November 14, 2017
Young Investigators Webinar Series:
Effective Communication in Biomedical Research

Session 2 - Peer To Peer Communication

Presenter: Laura Green Ph.D.,
Consortium Project Manager
Director's Office / Clinical Research
Fred Hutchinson Cancer Research Center

Moderator: Doreen Badheka, Ph.D.
Program Director, Graduate School of Biomedical Sciences, Rutgers University

Westchester Biotech Project
Research Community Resources
Welcome!

Westchester Biotech Project
333 Mamaroneck Avenue, #340
White Plains, New York 10605

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www.WestchesterBiotechProject.org

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On Twitter we’re @WestchesterBio

Westchester Biotech Project
Research Community Resources
Westchester Biotech Project

-a borderless initiative mapping the future for regional and international collaboration

Co-Founders:

Michael Welling, Chair
Partner, Meridian Risk Management

Joanne Gere, Executive Director
Thank You to our Community Partners, Alliance Partners, and Participants!
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Research Community Resources
Defining Your Warren

Cancer biology

Metastasis

Microenvironment

Clinical translation

Transcription profiling

Immunology
YOUR CORE STORY
YOUR CORE STORY

- Engage with simple visuals
- Connect using analogies
- Clarify the goal
- Identify your audience
- Remove the jargon
- Speak to your common background
Know Your Audience

- Background knowledge
- Cultural influences
- Shared experiences
- Demographics
- Acronyms
- Jargon
- Equipment Markers/stains
“As You All Know . . .”
The Cut
And Paste

ALL OF THIS STUFF GOING ON

THIS ONE THING HAPPENED

Laura Green, PhD | Science Communication Specialist
### Table 1: Bias and Variance Estimates

<table>
<thead>
<tr>
<th>Method</th>
<th>Bias ($\hat{\beta}_W$)</th>
<th>Bias ($\hat{\beta}_X$)</th>
<th>Variance ($\hat{\beta}_W$)</th>
<th>Variance ($\hat{\beta}_X$)</th>
<th>95% CI ($\hat{\beta}_W$)</th>
<th>95% CI ($\hat{\beta}_X$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>0.01346</td>
<td>0.02229</td>
<td>0.04008</td>
<td>0.03685</td>
<td>0.955</td>
<td>0.950</td>
</tr>
<tr>
<td>Comp</td>
<td>0.03062</td>
<td>-0.003561</td>
<td>0.1149</td>
<td>0.06732</td>
<td>0.960</td>
<td>0.955</td>
</tr>
<tr>
<td>Impu</td>
<td>0.01431</td>
<td>0.021</td>
<td>0.04088</td>
<td>0.05169</td>
<td>0.980</td>
<td>0.975</td>
</tr>
</tbody>
</table>

(M.1) $P(R = 1) = 0.66$

(M.2) logit $P(R = 1) = 2Y$

**Full** | 0.007908        | -0.02116        | 0.03838         | 0.03624         | 0.975          | 0.925          |
| Comp   | 0.01945         | 0.07096         | 0.107           | 0.06581         | 0.960          | 0.950          |
| Impu   | 0.006966        | 0.01597         | 0.04227         | 0.05226         | 0.975          | 0.985          |

(M.3) logit $P(R = 1) = 2X$

**Full** | 0.007908        | -0.02116        | 0.03838         | 0.03624         | 0.975          | 0.925          |
| Comp   | 0.01225         | 0.0589          | 0.08856         | 0.06818         | 0.980          | 0.975          |
| Impu   | 0.009563        | -0.04699        | 0.03865         | 0.04923         | 0.985          | 0.970          |

(M.4) logit $P(R = 1) = X + Y$

**Full** | 0.01346         | 0.02229         | 0.04008         | 0.03685         | 0.955          | 0.950          |
| Comp   | 0.02404         | 1.613           | 0.1102          | 0.08202         | 0.955          | 0.580          |
| Impu   | 0.01814         | 0.08289         | 0.0578          | 0.06075         | 0.955          | 0.970          |

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**Notes:**

- **Bias** = ($\hat{\beta} - \beta_0$)/$\beta_0$.
- **Simulation variance.**
- **Confidence interval using jackknife standard error.**

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Anne, a patient with AML

- Female, 51 yr.-old
- Fatigue, bruising, coughing
- Diagnosed with pneumonia

Bloodwork requested

Abnormal results

Anne's Blood

Normal Blood
The Cut
And Paste

Conditional regulation
BLOOD STEM CELL TRANSPLANTATION FOR LEUKEMIA AND OTHER BLOOD CANCERS

The Good and the Bad: Graft-vs.-Tumor (GVT) Effect and Graft-vs.-Host Disease (GVHD)

GVT Effect: Killer T-Cells (CTL)

GOOD

Biological Lymphocyte Checkpoint Reagents

BAD

GVHD

Gut and/or skin epithelium

Donor Lymphocyte

Leukemia cell

RIP Leukemia cell

Kerr-Poww!!!
Keep It Simple

Define your core story
Identify your common ground
Use consistent colors/fonts
Use 14+ font size
Resist the copy ‘n paste
Simplify tables

EVERYTHING IS SO CONFUSING
Climb Up And Out of The Warren

Laura Green, PhD
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Stay in Touch!

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