

Communication Strategies to Foster Collaboration and Leverage Efforts between PACHE Partnerships



Sherri De Jesús, MHA, Associate Director
of Research Planning and Development
UPR/MDACC Partnership for Excellence
In Cancer Medicine

Department of Health Disparities Research
The University of Texas MD Anderson Cancer Center

PACHE Program Partnerships are designed to be collaborative...



- *for a common purpose:*

- Strengthen basic, clinical, translational, and population-based research to address cancer health disparities;
- Educate and train students and investigators from diverse populations to become the next generation of competitive researchers in cancer and cancer health disparities research; and
- Establish regional outreach networks, initiatives, and programs for communities experiencing an excess burden of cancer.

- *to achieve a mission:*

- To reduce the unequal burden of cancer in certain populations and socio-economic groups across society.

but...

...open sharing has to be incentivized or mandated. Why?



- Competition for...
 - limited amount and availability of funds.
 - most progress made; highest trainee impact.
 - prestige, position, power, influence, and authority.
- No standardized data-sharing practices; no specific data sharing requirements
- IP and authorship issues
- Current data sharing attitudes* compromise scientific progress, efficiency, and integrity and impact health policy.

*Data sharing culture varies widely by field.

The dark side of competition...

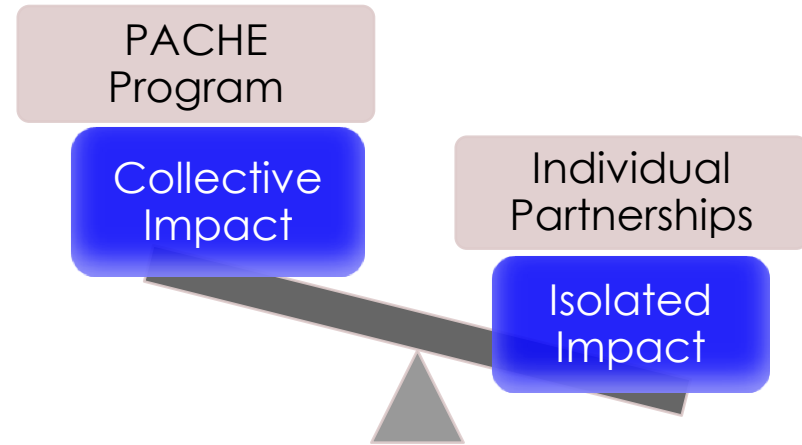


“Well, if you don’t help us, then, at least, don’t help them.”

- Unnamed Scientific Director to Michael J. Fox during the early stages of creating his foundation for research on Parkinson’s Disease.

Fox, M. (2002) *Lucky Man*. New York: Hyperion.

Collaboration Model for Collective Impact



- Awareness – We share a common purpose.
- Motivation – We strive for consensus.
- Participation - **We participate**; we expect others to participate.
- Accountability – We are accountable for our work.
- Mediation - We negotiate for win-win solutions.
- Reciprocity - We share and expect others to share.
- Reflection – We consider better alternatives for future initiatives.
- Engagement - We are deliberate and proactively engage.

How does this work online?

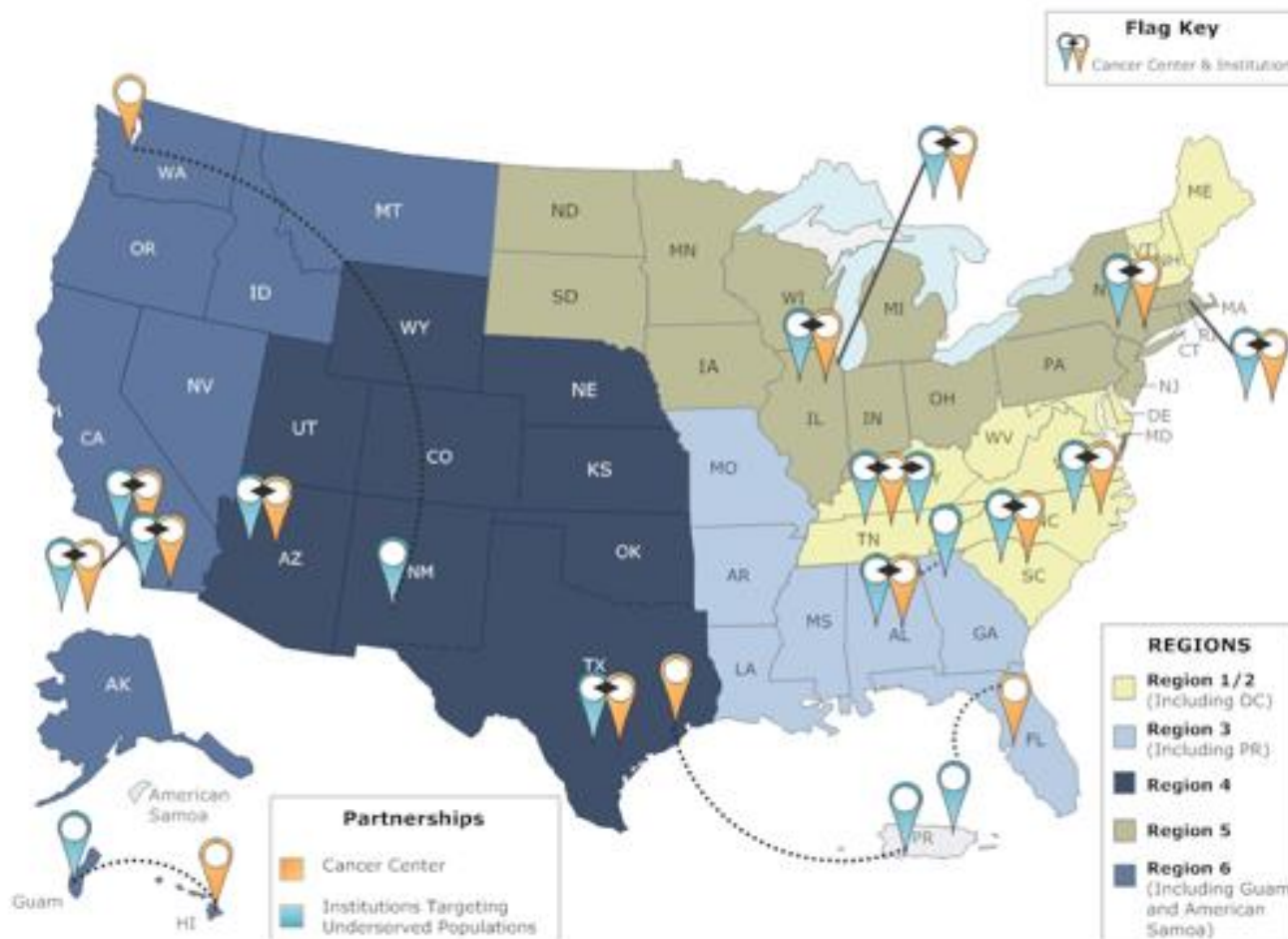


Web-based Collaboration Realities



- The Internet has rapidly evolved.
 - Static, read-only environment → Social, collaborative environment
 - Difficult for many institutions to keep up with fast pace changes
- Institutions without an official collaboration and social media strategy to guide users generally have ad-hoc policies.
 - Greater chance of misusing technology (e.g. uploading PHI to Dropbox, a HIPAA violation)
 - Use of the “Nickel and Dime” approach (may not match needs)
- Web-based collaborative applications are just tools in a toolbox; using collaborative tools is a beginning step to developing a collaborative user community.

Distances between Partnerships



Combining web-based tools...



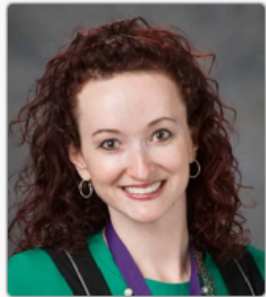
- Synchronous/asynchronous conferencing
- Email
- Wikis
- Web publishing
- Versioning software
- Message Boards/Discussion Boards
- Videoconferencing
- Data Conferencing (white boards)
- Shared Desktops
- E-Meeting Systems
- E-Calendars
- E-Project Management Systems
- Workflow Systems
- Knowledge Management Systems
- Enterprise Bookmarking
- Social Software
- Portals

...into a unified PACHE Collaborative Space.



- Maximizes individual collaborations and builds a sustainable Partnership Community
 - A user-friendly platform that combines communication, conferencing, collaborative, and e-learning tools in a central place.
 - Secure: approved for use at all Partnership-funded institutions.
 - Network friendly: Web assessable/addressable on multiple devices (desktop, laptop, smart phones).
 - Open Source: Adapts to meet the needs of the target audience; ability to customize based on any changing needs.
 - Social: Familiar and fun tool people want to use; stresses transparency and openness with the functionality to restrict levels of access based on group membership.
 - Emergent: Encourages dialogue and leverages the collective wisdom of the community.

Sherri De Jesus Dashboard



- Dashboard
- Profile
- Account
- Blog
- Collections 1
- Contributions
- Favorites
- Groups 3
- Messages
- Projects 1
- Résumé
- Usage

Quick Links

[The Standards Portal](#)
[Informatics Technology for Cancer Research \(ITCR\) initiative](#)

My Groups

- [PACHE Trainee Corner](#) manager
- [Partnerships to Advance Cancer Health Equity \(PACHE\)](#) manager
- [U54 Partnerships in Puerto Rico](#) manager

[All My Groups \(3\)](#) [All Groups](#) [New Group](#)

Resources

- [Simulation Tools](#)
- [Seminars](#)
- [Workshops](#)
- [Courses](#)
- [Teaching Materials](#)
- [Publications](#)
- [Downloads](#)

My Projects

[Administrative Core](#)
By me | manager

[All My Projects](#) [All Projects](#) [New Project](#)

My Messages

You have no new messages at this time.

[All My Messages](#) [Settings](#)

My Tickets

Tickets I Submitted

- [#493: Need help reducing the space](#)
1 hour ago 0 comments
- [#492: Added note to pages: \(Please](#)
1 hour ago 0 comments

Tickets Assigned To Me

You have no active tickets at this time.

Tickets On My Contributions

You have no active tickets at this time.

[All My Tickets](#) [New Ticket](#)

My Tools

[Recent](#) [Favorites](#)

No tools found.

These are your most recently used tools.

My Sessions

No active sessions found.

Sites I have created



Group Manager ▾

Overview

- ☑ PACHE Goals and Objectives
- ☑ PACHE Mechanisms
- ☑ PACHE Partnership Listing
- ☑ PACHE Historical Information

👤 Members 3

📖 Wiki 1

📄 Resources 2

💬 Discussion

Partnerships to Advance Cancer Health Equity (PACHE) ▶ Overview



Initiated in 2001, Partnerships to Advance Cancer Health Equity (PACHE), formerly known as the Minority Institution Cancer Center Partnership (MI/CCP), is a program that enables serving racial/ethnic and/or underserved communities with cancer health disparities and NCI-Designated Cancer Centers (CCs) to train scientists from diverse backgrounds in research and to effectively deliver cancer advances to racially and ethnically diverse communities.

The overall goals of the program are to:

- Build research and training capacity at underrepresented-serving institutions.
- Create stable, long-term collaborations between institutions serving racial/ethnic and/or underserved communities with cancer health disparities and CCs in research, training, development, and outreach.
- Improve effectiveness of CC research, education, and outreach for underserved populations.
- Export successful approaches for addressing disparities to all CCs and other key networks and consortiums.

PACHE establishes partnerships through two mechanisms:

- Feasibility Studies for Collaborative Interaction for Minority Institution/Cancer Center Partnerships ([P20](#))
- Comprehensive Partnerships to Advance Cancer Health Equity ([1154](#))

Highlighted PACHE Platform Benefits



- PACHE Program Site + Individual Partnership Sites
 - E.g. PACHE Program → U54s in Puerto Rico → UPR/MDACC
- Collaborative tools located in one toolbox.
- Reduces “window” from research to classroom
- Addresses changing culture of work and business
 - Time, distance, and space collapse
- Training possibilities are endless.
- Junior faculty
 - Ability to develop a virtual work portfolio (research, publications, classes)
 - Shown to decrease time to tenure
- **One caveat: Collaboration platforms are people-centric; platforms become stronger with an active user population.**



“Competition has been shown to be useful up to a certain point and no further, but collaboration, which is the thing we must strive for today, begins where competition leaves off.”

- Franklin D. Roosevelt