



Duke Translational Medicine Institute and MURDOCK Study  
147 West Avenue  
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# HORIZONS



A quarterly newsletter for MURDOCK Study participants

## MURDOCK Study enrollment: 5000 and counting

On January 5, 2011, the MURDOCK Study enrolled its 5000th participant: Todd Redden, EdD, executive director of physician education, medical staff services, and research at Carolinas Medical Center-NorthEast.

“Unfortunately, we have collectively become a ‘me’ society. My personal contribution to the scientific breakthroughs that could potentially result from this study is the opportunity to give to someone else, to possibly thousands [of people],” said Dr. Redden. “There is no greater satisfaction than being part of something larger than ourselves. [Contributing] to this study provides that opportunity.”

Dr. Redden also said he appreciated the simplicity of the enrollment process. “It was very easy. Everything was accomplished in a single visit. It required about 30 minutes of my time to complete the paperwork and provide the samples. The staff was very helpful and the time spent was well worth it.”

Leah Boulter Bouk and Kuanda McDuffie—who enrolled Dr. Redden—and other MURDOCK Study staff members work to maintain the enthusiasm and momentum of study enrollment. Recruitment efforts are not only diverse and far-reaching but creative and custom-designed for organizations, companies, churches, and schools. The “mass enrollment”

events held at these locations have proven successful in efficiently enrolling local participants.



Todd Redden, EdD, the MURDOCK Study's 5000th enrollee

The MURDOCK Study also depends on an active enrollment network developed across 17 healthcare practices in Kannapolis and elsewhere in Cabarrus County. Eight of these sites have been trained extensively to operate independently and thus can conduct some or all of the study enrollment procedures.

“Without the strong alliance of collaborators and supporters across the region and the state, we would not be where we are today,” noted Dr. Ashley Dunham, community health project leader for the MURDOCK Study. “The local community’s commitment to this project is a strong first step toward the global impact that the MURDOCK Study is expected to have.”

*\* If you know of a local community organization that may be interested in learning more about the MURDOCK Study, please ask them to call the MURDOCK Study office at 704-250-5861.*



### Tell us your story

We are interested in collecting testimonials about why you joined the MURDOCK Study. We would like to use these personal contributions to enhance our ongoing recruitment efforts. Please share your story by e-mailing it to [murdock-study@duke.edu](mailto:murdock-study@duke.edu) with “My Story” in the subject line of the e-mail. We hope to hear from you soon!

### Has your address changed?

If your contact information—physical address, phone number(s), or e-mail address—has changed since you joined the MURDOCK Study, please help us keep our records current by contacting our office at 704-250-5861 or at [murdock-study@duke.edu](mailto:murdock-study@duke.edu).

## Refer-a-friend raffle

Please help us with our recruitment efforts by telling your friends about the MURDOCK Study and referring them to us. If you know someone who might be interested in the study, please have him or her complete the referral card you received in your goodie bag on the day you joined the study and include your name on the "referred by" line at the top.

If you did not receive a referral card and are interested in referring others to the study, please call us at 704-250-5861 or stop by our office (147 West Avenue, Kannapolis, NC 28081) and pick up a few cards to give to your family members and friends.

### If your friend or family member joins the MURDOCK Study, you will be entered into a quarterly raffle to win a \$50 gift card!

Our latest raffle winner, Ms. Pearl Asbury (pictured here), is an 83-year-old retired nurse who lives in Concord, NC. She enrolled in the study because she wants her great-grandchildren to benefit from a better understanding of diseases that commonly affect the public's health, such as heart disease, diabetes, arthritis, Alzheimer's disease, and multiple sclerosis. "Having worked in the medical field for many years, I know how important it is to continue learning new things," Ms. Asbury said.



Ms. Pearl Asbury

## MURDOCK Study team hosts first holiday dinner

The MURDOCK Study team hosted its first holiday dinner on December 8, 2010 at Restaurant Forty-Six in Kannapolis, NC. The team wanted to show its appreciation to the staff of the MURDOCK Study enrollment sites—doctors, nurses, physician assistants, medical office managers, pharmacists, and many others—who have supported its recruitment and enrollment efforts for the last 2 years.

More than 40 healthcare providers and support staff attended the event. During dinner, Dr. L. Kristin Newby, co-principal investigator of the MURDOCK Study Community Registry and Biorepository, and Dr. Ashley Dunham, community health project leader for the MURDOCK Study, presented study updates and goals.

Clinical research coordinator Leah Boulter Bouk, who was instrumental in organizing the dinner, was thrilled with the turnout and hopes to host similar appreciation events in the future. "It was a great night and an opportunity for local providers to meet and network with their clinical colleagues," said Bouk. "I think it motivates the sites and helps them realize that they are not alone, but rather part of a network of sites collaborating to achieve a common goal."

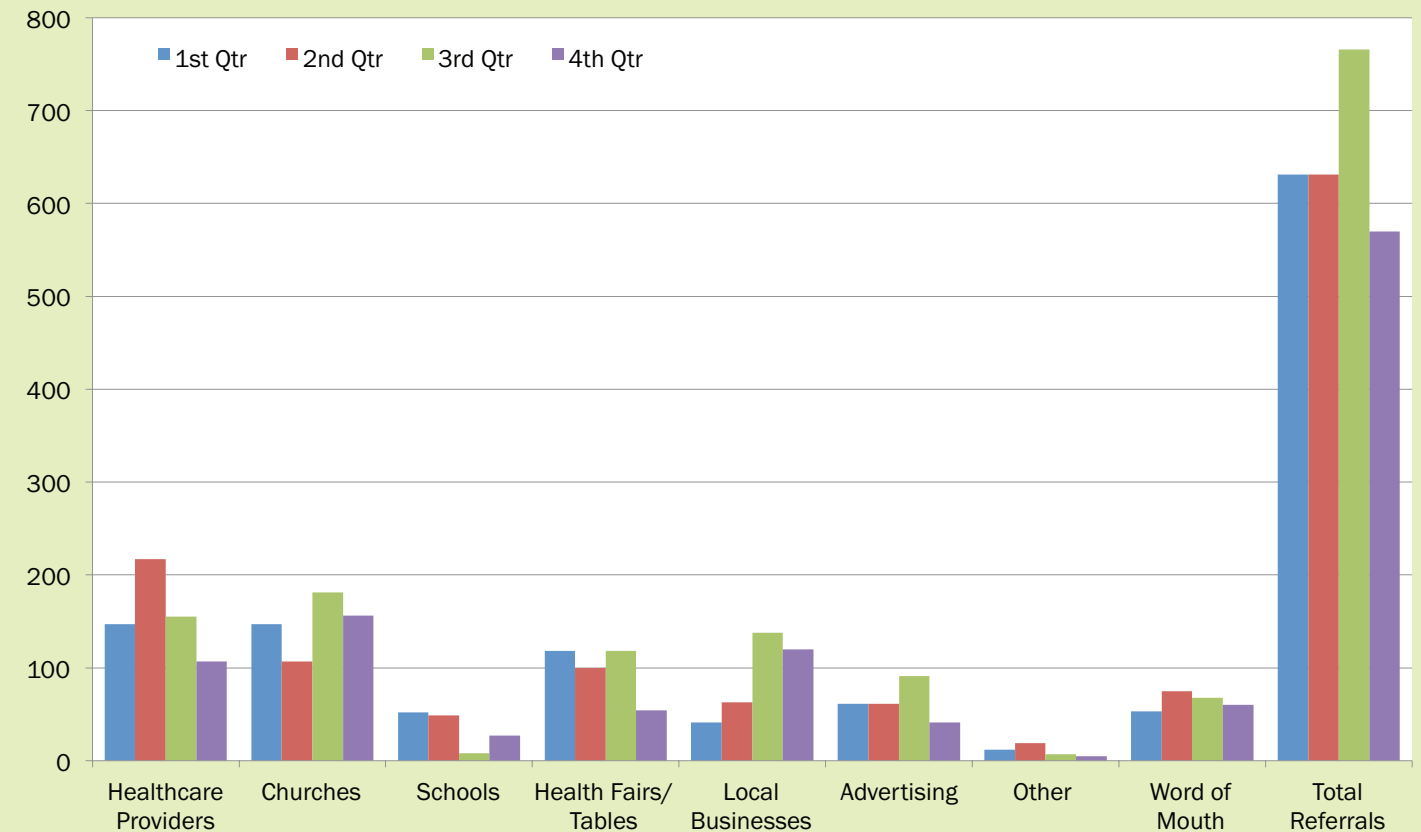
Bouk added that educating the local healthcare community about the MURDOCK Study is a work in progress. "We have a long way to go," she said.



Winter 2011

## Referral Trends for Study Participants, 2010

This figure illustrates the channels through which local organizations and partners are helping spread the word about the MURDOCK Study. Without them, the MURDOCK Study would be unable to recruit and enroll so many participants.



## Print and electronic versions of Horizons now available

Thank you to everyone who responded to our survey about your preferred newsletter format: print newsletters by mail or electronic newsletters by e-mail. We are currently organizing the information you provided in our database. In the meantime, we will continue to distribute print newsletters by mail and electronic newsletters by e-mail to ensure that everyone receives a copy.

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## Take the MURDOCK Study enrollment experience survey

We are interested in your feedback about your MURDOCK Study enrollment experience, including the site location where you enrolled, the ease or difficulty of enrolling, and the coordinator who helped you.

If you have already joined the MURDOCK Study, please help us improve others' experiences by participating in a short survey on our website: [www.murdock-study.org](http://www.murdock-study.org).

This survey will take no more than 10 minutes of your time.

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