



## MEDICAL EDUCATION CONFERENCE Program Booklet

### MODERATOR: LEGEND Dr. Angela Hill:



**Dr. Angela Hill is the Professor and Associate Dean of Clinical Practice at the USF College of Pharmacy.**

As Dean, Dr. Hill is also the pharmacy consultant at the USF Health Byrd Alzheimer's Institute where she is involved in comprehensive medication reviews, patient visits, drug-related research and community outreach. At the Byrd Institute, Dr. Hill works closely with the Memory C.A.R.E. Center, collaborates with clinicians on scientific research, and speaks to groups of medical professional, caregivers, and students. She also provides clinical services at Royal Sun Assisted Living Memory Care Facility. Dr. Angela Hill was one of the pioneers for providing pharmacy services in Memory Disorder Clinics in the State of Florida. She has provided medication evaluations for patients with neurological disorders like Alzheimer's disease for the Tallahassee Memorial Healthcare NeuroScience Center and USF Byrd Alzheimer's Institute since the 90s. She received the *"Living Legacy"* award from the Alzheimer's Project for her commitment to Alzheimer's disease care, research, and community outreach.

## THE CHALLENGE

### LIVE: Medical Education Conference 2019



*Introduced in Dallas in 2014. It is 50 Hoops™ LEGENDS first non-CME medical education program. The C.A.S.T. transformed itself based upon city-by-city preferences. The 4-6-hour conference and Community Dinner, in some cities became CAM (Community Advocacy MATCHMAKING), a three and a-half to-four-hour MATCHMAKING Luncheon Workshop.*

### Actual Outcomes:

"CAM will address how *University of South Florida Health's* "WE CARE" can merge both the internal investigators committee and CAM's community engagement will serve as a MODEL to educate researchers and provide more direct clinical resource information to their local minority community through Community Advocacy and face-to-face exchange opportunities."

*"Duke University Cancer Institute and University of North Carolina are working on two separate clinical trials in which they want to reach the African American and Hispanic communities and train researchers how to outreach effectively. Their individual grants will allow them to work independently of CAM the first year of WE- CARE outreach to partner".*

*University of Texas Southwest Medical Center was the first to offer The Community Advocacy Site Training, before it was accredited. Working and partnering with the UT Southwestern, Parkland over the years, there is a strong need to outreach for Prostate, Breast, Colon Cancer and Alzheimer's Disease in both African American and Hispanic Communities. Dr. Mary Quiceno (Alzheimer's) and Dr. Claus Roehrborn, Director, Urology UT Southwestern have continued to work with 50 Hoops at local levels since 2013 offering through our LEGENDS information about clinical trials, who team with local churches. This year we recognize our Medical and Teaching Hospital Partnerships as part of 50 Hoops' 25<sup>th</sup> Anniversary Celebration.*

### National COMMUNITY OUTREACH ADVISOR

**Timothy Upshaw**

Prostate Cancer Community Outreach

Upshaw's mission is and always has been to make every man he meets aware of the importance of screenings and to get them tested. "My desire is to change the mindset of men so that they will be more health conscious, and that no more men that I meet die from prostate cancer. Early detection is the key," Upshaw said. Mr. Upshaw currently manages the number-one ranked, hospital-based prostate program in the United States, having screened over 88,000 men for prostate cancer, providing free of charge prostate cancer screenings throughout the Metroplex.



GOAL: DEVELOPING Clinical Nurse Clinical Research Professionals, Medical/ Health Professionals' priorities for patient education strategies: Patient Priorities: Clear understanding of need for the TRUTH



**Mr. Abel Akhidue** is a Manager and Clinician at Metrocare

Mr. Akhidue is head of the largest Child and Adolescent Clinic, The Westside Family Center. Originally from Nigeria, Abel has been a Dallas-ite ever since he moved to the United States in 2001. Abel gained his Bachelor of Science in Social Work from the nationally recognized program at University of Texas at Arlington (UTA) while managing a demanding career in the hospitality industry. Before joining Metrocare, Abel served as a Research Associate for clinical trials with MDS Pharma Services, a Juvenile Detention Officer with Dallas County and became a certified EMT. Abel is a licensed Qualified Mental Health Professional and has his master's in social work from UTA. Metrocare provides Mental Health Services to over 40,000 individuals annually including over 10,000 children.



**CAM Included a 100-page Workbook and To Follow up Questions.** Workbook and Training Folder includes ideas, suggestions, and internal meeting ideas for clinical trial recruitment departments. It also includes homework, outreach planning and scheduling and other physicians nation-wide who are available with their own examples. **Call 1-800-677-8429 for more information about the Souvenir Workshop Handbook,** and how it continues to apply today in recruiting *"African Americans In Clinical Trials."*



**LEGEND Dr. Maisha Standifer, Morehouse School of Medicine**

Dr. Standifer is the Director of Health Policy in the Satcher Health Leadership Institute at Morehouse School of Medicine. In her role, Dr. Standifer conducts studies and administers evidence-based prevention initiatives that effectively employ targeted strategies to reduce negative health outcomes throughout under-resourced, racially and ethnically vulnerable populations. She brings her wealth of experience including health program administration, evaluation and research expertise, health policy development and analysis, mixed methods research and examining social and political determinants of health. Dr. Standifer is also an Assistant Professor, and a Co-Investigator on multiple federally funded studies. Her research portfolio furthers community-based participatory research to create culturally-tailored interventions which empowers disenfranchised populations to make healthy and informed decisions. Dr. Standifer received her Bachelor’s degree at Spelman College, her Master’s degree in Public Health from Rollins School of Public Health at Emory University, and with a concentration in Medical Anthropology from the University of South Florida.

**LEGEND Dr. Maisha Standifer** will explore how the **SOLUTION(s)** to the **CHALLENGE** have been in front of us all the time, and reference historic African American **LEGENDS** resources and tools for Researchers and Medical Professionals.

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## THE TRUTH

### Post-Truth SURVEY- Outcomes



**What did you learn in “The Truth?”**

“Trust is vital”

“Communication is important.”

“A lot of trials have < 10% minority.”

“We need to address barriers.”

“We (clinical recruiters) need to be very transparent & validated.”

“We need to contact community leaders.”

“Advocacy, relationship with community leaders.”

**GOAL:** Comparative charts will be developed by Researchers of the level of Minority and underserved patients recruited into clinical trials from attending a LIVE or VIRTUAL Conference/Workshops. Utilizing the **“10 Commandments for Recruiting African Americans Into Clinical Trials”** and **CAM**, to see, within a set period of time, and based upon disease therapy and trial protocol, your educational outreach, recruitment numbers within that network, and what you’ve learned from the experience. **What are steps site investigators could take to build trust, educate, NETWORK** and begin to recruit African Americans and Hispanic/Latino Americans into important trials. (Example: invite yourself come speak to a Community patient or stakeholder network, Black churches, local Cancer organizations. Programs within your network that would be compatible for site nurses or investigators to come and offer educational materials and information about ongoing clinical trials—materials that are culturally sensitive, etc.)





**DEBORAH A. AUSTIN, PH.D., Stakeholder** **(50 Hoops LEGEND)**  
**Director of Community Engagement**

Dr. Austin serves as Director of Community Engagement for REACHUP, Inc./Central Hillsborough Start. In this capacity, she oversees the creation, implementation and management of communication strategies as well as a broad array of activities designed to identify, initiate, and deepen relationships with various community stakeholders. She also is responsible for researching, promoting and fostering innovative services and policies that promote health equity. Dr. Austin also is Affiliate Faculty, University of South Florida, College of Public Health, Department of Community and Family Health. She received her doctorate in Communication from the University of South Florida and her bachelors and masters at the University of North Carolina-Chapel Hill. Her specialties include community engaged research, performance ethnography and community engagement and mobilization within a framework of humility.

**Voices of the People: A Focus Group Study on The People's Truth about Clinical Research,  
 Dr. Deborah Austin**

*With support from Gulf coast North AHEC (Area Health Education Center), WE-CARE (Workgroup Enhancing Community Advocacy and Research Engagement), at The University of South Florida Taneja College of Pharmacy, partnered with REACHUP, Inc., a community non-profit, to query various segments of Hillsborough County, FL, about issues related to clinical research. WE-CARE is a collaboration of multiple stakeholders working to improve health outcomes among "minority" and underserved populations by increasing enrollment and participation in research and building trust and mutual respect between the community and researchers. REACHUP, Inc. has been working in Hillsborough County for 25 years to advocate for and mobilize resources to help communities achieve equality in healthcare and positive health for families. Four focus groups, conducted with 41 participants of varying ages and from different communities across Hillsborough County, were asked to share: 1) their opinions about health conditions in their families and communities, 2) what they know about clinical research, 3) barriers that might exist to participation, and 4) recommendations to overcome barriers to participation.*

**Workgroup Enhancing Community Advocacy and Research Engagement**

**WE-CARE**  
 Workgroup Enhancing Community Advocacy and Research Engagement

**Voices of the People:**  
 A Focus Group Study on The People's Truth about Clinical Research

**Deborah A. Austin, Ph.D.**  
 Co-Founder and Director of Community Engagement  
 REACHUP, Inc.

## THE SOLUTION



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As Dean, Dr. Hill is also the pharmacy consultant at the USF Health Byrd Alzheimer's Institute where she is involved in comprehensive medication reviews, patient visits, drug-related research and community outreach. At the Byrd Institute, Dr. Hill works closely with the Memory C.A.R.E. Center, collaborates with clinicians on scientific research, and speaks to groups of medical professional, caregivers, and students. She also provides clinical services at Royal Sun Assisted Living Memory Care Facility. Dr. Angela Hill was one of the pioneers for providing pharmacy services in Memory Disorder Clinics in the State of Florida. She has provided medication evaluations for patients with neurological disorders like Alzheimer's disease for the Tallahassee Memorial Healthcare NeuroScience Center and USF Byrd Alzheimer's Institute since the 90s. She received the **"Living Legacy"** award from the Alzheimer's Project for her commitment to Alzheimer's disease care, research, and community outreach.



**Kevin Sneed, PharmD, USF Health Advisory Team Leader**  
Senior Associate Vice President, Dean, College of Pharmacy

Dr. Sneed is a tenured Professor and founding Dean of the USF College of Pharmacy. He also serves as a Senior Associate Vice-President for USF Health. Dr. Sneed received his Doctor of Pharmacy Degree from Xavier University of Louisiana College of Pharmacy, where he also received numerous clinical and leadership awards. He completed an Ambulatory Care Pharmacy Practice Specialty Residency at Bay Pines Veteran's Administration Medical Center. Professional interests include pharmacological treatment of patients with cardio-metabolic disorders, and examining health care disparities.



A new twist on Medical Education: From The C.A.S.T (Community Advocacy Site Training) 50 Hoops extracted a more direct, more accessible approach for clinical professionals who are recruiting African Americans and Hispanics into clinical trials: CAM (Community Advocacy MATCHMAKING).





**During the COVID-19 Pandemic, 50 Hoops LEGENDS presented VIRTUAL MEDICAL EDUCATION Conferences and Workshops which you can see at <https://www.50hoopslegends.com/>.**

[Visit our Video Library and Annual Reports.](#)

**GOAL:** Develop a Community Advocacy MATCHMAKING Stakeholders panel which you can develop outreach that CRPs how to target LOCAL communities for disease therapy education, and the best way to RECRUIT minorities for clinical trials while building trust through the Stakeholders who will guide them. Through ongoing Conferences, Seminars and Workshops both LIVE and VIRTUAL, tools are provided and MATCHES made throughout the year for Stakeholders and Researchers, alike.

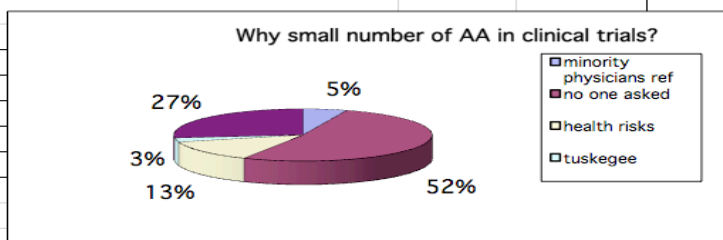
**Dr. Doris Browne, President Browne and Associates, Director PROJECT IMPACT**



**LEGEND** Dr. Browne is past President of the National Medical Association (NMA) and president/CEO of Browne and Associates, LLC (BAI), a health consultancy company that provides comprehensive wellness programs to its clientele. Among her specialties is sickle cell, HIV/AIDS, women's health issues. Featured in many news articles including Ebony, Washington Post and PBS News hour, her education and training includes Tougaloo College (BS), University of California at Los Angeles (MPH), Georgetown University (M.D.); Walter Reed Army medical Center in hematology-Oncology. Dr. Browne retired as a Colonel from the U.S. Army Medical Corp and the national Institute of health. She is a member of Alpha Kappa Alpha Sorority, recipient of the 2018 Top Blacks in Healthcare.

**Why do you think such small numbers of African Americans and Hispanics take part in clinical trials?**

minority physicians ref  
no one asked  
health risks  
tuskegee  
not enough info



number	percentage
8240	5.493333
78080	52.053333
19520	13.01333
3840	2.56
40320	26.88
150000	



**Virginia A. Caine, MD, Director & Chief Medical Officer  
Marion County Public Health Department**

As director and chief medical officer of the Marion County Public Health Department, Virginia A. Caine, M.D., has worked tirelessly to promote and advance public health locally and internationally through innovative programs. Dr. Caine, one of the Nations' premier public health practitioners, is past president of American Public Health Association, the nation's oldest and largest public health organization. She was recently elected President-Elect of the National Medical Association (NMA), the nation's oldest and largest organization representing African American physicians and the patients they serve and will become the 125<sup>th</sup> NMA President in 2024, and recommendations to the Deputy Director for Infectious Diseases with the CDC. Dr. Caine was appointed by President Joe Biden and the White House to serve on the Board of Scientific Counselors, and is an Associate Professor of Medicine for the Infectious Disease Division of the Indiana University School of Medicine.

**Dr. Randall C. Morgan, Jr. M.B.A. Executive Director of the W. Montague Cobb/ National Medical Association (NMA) Health Institute**

Founded the Orthopedic Centers of Northwest Indiana  
Diplomat of the American Board of Orthopedic Surgery and  
American Board of Managed Care Medicine

***Welcoming back as Special Guest Panelist***

