# Team AACI

01/27/20

# Describe the background research your team conducted on your client’s organization (the description should be a brief summary – approximately 2 or 3 paragraphs – of what your team learned and sources of information).

The Association of American Cancer Institutes (AACI) consists of 100 premier academic and freestanding institutes and cancer centers in North America, primarily the United States and Canada. Headquartered in Pittsburgh, AACI aims to serve as a hub for the cancer network, provide education for the policymakers, enhance the impact of the cancer centers and institutes, as well as develop relationships among cancer institutes and organizations for better cancer care.

AACI impacts the cancer center network by maintaining active engagement and initiating programs with other academic institutes. To expand its influence, AACI runs regular programs and takes advantage of President Initiatives to start special programs during the president’s two-year term. In 2009, AACI established CRI, Clinical Research Innovation, as a president initiative. AACI recognizes the administrative and staffing hurdles that cancer clinical trials have to face; therefore, AACI, through CRI and CRI annual meetings, shares best practices that promote the efficient and effective operation of cancer clinical research and gain support from key stakeholders in the industry. CRI also acts as a platform for experts to develop training and curriculums for policy-makers. Aside from CRI, the most recent project introduced by presidential initiatives is the Library of Public Policy. The Library of Public Policy acts as a connecting point for professional institutes to share resources and for local officials to receive education and ultimately advocate for better cancer prevention and cancer policy issues. With all the ongoing programs, AACI serves as a platform to facilitate collaboration between professional and academic cancer centers and interactions between educators backed by resources and advocates with proper education.

# Describe the background research your team conducted on organizations similar to your client’s organization (including major competitors, partners, etc.) (again, the description should be a brief summary – approximately 2 or 3 paragraphs – of what your team learned and sources of information).

Since AACI is a non-profit organization focused on accelerating the research discovery of cancer among different organizations, there are less direct competitors of AACI in the traditional sense. However, AACI faces competition of resources from other similar institutions that also works on facilitating cancer research. One example of the competitor is American Association for Cancer Research (ACCR). ACCR has a broader field of interest, where it contains over 37,000 laboratory, translational, and clinical researchers; population scientists; other health care professionals; and patient advocates residing in 108 countries. Since AACI focused more specifically on promoting efficient operation of clinical research for its members in North America, AACI faces less competition from other similar institutions.

*[More information of ACCR:* [*https://www.aacr.org/Pages/Home.aspx*](https://www.aacr.org/Pages/Home.aspx)*]*

*[More information of AACI:* [*http://www.aaci-cancer.org/*](http://www.aaci-cancer.org/)*]*

AACI has multiple partners and it is primarily based on partnership among other cancer research organizations. Based on AACI website, AACI has three different kinds of partnerships, which are “Cancer Center Membership”, “Corporate Membership”, and “Sustaining Membership”. Different kinds of membership have different roles, but generally AACI is welcomed to form partnerships with cancer research centers, institutions with “mutual interest with their industry colleagues”, and “like-minded non-profit organizations that are dedicated to clinical and basic research with a strong focus on cancer, or that are committed to public education related to cancer.” It should be noted that the American Association for Cancer Research (ACCR) is also one of the sustaining partners with AACI. AACI does not attempt to compete with other organizations to gain resources in the traditional view. It is welcomed for all research organizations in North American to promote research discovery.

# Develop an interview guide of approximately 15-20 questions you would like to discuss with your client during the initial kick-off meeting.

**Interview Questions**

*Industry*

* Could you tell us a bit about where AACI is currently in the cancer research industry and any overarching industry-specific challenges or opportunities?
* Where do you see the industry headed in the short and long-term?

*Competitor/Similar Organizations*

* When doing preliminary research, we could not specifically identify competitors, but perhaps could identify similar organizations. How are current similar organizations addressing any industry-wide challenges and how do you see the AACI addressing these challenges?

*Company*

* After reading about the work that is being done at the AACI, and knowing the tens of thousands of readers and others that are involved in advancing cancer research, what are your biggest challenges at the current moment?
* What is the AACI’s ultimate goal and how do you measure that success? For example, are we most interested in increasing reader engagement (e.g podcast) or are we interested in better-informing current stakeholders (e.g. policy-makers) or are we on a mission to develop partnerships?

*Project*

* When we are thinking about working together on one of the projects you had in mind, are there any trade-offs and considerations that come to mind?
* In what respect are things working well and/or not working at this time?
* Which of the projects should we focus on / is of the top priority?

*Public Policy Resource Library*

* What is the current state of the Public Policy resource library and how could we expand on what’s currently there?

*Podcast*

* Could you provide some more information on how the AACI Podcast could benefit from our help?

*AACI Portal (used to share information and webcast)*

* Could you tell us a bit more about the portal as it stands, the functionalities, and how it can be improved?

*Project Cancer Education*

* We can see that one of the possible projects is to educate elected officials and other opinion leaders on matters related to cancer care. Do we have any information on the current stance from policy-makers on the efforts of the AACI?

*Key People*

* Could you tell us a bit more about the upcoming president-elect who will begin her term in October 2020? What are her ideas and positions on aspects that the AACI is currently working on? How would her ideas affect the projects we are going to work on?

*Client Relationship*

* We were excited to see that the AACI had previously worked with a CMU IS Consulting group during spring 2019. Would it be possible to ask what were some lessons learned in working with the group, any words of advice or suggestions that could enable us to succeed and have a great partnership with you?
* Contact: how AACI can contact us? How we can reach them?
* When and how often should we use for our meeting? What about our very next meeting?

*Catch-All*

* Is there any additional information that you would like us to know?