Today’s Agenda

• VP for Research Updates
• College of Dental Medicine Update
• IRB Study Status: Not Ready for Review
• External Affiliate NetID Process
• Quintiles Partnership Update
• Research Communications & Marketing
• IACUC/IBC Review System Update
MUSC Research Updates

Research Directors Announcements

– Director, Office of Research Integrity
– Director, Office of Research Development

NIH-NCATS Director’s Visit to MUSC

Upcoming Events

– Zika Symposium: June 10th, 8:15-Noon (Register Tomorrow)
– Science Café: Dr. Steve Ethier, June 22nd @ 5:30pm, Charleston Beer Works (480 King Street)
YTD Research Totals: July 2015 - April 2016

Amount ($Millions)

- NIH
- Other
- ARRA
YEAR TO DATE FUNDING BY SOURCE
JULY 2015 - April 2016

Fiscal Year

YEAR TO DATE FUNDING BY SOURCE
JULY 2015 - April 2016

Other Support
State of SC
Foundation
Corporate
Federal Flow-Down
Federal
RESEARCH TOWN HALL
KEITH KIRKWOOD, DDS, PHD

James B. Edwards College of Dental Medicine
Department of Oral Health Sciences

May 24, 2016
New Faculty

Özlem Yılmaz, DDS, PhD
Professor
Director, Center for Oral Health Clinical Research - C-COHR
New Faculty

Chad Novince, DDS, PhD, MSD
Assistant Professor
Co-Director Laboratory COHR
L-COHR
Grant Applications/Awards 2014-2016

- 2014: 26 applications, 17 awards
- 2015: 44 applications, 18 awards
- 2016*: 35 applications, 16 awards

*10 months
Grant Application/Award Dollars 2014-2016

*10 months
**L-COHR**

**Digital Imaging**
- Olympus BX 61 scope with 8-bit RGB digital camera
- Brightfield & fluorescent capabilities
  - 1.25x, 4x, 10x, 20x, 40x, 60x, 100x Oil
  - DAPI, FITC, TRITC, 405
- Digital slide scanning with VisioPharm

**Image Analysis**
- 2D measures of area, count, density, length, perimeter
- Defined ROIs
- Fully customizable evaluation protocols
- Adobe Photoshop PSG & Celllicens Dimension Software
Histology

**Sample Prep**
- Decalcification
- Paraffin embedding
- Sectioning
- Frozen sections

**Histological Stains**
- Von Kossa
- Movats
- TRAP
- Safranin O fast Green
- IHC
Nanostring

Multiplexed Gene Expression

mRNAs, miRNAs, DNA
- Fully customized gene panels up to 800 genes
- Predefined gene panels for cancer, inflammation, immunology & more

Minimal RNA input
- As little as 100ng total RNA
- Purified RNA or cell lysate

nSolver Software
- Normalization, corrections, background subtraction
Not Ready for Review: IRB Submission Readiness Assessment

52 NRR: PIs offered RKS Assistance

- Successfully Re-submitted on their Own: 7
- Re-submitted and Received Subsequent NRR: 3
- Permanently Withdrew IRB application: 3
- Never Re-submitted and Remain in NRR Status: 13

26 ACCEPTED RKS Assistance

- Successfully Re-submitted (no add’l NRR): 18
- Changed to QI or Non-research: 5
- Still in RKS Consultation: 3

26 DECLINED RKS Assistance

DECLINED RKS Assistance: 26
ACCEPTED RKS Assistance: 26
New Policy for Certificates of Confidentiality (CoC)

Defines the types of studies eligible for a CoC and the process for institutional approval

› Only for studies obtaining sensitive information

› PI must complete a CoC checklist and submit it to ORSP to receive institutional approval

› Note that CoC only protects a person’s IDENTITY as a study subject; if identity is known, data are discoverable

› New policy addresses different scenarios in which a CoC may or may not be appropriate based on what information is in the legal medical record. Go to: http://academicdepartments.musc.edu/research/policies/

There is a complimentary policy in development on research documentation in the legal medical record
The Need For a New Type of NetID

- Majority of non-MUSC employed research staff need access to a limited number of MUSC research systems to perform study related activities

- Demand for a faster, more streamlined, no-cost NetID process for non-MUSC study personnel

- Collaboration between SCTR, OCIO and BMIC resulted in the development of a new type of MUSC NetID- “External Affiliate”
“Traditional” vs. External Affiliate NetIDs
What’s the Difference?

External Affiliate NetIDs: Allows access ONLY to
- eIRB
- REDCap
- CITI training
- SPARCRequest

“Traditional” NetIDs via HR:
- Allow access to ALL systems requiring MUSC authenticated access (e.g. Shibboleth)
- Can receive an MUSC email
- Background check performed

Obtaining a “Traditional” NetID from HR always remains an option
Request Process for obtaining an External Affiliate NetID

1. Submit “External Affiliate NetId Request” in SPARCRequest*
2. Complete & Submit REDCap form with affiliate and requester info
3. Additional NetId needed for same study?
   - Yes: Proceed to next step
   - No: Proceed to next step
4. NetId created within 2 business days
5. Affiliate receives NetId & PW from OCIO with activation instructions

*Requester may be any Study staff with “Request/Approve Services” authority on the SPARCRequest protocol or project
Converting Existing Affiliate NetIDs

- Follow the same process as requesting a new External Affiliate NetID
  - Submit SPARCRequest
  - Complete and submit REDCap form(s)
- Existing NetIDs will be extended for 1 year
  - The NetID itself will not change
  - Instruct your Affiliates will be instructed on how to authenticate
Welcome to the MUSC/SCTR WAYF Page. In order to access these services, you must first authenticate yourself. Once authentication is complete, you will be given access to your selected service.

Select your Home/Affiliated Organization

MUSC User

MUSC External Affiliate

This Web Application was developed by BMIC. By using this application you are liable for any actions that occur during the time you are logged in. Use of this application is logged and monitored by an authorized security personnel.
Site Continuum

**From Tactical to Strategic to Transformative**

- **Tactical** (<1 studies/yr)
  - Relationship re-invented with every study; little consistency or value for either party

- **Strategic** (1-8 studies/yr)
  - Relationship actively managed; exploration of process alignment for efficiency; pipeline comparison to site capabilities for planning of future study placement

- **Prime Sites**
  - Mutual commitment at senior levels to collaborate on all appropriate studies; operational/functional alignment; long-term planning and goal-setting; dedicated alliance manager assigned; joint corporate governance of relationship

- **Partner Sites**
  - Relationship actively managed; exploration of process alignment for efficiency; pipeline comparison to site capabilities for planning of future study placement

- **Transformative** (8-20+ studies/yr)
  - Relationship re-invented with every study; little consistency or value for either party

**Therapeutic Alliances**

- Focused patient population
- High level of oversight
- Volume based on current study mix

**Transformative - Beyond the Traditional Site Relationship**

- Long term strategy - developmental not prescriptive
- Class based on results not ambitions
- Support against milestones
- Mutual collaboration and aligned goals allows a new type of relationship
Quintiles Partnership Accomplishments

- 3 fold increase in trials initiated annually
  - Currently 32 open to enrollment
  - 11 in Start Up
  - 21 in Feasibility Stage
- $20M in Quintiles Awards
- MUSC GCP and Quality Metric is 97.5% (goal 97%)
- Average enrollment factor 135% (partner goal 120%)
- Study implementation 3 weeks faster compared to other academic medical centers
- CDA process improvement 7-9 days trimmed to 4 days
Prime Status

• Only 4 US Prime Sites
  • 1 Site Management Organization (SMO)
  • 1 Therapeutic Alliance (Oncology)
  • 1 Private Hospital System
  • 1 Academic Medical Center

• Quintiles Commitments
  • Consult and provide expertise on efficiencies of conduct including start-up, patient recruitment & quality
  • Other steering committee initiatives

• MUSC Commitments
  • Optimize study start up times, recruitment/enrollment
  • Study performance: regulatory/GCP adherence & data cleanliness
Brand Overview
Branding goes way beyond just a logo or graphic element. When you think about your brand, you really want to think about your entire customer experience… everything from your logo, your website, your social media experiences, the way you answer the phone, to the way your customers experience your staff.
What makes a strong brand

- Consolidation
- Extension
- Protection
MUSC Vision

Leading Health Innovation for the lives we touch
MUSC Brand Essence

Changing What’s Possible
MUSC Research Importance to our Brand

• Basis of our vision
• Basis of our brand essence
• Elevates our brand equity
• Elevates our ability to partner
• Ensures we ultimately change what’s possible in healthcare
MUSC Communications & Marketing

- Centralized Communications Office
- Hired Chief Communications & Marketing Officer
- Developed a brand team charged with branded communications
- Developed integrated digital & web presence and Director
- Strengthened Media Relations tools and capabilities
- Enhanced Progress Notes, EurekaAlerts, etc.
- Centralized support for media buying and placement – vendor named/ no cost to internal clients
- Appointed consultants for communication needs
Branded Communications

MUSC Enterprise-Wide Media Buying
Consolidated Media Buying

Goal

*Improve MUSC media performance through better strategy, planning, and execution while maintaining the absolute requirements for stand-out brand communications in all channels we choose to focus on and operate in.*
Consolidated Media Buying

• Founded in 1993

• Expertise in digital and offline media

• Capabilities
  • Negotiation, placement, auditing, tracking, and analysis

• Invest $200,000 annually in media research and analytic tools
  • 90% of team is Google AdWords certified at various levels
  • Certified Google Partner due to volume and expertise

• Customer Service/team orientation
Consolidated Media Buying

How you benefit

• Save you time
• Save you money
• Enhances value
• Transparency
• There are no additional costs or fees.
• Experience and best practices
• Goal of 20% bonus spots/added value for each placement
Facebook Success

- Set up leads campaign for recruitment
- Targeted the demographics of study participants
- Researcher submitted ad for IRB approval
- 20 leads in 15 days
- $9.39 per lead

Sample Ad

MUSC is studying the effect of stress on pregnancy outcomes in African-American women. We are actively seeking participants for this paid research study. Participation will involve questionnaires, stress test and blood draws.

Stress and Pregnancy Research Study
Next Steps in Support of Research

Engaging in dialogue with research community:

- Develop/communicate process design for work flow
  - Easy fillable forms for media requests and free consults with media planner
  - Brandmgr@musc.edu - email to utilize to support communications aligning with brand
- Plan consultations during grant writing (ensure communication dollars will support desired volume)
- Branded design support 7/1
- Training for research support assistants