AN INTRODUCTION TO THE NIH ALL OF US RESEARCH PROGRAM

Our Role in the Launch of a Precision Medicine Cohort

Featured Speaker
Dara Richardson-Heron, M.D.
Chief Engagement Officer
All of Us Research Program

W. Montague Cobb 13th Annual Symposium and Lectureship
ORLANDO FLORIDA
AUG 12 2018
When it comes to cancer, statistics show the black/African-American community bears an inordinate burden. Including the highest death rates from cancer. Named for Hillsborough County’s first African-American judge, the George Edgecomb Society is raising funds to help researchers at Moffitt Cancer Center reduce and eventually eliminate these disparities. Judge Edgecomb’s memory fuels Moffitt’s drive to transform lives—making sure everyone has the best possible opportunities to beat cancer.

To learn more about how you can join the George Edgecomb Society, visit Moffitt.org/GES.

Jefferson is proud to support the Cobb Institute for developing, evaluating, and implementing strategies to promote wellness and eliminate health disparities.
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# DISCLOSURES OF COMMERCIAL RELATIONSHIPS

None of the speakers participating in the scientific program nor members of the planning committee have a financial relationship within the last 12 months in any amount with a commercial interest whose products or services discussed in the CME activity content in which the individual has control.

# Accreditation Statement

This activity has been planned and implemented in accordance with the accreditation requirements, and policies of the Accreditation Council for Continuing Medical Education (ACCME), through the joint providership of the National Medical Association and the W. Montague Cobb NMA Health Institute. The National Medical Association is accredited by the ACCME to provide continuing medical education for physicians.

The National Medical Association designates this live activity (of a maximum of 2 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.
SCIENTIFIC PLANNING COMMITTEE

NIH All of Us Research Program

Engagement Partner Team

Committee Chair

Project Director
Randall C. Morgan, Jr., M.D., M.B.A.
Executive Director, W. Montague Cobb/ NMA Health Institute
95th President, National Medical Association

Committee Members

Co-Principal Investigator:
Doris Browne, M.D., M.P.H.
President, National Medical Association
President and CEO, Browne and Associates, Inc.

Co-Principal Investigator:
Edith Mitchell, M.D., FACP, FCPP
Clinical Professor of Medicine and Medical Oncology, Department of Medical Oncology
Director, Center to Eliminate Cancer Disparities
Associate Director, Diversity Affairs
Sidney Kimmel Cancer Center at Jefferson
116th President, National Medical Association

Information Technology Director:
Winston Price, M.D., FAAP, FACPE
W. Montague Cobb/ NMA Health Institute
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Research, Evaluation and Grant Support:
Tiffany N. Reid, M.P.H.
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Marketing and Outreach Facilitator:
Conchita Burpee, M.B.A.
InterMixx Marketing

Provider Liaison:
Rodney G. Hood, M.D.
President, Multicultural Health Foundation
102nd President, National Medical Association
REVIEW OF ACTIVITIES

ABOUT THE ALL OF US RESEARCH PROGRAM:
The NIH All of Us Research Program aims to build a diverse research cohort of one million or more U.S. volunteers who are engaged as partners in a longitudinal, long-term research effort to transform the understanding of factors contributing to individual health and disease.

OUR OBJECTIVES AS AN ENGAGEMENT PARTNER:

- **Engage with physicians**, specifically African American and minority physicians, about the All of Us Research Program and its potential relevance to their patient population
- Continually inform All of Us about **lessons learned** from minority physicians about barriers and strategies for enrolling minority and traditionally medically underserved populations.
- Serve long-term as a **trusted resource** to minority physicians who are facilitating the enrollment process with their patient populations.

MAP OF OUTREACH AND EVENT LOCATIONS

CA, FL, PA, NV, MD, MS, IN, TN, GA, SC, NY

FOCUS GROUPS

1. **Washington, DC** - 1/6/2018, in collaboration with the NMA President
2. **Tampa** - 1/25/2018, in collaboration with Moffitt Cancer Center

MINI-WORKSHOPS

1. **San Diego** - 2/6/2018, in collaboration with the Multicultural Health Foundation
2. **Philadelphia** - 2/7/2018, in collaboration with the Center to Eliminate Cancer Disparities of Sidney Kimmel Cancer Center at Jefferson

WEBINAR

1. **Online** - 1/18/2018, featuring the NMA President
2. **Online** - 2/27/2018, featuring the NMA President

CME WORKSHOPS AND AOU PUBLICITY BY NMA REGIONAL CHAIRS

1. **NMA Region VI**: 4/6/2018, Las Vegas
2. **NMA Region II**: 4/13/2018, Baltimore
3. **NMA Regions III & V**: 4/27/2018, Biloxi
4. **NMA Region IV**: 5/ 4/2018, Indianapolis
5. **NMA Region I**: 5/25/2018, Montego Bay, Jamaica
6. **Empire State Medical Association**: 7/26/2018, NYC

LEADERSHIP SESSIONS

1. **NMA Region VI Meeting**: 4/6/2018, Las Vegas
2. **NMA Region IV Meeting**: 5/4/2018, Indianapolis

CREATIVE DEVELOPMENT/DESIGN

Direct creative development and design to ensure that All of Us marketing materials and media effectively engage diverse constituencies.
REVIEW OF ACTIVITIES (CONTINUED)

W. MONTAGUE COBB SCIENTIFIC SYMPOSIUM AND LECTURESHIP

Host “An Introduction to the NIH All of Us Research Program: Our Role in the Launch of a Precision Medicine Cohort” on 8/12/2018 at the NMA Convention in Orlando, FL.

PUBLICATION

Contribute to the literature on strategies for increasing minority participation in clinical trials and other biomedical research, and the All of Us Cohort, using the knowledge gained from our efforts as an All of Us Engagement Partner.

ABOUT THE W. MONTAGUE/COBB INSTITUTE

Launched by the NMA in 2004, the Cobb Institute examines underlying causes of existing racial-ethnic disparities in health and healthcare and offers strategies and programs informed by research and policy analysis. Named for William Montague Cobb, M.D., Ph.D., an esteemed former NMA President and NAACP President who dedicated his life to scholarly activism, the Institute builds on a rich legacy of advocacy on behalf of the medically underserved. We host the Journal of Racial and Ethnic Health Disparities, an annual W. Montague Cobb Health Disparities Symposium, and an annual W. Montague Cobb Scientific Symposium and Lectureship, all opportunities to highlight findings and recommendations from leaders in medicine and health policy. In addition to the NIH All of Us Research Program, our partners include physician associations and societies, academic institutions, hospital systems, among others, and we recently completed a Joint Workshop with the National Academy of Sciences, Engineering and Medicine (NAS).
A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Dear Friends and Colleagues,

As Executive Director of the W. Montague Cobb/ NMA Health Institute, I am pleased that you have joined us for our 2018 W. Montague Cobb Symposium and Lectureship, “An Introduction to the NIH All of Us Research Program: Our Role in the Launch of a Precision Medicine Cohort,” where Dr. Dara Richardson-Heron, Chief Engagement Officer of All of Us will be the featured Cobb Lecturer.

Given the strong reluctance of African Americans and other minority groups toward clinical research participation, we have gathered distinguished leaders in health and medicine for impactful discussions around the potential barriers and opportunities. We are doubly concerned because these underrepresented populations stand to benefit the most from this effort. Better conveying this information to patients, physicians and other healthcare providers who have the ability to support clinical research participation is extremely critical.

Our 2018 Scientific Planning Committee is essentially our All of Us Engagement Partner team, a group comprised of individuals with backgrounds ranging from clinical research to social marketing, all passionate about facilitating understanding and action around minority research participation. They have gathered well-respected, expert speakers representing influential leaders in bioethics, health, medicine, technology, industry and the media. A special presentation by the Project IMPACT (Increasing Minority Participation and Awareness of Clinical Trials), a program of the National Medical Association (NMA), will be featured.

We hope that clinicians, equipped with this new information and additional tools for clinical and public health settings, will be compelled to act after discussing:

- The promise of the NIH All of Us Research Program and their Cohort in furthering prevention and treatment;
- Contributions to current low minority enrollment numbers in clinical trials and biomedical research;
- Specific factors that encourage or discourage clinical trials and biomedical research participation among minority populations;
- Culturally-appropriate approaches to communicating with patients about clinical trials and biomedical research participation opportunities; and,
- Collaborative strategies, including community engagement and multi-sector partnerships to support minority representation in clinical trials and biomedical research.

In closing, thank you for attending this Symposium focused on the advancement of health equity and the launch of All of Us. By hosting this event, we intend to present opportunities for timely collaboration around achieving maximal enrollment of African American and other minority populations in an effort that promises to improve prevention, diagnostics and treatment efforts across diverse populations.

Please visit www.thecobbinstitute.org to learn more the Cobb Institute.

Sincerely,

Randall C. Morgan Jr., M.D., M.B.A
Executive Director
W. Montague Cobb/NMA Health Institute
STATEMENT OF CREDIT AND PURPOSE

Program Chair
Randall C. Morgan, Jr., M.D., M.B.A.

Research Specialist
Tiffany N. Reid, M.P.H.

OVERVIEW

The National Institutes of Health (NIH) defines precision medicine as an approach for disease treatment and prevention that considers individual variability in lifestyle, environment, and biological makeup. This activity is designed to highlight strategies and interventions for improving the likelihood that the populations who are the most underrepresented in biomedical research, also those disproportionately burdened by racial-ethnic health and healthcare disparities, benefit from the emerging translation of precision medicine research into practice.

The featured Cobb Lecturer, Dr. Dara Richardson-Heron, is the Chief Engagement Officer of the NIH All of Us Research Program, a program of the Precision Medicine Initiative (PMI). Progress on the launch of the PMI cohort and findings and recommendations of the Cobb Institute, an All of Us Engagement Partner, will be shared. Additional discussants include representatives from the National Center for Bioethics in Research and Healthcare at Tuskegee University, the Center to Eliminate Cancer Disparities at Sidney Kimmel Cancer Center of Jefferson Health, Vistra Communications, Moffitt Cancer Center, and the NMA’s Project IMPACT (Increase Minority Participation and Awareness of Clinical Trials), together representing influential leaders in bioethics, health, medicine, technology, industry and the media.

INTENDED AUDIENCE

This program is designed for physicians, scientists, and all others with a role and interest in impacting the enrollment of African American populations and other underrepresented populations in the PMI cohort in particular, and clinical trials and biomedical research in general.

LEARNING OBJECTIVES

Upon completion of the symposium the participant should be able to:

1. Define the concept of precision medicine, and the potential for the NIH All of Us Research Program to further the translation of precision medicine research into clinical practice for improved prevention, treatment and diagnostics.

2. Review the connections, trends and limitations between and for research, drug development, and clinical guidelines.

3. Describe clinical trial participation and representation as a social determinant of health.

4. Understand the historical and emerging factors contributing to current low minority enrollment numbers in clinical trials and biomedical research.

5. Appropriately apply in practice, culturally-appropriate approaches to communicating with patients about clinical trial and biomedical research participation opportunities during clinical encounters.

6. Empower study participants with data and information to improve their own health.

7. Share strategies with colleagues for engaging patients around clinical trial and biomedical research opportunities.

8. Identify local and regional opportunities for implementing precision medicine with a focus on vulnerable communities and populations.

9. Discover resources, including collaboration via community engagement and multi-sector partnerships, to support minority representation in clinical trials and biomedical research.

10. Support increased funding for minority recruitment and enrollment in clinical trials and biomedical research.
FORMAT

A seminar format involving a Cobb Lecturer along with other experts in racial-ethnic health disparities will foster robust discussion around the barriers and opportunities in the development of precision medicine for populations who are currently underrepresented in clinical trials/biomedical research. Participants will benefit from interactive discussions informed by leadership from the NIH All of Us Research Program and others involved with research and policymaking. In particular, the Project IMPACT session will be dialogue between a notable health reporter and three representatives from the clinical research community—industry, clinical trial participant, and a physician-researcher.

RESEARCH GOAL

Engage in dialogue to perpetuate and adopt understanding and practical knowledge and use of the most current and advanced research and treatment methods available to lessen the health burden in America, in general, and among African American populations, in particular.

CONTINUING MEDICAL EDUCATION CREDIT

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the National Medical Association and the W. Montague Cobb/ NMA Health Institute. The National Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The National Medical Association designates this educational activity for a maximum of 2 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of participation in the activity. The National Medical Association has reviewed and approved as an Authorized Provider by the International Association for Continuing Medical Education and Training (IACET), 8405 Greensboro Drive, Suite 800, McLean, VA 22102-5120. The NMA will award 2 hours of CEUs to participants who successfully complete the program.

DISCLOSURE

ACCME Standards for Commercial Support require that we collect commercial interest information from faculty for identifying conflicts of interest, and for resolving those conflicts. Accordingly, all persons in a position to affect the educational content of the activity must complete a full disclosure form prior to the activity. Additionally, we request copies of all speaker presentations (these aid in determining and resolving potential conflicts). Faculty disclosures, or lack thereof, must made known to learners prior to the activity.

DISCLAIMER

All speakers participating in CME activities provided by the National Medical Association Department of Continuing Medical Education are expected to disclose to the audience any real apparent conflict(s) of interest related to the content of their presentations.

This program is designed for members of the healthcare, scientific and policy communities who are committed to eliminating racial-ethnic disparities in prevention, screening, diagnosis, treatment and research.
STATEMENT OF NEEDS ASSESSMENT

The National Institutes of Health (NIH) defines precision medicine as an approach for improved prevention and treatment that considers individual variability in lifestyle, environment, and biological makeup. Launched in 2016 under the Precision Medicine Initiative (PMI), the NIH All of Us Research Program aims to create a diverse cohort of one million US volunteers thereby accelerating biomedical and clinical research that informs clinical practice and other interventions. PMI funds were also allocated to the National Cancer Institute (NCI) to lead efforts in cancer genomics and All of Us seeks to eventually extend precision medicine to all diseases.

Yet, in addition to missed opportunities around early detection and comprehensive treatment planning, the involvement of African Americans and other underrepresented minorities URM in the research that will inform precision medicine is estimated at less than ten percent by the National Institute on Minority Health and Health Disparities (NIMHD). The literature on African American participation in clinical trials reveals that study design, specifically comorbidities as an exclusion criteria, may greatly hinder participation in clinical trials. Recruitment and outreach strategies that are used for the general public and not tailored for these specific populations may also be insufficient. Regardless of the underlying factors, a resulting lack of diversity in clinical trials and biomedical research if left unaddressed will be a major barrier for translating any findings from precision medicine research into practice.

Data from genome-wide association studies (GWAS) show strong evidence of clinical heterogeneity across populations and, by narrowing our view of human variation in disease, overrepresentation of European-ancestry populations may severely hinder genetically-guided precision medicin. A recent analysis of the National Human Genome Research Institute-European Bioinformatics (NHGRI-EBI) GWAS Catalog revealed that 67 percent of the 2,817 study were based on populations of European descent, 29 percent on populations of Asian descent, and 4 percent on underrepresented populations. With regard to the Cancer Genome Atlas repository, even though fewer than 16 percent of the world’s population is of European descent, of 5,729 tumor samples, 77 percent were from whites, 12 percent from blacks, and 3 percent from Asians. If not addressed properly, and immediately, any biases in genetic research that currently limit the generalizability of biomedical findings may very well be magnified with the advancement of precision medicine.

Some promising information is that recent advancements in statistical analyses and genotyping technologies have lessened many previous methodological concerns about conducting genetic epidemiology research in ancestrally diverse populations, as evidenced by Population Architecture using Genomics and Epidemiology (PAGE) developed by the NHGRI and the NIMHD.

At this seminar, participating healthcare providers will benefit from discussions informed by the featured Cobb Lecturer, Dr. Dara Richardson-Heron, Chief Engagement Officer of All of Us, and the Cobb Institute, an All of Us Engagement Partner, as well as representatives from the National Center for Bioethics in Research and Healthcare at Tuskegee University, the Center to Eliminate Cancer Disparities at Sidney Kimmel Cancer Center of Jefferson Health, Moffitt Cancer Center, and the NMA’s Project IMPACT (Increase Minority Participation and Awareness of Clinical Trials).

The persistence of racial-ethnic health disparities in prevention and treatment outcomes is the basis for this seminar. Practitioners will gain tools for improved research participation among their patient populations, specifically to support generating the required scientific evidence for moving the concept of precision medicine into clinical practice among diverse populations. Knowledge will also be gained about the enrollment process for the All of Us Cohort and participant requirements and benefits.
AGENDA
Sunday, August 12, 2018
2:00-4:00 PM

2:00 PM - INTRODUCTION
Welcome and Opening
Randall Morgan, Jr., M.D., M.B.A.
Executive Director – W. Montague Cobb NMA Health Institute (Cobb Institute)
Past President, National Medical Association (NMA)

The Occasion
Doris Browne, M.D., M.P.H.
President, NMA
President and CEO, Browne and Associates, Inc.

2:05 PM - COBB LECTURE
About the All of Us Program – Progress and Updates
Dara Richardson-Heron, M.D.
Chief Engagement Officer - All of Us Research Program
National Institutes of Health (NIH)

Audience Participation

2:35 PM - INTERACTIVE PANEL
Moderator: Lee Greene, Ph.D.
Vice President – Diversity, Public Relations and Strategic Communication
Moffitt Cancer Center

Cobb Institute as an Engagement Partner
Winston Price, M.D.
Director of Information Technology - Cobb Institute
Past President, NMA

Addressing Historical African American Reluctance Toward Clinical Trials
Professor and Director of Bioethics
National Center for Bioethics in Research and Healthcare
Tuskegee University

AoU Influences on Clinical Research Going Forward
Edith Mitchell, M.D., FACP, FCPP
Clinical Professor of Medicine and Medical Oncology
Director, Center to Eliminate Cancer Disparities
Associate Director, Diversity Affairs
Sidney Kimmel Cancer Center at Jefferson
Past President, NMA

Using Technology in the Enrollment Process and Communications
Brian Butler, M.S.
President and CEO
Vistra Communications

Moderated Discussion

3:10 PM - PROJECT IMPACT
SESSION: ENSURING HEALTH EQUITY: INCLUDING MINORITY PARTICIPATION IN THE ALL OF US PROGRAM

Setting the Stage and Introduction of Panelists
Monica May (Interviewer)
News/Community Affairs Director
STAR 94.5 (Cox Media)

The Problem: A View from Industry
Rose Blackburne, M.D., M.B.A
Executive Medical Director
Pharmaceutical Product Development

Our True Hero: The Clinical Research Volunteer
Alana Peters
Solutions: The Researcher

Karen Bell, M.D.
Professor of Neurology/ Columbia University Irving Medical Center
Taub Institute for Research on Alzheimer’s Disease
Department of Neurology/Columbia University Irving Medical Center

3:40 PM - CLOSING
Wrap Up & Next Steps
Dara Richardson-Heron, M.D.
Chief Engagement Officer - All of Us Research Program
NIH

Closing Remarks
Randall Morgan, Jr., M.D., M.B.A.
Executive Director – Cobb Institute
Past President, NMA

4:00 PM - PRE-POST TEST
Winston Price, M.D.
Director of Information Technology - Cobb Institute
Past President, NMA
FACULTY BIOGRAPHIES

COBB LECTURER

Dara Richardson-Heron, M.D.

Dr. Richardson-Heron is the Chief Engagement Officer for the NIH All of Us Research Program. Her team ensures a strong relationship between the program and community partners as well as with the program’s participant community throughout their involvement. Dr. Richardson-Heron has more than 20 years of leadership and management experience in the health care, corporate, and nonprofit sectors. Prior to joining NIH, she served as Chief Executive Officer for YWCA USA for more than four years and led a network of more than 220 YWCA local associations across the country. She has also served as the Chief Executive Officer of the greater New York City affiliate of Susan G. Komen for the Cure, National Chief Medical Officer at United Cerebral Palsy, Assistant Executive Director and Chief Medical Officer at United Cerebral Palsy of New York City, and Executive Medical Director at Consolidated Edison Company of New York, Inc. Dr. Richardson-Heron holds a doctorate in medicine from the New York University School of Medicine and a bachelor’s degree in biology from Barnard College.

PROGRAM CHAIR

Randall C Morgan, Jr., M.D., M.B.A.

Dr. Randall C. Morgan is an Orthopedic Surgeon and the Executive Director of the W. Montague Cobb/NMA Health Institute, the research arm of the National Medical Association (NMA), as well as the J. Robert Gladden Orthopedic Society. His distinguished leadership also includes serving as the 95th NMA President and he is the recipient of several awards for his significant contributions to community service, including the NAACP Joseph Pitts Award for Community Service. A Diplomat of the American Board of Orthopedic Surgery and Fellow of the American College of Surgeons, Dr. Morgan serves as Clinical Assistant Professor of Orthopedic Surgery at Florida State School of Medicine, Clinical Assistant Professor of Community Medicine at the University of Connecticut Health Center, and Emeritus Associate Professor of Orthopedic Surgery at Indiana University School of Medicine. During his career, he has given over 200 scientific publications and presentations on healthcare and musculoskeletal disparities. He holds a B.A. in Chemistry from Grinnell College, M.D. from Howard University College of Medicine, and M.B.A. from the University of South Florida. He completed his internship and orthopedic surgery residency at Northwestern University and a fellowship in Pediatric Orthopedics at the Children’s Hospital of Cincinnati.

Karen L Bell, M.D.

Dr. Karen Bell is a Professor of Neurology at Columbia University Irving Medical Center, in the Taub Institute for Research on Alzheimer’s Disease and the Aging Brain. She also holds the position of Attending Physician at New York Presbyterian Hospital.

Dr. Bell completed her undergraduate studies at New York University, and earned her medical degree at the University of Pennsylvania School of Medicine in Philadelphia. She served her internship in internal medicine at Harlem Hospital Center in New York City, and completed her neurology residency at The Neurological Institute at Columbia University, College of Physicians and Surgeons. Dr. Bell also completed a fellowship in Behavioral Neurology, and now...
specializes in the evaluation and treatment of neurodegenerative cognitive disorders. Dr. Bell’s research interests at the Taub Institute include the treatment and prevention of Alzheimer’s disease through clinical trials, and she is the director of the Alzheimer’s Disease Clinical Trials Group at Columbia University. She was the Director of the Minority Recruitment Core for the NIA-funded Alzheimer’s Disease Cooperative Study, and is interested in achieving ethnic diversity in enrollment in Alzheimer’s disease clinical trials on a national level. As the leader of the Outreach, Education and Recruitment Core of the Alzheimer’s Disease Research Center at Columbia University, Dr. Bell has developed physician and community education programs. She serves on multiple NINDS Data Safety Monitoring Boards and has been a member of the Columbia University Medical Center Institutional Review Board since 2003. She was appointed to the New York State Council on Graduate Medical Education (NYSCOGME) by Governor Paterson in 2009 and chaired the NYS COGME Empire Clinical Research Investigator Program Workgroup from 2009 to 2014. Dr. Bell is an active member of the American Academy of Neurology and the National Medical Association.

**Rose Blackburne, M.D., M.B.A.**

**Dr. Rose Blackburne** is currently Executive Medical Director for PPD (Pharmaceutical Product Development, LLC); in this role she has strategic input and oversight for a portfolio of pharmaceutical and medical device product development opportunities in General Medicine and Women’s Health. Dr. Rose Blackburne is Board Certified in Obstetrics and Gynecology and has over 25 years of experience in Health Care. She was a practicing Obstetrician/Gynecologist for 10 years prior to her career as a global pharmaceutical/biotechnology executive. CRO industry, and was an Investigator for clinical trials in Women’s Health. Dr. Blackburne has over 14 years of Clinical Research & Development experience and has held numerous CRO Global leadership positions in numerous therapeutic areas. Dr. Blackburne is a globally recognized leader in women’s health product development and has been instrumental in numerous approvals for pharmaceuticals, vaccines, medical devices and diagnostic tests. Dr. Blackburne received her medical degree at the Morehouse School of Medicine, Atlanta, Georgia, and completed an Obstetrics and Gynecology residency at Columbia University in New York. She holds a Master of Business Administration from the Darden Graduate School of Business at the University of Virginia, studied Health Policy and Health Care Delivery at Harvard University John F. Kennedy School of Government, and her B.A. at University of Virginia, in Charlottesville, Virginia. Dr. Blackburne has Congressional Legislative experience as a Legislative Assistant in the US House of Representatives, where she co-developed policy on healthcare, science and technology and women’s issues. She is passionate about improving health outcomes and health care delivery and has extensive expertise in Women’s Health and Minority Health Policy. She has forged solid relationships within the medical and research community, health advocacy organizations, the White House, FDA, CMS, and Congress and has been involved in advocacy initiatives with the American College of Obstetrician Gynecologists (ACOG), National Medical Association (NMA) and the American Society for Reproductive Medicine (ASRM). Dr. Blackburne has recently been appointed to a four year term as Industry Representative (2016-2020) to the FDA Patient Engagement Advisory Committee (PEAC) to provide advice on issues relating to the regulation of medical devices and their use by patients, and to develop Agency guidance and policies.

Dr. Blackburne is a member of the National Medical Association where she has served as Chair and Co-Chair of the Physician Executive Section (2013-2018), and is an advisor to NMA’s Project IMPACT (Increasing Minority Participation and Awareness in Clinical Trials); she is a Founding member of NAACP Leadership 500, Life Member of the NAACP and has served on the NAACP National Health Committee since 2003. Dr. Blackburne is a member of the Class of 2016 Women in Technology (WIT) Leadership Foundry, corporate board director training and development program.

**Doris Browne, M.D., M.P.H.**

**Dr. Doris Browne** is the 118th President of the National Medical Association (NMA) and the President and CEO, Browne and Associates, Inc. (BAI), a health consulting
company, which manages diversified health programs addressing the health status and disparities of national and international populations. BAI provides education, training, disease prevention consultation and a comprehensive worksite wellness programs to its clientele. As President of the NMA, Dr. Browne’s program theme focuses on a Collaborative Approach to Health Equity entitled “The Urgency of Now: Creating a Culture for Health Equity. She tirelessly champions many causes that have significantly contributed to improving the health status of vulnerable population. She has achieved both national and international recognition as an expert educator and speaker. She has been either featured or quoted in many news articles in the Army Times, US Medicine, Ebony, Essence, Washington Post, PBS News Hour, and ePolitico to name a few. She specializes in and is passionate about health issues, especially breast cancer, women’s health, sickle cell, HIV/AIDS, and radiation casualties. Dr. Browne has made numerous briefings before senior executive government, congressional and White House officials. In addition to being a physician executive, medical educator and “hands on” clinical practitioner, Dr. Browne is a prolific writer. She has authored a textbook, co-edited proceedings of consensus conferences, book chapters, and published numerous articles in the medical field. She was also a Public Policy Scholar at the Woodrow Wilson International Center for Scholars. Her public health background includes health education programs on substance abuse, sex education, sickle cell disease and community health education programs, including participating in an international disaster preparedness and humanitarian assistance program for 17 West African Nations following the Ebola epidemic of 2015. She retired as a Colonel from the United States Army, Medical Corps where she was the Director for Medical Research and Development at the U.S. Army Medical Research and Materiel Command. She also retired from the National Institutes of Health, National Cancer Institute where she managed the breast cancer portfolio in the Division of Cancer Prevention. Dr. Browne is a graduate of Tougaloo College (BS), University of California at Los Angeles (MPH), and Georgetown University (M.D.) and completed an internship, residency, and fellowship at Walter Reed Army Medical Center in Hematology-Oncology. She is member of Trinity Episcopal Church, numerous professional organizations, Alpha kappa Alpha Sorority, and recipient of plentiful awards. She is the mother of one daughter, Nicole and granddaughter, Payton Arianna.

Brian Butler, M.S.

Brian Butler is President and CEO of Vistra Communications (Vistra), a communications strategy and professional solutions agency providing communications and management solutions to corporate, government and nonprofit organizations.

A retired and decorated career military officer, Brian has provided Public Relations, Strategic Communications, Marketing, and Management Consulting services to senior leaders and their organizations for nearly three decades. Prior to founding Vistra, Brian provided Strategic Communications counsel to senior leaders at U.S. Central Command in Tampa, FL. He also served in a director-level policy position on the Homeland Security Council (HSC) in the White House.

Brian has grown Vistra to more than 75 employees with a growing client portfolio which includes clients in healthcare, information technology, transportation, airports, sports and entertainment, local and federal government and nonprofit industries.

Brian holds an M.S. in National Security Strategy from the National War College, an M.S. in Administration from Central Michigan University and a B.S. in Marketing from Hampton University. He also holds certifications from Colleges and Universities across the United States.

Monica May

Monica May is the host of the Tom Joyner Morning Show, as well as news/community affairs director at STAR 94.5 a COX Radio station in Orlando, FL. This is her second time in the Sunshine state, because from 1994–2000 she was an on-air personality for Orlando’s popular Hip Hop Station. In 2002, Monica relocated her family to Houston, TX to work as a media relations specialist for a non-profit organization that worked specifically with the homeless population. In fact, besides her current job as news anchor at STAR “working with the homeless and managing a $4 million housing project for that population, have been the highlights of my career” says Ms. May. It is for her concern and
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generosity to community projects such as that, that she is often called the “HARDEST WORKING WOMAN IN RADIO.” Ms. May is a professional speaker and has also founded her own businesses; Consider Your Image and SPEAK EASY 1, which provide media coaching and workshop facilitation. Monica obtained her B.S. Degree in Speech Communication from the State University of New York at Brockport. She was one of the lucky few that actually began her career in radio immediately upon graduation. Her first job was in 1979 at WDON in Maryland in morning drive. She has also worked at WOL in the nation’s capital under the direction of the infamous radio mogul Cathy Hughes and in Atlanta at KISS. While there, she also worked as a correspondent with Black Entertainment Television (B.E.T.). Ms. May later moved to Montgomery, Alabama where she was program director and an on-air personality for WZHT-HOT 105. During her tenure, the 100,000-watt station maintained their #1 rating status and market visibility. It was during this time that she started her businesses. Monica has an extensive history of community involvement and a loyal audience that consistently responds favorably to her public appearances. Monica May believes that healthy communication is the key to living the most fulfilling and effective life. Her experience as a 30 year broadcast (radio and television) veteran, host of the Tom Joyner Morning Show—on the Orlando Affiliate Star 94.5, and creator of the fastest growing mother-daughter communications workshop entitled, “Let’s Spill the Tea” has distinguished Monica as an expert in optimal communications. Monica speaks to audiences around the world as a means to fulfill her purpose of empowering mothers.

Edith Mitchell, M.D., FACP, FCPP

Dr. Edith Mitchell has authored and co-authored more than 100 articles, book chapters, and abstracts on cancer treatment, prevention, and cancer control. As a distinguished researcher, she has received 21 Cancer Research and Principal Investigator Awards, and serves on the National Cancer Institute Review Panel and the Cancer Investigations Review Committee. In addition to her medical achievements, Dr. Mitchell is a retired Brigadier General having served as the Air National Guard Assistant to the Command Surgeon for US Transportation command and head-quarters Air Mobility Command based at the Scott Air Force Base in Illinois. She has been awarded over fifteen military service medals and ribbons including the Legion of Merit, Meritorious Service Medal, Air Force Achievement and Commendation Medals, National Defense Service Medal, and Humanitarian Service Medal. Dr. Mitchell was selected for inclusion in America’s Top Oncologists. Dr. Edith Mitchell received a B.S. in biochemistry “with distinction” from Tennessee State University and her medical degree from the Medical College of Virginia in Richmond. While attending medical school, Dr. Mitchell entered the Air Force and received a commission through the Health Professions Scholarship Program. She entered active duty after completion of her internship and residency in Internal Medicine at Meharry Medical College and a fellowship in Medical Oncology at Georgetown University.

Alana Peters

Alana Peters is a recent clinical trial participant. She is interested in sharing her perspective on volunteering in this role.

Winston Price, M.D., FAAP, FACPE

Dr. Winston Price is a board certified pediatrician and served as President of the National Medical Association (NMA) from August 2004 to July 2005. As President he guided the NMA to focus greater attention on the use of information technology & EHR’s toward improving consumer health education, maximizing patient healthy outcomes in their healthcare interactions and eliminating health disparities.

He currently serves on numerous advisory boards including the Board of Directors of the National Center on Missing and Exploited Children, SW Georgia Area Health Educational Center (AHEC) and previously served on the Council on Clinical Information Technology & the Task Force on Foster Care of the American Academy of Pediatrics. Dr. Price serves as the President and Chair for the National African American Drug Policy Coalition. Dr. Price’s leadership experience and accomplishments include past service
as medical director for Georgia’s Department of Community Health, Chair of Georgia’s Health Information and Transparency Board, medical director for Aetna’s Brooklyn/Queens/SI NYC health plan, and serving as Executive Clinical Dean for the American University of Antigua School of Medicine. Dr. Price’s international exposure also includes serving as an expert medical consultant to CharityMobi which provides emergency placement and medical care to indigent populations in Tanzania, Ghana, Rwanda, Grenada, Haiti as well as to special needs children displaced by hurricanes in the US such as Hurricane Sandy. He also serves as Director of Health Information Technology for the W. Montague COBB/NMA Health Institute and is the Senior Consultant for a private technology services company that serves the needs of health professionals and non-profit organizations. His current Georgia Board participation includes the Decatur County Board of Health, Chair of The Southwest Georgia Area Health Education Center (Sowega AHEC) and serves as Medical Coordinator for Decatur County Telehealth program. In that capacity Dr. Price has been a featured speaker at numerous provider engagement in telehealth initiatives throughout Georgia. Dr. Price also practices clinical medicine serving a SW population in Georgia with a focus on preventive care and is currently the Chief of Staff at the Memorial Hospital and Manor. In his spare time Dr. Price enjoys traveling worldwide with his family as well as being an active part of the Bainbridge & Decatur County tennis community. He is currently on the boards of the Bainbridge Tennis Association serving as president and the LevelUp Education & Tennis Academy of Decatur County of which he is the Medical Advisor.


Dr. Rueben C. Warren is the Director of the National Center for Bioethics in Research and Health Care and Professor of Bioethics at Tuskegee University in Tuskegee, Alabama. He also serves as Director of the Institute for Faith-Health Leadership and Adjunct Professor of Public Health, Medicine and Ethics at the Interdenominational Theological Center (ITC) in Atlanta, GA. Former positions include Associate Director for Minority Health at the Centers for Disease Control and Prevention (CDC), Associate Director for Urban Affairs at the Agency for Toxic Substances and Disease Registry (ATSDR), Director of Infrastructure Development for the National Center on Minority Health and Health Disparities (NCMHHID) at the National Institutes of Health (NIH), and Associate Director for Environmental Justice at the National Center for Environmental Health-CDC/ATSDR. He is Clinical Professor, Department of Community Health/Preventive Medicine, Morehouse School of Medicine and Adjunct Professor, Department of Behavioral Sciences and Health Education, Rollins School of Public Health, Emory University. Dr. Warren is also Adjunct Professor in the Department of Dental Public Health, School of Dentistry and Adjunct Professor in the School of Graduate Studies and Research at Meharry Medical College and Georgia Health Sciences University. He previously served as Dean and Associate Professor in the School of Dentistry, Department of Preventive Dentistry and Community Health, at Meharry Medical College. His extensive public health experience at community, state, local, national, and international levels range from clinical and research work in the Lagos University Teaching Hospital in Lagos, Nigeria, to heading the Public Health Dentistry Program at the Mississippi State Department of Health. Dr. Warren has contributed to the scientific literature in public health, oral health, ethics, and health services research. He has also served as Chairperson of the Caucus on Public Health and Faith Communities, an affiliate of the American Public Health Association. He is the recipient of numerous awards for distinguished service and he is a member of the American College of Dentists. Dr. Warren earned his BA from San Francisco State University, D.D.S. from Meharry Medical College, M.P.H. and Dr.P.H. from the Harvard School of Public Health, Master of Divinity (M.Div.) from the Interdenominational Theological Center and is an ordained minister. He also completed a two-year residency at the Harvard School of Dental Medicine in Dental Public Health and is board certified in Dental Public Health.
Schedule of Cobb Institute Activities

EDWARD C. MAZIQUE, M.D., SYMPOSIUM
Saturday, August 11, 1:00 – 3:00 PM
Location: Gatlin D

OPENING & AWARDS CEREMONY
National Medical Association
Saturday, August 11, 6:00 – 8:00 PM
Location: Gatlin D

LUNCHEON & COLLABORATION MEETING
By Invitation
Association for Academic Minority Physicians
Sunday, August 12, 9:30 – 11:30 PM
Location: Boardroom

W. MONTAGUE COBB SYMPOSIUM AND LECTURESHIP
W. Montague Cobb/ NMA Health Institute
Sunday, August 12, 2:00 – 4:00 PM
Location: Gatlin A1 & A2

EVENING RECEPTION
By Invitation
W. Montague Cobb/ NMA Health Institute
Sunday, August 12, 6:00 – 8:00 PM
Location: Butler Ballroom

BOARD MEETING
By Invitation
W. Montague Cobb/ NMA Health Institute
Monday, August 13, 8:00 – 11:00 AM
Location: Gatlin A1

MEET AND GREET RECEPTION
By Invitation
Springer Publishing and the Journal of Racial and Ethnic Health Disparities
Monday, August 13, 11:00 AM – 12:00 PM
Location: Gatlin A1

Event Sponsor:

W. Montague Cobb 13th Annual Symposium and Lectureship
Cobb Senior Fellows

Donald E. Wilson, M.D. – Chair
Michael Lenoir, M.D. – Vice-Chair
Louis W. Sullivan, M.D. – Chair Emeritus
Georges C. Benjamin, M.D.
Joseph Betancourt, M.D., M.P.H.
Carolyn Barlet Britton, M.D., M.S.
W. Michael Byrd, M.D., M.P.H.
Linda Clayton, M.D., M.P.H.
Donna Christensen, M.D.
James P. Comer, M.D., M.P.H
Lisa A. Cooper, M.D., M.P.H
Alvin H. Crawford, M.D.
James Gavin III, M.D., Ph.D.
George Hill, Ph.D.
Rodney Hood, M.D.
Sonja Hutchins M.D., M.P.H.
Edith Irby Jones, M.D.
Camara Phyllis Jones, M.D., M.P.H., Ph.D.
Lovell A. Jones, Ph.D., F.H.D.R.
Cato T. Laurencin, M.D., Ph.D.
Thomas LaVeist, Ph.D.
Robert Like, M.D., M.S.
Edith Mitchell, M.D., FACP
Randall C. Morgan, M.D., M.B.A
Elizabeth O. Ofili, M.D., M.P.H., FACC
Roderic Pettigrew, M.D., Ph.D.
Vivian W. Pinn, M.D.
Joan Y. Reede, M.D., M.S., M.P.H, M.B.A.
Griffin Rodgers, M.D.
John Ruffin, Ph.D.
David Satcher, M.D., Ph.D.
Brian Smedley, Ph.D.
Augustus A. White III, M.D., Ph.D.
Richard Allen Williams, M.D., FACC, FAHA
M. Roy Wilson, M.D., M.S.
Jackson T. Wright JR., M.D., PH.D., FACP
Gail E. Wyatt, Ph.D.

Cobb Board of Directors Roster, 2018

Rahn K. Bailey, M.D. (Chair), 2016–2019
Edith P. Mitchell, M.D. (Vice Chair), 2016–2019
B. Lee Green, Ph.D., (Secretary), 2016–2019
Terone Green, M.P.A., (Treasurer), 2017–2020
Chiledum Aghaghotu, M.D., M.B.A., 2017–2020
Lonnie Joe, M.D., 2017–2020
Cedric Bright, M.D., 2015–2018
Oliver T. Brooks, M.D., 2016–2018
George Hill, Ph.D., 2015–2018
Rodney G. Hood, M.D., 2016–2019
Mark Nivet, Ed.D., 2017–2020
Alexus Cooper, 2017–2019
Betty Crutcher, Ph.D., 2017–2020
Richard Allen Williams, M.D., 2017–2020
Doris Browne, 2017–2018
Alvin Crawford, M.D., 2017–2020
Andre Churchwell, M.D., 2017–2020
Randall C. Morgan Jr., M.D., M.B.A

Cobb Staff Members

Randall C. Morgan Jr., M.D., M.B.A.
Executive Director

William B. Harvey, Ph.D.
Associate Director

Evelyn Lewis, M.D., M.A., FAAFP
Consultant - Cobb Scholars

Virginia Caine, M.D., M.P.H.
P.I. and Research Consultant

Winston Price, M.D.
Information Technology Director

Tiffany N. Reid, M.P.H.
Research Specialist

Faith Cooper, M.P.A.
Senior Administrative Consultant