

CRAACO[®]

Clinical Research as a Care Option

2025 Event Highlights



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Welcome

We are pleased to share this recap of the 10th annual CRAACO: Clinical Research as a Care Option conference, September 15, 2025, for those who were able to attend, and those who could not.

CRAACO convened over 100 leaders from hospital and healthcare systems, along with pharma executives to report on the progress to embed clinical trials where patients receive care. This year, CRAACO shared the networking with its sister event, Partnerships with Sites.

Dr Christina Brennan, Northwell Health, traced the journey of clinical research as a care option over the past decade. Keynote **Dr Brian Slomovitz** presented how Mount Sinai Medical Center Miami Beach had intertwined clinical research into a community cancer center and remained competitive amongst other hospitals.

Nick Slack, The START Center for Cancer Research, spoke about embedding clinical research staff into partnering healthcare organizations to provide patients with access to oncology trials.

Dr Emily Ray Ko, Duke Regional Hospital, presented about how her hospital had built the necessary blocks for clinical research, and spoke with Manatt Health's **Donna O'Brien** about how health systems can make trials more productive.

Dr Karen Knudsen, Parker Institute for Cancer Immunotherapy, and **Kent Thielke**, Paradigm Health, underscored how technology reduced the trial administrative burden to staff and integrated clinical trials into physician workflows. **Joe Lengfellner**, Memorial Sloan Kettering Cancer Center, and **Sebastien Rhodes**, Triomics, spoke about clinical trial matching for oncology trials.

Keynote **Dr Laura Esserman**, University of California, San Francisco, highlighted how her I-SPY trial had turned the clinical environment into a learning health system, to provide breast cancer patients with cutting-edge therapeutics.

High-level panel discussions focused on two of the biggest challenges and trends of the industry. The first outlined how pharma can partner with **multi-location health system structures** to do research. The second focused on how to **engage medical staff** and build in the proper **support for doing clinical research**.

Nadir Ammour, Sanofi, and **Dr Colleen Tenan Purcell**, spoke about matching patients to clinical trials with AI and scaling up eSource EHR data collection. **Dr Ali Abbasi**, University of California, San Francisco, gave the CRAACO audience insights into how to create a data infrastructure that enabled the integration of care and research.

Todd McGrath, MRN, **Dr Elizabeth Johnson**, University of Montana, and **Dr J. Kaitlin Morrison**, University of South Carolina, Chapel Hill, each presented their unique way of bringing clinical trials directly to patients in rural, frontier and community settings.

Jeff James, Wilmington Health System, and **Dr Maureen Canavan**, Yale, spoke about measuring the value of CRAACO, and the potential cost-savings of clinical trials in care centers. Merck's **Adam Kinsey**, co-chair of the CRAACO conference, closed the day with key lessons, key learnings, and future next steps.

Next year, we plan to combine Partnerships with Sites and CRAACO to further help the industry's goal of strengthening community-based clinical trials and to maximize networking.

Going forward, we will be doing a quarterly editorial roundup under the branding of Partnerships with Sites that provides a broader range of content that supports community-based clinical trials.

We hope you enjoy this recap of the 10th annual CRAACO. For inquiries about speaking opportunities, topics or sponsorships, email service@tcflc.org.

Sincerely,

Danny McCarthy
Multimedia Editor and Co-Producer
And the CRAACO team

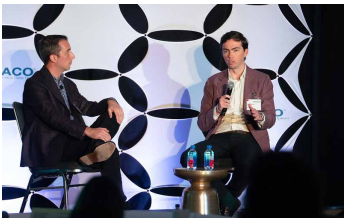
Photo Gallery

For more photos, click [here](#)



Photo Gallery

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CRAACO Speaking Faculty Shines

Keynote: How to Develop a Clinical Research Program within a Community Cancer Center

- **Brian Slomovitz, MD**, *Director of Gynecologic Oncology, Mount Sinai Medical Center Miami Beach*

Keynote: Turning Clinical Environments into Learning Health Systems to Bridge the Gap Between Care and Research

- **Laura Esserman, MD, MBA**, *Professor of Surgery & Radiology/Director, University of California, San Francisco/UCSF Breast Care Center*

CRAACO 2025 Co-Chairs

- **Christina M. Brennan, MD, MBA**, *SVP, Clinical Research, Northwell Health*
- **Adam Kinsey**, *Associate VP, Clinical Operations, Regional Head North America, Merck*

Clinical Research as a Care Option: The Journey, Progress and Next Steps

- **Christina M. Brennan, MD, MBA**, *SVP, Clinical Research, Northwell Health*

Expanding Access and Accelerating Cancer Drug Development through Community-Based Oncology Research

- **Nick Slack, MBE**, *Chairman and CEO, The START Center for Cancer Research*

How Duke Regional Hospital Built their Clinical Research Infrastructure

- **Emily Ray Ko, MD, PhD**, *Assistant Professor, Duke Department of Medicine Hospitalist Medicine, Duke Regional Hospital*

What Health Systems Need to Do to Make Trials More Productive and Effective

- **Emily Ray Ko, MD, PhD**, *Assistant Professor, Duke Department of Medicine Hospitalist Medicine, Duke Regional Hospital*
 - Moderated by **Donna O'Brien, MHA**, *National Advisor, Manatt Health*

CRAACO Speaking Faculty Shines

Orienting Clinical Trials Around Patient Care

- **Karen Knudsen, MBA, PhD, CEO**, Parker Institute for Cancer Immunotherapy
- **Kent Thielke**, CEO, Paradigm Health

How to Better Partner with Multiple Location Health System Structures for Clinical Trials

- **Adam Kinsey**, Associate VP, Clinical Operations, Regional Head North America, Merck
- **Jennifer Byrne**, Founder and CEO, Javara
- **Joe Lengfellner**, Sr Director, CR Informatics and Technology, Clinical Research Administration, Memorial Sloan Kettering Cancer Center
- **Donna O'Brien, MHA**, National Advisor, Manatt Health
- **Nancy Reilly, RN, MS**, Executive Director, Rutgers Health - Clinical Trials Office
- **Michael Seiden, MD, PhD, CMO**, N-Power Medicine

Supporting Clinical Trial Matching for Oncology Patients

- **Sebastien Rhodes**, VP, Strategy & Operations, Triomics
- Moderated by **Joe Lengfellner**, Sr Director, Clinical Research Informatics, Memorial Sloan Kettering Cancer Center

Solutions to Engage Medical Staff and Support for Clinical Research

- **Jeff James**, CEO, Wilmington Health System
- **Chad Adams, MPH, AVP**, Chief Operations Officer, HonorHealth Research Institute
- **Quincy J. Byrdsong, EdD, CIP, CCRP**, VP, Research Operations, Ballad Health
- **Adam Kinsey**, Associate VP, Clinical Operations, Regional Head North America, Merck
- **Chris Komelasky**, CEO, SiteBridge Research
- **Emily Ray Ko, MD, PhD**, Assistant Professor, Duke Department of Medicine Hospitalist Medicine, Duke Regional Hospital

Measuring the Value of Integrating Clinical Trials and Clinical Care

- **Jeff James**, CEO, Wilmington Health System



CRAACO Speaking Faculty Shines

The Impact of Clinical Trial Participation on Cost and Performance in Cancer Centers

- **Maureen Canavan, PhD**, Associate Research Scientist (General Medicine), Cancer Outcomes, Public Policy and Effectiveness Research Center, Yale School of Medicine

Creating Greater Research Access For Patients & Sites In Their Own Communities

- **Todd McGrath**, Chief Operating Officer & General Manager, Home Trial Support, MRN

Matching Patients to Clinical Trials with AI and Scaling up eSource EHR Data Collection

- **Nadir Ammour, DDS, MBA**, Global Lead, Clinical Innovation & External Partnerships, Sanofi
- **Colleen Purcell Tenan, MD**, VP, Medical Director, Javara Research

How to Embed Clinical Research in Rural and Frontier Health Systems

- **Elizabeth Johnson, PhD, RN**, Assistant Professor, Data and Systems Science, Nursing Informatics, Montana State University

Leveraging Local HCPs to Decentralize Clinical Research in North Carolina

- **J. Kaitlin Morrison, PhD**, Assistant Professor, Hematology, Executive Director, UNC Lineberger Comprehensive Cancer Center Clinical Research, UNC-Chapel Hill

Creating the Data Infrastructure that Enables the Integration of Care and Research

- **Ali Abbasi, MD, MPhil, MSci**, Surgery Resident, University of California, San Francisco



Thank You to the CRAACO 2025 Sponsoring Companies



Helping More Patients Get Access to Clinical Trials in Their Care Communities

SAVE THE DATE

September 14, 2026

**Sheraton Boston Hotel
Boston, MA**

**Annual Event
Digital Editorial
Year-Round Podcasts & Webcasts**

CLINICALTRIALACCESS.COM

*For inquiries about speaking opportunities, topics or sponsorships,
email service@tcflc.org*