



Vision Enactment Action Initiative

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| <i>Cluster Work Group:</i> | <i>Mobilization</i> |
| <i>Prepared by:</i> | <i>Jack Faris & Jeffrey W. Raker</i> |
| <i>Date:</i> | <i>03/11/05</i> |

Title or Name of the Initiative: *Develop a name for the effort that communicates action and positive outcomes. This initiative will be known as:*

Implementing the “Better Health For Everyone Everywhere” Campaign

Initiative Champion/Implementation Team Members: *Name and contact information for each person working on this initiative.*

Jack Faris

jack@washbio.org

Description & Motivation: *What is the nature of the cluster challenge the initiative will address?*

Carry the vision for life sciences to implementation by using a variety of marketing strategies and supporting key individuals and initiatives.

Baseline Survey

Conduct a baseline survey of different audiences to be used for future benchmarking of the industry (through BELO). Identify more explicit benchmarks in regards to quality of life and environment/energy progress.

Targeting Educators & General Public (Family Based Marketing)

Get people in LS to talk about the industry “over the backyard fence.” The example of the “Everywhere you look” brochure relating the importance of LS from Insulin. Emphasize the places in people’s lives in which LS advances are having an effect. Additionally, “start in the classroom and bring it to the dinner table” by using educators to expose the importance of the industry to youth. Take the marketing campaign to a new level by going televised (“Bill Nye The Science Guy” approach).

Culture of Exchange Marketing

Work to more strongly intermingle science, business, and civic perspectives in regards to this field. Highlight the “culture of innovation in the region (Starbucks, Amazon, Microsoft, etc...). Capitalize on the “Seattle Glamour – The Gates, and those like them, Are Here & They Are Changing Things For The Better”

Targeting V/C & Investment Groups

Brochure highlighting star scientists, particular research problems with high potential for commercialization, etc... (similar to “Golden Pages” concept being forwarded by cluster development action group).

Follow Up Survey

Gauge the effect of the campaign and reevaluate for new targets or new objectives.

Objective: *What is the objective of the initiative? How will it impact economic or cluster development in the region? Describe how it relates to the Prosperity Partnership's goal of job creation?*

Fulfill the vision for the industry in 2010 (See Outcome/Results)

Obstacles and Impediments Likely to Affect Implementation: *What do you expect to be the most significant obstacles to implementation? How can/will they be overcome? What resources will be required (e.g., political support, lobbying efforts)*

- Acquiring buy in from all levels of the audience.
- Sustaining the commitment within the industry.
- Formally distinguishing the Puget Sound as different from all other regions with a similar agenda in life sciences.

Funding: *What is the estimated cost of this initiative, in phases beginning with design, the “ramping up” phase, and then for ongoing annual costs? Note alternative sources of funding for each phase.*

Move forward by piggybacking on efforts by WBBA and others. Capitalize on existing leadership and pursue funding by following the strategy outlined in the “Action Steps” below.

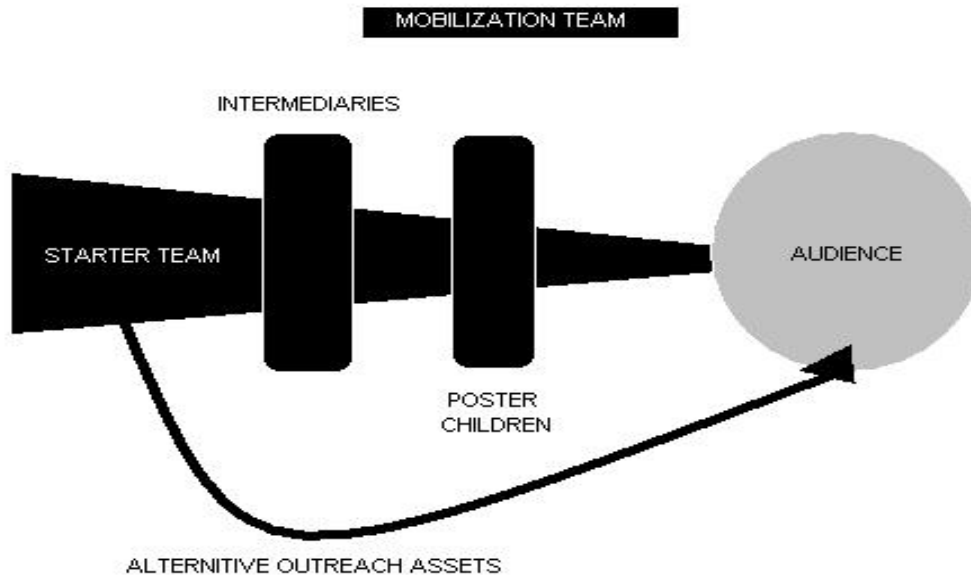
Outcome/Results: *How will know that we have achieved our objective? How will we evaluate whether or not we have been successful?*

Make Significant Progress Toward The Following Tasks By 2010:

- A doubling or huge improvement in invested capital.
- A competitive number of new venture (new startups)
- Sustain those at clinical trial stage beyond the valley of death and into drug production (manufacturing in WA state).
- A significant improvement in the flow of State \$ into Life Sciences.
- Matching and donation increases from philanthropic organizations (Gates Foundation, PATH)
- Survey results yield an “engaged public, excited about biotech (baseline is needed, potentially by BELO).
- More \$ for education or a measurable increase in the number of undergraduate and masters degrees in math & science (toward 15% growth).
- Measurable gains on Tech. Alliance benchmarking (HS math & Science, other)
- The passing of current legislation, enactment of supportive public policy
- Federal delegation support (Maria Cantwell’s level of support for PNNL, WDC, and other aspects were mentioned).
- Energy/Environmental Benchmarks? (Metrics for gains in agriculture, energy/envir)
- Sustain UW as the most successful competitor for research \$
- Metrics of Quality of Life, sustaining creative class in the region?
- Retain/improve our ability to attract star scientists, etc...
- Pride building ethos of LS leadership (focus on global health, group cited the overwhelming support for the efforts of the Gates Foundation)

Action Steps: Describe the initiative in specific steps: Tasks (What, Who, When).

Mobilization Diagram



1. Develop A Starter Team & Identify Target Audience

Identify an interested and mobilized group of individuals to jumpstart marketing efforts and pursue funding. This team should include historical advocates (Evans, Gates Senior, Ruckelhaus, Lee Hood, Linda Buck, Paul Robertson, etc...), industry associations & alliances (WBBA, NWABR, etc...), medical leadership (Scott Armstrong, Ed Wagner – PS Health Alliance), commercial leadership (Physiocontrol, etc...), educational leadership (Maureen Munn, Theresa Britschgi, FHCRC, WSU, UW, etc...), and representatives from labor and the building association (Bender, Stern).

The marketing campaign must be tailored to specific audiences and a balance of traditional outreach outlets should be used to target government entities, venture capitalists & investors, companies that could relocate to the region, potential “star” scientists and educators, media, think-tanks & opinion leaders (Discovery Institute, etc...), labor, and all other constituents. This effort must be branded and contain real elements that highlight how statewide researchers and businesses will benefit – not just the Puget Sound.

2. Intermediaries & Alternative Outreach

The starter team must ensure that the vision resonates with intermediaries within the industry and advocates for medical research and health. Intermediaries include technician level employees in LS companies, doctors, nurses, health care workers, and advocates such as senior groups. These intermediaries must be mobilized to carry the message on to the public “over the backyard fence.”

In order for the vision to resonate with entire constituencies alternative outreach methods need to be identified and employed by individuals that are given open access to resources that will allow for education campaigns for their particular audience. These alternative assets must be used to target non-LS businesses, specific uninformed or afraid sub-groups that have had bad experiences with LS research, health/science illiterate, parents/educators/students, grass roots decision makers (rotaries, etc...), and neighborhoods/local communities. Within the industry there is a need for more literacy as to what the community really wants, not necessarily things like bike paths and aesthetic elements but harder issues such as affordable housing.

Action Steps: Describe the initiative in specific steps: Tasks (What, Who, When).

3. Poster Children

In order to bring popularity to the campaign, it will be necessary to identify families and individuals that can bring popularity to the vision for 2010. The campaign can highlight particularly exemplary benefactors such as patients that have profited from advances in life sciences that would not have occurred without considerable investment by companies and research institutions. The campaign may seek to identify popular figures that can bring additional attention due to their position in Hollywood or some other mechanism (Micheal J. Fox & Superman).

4. From Mobilization To Funding & Accomplishment
[To Be Completed]

Timeline: Provide a rough schedule of activity for each step above and the lead person for each task. (Example: Establish implementation team/Jones, Hold first planning meeting/Johnson, Prepare concept/funding proposal/Smith, dates).

| <i>Step</i> | <i>Key Person</i> | <i>Timeline</i> |
|-------------|-------------------|-----------------|
| 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |
| 6. | | |
| 7. | | |

Other action steps/implementation timing issues:

6 Key Topics:

- Big Idea (from other action group)
- Objectives/Timeline/Metrics
- Audience
- Team – Implementers
- Strategy
- Resources

Big Idea

“Better Health For People Everywhere”

- Predictive, Preventative, & Breakthrough Health and Medicine (including healthcare delivery).
- Global Health & Defeating Infectious Disease
- Scientific Agriculture
- Clean Energy & Environmental Quality
- Economic Vitality & Superb Educational Opportunities

“Other clusters & action groups are the rail cars, we are the locomotive engine”

The group indicated that the Big Picture action group should consider advances in healthcare delivery/communication as part of the vision (Some referenced the Puget Sound Health Alliance being forwarded by Ron Sims and indicated that there have been important advances in medical marketing in terms of aids education and other subjects).

Objectives/Benchmarks/Measures of Success

The group concentrated on what would have to be different once we mobilize all of these people and focused on a 3-year horizon.

- A doubling or huge improvement in invested capital.
- A competitive number of new venture (new startups)
- Sustain those at clinical trial stage beyond the valley of death and into drug production (manufacturing in WA state).
- State \$ in LS has significantly improved.
- Matching and donation increases from philanthropic organizations
 - Gates Foundation
 - PATH
- Survey results yield an “engaged public, excited about biotech (baseline is needed, potentially by BELO).
- More \$ for education` or a measurable increase in the number of undergraduate and masters degrees in
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Strategy

Building on the following strengths and marketing them.

- Early Detection (Lee Hartwell)
- BioInformatics/systems biology (Lee Hood)
- Watterson?
- Infectious Disease (Jim Gore-SBRI, others)

When developing strategies we should use finite resources efficiently. For future steps we can tie in these strategies with concurrent WBBA effort (Comprehensive Bioscience Strategy) – Jack will talk to PP folks about bringing along some of the people from this work and integrating them into future steps by the WBBA.

Side Notes

Several pieces of legislature in motion, two thirds at the request of the governer.
Sequential orchestration of mobilization?