Contents | V35 N2 SUMMER 2020

51 RESEARCH

Balancing Science and Promotion in Medical Writing

Anita Bhat and Chinmayee Joshi

58 RESEARCH

Outsourcing Services of Regulatory Submission Writing in the Pharmaceutical Industry > Yan Zhou

62 FEATURE

ICMJE Proposes a New Author Disclosure Form for Work Submitted to Medical Journals > Andrea Blotta

64 FEATURE

The AMA Manual of Style: A Guide for Authors and Editors—What's New in the 11th Edition > Kelly Schrank, Stacy L. Christiansen, and Annette Flanagin

70 FEATURE

Lifting the Veil on Compensation for Employed Medical Communicators > Roshawn Watson

7/. AROUND THE CAREER BLOCK

Strategies to Advance Your Medical Writing Career
Part II: Identifying Opportunities and Developing Skills
> Yanni Wang and Lindsey Summers

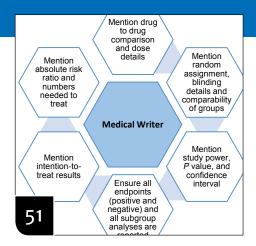
77 EVERYDAY ETHICS

Guiding Ethical Interactions with Health Care Professionals: Follow the Codes > Julie Ravo

80 FREELANCE FOCUS

Brian Bass, Lori De Milto, Cathryn D. Evans, and Ruwaida Vakil Why is confidence important in succeeding as a freelancer? How did you build your confidence?

Why is in-person networking still important in the digital age?







Contents



82 STATISTICALLY SPEAKING

The Evaluation of Efficacy, or How Do We Know Whether a Treatment Works? Part 1

> Thomas M. Schindler and Helen Bridge

87 MEDIA AND TECHNOLOGY

Freedom to Write: New Tools for Streamlining Document Development From Start to Finish

> Elizabeth Clarke and Krithi Bindal

92 SOCIAL MEDIA

How Social Media Helped Prepare Me for Life in the Time of Corona > Larry Lynam

96 REPRINT

Predatory Publishing – What Medical Communicators Need to Know > Andrea Bucceri, Peter Hornung, and Thomas M. Schindler

101 AMWA NEWS

From the President > Ann Winter-Vann

American Medical Writers Association
Annual Financial Report, 2018–2019 > Julie L. Phelan

Medical Writer Certified > David B. Clemow

AMWA's Second Medical Writing Executives Forum: Redefining Talent Acquisition, Development, and Engagement—Ideas to Action > Cynthia L. Kryder

Exciting News. #AMWA2020 is Going Virtual!

Mary Elizabeth Williams, 2020 Alvarez Award Recipient > Elise Eller

AMWA JOURNAL MISSION STATEMENT

In support of the mission of the American Medical Writers Association (AMWA) and to advance the broader profession, the *AMWA Journal* publishes content that reflects the interests, concerns, and expertise of medical communicators. Its purpose is to inform, inspire, and motivate medical communicators.

EDITOR James R. Cozzarin, ELS, MWC
MANAGING EDITOR Jennifer Workman

SECTION EDITORS

Around the Career Block
Media and Technology
Practical Matters
Regulatory Insights
Science Series
Social Media
Statistically Speaking
Everyday Ethics

Auren McMahon, PharmD
Tara Ann Cartwright, PhD
Qing Zhou, PhD, ELS
Jennifer Bridgers, MS, MWC
Paul C. Dolber, PhD
Jennifer Minarcik, MS
Thomas M. Schindler, PhD

REGULAR CONTRIBUTORS

Freelance Forum Brian Bass, MWC

Members Matters Melory Johnson, VN

Melissa L. Bogen, ELS Sherri Bowen, MA, ELS Lori De Milto, MJ Cathryn D. Evans Gail Flores, PhD Phyllis Minick

Ruwaida Vakil, MSc, Editor

R. Michelle Sauer Gehring, PhD, ELS, CRA

EDITOR AT LARGE Haifa Kassis, MD

EDITOR EMERITUS Lori L. Alexander, MTPW, ELS, MWC

EDITOR IN MEMORIAM Ronald J. Sanchez
2019–2020 PRESIDENT Ann Winter-Vann, PhD
2019–2020 BOARD LIAISON/

AT-LARGE DIRECTOR

2019 – 2020 STAFF LIAISON Shari Rager, MS, CAE
EXECUTIVE DIRECTOR Susan Krug, MS, CAE
GRAPHIC DESIGNER Amy Boches, biographics

 $\begin{tabular}{ll} \textbf{EDITORIAL OFFICE:} Managing Editor @amwa.org. Instructions for authors available at: www.amwa.org/journal. \end{tabular}$

ADVERTISING: Contact marketing@amwa.org or (240) 239-0940. All advertising is subject to acceptance by AMWA and should be for products and services relevant to professional medical communicators. AMWA is not responsible for the content of advertising and does not endorse any advertiser or its products or services.

SUBSCRIPTION: The *AMWA Journal* is published quarterly. Subscription is included with AMWA membership. Nonmember subscriptions cost is \$75 per year.

CONTACT: American Medical Writers Association, 30 West Gude Drive, #525, Rockville, MD 20850-4347. Phone: (240) 238-0940; Fax: (301) 294-9006; Email: amwa@amwa.org.

The AMWA Journal is in the MLA International Bibliography and selectively indexed in the Cumulative Index to Nursing and Allied Health Literature (CINAHL) print index and the CINAHL database.

The opinions expressed by authors contributing to the *Journal* do not necessarily reflect the opinions of AMWA or the institutions with which the authors are affiliated. The association accepts no responsibility for the opinions expressed by contributors to the *Journal*.

© 2020 American Medical Writers Association. All rights reserved, worldwide. ISSN 1075-6361