Goal 3: Leader in Translational Research

GOAL 3: Lead in **translational research**; create, apply and disseminate new knowledge.	3.1: Evaluate infrastructure needed to advance financially sustainable clinical and translational research. 3.2: Foster a culture that supports and values research. 3.3: Lead in multi-institutional clinical trials. 3.4: Promote an applied focus on innovation through development of new clinical treatments, procedures, drugs and devices. 3.5: Disseminate information about scientific advancement and discovery to the scientific and practice communities, to the public and other stakeholders.

Goal 3: Leader in Translational Research

Strategy 3.1

Evaluate infrastructure needed to advance financially sustainable clinical and translational research. *(Page 1 of 2)*

Preliminary Tactics:

1. Communicate the importance of clinical and translational research to all VMC stakeholders.
    i. Clearly articulate the role that the VMC will play in clinical and translational research.
    ii. Promote the VMC's unique responsibility and capability to conduct research that advances the health of animals and humans.
    iii. Engage relevant caregiving teams when research projects are launched to enhance success in executing research protocols and to support trials enrollment.
    iv. Catalog and publicize clinical research study opportunities and enrollment criteria. *(Links to Strategy 4.2)*
    v. Explore incentives to reward faculty and staff success in trials enrollment.
2. Identify patients who might be eligible for a clinical trial.
    i. Utilize VHIS to identify and track eligible patients and patients on clinical protocols.
    ii. Develop mechanisms to flag all eligible patients at every entry point into the hospital (e.g., add a special code to the patient's medical record).
    iii. Inform principal investigators/research coordinators when an eligible patient is identified.

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Strategy 3.1

Evaluate infrastructure needed to advance financially sustainable clinical and translational research. *(Page 2 of 2)*

Preliminary Tactics:

3. Continue to enhance the translational research core as a shared resource within the VMC; consider the following:
   - i. Tailor VHIS to facilitate research data collection.
   - ii. Explore expanding seed grants with a focus on translational medicine.
   - iii. Review cost structure and pricing for research testing and supplies.
   - iv. Enhance access and timeliness for ancillary services related to clinical studies.
   - v. Utilize research coordinators to facilitate trials enrollment and manage research protocols.
   - vi. Improve processes for specimen collection, profiling and bio-banking.

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Strategy 3.2

Foster a culture that supports and values research.

Preliminary Tactics:

a. Develop basic and clinical research partnerships, both within the SVM and with external collaborators.

b. Incorporate clinical trials participation in merit and promotions criteria.

c. Clearly articulate expectations for faculty effort related to research and clinical care.

d. Improve communication with patients regarding the VMC's research mission.

e. Explore additional opportunities for faculty clinical research training.

f. Better communicate clinical research across the School; highlight in rounds and seminars. [SVM Plan]

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Strategy 3.3

Lead in multi-institutional clinical trials.

Preliminary Tactics:

a. Continue to build a comprehensive clinical trials program. [SVM Plan]

b. Capitalize on the large and diverse clinical caseload to support excellence in translational and clinical research. [SVM Plan]

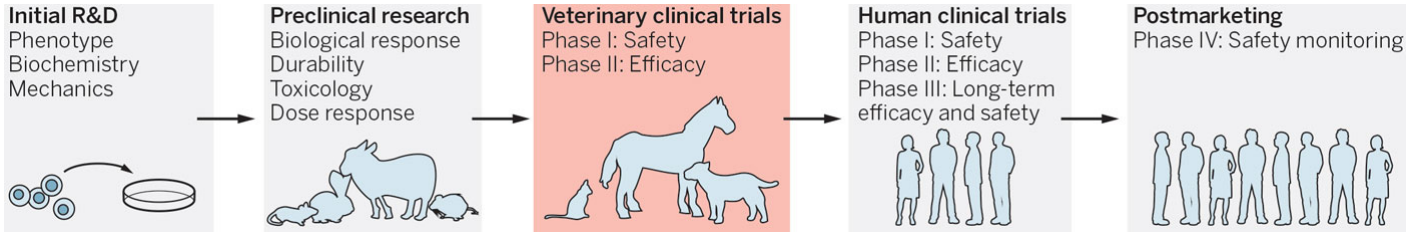
c. Continue to improve upon our marketing approach to patients and referring veterinarians as it relates to clinical trials.

   i. Strive to register trials in the national clinical trials database.

   ii. Leverage satellite facilities to expand trials enrollment.

d. Nurture industry relationships to secure more industry-sponsored clinical trials.

e. Continue to advance relationships (e.g., the School of Medicine, the Clinical and Translational Science Award One Health Alliance [COHA]) that leverage unique opportunities as illustrated below:



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Strategy 3.4

Promote an applied focus on innovation through development of new clinical treatments, procedures, drugs and devices.

Preliminary Tactics:

a. Leverage resources available through University of California programs such as:

   i. University of California Center for Accelerated Innovation.

   ii. UC Davis Mike and Renee Child Institute for Innovation and Entrepreneurship.

b. Determine how best to build the components of a successful innovation ecosystem as outlined below:

Cultivate Talent	Secure Services & Infrastructure	Identify Funding	Engage Partners	Leverage SVM Discoveries	Foster Entrepreneurial Culture
Encourage faculty, staff and students to participate in entrepreneurship educational programs.	Identify resources to develop and incubate prospective clinical applications in a sustainable manner.	Secure funds for incubating and accelerating and sustaining application development.	Engage partners across UC Davis, the University of California and industry.	Stay abreast of discoveries with potential clinical applications.	Recognize and reward achievements in innovation and commercialization.

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Strategy 3.5

Disseminate information about scientific advancement and discovery to the scientific and practice communities, to the public and other stakeholders.

Preliminary Tactics:

a. Leverage the School's Office of Research and foster school-wide support in sharing scientific communications.

b. Address the following components for successful knowledge transfer.

Build Capacity

- Provide professional development to teach faculty on how to effectively communicate their clinical research.
- Leverage public relations and marketing expertise available through the School of Veterinary Medicine and UC Davis.

Use Varied Mechanisms

- Peer Reviewed Publications
- Popular Press
- Website
- Social Media
- Symposia
- Continuing Education Programs
- Scientific Presentations
- Practice Guidelines

Recognize Effort

- Consider success in dissemination in merit and promotion.
- Provide awards and prizes for effective outreach efforts.