

What kind of clinical
research is needed
at the hospital level?

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Clinical Research - Benefits

- Attracting high quality care givers
- Participation in the advancement of science and enhancement of clinicians understanding, diagnosis, treatment and prevention of diseases.
- Clinical trials
 - Access to new medications
 - Physicians are attuned to the latest research and therapeutics
- Additional revenue
 - Fees for hospital and staff involved
 - Attracts new patients (Becoming center of excellence)

Clinical Research - Challenges and Risks

- Costs of developing infrastructure (admin stuff, labs, systems...)
- Patient recruitment and retention (compliance)
- Investigators compensation
- Complex regulations
- Conflict of interest
- Many physicians don't fully understand the the governing laws and regulations (Physician Payments Sunshine Act)
- Potential concerns within community about engaging in sensitive research (Stem cells, animal research...)

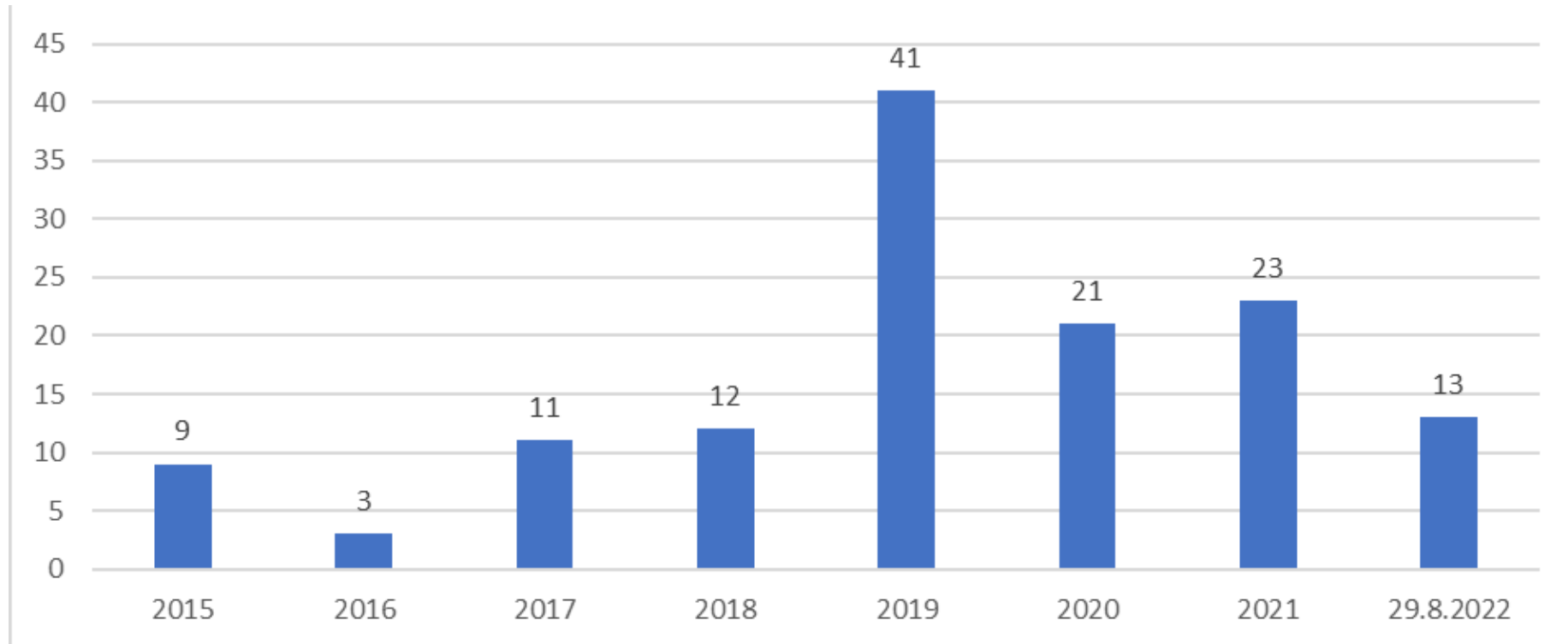
Clinical Research

Universty hospital model	General hospital model
Focus on basic and animal research	Greater focus on clinical research
Investigators hired and protected time granted for faculty to engage in research	Open medical staff and no dedicated time for research
Research is a part of the mission	Organizational culture does not view research as a priority
Administrative infrastructure in place	Limited administrative infrastructure
Executive-level leadership for research	Leadership for research programs are at the PI or the departmental level
Accounting systems for research	Focus is on industry sponsored research
Publication of findings expected	Less sophisticated approach to establishing the optimal portfolio of research to match strategic objectives

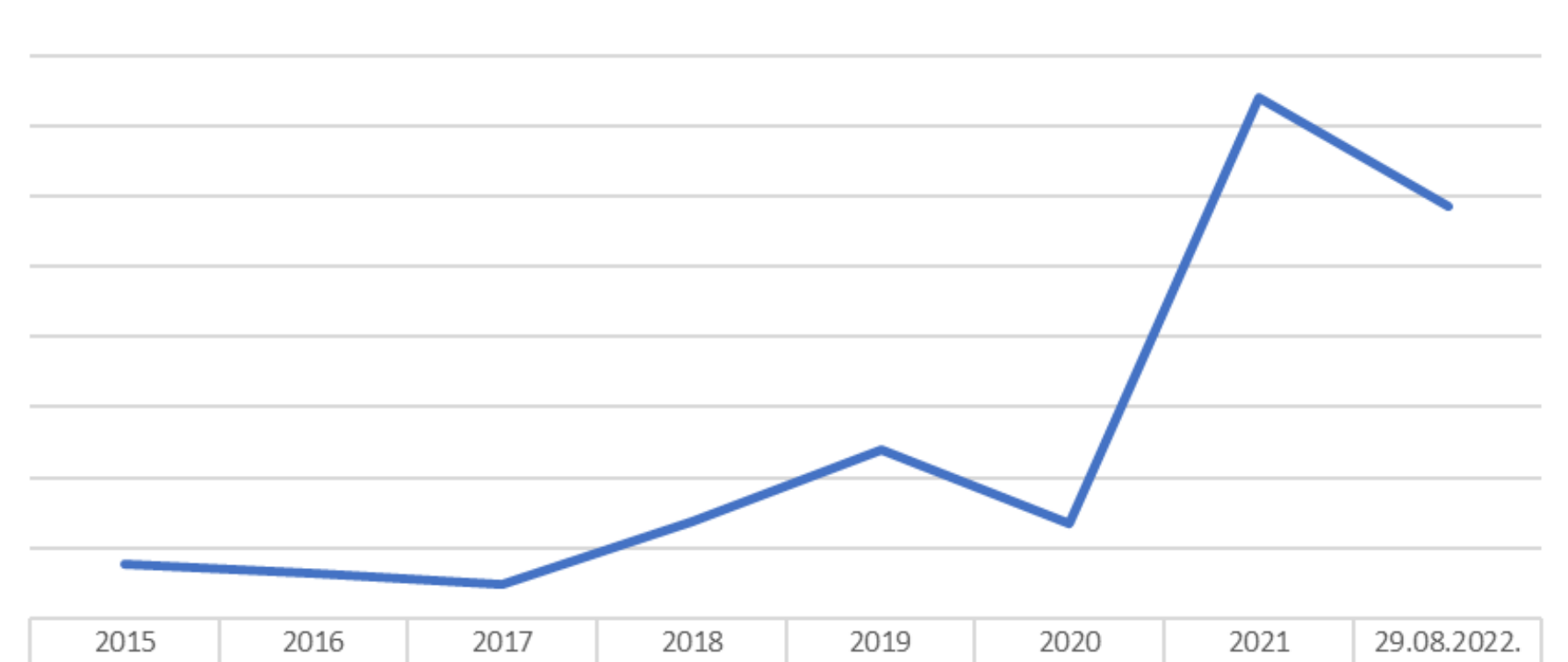
Quantifying Current Research Activity at Universtiy Hospital of Split

- Clinical research 76%
 - Industry sponsored clinical research 69%
 - Academy initiated clinical research 7%
- Basic research 24%

Quantifying Current Research Activity KBC Split



Quantifying Current Research Revenue at University Hospital of Split



Conclusion

- Each hospital executives have to determine their goal and development direction
- Research brings:
 - Attracts new patients
 - Becoming center of excellence
 - Diversifies hospital revenues