

BUCHANAN ENDOWMENT AWARDS FOR CLINICAL PROGRAMS

1. Notable Accomplishments:

The Buchanan Endowment Awards for Clinical Programs began in late 2002 for funding cycle beginning in FY03. The Clinical Programs Committee began in 2004 for a funding cycle beginning in FY04. The Clinical Programs Committee existed for one year and then the decision was made to incorporate the process into the Buchanan Endowments Awards for Clinical Programs. A total of \$5 million per year, funded partially by the Buchanan Endowment and partially by Medical Center operating dollars, provide startup of funding for innovative, market-differentiated clinical programs.

- The Medical Center has provided \$10,607,194 to programs in the last four cycles.
- The Buchanan Committee has developed a more robust process for the reviews. This process includes a standard template for submission of materials and significant support from operations, marketing and finance in the development and analysis of business plans. Teams of physicians, nurses and administrative staff work together to develop business plans which meet the funding criteria of the Buchanan Program.

Since they were established, the following grants have been awarded:

FY04	
Advancement of Clinical Trials for Improving Outcomes in NeuroOncology	\$ 1,216,719
Surgical Minimal Approach with Robot Technology	\$ 1,210,500
Virginia Childhood Obesity Program	\$ 957,075
Hand Center Expansion	\$ 425,865
FY05	
Atrial Fibrillation Center	\$ 970,417
COPD: A Comprehensive Patient Centric Program	\$ 977,575
Tomoblate: Whole Body Stereotactic Radiosurgery	\$ 911,000
Human Islet Cell Transplantation Program: Pilot	\$ 1,421,458
FY06	
Neurological Sleep Laboratory	\$ 147,295
FY07	
Pediatric Sleep Disorders Program	\$ 285,375
Stroke Program Expansion	\$ 365,291
Physician Scientist Recruitment Optimizing Advancement of Clinical Trials for Improving Outcomes in Neuro-Oncology (PRO-ACTION)	\$ 397,950
Delivering Premium Vascular Care to the Community	\$ 795,862
Female Pelvic Medicine	\$ 524,812
Total Funding for Buchanan Endowment Grants	\$10,607,194

2. Two-Year Goals and Metrics for Success

Models for all of US

- Increase the quality of Stage I Letters of Intent and Stage II Business Plans submitted to the Buchanan Committee.
 - Increase in the percentage of proposals moving from Stage I to Stage II to 60 percent.
 - Increase in the percentage of proposals receiving funding to at least 50 percent or a total of \$5 million.
 - Percentage of proposals meeting the financial, volume and market share goals after three years initial funding period is above 50 percent.

Improve rankings

- Enhance the visibility of the clinically differentiated programs sponsored by Buchanan.
 - Increase in the program's statewide market share and penetration in primary, secondary and tertiary markets as determined by each individual program.
 - Increase in the program's media exposure as measured by Public Relations.
- Leverage the relationship between translational research and clinical care.
 - Track the number of grants related to areas funded by Buchanan.

Improve operations

- Increase in the availability of faculty members to provide clinically differentiated care.
 - Track the number new faculty supported by Buchanan Funding.

3. Five-Year Goals and Metrics for Success

Models for all of US

- Increase the quality of Stage I Letters of Intent and Stage II Business Plans submitted to the Buchanan Committee.
 - Increase in the percentage of proposals moving from Stage I to Stage II to 70 percent.
 - Increase in the percentage of proposals receiving funding to at least 60 percent or a total of \$5 million.
 - Percentage of proposals meeting the financial, volume and market share goals after three years initial funding period is above 60 percent.

Improve rankings

- Enhance the visibility of the clinically differentiated programs sponsored by Buchanan.
 - Increase in the program's statewide market share and penetration in primary, secondary and tertiary markets as determined by each individual program.
 - Increase in the program's media exposure as measured by Public Relations.

- Leverage the relationship between translational research and clinical care.
 - Increase the number of grants related to areas funded by Buchanan by 10 percent over the first two years of the measurement period.

Improve operations

- Increase in the availability of faculty members to provide clinically differentiated care.
- Increase the number the number new faculty supported by Buchanan funding by 10 percent over the first two years of the measurement period.

4. Resources Needed and Barriers to Success

Resources

If we are successful in improving the quality of the Letters of Intent, a greater number of business plans will need to be written and analyzed. Currently the Medical Center staff supporting these services is limited and would need to be increased to meet a greater demand and to monitor the operations of the various initiatives.

Barriers

The current process favors programs that can be operational in the short period of time and achieve operational and financial requirements within a three-year time frame. We continue to look for additional measures of success. The greatest constraint of the Buchanan process is the number of truly clinically differentiating ideas.