

American Brain Foundation
Strategic Planning Committee Summary
December 30, 2015
11:00 a.m. CST
Teleconference

Attendees: Kevin Goodno; Jeffrey Rosenfeld, MD, PhD, FAAN; Martin Shenkman, CPA; Lisa Shulman, MD, FAAN, Chair; A. Gordon Smith, MD, FAAN; Ben Utecht

Staff: Jane Ransom

Guest: Lela Diaz, consultant at Carter Companies

Committee Chair Dr. Lisa Shulman called the meeting to order at 11:00 a.m. CST. She stated that the purpose of the meeting was to give feedback to staff and consultants on the case statement for the philanthropic assessment.

Jane Ransom reminded meeting participants that the purpose of the case statement is to test potential ABF messaging and funding initiatives with individual and institutional donors. The case statement does not represent a decision or recommendation on the contents of our strategic plan.

The committee was sent a draft in advance of the meeting. In addition, Dr. Shulman sent out a summary of the messages in the draft for discussion which were discussed one-by-one:

- The overarching concept is that ABF is positioned to approach brain research in a fresh and unprecedented way- using the best minds in neurology and neuroscience to identify the most innovative and promising avenues to invest in.
- Specific messages:
 - Access to the best minds in neurology/neuroscience to identify the best opportunities
 - Emphasis on high risk/high reward neuroscience
 - Comprehensive approach to the mechanisms of brain disease (avoiding restrictive silos of the disease-specific approach)
 - Intimate access to the daily needs and priorities of people with neurologic conditions
 - Engaging the American people around a campaign to cure brain disease

Overall, committee members asked that the case statement convey a greater sense of urgency, an emphasis on the failure of a disease-specific approach to brain disease, and an emphasis on the ABF's relationship with AAN as one of our greatest strengths.

The next steps will be for Jane and Lela to incorporate requested changes. The next draft will be circulated to the entire ABF board for comment.