

## Carol E. Breland, MPH, RRT-NPS, AE-C

16008 Robey Ct. Tampa, FL 33647

Tel: 813 486-0495 E-mail: [carol\\_breland@med.unc.edu](mailto:carol_breland@med.unc.edu); breland.carol@gmail.com

---

### Summary of Qualifications

- Experienced Clinical Trials Director and Public Health Research Educator
- Senior Management of Clinical Trials: Phases I-IV in Academic Medical and Industry Settings
- Registered Respiratory Therapist and Certified Asthma Educator - Hospital and Outpatient
  
- Special Skills: Public health research leadership, teaching, and training, cross-discipline project collaboration, clinical research team management and training, social marketing initiatives, web-based participant engagement, protocol feasibility consultation and planning, data-driven participant recruitment solutions, GCP and regulatory expertise, clinical research operations, budget and contracting, critical, emergency and rehabilitation clinical experience

### Education

- MPH, Public Health Leadership, The Gillings School of Global Public Health, University of North Carolina at Chapel Hill, May 2009
- AAS, Respiratory Care, Forsyth Technical Community College, Winston-Salem, NC, August 1995
- BA, English Literature/Minor Economics, Florida State University, Tallahassee, FL, May 1982

### Professional Certifications:

Registered Respiratory Therapist (RRT), Neonatal/Pediatric Respiratory Specialist (NPS), Asthma Educator – Certified (AE-C)

### Research Experience:

**Research Program Manager- Participant Recruitment Specialist** June 2018- Present (part-time)

The North Carolina Translational and Clinical Sciences Institute (NC TraCS)

The University of North Carolina at Chapel Hill

- Direct special projects and protocol consultations for participant recruitment initiatives within the Institute and at UNC. For example, collaborating with the Health Sciences Library to create a participant recruitment literature guide

### Research Recruitment Director

- The North Carolina Translational and Clinical Sciences Institute
- University of North Carolina at Chapel Hill, February 2013-June 2018 (retired)
- Lead policies and activities of Recruitment Services for the UNC Clinical and Translational Science Awards grant (CTSA)
- Serve as Co-PI of innovative web-based community and researcher education, engagement and UNC study listing system “Join the Conquest.org”
- Train investigators and staff on research feasibility, design and operations management
- Collaborate with CTSA national consortium academic medical center partners including grant-writing and presentations
- Develop initiatives with UNC leadership and UNC Healthcare providers including collaborative projects and publications

### Senior Project Manager

Chiltern International, Inc. Slough, London, UK Field-based office: Chapel Hill, NC

December 2008 to January 2013

- Led multi-disciplinary teams to successful completion of national and international drug trials from start-up to close out including contract negotiations, financial forecasting and tracking, team management, data lock and final reconciliation

### Senior Clinical Research Manager

Wake Forest University Sticht Center on Aging and Rehabilitation School of Medicine Gerontology and Geriatric Medicine

Winston-Salem, NC January 2002 to March 2005

- Managed general operations and site personnel of the Geriatric Research Center (GRC)
- Conducted GCP and protocol training for research studies
- Grant, protocol, and regulatory submission writing

## Carol E. Breland, MPH, RRT-NPS, AE-C

16008 Robey Ct. Tampa, FL 33647

Tel: 813 486-0495 E-mail: [carol\\_breland@med.unc.edu](mailto:carol_breland@med.unc.edu); breland.carol@gmail.com

---

### Clinical Team Manager

PPD, Inc. Morrisville (RTP), North Carolina  
November 2006 to November 2008

Lead national home-based and local clinical monitoring teams for multi-site studies, conduct GCP and protocol training at investigator meetings

### CRA Specialist / Sr. CRA

PPD, Inc. Wilmington, NC  
September 2004 to November 2006

Provide senior team leadership on assigned clinical research monitoring teams, conduct GCP and protocol training at investigator meetings

### Clinical Research Associate I/II

Clinical Trial Management Services, Inc Winston-Salem, NC  
April 1999 to January 2002

### Clinical Experience

#### Lead Therapist

Vencare Hospital (now Kindred)  
Greensboro, NC 1997 -1999  
Adult Rehabilitative Care (LTC) and Skilled Nursing Facility Care (SNF)

#### Staff Therapist

Wake Forest University Baptist Medical Center  
Winston-Salem, NC 1995 -1997  
Neonatal, Pediatric and Adult Emergency and Critical Intensive Respiratory Care

#### Staff Therapist

High Point Regional Medical Center  
High Point, NC 1994 -1995  
General Adult Respiratory Care

### Teaching Experience

- **Clinical Instructor**, Forsyth Technical Community College, Winston-Salem, NC January 1999 – May 1999.  
Adult Critical Care course – provided teaching and hands-on instruction for senior respiratory therapy students
- **Guest Lecturer**, UNC School of Medicine, Responsible Conduct of Research, July 2014, July 2015
- **Guest Lecturer**, Gillings School of Global Public Health, 2014

### Business & Management Experience

#### President

Participant Recruitment Operations Specialists, LLC 16008 Robey Ct. Tampa, Florida January 2018- present  
Provide protocol consultations for participant recruitment strategies and clinical project management, currently in start-up

### Posters / Presentations

- Breland, Carol E and Hennik-Kaminski, Heidi. 25th Social Marketing Conference, Clearwater Beach, Florida, June 2018.  
Poster presentation: Enhancing Participant and Researcher Involvement in Communicating Research Study Volunteer Opportunities: The Join the Conquest Pilot Study
- Hennik-Kaminski, Heidi, and Breland, Carol. 23<sup>rd</sup> Social Marketing Conference June 2014. Abstract presentation: *Join the Conquest/Developing a Social Marketing Campaign to Increase Clinical Research in North Carolina*
- Breland, Carol E. North Carolina Project Management Institute Annual Conference, Raleigh, NC August 13, 2018,  
*Contain the Chaos: How to Integrate a Participant Recruitment Plan into Your Study Management Plan*

## Carol E. Breland, MPH, RRT-NPS, AE-C

16008 Robey Ct. Tampa, FL 33647

Tel: 813 486-0495 E-mail: [carol\\_breland@med.unc.edu](mailto:carol_breland@med.unc.edu); breland.carol@gmail.com

---

### Publications

Halladay JR, Donahue KE, Sleath BL, Watson SN, Black A, Lewis V, Corbie-Smith G, Reuland D, Coyne-Beasley T, Mitchell M, Mottus, K, Breland CE. Sharing and contextualizing the experiences of 6 practice and community-based research advisory boards supporting research at UNC Chapel Hill. Oral presentation at: The North American Primary Care Research Group Practice-Based Research Network Conference; 2016 July 11-12; Bethesda, MD. Assigned to Issue 11.4 (Winter 2017) Progress in Community Health Partnerships "Community Advisory boards guiding engaged research efforts within a CTSA – Key contextual factors explored."

Weintraub, Jane A and Breland, Carol E. "Challenges, benefits and factors to enhance recruitment and inclusion of children in pediatric dental research." International Journal of Paediatric Dentistry 2015; 25: 310–316.

Breland, Carol E and Newton-Ward, Mike. A Social Marketing Approach to Continuous Quality Improvement Initiatives. McLaughlin and Kaluzny's Continuous Quality Improvement in Health Care, 4th Ed. William A. Sollecito and Julie K. Johnson, editors. 2013: Jones and Bartlett, Burlington, MA., Chapter 8, pgs.225-247. In revision for 5th Edition, scheduled for publication in October 2018.

Breland, Carol E. Forthright Medical Center: Social Marketing and the Surgical Checklist. Implementing Continuous Quality Improvement in Health Care: A Global Casebook. McLaughlin, Johnson and Sollecito, editors. 2012: Jones and Bartlett, Burlington, MA. Case 9, Part III-Educational and Social-Marketing Applications in Continuous Quality Improvement, pgs. 179-187.

### Service

- Member of Network for Research Professionals, an internal UNC organization for clinical research professionals. Conduct trainings, consultations and presentations, 2013-present
- Clinical respiratory therapy volunteer, UNC Pediatrics asthma clinic, 2014

### Volunteer Organizations

- American Red Cross, Community Volunteer Mid-Florida Region, 2018-present
- Body and Soul Ministries of Belize, Medical Mission Volunteer, 2012, 2014, 2015
- CPO Food Bank, Raleigh, NC, 2011-2014
- Belltower Toastmasters, Chapel Hill, NC, 2013-2018; VP Public Relations 2015, 2016; Secretary 2017