DAY ONE

8:30 – 9:30
Introductory Remarks & Social Media Overview

Jody Green, PhD, CCRP, Director of Research Administration, Denver Health / Rocky Mountain Poison & Drug Center

9:30 – 11:45
Leveraging the Latest Social Tools and Networks to Enhance Clinical Trial Recruitment

Lee Aase Director, Mayo Clinic Social Media Network
Julia Thebiay, Senior Program Coordinator for the Human Cellular Therapy Laboratory at Mayo Clinic

In this session the speakers will describe how newer technologies — from research blogs and YouTube to Twitter and Periscope — provide unprecedented opportunities to reach and communicate with niche audiences. Just as healthcare providers have established social media programs that comply with patient privacy regulations, The speakers will share examples of Mayo’s use of social tools in the clinical trial arena while navigating IRB approvals and staying true to the research ethos of human subject protection. Finally, they will highlight related resources Mayo Clinic has made available to healthcare and research peers everywhere.

10:30 – 10:45
Refreshment Break

10:45-11:45
Leveraging the Latest Social Tools and Networks to Enhance Clinical Trial Recruitment (cont’d)

11:45 - 12:45
Utilization of the Online Research For Her Registry as a Way to Improve Clinical Trial Accrual

BJ Rimel, MD, Associate Director for Gynecologic Oncology Clinical Trials, Cedars-Sinai Medical Center, Women’s Cancer Program

Dr. Rimel will provide an overview of the design and two year metrics related to the implementation of the online research for her registry. The registry is advertised through social media, blogs, and online news articles and consenting is completed online using DocuSign. Success and failures will be discussed.

12:45
Lunch

1:45 - 2:45
Using Social Media to Enhance Minority Patient Recruitment

Allison Kalloo, MPH, Founder/CEO, Clinical Ambassador LLC

Improving rates of minority patient engagement in clinical research carries both unfulfilled obligations and untapped opportunities. Used well, social media has the potential to contribute to broader awareness, access, and engagement among a more diverse pool of study participants who are currently underrepresented in clinical trials. Harnessing an informed strategy and the right tools are key. The speaker will share a dynamic and practical game plan for optimizing minority inclusion in clinical trials supported by social media.

2:45 -5:00
“Ethical Debate: the Facebook Experiment”

Jody Green, PhD, CCRP, Director of Research Administration Denver Health / Rocky Mountain Poison & Drug Center
Jody Green, PhD, CCRP, Director of Research Administration Denver Health / Rocky Mountain Poison & Drug Center and
Laura Odwazny, Senior Attorney, Public Health Division, Office of the General Counsel U.S Department of Health and Human Services

Attendees will participate in an interactive session led by Dr. Green and Ms. Odwazny.

3:45-4:00
Refreshment Break

4:00- 5:00
“Ethical Debate: the Facebook Experiment” cont’d.

5:00
Day One Adjournment
DAY TWO
8:30 – 10:00 Social Media and the IRB
Elizabeth Buchanan, PhD, Endowed Chair in Ethics: Director, Center for Applied Ethics at University of Wisconsin-Stout
Dr. Buchanan will provide an IRB’s perspective on social media in research including major ethical challenges and security issues that may arise with the use of social media for recruitment, the consent process, data collection, and data dissemination.

10:00 – 10:15 Refreshment Break

10:15 – 12:15 Implementing New Social Media, Digital Marketing, & Other New Strategies for Effective Patient Enrollment
Jerome Chiaro, BA, VP Clinical Site Operations StudyKIK
and
Matt Miller, BA, VP Global Patient Recruitment & Feasibility StudyKIK
This will be an interactive workshop where StudyKIK will be exploring today’s newest Social Media & Digital Media Strategies for effective patient recruitment that is research site focused. We will review current regulations and discuss some of the leading IRBs that are speeding up the study start up and enrollment process! This will be a fun workshop focused on good content and group activities.

12:15 -1:15 Lunch

1:15 – 2:15 Laura Odwazny, Senior Attorney, Public Health Division, Office of the General Counsel U.S Department of Health and Human Services
Ms. Odwazny will address how specific requirements of the federal regulations apply to clinical trials using social media, and will discuss strategies for managing the relevant ethical issues and regulatory considerations, including assessing the privacy and identifiability of subject information obtained via social media; the use of social media for subject recruitment and retention; informed consent procedures; and maintaining confidentiality in an online environment.

In light of the July 2011 Advance Notice of Proposed Rulemaking (ANPRM), published by the U.S. Department of Health and Human Services, seeking comment on possible changes to the Common Rule, this session will also discuss the related ANPRM proposals that are being contemplated on the federal level.

2:15– 4:00 Putting Social Media Tools to Work: An Interactive Session
Wendy Charles, MS, CIP, CCRP, Rocky Mountain Poison & Drug Center
Panel Discussion
This interactive session will allow the participants to navigate the world of social media first-hand. Ms Charles will moderate the session, which combines hands-on application of knowledge gained during the course with a panel discussion with experts, through evaluating real-life examples.

3:15– 3:30 Refreshment Break

3:30 - 4:00 Putting Social Media Tools to Work: An Interactive Session cont’d.

4:00 Day Two Adjournment