

President's Message

Taking our cues from the real world



Martin Delahunty
EMWA President 2025-26
president@emwa.org

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Workshop leaders at EMWA's Spring 2025 conference in Riga, Latvia

Dear EMWA Members and Colleagues,

Welcome to this September 2025 issue of *Medical Writing*, focusing on the increasingly important topic of real-world data and real-world evidence. I want to extend my sincere gratitude to our guest editors, Maria Koltowska-Häggström and Laura C. Collada Ali, for bringing together such a comprehensive collection of articles on this critical subject.

I also want to thank our *Medical Writing* Editor-in-Chief, Raquel Billiones, and the Editorial Board – all EMWA volunteers working tirelessly to commission hugely valuable and practical content for our members.

Before exploring this issue's theme, I must acknowledge the profound loss our community experienced this summer with the passing of Keith Veitch on July 29, 2025. Keith served as EMWA President from 2000 to 2001 and was a cherished member of our community for decades. His contributions to medical writing, leadership, and infectious spirit touched countless lives within EMWA and beyond. I encourage you to read the full memorial article in this issue, which beautifully captures Keith's professional legacy and the warmth he brought to our community.

Real-world data and real-world evidence represent one of the most significant developments in modern medical research and healthcare decision-making. As medical writers, we find ourselves at the forefront of communicating insights derived from real-world settings, where the complexities of everyday clinical practice often reveal different patterns than those observed in controlled trial environments. This

evolution demands not only technical expertise but also a nuanced understanding of how to present real-world findings in ways that are both scientifically rigorous and accessible to diverse audiences.

Our milestone 60th EMWA Conference, to be held virtually November 14–29, will feature an impressive programme with 35 workshops, 5 seminars, our Freelance Business Forum, and exclusive sponsored sessions. The virtual format allows us to reach members worldwide and provide the flexibility many of you need to participate fully in this special anniversary conference.

Integral to the success of our conference education programme are our workshop leaders who share their knowledge and expertise to advance the profession of medical writing.

We're already looking forward to the 61st EMWA Spring Conference, which will take place in an in-person format from May 5–8, 2026, in the wonderful city of Barcelona. Please mark your diaries now, and watch for further announcements toward the end of this year. There's something truly special about gathering in person, and Barcelona promises to provide an inspiring backdrop for learning, networking, and celebrating our community. We will also be celebrating the 10th anniversary of CORE Reference.

As we continue to navigate the evolving landscape of medical writing – from real-world evidence to new regulatory requirements and emerging technologies – I'm continually impressed by the adaptability and expertise of our EMWA community. Your commitment to excellence in medical communication makes a real difference in advancing healthcare and improving patient outcomes.

Thank you for your continued engagement with EMWA and with *Medical Writing*. I hope you find this issue both informative and practical as you tackle real-world data challenges in your own work.

Best regards.



Editorial Board meeting in Riga