

# Agenda



## Strategic Planning Committee Conference Call

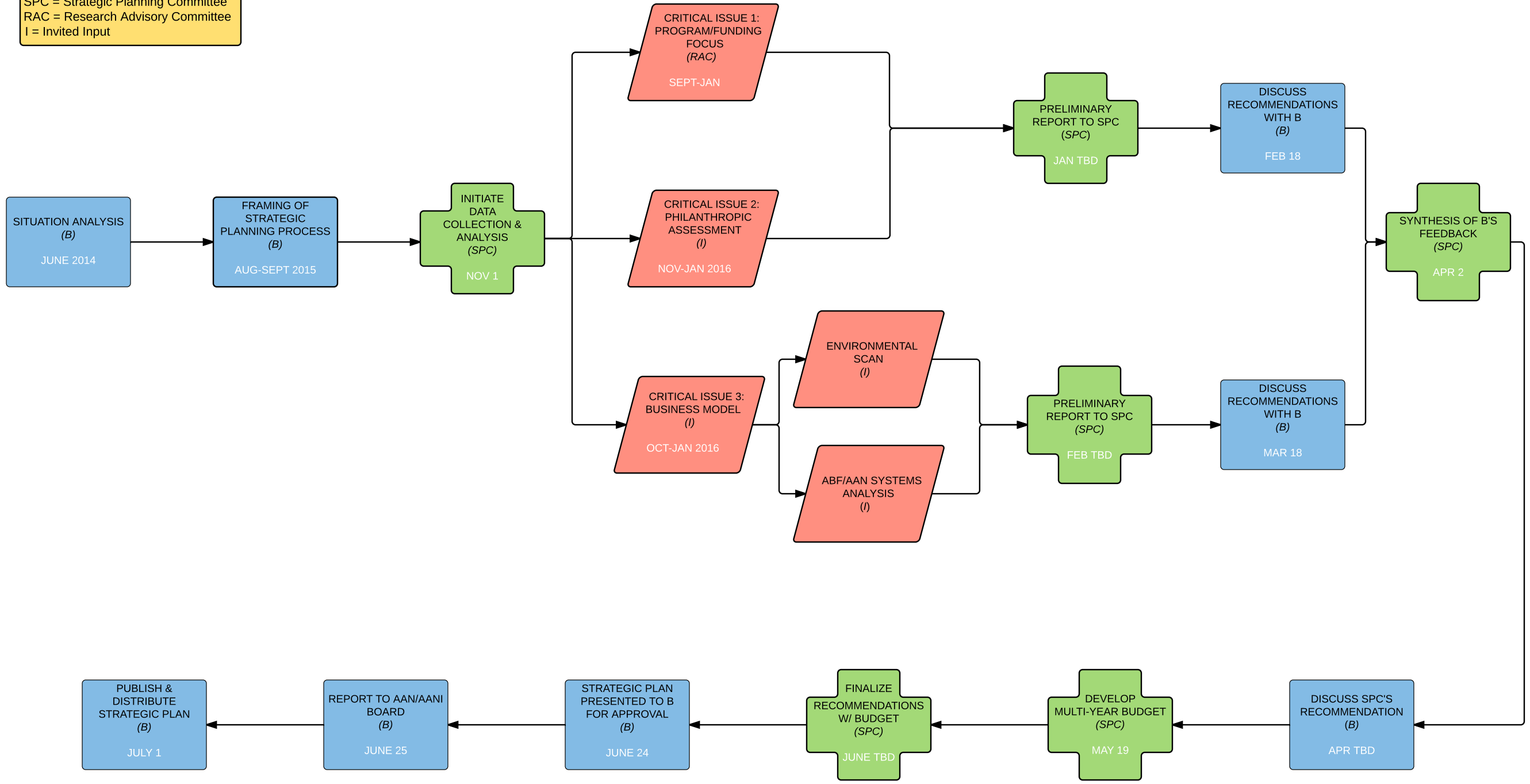
November 5, 2015  
4:00 p.m. EST/3:00 p.m. CST/2:00 p.m. MST

**Call-in number: 866-740-1260**  
**Access code: 9286317**

<b>Strategic Planning Committee Members</b>	Lisa Shulman, MD, Chair; Kevin Goodno <i>ex officio</i> ; Jane Ransom <i>ex officio</i> ; Jeffrey Rosenfeld, MD; Martin Shenkman; A. Gordon Smith, MD; Ben Utecht	
<b>Staff</b>	Suzi Sherman	
<b>Guests</b>	Kathy Henrichs, Gail Thomason	
	<b>AGENDA ITEM</b>	<b>PRESENTED BY</b>
00.0	Welcome and review objectives for today's meeting	Dr. Shulman
00.05	Purpose of the Strategic Planning Committee <b><i>The purpose of the Strategic Planning Committee (SPC) is to develop, on behalf of and in consultation and collaboration with ABF Board, executive staff, and the broader ABF community, a five year strategic plan for the foundation. In doing so, the SPC will review and recommend revisions to the ABF's mission and vision as necessary, as well as identify key strategic goals and actions that the ABF should focus on over the next five years.</i></b>	Dr. Shulman
00.15	Process Flow Chart	Jane Ransom
00.20	Meeting Schedule <ul style="list-style-type: none"><li>• Conference call meetings</li><li>• In-person meeting</li></ul>	Dr. Shulman
00.25	Revised Problem Statement	Dr. Shulman
00.30	Introduce Henrichs & Associates	Jane Ransom
00.35	Environmental Scan <ul style="list-style-type: none"><li>• Purpose &amp; Procedure</li><li>• Interview questions</li><li>• Organizations to be interviewed</li></ul>	Kathy Henrichs & Gail Thomason
00.55	Next steps	
00.00	Adjourn	

S = Staff  
 B = Board  
 SPC = Strategic Planning Committee  
 RAC = Research Advisory Committee  
 I = Invited Input

### AMERICAN BRAIN FOUNDATION STRATEGIC PLAN FLOWCHART



# Problem Statement

The pace of new discovery and opportunity in our understanding of neurological disease is in great contrast to the current funding opportunities that drive that discovery. Accordingly, the ABF Board of Directors has determined that the Foundation must build upon its traditional support of young investigators by extending our funding to include higher risk, cutting-edge medical research, and more innovative and creative ideas to speed the development of cures for brain diseases across-the-board.

Traditional medical research funding sources, such as government entities, take an incremental approach toward finding cures, leaving gaps in funding for higher risk research. Grants are awarded on a disease-by-disease basis, whereas the ABF has the freedom to fund across the spectrum of inter-related brain diseases.

As it moves toward a more innovative funding model, the ABF must also “go public”—i.e., go beyond the relatively small cohort of neurologists who have historically supported the Foundation and appeal to the public to support its mission. The American public understands “Cancer” as a singular medical challenge, while at the same time understanding that there are many different forms of cancer. While there are >400 brain disorders, many share common disease mechanisms leading to neurodegeneration. Therefore, the ABF has the potential to rally public support around “Brain Disease” as an umbrella term, while supporting work focused on individual brain disorders including Alzheimer’s disease, ALS, multiple sclerosis, Parkinson’s disease, concussion and beyond. If we understand one, we can cure many. If we cure one, we will cure many.

**American Brain Foundation  
Strategic Planning Committee  
November 5, 2015**

**Purpose:**

Henrichs & Associates has been engaged by the American Brain Foundation (ABF) to identify best practices of medical foundations, both those linked to medical associations as well as disease-specific organizations, and use this information to help determine the business model for ABF (the “third plank”).

**Procedure:**

Henrichs & Associates (H&A) will be conducting interviews with a handful of AAN members and senior staff to explore their perceptions regarding the best AAN-ABF relationship. In addition, H&A will be examining fifteen organizations, exploring the questions and issues with each entity (both through publicly available information and personal interviews) listed below.

**Deliverable:**

The project will culminate in a written report that includes:

- Executive summary
- Key themes from individual member/staff interviews
- Key themes from foundation interviews
- Information and analysis regarding selected foundations
- Recommendations
- Potential implications for ABF

**Proposed Questions of Organizations (for SPC review and comment):**

1. Governance:

Board Composition:

Expertise

Public members

From linked Medical Association (if applicable)

2. What is your relationship with your linked Medical Association (if applicable)?

Are you financially supported by your Medical Association?

If so, why?

If so, how much in kind, how much in cash? (percentage and amount)

What services are co-mingled? why?

What are the synergies?

What are the entanglements?

Does it work? (upside/downside/tradeoffs)

3. What is your Mission?

What do you fund? (key programs/activities/research)

How did you decide on that priority?

- If you fund research, how do you evaluate applications?  
What is your process for funding?
4. What is your fundraising emphasis and what are your fundraising goals?  
Where do you look for your funding?  
Sources: Events? Capital campaigns?  
Percentage from corporations? Individuals?  
(if linked to Medical Association, distinguish between members and others)
  5. Budget - Proportion that goes to Administration
  6. Describe staffing (functions, numbers)
  7. What do you view as your biggest successes? What is your biggest problem?
  8. Who do you look to for collaboration?

## **Proposed Foundation/Organization List (for SPC review and comment):**

### Medical Society Foundations:

AMA Foundation  
RSNA Research and Education Foundation  
Rheumatology Research Foundation  
College of American Pathologists Foundation  
American Academy of Family Physicians Foundation

### Voluntary Health Organizations:

American Heart Association  
American Cancer Society  
Arthritis Foundation  
Epilepsy Foundation  
National MS Society  
Alzheimer's Association  
Michael J. Fox Foundation  
The ALS Association  
Autism Speaks