



# BUILT TO SCALE

## Seminar Series

Customer discovery is a critical, yet often overlooked, tool for moving research into practice. The methodology involves identifying and understanding potential customers' needs and pain points. Join our guests Ricky Venters and AJ Donelson who draw on their extensive experience in the business field to share insights on how customer discovery can help transform a vision of an evidence-based intervention into a validated and scalable model.



**Thursday, October 13, 2022**

10:00 - 11:00 AM ET

### About Built to Scale series

The Built to Scale series, offered via Zoom through the Johns Hopkins School of Nursing RESILIENCE Center, explores challenges and successes in scaling evidence-based health interventions.

The contents of this webinar were developed under a grant from the National Institute on Disability, Independent Living, and Rehabilitation Research. NIDILRR is a Center within the Administration for Community Living (ACL), Department of Health and Human Services (HHS). The contents of this webinar do not necessarily represent the policy of NIDILRR, ACL, or HHS, and you should not assume endorsement by the Federal Government.

**ZOOM REGISTRATION:** <https://tinyurl.com/Built-to-Scale6>