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Cassia have over 23 years of professional experience in clinical trial recruitment and retention. She has work experience in recruiting adult, pediatric and underserved populations (i.e., minority, and rural) into clinical trials. Cassia serves as the Program Administrator for the Recruitment Innovation Unit (RIU) in JH School of Medicine Institute for Clinical & Translational Research. Her current work involves managing an office that studies the science of recruitment of diverse population in studies with emphasis on using digital technologies to engage potential participants.