

State and Community-based Models for Addressing Health Disparities

Owen Garrick, MD

Bridge Clinical Research

September 17, 2011

Topics

- How to practically grow a program (or company)
- Piloting a business idea
- What makes a good investment

Mixing of Demographics

- Metropolitan Junior Golf, <http://www.metrojrgolf.org>
- Our primary goal is to offer a program to teach and develop qualities such as integrity, self-esteem, and responsibility to the inner city youth of Oakland and the surrounding communities. At the same time we seek to teach kids golf as the vehicle to achieve positive attitudes.
- All of the instruction is free along with uniforms, balls and golf clubs. We also provide \$1000 Scholarships to graduating seniors and provide financial support for our better golfers to attend and compete in tournaments all over the US.

Public Health Need to Business

- Focus – increase the participation of ethnic minority investigators and patients in industry clinical trials
 - Service offerings
 - Protocol Development and Review
 - Site ID/Screening/Selection/Support, Monitoring
 - Project Management
 - Therapeutic areas
 - Diabetes/Obesity
 - CVD
 - HIV
 - Prostate cancer
 - Private, investor backed
- Why we do it
 - Large gap between who is tested and who makes up the treatment population in certain disease categories
 - Customers will pay us to do it

Monetize Core Competence

- Mentoring in Medicine & Science, www.mimscience.org
- Our goal is to address health care disparities in urban communities by increasing the diversity of the health care workforce.
- Our mission is to increase the number of underrepresented health professionals through mentoring, career exposure, and leadership development.

Developing a Pilot

- Purpose is to determine the business case
- Basic Principals:
 - Begin with benchmarking to determine if a problem actually exists (systemic) or if there are simply areas of improvement (quality)
 - Develop proof of concept that can be scaled if successful
 - Program design to track measurable outcomes
 - Understand resource requirements upfront
 - Measure ROI
 - Openness to doing things differently throughout the organization
 - Accept that you may not succeed on the first try!

How to practically grow a company

- Have the right people and the right aligned incentives
- Get to cash flow break even
- Secure and “anchor” customer and innovate for that customer
 - Leverage relationships
 - Offer pricing flexibility
 - Discounted/free
 - Creative structures
- Cross sell within that “anchor” customer
- Develop a path to scale
 - Move from projects to multi-year contracts
 - Break the \$1M run rate barrier
 - Expand offerings and have a plan to grow to \$5 - \$10M
 - Consider replacing yourself

What makes a good investment

- Team
 - Capabilities (understand gaps)
 - Prior experience
 - Experience working together
- Idea
 - Disintermediator
 - Interesting innovation
- Market
 - Fast growing
 - Barriers to entry
- Exit Strategy
 - Who are your potential buyers
 - What are historic exit multiples

Questions/Comments

Thank You!

owen.garrick@bridgeclinical.com