

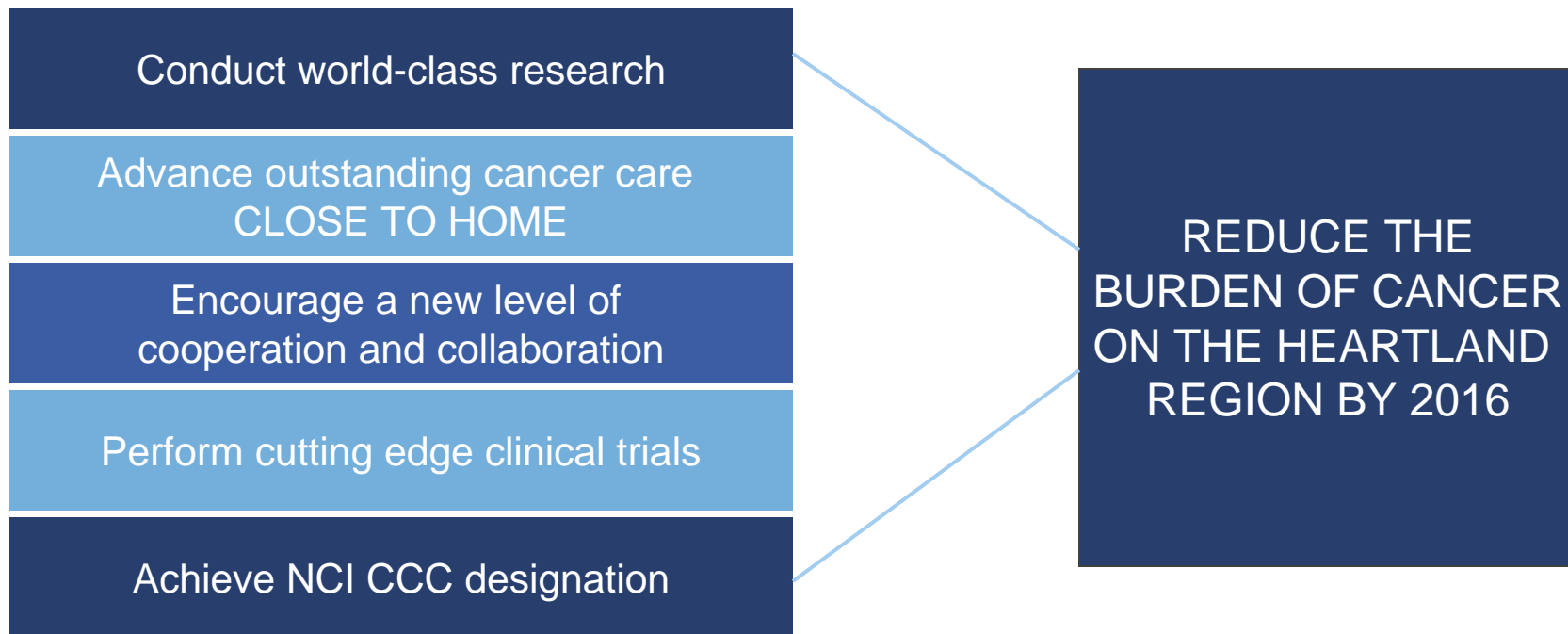
# **University of Kansas Cancer Center Research-to-Care Initiative**

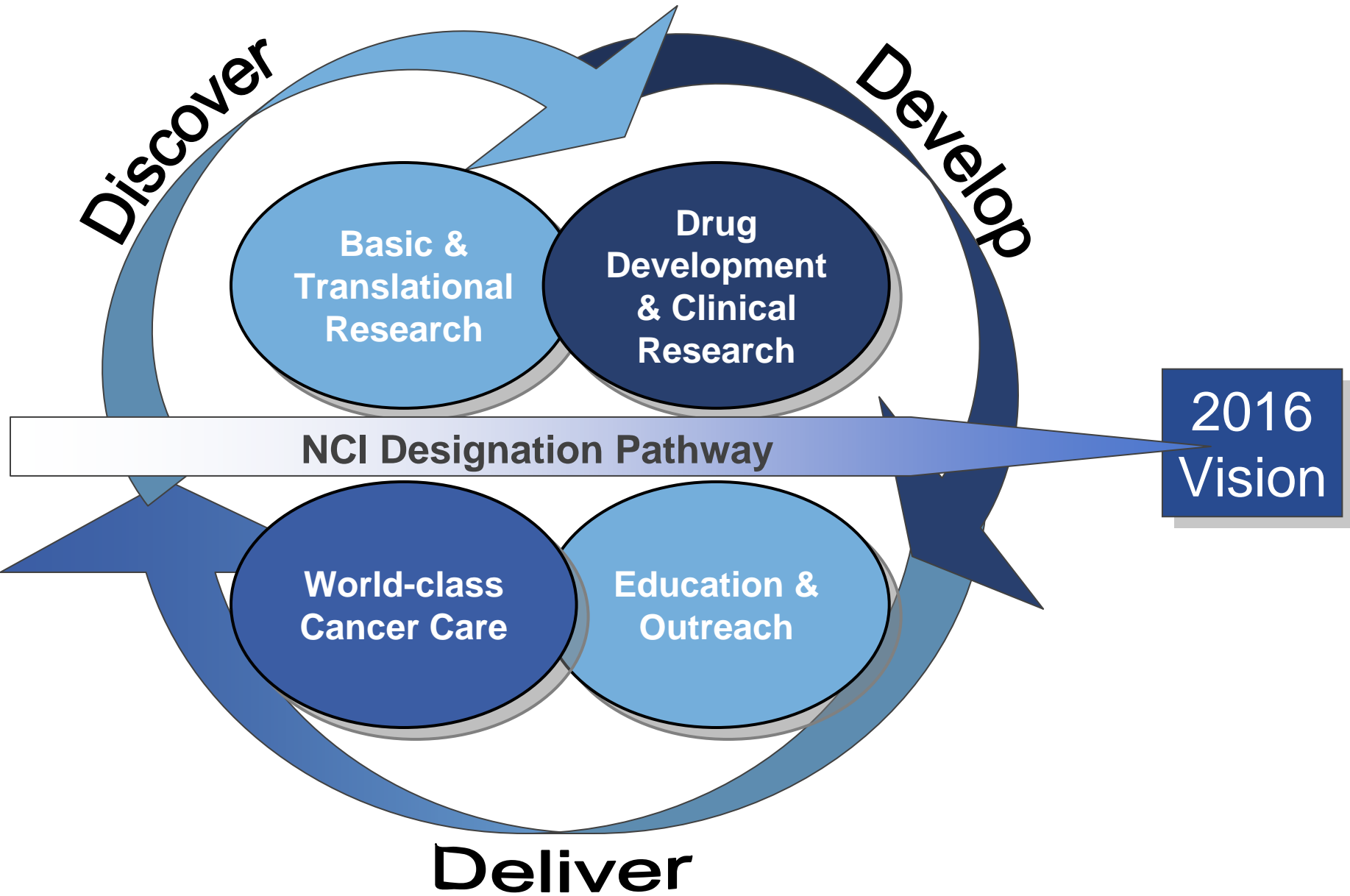
**Presentation to the  
Kansas Cancer Partnership  
September 10, 2007**

**Roy Jensen, MD  
Director, University of Kansas Cancer Center**

**Gary Doolittle, MD  
Medical Director, Midwest Cancer Alliance**





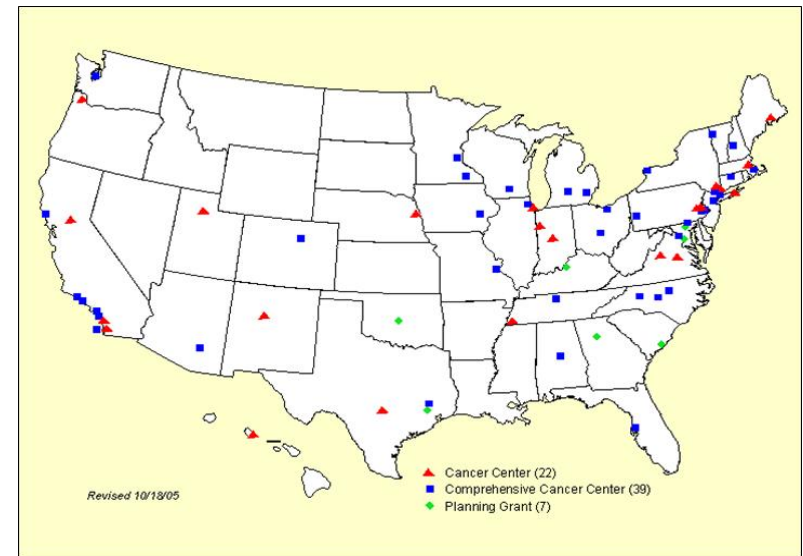


# NCI Designation

- Academic medical centers are eligible for designation
- Rigorous, multi-year journey
- Annual review from External Advisory Board
  - » Members are leaders of NCI-centers
- Timeframe
  - » Apply for “Cancer Center” status in 2009
  - » Apply for “Comprehensive Cancer Center” status in 2015

“Designation is a marathon...not a sprint”

- Achieves “Gold Standard” in cancer research and care
  - » Coveted national reputation for region
  - » Access to leading edge clinical trials closer to home = more lives saved
  - » More investigator-initiated trials and research funding
- Addresses regional problem
  - » Cancer mortality rates not decreasing fast enough
  - » Underserved population in Midwest
- Means significant economic development opportunities in regional communities



## NCI Designation Process

Drug Discovery & Development

Office of  
Therapeutics  
Discovery &  
Development

Clinical  
Trials  
Office

Community-based  
Approach



Results

More advanced cancer prevention,  
early detection, treatment, and survivorship

## KU Strategy

- Balance drug pipeline
  - » Focus on novel therapies and targets
  - » Improved delivery of marketed drugs
- Align with KU Translational Research priorities
  - » NCI designation of University of Kansas Cancer Center
  - » GCRC (Clinical & Translational Science Award)
- Leverage internal and external (outsourcing) expertise
- Bring pharmaceutical industry best practices to KU
  - » High performance project teams
  - » “Pharma” drug profiling
- Partner with industry and other academic institutions

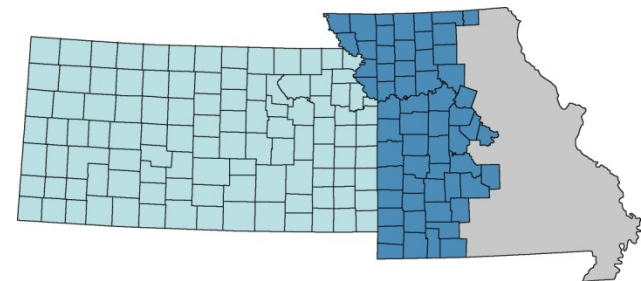
## KU Strengths

- #3 School of Pharmacy
- Established KU cores and centers
- University priority and commitment
- Blue Ribbon Task Force recommendations
- Stowers Institute for Medical Research relationship
- Ewing Kauffman Foundation support
- Wealth of drug development resources in the region
- Life sciences growth in the region
- Collaborations with other institutions

# Community-based Approach

## Midwest Cancer Alliance (MCA)

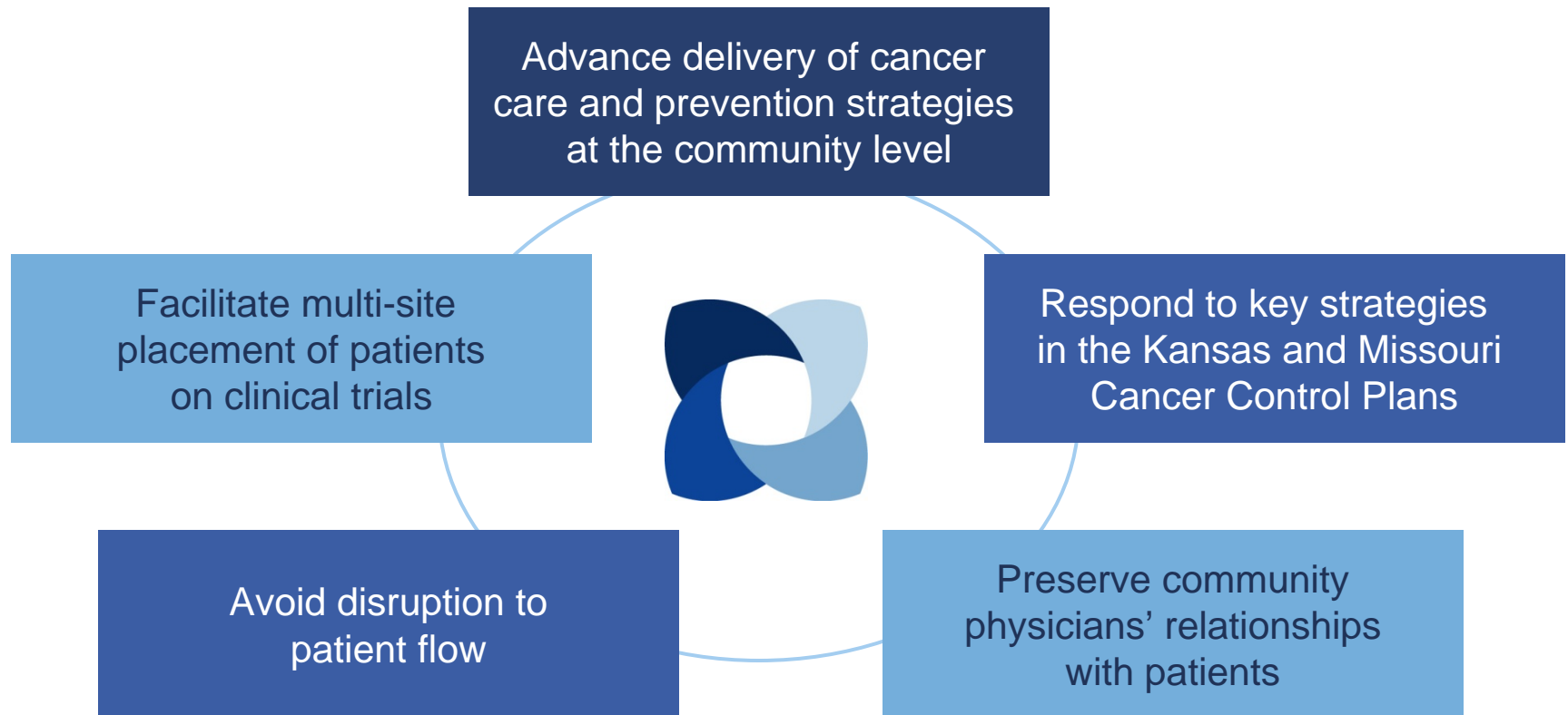
- **Membership-based organization**
  - Members will include hospitals, physician groups, cancer support & advocacy organizations, industry, government
- **Links University of Kansas Cancer Center to the Heartland Region of Kansas and western Missouri**
- **Key element in Cancer Center's NCI designation strategy**
- **Facilitator of clinical trials with members**



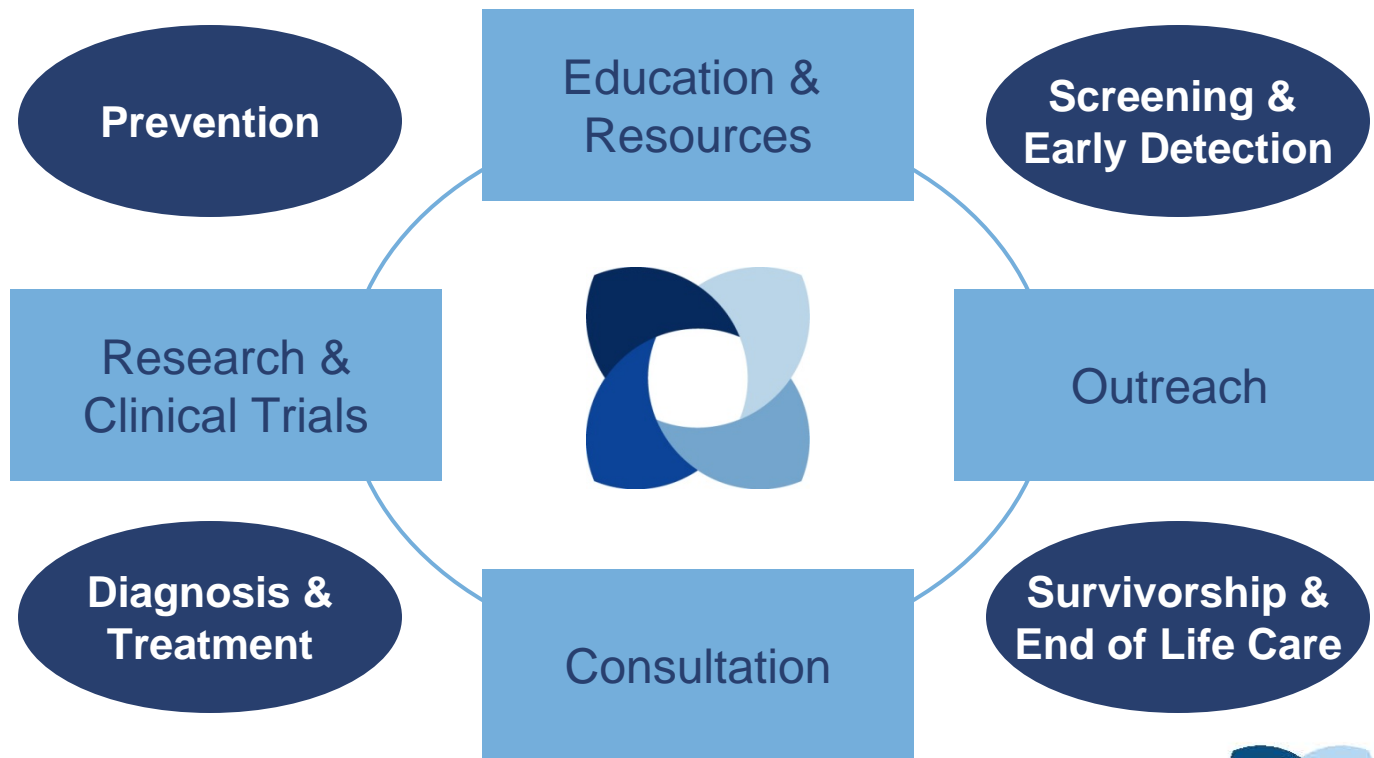
# MCA Purpose

- **Provide strong support to community oncologists and cancer care professionals**
- **Enhance cancer care for patients across the Heartland Region**
- **Advance network access to:**
  - Innovative, investigator-initiated clinical trials
  - Newly developed targeted diagnostics, therapies, and prevention strategies
  - Continuing education opportunities
- **Provide future NCI-designation linkage**

# MCA Core Principles



# MCA Focus and Service Areas



# MCA Membership Structure

Community  
Partner

<100 newly diagnosed cancer  
cases per year\*

Clinical Research  
Partner

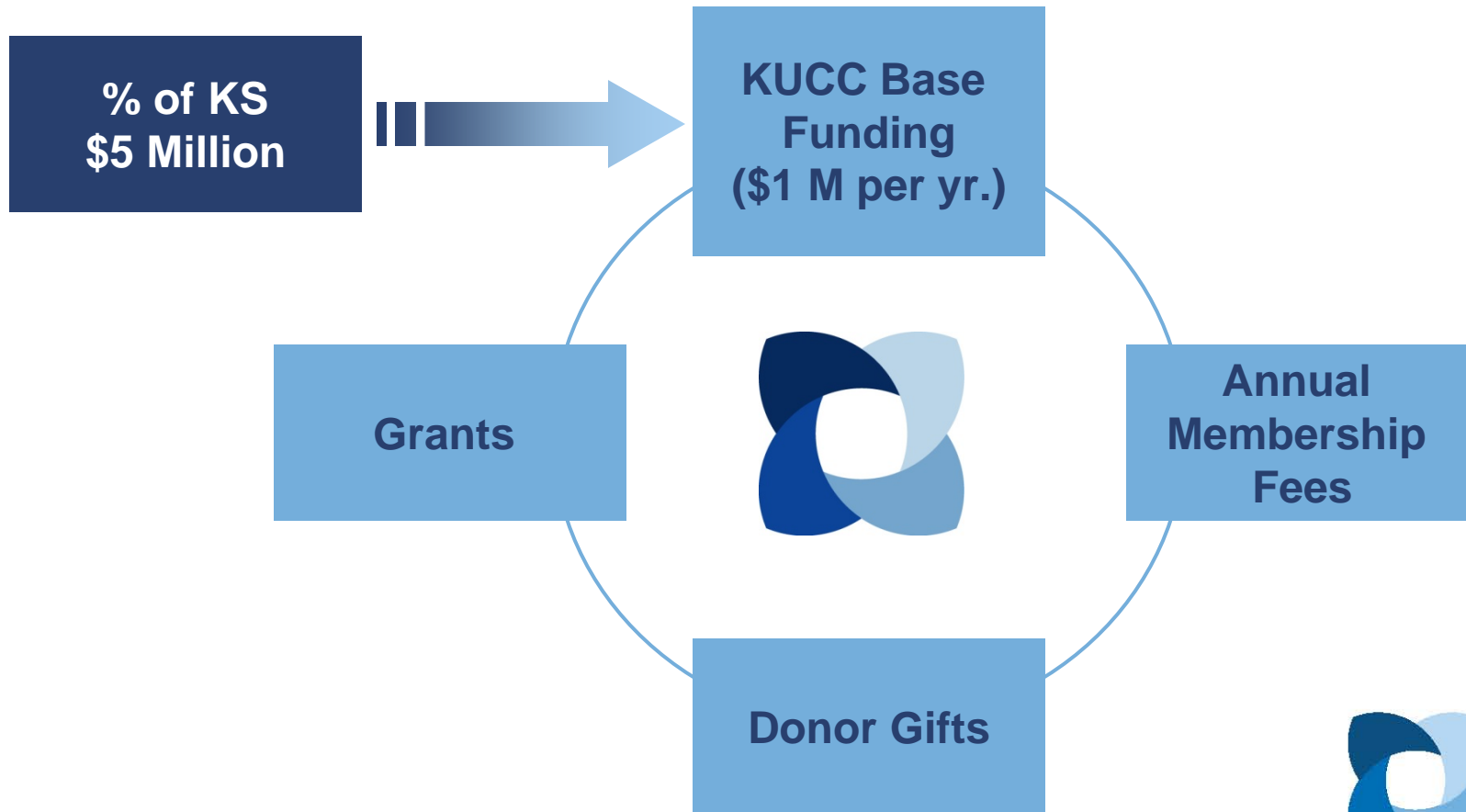
100-650 newly diagnosed cancer  
cases per year\* and infrastructure to  
support clinical trials

Major Clinical Research  
Partner

>650 newly diagnosed cancer  
cases per year\* and infrastructure to  
support advanced clinical trials

[\*As defined by the American College of Surgeons, Commission on Cancer]

# MCA Funding Sources



# Benefits for Cancer Patients

- **Advances comprehensive treatment locally**
- **Offers multidisciplinary care for every diagnosis**
- **Enables immediate state-of-the-art care to patients for whom standard therapy has failed**
- **Improves access to cancer screening and prevention**

# Benefits for Community-based Oncologists

- **Increases access to innovative clinical trials**
- **Enhances network of research and clinical oncologists working together**
- **Increases access to consultative services and second opinions**
- **Provides latest evidence-based guidelines**
- **Provides continuing medical education opportunities**

# Benefits for Hospitals

- **Increases visibility, recognition as center doing research**
- **Supports market share growth by retaining patients in community setting**
- **Enhances ability to recruit and retain outstanding cancer physicians and nurses**
- **Provides access to network IRB, clinical trials management software**

# Benefits for Communities

- **Reduces the "brain drain" of talented medical professionals from Kansas**
- **Helps retain top medical professional talent in rural areas**
- **Creates and maintains jobs**
- **Spurs related economic development**

# Q&A