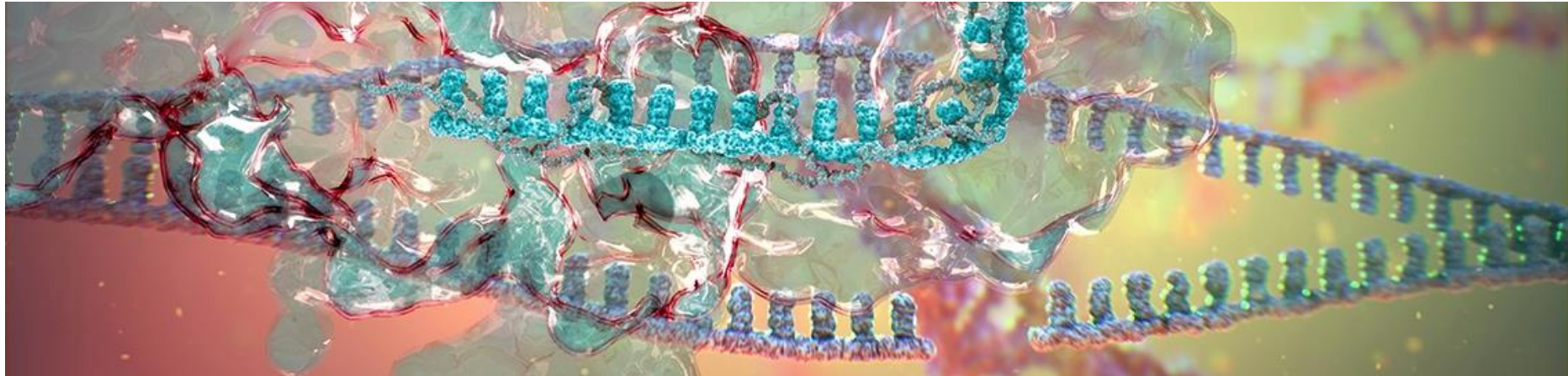


Biobank sustainability: preliminary survey results on the level of business planning in UK biobanks

Kirstin Goldring – Principal Scientist HBS Strategy and Governance
UK Biobanking Showcase 2017

18th October 2017



Caveats



Background



Three Dimensions of Sustainability



Sustainability Sessions ISBER



2012 // Ensuring Sustainability in the Face of Global Crises



2014 // Financial Sustainability of Biobanks



2015 // Navigating the Trail: Finding the Path to Biobank Sustainability through **Sound Business Planning**



2016 // Sustainability in Biobanking: Targeting your Biobank Utilization through **Planning, Marketing and Access**



2017 // Spotlight on Innovation in Social Sustainability: Developing Evidence-Driven Best Practices in Biobanking

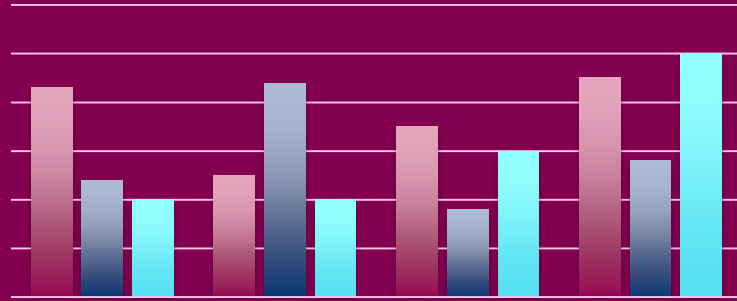


Sustainability Survey Background

- The Survey is intended to Inform Understanding of the level of Business Planning in the Biobank Community.
- Extension of Pilot Survey on Sustainability at ISBER 2016 and recently published (Simeon-Dubach D, Goldring K, Henderson MK. Trends in Biobanking Business Planning: Initial Results of a Survey of Biobankers. Biopreserv Biobank 2017;15:72-74).
- This is a **Preliminary Analysis**; the Survey is Still Open **for UK only until end of October**
- Worldwide survey advertised via multiple channels and provided in multiple languages (English, Spanish, French, German, Chinese)
- Targeting biobanks for biomedical research only and not for therapeutic or diagnostic purpose.
- Focus on Trends in Biobanking Business Planning



Preliminary Results



Biobank Info – Country of Origin

199 responses to end of Sept

UK = 10 (1 did not answer all questions)

Ireland = 2

France = 30

Germany = 24

Netherlands = 11

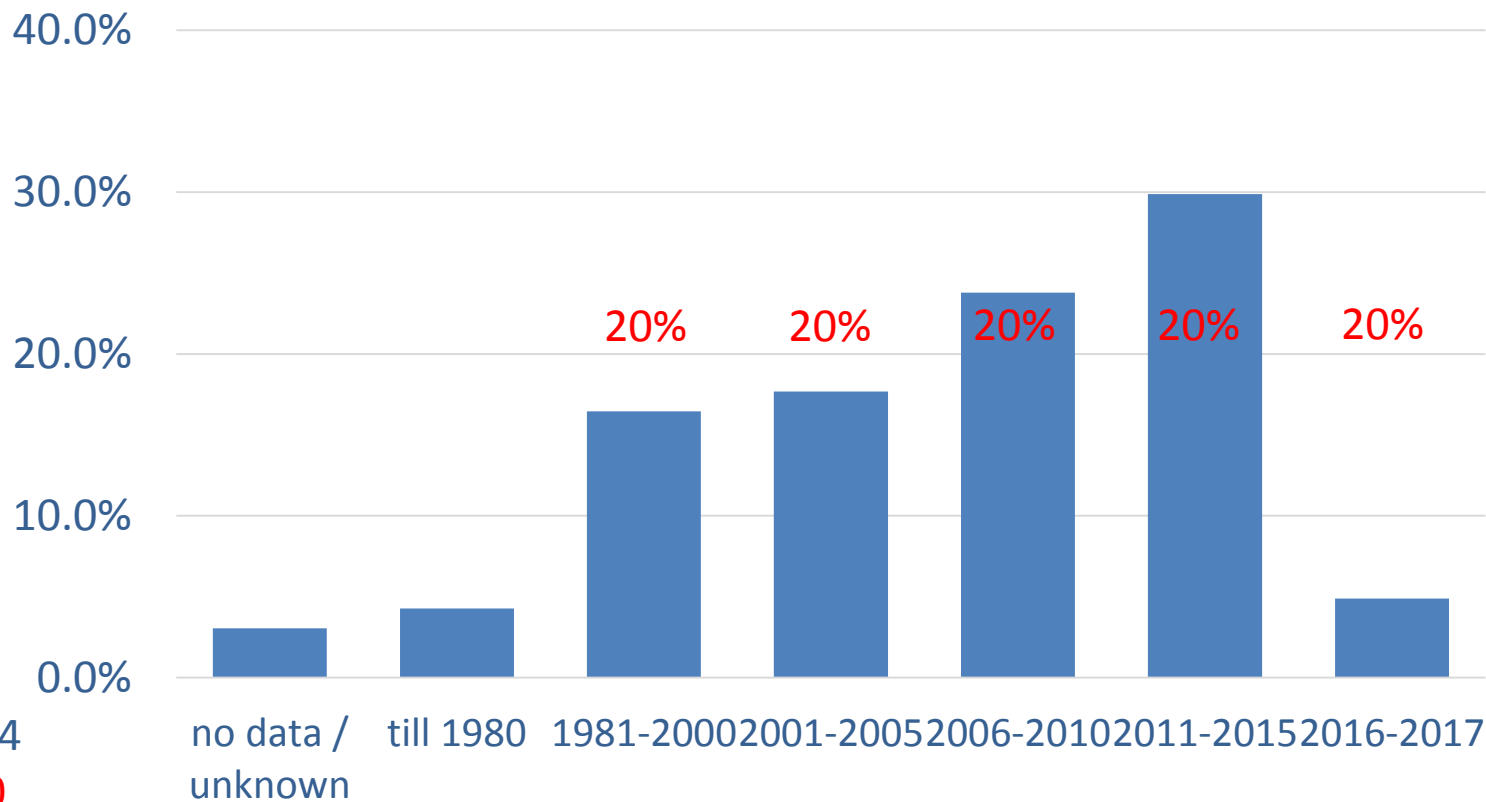
Spain = 27

U.S. = 34

- 8 Academic, 1 Gov, 1 NHS
- 3 Population, 2 hosp based, 3 multi disease, 2 single disease
- Size Range - a few hundred to 100,000 samples



Biobank Info - Year Biobank Established

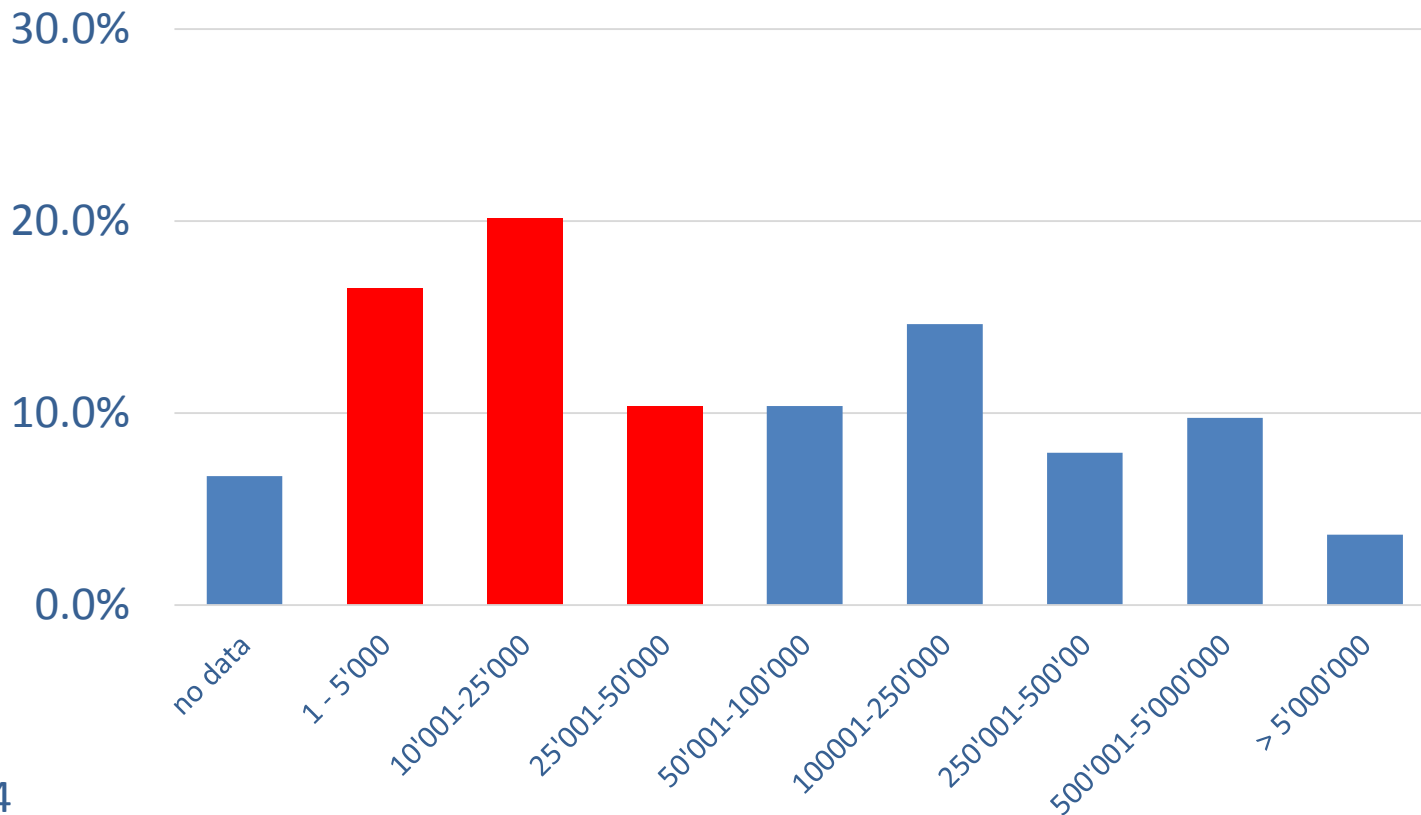


n = 164

UK=10



Biobank Info - Size of Biobank



n = 164

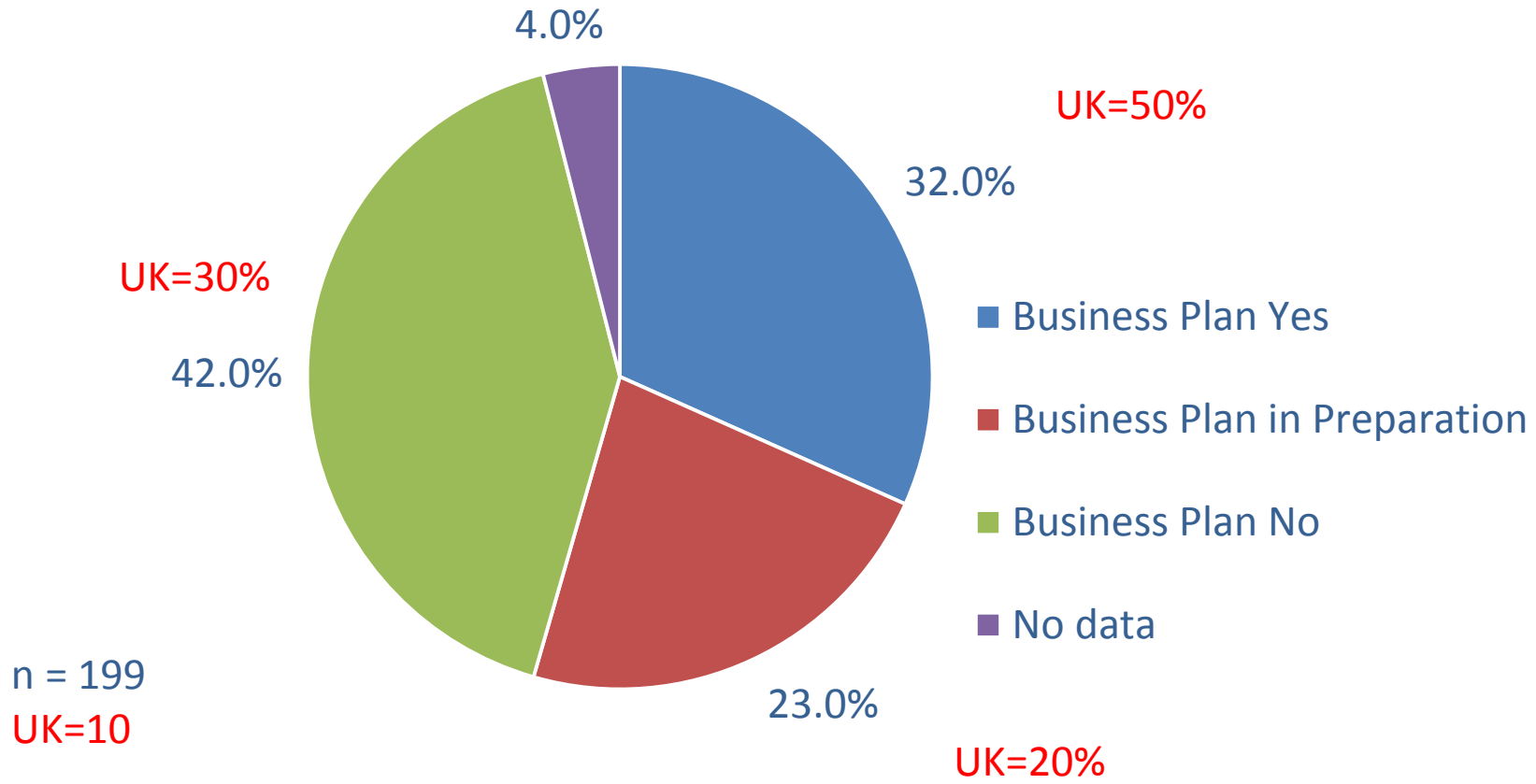


Business Planning – What is a BP and what is it needed for?

- The Business Plan Shows Future **Development Opportunities** of your Biobank
- It Includes your **Vision** and **Mission** of your Biobank
- In the Business Plan, you Formulate the **Objectives** of the Biobank and Detail the **Measures** to Achieve them
- Clear & Informative Presentation of **Relevant Factors**
- Thorough Assessment of the Chances Of Success of your Project
- Develop Decision Bases for Strategic Partners
- Create a Business Plan is **Not a One-time Process**
 - Regularly Adapt Business Plan and Incorporate Newly Acquired Knowledge



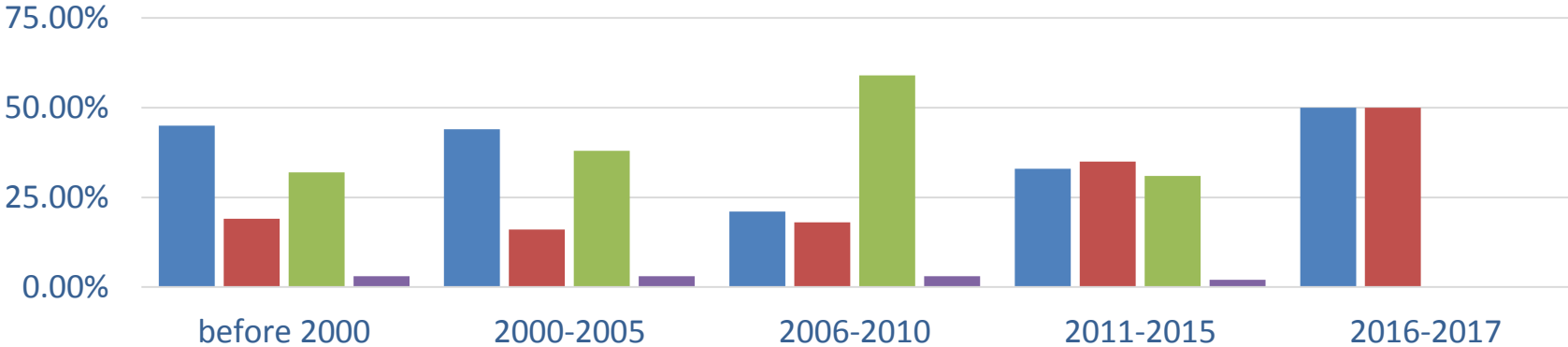
Business Planning - Where are we?



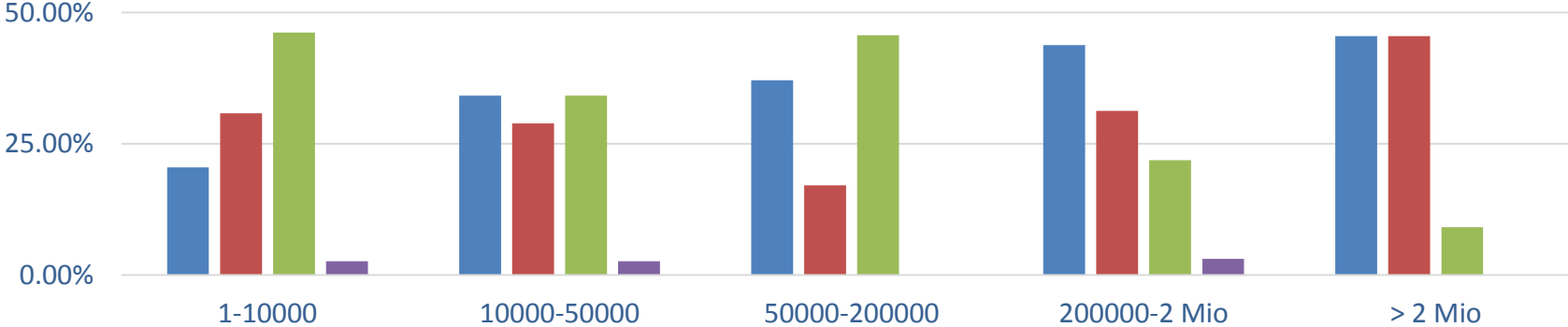
% BP Available According to Year Established and Size



Year Biobanks were Established



Size of Biobank



■ yes ■ in progress ■ no ■ no data

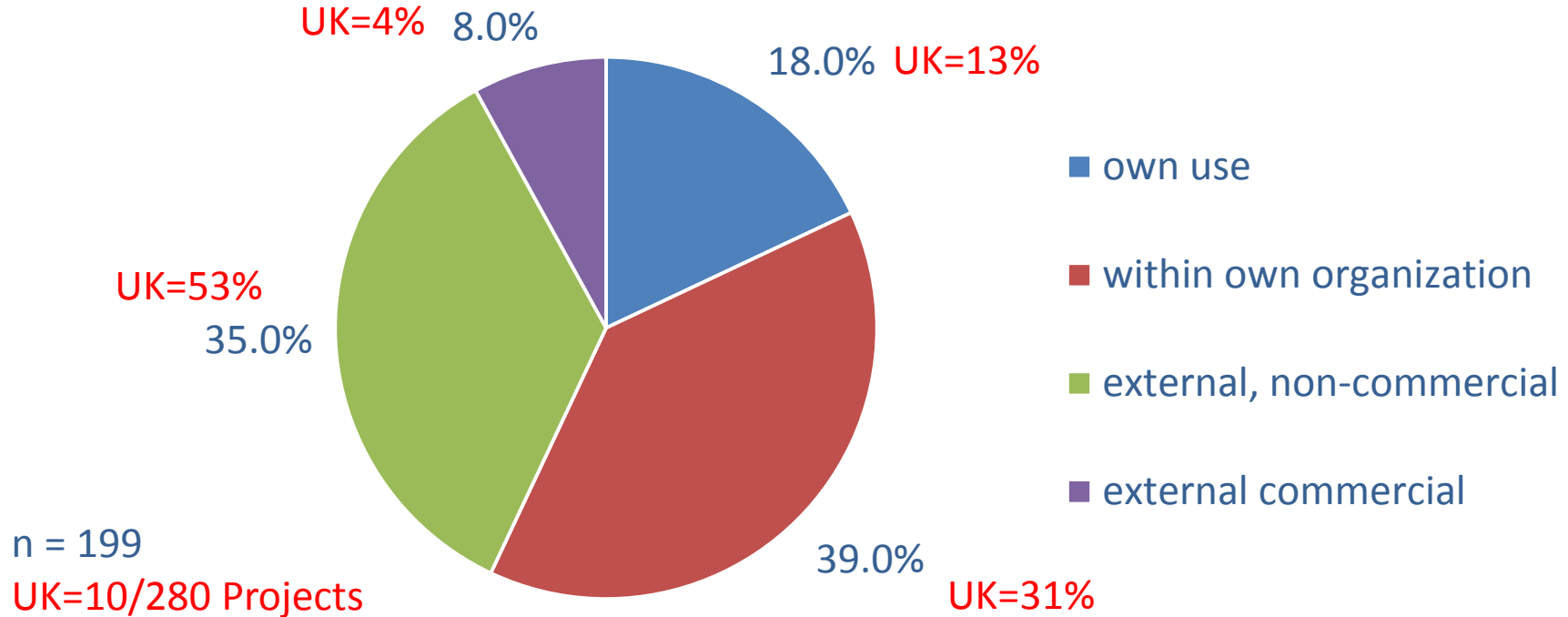
n = 164



Users/Customers



199 Biobanks Provides Samples / Data Annually
for 9'141 Different Projects over the Past Few Years

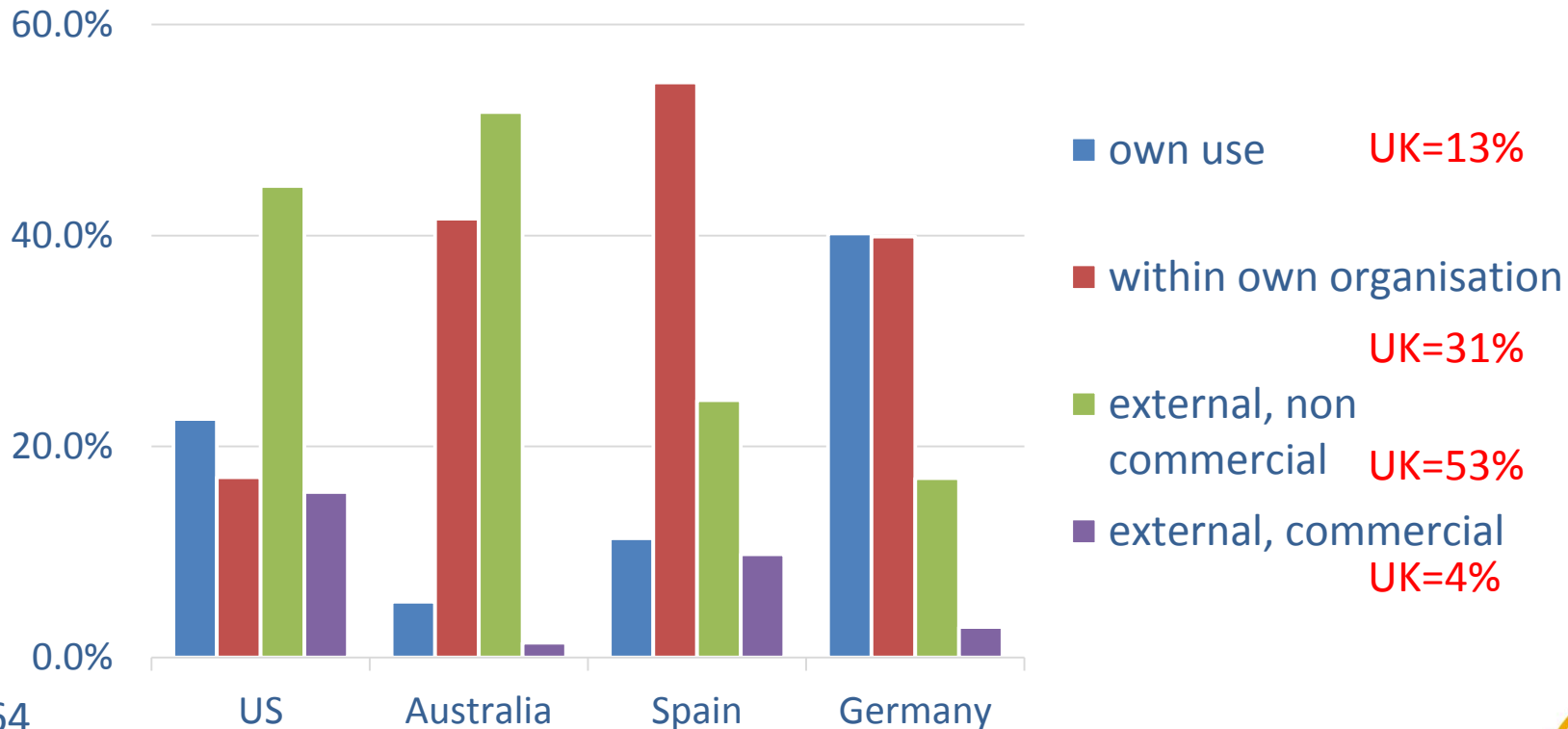


Users/Customers



Biobanks / Projects

USA 34 / 3379, Australia 24 / 435, Spain 24 / 655, Germany 23 / 594 UK 10 / 280

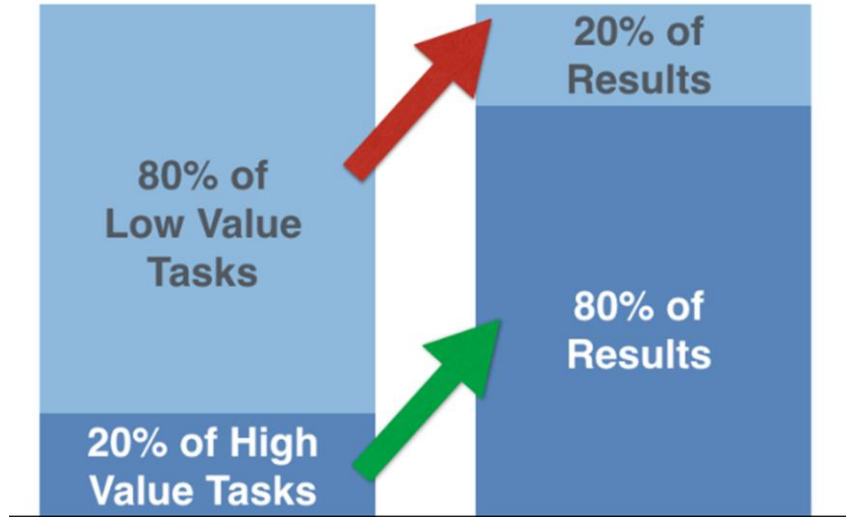
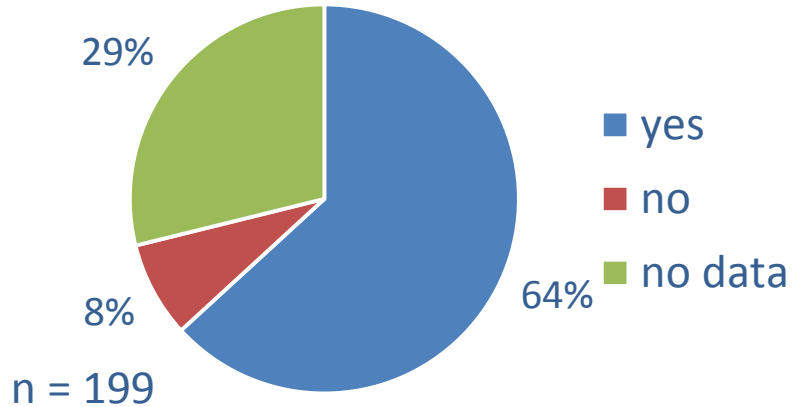


n = 164



Repeat Users/Customers - Understanding the Pareto Principle (The 80/20 Rule)

Did you have **Repeat Users** of Your Biobank in the Last Few Years?



- 20% of Customers Create 80% of Revenue
- 80% of your Outcome Comes from 20% of your Input

Conclusion

- Focus
- Good is often Good Enough



Marketing your biobank - Challenges



Who is Waiting for your Biobank?

“It’s totally false . . . that “if you build it they will come.” I thought if we build this [biobank] we’ll have people knocking on our door to use it” (Interview with a biobank director, 2011).

Cadigan RJ et al.

Underutilization of specimens in biobanks: an ethical as well as a practical concern?

Genet Med. 2014;16:738-40

Be Customer Oriented



“Any customer can have a car painted any color that he wants

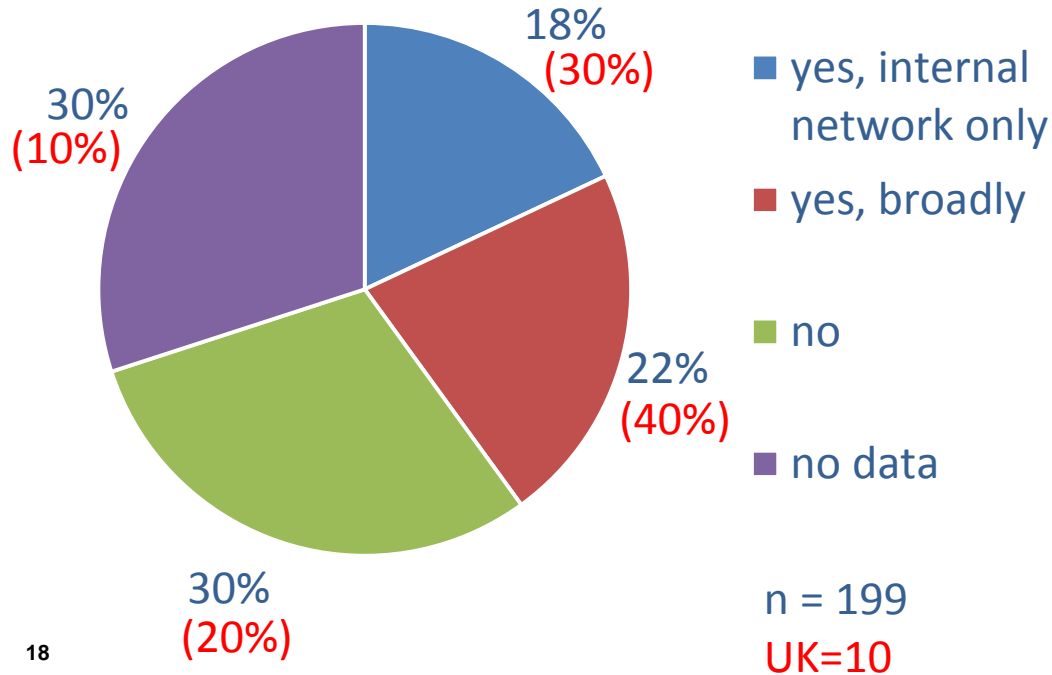
During Procter & Gamble’s fourth-quarter earnings call yesterday, the packaged-goods giant reported that it cut approximately \$100 million to \$140 million in digital advertising spend last quarter because of brand safety concerns and ineffective ads.



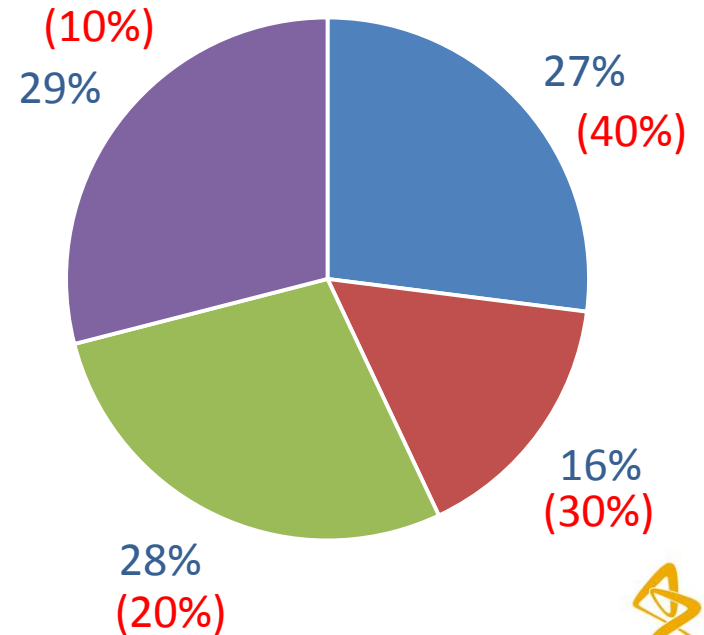
Growing the customer base



Are you Actively **Marketing** the Samples and Data in your Biobank?



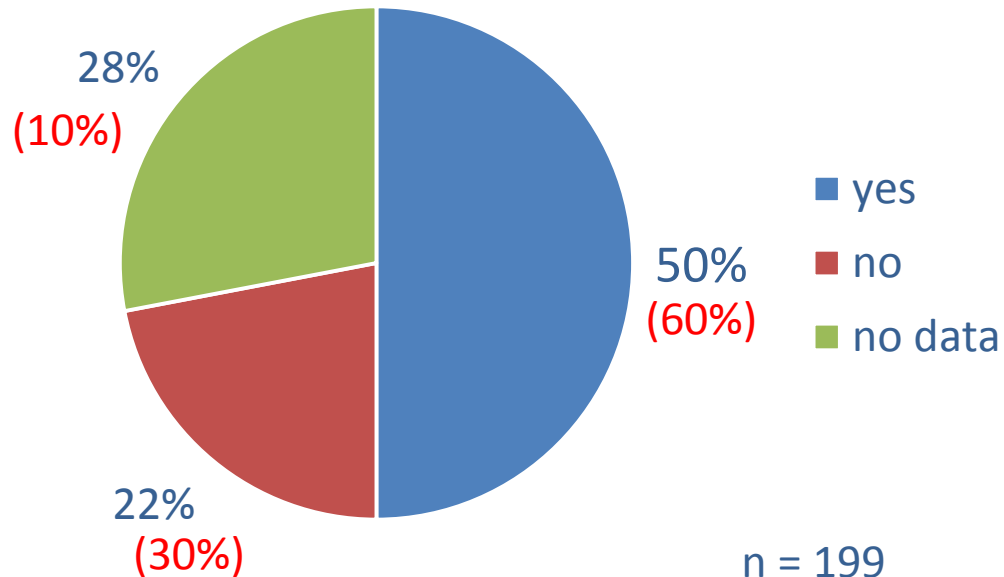
Do you Regularly **Communicate** with your User / Customer Base (e.g. Newsletter, email, etc.)?



Marketing your Biobank - Website / Social Media

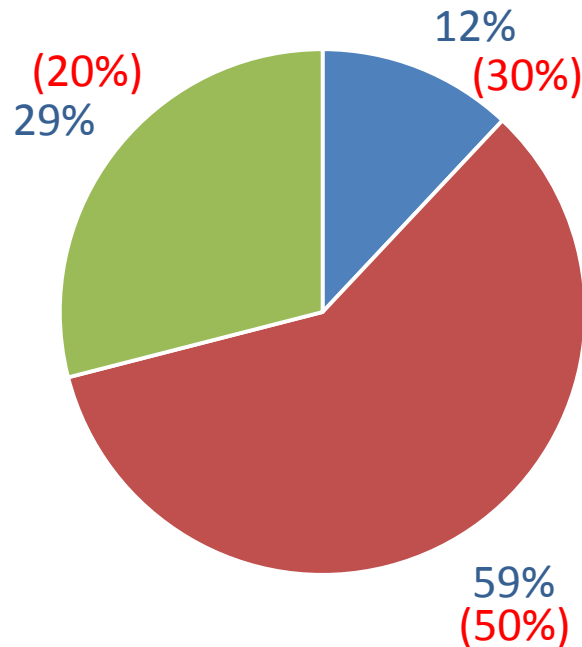


Does your Biobank have a Website?

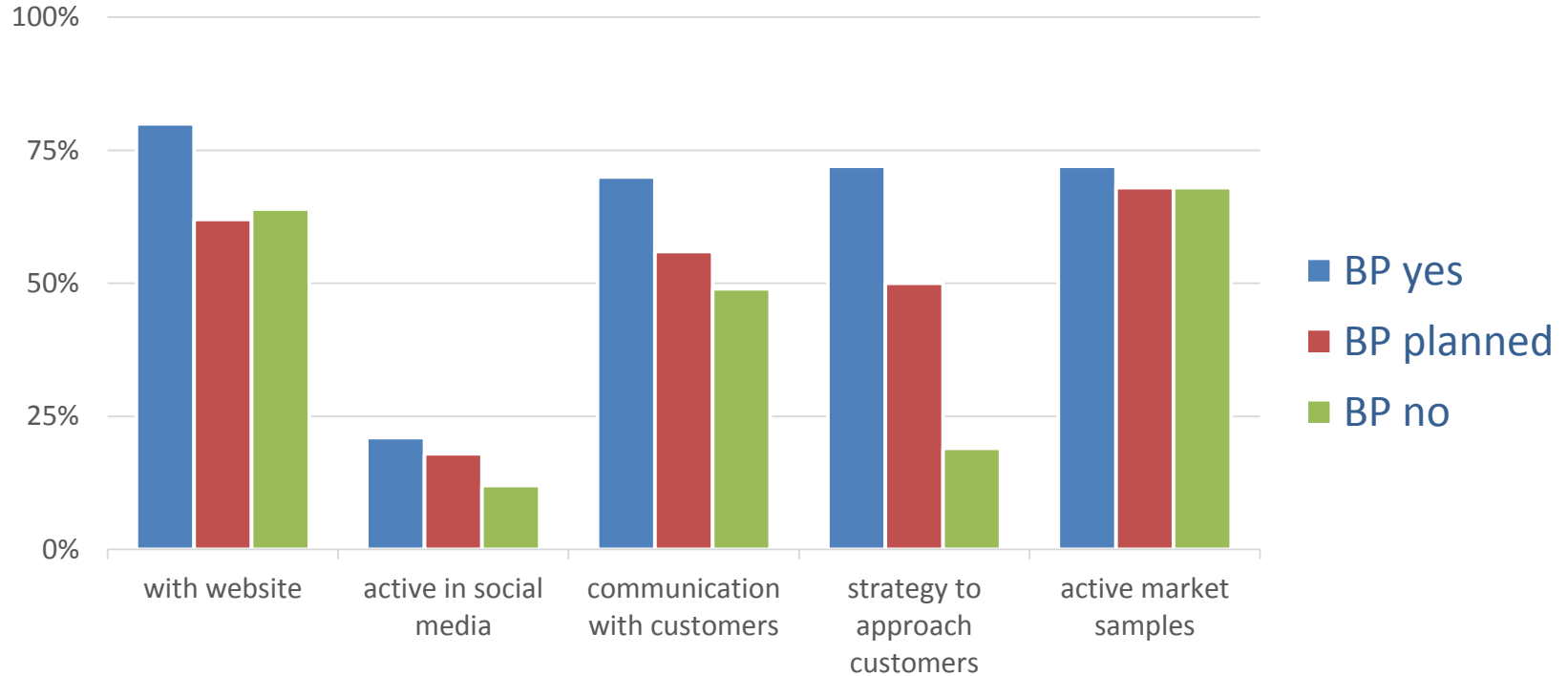


n = 199
UK=10

Is your Biobank Active in Social Media for Marketing (e.g. Facebook, Twitter, LinkedIn etc.)?



Influence of BP on Marketing practices



n = 199 (149)



Conclusions and Next Steps



Conclusions

1. Mature, Professional Biobanks Use Business Planning to Achieve and Maintain Sustainability;
2. Business Planning is an Active and Continuous Process for Successful Businesses;
3. The Biobanking Community has not Quite Hit the Inflection Point of Adopting a Business Mindset and the Use of Business Plan as a Management Tool;
4. As Business Planning is Adopted in Biobanking, it is Likely that there will be more Examples of Sustainable Operations Globally.



Next Steps

- We will be Combining these Data with more being Collected Daily and with a Large Survey Set from China (63) and Plan to Publish early 2018
 - Webinar for UK CRC once published



- This is a Preliminary Analysis; the Survey is Still Open **in the UK till end of October**
 - Opportunity to increase UK to do specific analysis

English Survey: <https://www.surveymonkey.com/r/PGLPTWM>



Acknowledgements

Supporters for Sustainability Survey

- Jeanne-Hélène Di Donate – France
- Johanna Dungal – Austria/BBMRI-ERIC
- Eoin Gaffney – Ireland
- Catherine Kennedy – Australia
- Manuel Morente - Spain
- **Phil Quinlan – UK**
- Peter Riegman – The Netherlands
- Roman Siddiqui - Germany
- Peter Watson – Canada
- Andy Zaayenga – US/ISBER Weekly News Digest
- Xuexun Zhou- China



Sustainability Survey Team

- **Kirstin Goldring**
- **Marianne K. Henderson**
- **Daniel Simeon-Dubach**



Future meetings

UPCOMING ISBER MEETINGS

isber2018
DALLAS, USA • MAY 20-24, 2018
Annual Meeting & Exhibit

Thinking BIG in TEXAS

SEIZING **BIG** OPPORTUNITIES IN **BIOBANKING** THROUGH DATA, COLLABORATION AND INNOVATION

isber Europe Symposium
LUXEMBOURG
February 2018

Biospecimen Research Symposium

QUALITY MATTERS

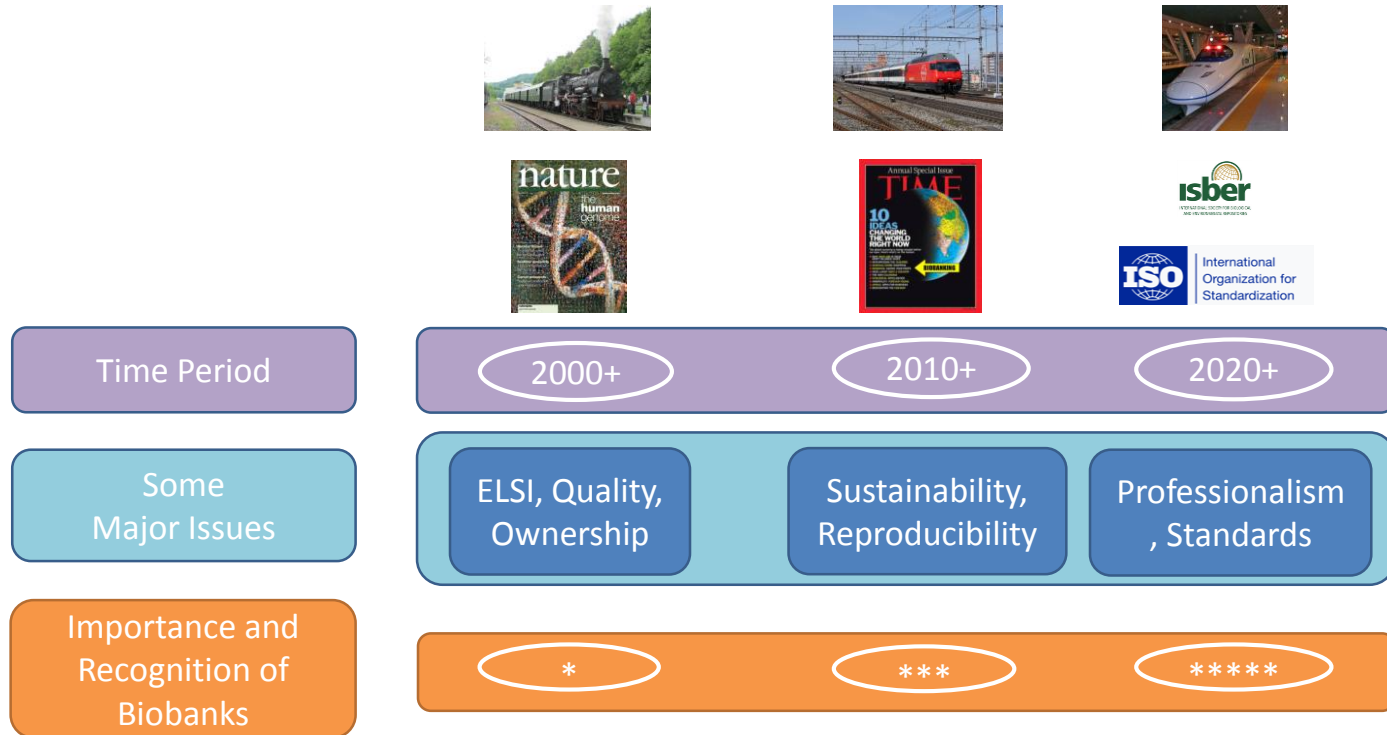
isber
INTERNATIONAL SOCIETY FOR BIOTECHNICAL AND ENVIRONMENTAL SCIENTISTS

ISBER2019 SHANGHAI

EVENT DETAILS COMING SOON!



Daniel Simeon-Dubach: Development of Modern Biobanking



Back up Slides



Content of a Business Plan

- Summary
- Biobank und Biobank Strategy
- Products / Services
- **Market / Customers**
- **Competitors**
- **Marketing**
- Production / Supply/ Purchasing
- Research & Development
- Locations/ Administration
- IT & **Communications** -Technologies
- Management / Management Tools / Organisation
- Risk Analyse
- Finance



Confidentiality Notice

This file is private and may contain confidential and proprietary information. If you have received this file in error, please notify us and remove it from your system and note that you must not copy, distribute or take any action in reliance on it. Any unauthorized use or disclosure of the contents of this file is not permitted and may be unlawful. AstraZeneca PLC, 1 Francis Crick Avenue, Cambridge Biomedical Campus, Cambridge, CB2 0AA, UK, T: +44(0)203 749 5000, www.astrazeneca.com

