





# Vision

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- To create a 5 year strategic plan to support the growth and development of Indiana's health science industry sector
- To generate a concise set of recommendations and specific action steps
- Recommendations should:
  - represent broad activities to benefit the sector,
  - represent the voice of the statewide industry, and
  - have ownership responsibility by specific parties





# Why Is This Needed

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- 10+ years since last Strategic Plan
  - Last report done by IHIF and Battelle
    - Led to creation of new funding resources and development of CILSI/BioCrossroads
  - Accomplishments (assessed by survey and by recent report from BioCrossroads 2002 – 2010 retrospective)
- New Industry Dynamic– Healthcare Reform, Recession/Economy, Global Forces, New Players, Emerging Sectors, Regional Initiatives
- Goal Alignment/Cohesion
  - Gives all entities working in this space a common goal/vision
- Voice
  - Model to be used best captures and represents actual interests of members of the industry





# Why IHIF

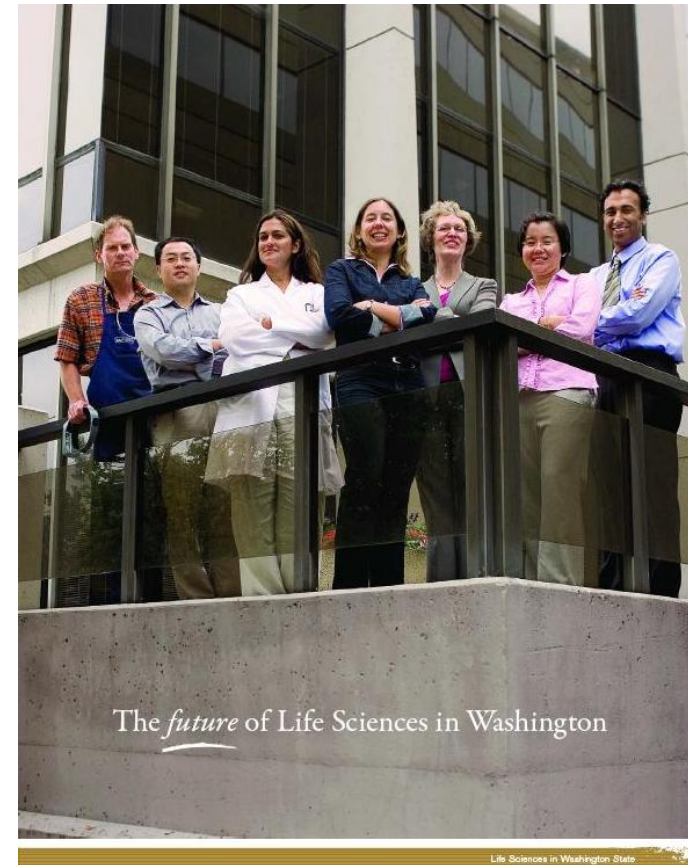
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- Leadership and Vision
  - IHIF was created in 1994 to be a convening organization for industry discussion around topics of common concern and interest
  - IHIF provides industry driven guidance while maintaining a statewide strategy that feeds economic development
- Networks already in place to execute quickly
  - IHIF is able to quickly leverage the power of its statewide membership and volunteer networks to quickly gather and assess data



# Model Process

- Modeled on Washington Biotech Association's Strategic Plan for 2006
- Consensus Driven
- Volunteer Led
- Adaptable
- Benefit from Lessons Learned





# WBBA Lessons Learned

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- Keep number of recommendations small
  - Indiana target <10 total
- Assign specific responsibility for each
- Include action steps
- Engage legislature and determine what can legislature do (cost neutral) to contribute to industry growth (jobs resonate)
- Milestone accountability
  - Six month progress check-up



# Leverage Partnerships

- Engagement Critical to Success
  - BioCrossroads
  - IEDC
- Industry Analysis
  - Deloitte
- Build Relationships
  - Universities

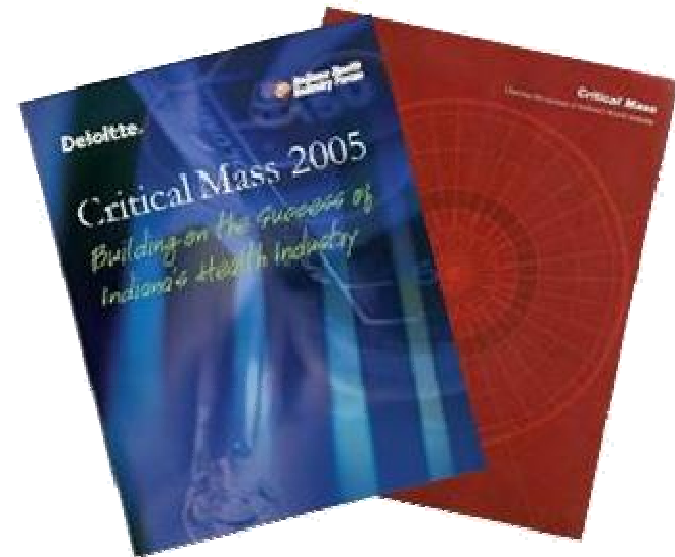




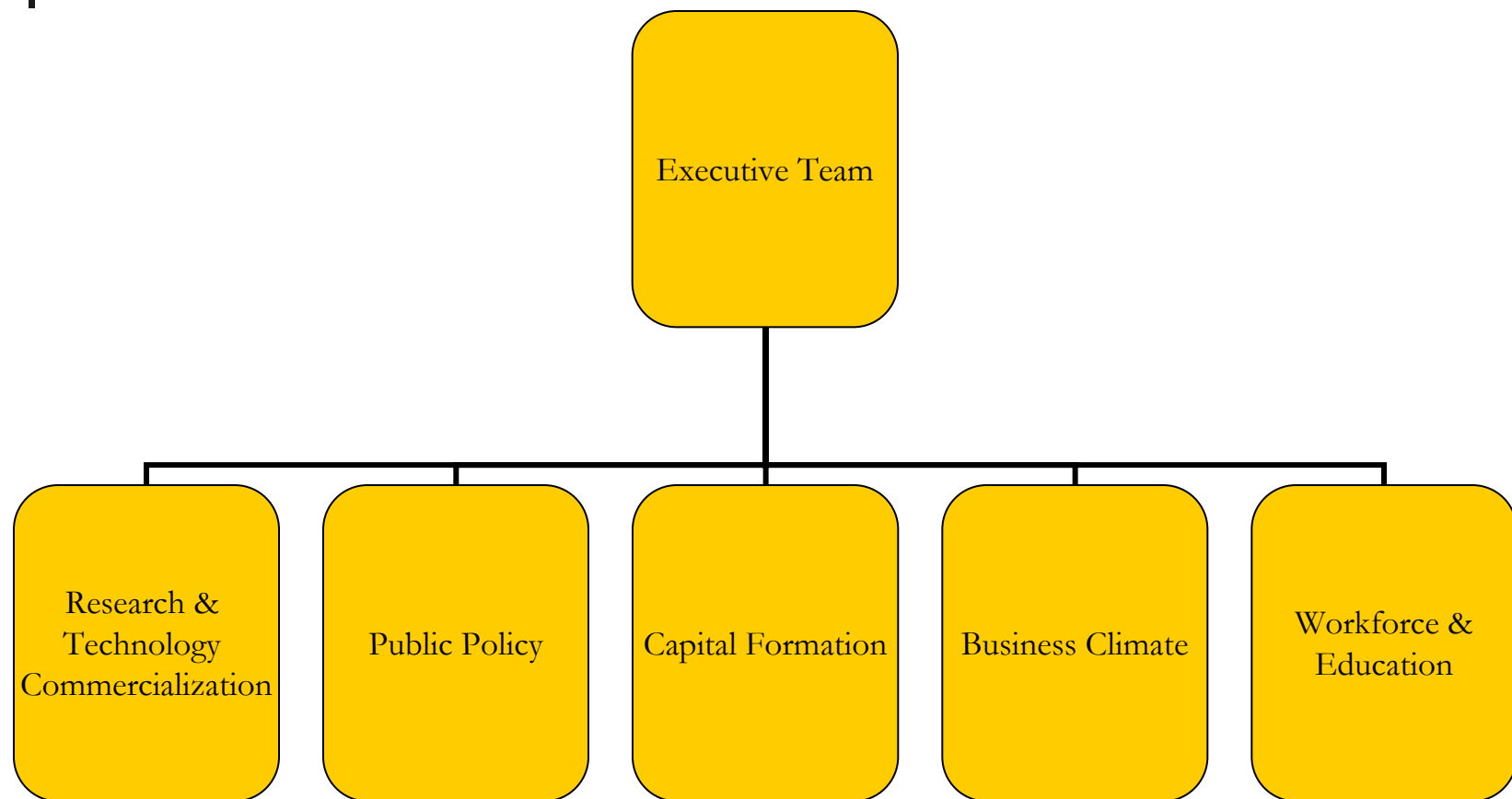
# Deloitte

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- Deloitte has partnered with IHIF on two previous health science industry impact studies.
- The “Critical Mass” reports were released in 2002 and 2005
- Deloitte is the nation’s leading audit, financial advisory, tax, and consulting firm

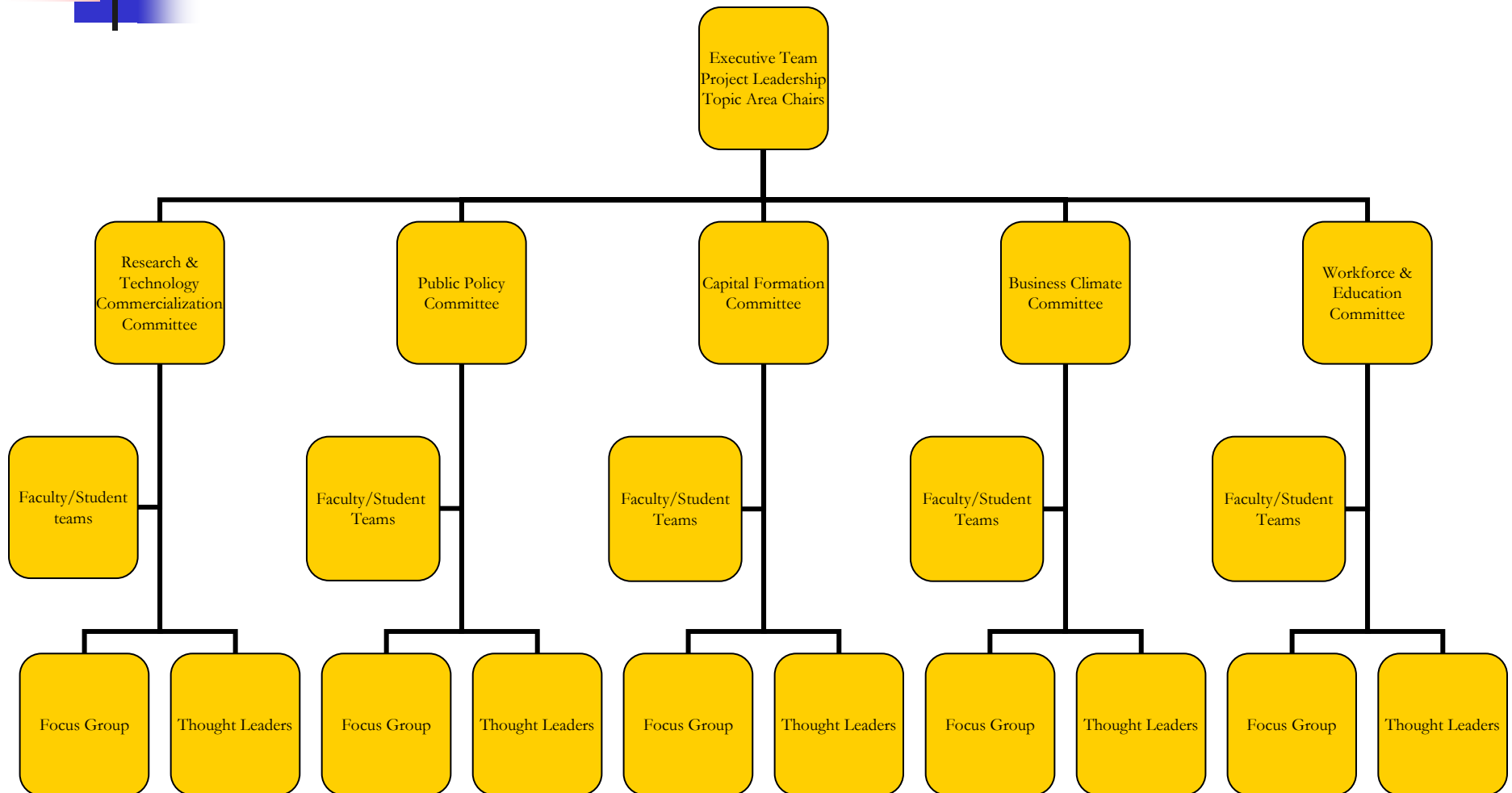


# Plan Committee Structure





# Organization Chart



# Roles – Executive Team

- Executive Team
  - Oversee process
  - Coordinate committee chairs
  - Manage timeline
  - Organize Group Milestone Events
  - Raise and Manage Funds
  - Report to IHIF Board

Executive Team  
Project Leadership  
Committee Chairs

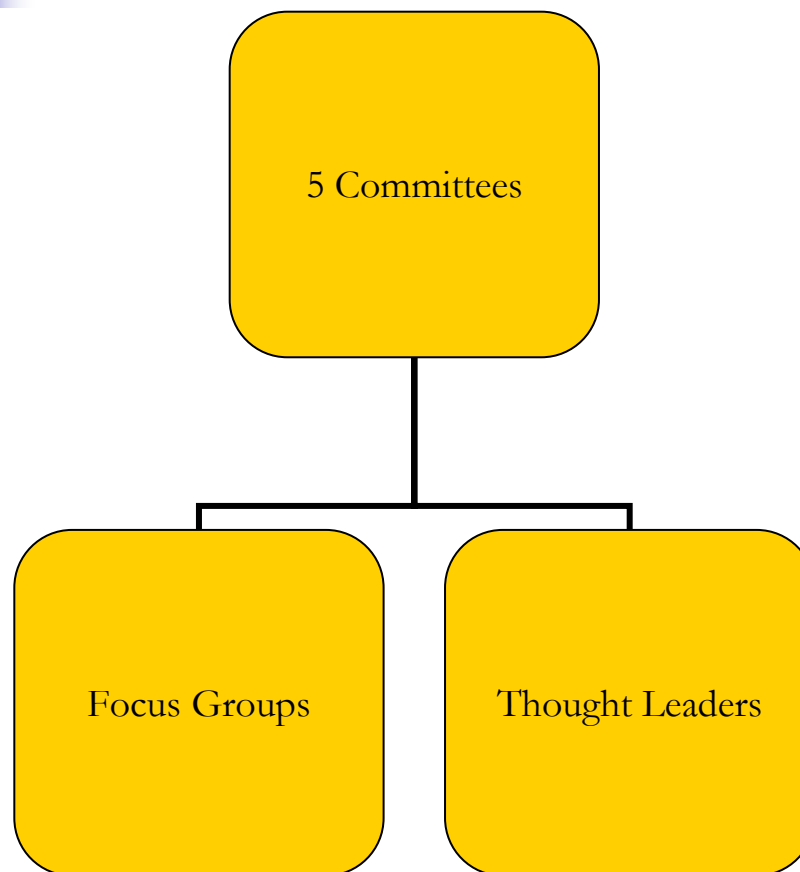
# Roles – Committee Chairs

- Committee Chairs
  - 1-2 people per committee
  - Participate on Executive Team
  - Oversee data collection process through committee, student teams, focus groups, and interviews

Executive Team

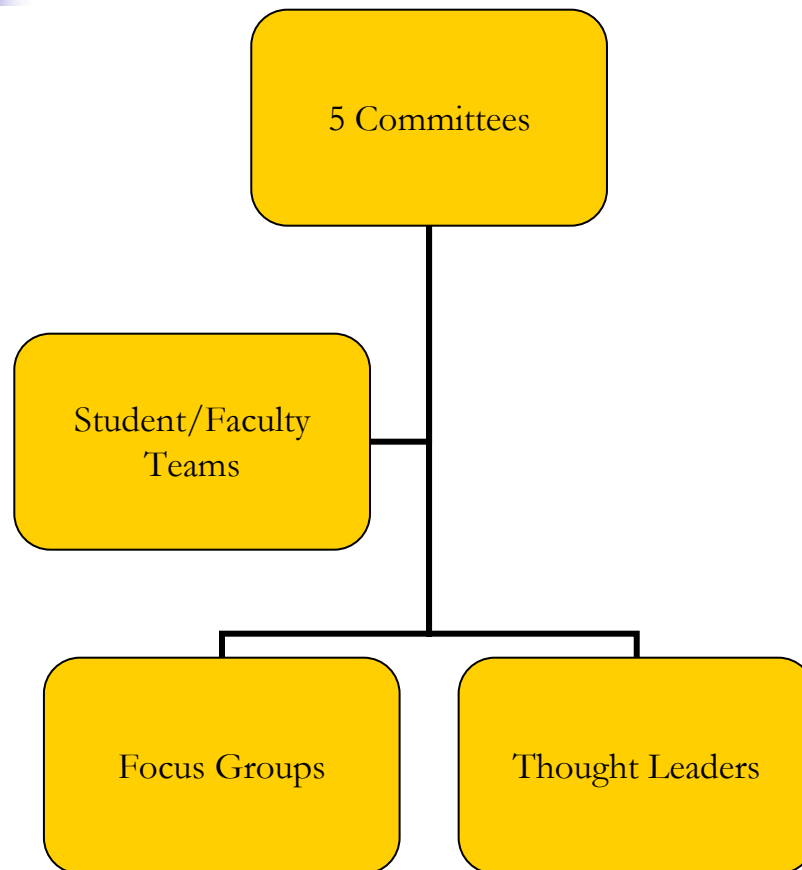
5 Committees

# Roles - Committees



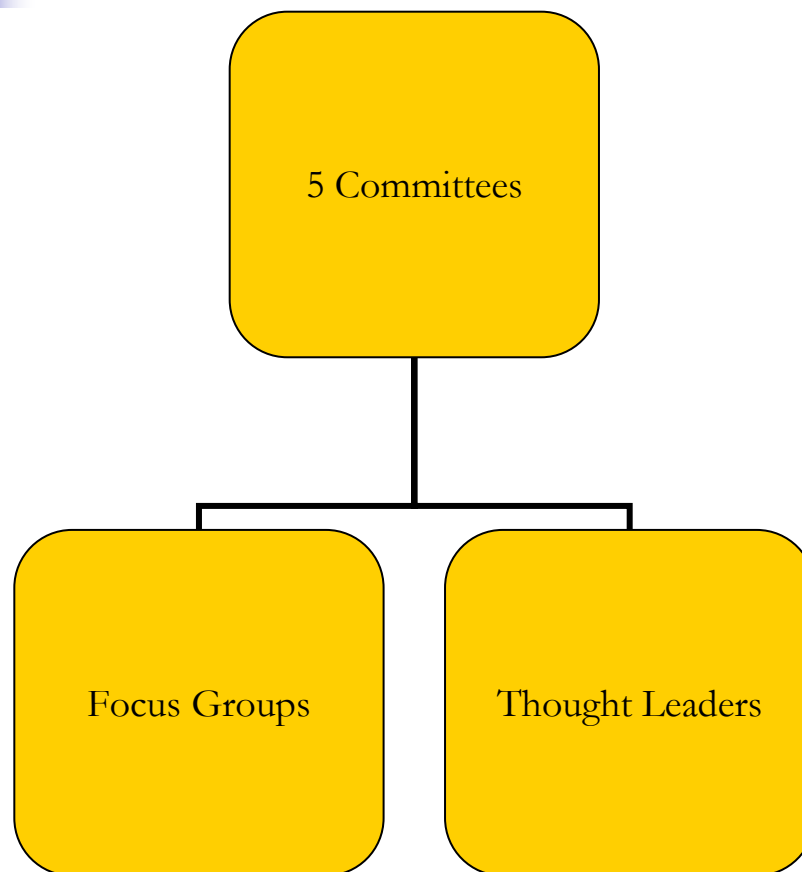
- Committees
  - Must be geographic and sector diverse
  - May overlap with members of focus groups
  - Develop questions for thought leader interviews
  - Develop final recommendations and action steps for each area

# Roles – Faculty/Student Teams



- Faculty/Student Teams
  - Assist committee chairs with data collection process and recommendation/action step development
  - Student teams responsible for staffing committees, focus groups, and interviews
  - Faculty members lead focus group discussions
  - One university group assigned per committee

# Roles – Focus Groups

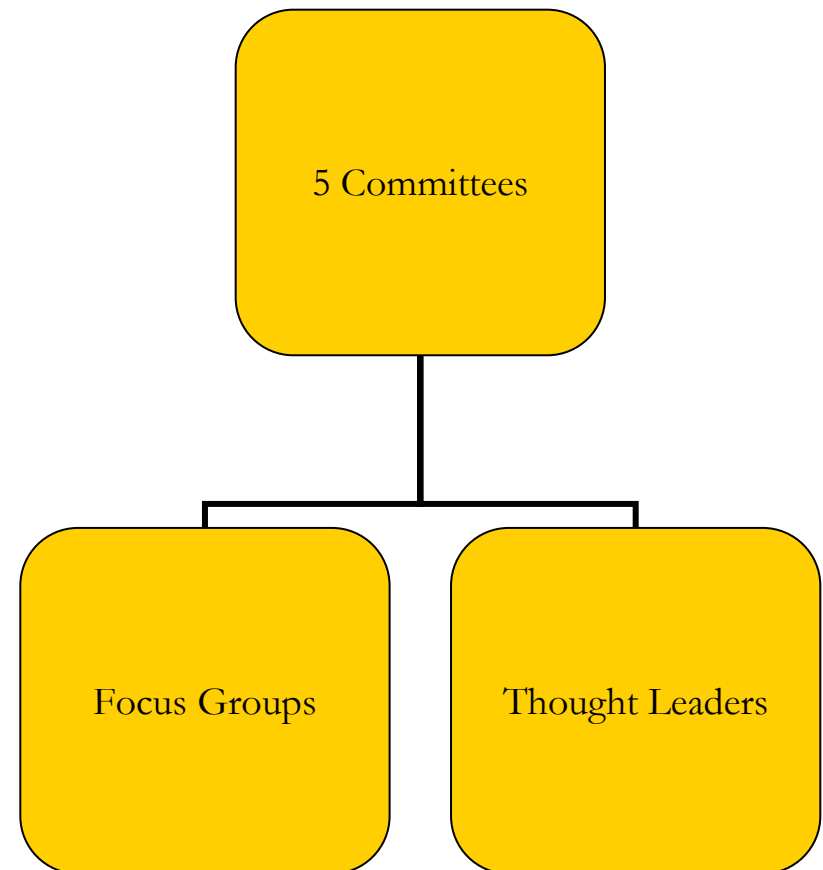


## ■ Focus Groups

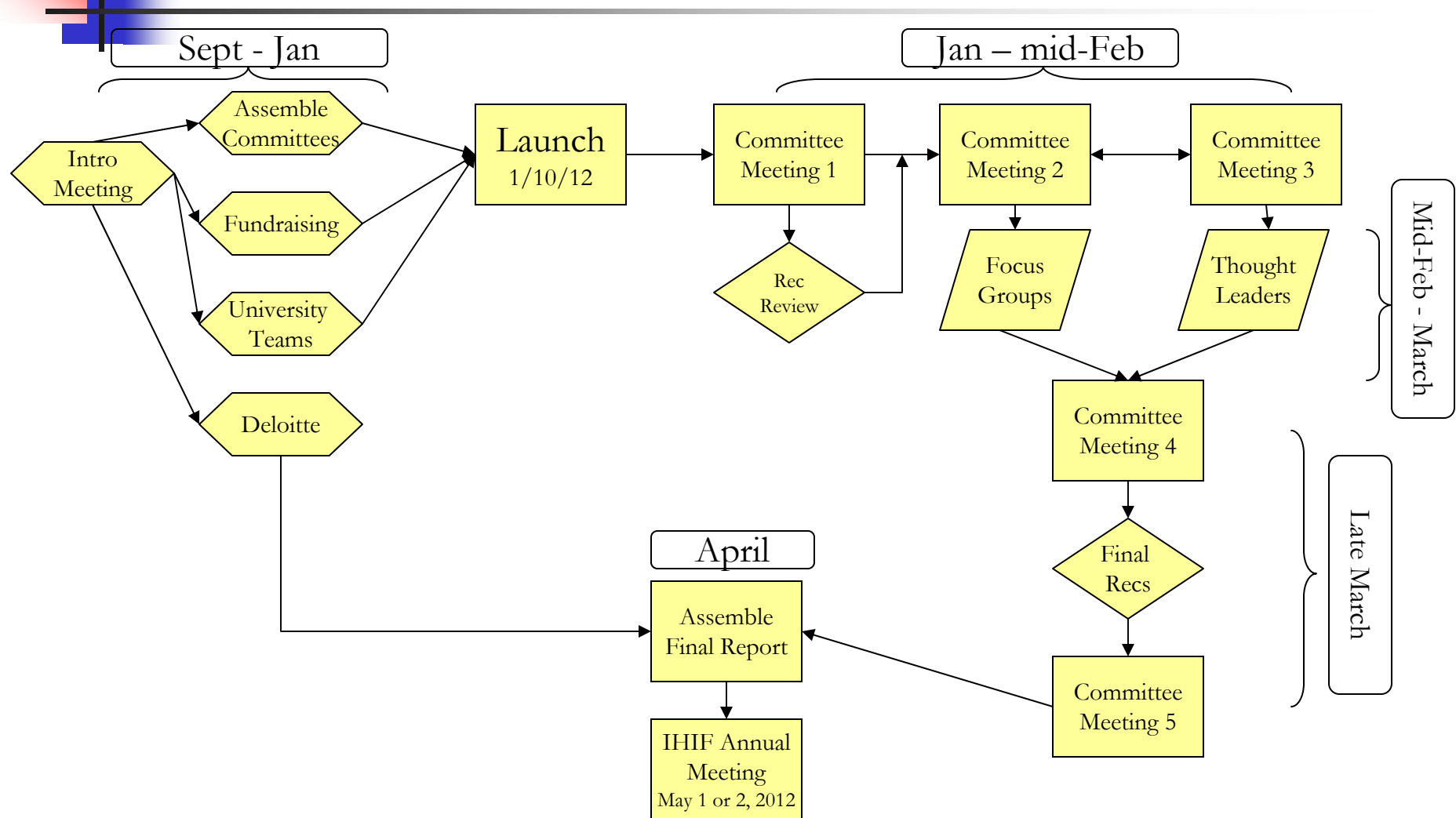
- Participation by invitation
- Volunteers (may be generated from initial survey participation)
- Aim for diversity in group
- Generate and prioritize recommendations
- Minimum of two (2) sessions per sector

# Roles – Thought Leaders

- Thought Leaders
  - Supplement input from focus groups and committees with interviews with select topic area experts
  - Interviews conducted by students and committee representatives



# Process and Timeline





# Timeline

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## Materials Development [COMPLETED]

- PowerPoints for team leader recruiting and fundraising
- Budget
- Broad communication pieces for fundraising
- Plan development
- Initial Survey/Topic development (on-line)

## Fundraising and Team Development [September – December]

- Kick off meeting for leader commitments
- committee development
- Monthly updates
- Fundraising
- Economic Analysis Launch (Deloitte)
- On-Line Survey Open/Website Open
- Pre-meeting with committee heads

## LAUNCH I [Week of Jan 9, 2012]

- Kickoff meeting
- Press release
- Website portal
- Committee Meeting 1
  - Initial recommendations submitted to Exec Committee

## Organization [Jan-Feb]

- Meetings 2 and 3
  - id focus groups and thought leaders
- Schedule meetings

## Data Collection [Feb – March]

- Team meetings
- Focus group coordination
- Hone recommendations
- Thought leader interviews
- Additional public input

## Analysis [late March]

- Committee Meeting 4
  - University teams present results
  - Finalize recommendations
- Committee Meeting 5 (Exec and co-chairs)
  - Assign responsibilities
  - Develop action steps
- Balance quick wins with long term projects

## Writing [April]

- Final edits
- Layout and design
- Printing
- Distribution

## LAUNCH II [May 1 or 2, 2012]

- IHIF Annual Meeting/Report release
- Media tours

## Follow-up

- Scheduled benchmarks
- 6 months – November and May





# Budget

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- Administration \$51,500
- Marketing \$21,500
- Facility rental \$ 5,000
- Communication \$ 3,500
- Travel/meals \$10,000
- Equipment \$ 3,500
- Contractors \$ 5,000
  
- **Funding Goal \$100,000**





# Sponsorship

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- Level 1: \$5,000+
  - Logo on report and related print materials
  - Special Recognition on Title Page of Report
  - Logo or name recognition on benchmark reports (up to 5 years shelf life)
  - Logo on Plan letterhead
  - Website link from logo on report portal
- Level 2: \$2,500
  - Logo on report and related print materials
  - Website link from report portal
- Level 3: \$500
  - Organization name on report and related print materials
- In-Kind contributions assessed at fair market value
- All sponsors recognized at IHIF 2012 Annual Meeting





# Thank you

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- Do you have any questions?
- How do you want to be involved?
- Who else should be included?
- Who do you view as thought leaders?





# Supplemental Slides

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# 1999 Strategic Plan Recommendations

- Couple State's higher education core competencies with health industry strengths to build a competitive health industry
- Create and market an image/brand for Indiana's health industry
- Couple state's manufacturing base with the technological innovation levers (R&D, workforce, etc.)
- Strengthen and focus on further exporting Indiana's health sector's products and services
- Increase collaboration and strategic partnering among health resources/sectors
- Build a vibrant entrepreneurial culture
- Ensure an adequate, skilled statewide workforce for the health industry
- Encourage a business climate that provides a level playing field for technology and manufacturing firms.



# Clinical Trials Alliance

## Recommendations

### Recommendation 1

Create Indiana Clinical Trial Alliance (ICTA)

- **Core Mission:** create network of companies and individuals involved in clinical trials in Indiana
- **Status:** To date, IHIF and Baker & Daniels LLP have hosted three networking events for members of the clinical trials task force and VIP guests. Barnes & Thornburg and Pearl IRB have hosted additional informational programming. Programs are unrestricted on venue, host, and topics discussed.

### Recommendation 2

ICTA will develop a website to be used as tool for recruiting patients and researchers

- **Status:** The Indiana Clinical and Translational Science Institute has launched a website focused on connecting medical researchers with volunteers. [Click here for more information](#)

### Recommendation 3

ICTA will develop a clinical research assistance program to serve as a "Virtual Incubator and Accelerator" for clinical trial sites

- **Status:** IHIF would like to identify additional volunteers to serve on a task force to further develop this recommendation

### Recommendation 4

ICTA will develop a program to identify industry research needs (CRO, Device, Pharma) and expectations that could be met by Indiana researchers

- **Status:** The [Indiana Clinical and Translational Sciences Institute](#) has received NIH ARRA award 3UL1RR025761-02S3 to support the development of *i2iConnect*. *i2iConnect* is a searchable database of industry contacts who are looking for innovating ideas and products. It is aimed at researchers and innovators in academia and elsewhere to enable them to quickly find potential industry partners who are interested in their work. See [www.i2iconnect.org](http://www.i2iconnect.org). This working group may want to explore opportunities to support, expand, or supplement this resource.

### Recommendation 5

Develop ICTA Committee devoted to IRBs across state; address statewide IRB challenges (speed, process, expertise)

- propose minimum standards
- harmonize forms, policies, and procedures
- share expertise – loan IRB members
- promote shared learning opportunities
- include commercial IRBs
- **Status:** This working group may want to explore opportunities to support, expand, or supplement this recommendation. Indiana has recently welcomed the announcement of [Pearl IRB](#), one of the first commercial IRBs in the Midwest.



# 2008 Statewide Asset Mapping and Strategic Planning Initiative

- Phase 1 – Statewide Asset Map
- Completed in 2008 and updated annually. IHIF maintains database with roughly 1500 health science entities
- Phase 2 – Regional Economic Development Reports
- Completed in 2008. Series of 11 regional recommendation reports to assist in health science ED efforts.





# Time Commitment/Meeting Plan

## **Pre-Meeting (Week of Dec. 12, 2011)**

Exec Committee and Committee chairs will meet to review project, timeline and meeting schedule. Initial committee lists will be distributed. Committee members and recommendations may be added throughout the process

## **Committee Meeting 1 (Jan 12, 2012)**

Committees will be provided with a starter list of recommendations derived from 1999 report and public survey. The committee should discuss each recommendation (make a keep/don't keep decision) and add any additional recommendations

Action: Submit revised list of recommendations to Exec Committee. New list will be posted on website.

## **Committee Meeting 2 (late January)**

Committees will work with university teams to outline plans for Focus Groups.

Action: Report results to Executive Committee. IHIF will work to schedule focus group locations and send invitations/take RSVP's. Focus group meeting schedule will be posted on the website

## **FOCUS GROUPS**

**University teams will run focus group discussions, take notes and prepare a written and oral report to the committee**

## **Committee Meeting 3 (may coincide with Meeting 2 or in close timing)**

Committee will be provided with a list of recommended thought leaders for interviews developed from public survey. Committee will review/add to the list and provide executive committee with a list of topic thought leaders (8-10 max)

Action: IHIF will work with university teams and committees to schedule interviews with thought leaders

## **THOUGHT LEADERS**

**Interview questions should be similar to focus group questions. Recommendations should be provided to thought leaders in advance. Interviews will be recorded (where permission given). Committee members may participate in interviews where appropriate.**

## **Committee Meeting 4 (last week of March)**

Committees will hear the results of the focus groups and thought leader interviews and further revise recommendations and provide action steps. (activity may be carried over into an additional meeting, if necessary)

**Final recommendations to be presented to executive committee**

## **Committee Meeting 5 (within 1 week of Meeting 4)**

Executive Committee and co-chairs meet to work through and refine final recommendations to eliminate overlap and assign responsibility. Integration into final report will begin.

## **Goal Assessment Meetings (on-going)**

Committees should meet in person 1x/year and/or by e-mail to provide six month progress assessments on each goal. Committees will work with IHIF and others to track progress and inform on related activities.

