

WEB WATCH

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The AMWA Web site continues to evolve, adding new member resources and updating and improving existing features. Here are some new links you may not have discovered yet.

Book Authors and Editors Page

Thanks to some hard work by Ronnie Streff, AMWA's Communications and Technology Specialist, AMWA members who have authored or edited books now have their own special section on the AMWA Web site. This page, which currently features the work of 25 AMWA members, can be found by choosing "Resources/Links" from the menu on the left side of the AMWA home page and clicking on "Books Authored or Edited by AMWA Members." Members who would like their books to be listed in this section should send their name and the book title to amwa@amwa.org. Books on any topic can be submitted, and the subject matter need not be limited to medical communication. Books featured in this area can be purchased via a direct link to Amazon.com.

Link to Amazon.com

AMWA is a member of Amazon.com's "Associate Program," which provides our membership with a new source of non-dues revenue. For every purchase made via a direct link from AMWA's Web site, AMWA receives a small referral fee. In addition to the link in the "Books by Authors and Editors" section, there are direct links to Amazon in the "Resources for Medical Communicators" section and on the AMWA home page—just click on the icon that appears on the menu on the lefthand side. All purchases made through these direct links qualify for the referral fee.



FAQs on the Ethics of Medical Communication

Most AMWA members, particularly those who follow news from the pharmaceutical industry, are well aware that the topic of "ghostwriting" medical journal articles has, once again, attracted considerable media attention. In keeping with AMWA's educational mission, officers responded to articles on this topic that appeared in *The New York Times* by sending a letter to the editor. A copy of this letter is available on the AMWA Web site, in the newly expanded AMWA Guidelines/Ethics area, accessed through the About AMWA link in the lefthand navigation. This area addition includes a list of frequently asked questions (FAQs) about the importance of ethics to medical communicators, prepared by Michael Altus, PhD. These FAQs include information on ethical responsibilities, and how to disclose both the contributions medical writers make to journal articles and the source of funding. Members are encouraged to use these resources when discussing with their professional colleagues and the public the appropriate contributions of medical communicators to scientific publications.

Social Networking for Scientists

With a grant from the National Institutes of Health (NIH), the University of Florida is leading an initiative that brings the power of Internet-based tools, as exemplified by social networking, to biomedical research. The goal of the project, referred to as the "Facebook for scientists," is to establish a national network of scientists by providing a new software system (VIVO) and support for scientists using VIVO. The system will link researchers around the country while also protecting sensitive data and intellectual property through authentication mechanisms. Six other institutions are working with the University of Florida: Weill Cornell Medical College, Indiana University, Washington University (St. Louis), Scripps Research Institute, and Ponce School of Medicine (Puerto Rico).

More information on the initiative can be found at <http://news.ufl.edu/2009/10/20/ncrr-grant>.

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AMWA Journal ONLINE ONLY



In response to requests from environmentally conscious members and in keeping with its continuing efforts to "go green," AMWA is now offering members the option to receive their *AMWA Journal* online only, with no hard copy sent by postal mail. Members can indicate their preference for this option on the membership application form, membership renewal form, and membership account update form, all found on AMWA's Web site (www.amwa.org/EMembership). New issues of the *Journal* (and past issues back through 1999) are available in PDF format on the AMWA Web site. All members will continue to receive an electronic announcement when the latest issue is posted (via either the *AMWA Update* or a separate e-mail). Please review your account information on the membership account update form and update it if necessary, and at the same time check the box for the Green Initiative if you want to save a tree!