

Directors' Report



Dr. Bob Steiner,
MCRF Exec. Dir.

As we begin a new year, I wanted to take a moment to reflect on a very successful 2014. MCRF staff and scientists should be very proud of their achievements despite a somewhat challenging year. I am proud of each and every employee of MCRF, as everyone contributed to the outstanding work we accomplished. I'm particularly proud of the outstanding research results we published, grants and contracts we were awarded, scientific breakthroughs we made, and awards we received. In addition, the attention we received in the media by way of newspaper articles published, radio and television interviews aired, and digital media recorded was overwhelmingly positive. It's with excitement and anxiousness that we start the new year, ready to tackle the challenges sure to come our way, but confident that MCRF's achievements this year can rival or even surpass those of 2014. Thank you all and Happy New Year!



Dr. Steve Ziemba,
MCRF Assoc. Dir.

MCRF has experienced a great deal of change over the past year, and as often happens throughout the healthcare industry, much of this change has been beyond our control. It does not always have to be, and you can help. Until January 22nd, at 3PM daily in 2R3, I will be available to hear your thoughts and ideas for the future direction of MCRF. As a part of our organization, the Strategic Plan that is being developed is, in reality, your plan. It will determine what activities you are a part of, the decisions you make, and the success of everyone here. The importance cannot be underestimated. To be successful, we need your involvement! If the time does not work for you, let me know. To help in the process, there are two questions to consider, but feel free to consider your own questions as well:

- What is one external trend or anticipated event that we should pay attention to?
- What ideas do you have regarding new directions or a changed strategy for MCRF over the next 3 to 5 years?

Thank you again for all you do, and I look forward to talking with each of you on your ideas for the future path of MCRF.

Privacy Considerations when Recruiting Research Subjects

Our Association for the Accreditation of Human Research Protection Programs (AAHRPP) site visit led to discussion and recommendations regarding first contact of patients for research recruitment purposes. AAHRPP noted that researchers frequently contacted patients regarding research without routinely explaining to them why they had been identified or chosen. In the interest of respecting patient privacy, and making them feel more comfortable, the following addition has been made to the IRB procedure, "Identification, Recruitment and Compensation of Research Participants:"

"Whenever possible, the relationship between the potential participant and Marshfield Clinic will be identified in recruitment letters and Scripts. If recruitment is disease specific, materials may state that the clinical department providing the potential subject's care has been made aware of the project. For population-based studies, materials may simply state that individuals are being contacted because they receive health care at Marshfield Clinic."

This should be a minor change, as a review of recruitment materials showed that researchers already made this connection for some studies. Any notification to clinical departments could be as simple as an informative email to a department chair from a principal investigator, and could prove to be helpful in that department should they receive any questions about a particular research project.

Please consider this information when drafting recruitment materials, effective immediately.

Recent Publications, Grants, and Awards

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

Please select the hyperlinks to view recent [publications](#) and [November](#) and [December](#) grant awards.

Two abstracts from the Institute for Oral and Systemic Health have been accepted by the International Association for Dental Research to be presented in March 2015:

Oral Presentation: Knowledge, Attitude and Behavior of Medical Providers towards Oral Health. Neel Shimpi, BDS, MM; Dixie Schroeder, BA; Joseph Kilsdonk, AuD; Po-Huang Chyou, PhD; and Amit Acharya, BDS, MS, PhD.

Poster Presentation: Development of Prototypical Design of Oral Cancer Risk Assessment Tool. Krista Koehler, BS; Neel Shimpi, BDS, MM; Harshad Hegde, BE, MS; Gary Pack, BS, MS, PhD; Po-Huang Chyou, PhD; and Amit Acharya, BDS, MS, PhD.

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 Alexis Tavano at tavano.alexis@mcrf.mfldclin.edu.

Belongia Interviewed on MPR



Ed Belongia, MD, Director of the Center for Clinical Epidemiology & Population Health at Marshfield Clinic Research Foundation, was interviewed by [Minnesota Public Radio](#) regarding the recent warning by the Centers for Disease Control and Prevention (CDC) that this year's influenza vaccine may provide less protection than usual against the H3N2 subtype of influenza A that is the most common virus so far this year. The reason for this is that about half of the H3N2 viruses analyzed are drift variants: viruses with antigenic or genetic changes that make them different from this season's vaccine virus, per the CDC's [Newsroom](#).

In the interview, Belongia said that the CDC officials are justifiably worried that the vaccine may not be effective against this strain of H3N2. "This is a pretty substantial difference on these viruses," he said. "So I think it's justified to be concerned about it. But it's true that we don't exactly know what the vaccine effectiveness is going to be."

Belongia said there is value in pointing out the limits of the flu vaccine. But he also worries that the public will wrongly get the impression that the vaccine doesn't work at all and isn't worth bothering with.

The U.S. Flu Vaccine Effectiveness Network will report preliminary vaccine effectiveness estimates in January. Participating sites include MCRF, Group Health, University of Pittsburgh, University of Michigan, and Baylor Scott & White Health.

CRIBBS Enrolls 100th Participant



Bob Haws, MD, Director of the Clinical Research Center at Marshfield Clinic Research Foundation, said, "I am delighted to announce that the Clinical Registry for Investigating Bardet-Biedl Syndrome ([CRIBBS](#)) has achieved the goal of enrolling 100 individuals. This has been accomplished in the first 6 months since the registry was opened to enrollment! These individuals have given their valuable time to participate in CRIBBS. They are each heroes in my eyes. Our 2015 goal will be enrollment of 100 more participants."

Haws went on to say, "In the first six months of operation our team has submitted a competitive grant to PCORI for funding of a weight management program in BBS. We are preparing two manuscripts that will address issues important in the daily life of individuals and families affected by BBS. We have provided the Global Rare Diseases Patient Registry Data Repository a computer software program to assist other rare disease organizations to participate in rare disease research. I am certain that more great things for the BBS community are on the horizon. I want to take a moment and express my deepest appreciation to each of you for your support. Together we can achieve amazing things!"

National Farm Medicine Center Updates its Logo and Look!



The National Farm Medicine Center (NFMC) is proud to unveil a new logo as part of the ongoing evolution of the Center and its brand. “After three decades it was time to evaluate our Center’s logo to ensure it was in sync with who we are and where we are going,” said Tammy Ellis, NFMC education/outreach specialist. “We wanted to refresh our logo with a more modern look, yet at the same time retain the core elements reflecting our history.”

The Center has focused on agricultural safety and health since it was established in 1981 within Marshfield Clinic Research Foundation. The specific emphasis of its research and outreach, however, is dictated largely by the changing needs of the farm and ranch community. The Farm Center engaged Marshfield Clinic Creative Services early in the logo redesign process.

“We chose brighter, more contemporary greens to freshen the NFMC look,” said Christina Oertel, graphic designer. “We included the green barn in their logo to maintain that visual cue, and also help build the brand equity they have established over the past 33 years.”

The redesign process consisted of logo development, template development (eg, letterhead, business cards, PowerPoint, fact sheets), and brand guidelines. NFMC staff input was considered during each phase. NFMC Web pages and products are now being updated with the new logo, Ellis said.

In Addition:

- The next Full Foundation meeting is scheduled for March 12, 2015 at 10AM in the Froehlke 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 February 12, 2015 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>.
- *Research Matters* is always accepting announcements. Your contributions are greatly appreciated.

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