

# Comprehensive Epilepsy

## Strategic Planning Session: July 9, 2009

*Imagining the Future • Defining the Opportunities • Building the Solutions*

Clinical Neurosciences  
175 North Medical Drive East

SLC, Utah 84132

## Where do we want to go?

### Vision

*To be the best Comprehensive Epilepsy Center in the West.*

### Mission

*Three fold mission: be the best in clinical service, education and research.*

## How do we get there?

Goals

Strategic Objectives

Tactics

*“Most organizations set their goals too low and try to achieve them too quickly...we overestimate what we can do in five years, but we underestimate what we can do in 20 or 30.”*

Rick Warren

*I skate where the puck is going to be, not where it has been.*

Wayne Gretzky



## Clinical Services

**We will provide exceptional patient care.**

Objective	Tactic	Owner(s)
<p><b>Where are we now?</b></p> <p><i>(includes OP, IP, EMU, Grids, VNS, MEG, etc)</i></p>	<ol style="list-style-type: none"> <li>1: Current volumes/ financials</li> <li>2: New referrals</li> <li>3: Access</li> <li>4: Outcomes</li> <li>5: CMS Cost/Charge Ratios</li> </ol>	<p>Steven Tew, Jill Austin, RN Michael Funke, Ph.D. Fran Filloux, MD</p>
<p><b>Care Continuum</b></p>	<ol style="list-style-type: none"> <li>1: Clinical Protocols</li> <li>2: Hire Additional NP</li> <li>3: Website Education</li> <li>4: Database (see research)</li> <li>5: Timeliness of Visits</li> <li>6: Care Management</li> </ol>	<p>Jill Austin, RN Tawnya Constantino, MD Dennis Jolley</p> <p>Also: SMP, CLG</p>
<p><b>Fill Clinic</b></p>	<ol style="list-style-type: none"> <li>1: Predictability of Schedules</li> <li>2: Reminders</li> <li>3: Predictability of Residents</li> </ol>	<p>Faculty Jill Austin, RN SMP, CLG</p>
<p><b>Faculty Recruitment</b></p>	<ol style="list-style-type: none"> <li>1: Joint Case Conferences</li> <li>2: Additional Clinical FTE</li> <li>3: Additional R1 Grants</li> </ol>	

*Ideas: Look at cure rates by single medication change, create “Fast Track” clinic, look at multiple ways to minimize no show rates, ensure new faculty recruits fit into overall scheme/plan, manage vacations for rotations*

## Education

We will be the best in collaborative education.

Objective	Tactic	Owner(s)
Basic Science Course	1: Offer 4 addt'l courses 2: MS, Translational Research	Awais Riaz, MD
Epilepsy Fellow	1: Sweeney 2011 2: Post on CNC Website 3: AAN Posting 4: AES Posting 5: ACNS Posting 6: Letters to Chairs 7: Joint Funding	Pegan Afra, MD Fran Filloux, MD Stefan Pulst MD Dennis Jolley
Residency Education	1: Pediatric EEG Database 2: Resident Education Package	Awais Riaz, MD
Community Education	1: Grand Rounds @ Comm Hospitals (2-3 in academic yr) 2: AAS-Sponsored Honoraria (have a grant)	Dennis Jolley/Mktg, Faculty
International Fellowship Program	1: MD and Master's Degree	Pegah Afra, MD Paul House, MD

Metric: Post positions by September 2009

Metric 1: Give 2 Community Rounds by June 2010  
Metric 2: Contact AAS by Sept 2009

*Ideas: Fellowships provide research help as well as a good way to recruit new faculty. Also, these objectives will raise the education bar for Clinical Neurosciences and involved Departments. May need to explore Neurophysiology accreditation – will impact postings/ name of faculty sponsoring posting. Explore as much Pediatric/Adult collaboration, as well as Basic Science collaboration to create robust programs. When recruiting, take advantage of as many national meetings as possible.*



### S.M.A.R.T. Objectives:

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**imely

## Research

### Database (Seizure, Outcome, Neurophysiology)

Tactic 1: Review Existing Databases at other Centers (e.g. Cleveland Clinic)

➔ **Metric:** Visit Cleveland Clinic by Feb 2010

Tactic 2: Develop Database Structure for U of U Neurosciences

Owners: Michael Funke, MD, Pegah Afra, MD, Fran Filloux, MD, Paul House, MD, Candice Gourley, Jill Austin

### Basic Science Collaboration

Tactic 1: Identify known collaborations

Tactic 2: IRBs

Note: should list known collaborations on website (e.g. active link for IRB studies)

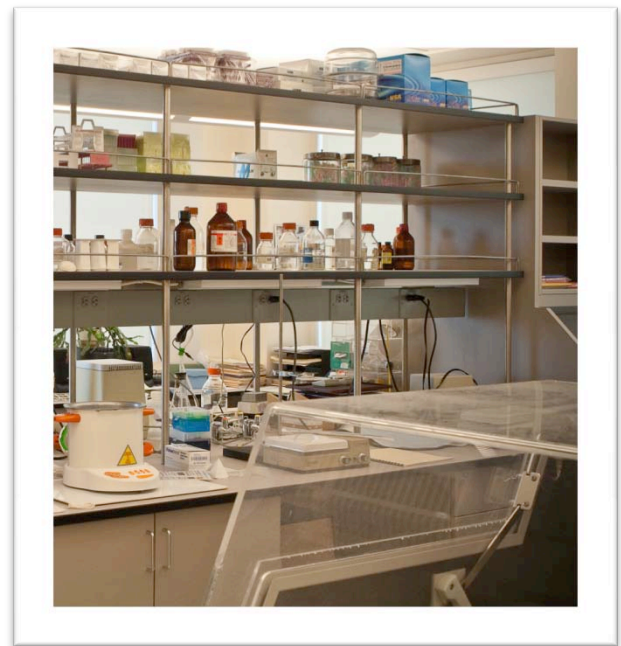
➔ **Metric:** Establish website by resident/ fellow recruiting season, November 2009

Owners: Paul House MD, Faculty

Research Prioritization	# Votes
• Retrospective Outcomes	1
• <b>Seizure Database</b>	<b>9</b>
• <b>Basic Science Collaboration</b>	<b>5</b>
• Device Studies	3
• Clinical Trials	1
• Commercialization/MEG	1

#### Additional Notes:

- Peds has 2-3 clinical trials going at any one time: can we look at combined adult/Peds trials, as well as multi-hospital?
- Need to identify resources to help, particularly with clinical trials and database
- What kinds of industry involvement can we obtain?
- There is a stated desire from Basic Sciences to collaborate with epilepsy regarding genetics
  - What is the application of the Utah Population Database?
- Example of ADNI (Alzheimer Disorder Neuroimaging Initiative): can this same concept be applied to the Comprehensive Epilepsy Continuum?
- Basic Science collaborations are driven by Ed Dudeck



## What Else?

### Outreach

- Ensure we are known
- Gain a presence on a national level
- Advocacy for Epilepsy
  - Reassessment
  - Reimbursement
  - Cost-Effectiveness
- Ties to AAN, AES, AANS

## Summary of Identified Metrics

- **Recruitment:** post positions in all identified media by September 2009
- **Community Grand Rounds:** Faculty give two Comprehensive Epilepsy focused Rounds by June 2010
- **Sponsored Honoraria:** Contact AAS by September 2009
- **Epilepsy Database:** Visit Cleveland Clinic by February 2010
- **Basic Science Collaboration:** establish listing of known collaborations on website by November 2009

## Strategic Planning Session Members

- Stefan-M. Pulst, MD, Dr. Med – Professor and Chair, Department of Neurology (Facilitator)
- Tawnya Constantino, MD – Assistant Professor, Neurology/ Medical Director, Comprehensive Epilepsy Program
- Francis Filloux, MD – Professor, Department of Pediatrics/ Division Chief, Pediatric Neurology
- Pegah Afra, MD – Visiting Assistant Professor, Department of Neurology
- Jeffrey Ekstrand, MD, Ph.D. – Assistant Professor, Department of Pediatrics
- Michael Funke, MD, Ph.D. – Assistant Professor, Department of Neurology/ Medical Director, MEG Program
- John Kestle, MD – Professor, Department of Neurosurgery/ Divison Chief, Pediatric Neurosurgery \*
- Paul House, MD – Assistant Professor, Department of Neurosurgery
- Fumisuke Matsuo, MD – Professor, Department of Neurology
- Awais Riaz, MD, Ph.D. – Assistant Professor, Department of Neurology
- Colin Van Orman, MD – Professor, Department of Pediatrics \*
- Candice Gourley, MSHA, MBA – Administrative Director, Clinical Neurosciences
- Jill Austin, RN – Operations Manager, Clinical Neurosciences
- Steven Tew, MHA, MBA – Senior Business Intelligence Analyst, UUHC

*\*Excused*

