

Wisconsin SOCRA Chapter in Conjunction with Marshfield Clinic Research Institute presents:

Fall Research Conference

Friday, October 17, 2025

Room R1A/B, Lawton Center for Research and Education, Sanford Health Marshfield Clinic,
Marshfield, WI and Virtual platform

9:00 AM-9:15 AM

Conference Welcome – Jennifer Meece, PhD, Chief Research Officer, Executive Director, Marshfield Clinic Research Institute

9:15 AM-10:15 AM

High Quality Oncology Research: Present and Future – Elizabeth Burnside, MD, MPH, FACR, UW-Madison School of Medicine and Public Health

10:15 AM-10:30 AM

Break – Networking, beverages and snacks provided

10:30 AM-11:30 AM

Sticking it to Cancer with Humor and Research – Anna Wilson, BA, BS, Research Coordinator, Cancer Care and Research Center, Marshfield Clinic Research Institute

11:30 AM-11:45 AM

Break – Networking, beverages and snacks provided

11:45 AM-12:45 PM

The Bridge Between Patients and Scientists in Translational Cancer Research – Zhi Wen, MD, PhD, Center for Precision Medicine Research, Marshfield Clinic Research Institute

12:45 PM-1:00 PM

Conference Wrap-Up

Support for the Fall Research Conference has been provided by:



Presenters

Elizabeth Burnside, MD, MPH, MS FACR, is a professor of radiology specializing in breast imaging for cancer screening and associate dean for team science and interdisciplinary research at UW-Madison School of Medicine and Public Health (SMPH). Dr. Burnside combines her medical training with her interests in public health and computer science—areas of expertise that converge in her development and use of computational methods to improve breast cancer decision-making. Dr. Burnside is a multiple principal investigator (MPI) of the NIH Clinical and Translational Sciences Award that supports the UW Institute of Clinical and Translational Research (ICTR), where she is executive co-director. Previously, Dr. Burnside served UW's Department of Radiology as vice chair of research and then vice chair of health services and outcomes.

Anna Wilson, BA, BS is a two-time survivor of ovarian and endometrial cancer. She has been the oncology research coordinator for Marshfield Clinic's Western region, covering Rice Lake and Eau Claire since 2018. In 2024, Anna applied for and was accepted to participate in "Communicating Evolving Cancer Information Innovation Lab", sponsored through the NCI and NIH. Through this program, Anna was able to work with other cancer researchers to develop a research proposal: "Understanding the role of evolving information in contributing to the spread of mammography myths and misconceptions." The NCI awarded Anna's group the funds necessary to complete this research protocol. In the summer of 2025, Anna was appointed as a Patient Advocate for the NRG Oncology group.

Zhi Wen, MD, PhD is an Associate Research Scientist in the Center for Precision Medicine Research at MCRI. He graduated from Central South University, China, in 2000, with a medical degree. His early career involved work on sexually transmitted infections and teaching Medical Microbiology at Central South University from 2000 to 2004. His clinical background not only provided patient care expertise but also allowed the translation of basic research into clinical practice. Dr. Wen recognized the pivotal role of animal studies in translating bench discoveries to clinical applications and initiated his training in mouse models at the MD Anderson Cancer Center and Biodesign Institute after his PhD training by Dr. Ahlquist at the University of Wisconsin-Madison. Dr. Wen is currently conducting translational studies of multiple myeloma and breast/gynecologic malignancies. His research is supported by the Ebenreiter Award, Small Project Fund and the start-up package from MCRI. He is the study section member of ASH foundation and reviewer of multiple high-impact journals.

Planning Committee

Angela Bulgrin
MCRI

Susan Franseen
MCRI

Terrie Kitchner
MCRI

Diane Kohnhorst
MCRI

Mary Peterson
MCRI

Angela Varsho
MCRI

Target Audience

This activity is intended for research coordinators, research staff, and others interested in oncology and research.

CEUs

3 CEU hours can be claimed for this conference.

Location

The conference will be held at the Conference Room R1 A/B, Lawton Center for Research and Education at Marshfield Clinic Research Institute located at 1000 North Oak Avenue, Marshfield, Wisconsin. Please enter in the door marked **Lawton Center for Research and Education** to the right of the main entrance.

Virtual attendance is also accepted.

Attire

Attire will be business casual. Since meeting room temperatures and personal comfort levels vary, it is recommended that you bring a sweater or jacket.

Electronic Devices

As a courtesy to conference attendees, we request that all electronic devices be silenced during educational sessions. If you must use your electronic device, we request that you use the vibration ringing mode and step outside the meeting room so you do not disturb other attendees.

Registration

Advanced registration is preferred by October 10, 2025.

Marshfield Clinic Health System, Inc. reserves the right to cancel the conference due to insufficient enrollment or inclement weather.



Marshfield Clinic Health System, Inc. complies with the Americans with Disabilities Act. If you desire special accommodations, please advise us when you register. All requests are kept confidential.

How to Register

Online: <https://redcap.link/FallResearchConference2025>

Parking

Parking lot **B** is designated for conference participants. If you are in need of handicap parking, Lot L is available. Please see the campus map **below**.

Further Information

Requests for further information should be directed to Susan Franseen, Marshfield Clinic Health System at franseen.susan@marshfieldresearch.org, 715-389-4980 or 1-800-782-8581, ext. 9-4980.

Marshfield Medical Center-Marshfield Parking Map

