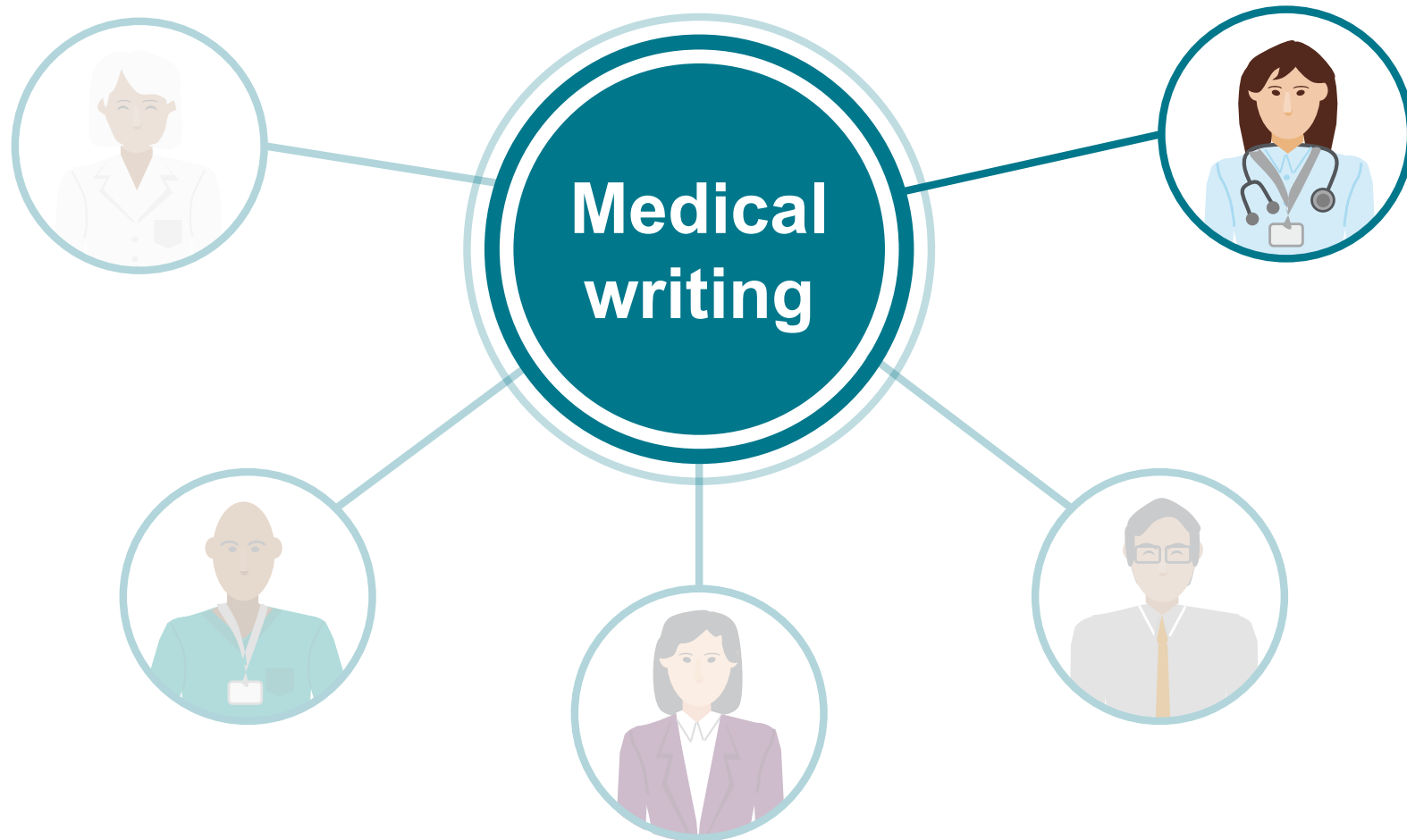
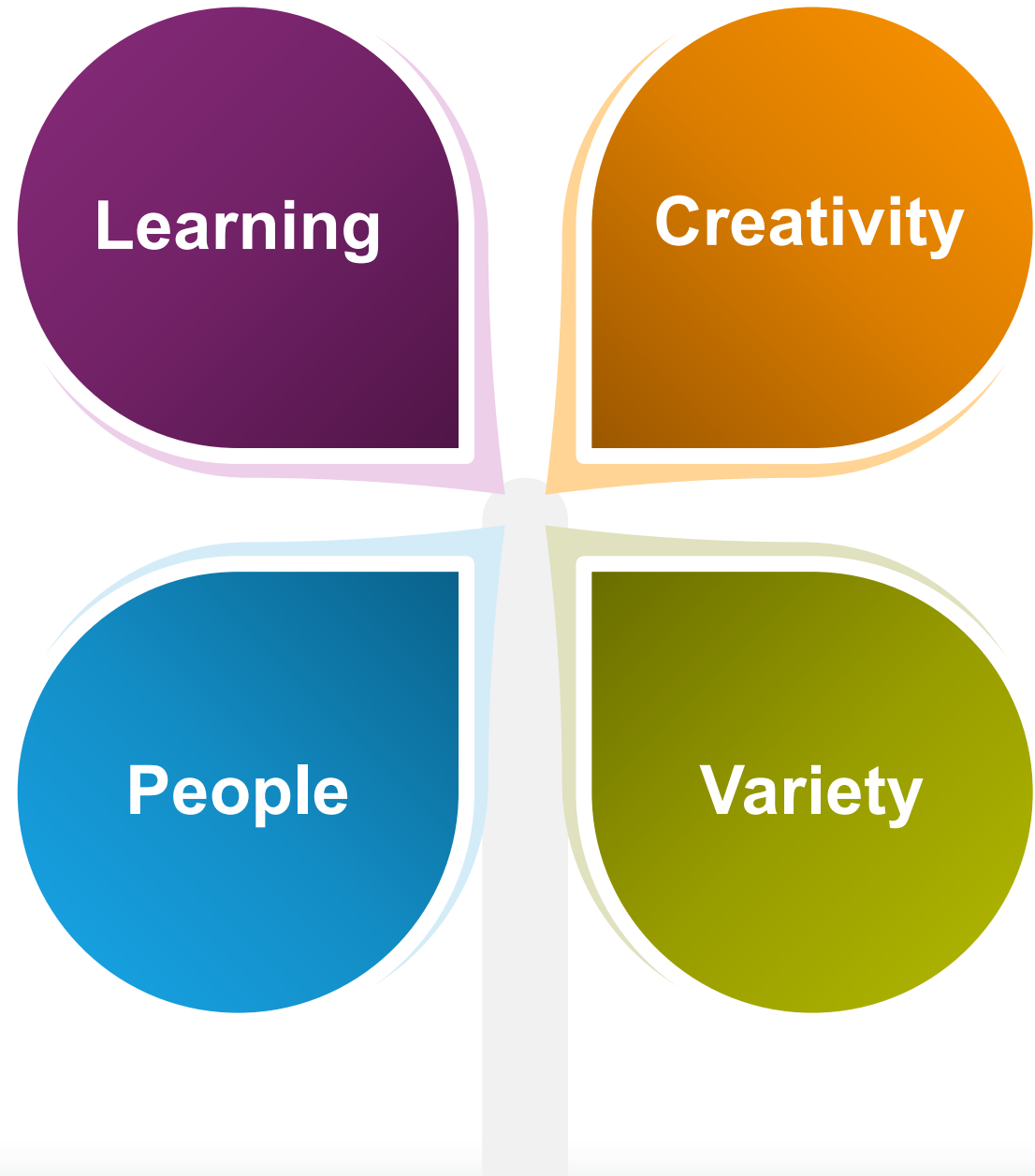


My path into medical writing



**Why do I like
my job?**



Med comms may *not* be for you if...

You don't like the idea of feedback or criticism



An empty blank page horrifies you



You expect personal recognition for your work



Deadlines stress you out



You'd rather not interact with people



You're not too fond of the pharmaceutical industry



A typical project



Let's hold a
symposium in
Chicago!

We need
to ensure
doctors

Epidemiology

- Median age = 63 years
- Male = female
- Annual incidence
 - 2-3/1,000/year
 - 600,000/year in US
- Incidence poorly studied
 - 0.57-3.8% based on prospective observational studies
 - Expected annual incidence
 - Lower estimate = 0.57% → 3,420
 - High estimate = 3.8% → 22,800
 - 10 cases/million → only 5 cases/million per year

2

Epidemiology

Patients:

median age 63 years,
men and women
equally affected¹



Incidence is difficult to assess and
historically has been
underestimated:²

The estimated annual incidence is

900 000 cases/yr in the USA³

Based on previous studies
0.57-3.8% of these may develop disease⁴

That's an estimated incidence of



10 cases per million

But incidence estimated from registry
data suggests fewer
patients are treated:

Incidence estimates based on
registries suggest an estimated
annual incidence of only



5 cases per million

1. Bellfield J et al. *Eur Heart J* 2016;37:67-119. 2. Tansley VF et al. *Proc Am Thorac Soc* 2006;3:564-7. 3. www.cdc.gov/nchs/data/asthma.html (accessed October 2017).
4. Walker N et al. *Ann Am Thorac Soc* 2016;13:S201-6.

A typical project



Here you go –
all done!



But you can't
mention medicines,
that would be
promotional



So can I just make
a few changes to



Questions



altogether

different



Come and speak to the team at the AMICULUM booth