



## CTSI Integrating Special Populations Webinars

### Previous Sessions:

The goal of this series is to provide an understanding of the ethical background, regulatory knowledge, and models of best practices for conducting research when the participants represent special populations and vulnerable subjects.

### Next Sessions:

“The next session is tentatively planned for September, 2021”

In case you missed our live sessions, visit our [Youtube Channel](#) for full recordings.

***Jun. 28, 2021, 12 - 1 p.m.***

### **Research to Reality: Human-Centered Approaches to Recruitment and Retention**

***Presented by Lisa Marceau, MPH, PMP & Julia Coleman, BA [Anthem/HealthCore (formerly NERI)]***

This session will challenge attendees to return to our research roots by considering research as a human experience. We will discuss how participants are the most important part of any research study. From this point of view, we will share tools and best practices for improving recruitment, retention and field maintenance through combining research and design.

This webinar will explore a different way of thinking about recruitment as a holistic approach from proposal to post study follow-up. We will demonstrate through experience and examples how this approach is a more efficient and effective method for meeting study goals and leaves the field ready for the next project.

[Register here](#) or contact us, [ctsisvcs@bu.edu](mailto:ctsisvcs@bu.edu) for more information

## Speakers

***Lisa Marceau, MPH, PMP  
Staff Vice President  
Diversified Business  
Group/Anthem***



Lisa Marceau is an experienced business executive with specialized expertise leading diverse teams and guiding collaborations between research and technology. She is a thought leader focused on addressing the profound changes in health related to the digital native generations. By both understanding the emerging health and healthcare challenges and listening to what digital generations want, she creates meaningful change by addressing important questions about how we will engage with, and modify, healthcare in concept and in practice. Her perspective and research focus are built on over 25 years of conducting and supporting health services and clinical research and producing evidence-based digital tools and programs. Her extensive experience is enhanced by leadership in strategic growth, organizational change, innovative approaches, and operations management.

***Julia Coleman, BA  
Senior Program Manager  
HealthCore***



Julia Coleman is a Senior Program Manager at HealthCore. While her background is in social and behavioral health research, she is passionate about using technology to conduct research, improve public health, and reduce health disparities. She has experience in design and marketing and understands “both sides of the fence” to effectively lead projects from both perspectives. She has managed over 50 projects through their full lifecycle and has had a contributing role on over 150 projects and proposals.

Her specific expertise includes: Health education product development and evaluation projects including websites, apps, video games, and documentary films; Clinical and digital research studies ranging from formative focus groups to large-scale randomized controlled trials; and a wide range of marketing and communication projects, including clinical trial recruitment and retention campaigns and a recent company re-brand.