

About the Guest Editors

Dr Sampoorna Rappaz

Sampoorna is an academic writing tutor at the Medical and Natural Sciences Library at the University of Bern, Switzerland. She delivers workshops and courses that cover topics such as ethical academic writing, plain language writing, inclusive visual communication, responsible use of AI for academic writing, and publication planning. A Geoff Hall Scholarship recipient, she is a supporting member of EMWA's Communicating with the Public SIG and an associate editor of *Medical Writing*. She was the Chief Operations Officer of Publisher Pro AG, a start-up that developed a web-based application for academic writing. She has worked as a freelance medical editor, fact-checker, and medical writer for global pharmaceutical companies. She is a trained molecular and cell biologist, with a master's degree in human genetics from the University of Leeds and a PhD in cancer biology from the University of Zurich.



Dr Lisa Chamberlain James

Lisa is a Senior Partner of Trilogy Writing & Consulting. Aside from management activities, she leads client projects, with extensive experience in a variety of documents. Lisa has a special interest in writing for the public, pharmacovigilance (PV), and in patient information. Following a PhD and post doc. in Pathology at Cambridge, Lisa began her medical writing career in 2000. Since then, she has been involved in EMWA as a member of the Educational Committee, mentor, leader, and assessor of workshops, and is a member of the American Medical Writers Association (AMWA) Executive Forum, AI Task Force, and teaches and reviews workshops for AMWA. Lisa regularly takes part in podcasts, articles, and is a member of several global, pan-industry panels and committees, holds an EMWA professional development certificate, is a visiting lecturer for King's College London and the University of Lisbon, has initiated and chaired EMWA's first Special Interest Group (SIG, in PV) and is the current chair of the Communicating with the Public SIG, and the Geoff Hall Scholarship Committee. She is section editor of the "Medical Communications and Writing for the Public" section of *Medical Writing*, serves on the advisory board for the Pharmaceutical Business Conference Group, is an EMWA Nick Thompson Fellow, and is a Fellow of the Royal Society of Medicine.




From the Editor

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Medical Writing goes exclusively digital!

Before *Medical Writing* (MEW), there were the *Newsletter* and *The Write Stuff*. For over 20 years, we have been delivering print versions to our membership, at the same time making the pdf version available online. But as EMWA continue to learn and evolve as an organisation, our official publication follows suit.

It is my pleasure to announce that *MEW* is going exclusively digital!

Print-related costs currently represent approximately 57% of journal expenses and 1% of EMWA's carbon footprint. This digital transformation aligns with EMWA's 2023–27 Strategic Plan focusing on sustainability initiatives while potentially providing substantial cost savings and enhanced member value.

This *MEW* June 2025 edition will be the last issue available in print. From September 2025 onwards, *MEW* will be available as member-only digital publication downloadable pdfs and the print edition will be completely eliminated. A curated selection of

articles will be available publicly as a freely accessible digital compendium. Our current EMWA President Martin Delahunty and his publishing expertise are especially instrumental in this transformation.

As we move to this next chapter of our publication, we shouldn't lose sight of our mission—communication. Replacing a paper issue with a digital flipbook doesn't change the need for clear and accurate content especially in communicating with the public, an audience that spans across different socio-demographics and geography.

For medical writers and communicators, our superpower lies in words. This issue underlines this power is accompanied by a huge responsibility. A big, big thanks to superladies Sampoorna Rappaz and Lisa Chamberlain James for doing the heavy lifting in putting this issue together.

And to our membership, our readership, and our contributors, our heartfelt gratitude for accompanying us all the way!

