Communicating the Impact of Our Funding

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If I don't post it on Facebook,
did it really happen?
Found at thefunniestpictures.com

SURVEY

- Experiences
- Metrics
- Success stories
- Lessons learned from not-so-successful efforts

51 total responses representing 40 organizations!

AACR	www.aacr.org
Alzheimer's Drug Discovery Foundation	alzdiscovery.org
American Association for Cancer Research	www.aacr.org
American Brain Tumor Association	www.abta.org
American Cancer Society	cancer.org
American Diabetes Association	http://professional.diabetes.org/Research-Grants
American Federation for Aging Research	www.afar.org
American Heart Association	heart.org
Arthritis National Research Foundation	CureArthritis.org
Autism Science Foundation	www.autismsciencefoundation.org
Autism Speaks	www.autismspeaks.org
Avon Breast Cancer Crusade	avonbcc.org
Bonnie J. Addario Lung Cancer Foundation	lungcancerfoundation.org
BrightFocus Foundation	www.brightfocus.org
Cancer Research Institute	www.cancerresearch.org
Children's Tumor Foundation	www.ctf.org
Conquer Cancer Foundation	www.conquercancerfoundation.org
CURE	www.cureepilepsy.org
Donaghue	donaghue.org
Doris Duke Charitable Foundation	www.ddcf.org
Flinn Foundation	www.flinn.org

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Foundation Fighting Blindness	www.fightblindness.org
Foundation for Physical Therapy	http://www.foundation4pt.org/
JDRF	jdrf.org
Lung Cancer Research Foundation	http://www.lungcancerresearchfoundation.org/
Melanoma Research Alliance	curemelanoma.org
National Psoriasis Foundation	www.psoriasis.org
NYSCF	nyscf.org
Parkinson's Disease Foundation	www.pdf.org
Pershing Square Sohn Cancer Research Alliance	www.psscra.org
Pew Charitable Trusts	http://www.pewtrusts.org/en/projects/pew-biomedical-scholars
Rheumatology Research Foundation	www.rheumresearch.org
Simons Foundation	simonsfoundation.org
St. Baldrick's Foundation	http://www.stbaldricks.org/
Susan G Komen	komen.org
The Gerber Foundation	www.gerberfoundation.org
The Leona M. and Harry B. Helmsley Charitable Trust	www.helmsleytrust.org
The Medical Foundation	http://www.hria.org/tmfservices/
The V Foundation for Cancer Research	www.jimmyv.org
W.M. Keck Foundation	www.wmkeck.org

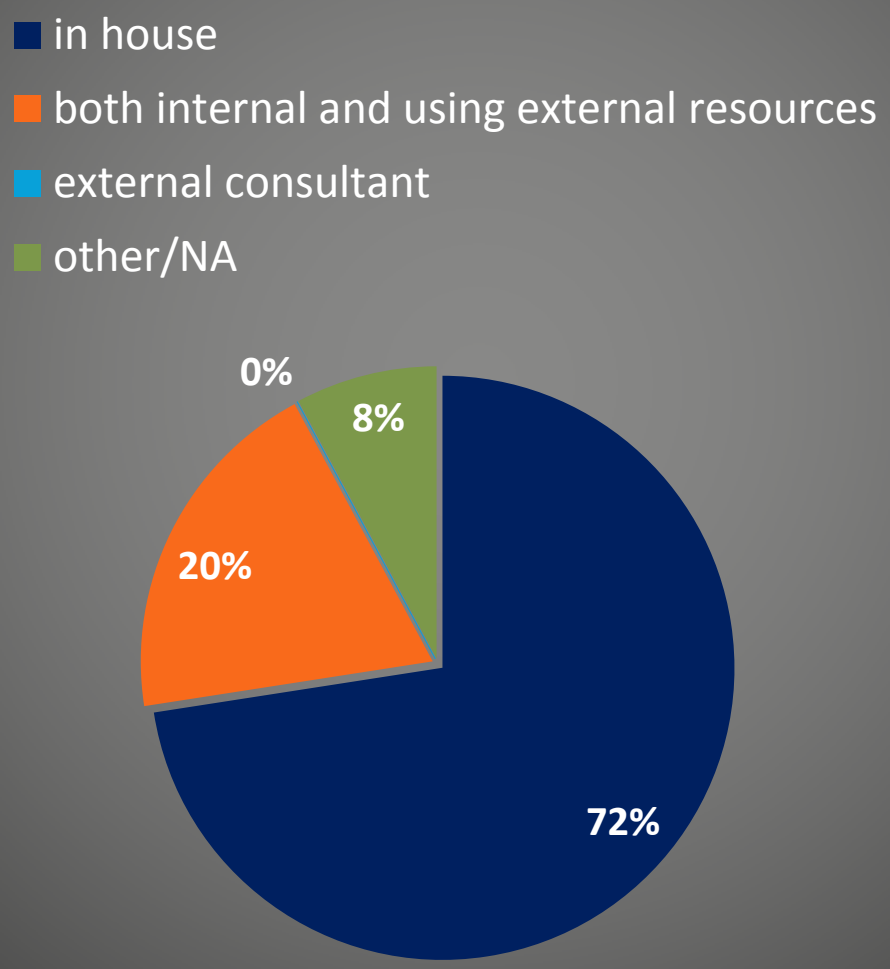
What quantitative outcomes do you track from your funded research?

Publications	96.1%
Patents/intellectual property/commercialization and licensing	82.4%
Additional “follow-on” funding received from other organizations (i.e. NIH grants)	76.5%
Presentations	70.6%
Career advancement	66.7%
Honors/Awards	62.7%
Scientific collaborations	37.3%
Number of people trained	33.3%
Professional activities (journal editor, peer reviewer)	23.5%
Business development/company start-ups	21.6%
Distributed reagents/tools	21.6%
Industry relationships	13.7%
Advisory boards	11.8%
Question is not applicable to my organization	2.0%
Other (please specify)	29.4%

Other quantitative outcomes:

- Course work
- Teaching
- # clinical trials run, # of preclinical studies started, stage of research
- Promotions
- Blogs, Interviews
- Retention of researchers in the field
- Satisfaction rankings from training programs
- Collaborations
- Impact factor for publications

Do you do your analyses in house or rely on external consultants?



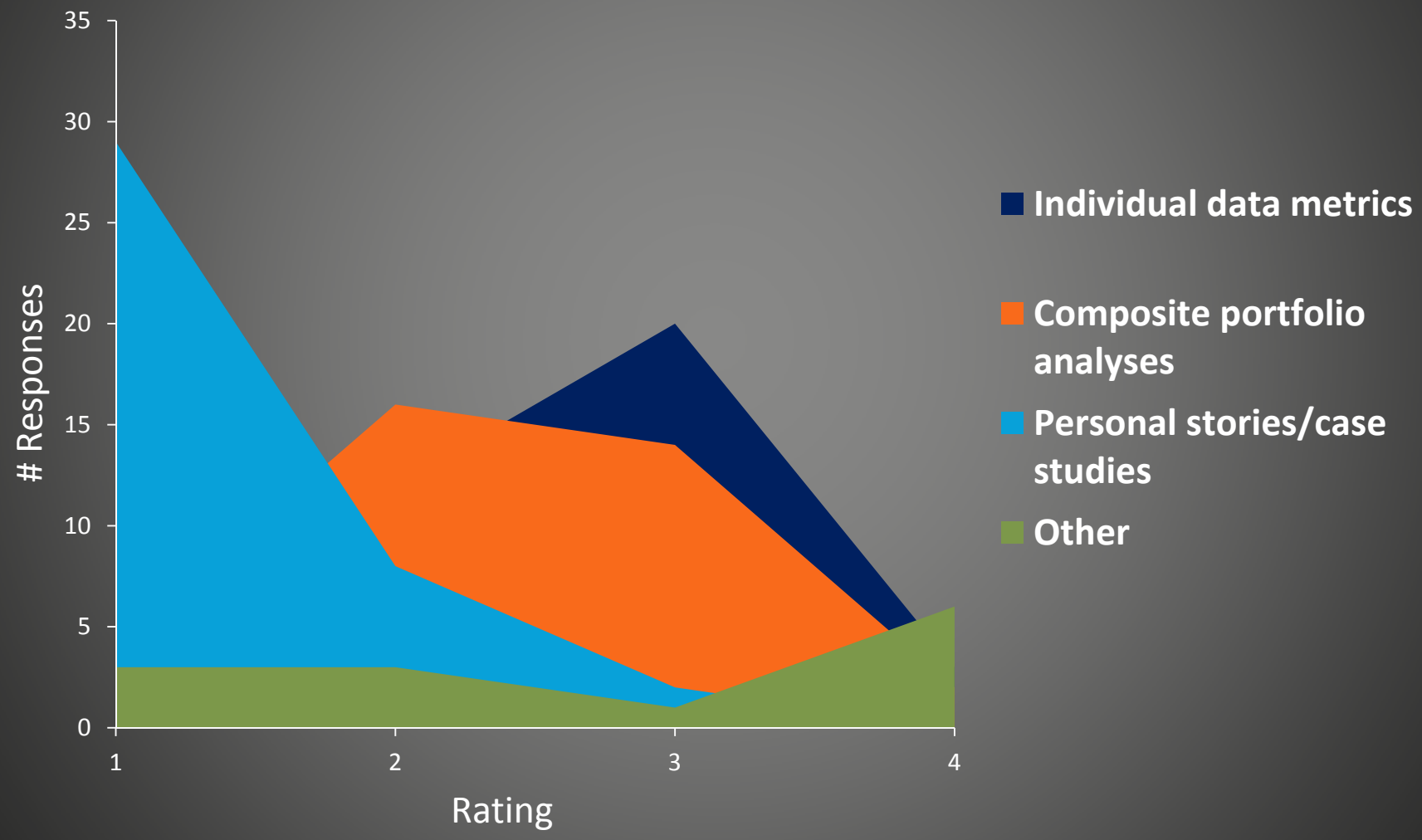
External Resources:

- PlumX, NIH RePORTer, Scopus, SciVal, Uber Research, Lexis/Nexis
  - "We use Uber Research but have found it limited in its capabilities. Much is still done manually, which makes it incredibly difficult to accomplish."
  - Mixed feedback on usefulness of Plum
- iMIS Database to track in-house funding and follow-on funding
- To help decrease use of technical jargon: https://readability-score.com/text/
- Qliksense, metrics platform provided through proposalCENTRAL
- Customized database through SmartSimple
- WizeHive
- Faculty who have a special (research) interest in the topic.
  - External evaluator is typically the first or senior author on a scientific publication related to the analysis.
- ad hoc academic advisory group
- Summer students/interns, consultants
- Rosemarie Truman from the Center for Advancing Innovation
- Explored options but "nothing justified the cost"

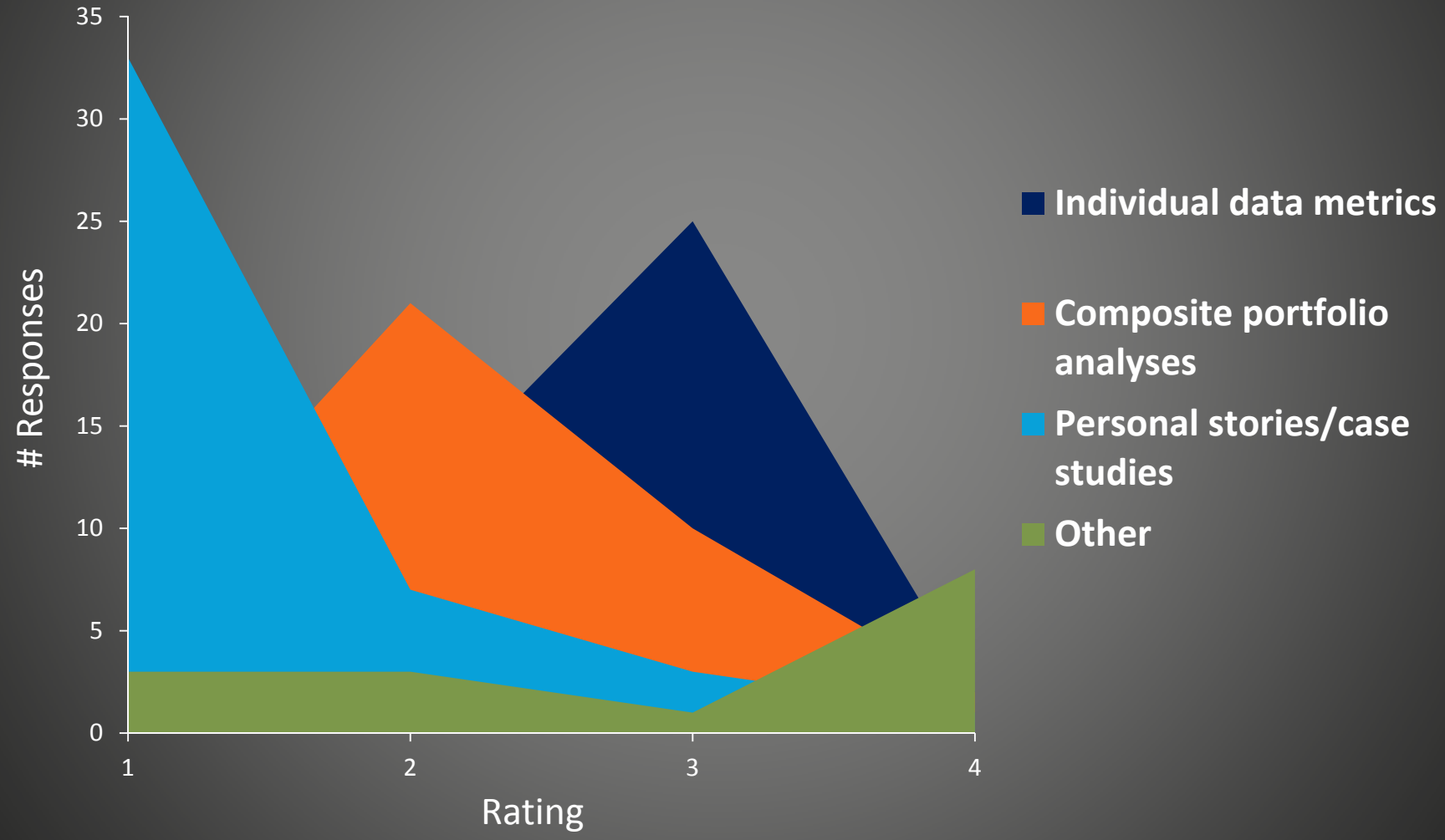
Other Resources to Assess Funding Impact

- Grantee progress reports
- On-line survey tools, Alumni network
- Data mining
- Grants systems
- Grantee CVs (career development)
- Pubmed alerts, web of science, Altmetrics
- Twitter
- Google analytics, google patent, google scholar, google alerts for grantees (“internet stalking”)
- Data analysis in Excel, Prism, Systat
- Graphic designer for infographics
- Could the new gHRAsp system help survey a given research field?

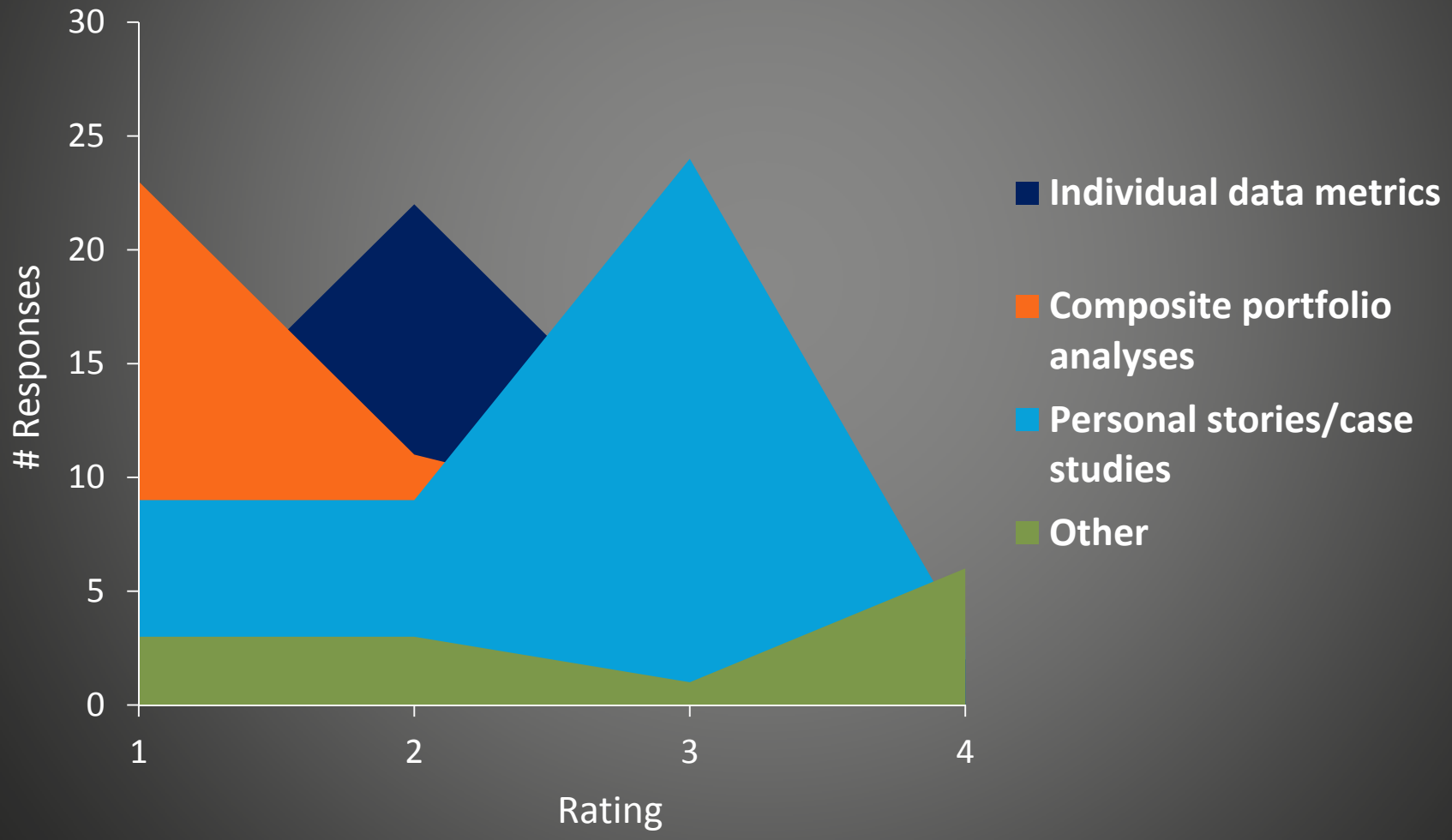
Communicating Impact - To Donors



Communicating Impact - To The General Public



Communicating Impact - To The Board



Additional Metrics of Interest to Donors

- Drugs/treatments developed
- Science leading to treatments
- Donors like to see they are acknowledged in both scientific and general publications
- Increasing visibility of foundation/disease
- Impact to patient care

Additional Metrics of Interest to the General Public

- Drugs/treatments developed
- For case studies:
  - video interviews
  - “breakthroughs” “results”
  - What will help the patient (not about the scientist)
  - blogs
- Making the connection that funding research=cure

Additional Metrics of Interest to Board Members

- Drugs/treatments developed
- Returns on investment
- IP
- Awards (i.e. nobel prize)
- Breadth of programs and funding
- Innovation/uniqueness of programmatic efforts
- Infographics
- Opinion from outside experts
- Comparison to similar programs
- Media coverage

“Toolkit” examples

Specific Member Organization Examples can be found in a supporting document on the HRA members only website

What strategies have **NOT** worked

- Videos, newsletters – impact is not clear and high cost/time
  - Press releases, pitching stories more valuable
- Non concrete examples – "could" lead to a treatment, etc., conveying "technical" lingo
- Using these metrics to engage with major gifts part of org – hard to speak the same language
- Data-driven outcomes don't help connect to donors/public, need a story
- Simpler the better
  - e.g. complex analyses, tying "value" to disease mechanism – hard to translate
- Plum
- Text-heavy documents, infographics work better
- Communicating the incremental progress of science, people want breakthroughs
- Blogs – not widely read

Conclusions

- There is a lot we can learn from each other!

- Common challenges:
  - HOW to assess if communication strategies are working
  - Balancing effort and internal resources vs. impact (i.e. Is it worth it??)