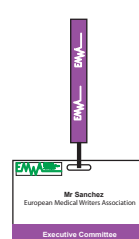
Workshop Leaders
& Speakers



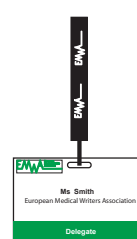
Exhibitors
& Sponsors



Executive Committee
Member



Delegate





EMWA Professional Development Programme

The EMWA Professional Development Programme (EPDP) provides high-quality training for medical writers through workshops and homework assignments. All workshops are taught by leaders with hands-on expertise in the topic and are approved by the EMWA Professional Development Committee.

EMWA workshops usually have both a pre-workshop assignment or pre-reading, and all have an assessed post-workshop assignment. You can gain credits, which allow you to obtain an EPDP certificate. The element of assessment ensures that EMWA credits represent a real attainment, and are a valuable addition to your curriculum vitae. Credits are added to your personal professional development record, which you can access through the EMWA website. See below for more information about how to gain credits and obtain an EPDP certificate.

Delegates not interested in gaining credit may attend workshops without doing the assignments, and receive a certificate of attendance.

Advanced workshops: there are no formal prerequisites for attending advanced workshops. However, there will not be time during advanced workshops to cover the basics of the subject for attendees who do not fit the profile in the workshop description.

Gaining EPDP credits

To receive credit for a workshop, you must:

- After registering for the conference, **download your pre-workshop assignment from the EMWA website**, complete the pre-workshop assignment (usually up to 2 hours), and submit it to the workshop leader by the deadline given, if applicable.
- Attend the workshop.
- Complete the post-workshop assignment (up to 3 hours) to a satisfactory standard, and submit it by the deadline given.

The times required to complete the assignments are a general guide only.

Late registrants: if you register for the conference after the deadline for the pre-workshop assignment, you should submit the assignment as soon as you can if you wish to obtain credit. Pre-workshop assignments cannot be accepted after the workshop.

Please note: it is no longer necessary to enrol for the EPDP. Instead, an administration fee will be charged for issuing certificates. Members who have previously paid the EPDP enrolment fee will be exempt from this for the 5 years from their date of enrolment.



EMWA certificates

The EPDP is divided into 6 subject areas: Drug Development, Language and Writing, Medical Communication, Medical Science, Professional Techniques, and Soft Skills.

There are 2 levels of certificate: foundation and advanced.

An EMWA foundation certificate is awarded for 8 credits from foundation workshops as follows:

- At least 5 foundation workshops in a single subject area to qualify for a specialised certificate in that option.
- Foundation workshops in at least 2 subject areas, but no more than 4 workshops per area, for a multidisciplinary certificate.

An EMWA advanced certificate is awarded for credits in any 8 advanced workshops. Members do not need to have a foundation certificate to register for advanced workshops.

Members may obtain more than 1 foundation or advanced certificate after completing the appropriate requirements for each certificate.

General

Workshops are available at EMWA conferences only. Workshops offered will depend on the availability of the workshop leaders. For the full list of EMWA workshops, see the EPDP brochure on the EMWA website (**www.emwa.org**).

We welcome ideas for new workshops. If you are interested in developing a workshop, please contact the Education Officer, Barbara Grossman (**education@emwa.org**).

Fees and registration

Member-only events

Main conference attendance is open to EMWA members. Non-members who wish to attend the main conference sessions must join EMWA when registering. Membership costs €130 per year (Europe), or €145 per year (outside Europe). Conference registration fees are as follows:

	Early registration Deadline: 3 October 2015	Regular registration Deadline: 30 October 2015	Late and on-site registration
Registration	€220	€330	€440

Registration includes all conference materials, the opening reception, freelance business forum, introduction to medical writing seminar, lunchtime and evening seminars, the sponsored lunchtime seminar, and lunches and coffee breaks.

Workshop fees:

Foundation	Single workshop	€160
	Double workshop	€320
Advanced	Advanced workshop	€250

Changes to registration: An administration fee of €30 will be charged for changes to workshop choice or cancellation of a workshop. There is no fee for adding workshops or social events.

Cancellation of attendance: A refund, less an administration fee of €150, will be made for written cancellations of attendance received before 3 October 2015.

Accompanying persons: Accompanying persons who would like to attend the opening networking event and welcome reception and to join the EMWA lunch and coffee breaks must be registered for the conference by the EMWA member they are accompanying. The fee for registered accompanying persons is €170. Carers accompanying registered disabled delegates (one per delegate) may register as accompanying persons without charge. EMWA reserves the right to ask for proof of disability (e.g. national registration certificate) for delegates claiming free attendance for a carer.

Events open to non-members

Introduction to medical writing seminar: This event is open to the public and is free-of-charge. Attendees are however asked to register in advance.

Social events: Details and fees for all social events are provided in the social events section of the brochure.

Payments

At the time of registration, delegates may choose between immediate payment by credit card or to be invoiced. Invoices are to be settled by bank transfer in euros. All fees are payable in advance. Full payment is due by 3 November 2015. If payment has not been received, EMWA reserves the right to request payment on-site at the late registration rate.



Conference venue and accommodation

Worldhotel Bel Air The Hague

Johan de Wittlaan 30
2517 JR, The Hague
The Netherlands

Tel +31-70-3525354

www.worldhotelbelair.com/



Accommodation – conference venue

EMWA has reserved a number of rooms at the Worldhotel Bel Air The Hague at the special rate of €150.00 per night for a single occupancy room including VAT, breakfast and city tax. Please use the link below to book your accommodation directly with the hotel.

[Click here to book your accommodation](#)

The conference rate will be available until 4 October, after which the hotel reserves the right to offer rooms subject to availability at the prevailing rate.

There are 150 parking spaces at the Worldhotel Bel Air and we have secured a rate of €17.50 per 24 hours. Please contact the hotel directly for further information.

Alternative accommodation

For details of alternative accommodation in the area please visit https://www.itotours.com/emwa_2015/overview.aspx. Please note that EMWA does not offer a recommendation for the accommodation quality or customer service for these hotels.



Travelling to the conference hotel

The Worldhotel Bel Air is ideally located between the 2 major airports in The Netherlands: Amsterdam Schiphol Airport (AMS) and Rotterdam/The Hague Airport (RTM). Travel time from both airports is about 45 minutes.

On arrival at Amsterdam Schiphol, it is easy, quick and inexpensive to catch a train directly to The Hague.

The train station is located at Schiphol Plaza. It is very well sign posted and sits in the central concourse of the airport.

Tickets can be bought either from one of the automated kiosks or from the manned ticket booth. A single one-way ticket from Schiphol to The Hague currently costs €8.20 for second class. Trains to The Hague usually depart from platforms 5 or 6.

Arriving at Rotterdam The Hague Airport take bus 33 to Rotterdam Central Station from the Airport, which runs every 10 minutes from Monday until Friday. Trains from Rotterdam Central Station run directly to Den Haag Central Station approximately every 20 minutes

On arrival at Den Haag Centraal Station, you can take a taxi to get to the Worldhotel Bel Air, or take the bus number 24 toward Kijkduin or use the tram number 17 toward Statenkwartier and exit at the Gemeentemuseum/Museum stop in both cases.

For train times and further information:

<http://www.ns.nl/en/travellers/home>

Taxis are available from both airports, approximate cost €60–€75 one way.

Driving to The Hague

Worldhotel Bel Air is easily accessible from all directions, when entering The Hague from the A12 or the A44 motorway. In The Hague, follow the signs for Kijkduin, pass the World Forum on your right and further along you will find the hotel.

Public transport

From Den Haag Centraal Station, take bus 24 toward Kijkduin or tram 17 toward Statenkwartier and exit at Gemeentemuseum/Museum stop in both cases.

From Hollands Spoor (HS) railway station, take tram 17 toward Statenkwartier and exit at Gemeentemuseum/Museum stop, or tram 1 toward Scheveningen/Noorderstrand and exit at World Forum stop.





Conference overview

For full details of all workshops and leader profiles, please visit the [Online Conference Planner](#)

Note: all workshops except for not-for-credit workshops and seminars have pre-workshop assignments which can be downloaded directly from the online planner. There are strict limits on the number of attendees for workshops. To help with your booking, we regularly update the Online Conference Planner to show when workshops are full or nearly full.

Thursday 5 November

11:30 onwards	EMWA information desk opens Collect your badge and conference documents
12:00–13:30	Light lunch Purple Restaurant
13:30–17:00 MCF18	Abstracts (Medical Communication — FOUNDATION) <i>Phil Leventhal (4Clinics France)</i>
13:30–16:30 MSF10	An Introduction to Vaccines (Medical Science — FOUNDATION) <i>Julia Donnelly (Julia Donnelly Solutions)</i>
13:30–16:30 MCF13	Management of Translation Projects (Medical Communication — FOUNDATION) <i>Laurence Auffret (CINETIQUE Translations)</i>
13:30–17:00 PTA9	Analysis of Variance and Regression Analysis (Professional Techniques — ADVANCED) <i>Adam Jacobs (Premier Research)</i>
13:30–17:00 LWA4	Beyond Simple Editing (Language and Writing— ADVANCED) <i>Barbara Grossman (Hawkeye Medical)</i> <i>Marian Hodges (National Institute for Health and Care Excellence)</i>
13:30–16:30 DDF7	Introduction to Pharmacokinetics (Drug Development — FOUNDATION) <i>John Carpenter (John Carpenter Medical Communications)</i>
13:30–16:30 DDF27	A Beginner's Guide to Key Clinical Documents in Drug Development (Drug Development — FOUNDATION) <i>Antonia Pickup (Scinopsis)</i>
13:30–16:30 XSSHB	Introduction to Medical Writing (Free Seminar – Not for credit) <i>Helen Baldwin (Scinopsis)</i>

This seminar is provided free-of-charge and is aimed at those considering a career in medical writing. It is open to conference delegates and members of the general public. It will also be interesting to those who have recently joined the profession who would like to know more. In addition to a presentation covering all aspects of medical writing, the seminar leader will act as a facilitator to optimise exchange of experience between participants, as well as providing insight based on her expertise in this area.

The aim is to provide information on the following:

- Definition of medical writing and its different categories
- Role of the medical writer throughout the life-cycle of a pharmaceutical product



- Explanation of the different types of documents that we write with detailed information on some of the most common (e.g. clinical study protocols and reports, investigator brochures, CTDs, manuscripts, posters)
- Timelines and project management
- Finding a job as a medical writer (qualities and qualifications required), types of companies that employ medical writers, recruitment process, working as a freelancer
- Training and networking for medical writers

Members of the public who wish to attend the seminar should approach the EMWA staff at the Conference registration desk who will issue them with a temporary badge and direct them to the seminar room.

15:15–15:45	Refreshment break
17:30–18:50	Opening Session and Welcome Lecture
17:30–18:00	<p>Arjen Van Willigenburg Managing Director, Terminal 4 Communications</p> <p>In this short talk we will hear something about the history of The Netherlands and the Dutch culture as well as a brief overview of research in The Netherlands – in the past, now, and in the future.</p>
18:00–18:50	<p>Nathalie Roussel Assistant Professor Head of the Division of Musculoskeletal Physiotherapy Faculty of Medicine and Health Sciences, University of Antwerp</p> <p>The past few decades have witnessed tremendous changes in the field of physiotherapy, both in research and clinical practice. Developments in the diagnosis and treatment of low back pain will be used to illustrate the complexity of conducting research into the therapeutic use of physiotherapy, from bedrest and drug treatment to mobilization and exercise, as reflected in recent guidelines for the treatment of chronic low back pain. A multidisciplinary, biopsychosocial approach is recommended for this condition, incorporating cognitive behavioural principles, pain neurophysiology education, and active rehabilitation.</p> <p>Meet the Executive Committee – as part of the opening session, each member of the Executive Committee will briefly introduce themselves.</p>
19:00–21:30	Networking Reception

Friday 6 November

07:00–07:30	Easy morning yoga session
07:45 onwards	EMWA information desk opens
08:45–16:30 DDF33+34	<p>Clinical Study Reports – Mastering the Essential Skills (Double Workshop) (Drug Development – FOUNDATION)</p> <p><i>Sarah Tilly (Scinopsis)</i> <i>Monica Milani (Scinopsis)</i></p>
08:45–11:45 DDF22	<p>Drug Safety for Medical Writers Part 1: Adverse Events and Concomitant Medications (Drug Development – FOUNDATION)</p> <p><i>Wendy Kingdom (Wendy Kingdom Ltd.)</i> <i>Gillian Pritchard (Sylexis Limited)</i></p>
08:45–11:45 MCF19	<p>Medical Writing for Vaccines (Medical Communications – FOUNDATION)</p> <p><i>Julia Donnelly (Julia Donnelly Solutions)</i></p>





08:45–12:15 DDA19	Pharmacokinetic and Pharmacodynamic Modelling: an Overview for Medical Writers (Drug Development — ADVANCED) <i>Graham Blakey (consult2deliver)</i>
08:45–12:15 MSA1	Advanced Epidemiology (Medical Science — ADVANCED) <i>Rita Wellens (Wellens Clinical Research Consulting)</i>
08:45–12:15 LWF2	Punctuation (Language and Writing — FOUNDATION) <i>Alistair Reeves (Ascribe Medical Writing and Translation)</i>
08:45–12:15 DDF36	The Impact of Clinical Trial Disclosure on Trial-related Documents (Drug Development — FOUNDATION) <i>Christopher Marshall (Grünenthal GmbH)</i> <i>Tracy Farrow (PPD)</i>
09:00–17:00	EMWA Executive Committee Meeting
10:15–10:45	Refreshment break
11:45–13:15	Lunch Purple Restaurant
12:00–13:00	Publication Planning and Medical Writing – Global Perspectives and Local Challenges in Achieving Common Standards Worldwide InScience Sponsored Seminar Bryce McMurray (Global Medical Communications)
08:45–16:30 DDF33+34	Clinical Study Reports – Mastering the Essential Skills (Double Workshop) (Drug Development — FOUNDATION) <i>Sarah Tilly (Scinopsis)</i> <i>Monica Milani (Scinopsis)</i>
13:30–16:30 MCF7c	Targeting Your Audience (Medical Communication — FOUNDATION) <i>Julia Forjanic Klapproth (Trilogy Writing & Consulting GmbH)</i> <i>Lisa Chamberlain James (Trilogy Writing & Consulting GmbH)</i>
13:30–17:00 PTF20	Introduction to Health Economics (Drug Development — FOUNDATION) <i>Stuart Mealing (Oxford Outcomes (ICON plc))</i>
13:30–17:00 MCA4	Manuscript Writing: from Good to Excellent (Medical Communication — ADVANCED) <i>Kari Skinningsrud (Limwric as)</i>
13:30–17:00 DDA9	Medical Writing and Observational Studies (Drug Development — ADVANCED) <i>Thomas Wagner (Trilogy Writing & Consulting GmbH)</i>
13:30–16:30 PTF18	Writing for the Internet (Professional Techniques — FOUNDATION) <i>Jo Whelan (Textpharm Ltd.)</i>
13:30–17:00 DDF17a	Ethical Issues in Clinical Trials (Drug Development — FOUNDATION) <i>Art Gertel (MedSciCom, LLC)</i>
15:00–15:45	Refreshment break
17:15–17:55	CORE (Clarity and Openness in Reporting: E3-based) Reference

The CORE Reference Q and A: The EMWA–AMWA CORE (Clarity and Openness in Reporting: E3-based) Reference is scheduled to be available by mid-2016. The CORE Reference will be a clinical study report (CSR) job aid to help medical writers navigate ICH guidelines as they create CSR content. Hear about recent project developments, and participate in what should be a lively Q and A session, just 6 months before the publication of the final CORE Reference. Panel to include Sam Hamilton (CORE Reference project Chair, EMWA President) and Art Gertel (EMWA and AMWA Fellow, AMWA Past President).



18:00–19:15

F1a

**Freelance Business Forum
(Discussion Forum – Not for credit)**

Alistair Reeves (Ascribe Medical Writing and Translation)

This is an open forum for freelance medical writers. The aim is to share experience of dilemmas and solutions. It is an opportunity to find out how other freelancers approach the business of medical writing, to pass on any tips you might have for newcomers, and find out what freelance writers can do for, and expect from, EMWA.

19:30

Social Activities, see pages 16–17

Saturday 7 November

07:00–07:30

Easy morning yoga session

07:45

EMWA Information desk opens

08:00–08:45

YPVSIG

PV SIG – update on the PBRER/E2C(R2)

Lisa Chamberlain James (Trilogy Writing & Consulting GmbH)

In response to the growing interest amongst medical writers in safety writing, and also based on the understanding that there are subtle differences between safety writing and medical writing, EMWA is introducing a Pharmacovigilance Special Interest Group (PV SIG). This session will introduce the PV SIG and explain the aims and objectives of the group, and how EMWA members can become involved. The session will also give members the opportunity to shape how the group evolves and let EMWA know how best to serve its members with this group. This is a new initiative, and is open to all EMWA members – whatever their level of experience.

08:45–11:45

PTF24

**Information Sources for Medical Writers
(Professional Techniques – FOUNDATION)**

Alison Rapley (Freelance)

08:45–12:15

DDF11a

**Subject Narratives for Clinical Study Reports
(Drug Development – FOUNDATION)**

James Visanji (Trilogy Writing & Consulting GmbH)

09:00–12:15

DDF30

**Writing Risk Management Plans
(Drug Development – FOUNDATION)**

Tiziana von Bruchhausen (Boehringer Ingelheim GmbH & Co. KG)

08:45–11:45

DDF23

**Drug Safety for Medical Writers Part 2: Laboratory Data
(Drug Development – FOUNDATION)**

Wendy Kingdom (Wendy Kingdom Ltd.)

Gillian Pritchard (Sylexis Limited)

08:45–12:15

DDA2a

**Medical Writing Between Dossier Submission and Drug Approval
(Drug Development – ADVANCED)**

Douglas Fiebig (Trilogy Writing & Consulting GmbH)

08:45–12:15

LWF8

**Sharpen Up Your Writing Skills
(Language and Writing – FOUNDATION)**

Jo Whelan (Textpharm Ltd.)

08:45–12:15

PTA11

**Strategies for Improving Document Quality
(Professional Techniques – ADVANCED)**

Art Gertel (MedSciCom, LLC)

10:00–10:30

Refreshment break

12:00–13:30

Lunch and departure

Social programme

Friday 6 November

We are going to run the full social programme at the Worldhotel Bel Air, to ensure we are not limited by daylight hours or the weather. All social events will begin at 19:30. Please meet at the EMWA information desk and you will be directed to the correct room.

Cocktail masterclass

Maximum per class: 30 people

Price: €30

Duration: 1.5 hours

Do you want to make your favourite cocktail? A mojito, a sex on the beach, a cosmopolitan or a Long Island iced tea? Learn all the ins and outs of making your very own cocktails. You're not only going to make the cocktails, but drink them as well!



Salsa

Maximum per class: 30 people

Price: €30

Duration: 1.5 hours

Let's dance! Have you ever wanted to learn how to dance salsa? This workshop will teach you the basics of South-American salsa – currently the most popular dance style worldwide! This workshop is for everyone: experienced dancers or those who don't have any salsa mileage at all.





Juggle

Maximum per class: 30 people

Price: €30

Duration: 1.5 hours

Everything will go up in the air! Our versatile juggler will teach you the tricks of the trade by showcasing his beautiful act. Juggling balls, diabolos, devil sticks, coloured rings what goes up must come down! After seeing what the instructor can do, you will join in for the fun yourself and maybe you'll discover that you have a hidden talent!



Fencing

Maximum per class: 30 people

Price: €35

Duration: 1.5 hours

Have you ever dreamt of an old-fashioned duel just like in the classic swashbuckling movies? You've seen or heard about them, the exciting on screen fights played out by the Three Musketeers or Zorro! This workshop will teach you the basics of fencing. You will learn the elementary attack and defensive skills, which will enable you to actually fence a duel. Full equipment will be provided.





Speaker and panellist profiles

Helen Baldwin PhD

Scinopsis

Helen is the founder and Managing Director of Scinopsis, a medical writing consultancy based in the South of France. She is a pharmacologist with 30 years of experience in the biomedical field. As a research scientist in academia and the pharmaceutical industry, she published 30 scientific articles in her own name. She then spent several years as a clinical project leader in a CRO. For the last 16 years, she has been a medical writer and has gained experience in a wide range of regulatory documents and medical communications. Helen is active in EMWA and previously held the posts of Vice President and President.

Lisa Chamberlain James PhD

Trilogy Writing & Consulting

Lisa Chamberlain James changed career to medical writing following a PhD and 3 years in medical research. She worked at Napp Pharmaceuticals in a post designed to bridge the gap between regulatory writing and PR. Having completed the EMWA Professional Development Programme, Lisa left Napp to start her own medical writing company, and has worked with a wide range of clients on projects ranging from writing and consultancy (on topics such as ABPI compliance and product strategy) to project management and production of the European Public Assessment Reports for the EMA website. She is now a Senior Partner at Trilogy Writing & Consulting. Lisa is a member of the EMWA Professional Development Committee and is the 'Med Comms and Patient Information' Section Editor for EMWA's Medical Writing journal.

Art Gertel PhD

MedSciCom, LLC

Art has a background in neurophysiology and behavioural medicine. He has recently become an independent consultant, specialising in strategic regulatory, Data Safety Monitoring Board management, medical writing, and bioethics. Art is also a Senior Research Fellow with the Centre for Innovation in Regulatory Science (CIRS) – a London-based think-tank, focused on improving the decision-making process in medicines development, review, and approval. Art has held senior posts at

a number of other companies including Schering-Plough, Hoffmann-LaRoche, TFS, and Quintiles. He has extensive teaching experience and has presented to professional organisations (e.g. EMWA, AMWA, DIA), and corporate and academic audiences, worldwide. He spent 2 years on the 'cutting edge' in an eDC 'dot.com' company, and is active in CDISC. He serves as Co-Chair of the Global Ethics and Regulatory Initiative (GERI) of the Alliance for Clinical Research Excellence and Safety (ACRES). He is a Past President of AMWA and is a Fellow of both AMWA and EMWA.

Sam Hamilton PhD

Sam Hamilton Medical Writing Services Ltd

Sam is a postdoctoral virologist with a multidisciplinary clinical research background since 1994. She specialised in regulatory medical writing from 1998, and most recently managed the UK Medical Writing group for the 5th largest CRO globally before going freelance in 2006. Sam co-founded the freelance feature section 'Out On Our Own' in 'Medical Writing', EMWA's journal; co-authored the 2007 and 2012 EMWA Freelance Business Survey publications; and advocated for the freelance contingent and hosted the Freelance Business Forum at EMWA conferences over a 7-year period to 2014. Sam has been a workshop leader since 2008, and has developed content for EMWA spring conferences from 2008 to 2013. Sam is currently EMWA President and Chair of the EMWA-AMWA CORE (Clarity and Openness in Reporting: E3-based) Reference project.

Bryce McMurray

Global Medical Communications

Bryce McMurray is Vice President of Global Medical Communications and is responsible overall for inScience Communications strategic medical communications business. Bryce has 22 years' experience in CRO, pharmaceutical company and medical publishing and communications in both the UK and USA. Bryce has a BSc (Hons) in Genetics and Cell Biology from Manchester University and has worked in both the Medical Communications arm of the business as well as the Adis publishing and business intelligence portfolio.

**Alistair Reeves BA (Hons), Editor in the Life Sciences**

Ascribe Medical Writing and Translation

Alistair became a freelance writer, editor and trainer in 2002 after 25 years in the pharmaceutical industry in different roles in market research, clinical research, drug regulatory affairs, medical translation, medical writing, case report form design, and document management and publishing. He has extensive writing and editing experience in a wide range of clinical areas including endocrinology, oncology, infectious diseases, cardiovascular medicine, transplant surgery, traumatology and veterinary and laboratory medicine. Over the past 25 years, he has presented courses on many aspects of medical writing for commercial training organisations and regularly holds in-house courses for small and large pharmaceutical companies throughout Europe. He has given more than 50 workshops at almost all EMWA events since 1997 and is an Honorary Fellow of EMWA. He has also been a major contributor to 'The Write Stuff' and 'Medical Writing' with articles on language issues. Alistair served as EMWA Conference Director from 2012 to 2014, and has recently returned to the role of EMWA Freelance Advocate while Sam Hamilton concentrates on other commitments as President.

Nathalie Roussel

Assistant Professor

*Head of the Division of Musculoskeletal Physiotherapy
Faculty of Medicine and Health Sciences, University of
Antwerp*

Nathalie Roussel graduated as Master of Science in Physiotherapy and Rehabilitation Sciences at the Catholic University of Leuven in 2000 and obtained a PhD at the faculty of Medicine and Health Sciences, University of Antwerp in 2009. She works as an assistant Professor in the department of Rehabilitation Sciences & Physiotherapy, University of Antwerp. As head of the division of Musculoskeletal Physiotherapy, she combines teaching, research and clinical work. Her main research focusses are control of movement and the relationship between pain and movement in patients with low back pain and musculoskeletal disorders. She is a member of the international research group Pain in Motion. In addition, she coordinates the research regarding the study and prevention of injuries in performing artists. She published more than 40 peer-reviewed publications

as (co-)author and is regularly invited to present her results at congresses.

Arjen Van Willigenburg

Managing Director, Terminal 4 Communications

Arjen has over 20 years of multidisciplinary international medical marketing experience in the pharmaceutical industry (medical affairs, e.g. medical communications and publications) and in an academic environment (e.g. clinical research in phase III/IV/pharmaco-epidemiology). He served as the Senior Director, Global Medical Services at Schering-Plough Pharmaceuticals, USA, where he led the publication team for the global launch of a CNS product. Arjen worked in similar positions in Asia and Europe for Organon and Novo Nordisk.

Before joining the pharmaceutical industry, Arjen worked for several years as a Principal Researcher at the State University of Utrecht (NIDDR and department of Pharmaco-epidemiology/Pharmo Institute). He was responsible for the planning and execution of experimental (cognition) and pharmaco-epidemiological studies for the government and the pharmaceutical industry in Europe and the US.

Arjen is now the Managing Director of Terminal 4 Communications, which specialises in clinical trial protocols, clinical trial reports, investigator brochures, product monographs, etc.

Arjen is a member of the British Association of Psychopharmacology, the Dutch Association of Pharmaceutical Medicine, the European Medical Writers Association, and the International Society of Medical Publication Professionals.



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