



## From the Editor



# EMWA and *Medical Writing* 12 months into the pandemic

What a year! A year of corona, crisis, and challenges. But also a year of innovations, breakthroughs, and opportunities. I am one to focus on silver linings and here are some to think about.

I am immensely proud of being part of an industry that stepped up to the challenge to innovate and accelerate development, testing, and approval of COVID-19 treatments and vaccines at warp speed. In parallel, we did not stop the other work we were doing. The pharma industry continued to serve other patients in need of essential medicines and medical devices.

I am also very proud of being part of a professional organisation that is resilient and robust enough to brave the pandemic and Brexit, and bounce back stronger than ever. As Magic Johnson once said, "When you face a crisis, you know who your true friends are." Amidst job hunting and lockdowns, I have seen who my true friends were. They were the EMWA Executive Committee (EC), the Education Committee, the Editorial Board, the Special Interest Groups (SIGs), the Head Office team, the volunteers, the conference attendees, and the EMWA membership. The totality of EMWA became my circle of friends in a virtual world.

In particular, I would like to call out the EC members, most especially past President Beatrix Doerr and incoming President Carola Krause. In early 2020, they were blissfully unaware of the corona

clouds on the horizon that would rain on their terms. But to slightly rephrase a quote from Martin Luther King, Jr.: "The ultimate measure of a leader is not where s/he stands in the moments of comfort, but where s/he stands at times of challenge and controversy." Bea and Carola, Sarah Choudhury, Claire Hamner, Slavka Baróniková, Marian Hodges, Maria Almeida, Diarmuid De Faoite, and Phil Leventhal (who will forever be known as the "virtual" EMWA EC of 2020-2021) proved their true measure in the last 12 months. Thank you very much for keeping this organisation alive under the most challenging circumstances.

The previous EC members did not sign up for dealing with COVID-19 during their terms, but they did not have a choice. The newly elected EC members did, having seen the challenges of the past 12 months and the uncertainty of what is ahead. Yet, they did not shy away from serving the organisation. Welcome and chapeau! to

Satyen Shenoy and Som Basu for their courage.

Finally, I would also like to welcome new additions to our editorial team, many of whom I have only met virtually:

- Jonathan Pitt has been co-editor since February 2021.
- Amy Whereat has been associate editor since February 2021.
- Jennifer Bell, Petal Smart, and Daniela Nakagawa are our new associate editors.
- Aurélie Gobet and Paolo Rega revived the Gained in Translation section this year.
- Kimi Uegaki is section editor of The Crofter: Sustainable Communications (launched in March 2021).
- Nicole Bezuidenhout is section editor of Digital Communication (launched in June 2021).
- Ivana Turek will be section editor of Getting Your Foot in the Door as of September 2021.
- Jennifer Bell and Louisa Marcombes will be section editors of Veterinary Writing starting September 2021.
- Tiziana von Bruchhausen will be launching the Pharmacovigilance section in September 2021.

*Thank you to all our editors, old and new. We will continue to survive and thrive due to your efforts.*

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### Medical Writing in Numbers

June 2020 – May 2021  
4 themed issues

- Data economy
- EU regulations
- Writing for patients
- Social media

| 394 pages | 44 feature articles | 18 regular sections |  
27 editorial team members from 16 countries in 4 continents