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**RECOMMENDED LIFE SCIENCE STRATEGY  
VEDP ALLIES BRIEFING**

**JUNE 10, 2011**

## BACKGROUND TO THE COLLABORATIVE REVIEW

- Collaborative review coordinated by VEDP at the behest of Lt. Governor Bill Bolling.
- Direction for the review included the following guidance points.
  - ✓ Narrow the Life Science space to focus marketing and business development efforts over the next 30 months.
  - ✓ Determine through prior outside research (SRI International study) and collaborative review with major Virginia research universities: where Virginia universities have credible leadership status or potential to achieve it in high growth and high dollar market segments; where university collaboration with the private sector has a track record and meaningful upside potential for growth; and where successful execution will drive both innovation (long-term economic development benefits) and project attraction (new jobs + capital investment) in a more near-term time horizon.
  - ✓ Coordinate the development of metrics/milestones and funding requirements to track and measure successful (or not) outcomes from the strategy.
- Develop key talking points for the strategy which administration and university officials can use in face to face and public forum venues and which will drive VEDP marketing support of the strategy over the next 30 months.

## COLLABORATIONS IN THIS REVIEW

- VEDP revisited the findings of the SRI International study "*Catalyzing Innovation in the Commonwealth of Virginia*".
- Review was made of all Virginia universities and their declarations of concentration and centers across the life science space.
- Following these steps, determination was made to focus next steps in the review on collaboration with Virginia's four largest research universities.
- The overall briefing document for the strategy went through six iterations with the following university team leaders
  - Dr. Dennis Dean  
Director, Fralin Life Science Institute  
Virginia Tech
  - Dr. Harold "Skip" Garner  
Director, Virginia Bioinformatics Institute  
Virginia Tech
  - Dr. Philip Parrish  
Associate Vice President for Research  
University of Virginia
  - Dr. Francis "Frank" Macrina  
Vice President for Research  
Virginia Commonwealth University
  - Dr. Roger Stough  
Vice President for Research and  
Economic Development  
George Mason University

## NARROWING THE FOCUS

- Early passes at sector focus from SRI international Study and University input identified six targets for consideration:
  - ✓ Health IT
  - ✓ Bioinformatics and Medical Informatics
  - ✓ Point of Care Diagnostics
  - ✓ Biodefense
  - ✓ Drug Development and Delivery
  - ✓ Pharmaceutical Manufacturing
- Iterative Reviews followed to test each of the six areas on:
  - ✓ Strength of Virginia's collaborative business case argument
  - ✓ Size and market potential of the space and its maturity
  - ✓ Broad impact to Virginia of successful outcomes in the space
- Strategy is not exclusionary to any Life Sciences innovation, but rather a robust focus on Virginia's business case strengths.

- Focus on strengths in Virginia's life science core sectors.  
Based on detailed review with Universities initial focus sectors are:
  - ✓ Bioinformatics and Medical Informatics
  - ✓ Point of Care Diagnostics
  - ✓ Drug Development and Delivery
- Build and reward collaborative capture teams in core sectors
- Establish metrics and milestones to measure progress over the next 30 months

Northern Virginia

Richmond

Charlottesville

Hampton Roads

I-81 Corridor (Harrisonburg/Roanoke/Blacksburg)

## NEXT STEPS FORWARD

- Review strategy with Lieutenant Governor Bolling for acceptance.
- Review strategy with applicable Cabinet Secretaries.
- VEDP arranges meetings with university team leaders and Lieutenant Governor Bolling to gain enhanced fluency in the three life science focus areas.
- Engage Regional and local ED groups and work force development stakeholders.
- VEDP coordinates the development of corporate target lists across the three core sectors, as well as healthcare system providers (e.g. Inova, Carilion, HCA, Bon Secours), for collaboration discussions.
- “Test drive” with corporate capture teams in each of the three strategic areas.
- VEDP coordinates metrics/milestones development and funding requirements.