

ABSTRACT: 2015 ELAM Institutional Action Project Poster Symposium

PROJECT TITLE: The Establishment of an Inflammatory Bowel Disease Center of Wellness
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COLLABORATORS: Jeff Akman, MD, Dean, School of Medicine and Health Sciences
Alan Wasserman, MD, President, Medical Faculty Associates, Chairman, Department of Medicine

BACKGROUND, CHALLENGE OR OPPORTUNITY

Inflammatory bowel disease is a gastrointestinal disorder that affects 1-1.3 million in the United States. There has been an increase in prevalence rates with a changing distribution of disease in the U.S. population. Recent advancements have been made in understanding potential etiologic factors, pathophysiology, manifestations and therapeutic options. George Washington University Medical Center is interested in establishing an Inflammatory Bowel Disease Center of Wellness that incorporates clinical care, educational programs and research activity.

PURPOSE / OBJECTIVES

Development of a strategic plan for an Inflammatory Bowel Disease Center of Wellness.

Short term: Creation of a business plan that includes clinical activities, educational programs and research.

Long term: Establishment of a center that provides interdisciplinary clinical care, offers educational activities and conferences, and incorporates basic science, translational and clinical research. The center will be self-sustaining with clinical revenue, extramural funding and philanthropic support.

METHODS / APPROACH

The feasibility for establishing an Inflammatory Bowel Disease Center of Wellness was evaluated with institutional leadership, clinicians, researchers and patient stakeholders. An assessment of the medical center services was performed. Published guidelines and clinical benchmarks for inflammatory bowel disease programs were reviewed. An appraisal of the educational activities related to inflammatory bowel disease was conducted. Existing research activities and research interests were determined.

OUTCOMES AND EVALUATION STRATEGY

Institutional leadership is committed to establishing an Inflammatory Bowel Disease Center of Wellness. A business plan was developed. Philanthropic support was obtained.

Clinical: The clinical activity of the providers involved in the primary management of inflammatory bowel disease was assessed. Specialties involved in different aspects of inflammatory bowel disease care were identified. Pathways for coordination of clinical care were established. Existing clinical programs were enhanced and programs unique to the region were created. Physician faculty have been recruited. Dedicated clinical space for interdisciplinary management is being identified.

Educational: Curriculum for medical students, resident physicians and gastroenterology subspecialty fellows was created. Interdisciplinary seminars were established. Community outreach and patient-focused seminars are being developed.

Research: Seminars including researchers and interested investigators were conducted. A core clinical research team was established, a clinical database was created, observational studies were conducted and manuscripts were written. Eight abstracts were published and presented at national meetings. Two manuscripts have been accepted for publication. Interdisciplinary clinical research is in progress. Translational research activity is being planned.

Success will be based upon self-sustained clinical programs, educational activity, research projects, extramural funding and philanthropic support.

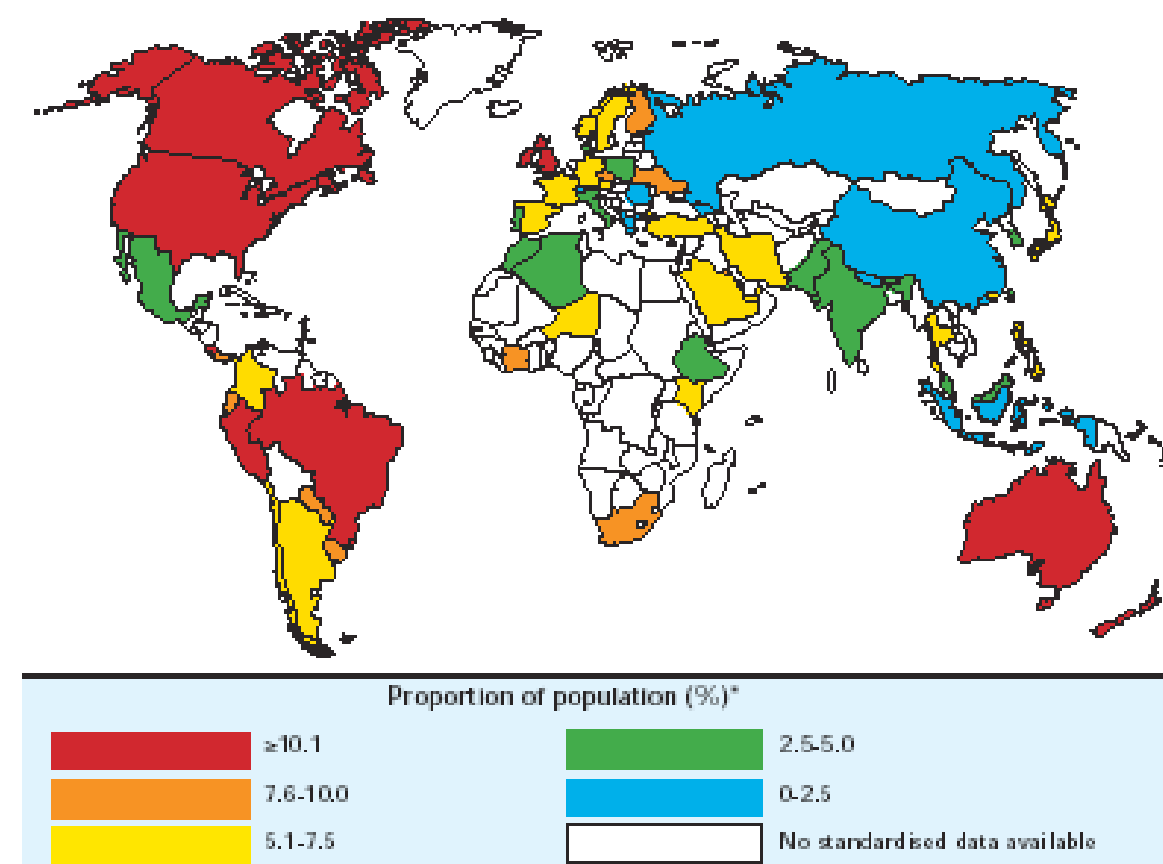
Collaborators: Jeff Akman, MD, Vice President for Health Affairs and Dean
Alan Wasserman, MD, President, Medical Faculty Associates and Chairman, Department of Medicine

Background, Challenge or Opportunity

Inflammatory bowel disease affects 1-1.3 million in the U.S. There has been an increase in prevalence rates with a changing distribution of disease in the U.S. population.

Recent advancements have been made in understanding etiology, pathophysiology, manifestations and therapeutic options.

George Washington University Medical Center is interested in establishing an Inflammatory Bowel Disease Center of Wellness that incorporates clinical care, educational programs and research activity.



Purpose / Objectives

Development of a strategic plan for an Inflammatory Bowel Disease Center of Wellness.

- **Short term:** Creation of a business plan that includes clinical activities, educational programs and research.
- **Long term:** Establishment of a center that provides interdisciplinary clinical care, offers educational activities and conferences, and incorporates basic science, translational and clinical research.

The center will be self-sustaining with clinical revenue, extramural funding and philanthropic support.

Methods

The feasibility was evaluated with institutional leadership, clinicians, researchers and patient stakeholders.

- Assessment of existing medical services.
- Review of guidelines and clinical benchmarks.
- Appraisal of educational programs.
- Evaluation of research activities.



Outcomes and Evaluation Strategy

- Institutional leadership is committed.
- A business plan was developed.
- Philanthropic support was obtained.

Clinical

- ❖ Clinical activity evaluated.
- ❖ Clinical care pathways established.
- ❖ Existing clinical programs enhanced.
- ❖ Unique regional programs created.
- ❖ Physician faculty recruited.
- ❖ Dedicated clinical space being identified.

Educational

- ❖ Curriculum created for
 - medical students
 - resident physicians
 - subspecialty fellows
- ❖ Interdisciplinary seminars established.
- ❖ Community outreach planned.
- ❖ Patient-focused seminars being developed.

Research

- ❖ Research seminars conducted.
- ❖ Core research team established.
- ❖ Studies performed
 - 8 abstracts
 - 8 national presentations
 - 2 manuscripts
- ❖ Interdisciplinary clinical research in progress.
- ❖ Translational research planned.

Success will be based upon self-sustained clinical programs, educational activity, research projects, extramural funding and philanthropic support.

Discussion

The successful establishment of the Inflammatory Bowel Disease Center of Wellness was the result of institutional interest and multidisciplinary collaboration.

The philanthropic support allowed for implementation of the strategic plan with concurrent development of clinical, educational and research programs.

Summary / Conclusions

The Inflammatory Bowel Disease Center of Wellness will increase recognition of institutional expertise.

Future activities will include expansion of existing programs, development of new programs, acquisition of extramural funding and increased philanthropic support.