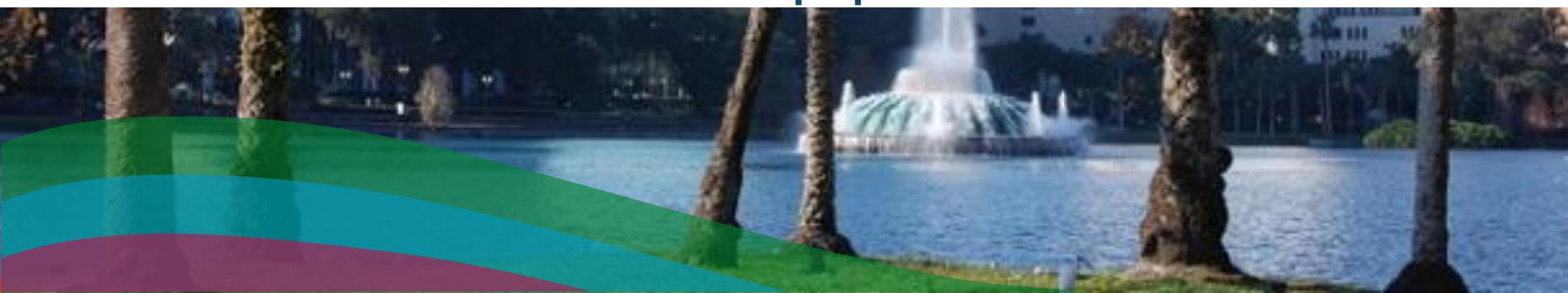




Making Maximum Impact With a Mini Case for Support



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Today's speakers



Kim Barkhamer
Senior Director of Development
UConn Health
University of Connecticut



Denise Portner
Principal
SteegeThomson Communications
Philadelphia, PA



Today's Agenda

- What is a mini case for support?
- Anatomy of a mini case for support.
- The mini case in action.
- Let's create an outline in real time!



UCONN HEALTH

OUT IN FRONT: UCONN'S DEPARTMENT OF ORTHOPEDIC SURGERY
Reforming the Life in Our Day

Imagine being able to lift a baby, take a full swing of the golf club, stroll the park, or take a jog with the dog all pain free. UConn's Department of Orthopedic Surgery makes these dreams come true every day. And many of these achievements are powered by orthopedic experts like you, the partners in our progress.

UConn Health is the only regional institution whose research mission combines to set education, and clinical care centers to set standards in the field. Our experts in new treatments, sports medicine, hand and joint replacement, sports medicine, hand and wrist, foot and ankle, orthopedic oncology, and spine offer each patient comprehensive, personalized care while working to advance practice for the future.

At the same time, our culture of education and discovery means we're always questioning whether what we're doing could be done better—less invasively, with shorter recovery and even better outcomes. We embrace the latest tools such as robotic assistance, navigation, and augmented reality to improve safety and efficiency in the operating room. Whether a fracture or a shoulder surgery, we use our same every day, seamless workflow.

THE POWER OF PHILANTHROPY
In orthopedic surgery, incremental improvements in technology and practice translate into reduced human costs. In the past two years, UConn's orthopedic practice has enrolled so many to percent of our hip and knee replacement patients can return to the day of their surgery. Similarly, we have pioneered

THE KEY TO DISCOVERY
Fewer clinicians in practice have an idea about how to deliver better patient treatment, they need dedicated time, lab space, and a team to explore that idea. Philanthropy is the most effective engine to create innovation in a timely way, often opening the door for subsequent grants from state or federal agencies. Philanthropy funds the exploration of discovery, from attracting the leaders in a competitive field to outfitting a lab with valuable equipment such as instruments that better understand the new workings of cells and tissues.

BUILDING A DIVERSE COMMUNITY
Philanthropy also supports UConn's commitment to diversity, equity, and inclusion by removing the financial barriers to diverse talent traveling and working here. UConn Health is committed to creating the strongest mix of researchers and clinicians possible across our varied population and ethnicities. We do this through scholarships, donor-supported residency experiences, and specialty in which only 74 percent of being orthopedic surgeons are female, supporting programs like ROEM, founded in our honor. Katherine Cooper.

Women in Engineering & Medicine
is a UConn Health-specific workshop to introduce high school females to biomedical professions, specifically orthopedic surgery. Open to 12th graders who are Connecticut high school seniors, the program is an underrepresented group of individuals living in rural areas of the state. The program includes a mix of engineering and orthopedic, and an early exposure to orthopedic surgery. The program also includes a mentoring program for women into the field. Contact your program coordinator for more information.

OUR ASSETS
The combination of the leadership of our experts are the team of UConn Health, as well as our partners in academic, industry, and patient organizations. We are an elite affiliate to research care at UConn include everything that makes us unique, from access to specialists to the latest technology to cutting-edge research.

The addition of the Jackson Laboratory to our campus has multiplied our capabilities in genetics and genomic sciences. In one Jackson Laboratory's David Rowe and associates, UConn Health's David Rowe and associates, UConn Health's Cheryl Ackerl-Bischoff are collaborating on a \$3.2 million grant to study the functional consequences of genes on bone growth that has implications for disease, such as osteoporosis.

THE TIME IS NOW
Orthopedics is one of the most exciting and rapidly advancing fields in medicine. From 3D printing technology for joint replacement navigation and systems that combine virtual navigation and systems that combine virtual models for preoperative planning and intra-operative performance, the field is bursting with possibilities.

At UConn, we're not waiting for others to pave the way. We're committed to setting a pace for orthopedics in which our patients are getting the best benefits from the newest discoveries. With your support, our mission: the function of our neighbors across the state of Connecticut while improving lives around the globe.

UCONN HEALTH | UCONN FOUNDATION
For more information on supporting the UConn Department of Orthopedic Surgery, please contact Kim Bartholmer at kbartholmer@foundation.uconn.edu or 860-577-8995.

The Mini Case

- What is it?
- How is it used?
- What are the components?
- What is the process?

Constructing the Mini Case





Anatomy of a Mini Case: Two Examples



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GOING FOR THE WIN: UCONN INSTITUTE FOR SPORTS MEDICINE

An elite college athlete with ACL reconstruction returned to sport after advanced movement analysis showed it was safe. A middle-aged woman overcame her hip pain and was able to resume her passion for hiking. These individuals and many more are living a full life because of the expertise they found here.

As part of the State of Connecticut's flagship university, the UConn Institute for Sports Medicine (ISM) helps numerous professional and intercollegiate star athletes stay healthy and achieve their professional and Olympic dreams. But did you know that we also make the population as a whole healthier, not just physically but mentally as well?

Our physicians, physical therapists, athletic trainers, and other specialists collaborate to diagnose and treat musculoskeletal problems that can range from common to complex.

We work with adolescents, military personnel, and everyday folks to help prevent and rehabilitate injuries. And in the course of that work, we tackle disparities in healthcare, and we are continuously researching ways to be more effective.

OUR VISION Build a Home for the Institute for Sports Medicine

Imagine the power of a campus facility that's a hub for research, education, and training as well as patient care. By uniting the Department of Orthopedics in the School of Medicine with clinical researchers in academic departments such as kinesiology, we will facilitate the collaboration that fuels



translational research—speeding discoveries to the clinic and in turn, generating ideas for further research. **Our patients will benefit from a one-stop shop to diagnose a problem, consult with providers of different specialties, and receive tailored care—and that's just the start.**

EXPAND OUR COMMUNITY PRESENCE

With philanthropic support, we can expand our presence in youth sport programs and underserved school systems. Our goal is to build community partnerships so that our high-quality care reaches all corners of the state.

"For an orthopedic surgeon, there is nothing more rewarding than helping a young athlete recover from an injury, return to sport, and translate that passion into an education. This is one reason our focus is on improving access to care as quickly as possible after injury."

-CORY EDGAR, MD, PH.D. CO-DIRECTOR, UCONN INSTITUTE FOR SPORTS MEDICINE

Fueled by a full complement of professionals, we'll be able to educate and support more athletic trainers to serve populations in need. When our professionals conduct community

Did you know?

Positioning: Role of the Institute as part of the flagship university

Key message: "We do more than treat elite athletes"

What philanthropy will do

Perspective: quote from clinician

outreach to high school and college athletes, they not only help prevent injuries but also mitigate the mental trauma of having been injured and increase the likelihood that students will return to their previous level of sport. In addition, we find that working with students in underserved areas is a bridge to further health care, not just for the athletes, but also for their families and community.

EXTEND EXCELLENCE IN EDUCATION AND TRAINING

Education is core to our mission. We intend to invest in the next generation of providers by creating new programs of study that are unique to the mission of the Institute. Our residency and fellowship programs will include research as well as clinical practice and community outreach.



Our educational mission also includes sharing the latest knowledge with an extensive network of community practitioners. Support for our annual Sports Medicine Symposia allows us to bring clinicians from across the state together for panels and roundtable

“We had a 24-year-old who was in a landscaping accident and had multiple surgeries to try to stabilize a dislocated shoulder but still couldn't raise his arm above 30 degrees. He'd seen multiple physical therapists and physicians and was despairing that he'd be disabled for the rest of his life. Our team of clinicians figured out that he had an undiagnosed nerve injury, so we treated him with surgery, and now he has full use of his arm. Being able to take advantage of the various experts as well as physical therapy and athletic training made the difference in his outcome.”

-LAURIE DEVANEY, PT, ATC, PH.D., CO-DIRECTOR,
UCONN INSTITUTE FOR SPORTS MEDICINE

discussions on emerging evidence-based medicine topics that can directly improve the state of our patient care. Investment also brings our researchers into the national and international spotlight to share discoveries.

And finally, we seek a research director for the Institute who can help narrow the time between discovery and clinical application. The new director will run a research database and share analytics, manage grant opportunities, and provide support that increases productivity across the Institute.

In short, we've made great strides in furthering our mission to enable athletes at all levels to reach their peak performance while working to prevent and treat sports-related injuries through world-class clinical care, education, and research. With philanthropic support, we can lead the northeastern United States in serving more people in need, and extend the capabilities of sports medicine worldwide. The opportunity is now.

Key institution-wide issues addressed throughout using bold headings

Patient story: demonstrates unique expertise of the Institute

Urgency: “The opportunity is now”

Start a conversation

OUT IN FRONT: UConn's DEPARTMENT OF ORTHOPEDIC SURGERY

Restoring the Life in Our Days

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At the same time, **our culture of education and discovery means we're always questioning whether what we're doing could be done better—less invasively, with shorter recovery and even better outcomes.**

We embrace the latest tools such as robotic assistance, navigation, and augmented reality to improve safety and efficiency in the operating room. Whether a trainee or seasoned surgeon, we up our game every day.

THE POWER OF PHILANTHROPY

In orthopedic surgery, incremental improvements in technology and practice translate into reduced human costs. In the past two years, UConn's clinical practice has evolved so that 70 percent of our hip and knee replacement patients can return home the day of their surgery. Similarly, we have pioneered



"wide awake hand surgery" in the region, where patients do not require general anesthesia or freezing of an entire arm to undergo many common procedures. And patients with debilitating sciatica can have surgery at 7:30 a.m. and be home by noon, no longer in pain. But in order to continue to make improvements, we need researchers and technicians to capture and analyze clinical data, illuminating the path forward based on evidence.

THE KEY TO DISCOVERY

When clinicians in practice have an idea about how to deliver better patient treatment, they need dedicated time, lab space, and a team to explore that idea. Philanthropy is the most effective engine to enable innovation to happen in a timely way, often opening the door for subsequent grants from state or federal agencies. Philanthropy funds the enterprise of discovery, from attracting the leaders in a competitive field to outfitting a lab with valuable equipment such as instruments that better understand the inner working of cells and tissues.

Strong headline to identify the topic

Why now? Imagine the future: connect innovation to quality of life

Why us? Benefits of academic medicine: education and research

Statistic: 70% of hip and knee replacement patients return home same day

BUILDING A DIVERSE COMMUNITY

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Inspiring Women in Engineering & Medicine (IWEM) is a UConn Health-specific workshop designed to introduce high school females to male dominated professions, specifically engineering and orthopedic surgery. Open to 10th through 12th graders who are Connecticut residents, focusing on underrepresented minorities and individuals living in rural areas of the state, IWEM aims to pique young women's interest in the engineering and orthopedic fields prior to college, as early exposure is important for recruiting women into these fields. This highly sought after program now has 300 to 500 applications per year for just 120 spots.

LEVERAGING UNIQUE ASSETS

UConn Health has a long tradition of keeping athletes in the game. Our experts are the team physicians for the UConn Huskies as well as several professional athletic organizations. **But you don't have to be an elite athlete to be seen by this elite team.** The benefits of receiving care at UConn include leveraging everything that makes us unique, from access to specialists to the latest technology to cutting-edge research.



The addition of the Jackson Laboratory to our campus has multiplied our capabilities in genetics and genomic sciences. In one example, UConn Health's David Rowe and Jackson Laboratory's Cheryl Ackert-Bicknell are collaborating on a \$3.2 million grant to study the functional consequences of genes on bone growth that has implications for diseases such as osteoporosis.

THE TIME IS NOW

Orthopedics is one of the most exciting and rapidly advancing fields in medicine. From 3D printing technology for joint replacement surgery to engineered stem cells for bone regeneration and systems that combine virtual and augmented reality to create realistic models for preoperative planning and intra-operative performance, the field is moving forward with possibilities.

At UConn, we're not waiting for others to pave the way. We're committed to setting a pace for orthopedics in which our patients are among the first to benefit from the newest discoveries. With your support, we can restore the function of our neighbors across the state of Connecticut while improving lives around the globe.

Reinforce institutional messages and values

Leverage assets: partnership with Jackson Laboratory

Know your audience: CT loves the Huskies!
"you don't have to be an elite athlete to be seen by an elite team"

Excitement and urgency



The Mini Case in Action!

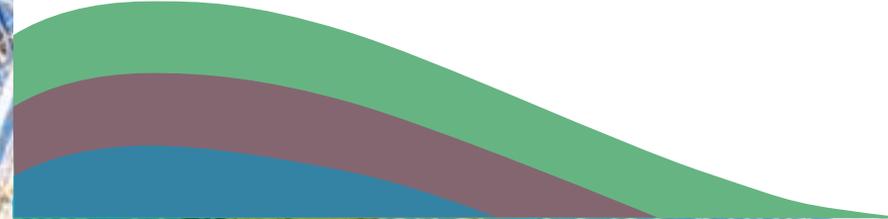
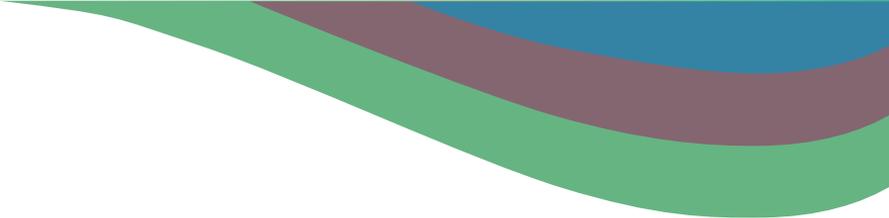




Examples

How the grateful patient program has benefited from the mini case:

- **Extended reach** – alumni team and regional gift officers use the cases
- **Clinician engagement** – this project cemented our relationships
- **Patient outreach** – we use one or more cases in email, mail, and personal visits
- **Strategic benchmarks** – the mini case project helped us reach 5 of 9 goals so far



“Our Institute is unique, and we wanted to get the word out. The mini case process helped us agree on what the main messages would be and where we needed philanthropy most. Now that we have it, I know that our Institute is being put in front of potential donors in a consistent way.”

Cory Edgar, MD
Orthopedic Surgeon and Co-Director,
Institute for Sports Medicine



Your Turn!

Let's work together to create an outline for a mini case right now.





Identify a priority – department or program

What for?

How will the funds be used?

Why us?

Why are you the right place to invest?

Why now?

What's the opportunity? The urgency?

How will it change us? The world?

What will the impact be?

Thank you!

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GO HUSKIES!!