CMPP Spotlight

Originally published in *CMPP Matters* – a quarterly newsletter written by CMPPs for the CMPP community, and anyone considering certification

Name: Lise Barnard
Affiliation: Nucleus Global, an Inizio company
Role: Senior Medical Writer
Country: South Africa

Q: What is your current role, and how would you describe what you do in 3 sentences?

I'm currently a Senior Medical Writer and I normally tell people that I'm a scientific storyteller who supports pharmaceutical companies with disseminating their clinical data. This includes the development of manuscripts, posters or presentations for congresses, and simplified content to help train people to understand a specific treatment or disease better. If they still look confused, I might add that medical writers can also develop those pamphlets you get in medicine packaging.

Q: What motivates you professionally?

Helping people. During my PhD I quickly realized that science is not completed until it has been communicated. Being able to contribute to clinical development by making sure that we deliver impactful scientific narratives to the right audiences is a small piece of the puzzle that ultimately improves patient outcomes.

Q: How has receiving your CMPP™ certification impacted you?

In South Africa, Medical Writing and publication professionals have only recently been getting traction as a career path for people with terminal science degrees. As the field is expanding, the CMPP certification provides unequivocal proof that we are operating at the same standard as our counterparts in first-world countries.

Q: What advice would you give someone new to industry, interested in obtaining their CMPP?

Make sure that you ask questions and use the resources at your disposal. Being aware of the resources available and recognizing common abbreviations when interacting with other publication professionals will support your journey towards CMPP certification.

Q: Do you have a favorite book, show, hobby, or travel destination?

I'm not as well travelled as I would like to be, but one of my favorite travel memories is from a day trip to Salzburg. My family loved "The Sound of Music" growing up, and it was great to see all the places featured in the movie. The general landscape is also breathtaking and there is a lot of greenery to explore.

Q: Favorite emoji?

🙈. I use it to react to anything ranging from a face palm moment to journal rejections.

Q: Best time-saving tip?

Learn how to use shortcuts for formatting and commonly used symbols in Microsoft Word and PowerPoint.