



THE CANCER INSTITUTES AT NORTHWESTERN MEDICINE SKIN CANCER INSTITUTE

SKIN CANCER INSTITUTE 2020 STRATEGIC PLAN

The goal of the Skin Cancer Institute over the next 5 years is to build on our past successes and strengthen all of our programs to meet the ever-growing skin cancer patient demand around the country.

By 2020, the Skin Cancer Institute aims to join the ranks of Dana Farber, MD Anderson, Sloan-Kettering, and Stanford in skin cancer care and education. Our clinical programs have been among the strongest in the country, and many of our research initiatives have been unique. However, the establishment of our Developmental Therapeutics Institute with its early phase clinical trials for cutting-edge therapies for melanoma and other cancers, the addition of new physicians and scientists dedicated to skin cancer research, and the establishment of the first OncoDermatology division in the US promise to catapult Northwestern from its current position of high regard to the top echelons. There is much work to be done, however, for the Institute to compete against these formidable players in skin cancer care, research, and education.

Philanthropy will play a key role in allowing us to recruit the best and brightest researchers around the world, to heavily invest in seed and mid-level research in skin cancers, and to establish this top caliber clinical and research center in the Midwest.

We are sharing a summary of our priority areas during the next 5 years for the Skin Cancer Institute. The realization of these priorities will necessitate a \$25-30 million investment. **The Skin Cancer Institute seeks to invest in recruiting and developing talent, strengthening the research and care infrastructure for skin cancer, and identifying a group of champions willing to support its philanthropic mission.** We hope to continually assess the impact of this vision against the critical needs of our skin cancer patients.

Invest in People:

- **Recruit 2 renowned physician-scientists** focusing on melanoma, basal and squamous cell carcinomas, and/or skin complications from cancer therapies (OncoDermatology).
- **Establish 4 fellowships** to recruit talented young scientists and physician-scientists interested in laboratory and clinical research in skin cancers and skin complications from cancer therapies and transplants. This is the most significant way to recruit new talent to the Skin Cancer Institute. These fellows will be engaged in our Northwestern Medicine Developmental Therapeutics Institute and research laboratories, bringing fresh ideas and new cutting-edge therapies to skin cancer patients.
- **Establish the “Friends of the Skin Cancer Institute,”** as an advisory group comprised of philanthropic champions of the Skin Cancer Institute’s mission and strategic plan.

Invest in Research:

- **Invest in clinical and laboratory research** by supporting underfunded clinical epidemiological research, as well as pilot and seed funding for research in the 5 arms of the Skin Cancer Institute – Melanoma, Cutaneous Lymphomas, Basal and Squamous Cell Carcinomas, OncoDermatology, and Prevention and Education. This type of research funding will lead to larger funding from national philanthropy organizations and the National Institutes of Health.
- **Establish a comprehensive Skin Cancer Institute bio-bank to collect patient specimens** (including blood, tissue, urine, hair, buccal smears, etc.) in an effort to strengthen skin cancer research, examine primary and metastatic skin cancers, and introduce gene and protein expression studies of skin cancers.
- **Expand the capability of our Molecular Phenotyping Core, which characterizes the precise genetic changes underlying cancers, including through whole genome sequencing.** This research leads to the discovery of new targets for therapy and will catalyze Northwestern’s capability of performing personalized therapy for skin cancers, including melanoma and cutaneous T cell lymphoma.

Assessing the Impact of the 2020 Strategic Plan:

There are a number of ways we will assess the success of the Skin Cancer Institute and the impact of the 2020 Strategic Plan.

Measures of success include:

- **The number of patients receiving care in the clinics of Northwestern Skin Cancer Institute.** In Illinois alone, an estimated 2,380 new melanoma patients are diagnosed annually. Melanoma is the most deadly of all skin cancers representing a 5% annual growth in diagnosis. Currently at Northwestern, we see approximately 14,050 patients fighting skin cancer and skin complications from cancer therapies. In total each year, we are treating 4,000 melanoma patients, 1,000 cutaneous lymphoma patients, and 8,300 basal and squamous cell carcinomas patients (of whom 3,500 receive Mohs surgery) and 750 patients with skin issues resulting from cancer therapies. A significant commitment to support the growth of these programs would strengthen the Skin Cancer Institute's manpower and allow us to meet the ever-increasing demands on our services.
- **The number of individuals reached through the prevention and education program.** A commitment to support this effort will allow the Skin Cancer Institute to extend the reach of these education and prevention programs to 875,000 people alive with a history of melanoma across the country. Currently, we have the tools to directly reach 500 melanoma patients and their spouses, but we hope to expand our services to extended family members around the country.
- **The amount of seed project funding leading to larger grant support:** Currently, we have more than a dozen laboratories conducting research in melanoma and other cancers. Several clinical research projects would also benefit greatly from philanthropy. These projects will attract other funding after receiving individual philanthropic support.
- Professorship and fellowship support can be determined based on productivity in research and patient care.
The number of patients we are able to see after new recruits join the team can serve as a deliverable marker. The types of research support we are able to attract as a result serves as an additional deliverable metric.
- The success of the bio-bank will be determined by the number of research projects, grants and publications resulting from specimens used from the bank.
- In 2020, once the plan has been fully realized, the Skin Cancer Institute will be in a position to apply for a Specialized Program of Research Excellence grant (SPORE) grant in lymphoma and/or melanoma research. A SPORE grant is only bestowed to institutions with the strongest cancer programs in research. The Lurie Cancer Center recently received an \$11 million renewal SPORE grant in prostate research, the only SPORE grant awarded in Chicago.

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