

Director's Report



Frederick Wenzel,
Interim Executive
Director

The System Board meeting in Phoenix held earlier this month was one of the most productive board meetings I have attended. The planning process is continuing and the board is moving to discuss the strategic vision of the Marshfield Clinic Health System (MCHS) and its components. There were plan presentations by the Clinic (MC), Security Health Plan (SHP), Marshfield Clinic Information Systems (MCIS) and the Marshfield Clinic Research Foundation (MCRF). I had an opportunity to review a number of elements that will be discussed in the MCRF planning process in the next several months.

Among these are relationships with the MCHS and its members, synergies between our Centers, research priorities, funding opportunities and partnerships with other organizations such as the University of Wisconsin. The members of the board were provided with an overview of MCRF, its structure and a one page report on each of the Centers. These were well received by members of the board.

By now everyone has heard about the Letter of Intent signed by MCHS and Ascension after many months of negotiations and meetings. While it is difficult to tell exactly how long it will take to bring the matter to conclusion it is time to think about the impact on the research programs. While we have had some hospital related research in the past acquiring the hospital will open new avenues for research with special focus on the patient care. We look forward to exploring these opportunities. There will also be continuing discussions about space utilization and the needs we have for research activities.

This past week Dr. Brilliant and I had an opportunity to participate in a meeting of the Board of Governors of the Institute for Clinical and Translational Research (ICTR). While MCRF is a partner in ICTR, the meetings typically involve discussions surrounding translational research and activities between the various Schools at the University. There were three Deans, Dr. Marc Drezner and other staff present at the meeting. Since this was my first meeting I was not quite sure what to expect. As it turned out the entire discussion was about MCRF staff and activities. Dr. Brilliant and I had an opportunity to provide that information and we suggested that a special coordinating group would be most helpful, so that there is a clear understanding of the work being done at both institutions, especially collaboration. This group could also develop new opportunities. The outcome of that discussion was that a group from the University will be visiting MCRF in the next month or so to begin that process. We also provided the group with the organizational chart and one-page summaries of our six research Centers.

We are also looking forward to conversations with MCIS leadership to explore areas for collaboration. Those conversations will begin this week and will continue through the planning process and beyond. I am certain that there are many opportunities to pool our resources. We also have had similar conversations with SHP and Development is going very well and will continue.

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In order to have a research organization that is as effective and efficient as possible it is necessary to have a sound infrastructure in place. Much of the work I have been doing over the past few months relates to the infrastructure to ensure that we are both lean but effective. Many of our infrastructure processes call for a number of document hand-offs with many individual responsibilities. Without attention these with processes can quickly become inefficient and quality of work may be affected. Working together we can establish a sound infrastructure to support the research staff.

Associate Director's Report



Steve Ziemba,
Associate Director

You may notice that I tend to draw parallels between what we may engage in outside of work with what we are doing to enhance MCRF. I thought I would take a departure from that and talk about a project we have become engaged in, and includes volunteers from throughout MCHS. This is the STEM Scout Program, headquartered out of the Samoset Boy Scout Council in Wasaua.

Working with Grant and Lincoln Elementary Schools, MCHS established itself as a charter organization in STEM Scouts in memory of Donna David, a Senior Research Associate in MCRF who died tragically in a bicycle-vehicle accident. The program continues her love of teaching, and this is seen in the volunteers who give their time to managing and working with the students. The program, open to boys and girls, has been a huge success, with classes at both schools filled to capacity. Some of the projects they have done included extraction of DNA from strawberries, built models of DNA, study of electrical circuits and wiring, robotics, and demonstration of properties in chemistry. Many more are planned.



The STEM Scouts program does more than engage students in projects. It helps to increase their interest in the STEM fields, develops leadership skills, demonstrates ethics, and cultivates teamwork. It also demonstrates our involvement as an organization in the community, exemplified by the popularity of the program by students and their parents, as well as the commitment by our volunteers.

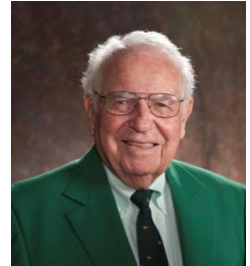
Aaron Peterson from Dakota Electric (using surplus light switches and other equipment donated by the Clinic) works with STEM Scouts at Grant School. Lab Managers and Assistant Lab Managers for the program include: Marsha Salzwedel, Steve Kaiser, Tammy Koepel, Brent Diercks, Scott Heiberger, Sherry Salzman, Robyn Schindler, Katie Olszewski, Amy Aswani, and Sharon Schaefer. Program Volunteers/Guests have included Tammy Ellis, Stephen Schrodi, Steve Ziemba, and Jennifer Anderson.

In memoriam: Dean Emanuel, M.D.

The following was excerpted from an article that originally appeared in the March 3, 2016 *Pulse*.

If Marshfield Clinic had a Mount Rushmore of Clinic icons, Dean Emanuel, M.D., would be in the running for one of the four faces. In fact, a bust of his likeness already resides in the Lawton Center.

Dr. Emanuel, a longtime Marshfield Clinic cardiologist and world-renowned researcher who sought to cure ailments that afflicted farmers in Wisconsin's rural communities, died Sunday, February 28, 2016 in Marshfield. He was 92.



He was a constant presence at the Clinic from the time he came to Marshfield in 1958, following his medical school friends at University of Wisconsin-Madison - Drs. George Magnin, Ben Lawton, Russell Lewis and Tom Rice.

Over the next 28 years, Dr. Emanuel helped elevate the Clinic to a national leader status in health care. He had a deep interest in respiratory illnesses and farmer's lung disease in addition to caring for his patients with heart disease.

His work, along with Clinic leaders' work at the time, led to creation of Marshfield Clinic Research Foundation (MCRF) in 1959. Just one year later, he helped MCRF receive its first National Institutes of Health grant – \$40,000 to study farmer's lung disease, a form of chronic pneumonia caused by inhaling mold spores found in baled hay, stored grain or silage with a high moisture content.

Former Marshfield Clinic Executive Director and current interim MCRF Executive Director Fritz Wenzel was a longtime collaborator on Dr. Emanuel's research.

"We crawled through silos, haylofts and paper mills together as we studied these lung diseases and through it all, Dr. Emanuel's focus was on patients," Wenzel said. "He always said, 'We're doing this to make discoveries that will help patients. We have to make sure farmers can continue farming.'"

He was honored by many health care and agriculture organizations with lifetime achievement awards. Emanuel also was instrumental in creation of the National Farm Medicine Center (NFMC), a program of MCRF.

"While we who knew him will dearly miss him, we can celebrate the peaceful completion of a wonderful, rich and long life," said NFMC Executive Director Matthew Keifer, M.D., current holder of the Dean Emanuel Endowed Chair.

A memorial service to celebrate his life is tentatively planned for May 14 in Marshfield.

IOSH Welcomes New Staff Member



Ms. Yvonne Cerné was recently recruited as the Administrative Secretary for the Institute for Oral and Systemic Health (IOSH) and started in that role on February 29th.

Yvonne has more than 25 years of professional experience in the office administration, communications and medical transcription fields – including invaluable research experience supporting a variety of MCRF research centers – as well as expertise with various software applications, graphic design and website management. She obtained an Associate's Degree in Business Administration from Cypress College and a Bachelor's Degree in Communications (Advertising) from California State University, Fullerton. In her free time, Yvonne enjoys walking, figure skating, dancing, travel, camping and spending time outdoors (when weather permits).

MCRF On The Move

“MCRF On The Move” is a recurring section of *Research Matters* where you can find information about the new roles, new locations, and new opportunities for MCRF staff.

Tim Grande has transitioned to the role of **Financial Analyst** within **Fiscal Affairs**.

Please visit HR's [Employment Center](#) website to learn more about these positions currently available: **Clinical Projects Manager, Lab** ([ERP bonus-eligible](#)) and **Grant & Contract Specialist**.

Recent Publications, Grants, and Awards

This column is to highlight recent accomplishments of MCRF researchers and MC clinical investigators.

Please select the hyperlink to view recent [publications](#). There were no new grants for February.

If you have recently published an article or received a grant or an award and want it included in the next issue of *Research Matters*, please contact Patti Baer at baer.patricia@mcrf.mfldclin.edu

For more, please visit <http://www.marshfieldresearch.org/>

Clinical Research Center Director featured on Rare Disease Day

This year's Leap Day marked the 9th Annual International Rare Disease Day. Dr. Robert Haws' work with Bardet-Biedl Syndrome (BBS) and the Clinical Registry Investigating Bardet-Biedl Syndrome (CRIBBS), a repository developed at MCRF, were featured in the media as part of the day's observation.



CRIBBS serves as a gathering tool and single repository for comprehensive health information from patients diagnosed with BBS. This information is used to inform patients, families, and physicians about complex features of BBS and serves as a platform for researchers to develop effective and targeted treatment strategies for patients with BBS.

Read more about Dr. Haws' work and CRIBBS here:

[WSAW-TV Channel 7 news segment](#)

[Marshfield News Herald article](#)

IOSH Administrator Invited to Serve on Reactor Panel



The National Interprofessional Initiative on Oral Health (NIOH) recently commissioned Qualis Health to develop, test, and disseminate a framework and toolset to support the integration of oral health in primary care. With support provided by DentaQuest Foundation, the REACH Healthcare Foundation, and the Washington Dental Service Foundation, Qualis Health has drafted an *Oral Health Integration Implementation Guide*—a toolkit to help primary care practices deliver preventive oral health care and improve referrals to dentistry. While recruiting subject matter experts from throughout the nation, Dixie Schroeder, IOSH Administrator was invited to represent the Marshfield Clinic Health System as a result of IOSH's involvement in a 2013 [DentaQuest funded research grant](#) and serve as a member of a Reactor Panel to help the authors improve these resources to ensure they are relevant for primary care practices of all types.

Dixie looks forward lending IOSH's expertise to this important effort to achieve the promise of comprehensive care and improve oral health for all patients.

Compliance Notes



Linda Jaros,
Research
Compliance Officer

In the next month or so, all involved in the design, conduct and reporting of research will be asked to make their annual disclosures of significant financial and associational interest that could have an influence upon research. In other words, it's COI time again! Emails will be sent the first week in May and will contain links to the required COI training, the revised and simplified MCRF policy, and the Annual Disclosure Tool.

Daniel Wall and I have just finished meeting with staff across MCRF to gather information in support of an MCRF-wide archiving initiative. Our goal was to learn what practices are in place currently, and what will be needed in the future. Next steps will be synthesizing the information we gathered and identifying efficient and compliant archiving options.

By now many of you have had the pleasure of meeting the new **Research Compliance Educator, Molly Dowden**. Molly's first day was March 9th and she has been busy meeting people and becoming acclimated to MCRF. Molly's background includes a degree in biochemistry from UW-Madison, and work in several laboratories with experience in research, compliance, and quality improvement. I hope that you will welcome Molly and actively consider ways she may be able to assist with compliance and quality initiatives within your Centers.

Improper disclosure of research participants' protected health information results in \$3.9 million HIPAA settlement

Feinstein Institute for Medical Research agreed to pay the U.S. Department of Health and Human Services, Office for Civil Rights (OCR) \$3.9 million to settle potential violations of the Health Insurance Portability and Accountability Act of 1996 (HIPAA) Privacy and Security Rules and will undertake a substantial corrective action plan to bring its operations into compliance. This case demonstrates OCR's commitment to promoting the privacy and security protections so critical to build and maintain trust in health research. Feinstein is a biomedical research institute that is organized as a New York not-for-profit corporation and is sponsored by Northwell Health, Inc., formerly known as North Shore Long Island Jewish Health System.

OCR's investigation began after Feinstein filed a breach report indicating that on September 2, 2012, a laptop computer containing the electronic protected health information (ePHI) of approximately 13,000 patients and research participants was stolen from an employee's car. The ePHI stored in the laptop included the names of research participants, dates of birth, addresses, social security numbers, diagnoses, laboratory results, medications, and medical information relating to potential participation in a research study.

OCR's investigation discovered that Feinstein's security management process was limited in scope, incomplete, and insufficient to address potential risks and vulnerabilities to the confidentiality, integrity, and availability of ePHI held by the entity. Further, Feinstein lacked policies and procedures for authorizing access to ePHI by its workforce members, failed to implement safeguards to restrict access to unauthorized users, and lacked policies and procedures to govern the receipt and removal of laptops that contained ePHI into and out of its facilities. For electronic equipment procured outside of Feinstein's standard acquisition process, *(continued on next page)*

Compliance Notes *(continued from previous page)*

Feinstein failed to implement proper mechanisms for safeguarding ePHI as required by the Security Rule.

“Research institutions subject to HIPAA must be held to the same compliance standards as all other HIPAA-covered entities,” said OCR Director Jocelyn Samuels. “For individuals to trust in the research process and for patients to trust in those institutions, they must have some assurance that their information is kept private and secure.”

(Reprinted from a March 17, 2016 release by the U.S. Department of Health and Human Services Office of Civil Rights in Action.)

Flu Vaccine is Working Well This Season

CDC recently released a mid-season estimate of flu vaccine effectiveness based on enrollments at Marshfield Clinic and 4 other U.S. sites. Vaccine effectiveness was 59% overall and 51% against the A/H1N1 strain that is widely circulating in North America. Effectiveness against influenza B was even higher: 76%. A news summary of the CDC report is available here: <http://www.cidrap.umn.edu/news-perspective/2016/02/cdcs-early-estimate-finds-years-flu-vaccine-59-effective>

Local and statewide flu activity has increased over the past month, but it remains well below last year's level. In Marshfield we have enrolled 947 patients with acute respiratory illness since mid-January, and 16% were flu positive. Currently, 15-20% of study participants are testing positive. Influenza cases are occurring in all age groups. Nearly all cases are caused by A/H1N1 viruses, and these are well-matched to the vaccine strain. Influenza activity has peaked and we expect it to decline over the next few weeks. Study enrollment is scheduled to end on April 8.

This study is generating useful new information that will help guide national influenza vaccine policies and recommendations. It would not be possible to conduct without approximately 20 staff members from the Center for Clinical Epidemiology & Population Health working hard to recruit on the clinic floors and following up with participants over the phone. We greatly appreciate their efforts and also recognize the Integrated Research and Development Laboratory (IRDL) team who diligently processes samples and produces results daily, and most often twice a day.



Members of the 2015-16 Flu VE Study Team

National Farm Medicine Center, Out and About

NFMC has had some amazing experiences with community outreach and connections over the past few months.

Program takes screening to the farmers

Marshfield Clinic Dermatology teamed with the National Farm Medicine Center to screen more than 90 people for skin cancer at the Marshfield Farm Show, Feb. 17. NFMC Education Outreach Specialist Tammy Ellis reports that at three events over the winter, 189 individuals were screened. Eleven suspected cancers were found and 61 referrals made. The screening is made possible through philanthropic support from the Auction of Champions.



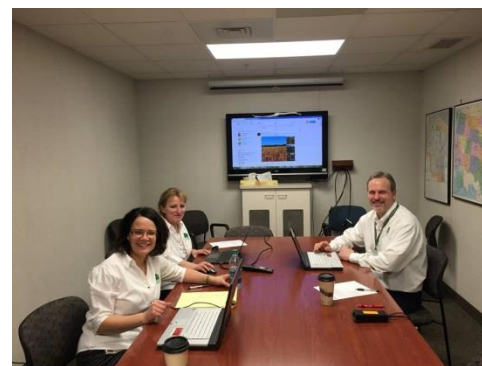
Reaching new farming populations at MOSES

Dr. Casper Bendixsen and Kate Barnes did anthropological fieldwork at the MOSES Organic Farming Conference in La Crosse, Feb. 25-27. Bendixsen and Barnes are leading a child safety project involving MOSES and the National Children's Center for Rural and Agricultural Health and Safety. Marsha Salzwedel presented "Child Safety on the Farm" at the same conference, Bryan Weichelt conducted interviews with farmers as part of Dr. Bendixsen's Veterans to

Farmers project. The MOSES conference draws more than 3,500 people from many different agricultural communities. The conference offers a trade show, educational presentations and social networking.

NFMC co-hosts Twitter chat with Nationwide Insurance

NFMC partnered with Nationwide Insurance (the nation's largest insurer of farms) to produce a record-breaking #AgChat on Feb. 23. The moderated Twitter conversation was dedicated to grain bin safety. It reached 722,627 Twitter accounts and tallied more than 22.5 million Impressions. "This is the first time we've partnered with an organization for an #AgChat, and the experience with NFMC was great," said Steve Ferreira, Nationwide Agribusiness. #AgChat takes place monthly on various ag topics. Tammy Ellis, Marsha Salzwedel and Scott Heiberger co-wrote the #AgChat questions and promoted the event.



Dr. Keifer addresses safety at National Farmers Union conference

Upper Midwest Agricultural Safety and Health (UMASH) Co-Director Dr. Matt Keifer presented "Staying Safe on the Farm" at the National Farmers Union Convention, March 6, in Minneapolis. Dr. Keifer also shared farm safety resources from the NFMC and UMASH.

Website makes debut at state Wisconsin Agritourism Summit

Marsha Salzwedel unveiled the redesigned "Integrating Safety into Agritourism" website (www.safeagritourism.org), with mobile-friendly checklists and virtual walkthroughs, Feb. 23 at the Wisconsin Agricultural Tourism Association (WATA) Summit, Hotel Marshfield. Salzwedel led a Summit workshop on Emergency Response Planning using the new site.



Annual trap shooting event held to benefit heart research

Rich Seubert's a man with a "Giant" heart. That's why he established an endowment to support heart research, in the name of his beloved grandmother, Celine Seubert.

Heart disease is the leading cause of death in Wisconsin. It kills one in three and touches virtually every family. More than 25 years ago, it touched Wisconsin native and former New York Giants offensive lineman Rich Seubert's family. His grandmother Celine lived much longer than expected thanks to a heart transplant that was only possible because of pioneering cardiology research. To support further cardiology research and improve the lives of other families, Rich is hosting the premier celebrity shooting event.



Join us for **Rich Seubert's Celebrity Trap Shoot** presented by Market & Johnson, Inc., Ho-Chunk Gaming Nekoosa, and Ho-Chunk Gaming Black River Falls, benefiting Marshfield Clinic heart research, Saturday, April 16 at the Eau Claire Rod and Gun Club and The Florian Gardens.

This year's special guests will include New York Giants and Green Bay Packers celebrities! Shooting spots are limited; register your team today! There is plenty of excitement for non-shooters as well.

Rich Seubert's Celebrity Trap Shoot Saturday, April 16, 2016

Eau Claire Rod & Gun Club

9:30 a.m.....Registration

10:00 a.m.....Trap Shoot begins

The Florian Gardens

5:30 p.m.....Reception

7:00 p.m.....Program & Live Auction

Join Rich along with New York Giant and Green Bay Packers celebrities! Visit <http://marshfieldclinic.org/TrapShoot> to reserve your shooting spots and hotel rooms today.

For more information contact Anna Griesbach at 715-387-5766 or griesbach.anna@marshfieldclinic.org

Additional Upcoming Events

April 2-3 Shooting for a Cure - Goose's Pub, Wisconsin Rapids

June 14 Fore the Kids - RiverEdge Golf Course, Marshfield

June 23 Tee Off Against Cancer - Trout Lake Golf Course, Minocqua

June 25 Mike's Run - Steve J. Miller Recreation Area, Marshfield

Upcoming Talks and Presentations

Scientific Seminar (Froehlike Auditorium)

Wednesday, March 30th

12:00pm-1:00pm

“Fecal Microbiota Therapeutics to Treat Recalcitrant, Recurrent, and Often Severe GI Diseases”

Michael Sadowsky, PhD, Director BioTechnology Institute/Distinguished McKnight Professor,
University of Minnesota

Wednesday, May 4th

12:00pm-1:00pm

“Proteome and metabolome analysis of dental plaque”

Joshua Coon, PhD, Professor, Biomolecular Chemistry, UW School of Medicine-Madison

PreventionGenetics Seminar Series

All seminars take place in Helix Hall at PreventionGenetics from 12noon-1pm.

Friday, April 1, 2016

Speaker: Thomas McIntee, MD, Marshfield Clinic

Topic: Dermatogenetics

Friday, April 22, 2016

Speaker: Terry Hassold, MS, PhD, Washington State University

Topic: Aneuploidy & Sex Development

Wednesday, May 18, 2016

Speaker: Eric T. Rush, MD, University of Nebraska Medical Center

Topic: Adult Genetics

Thursday, June 30, 2016

Speaker: Evan Eichler, PhD, University of Washington

Topic: Segmental Duplications

Grand Rounds (12:00 - 1:00 p.m. in the Froehlike Auditorium)

April 1st, 8th and 29th:

No grand rounds.

Friday, April 15:

The Evaluation of Thyroid Nodules

Roger Kulstad, MD, Endocrinology-Weston, Marshfield Clinic

Friday, April 22:

The Power of Emotional Intelligence

Jami Kaiser, Patient Experience Educator, Marshfield Clinic Corporate Education

Wednesday, April 27:

Flourishing in the Ever Changing Field of Healthcare

Brandon Parkhurst, MD, Family Practice, Menomonie Center

In Addition:

- The next Full Foundation meeting is scheduled for May 24, 2016 at 10AM in the Froehlike Auditorium. Questions can be routed or emailed to Jeanette Normington at 1R3 or normington.jeanette@mcrf.mfldclin.edu.
- The next Board of Trustees meeting will be held on May 26, 2016 at 6PM in the Laird 50 conference room.
- For the latest issue of the UW-Madison newsletter, *ICTR Today*, please click here: <https://ictr.wisc.edu/Newsletters>.
- For updates on the Wisconsin Network for Health Research (WiNHR), please visit: <https://ictr.wisc.edu/winhr>
- The Marshfield Clinic Research Foundation website can be accessed through this link: <http://marshfieldresearch.org/>. You will find in depth articles, news about upcoming presentations, and achievements by the staff. There are also links to each Center, with detailed information about the staff and projects.
- *Research Matters* is always accepting announcements. Your contributions are greatly appreciated.

Contributors to this issue: Patti Baer, Edward Belongia, MD, Scott Heiberger, Linda Jaros, Jennifer King, Jill Kurszewski, Dixie Schroeder, Frederick Wenzel, Dr. Steve Ziemba

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