



**MENASA  
Group  
Presents  
MENASA  
SUMMIT  
4/19/2025**

# A G E N D A

## Demystifying the Clinical Trial Journey for Healthcare Professionals

**7:45 - 8:45 AM** Registration (Main Hall) and Breakfast (included with registration)

**ALL SESSIONS WILL BE HELD IN THE MAIN AUDITORIUM HALL (G/H/I)**

**8:45 - 9:00 AM** Entertainment Program 1

**9:00 - 9:10 AM** EMCEE: Hana Baroudi, PhD Cand, Medical Physics at the University of Texas MD Anderson Cancer Center

**9:10 - 9:45 AM** MS200: The Great Inaugural Launch: Advocacy and Support, opening session with a panel of keynote speakers.

**Arab American Keynote Speakers:**

- Hadi Danawi, PhD, MPH (Moderator)
- Pierre N. Khoury, MD
- Nidal Moukaddam, MD, PhD
- Fadi Dimassi, Business & Community Leader

**South Asian American Keynote Speakers:**

- Hadi Danawi, PhD, MPH (Moderator)
- Suleman Lalani, MD
- Mirza Rahman, MD, MPH
- Asim Shah, MD
- Dr. Raffia Qutab

**9:50 - 10:10 AM** MS201: Patient recruitment and perceptions

*Overcoming Barriers to Recruitment and Understanding Patient Perspectives*

**Objectives of this presentation:**

- Address barriers to MENASA patients' recruitment, including cultural perceptions, mistrust, and logistical challenges.
- Equip global MENASA and American physicians with effective recruitment strategies that are culturally sensitive and tailored to the unique needs of minority populations.
- Provide insights into MENASA patient perceptions and experiences in clinical trials, helping physicians build trust and improve communication with potential trial participants.

**Speakers: Asim Shah, MD & Nidal Moukaddam, MD, PhD**

**10:15- 10:40 AM** MS202: Building the Foundation: Introduction to Clinical Trials, **presented by Mitchell Hilbe**  
*Engaging Naïve and Non-Naïve Physicians in Clinical Trials*

**Objectives of this presentation:**

- Introduce the basics of clinical trials to global MENASA and American physicians unfamiliar with the field.
- Highlight the importance of physician involvement in clinical trials for improving diversity.
- Provide foundational knowledge on the roles and responsibilities of clinical investigators.

**10:40 - 10:50 AM** Disco & Bio Break

**10:55 - 11:15 AM** MS203: Regulatory Expectations and Compliance in Clinical Trials, **presented by Mazhar Jaffry, MBBS, MBA, MHA**

*Regulatory Pathways and Compliance for MENASA American Physicians*

**Objectives of this presentation:**

- Educate physicians on key FDA regulations and compliance requirements for clinical trials.
- Build an understanding of IRB processes and ethical considerations.
- Help global MENASA and American physicians navigate the regulatory landscape specific to minority involvement in trials.



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**11:20 - 11:40 AM** MS204: Oncology Clinical Trials: The Evolving Landscape of Cell and Gene Therapy  
*Deepening Engagement & Enhancing Cultural Competency in Clinical Trials,*  
**presented by Bilal Abid, MD, MS**

**Objectives of this presentation:**

- Learn the Current State of FDA Approved and Existing Therapeutic Pipeline of Cellular Therapy in Oncology.
- Examine Phase I clinical trials in Cell and Gene Therapy - FDA regulations and a call to action for patient-centric endpoints.
- Learn how existing data related to access barriers in Black and Hispanic cohorts can be leveraged to enhance recruitment of Middle Eastern, North Africans and South Asian populations into clinical trials.

**11:45 - 12:00 PM** MS205: Decentralized Clinical Trial Tools (DCTs) & Wearables For Digital Health in Clinical Trials  
*Leveraging Digital Tools for Physician Engagement,* **presented by Wessam Sonbol, BS**

**Objectives of this presentation:**

- Introduce emerging DCTs and platforms for clinical trial management and recruitment.
- Explore how DCTs can benefit global MENASA and American physicians and communities.
- Provide training on the use of digital tools like e-consent and remote monitoring in clinical research.

**12:05 - 12:55 PM** **Community Lunch (included with summit registration)**

**1:00 - 1:20 PM** MS206: Grants and Programs for Diverse Communities, **presented by Omar Aldabagh, PhD**  
*Accessing Funding and Resources to Support Minority Public Health Infrastructure Programs*

**Objectives of this presentation:**

- Educate global MENASA and American public health professionals on available grants and funding opportunities to strengthen public health infrastructure and capacity building
- Guide the audience on Grants management for public health programs and addressing social determinants of health.
- Facilitate support for public health research and community outreach initiatives.

**1:25 - 1:45 PM** MS207: Datasets & Feasibility Studies, **presented by Terry Hartley, PhD**  
*Leveraging Data for Feasibility and Success in Clinical Trials*

**Objectives of this presentation:**

- Educate global MENASA and American physicians on the importance of leveraging clinical datasets to determine the feasibility of trials, especially in underrepresented minority populations.
- Train physicians on how to use feasibility studies to identify potential patient populations and optimize trial design.
- Provide insights into accessing and utilizing real-world data (RWD) and real-world evidence (RWE) to support trial enrollment and outcomes in MENASA communities.

**1:50- 2:10 PM** MS208: Budget Negotiations & Clinical Trial Agreements  
*Maximizing Financial and Contractual Success in Clinical Trials*

**Objectives of this presentation:**

- Equip global MENASA and American physicians with skills to negotiate fair and competitive budgets with sponsors and CROs, ensuring adequate compensation for trial participation and overhead.
- Educate physicians on the key elements of clinical trial agreements (CTAs), including intellectual property rights, indemnification, and payment terms.
- Provide best practices for managing financial risks and ensuring transparency and accountability in clinical trial agreements to protect minority physicians and their practices.

**Speakers: MaryAnn Bowman, BS & Layla Jabur, BA.**



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**2:15 - 2:25 PM**    **Disco & Bio Break**

**2:30 - 2:55 PM**    MS209: Business Development & Clinical Trials Award.

*Building a Sustainable Global Platform for Clinical Trial Best Practices and Recognizing Excellence*

**Objectives of this presentation:**

- Provide strategies for physicians to develop and grow their clinical trial business, focusing on partnerships, marketing, and operational efficiency.
- Guide global MENASA and American physicians on how to position their practices to win clinical trial awards and recognition, boosting credibility and visibility in the industry.
- Provide market insights into the ever-changing site market of clinical trials to position sites and investigators for present and future clinical trial success.

**Speakers:** Al Pacino II, BS & Darian Trojacek, MSc.

**3:00 - 3:30 PM**    MS210: MENASA Junior Clinical Research Academy, Panel Discussion

*Empowering Youth Ambassadors for Clinical Research Awareness*

**Objectives of this presentation:**

- Introduce youth under 18 from the MENASA region to the basics of clinical research, aiming to inspire interest and understanding of its importance in healthcare.
- Equip youth ambassadors with tools and knowledge to raise awareness about clinical trials within their schools and communities, focusing on the significance of diversity in research.
- Develop leadership skills by training participants to engage in community outreach, helping them promote the importance of clinical research and recruit diverse participants from their networks.

**Speakers:** Qunoot Almecci, EdD; Bryce Nicholas, ALM & Ana Bestic

**3:35 - 3:55 PM**    MS211: FDA Diversity Action Plan

*Evaluating the FDA's Diversity Action Plans and Leveraging Them for Success*

**Objectives of this presentation:**

- Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of the FDA's Diversity Action Plans, focusing on their implications for increasing Arab and South Asian American representation in clinical trials.
- Educate stakeholders about the specific offerings and incentives provided within the Diversity Action Plans that CROs and sponsors can utilize to enhance minority recruitment and retention.
- Develop actionable strategies for CROs and sponsors to effectively implement the FDA's diversity guidelines in clinical trial design and execution, ensuring both compliance and meaningful inclusion of underrepresented populations.

**Speakers:** Hadi Danawi, PhD, MPH & Mitchell Hilbe

**4:00 - 4:30 PM**    MS212: Closing & Final Notes: Call for Actions. Panel Discussion

**Speakers:** Hadi Danawi, PhD, MPH; Rasha Babiir, MD; Mitchell Hilbe; Rhea Sharma, MS; Nicole Holguin, BSHA ; Preeti Dhaania, M.B.B.S ; & MaryAnn Bowman, BS.

**4:35 - 4:50 PM**    Entertainment Program 2

**5:00 PM**    Adjourn



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# Demystifying the Clinical Trial Journey for Healthcare Professionals

## Breakout Sessions (Rooms E & F)

- 1:00 - 1:25 PM** Advancing Clinical Insights: Target Trial Emulation as a Bridge Between Clinical Trials and Real-World Evidence (Room E)  
***Presented by Mohanad Albayyaa MD***
- 1:00- 2:00 PM** Diversity and Inclusion in Clinical Safety: Elevating Representation of MENASA Communities (Room F)  
***Speakers: Omar Aimer, PhD***
- 1:35 - 2:00 PM** Enhancing Patient-Centered Clinical Trials: AI-Powered Consent Forms for Effective Recruitment (Room E)  
***Presented by Ina Burgstaller, BSc; MSc***
- 2:10 - 2:35 PM** Identifying and Targeting the Right Partnerships for Clinical Trials (Room E)  
***Presented by Darian Trojecak, MSc***
- 2:10 - 2:35 PM** Patient Experience Data as a Retention Tool in Clinical Trials (Room F)  
***Presented by Farah Ahmad, MBA***
- 2:40- 3:05 PM** Regenerative Health & the Role of Stem Cells in the Body (Room F)  
***Presented by Jason Wozniak, MBA***

## Workshops

- 2:45 - 3:15 PM** Clinical Trials/Principal Investigators Training towards a Certification (free) (Room E)  
***Presented by Alisha Moore & Danial Hassan, MD (CEO | Founder | Clinical Research Innovator and Revival Research Institute)***
- 3:00- 5:00 PM** Good Clinical Practice- 3 levels/33 modules, towards a certification (additional \$200)- (Room F)  
***Presented by Joshua Webber, BS (Clinical Research Learning Network)***
- 3:30- 5:00 PM** Diversity Workshop towards a certification (additional \$200)- (Room E)  
***Presented by Barry Holmes, A. A. S (Genesis Medical Research Group)***





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Get to know our industry professional and passionate speakers from academic and research institutions

### ***Hosts: EMCEE & Session Moderator***



**Hana Baroudi:** PhD Cand: Medical Physics at the University of Texas MD Anderson Cancer Center



**Rasha Babikir, MD.** Director; Clinical Research Consultant

### ***Keynote Speakers***



**Hadi Danawi, PhD, MPH**

- President Arab Board for Clinical Research
- President of Habibis United Research
- Founder of MESANA Group: SUMMIT, Magazine Junior Academy, Referral Club, Site Network & Clinical Research
- Co-founder and Chief Diversity Officer of DiversiTrials



**Pierre N. Khoury, MD**

- National Treasurer of the American Lebanese Medical Association (ALMA) Houston Chapter
- President of USJ Alumni Houston Chapter
- Vice President of Millennium Physician
- Board certified in Internal Medicine, Hematology, Oncology



**Nidal Moukaddam, MD PhD**

- President of the National Arab American Medical Association (NAAMA)
- Professor of Psychiatry & Behavioral Sciences, Baylor College of Medicine in Houston
- Director for Psychiatry Outpatient Services in the Harris Health System



**Fadi Dimassi**

- President of the American Lebanese Cultural Center (ALCC) in Houston, TX.
- Business & Community Leader



**Suleman Lalani, MD**

- Texas House Representative - Legislator for District 76
- Quadruple Board Certified Physician
- Community Leader



**Mirza Rahman, MD, MPH**

- President of the American College of Preventive Medicine
- Co-Founder and President of the Guyanese Diaspora Charity Adjunct Associate Professor of Epidemiology at the Columbia University's Mailman School of Public Health Adjunct
- Associate Professor at the University of Guyana, in Guyana, South America.



**Asim Shah, MD**

- Professor & Executive Vice Chair of the Menninger Dept of Psychiatry at the Baylor College of Medicine in Houston, Texas



**Raffia Qutab, MD**

- APPNA Chair Liaison Committee
- Instructor at Umass Chan Medical School MA
- Director/owner of Rutland family Health Center, Holden, MA

## Speakers



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# S P E A K E R S



**Mitchell Hilbe**

- CEO & Co-founder of DiversiTrials



**Mazhar Jaffry, MBBS, MBA, MHA**

- Founder and CEO at Revival Research Institute, LLC



**Bilal Abid, MD, MS**

- Clinician-Scientist, Hematology/Oncology, UT Houston & MD Anderson Cancer Center



**Wessam Sonbol, BS**

- Founder, CEO at Delve Health Healthcare Technology, Clinical Research, Digital Endpoints



**Omar Aldabagh, PhD**

- Vice President of the Iraqi American Health and Cancer Foundation, City of Houston.



**Terry Hartley, PhD**

- Texas Health and Human Services



**Maryann Bowman, BS.**

- ClinGRO Solutions – Founder & CEO
- CollabTrials – Co-founding Partner & Manager
- Clinical Research Justice League – Co-founder & Executive Director



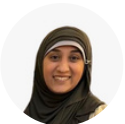
**Al Pacino II, BS**

- President at BlueCloudX at HealthCarePoint.com



**Darian Trojacek, MSc**

- Partnership Consultant at Diversitrials



**Qunoot Almecci, EdD**

- Director of Clinical Education
- Advocate for Diversity in Clinical Trials



**Mohanad AlBanyaa, MD**

- Physician-Scientist, Faculty at the University of Texas Medical Branch



**Omar Aimer, Pharm. D, PhD, QPDS, FISoP**

- ISoP EC member and Treasurer
- NASoP President



**Farah Ahmad, MBA**

- Chairman of the Board and Co-Founder, PatientX



**Ina Burgstaller, BSc; MSc**

- Co-founder & CEO at Bionabu





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Get to know our industry professional and passionate speakers from academic and research institutions



**Jason Wozniak**

- Managing Partner, Rocky Creek Integrated Medical & Wellness Center



**Rhea Sharma, MPH**

- South Asia Regional Director, MENASA Group
- Founder Desi Woman in Clinical Research



**Nicole Holguin, BSHA**

- CEO & Co-founder Cornerstone Clinical Research Services



**Preeti Dhaania, M.B.B.S.**

- COO & Founder, Cornerstone Clinical Research Services

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### Workshop Hosts



**Alisha Moore, MSc.**

- *CEO | Founder | Clinical Research Innovator*



**Danial Hassan, MD, MSc, FISQua**

- Revival Research Institute



**Joshua Webber, BS**

- Founder and CEO: Clinical Research Learning Network



**Barry Holmes Jr. A. A. S**

- Vice President of Strategy and Development, Genesis Medical Research Group

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### Special Programs

<b>9:00 AM - 4:00 PM</b>	Meditation/Zen (Room A)
<b>9:00 AM - 4:00 PM</b>	Prayer (Room B)
<b>9:00 AM - 4:00 PM</b>	Silent Auction (Room C)
<b>9:00 AM - 5:00 PM</b>	MENASA Clinical Research Junior Academy/Meeting Room (Room D)
<b>1:00 AM - 5:00 PM</b>	Breakout Sessions/Workshops (Rooms E & F)
<b>9:00 AM - 4:00 PM</b>	Sponsors/Vendors (Autidorium K/J)