



Winners of the Geoff Hall Scholarship Essay Competition

The Geoff Hall Scholarships are given in honour of a former President of EMWA. Geoff was a very special person, an extremely valued member of EMWA, and a very good friend to many EMWA members. He firmly believed that the future of EMWA lies in our new and potential members, and so it's a very fitting legacy that we have the scholarship awards in his memory.

The scholarships are awarded annually on the basis of an essay competition, and the title of this year's essay was "Creative Medical Writing: An Oxymoron?". There were even more entries than last year, and it was not an easy task to choose just two winning entries. However, two were eventually chosen, and the very worthy winners were Marisa Granados and Amy Joughin Parr.

Marisa Granados' interest in science led her to obtain two degrees in biotechnology, researching the production of biopharmaceuticals and stem cell growth. Marisa completed her PhD in Regenerative Sciences at Hanover Medical School in 2016, working on the development of scaffolds

FOR CORRESPONDENCE



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for the replacement and repair of the mitral valve by using decellularised tissue. Following her PhD, she moved to Gdansk, Poland, with her husband. Although she found her research interesting, she realised that what she enjoyed most was communicating it. Thus, after years of doing bench work she decided to move away from the lab and pursue her love of writing. Marisa was drawn to medical writing because of its broad scope. She enjoys the challenge of transforming complex research findings into different types of publications. In her free time Marisa loves reading and writing fiction, spending time in nature, and scuba diving.

Amy Joughin Parr qualified as a dentist in 2004 and has worked in general practice ever since. She is interested in evidence-based

dentistry, and received a research fellowship from the National Institute of Health Research in 2008 that allowed her to undertake research into chronic facial pain at the University of Manchester whilst continuing to work in practice. Amy has a master's degree in public health, an undergraduate degree in psychology and philosophy, a postgraduate diploma in healthcare law and ethics, and postgraduate qualifications in endodontology and restorative dentistry. She loves to read and write and hopes to find a part-time medical writing internship in the near future.

Marisa's and Amy's winning essays are presented in this section, and we wish them the very best at the start of their very promising medical writing careers. For those of you inspired by their achievements, this year's essay title is "The medical writer: Partner or servant?" The submission deadline is September 30, 2018.

I hope to read your essays soon!

**Bestest,
Lisa**

In order to decide, it would be helpful to look at the meaning of an oxymoron. “Oxy” comes from the Greek word *oxus*, meaning “sharp”. The meaning of “moron” may be more easily deduced, sharing its etymological origins with antiquated psychological terminology. “Moron” is also from Greek, *moros*, meaning stupid. An oxymoron is essentially where contradictory terms are used in conjunction as a rhetorical device. The word oxymoron is autological; the word oxymoron is



On the other hand, one could contend that you are being creative in regulatory writing in that you are creating something new. Certainly it

In conclusion, is “creative medical writing” an oxymoron? I would argue that although medical writers cannot be creative with the facts and data that form the basis of their communications, in areas such as medical marketing, education, and journalism they have a wide scope to be creative in order to get their messages across to their intended audience. So no, thankfully for my future career aspirations, creative medical writing is not an oxymoron!

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