DIRECTOR UPDATE
Opening Remarks
Agenda

• Massey Extramural Research Funding Portfolio
• Treatment Trial Accrual Trajectory
• Research Publications by Massey Investigators
• Stand Up To Cancer Catalyst Award
• Recent Recruits
### MCC RESEARCH FUNDING PORTFOLIO (as of 1/2022*)

**32% Increase in NCI Funding Since 2016**

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>2016</th>
<th>2022</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total # of Awards</td>
<td>Direct Costs</td>
<td>Total # of Awards</td>
</tr>
<tr>
<td>NCI</td>
<td>57</td>
<td>$7.3M</td>
<td>68</td>
</tr>
<tr>
<td>Other NIH</td>
<td>75</td>
<td>$7.7M</td>
<td>52</td>
</tr>
<tr>
<td>Other Peer Reviewed</td>
<td>21</td>
<td>$3.1M</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>153</td>
<td>$18.1M</td>
<td>145</td>
</tr>
</tbody>
</table>

*Data includes training awards, but does not include CCSG-related funding; data for 2016 has been presented according to the latest CCSG guidelines, which differs from what was presented in the 2016 application.

**Pending several faculty recruits that will arrive at VCU prior to site visit.
Massey Team Member Perceptions

**RESEARCH ADMINISTRATION**
- Believes that developing and activating clinical trials is critical to their role; however, they could use some added support.
- Believes that Massey does not have adequate staffing for activating more trials or to activate trials quickly.
- Believes communication and increased training are both key to increasing/developing new trials at Massey.

**PHYSICIANS**
- Most Massey physicians consider themselves physician scientists.
- Physicians come to Massey to lead/participate in research – and know it is part of their job.
- A lack of available trials prevents physicians from speaking to patients about trials and/or participating.
- Physicians believe that time is the single biggest barrier to developing and activating a clinical trial – many also are unaware of available support or trials.
- Physician training and workflows can be improved to allow physicians to lead/participate in trials with ease.

**SCIENTISTS**
- This group believes physician involvement/collaboration on clinical trials can improve.
- They also believe Massey can improve its training, education, and logistical support for trials.
- They feel the single biggest obstacle to developing trials at Massey is the communication gap between scientists and the clinical side.

**CLINICAL STAFF**
- Clinical trials add complexity to clinical staff roles.
- Clinical staff think their clinical trial accrual rates are on par or better than others.
- Clinical staff believe that there’s a lack of awareness around trial offerings and significant understaffing that prevent Massey from offering clinical trials to patients – physician engagement is also of concern to clinical staff.
Treatment Trial Accrual Trajectory

VCU to reach highest accruals in over a decade

Accruals

Calendar Year

CY2016 – CY2021

Accruals

0 50 100 150 200 250


156 169 147 138 162 208
Research Publications by Massey Investigators

942 Total Publications (2016-2021)

More than 50% are collaborative

11% are in the highest-impact journals in medicine
Stand Up To Cancer Dream Catalyst Award
Southeastern Consortium for Lung Cancer Health Equity

Identify and overcome barriers to lung cancer screening

Multi-modal Navigation to Increase Lung Cancer Screening (675 participants)

Community-based Navigation (FQHC Partners) → Nurse Navigation Lung Cancer Screening Clinics → Financial Navigators Diagnostic/Tx

Through innovative genetic analysis, developing a precision-based, composite risk score for determining who is at highest risk for lung cancer.

Largest lung cancer screening biorepository in US

Largest lung cancer screening biorepository in US

NCI Cancer Center
Recent Recruits

Recruited from
University of Washington
Fred Hutch

M.D.
Federal University of Rio de Janeiro

Fellowship
Mass General

M.P.H.
Harvard School of Public Health

Clinical and Research Expertise
Lung, head and neck cancers

Renato Martins, M.D., M.P.H.
Professor of Medicine
Chair of Hematology, Oncology, and Palliative Care
Recent Recruits

Recruited from
Stanford University

Ph.D.
California School of Professional Psychology

Research
Cancer Survivorship: impact of cancer treatments on sleep, fatigue, and quality of life

2 NCI RO1’s

Oxana Palesh, P.h.D.
Associate Professor of Psychiatry
Program Leader:
Cancer Prevention and Control
Recent Recruits

Recruited from
Roswell Park Comprehensive Cancer Center

M.D.
Zhejiang University

Ph.D.
Pharmacology and Molecular Sciences
Johns Hopkins University

Research Expertise
Drug resistance in breast
and colorectal cancer

2 NCI RO1’s

Yuesheng Zhang, M.D., Ph.D.
Recent Recruits

**Recruited from**
University of Alabama

**Ph.D.**
China Agricultural University

**Postdoctoral training**
UNC Chapel Hill

**M.P.H.**
Harvard School of Public Health

**Research expertise**
Cancer genetics

Hengbin Wang, Ph.D., M.P.H.
Recent Recruits

**Recruited from**
Medical University of South Carolina
Professor Emeritus of the School of Nursing

American Cancer Society Scholar in Nursing Practice

2005-2016: COE Operational Director for Hollings Cancer Center, MUSC (established one of the longest running AVON Foundation-funded navigation programs for breast cancer screening)

Debbie Bryant, DNP, RN
Operational Director
Office of Community Outreach and Engagement
RECENT RECRUITS: VICTORIA FINDLAY, PHD

Victoria Findlay, PhD

Recruited from: Medical University of South Carolina

PhD: University of Newcastle-upon-Tyne, United Kingdom

Postdoctoral Training: Medical University of South Carolina & Fox Chase Cancer Center, PA

Research Expertise: advanced glycation end products (AGEs)

Associate Professor, Surgical Oncology
Program Leader, Cancer Prevention & Control
RECENT RECRUITS: DAVID TURNER, PHD

Recruited from: Medical University of South Carolina

PhD: University of Newcastle-upon-Tyne, United Kingdom

Postdoctoral Training:
Medical University of South Carolina
Fox Chase Cancer Center, PA
University of Newcastle-upon-Tyne, United Kingdom

Research Expertise: advanced glycation end products (AGEs)

David Turner, PhD
Associate Professor, Dept of Surgery, Division of Surgical Oncology

Recruited from: Medical University of South Carolina

NCI $3.0M
Other PR $1.1M
Other NIH $0.8M
RECENT RECRUITS: NOLAN WAGES, PHD

Nolan Wages, PhD
Professor, Dept of Biostatistics
Associate Director of Early Phase Trials
and Methodological Development

Recruited from: University of Virginia
PhD Statistics: University of Virginia
MS Statistics: University of Virginia

Co-Director Biostatistics Shared Resource
University of Virginia Cancer Center
Thank you for your continued support
VCU & VCU Health Brand Research Highlights
The “Big Idea”

David Ogilvy described the brand as “the intangible sum of a product’s attributes.”

Brands are more easily defined when attributed to a single product or service and intended for a specific audience.

But what if the brand describes an entity that provides many products and services to many unique audiences?

It then becomes both more important and more difficult to identify the core idea that binds all efforts and audiences together. It becomes essential to identify the big idea. This big idea defines “why we exist,” “why you should care.”

This big idea provides the emotional context for the audience(s). It makes them care what we have to say before we say it, whatever the product or service may be.
Research Key Audiences

Leadership  Faculty  Staff
Students    Alumni    Patients
Richmond   Virginia

Key Findings

- VCU community
- Richmond insights
- Commonwealth gap
- Familiarity drives perception
Richmond Insights

**VCU** rates highest in familiarity among the Richmond community with nearly 50% “moderately” or “very familiar.”
Richmond Insights

VCU Health is #2 for unaided Top of Mind Awareness.

Health System Top of Mind

- **Bon Secours**: 22.8%
- **VCU Health**: 22.1%
- **HCA**: 8.3%
- **MCV**: 2.2%
- **Richmond Behavioral Health Authority**: 1.3%
- **United Health Care**: 1.0%
- **VCU/MCV**: 0.6%
Combined VCU Health is #1 for unaided Top of Mind Awareness.
Richmond Insights

- VCU ranks #3 for academic reputation, behind UVA and the College of W&M.
- VCU Health ranks #2 in reputation and quality of medical care, only behind Bon Secours.
- VCU ranks #1 when asked which schools would respondents recommend.
For Meeting Discussion

➢ Commonwealth gap
➢ Familiarity drives perception
➢ Brand Manifesto
VCU & VCU Health Brand Research Highlights

“IT makes such a difference,” said Pooh, “to have someone who believes in you.”