

Center for Outcomes Research and Education

First Annual Newsletter, 2016

Message from the Director



Greetings from the Center for Outcomes Research and Education (CORE). As we enter our second year of existence, there are many exciting things underway!

During our first year of developing CORE, our plan was to focus on three general areas: people, awareness, and demonstrating project deliverables.

While we will continue to make progress in these areas, there are some important achievements to report already!

We were very fortunate to hire Ms. Roberta Hodges as the CORE Project Coordinator. Roberta brings a wealth of experience in coordinating research and training programs, both on campus and internationally. We were also very pleased to hire Dr. Elva Cha into a faculty role – the first scientific expert specifically hired to contribute to CORE initiatives. Dr. Cha has expertise in veterinary epidemiology, economics, and biostatistics, with experience in both industry and academia. In addition, there were new faculty hires in the College of Veterinary Medicine and the Department Agricultural Economics that brought additional expertise in veterinary epidemiology and health economics. For more information, please see our faculty and staff pages at the CORE website: <http://www.vet.k-state.edu/core/>

There were multiple activities that contributed to our goal of demonstrating more awareness of opportunities for outcomes research in the animal health community, and the role of CORE in particular. Several of these are documented on our News & Events page on the website, with some highlighted in this newsletter as well. Needless to say, we have been working hard to “get the word out” to various audiences – locally, nationally, and internationally.

In addition, our teams have accomplished many things on collaborative research and industry projects. These have ranged in scope from large multi-year federal research grants to short-term consulting projects with industry partners. There are too many achievements to list them all here, but I would encourage you to see our webpage and continuing reading this newsletter.

Thank you for your support and interest in the Center. We welcome you to contact us to learn more about CORE activities and opportunities to collaborate. David Renter, Director of CORE, drenter@vet.ksu.edu.



Programs in Development

CORE is developing multiple technical training programs for different audiences, which include practicing veterinarians and technical services professionals in industry.

Also planned for delivery in 2016, 1-day symposium on opportunities for outcomes research in the animal health sector will be hosted by CORE in collaboration with partners in industry and academia.

First Meeting of the CORE Advisory Council

We have formed a great team of advisory council members that bring tremendous expertise and experience from industry, academia, and both corporate and private veterinary practice (multiple species). The advisory council members volunteer their time, share their knowledge and support the mission and the efforts of the CORE.

The Advisory Council met for the first time on November 20, 2015. Dean Tammy Beckham and Dr. Renter welcomed the group and provided updates on the plans, vision and progress for CORE. Opportunities and priorities for CORE were a big part of the day's discussion.

Dr. Ralph Richardson, Chair of the Advisory Council said, "It is exciting to see the impact that the CORE is already making on animal health and the veterinary profession. I am impressed with the visionary leadership of Dr. Renter and the contributions of every member of the advisory council. In this data-driven world, outcomes research and education play a vital role in how animal and human health decisions are made. Kansas State University is well positioned for the future."

Dr. Stuart Reid Presented K-State Distinguished Lecture

The CORE along with the Provost's Office and the College of Veterinary Medicine Graduate Student Association, had the honor of hosting Dr. Stuart Reid for a K-State Distinguished Lecture on April 25th.



Professor Reid, principal of the University of London Royal Veterinary College, is world-renowned as a population health specialist, as well for his tremendous leadership in the development of interdisciplinary programs that advance the mission of academic institutions while positively impacting the local and global communities. He presented "One Health, antimicrobial wars and the resistance movement." The recording of his lecture is available at <http://www.vet.k-state.edu/research/core/news.html>

Student Externship with Banfield

The Center for Outcomes Research and Education collaborated with Banfield Pet Hospital's Banfield Applied Research and Knowledge (BARK) leadership team on identifying a veterinary student for a summer research in Portland, Oregon. BARK is responsible for generating knowledge in support of evidence-based medicine by conducting research with the electronic medical records from nearly 3 million cats and dogs seen at Banfield hospitals each



year. Tae Rim (Jennie) Kim, just finished her first year at the K-State College of Veterinary Medicine, and is excited to have been selected for the externship. "When I heard that CORE was teaming up with BARK to provide this incredible research externship, I thought this was the perfect opportunity to apply what I have learned in class to real-life practice. I am very grateful and excited for this chance to work with Banfield to improve the health of pet populations." For more information on Banfield's population research and its annual *State of Pet Health Report*, visit: www.StateofPetHealth.com

What has CORE been doing?

During our first year, the Center for Outcomes Research and Education has been working on several activities to enhance awareness of outcomes research and demonstrate impacts. Here are just a few examples:

International Symposium on Veterinary Epidemiology and Economics. At the largest gathering of animal health epidemiologists and economists in the world, CORE was very well represented, with several faculty and students in-attendance. Importantly, a poster entitled “Center for Outcomes Research and Education – applied epidemiology and economics for quantifying the value of animal health initiatives” provided great exposure for CORE to this international community of animal health professionals.

Better Classifying Cattle Based on Health and Economic Risks. We are developing risk management strategies for bovine respiratory disease (BRD), the most costly and common cause of sickness and death in U.S. feeder cattle. We have developed critical collaborations with producers and veterinarians to create more detailed information on how cattle are managed prior to purchase. We are using novel methods to quantify health risks based on distributions of potential BRD outcomes in diverse cattle populations. We are also quantifying unique economic risk estimates that incorporate data describing BRD impacts and interventions.

The Value of Health Care Plans for Dogs. Using a unique dataset, we estimated the economic value of health care plans for dogs that present as healthy, with acute or traumatic disease, with chronic disease, or with both acute and chronic disease. We developed a decision model that accounted for the probability of dogs transitioning from one health status to another by year, as well as for the average cost by health status and year. This study enables estimation of the break-even cost of health care plans based on dogs' health status.

Economic Impacts of a Generic Product(s). We are utilizing outcome research methods, such as decision trees and budget impact analyses, to evaluate the impacts of the release of a generic product(s) on end-user decision making, veterinary practice management, and/or market economics. The availability of generic products is increasing, and defining their impacts on health and economic indices provides ideal scenarios for applying outcomes research methods.

K-State Research Showcase. CORE participated in the K-State Research Showcase, which attracted industry professionals and academics from across Kansas, including from the Kansas City Animal Health Corridor (a region comprising over half of the world's animal health, diagnostics and pet food sales). The Showcase attracted future collaborators and demonstrated the need for enhanced communication on outcomes research opportunities in the animal health sector.

Please see our website for more on our activities, publications and training initiatives.

Collaborations with Industry

Public-private partnerships are highly valued in CORE. We understand the need to provide timely, high quality responses to industry needs.

Dr. Will Novak, CEO of Pet Medical Centers, On Point Pet Health Care Plans, K-State Alumni and CORE collaborator, said: “There is a need to be able to analyze data that can be utilized to improve the cost of providing pet health care. Our work with the CORE team is a great step forward”