

# Progress on Marketing and Communication for Precision Medicine Initiative

External Affairs, Marketing and Advancement Committee

April 3, 2019



# First step: What is it ?



- Develop **common** narrative about what you're trying to accomplish.
- Explain the concept to stakeholders in customized fashion.
- For everyone: Explain why it matters.
- Narrow the message. Repeat.



GEORGE P. SMITH

10,000 LIVES  
SAVED ANNUALLY WITH  
THERASPHERE®

2X RESEARCH IN 5 YRS.



"GREAT ADVANCEMENTS  
REQUIRE GREAT FACILITIES"

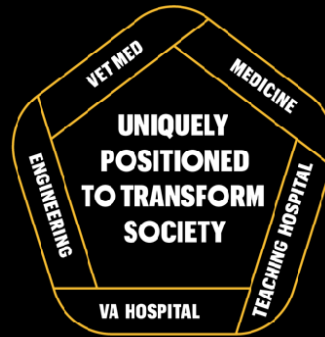


- ➔ AUTISM
- ➔ ALZHEIMER'S
- ➔ CANCER
- ➔ ADDICTION
- ➔ STROKE

CROSS-DISCIPLINARY  
COLLABORATION



WORLD-CLASS  
RESEARCHERS



3,407  
JOBS GENERATED



\$472M  
ECONOMIC IMPACT

HIGHEST  
PRIORITY



OUR PATH  
TO GREATNESS

REPUTATION DEFINING  
INITIATIVE



TALENT.



SPACE.

EPIGENETICS



COMMITMENT  
TO EXCELLENCE.

# Who we are talking to



**University  
community**



**Alumni**



**Donors**



**Corporations**



**Recruits**



**Government  
officials**



**General public**



# Developing focus

- Capitalizing on strengths
- Treating illnesses and changing lives
- Researchers and industry together
- Cutting-edge training for students
- Economic boon to Missouri
- Driver of research funds at all four universities

# Coming soon

- A new name
- A communications tool box
  - Marketing sheets focused on six audience groups
  - PowerPoint template
  - Videos that show how lives will be changed
  - Website
  - Fact sheet
  - The project through the lens of each university

**BENEFITS TO Missouri**

**\$472 MILLION** in jobs & revenue during construction phase

**MILLIONS** in research funding

**DRIVER OF ECONOMIC DEVELOPMENT & INDUSTRY**

**RESEARCHING CURES**

The Precision Medicine Initiative will put the University of Missouri System on the leading edge of healthcare breakthroughs finding cures that help heal Missourians. It will boost recruitment and retention of the most talented researchers from around the world and strengthen Missouri's role as a leader in training and developing the next generation of highly-skilled workers.

Construction of a facility to anchor this effort in Columbia will bring an estimated \$472 million in jobs and revenue for the community. From there, the economic impact grows exponentially, as our scientists draw millions in research funding and their discoveries drive startup companies and industry.

**BUILDING PERSONALIZED MEDICINE IN Missouri**

**INITIATIVE**  
The precision medicine initiative is our biggest, most transformative endeavor to date. This is a rallying cry for the visionaries, researchers and innovators from the University of Missouri System, the state of Missouri and across the nation to join together to solve our society's most pressing health issues.

**COMPLEX**  
Slated to open in the fall of 2020, the precision medicine complex will bring forward-thinking industry partners and talented minds from across the University of Missouri System together to create a hub of interdisciplinary collaboration and a future of medical transformation.

The \$200-MM cutting-edge facility on the University's Columbia campus will focus on cancer, neurological and vascular diseases through translational precision medicine: a bench to bedside approach that "translates" lab research to treatments and therapies tailored to a patient's genetic makeup.

**BENEFITS TO MISSOURI**  
The Precision Medicine Initiative will put the University of Missouri on the leading edge of healthcare breakthroughs. It will boost recruitment and retention of the most talented researchers from around the world and strengthen Missouri's role as a leader in training and developing the next generation of highly skilled workers.

Construction of a facility to anchor this effort in Columbia will bring an estimated \$472 million in jobs and revenue for the community. From there, the economic impact grows exponentially, as our scientists draw millions in research funding and their discoveries drive startup companies and industry.

**5 STORIES**  
**265,000 SQUARE FEET**  
**MULTIDISCIPLINARY LAB SPACE**  
**+42 WET LABS**  
**MRI IMAGING SPACE**  
**BIOMEDICAL SERVICES TECHNOLOGY FOR EARLY DIAGNOSIS OF PERSONALIZED DISEASES**  
**COLLABORATIVE SPACES FOR PUBLIC & PRIVATE COMPANIES PARTNERSHIPS**

**CURES FOR Missourians**  
INNOVATIVE RESEARCH THAT IMPROVES MISSOURIANS' LIVES AND REDUCES HEALTHCARE COSTS

PRECISION MEDICINE IS ADDRESSING CONDITIONS IN THE LEADING CAUSES OF DEATH TO MISSOURIANS:

- Cancer:** \$400M in new cases; 35,480 new cases; 23% increase in deaths.
- Heart Disease:** 72,000 deaths; 21% increase in deaths.
- Stroke:** 15,000 deaths; 21% increase in deaths.
- Alzheimer's Disease:** 13,080 deaths; 65,000 projected deaths.

HEALTHCARE COSTS: \$7.9T (2019) vs. \$5.7M (2019)

UNMC UMKC UMSL

# How we distribute that message

- Events: Recent summit, upcoming groundbreaking
- Information to higher education peers
- Meetings with national media outlets
- Direct communication with elected leaders
- Meetings with members of University community





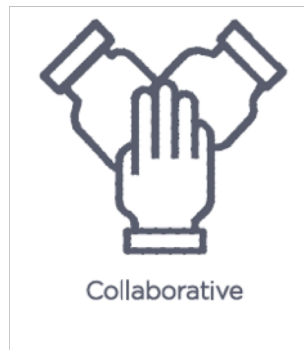
# A consistent thread

- Website communication
- Social media
- News releases
- Leadership remarks
- Alumni communications
- School and unit communications



# We want all to know

*This initiative is our biggest, most transformative endeavor to date. A rallying cry for the visionaries, researchers and innovators from the University of Missouri System, the state of Missouri and across the nation to join together to solve our society's most pressing health issues.*





# University of Missouri System

COLUMBIA | KANSAS CITY | ROLLA | ST. LOUIS