Duke University's MURDOCK Study adds project leader for strategy

KANNAPOLIS, N.C.—Dec. 11, 2014—Douglas Wixted has joined Duke University's MURDOCK Study team as a project leader.

Wixted will manage a number of strategic initiatives for the MURDOCK Study, including a focus on informatics, efficient and scalable infrastructure, and maximizing data quality and value. He worked with the MURDOCK Study from 2011 to 2013 and re-joined the Duke and MURDOCK family in December 2014 after a year at Quintiles, a global life science services firm headquartered in Research Triangle Park.

Wixted is based in Durham but will spend one to two days per week at the MURDOCK Study office at the North Carolina Research Campus in Kannapolis.

His professional experience spans a number of different clinical and healthcare research sectors, including patient and investigator engagement strategies, digital recruitment and retention tactics, informatics and data management, clinical strategy and design of experiments and measures, regulatory affairs and medical writing. Wixted’s research interests include behavioral economics and person/patient empowerment as it relates to healthcare services and resulting data and information.

He earned a Master of Management in Clinical Informatics (MMCI) from the Fuqua School of Business at Duke University in Durham and a Bachelor of Science in Integrated Science and Technology (ISAT) from James Madison University in Harrisonburg, Va., where he concentrated in biotechnology with sector work in health systems and telecommunications.

Duke now has 35 full-time employees, including 26 in Kannapolis, working on the MURDOCK Study and related population health research projects.

MURDOCK stands for the Measurement to Understand the Reclassification Of Disease in Cabarrus/Kannapolis. Duke launched the study in 2007 with a $35 million gift from David H. Murdock, founder and developer of the North Carolina Research Campus and chairman of Dole Foods.

Duke aims to enroll 50,000 people in the Community Registry and Biorepository. To learn more or start the enrollment process, call 704-250-5861 or visit www.murdock-study.org.

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