

UNMC STRATEGIC PLAN 2009-12
1ST QUARTER UPDATE
9-16-09

A. UNMC will be learning-centered in education.

Rubens Pamies, M.D.

Goal 1:

Establish a Technology in Educational Scholar Program by June 30, 2010.

Major milestones to be achieved during 2009-10

1. Review and update most recent needs assessment and program inventory.
 - Progress is being made on analysis of a faculty assessment of needs survey from 2006.
2. Create one or more teaching excellence and educational scholar awards.
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3. Enhance faculty development.
 - The Essential Guide for New Faculty Success workshop is scheduled for September 23, 2009 in the Truhlsen Events Center on campus.
 - A year-long series of monthly noon luncheon presentations have been scheduled beginning September 10, 2009.
 - Strategies for Teaching Excellence is scheduled for October 15-16, 2009 in the Michael F. Sorrell Center for Health Sciences Education.
 - A writing workshop for faculty is planned on campus on March 16, 2010.
 - There will be two posters exhibited at a booth in the Innovations in Medical Education Section at the American Association of Medical Colleges annual meeting in Boston, November 7-10, 2009.
4. Form Inter-professional faculty groups on common content to develop simulation modules/scenarios.
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5. Expect scholarly products from faculty that include curricular innovation, publication in educational journals and presentations.
 - UNMC faculty member, Dennis McNeilly, Psy.D., presented his project from the Instructional Technology Scholars Program, “The Personality disorders Diagnosis Video Learning Unit: Using Video-sharing Websites in Psychiatry Medical Education” at the ED-MEDIA 2009 World Conference on Educational Multimedia, Hypermedia & Telecommunications in Honolulu this summer and received the conference’s Outstanding Poster Award.

2009-10 Measurable Outcomes:

1. Submit at least 5 educational manuscripts by current scholars’ participants.

2. Collaborate with other existing educational scholars award programs around campus to create one UNMC-wide master scholars awards.
3. Create one interprofessional simulation module.
4. Initiate UNMC Scholars' Day – scholars will present new innovations; invite national education leaders for a half day symposium on education.

Leaders: Myrna Newland, James Turpen, Tom Birk

Goal 2:

Develop a work plan for creating an accredited Master in Health Services Administration program.

Major milestones to be achieved during 2009-10

1. Create two certificate programs from existing courses by January 2010.
 - The initial meeting of leaders of participating programs (Public Administration and Business from UNO, COPH from UNMC) will be held September 10, 2009. We will end that meeting with a specific work plan to complete a catalog of courses and conduct a market analysis. We will also coordinate with the College of Nursing's development of their training in administration.
 - These will be based on market analysis – to be completed by November, 2009.
2. Complete essential elements by January 2010.
 - Meeting is taking place September 10th with counterparts at UNO who will serve an integral role with supporting courses already offered at UNO.
 - Market assessment
 - Resource needs for initial products
 - Identify target audience – this will be included in market analysis
 - Incorporate distance education accomplishments and international exchanges
3. Complete the full plan for degree development by June 2010.
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2009-10 Measurable Outcomes:

1. Review current courses already being offered that can be part of the overall curriculum for a Masters in Health Services Administration program.
 - The initial meeting of leaders of participating programs (Public Administration and Business from UNO, COPH from UNMC) will be held September 10, 2009. We will end that meeting with a specific work plan to complete a catalog of courses and conduct a market analysis. We will also coordinate with the College of Nursing's development of their training in administration.

- This has been completed. Outline of course list exists which will be discussed at the September 10th meeting.
2. Develop certificate programs then a degree program by 2011.
 - Several courses are being reviewed for this outcome. An outline of a proposal for a graduate certificate has been developed and will be completed following the market analysis.

Leaders: Keith Mueller, Ayman El-Mohandes

B. Increase prominence as a research health sciences center. Tom Rosenquist, Ph.D.

Goal 1:

Establish UNMC Personalized Medicine Program.

Major milestones to be achieved during 2009-10

1. Complete a SWOT analysis and identify target areas by August 15, 2009; SWOT analysis to include identification of UNMC, NMC, UNMC Physicians leadership; and evaluation of bioinformatics, bio-specimen banks, regulatory affairs, and key target areas.
 - No progress
2. Establish a working group, including UNMC, NMC and UNMC Physicians leadership and develop a business plan by October 1, 2009.
 - No progress

2009-10 Measurable Outcomes:

1. Complete all milestones by target dates.

Leaders: Ken Cowan, Tom Rosenquist

Goal 2:

Continue development of the Center for Regenerative Medicine.

Major milestones to be achieved during 2009-10

1. Identify and interview highly qualified potential leaders of the UNMC regenerative medicine effort, in conjunction with Korn Ferry, by December 31, 2009.
 - Done

2009-10 Measurable Outcomes:

1. Select three top national candidates and complete visit plans by December 31, 2009.
 - Done

Leaders: Jim Turpen, John Gollan, Tom Rosenquist

Goal 3:

Expand UNMC clinical and translational research.

Major milestones to be achieved during 2009-10

- 1. Submit revised CTSA proposal in response to NIH NCCR reviewers' comments by October 1, 2009.

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95% ready to go

2009-10 Measurable Outcomes:

- 1. Submit proposal.

Leaders: Jennifer Larsen, Tom Rosenquist, Paula Turpen

Goal 4:

Expand research in health care disparities.

Major milestones to be achieved during 2009-10

- 1. The College of Public Health will submit a research proposal on health disparities to the appropriate funding agency by June 30, 2010.

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No information

2009-10 Measurable Outcomes:

- 1. Submit proposal.

Leaders: Ayman El-Mohandes

C. Advance community/campus partnerships for health.

Bob Bartee

Goal 1:

Establish a collaborative network to collect, analyze, and disseminate health workforce data and advocate for health workforce pipeline initiatives and programs.

Major milestones to be achieved during 2009-10

- 1. Publish the final report, *Critical Match* by August 2009.
 - Final report published and distributed to stakeholders.
 - Communication plan developed.
- 2. Present findings and recommendations related to an interim study resolution to the Legislature's Health and Human Services Committee by September 2009.
 - Legislative hearing scheduled for October 1, 2009.

3. Form a state-wide consortium/commission charged with developing a long-range plan for workforce development and placement in Nebraska by October 2009.

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2009-10 Measurable outcomes

1. Launch State-wide commission.

Leader: Keith Mueller

Goal 2:

Promote health science literacy through expanded cooperation with community partners and sponsors.

Major milestones to be achieved during 2009-10

1. Launch “training opportunities” website to assist high school science teachers in improving their effectiveness, and develop a plan for ongoing updates by October 2009.
 - Finished work on Science Teachers website.
 - Seeking host for website.
2. Expand Science Cafes to rural areas by March 2010.
 - Conducted first Science Café in Lincoln.
3. Seek and secure outside funding for mobile lab for state-wide elementary schools by November 2010.

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2009-10 Measurable outcomes

1. Hold six Science Cafes in Omaha and one in Lincoln, Nebraska.

Leader: Jim Turpen

Goal 3:

Promote the establishment of a Health Sciences High School (HSHS) in the Omaha metropolitan area in cooperation with K-12 school districts and community partners

Major milestones to be achieved during 2009-10

1. By December 15, 2009 develop a proposal for a HSHS and complete a feasibility study.
 - Met with Superintendents on September 10th, 2009 to obtain buy-in to develop plan by January 2010.

- Districts wish to participate in this plan.
 - Seeking funding to support leader of Planning Process
2. By May 1, 2010 obtain funding from appropriate partners/stakeholders.
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2009-10 Measurable outcomes

1. Interested districts agree to participate.

Leaders: Bob Bartee, Jim Turpen, Bill Lydiatt, Renee Fry and Mark Bowen

Goal 4:

By 2010 develop an interdisciplinary Mind Brain Consortium at UNMC that facilitates translational research, and enhances clinical care, education and outreach activities related to mind-brain health.

Major milestones to be achieved during 2009-10

1. By June 2010 develop clinical research in Parkinson's Disease and Alzheimer's Disease by:
 - Conducted successful team meeting to launch the 3rd Center in the Mind/Brain Consortium – Clinical Research Center
 - UNMC Neurologists will collaborate with UAB colleagues to do profiles, functional assays and cross-validate experimental results using Parkinson's vaccine
 - Mid/Brain Center secured private research support to conduct translational research

2009-10 Measurable outcomes

1. Implement patient enrollment.

Leaders: Howard Gendelman (Team Leader), Michele Aizenberg, John Bertoni, Steve Bonasera, Michael Boska, Ken Follett, Howard Fox, Tsuneya Ikezu, Dan Murman, Jane Potter

D. Create a culturally competent organization. Shireen Rajaram, Ph.D.

Goal 1:

Create student and faculty cultural competency projects to reduce health disparities.

Major milestones to be achieved during 2009-10

1. Develop cultural competency assessment tools, including an online cultural competency module for faculty/staff and students by October 2009.
 - On target in creation of a Cultural Competency on-line training module

- Launched Beta-test of 95-100 employees on October 9, 2009
 - Campus-roll out expected mid to late October.
 - Committee requests Chancellor and upper-level administration to create “buzz” prior to campus-roll out.
2. Develop a health disparities course that accommodates busy health care students and practitioners by April 2010.
 - Outlined main topic areas of the course
 - “Hybrid’ format -- combination of distance-ed and in-class lectures
 - To ensure adequate enrollment offer class for 1-3 credit hours to suit needs of diverse groups of interprofessional students.
 - Include community perspective and experiential learning components
 - Include other new health disparities faculty to join this committee
 3. Create a website with links to all college/unit diversity activities and programs and to an expanded UNMC community-cultural-competency-outreach database by May 2010.
 - Committee met and discussed the Public Relations brand campaign that includes designing a diversity website.
 - IT will provide support, Public Affairs and Human Resources will provide updates and maintain website content.

2009-10 Measurable outcomes

1. Complete all milestones by target dates.

Leaders: Shireen Rajaram, Andy Jameton, Sheila Wrobel, Ruth Margalit, Linda Cunningham, Anne Faylor and Sonya Smith

Goal 2:

Improve recruitment and retention of under-represented faculty, staff and students.

Major milestones to be achieved during 2009-10

1. Develop a Search Committee Guidebook which assists committees in understanding federal affirmative action requirements, campus policy requirements, and provides diversity-related search tools in order to broaden the range of applicants for faculty positions by February 2010.
 - Committee discussed what to include in the content of the guidebook and reviewed some sample formats.
 - Invited additional members from COM, CON and Faculty Senate/Gender Equity for additional representation and feedback.
 - Reviewing existing campus and peer resources for content ideas.
2. Create a structured mentoring program for junior underrepresented faculty and residents and students from educationally and socio-economically disadvantaged backgrounds in order to improve promotion and tenure of

underrepresented faculty and the retention of underrepresented students by April 2010.

- Admission/graduation data from 1999-2009 for underrepresented students was reviewed. Admission numbers over 10 year time period were small with 8 programs admitting less than 10 students.
 - Similar review of existing faculty and resident employment/retention data will be completed.
3. Revise the Environmental Assessment Survey into a Web-based format to assess inclusiveness, UNMC as a collaborative culture, diversity in the workplace, equal employment opportunity, teambuilding, and cross-cultural communication and dynamics by December 2010.
- Committee met to discuss current survey format and information gleaned from the last survey report.
 - Discussed consulting with researchers to develop the content of a new survey instrument.
 - Discussed the use of an outside third party consulting company to conduct survey.

2009-10 Measurable Outcomes

1. Complete all milestones by target dates.

Leaders: Linda Cunningham, Sonya Smith, Glen Houpt, Linda Merriman, Rubens Pamies and Mary McNamee

E. Advance biomedical technologies to improve health, diversify UNMC revenues and create economic growth in Nebraska. Don Leuenberger

Goal 1:

Improve the attractiveness of UNMC as a contracting partner with the government, and the Department of Defense (DOD) in particular.

Major milestones to be achieved during 2009-10

1. Operationally enable the Biomedical Technology Transfer Corporation (BioTT) by funding and staffing the company by December 2009.
 - Incorporation papers filed and officers appointed.
2. Define and strengthen the core areas of research that would be attractive to DOD (e.g. telehealth, care in the air, health surveillance, directed-energy weapons). Identify and begin developing other strengths as appropriate by December 2009.
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3. Identify and establish at least one IPA agreement between a UNMC researcher and a DOD agency by March 2010.
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4. Identify a DOD agency with whom UNMC could begin negotiations to establish an Indefinite Delivery/Indefinite Quantity (IDIQ) contract by March 2010 that could facilitate setting up either a Research Center or a University Affiliated Research Center (UARC).
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5. Identify by March 2010 an entity that currently has an IDIQ with a DOD agency on which UNMC could become an IDIQ subcontractor.
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6. Identify and respond to at least one request for a contractual service by March 2010 that UNMC and UNeMed could provide to the Department of Defense, Department of Homeland Security or Veterans Administration.
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2009-10 Measurable Outcomes:

1. Complete all milestones by target dates.

Leaders: Mark Bowen, Steve Hinrichs, Michael Dixon, Paula Turpen, Ben Boedeker, Bob Bell

Goal 2:

Develop a comprehensive business plan for the creation of a clinical research organization, including sources of revenue and rate of return.

Major milestones to be achieved during 2009-10

1. Complete and follow-up on initial discussions with Quintiles by September 2009.
 - Follow-up on May 1st discussion with CEO of Quintiles ongoing.
2. Reorganize the clinical research center and the clinical trials office to provide more efficient, robust and compliant support systems by December 2009.
 - Job description for head of clinical trials office under Unehealth complete, recruitment underway.
3. Implement Huron Report infrastructure recommendations among UNMC, UNMC-P and the Hospital by March 2010.
 - Milestones identified by Operations Committee, implementation of recommendations on schedule for implementation in Spring 2010.

2009-10 Measurable Outcomes:

1. Complete all milestones by target dates.

Leaders: Bill Dinsmoor, Cory Shaw, Don Leuenberger, Jim Linder

F. Strengthen employee loyalty, satisfaction and wellness.

John Russell

Goal 1:

Improve UNMC faculty, staff and students access to beneficial health activities.

Major milestones to be achieved during 2009-10

1. Implement a Tobacco Free Campus policy by September 1, 2009.
 - Completed on August 24, 2009 (policy, communications, signage, posters, cessation programs as well as communication of their benefits and/or programs/services available to assist in tobacco cessation).
2. Investigate the feasibility and best approaches toward establishing a “clearinghouse” for faculty and staff wellness affinity groups. Develop and implement as appropriate by February 28, 2010.
 - UNMC Wellness Council is investigating.
3. Increase numbers of employees and dependents using the “Healthy U” physical (target of 15% increase) by December 31, 2010.
 - Promoted with flyers sent to all eligible employees on all campuses, promoted in UNMC Today multiple times. UNMC-Physicians is compiling current usage numbers.
4. Increase utilization of other options under the preventive care benefit through improved/increased communication (target of 15% increase) by December 31, 2010.
 - Implementing an “Enhanced Wellness Benefit” for those employees enrolled in UNMC’s medical plan who complete our health risk assessment called Wellstream.
 - Includes an increase in the Wellness and Preventative Services Benefit
 - For adults / \$250 to \$300
 - For children / \$500 to \$600
 - First dollar coverage for a colonoscopy once every 10 years beginning at age 50
 - Zero co-pay for generic medications by mail service only
5. Increase the knowledge of risk factors, among the UNMC population through successful rollout of the Health Risk Appraisal (target 50% participation) by December 31, 2010.
 - Blue Cross Blue Shield’s health risk assessment (Wellstream) will be rolled out to all benefits-eligible employees, ancillaries and retirees November 9 – December 4, 2009. Participants will receive a personal health report that helps them better understand their current health status. The report also serves

as an important piece that can be discussed with their physician. Those completing the HRA will also have access a variety of free health education tools to help them achieve a higher level of wellness.

2009-10 Measurable Outcomes:

1. Complete all milestones by target dates.

Leaders: Kyle Meyer and the UNMC Wellness Council

Goal 2:

Improve the “financial wellness” of faculty, staff and students.

Major milestones to be achieved during 2009-10

1. Improve the value of compensation through the expansion of employee discounts made available through UNMC by December 31, 2009.
 - Carmen and Glen have met with representatives from Counterparts concierge service to learn about the services they could provide UNMC. The next step will be to review a formal proposal that Counterparts will be submitting to UNMC as well as meet with Deb Thomas to explore other discount opportunities.
2. Provide financial education and counseling to faculty, staff and students (target of five sessions) by March 31, 2010.
 - Carmen and Glen have met with representatives from a UNL program that provides financial education to employees. The next step will be to assess employee interest.
3. Implement a UNMC loan program for financially distressed employees who are unable to obtain financial assistance through other sources by March 31, 2010.
 - Investigated and dropped as not doable.
4. Explore possibility of salary-in-lieu-of-benefits for dual-employment couples; implement if possible by July 1, 2010.
 - Not started yet

2009-10 Measurable Outcomes:

1. Complete all milestones by target dates.

Leaders: Carmen Sirizzotti, Glen Houpt, Jayme Nekuda, plus Deb Thomas to provide guidance with discount programs.

Goal 3:

Develop a campus-wide staff council or other type of staff organization.

Major milestones to be achieved during 2009-10

1. Hold focus groups with staff to determine interests and potential leaders and models by October 31, 2009.
 - Working with HRIT for list of employees to invite to focus group discussions planned for October 2009.
 - Invitations to participate on Focus Groups will include representation from all units.
 - Target focus group participation is set for #36 employees.
2. Develop guidelines and launch council(s) by February 28, 2010.
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2009-10 Measurable Outcomes:

1. Complete all milestones by target dates.

Leaders: Linda Cunningham, team members TBD