The University of Nebraska Medical Center

Becoming a World-Renowned Health Sciences Center
in the Era of the Global Market:
Institutional Effort and Policies for the Promotion of Academic Talent

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Where is UNMC?
Academic Environment

University of Nebraska Medical Center
- Student Enrollment 3,196 (84% Nebraska residents)
- Graduate 50% of Nebraska’s Health Care Professionals
- 6 colleges or programs ranked among “America’s Best Graduate Schools 2010”
- >1000 Faculty
- >5000 employees
- $540 million Operating Budget
- $160 million UNMC-P

Nebraska Medical Center
- >5000 employees
- $650 million Operating Budget

Vision
The partnership of UNMC and The Nebraska Medical Center will be a world-renowned health sciences center that:
- Delivers state-of-the-art health care;
- Prepares the best-educated health professionals and scientists;
- Ranks among the leading research centers;
- Advances our historic commitment to community health;
- Embraces the richness of diversity to build unity;
- Creates economic growth in Nebraska.
Accomplishments

New Facilities
• Durham Research Center
• Durham Research Center II
• Parking Garage
• Hixson Lied Building
• Utility Plant
• Michael F. Sorrell Center for Health Science Education
• Weigel-Williamson Center for Visual Rehabilitation
• *Stanley M. Truhlsen Eye Institute
• *Harold M. and Beverly Maurer Center for Public Health
• *Home Instead Center for Successful Aging
• *Center for College of Nursing Sciences

*under construction

Accomplishments (cont.)

New Facilities (cont.)
• *Student Plaza
• Olson Center for Women’s Health
• Lied Transplant Center
• NMC – Orthopedic Hospital
• *NMC/UNMC Bellevue Medical Center
• *Children’s Hospital – CH/UNMC pediatrics merger ("Children’s Hospital Medical Center")
• NMC/UNMC Cancer Clinic (174th and Burke)
• UNMC/NMC Aesthetic Surgery Center (174th and Burke)
• UNMC/NMC Outpatient Department (174th and Burke)
• Good Manufacturing Processes
• OPPD and Saddle Creek Expansion

*under construction
UNMC Programs Nationally Ranked

College of Medicine’s Primary Care program
- Ranked 17th out of 145 schools*

College of Medicine’s Rural Health Medicine program
- Tied for 15th out of 145 schools*

College of Nursing’s Master’s Degree program
- Ranked 32 out of 396 programs

School of Allied Health Professions’ Physician Assistant program
- Tied for 14th out of 106 programs

School of Allied Health Professions’ Physical Therapy program
- Tied for 31st out of 194

College of Pharmacy
- Tied for 27th out of 88 schools

College of Dentistry
- Top 3 in national board examinations

UNMC’s Research Centers of Excellence

Organ Transplantation
Cancer (e.g., lymphoma, pancreas, breast, prostate)
Biosecurity & Biopreparedness
Cardiovascular Diseases
Genetics
Nanomedicine
Neurosciences
Regenerative Medicine
Biotechnology - Robotics

* 2010 edition
Strategic Planning Retreat: “Big Ideas”

Chancellor’s Council

1. November of each year
2. Ground rules of each retreat
   • Strategic ideas – One in education, one in research
   • No handouts
   • Outcome metrics (desired future state)
   • Open discussion
   • Roadblocks excluded, e.g., financial

2003-2004 “Big Ideas”

- New Health Sciences Education building ✓
- Durham Research Center II ✓
- Student mentoring program ✓
- Increase in research funding over $100m ✓
- Each college ranking in top-half of NIH research funding ✓
2005-2006 “Big Ideas”

- College of Public Health ✓
- Blogging ✓
- Interdisciplinary Education \textit{(in process)}
- International Education ✓
- Rural Research \textit{(in process)}

2007-2008 “Big Ideas”

- Regenerative Medicine \textit{(in process)}
- Biomedical Informatics Research \textit{(in process)}
- Curriculum Renewal \textit{(in process)}
- Contract Research Organization \textit{(in process)}
- Health Workforce ✓
- Science Literacy ✓
Global Strategies: International Collaboration in Education

- New important focus in the past 5 years: Asia Pacific Regions
- Medical and research education
- World-Class partnerships
- Focus on China
  - Shanghai Jiao Tong University School of Medicine
  - Chinese Academy of Sciences
  - Xi’an Jiao Tong University Health Science Center

Asia Pacific Rim Development Program

- Student/Faculty exchange program
  - Medical/Nursing rotations (Over 50 students exchanged)
  - Short Administrator Training Programs
- China Scholarship Council
  - Joint PhD programs
  - MD/PhD program (PSGTP: PhD in research and Public Health administration)
- Family Medicine Training Center (Xian)
- Joint Research Center for Life Sciences (Beijing)
UNMC & BEIJING

- Graduate University of Chinese Academy of Sciences
- Beijing Life Science Institute of Chinese Academy of Sciences
- Student exchange
- China Scholarship Council
- US Joint Research Center for Life Science
- International Graduate Scholarship Conference
- International Student Research Forum
- Site for one of two UNMC offices in China

U.S. Joint Research Center for Life Science

- Founded/signed jointly (2007) and established (2008) by UNMC & Chinese Academy of Sciences (CAS)
- Supports joint research projects between UNMC and CAS
- Beneficial for both as CAS is the most highly regarded research institution in China
- Extremely supported; future members may be University of Arizona, University of California Davis, Rutgers University
- October 2008 - First Symposium of the China-U.S. Research Center for Life Sciences
  - Focus on Neuroscience & Immunology
  - 7 US scientists (UNMC, NIH, U. of Wash) and 6 Chinese scientists presented
- September 2009 – Second Symposium of the China-U.S. Research Center for Life Sciences was held in Omaha
International Student Research Forum

Purpose: Allows students to share their research with other students from around the world

ISRF 2006
BEIJING, CHINA
Graduate University of Chinese Academy of Sciences (GUCAS)
June 30 – July 2, 2006
12 UNMC students represented

ISRF 2007
TOKYO, JAPAN
Institute of Medical Science, University of Tokyo (IMSUT)
June 25 – June 27, 2007
10 UNMC students represented

ISRF 2008
OMAHA, NEBRASKA, USA
University of Nebraska Medical Center (UNMC)
June 1 – June 27, 2007
44 students representing 6 countries: Australia, China, India, Japan, Russia, USA (20 UNMC)

ISRF 2009 NOMINATED LOCATION
BRISBANE, AUSTRALIA
Griffith University, Queensland (GU)
November 22-26, 2009

UNMC & SHANGHAI

- Shanghai Jiao Tong University School of Medicine
- Physician Scientist Graduate Training Program (Joint MD/PhD)
  - Started in 2008, two students per year
- Congenital Heart Disease Program
- Site for one of two future UNMC offices
- Student (all UNMC colleges), faculty & administrator exchange
UNMC & XJTUHSC Partnership (2007)
Xi’an Jiao Tong University Health Science Center

- Family Medicine and Rural Health
- Sino-US Training Center for General Practitioners
- China Medical Board/Chinese government funding opportunities
- Potential overseas training base for UNMC students
- Potential collaboration with Colleges of Public Health, Nursing, and Dental

Why have we been successful?

- Clear Vision and Goals
- Strategic
- Creative – look over the hill
- Alignment – internal/external
- Apply resources strategically
- Execute – sense of urgency
- Outcome-oriented
- Hold each other accountable
Secondary Success Factors

- No Compromises or Fads
- Risk-Taking
- Know Excellence
- Focus on Priorities
- Persistent/Consistent

Subsequently…

‘Big Ideas’ brought to April Strategic Planning Retreat for acceptance and detail development, along with other proposals.
Strategic Plan distributed to the campus via email.

Targeted resource allocation according to the Strategic Plan

Quarterly reviews by Chancellor and accountable leadership to chart progress.