



2019-2023 Strategic Plan

Executive Summary



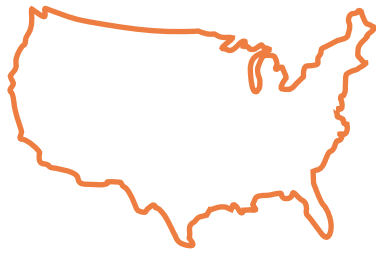
President's Message

Jennifer L. Martin, PhD, CBSM, FAASM
President, AASM Foundation

“Our vision is to improve the health of all people by supporting sleep science that matters to patients, practitioners and the public.”

In 2018, the AASM Foundation celebrated its 20th anniversary. As we look back, we can see many successes. We have supported research on topics that are of high relevance to clinicians and patients. We have also helped launch the research careers of junior investigators by supporting their work. The landscape of sleep medicine has changed considerably since the inception of the organization two decades ago. Sleep science has celebrated seminal discoveries across the translational spectrum. Public awareness of the importance of sleep to maintain health, functioning and wellbeing has increased substantially. Patients with sleep disorders have access to multiple evidence-based treatments. Nonetheless, the field is also at a critical crossroads. Despite an epidemic of insufficient sleep and sleep disorders, federal funding

to support sleep science has not kept pace with the growth of funding in other areas, and the number of skilled scientists available is not adequate to carry the field into the future. Furthermore, the number of clinician scientists in sleep is not sufficient to train the next generation of scientist-practitioners. The AASM Foundation is uniquely positioned to address these challenges. A key goal of the current strategic plan is for the AASM Foundation to take on a leading role in addressing unanswered scientific questions that will improve care for patients, while also helping to train the next generation of sleep scientists. Our vision is to improve the health of all people by supporting sleep science that matters to patients, practitioners and the public.



Sleep and circadian disturbances and disorders affect an estimated **50-70 MILLION AMERICANS.¹**

¹ Institute of Medicine. *Sleep disorders and sleep deprivation: an unmet public health problem*. Washington, DC: National Academies Press; 2006

Challenges in Patient-Centered Sleep Research and Population Sleep Health

The fields of sleep and circadian research and sleep medicine have come a long way over the past several decades, but limited availability of sleep research funding has failed to address the ever-growing prevalence of undiagnosed sleep disorders and need for evidence-based care for patients with sleep disorders. **In 2018, the National Institutes of Health released a projection estimating that funding for sleep research will decrease by 22%².** Many investigators spearheading emerging opportunities to address challenges in sleep health find themselves in a seemingly uncertain world of sleep and circadian sciences funding.

There is a need to support highly qualified investigators and research funding in areas necessary to evolve patient care, increase sleep health awareness, and change policy. The AASM Foundation is the leading organization addressing this by strategically investing in its career development, investigator-initiated, clinical training and community award programs.

² National Institutes of Health (2018). *Estimates of Funding for Various Research, Condition, and Disease Categories*. NIH Research Portfolio Online Reporting Tools. Retrieved. Retrieved March 1, 2019, from https://report.nih.gov/categorical_spending.aspx



Among U.S. adults, only **63.9%** obtained **7 HOURS OR MORE SLEEP PER DAY.³**

³Liu Y, Croft JB, Wheaton AG, Kanny D, Cunningham TJ, Lu H, et al. Clustering of Five Health-Related Behaviors for Chronic Disease Prevention Among Adults, United States, 2013. *Prev Chronic Dis* 2016;13:160054.

AASM Foundation's Vision for Society and the Field of Sleep Medicine



Mission

Promote discoveries that advance the understanding of sleep for healthier lives

Strategic Goals

Goal 1: Improve Patient-Centered Sleep Care through High-Impact Research

The field of sleep medicine has made tremendous progress in recent decades, but there is still a lot to learn and improve. Strategic research has led to advances in understanding, treatments, and technology that have enabled effective diagnosis and care, yet significant gaps in knowledge still impact care for many patients with sleep disorders. These existing gaps in knowledge impact the ability to provide optimal, cost-effective care for all those in need. The AASM Foundation will fund high-impact research programs and projects that address these knowledge gaps with the goal of improving patient-centered care for all patients with sleep disorders.

Key Objectives



Reduce gaps in knowledge that impact patient care



Improve clinical practice, reimbursement, and Clinical Practice Guidelines (CPGs) based on AASM Foundation-funded projects



Increase public knowledge

Investing in Strategic Research and the Sleep Community

High-quality care is fundamental for individuals with sleep disorders to ensure they can live healthy, productive lives. To fulfill the vision of *Healthier Lives through Better Sleep*, the AASM Foundation's Strategic Research Award program focuses on fostering health services research and patient-oriented research in sleep medicine to improve patients' outcomes and demonstrate value.

The AASM Foundation is at the forefront of changing the field of sleep medicine research and innovation. As an example, the AASM Foundation has awarded more than \$900,000 in research regarding how telehealth might improve care and outcomes of patients with sleep disorders while increasing impact across the healthcare system continuum.

Finally, the AASM Foundation supports projects that put evidence-based care into practice. In the past four years, the AASM Foundation has funded several community-based projects focused on sleep education for underserved populations by increasing screening of sleep disorders among children and empowering allied health professionals in promoting healthy sleep through the Community Sleep Health Award.

Programs and Initiatives

Continuing Initiatives:

Strategic Research Awards (SRAs) – Foster health services research and patient-oriented research in sleep medicine to improve patients’ outcomes and to demonstrate value.

New Initiatives:

Evaluate and Enhance the Topic Identification Process for the SRAs – Review the current process for identifying topics for the SRAs and explore other possible processes to engage additional stakeholders in topic identification.

Create and Implement a Process to Gather Data to Evaluate the Impact of SRAs – Develop a process to collect relevant information to demonstrate how AASM Foundation funding has impacted the careers of sleep researchers or advanced knowledge around sleep and circadian science, sleep disorders, and/or clinical practice.

Evaluate and Optimize the Structure, Funding Levels, and Timeframes for the SRAs – Assess whether improvements can be made to the current structure, funding levels, number of grant cycles and times of year that the SRAs are offered.

Explore Options to Partner with Other Foundations or Societies to Offer Joint Awards in Areas of Shared Interest – Investigate ways to expand the reach of our award programs and sleep medicine research by partnering with other foundations/societies.

Explore Options to Work with Industry to Offer Joint Awards in Areas of Shared Interest – Investigate ways to work with industry to offer awards in mutual areas/topics of interest.

The AASM Foundation has provided
\$13.5M
IN RESEARCH FUNDING
FOR MORE THAN
200 AWARDS
in 25 states and Canada.

Goal 2: Develop the Careers of Sleep and Circadian Investigators

Scientific discovery is the lifeblood of sleep medicine and patient-centered care. However, there are too few researchers, well-established research programs, and research grant dollars focused on solving our national crisis of poor sleep and undiagnosed or untreated sleep disorders. The AASM Foundation will grow and support the pipeline of sleep scientists by investing in the research careers of new investigators with funding for research, mentorship, and methodological education. The AASM Foundation will also strategically invest in mid-career investigators and emerging research institutions to sustain the field into the future.

Key Objectives

-  **Expand the pipeline of impactful sleep clinician scientists across the spectrum of sleep research domains**
-  **Increase support for sleep researchers through AASM Foundation programs**
-  **Increase the number of sleep research institutions**

Programs and Initiatives

Continuing Initiatives:

- Bridge to Success Awards** – Provide bridge funding to promising investigators during the period of time needed for revision and resubmission of a promising application or for collection of preliminary or pilot data.
- American Board of Sleep Medicine (ABSM) Junior Faculty Research Award** – Assist new faculty in the development of a career in academic sleep medicine.
- Physician Scientist Training Awards** – Support mentored research training for physicians who wish to pursue careers as physician scientists in sleep medicine.
- Focused Projects for Junior Investigators Awards** – Support projects across a wide variety of topics and research questions that address one or more important unanswered scientific questions related to sleep and circadian science and/or sleep disorders.

New Initiatives:

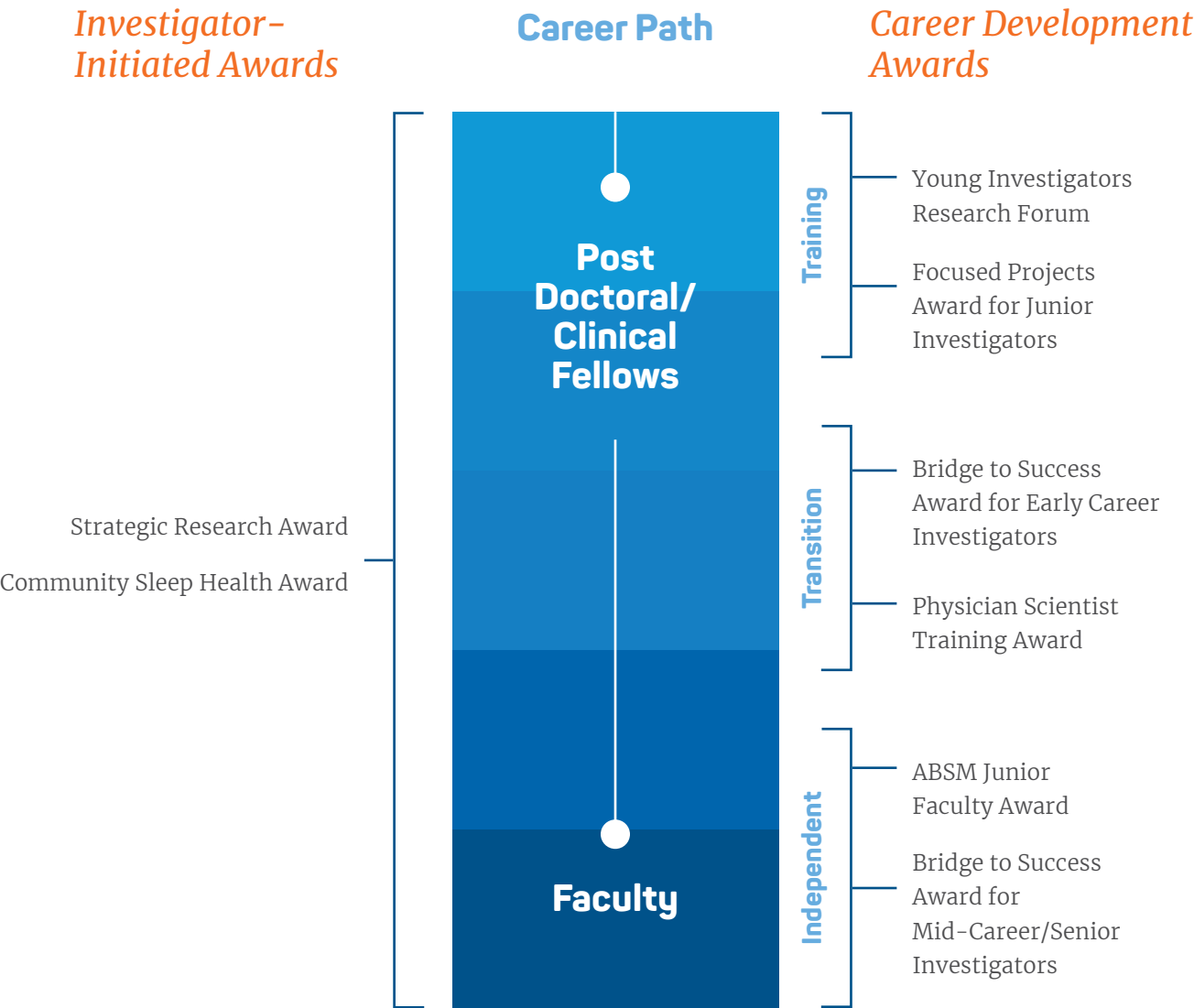
- Explore Creation of an Award Program to Fund Training Slots or Research Training Opportunities for Programs with Core Research Infrastructure** – Expand and support the pipeline of sleep researchers by creating a training program award and partner with institutions to help establish and sustain successful sleep research programs.
- Explore Creation of an Award Program to Fund Clinical Sleep Fellowship Slots at Risk of Losing Funding** – Support the pipeline of physician scientists by ensuring that existing clinical sleep fellowship slots are funded and maintained.
- Transfer Management of the Young Investigators Research Forum (YIRF) from the AASM to the AASM Foundation** – The YIRF is aimed at providing guidance, tactics, and strategies to better position young investigators for a successful career in clinical sleep research. Fully transferring management of the YIRF to the AASM Foundation will further grow it into a program that meets goal #2.
- Explore Options to Expand the YIRF, Including a Mentoring Program** – Expand the YIRF into a year-long program that includes research mentoring for young investigators, a 3-day retreat, a social event at the annual APSS meeting, and other research-related activities throughout the year (e.g. webinars, workshops, volunteer review committees).
- Evaluate Focused Projects for Junior Investigators Awards to Identify Opportunities for More Efficient Management and More Impactful Results** – Investigate the current Focused Projects for Junior Investigators Awards mechanism to determine its sustainability and potential for increasing the pipeline of early-career sleep investigators with impactful and innovative research, and track long-term outcomes.

Building a Pathway for Sleep Research Career Success

The AASM Foundation offers various research awards at every sleep research career level, by supporting researchers from training to independence. The AASM Foundation has provided research training and networking opportunities to more than 250 early career investigators through the Young Investigators Research Forum and has provided more than \$400,000 in seed funding for pilot projects.

Bridge funding from the AASM Foundation for promising early career sleep investigators and established sleep investigators has successfully led to securing more than \$3 million in federal funding for sleep and circadian sleep research from the National Institutes of Health and Department of Veterans Affairs.

Funding Roadmap for Sleep Research and Career Success



Goal 3: Increase the Engagement of Current and Potential Stakeholders

As a research funding institution, the AASM Foundation's strategic priorities are set and managed internally but supported and executed externally. Our success is dependent on strong lines of communication with extended networks of stakeholders. The AASM Foundation will expand its reach and impact by increasing the interest, awareness, and participation of a wide variety of stakeholders, including AASM individual members, AASM facility members, current and potential award recipients, donors, industry partners, and the general public.

Key Objectives



Increase engagement with an expanded network of stakeholders



Increase network of financial supporters

We are the only foundation committing multi-year, multi-million-dollar investments in the science that supports the practices of sleep medicine physicians. New communications and marketing efforts will increase awareness of the AASM Foundation's accomplishments and support our efforts to gain new collaborative partners. Increased outreach through special events and targeted communications will also help us cultivate new donors and raise additional funds that will be used to help us achieve the ambitious goals in our new strategic plan.

Programs and Initiatives

Continuing Initiatives:

AASM Foundation Annual Report – Highlight achievements, award recipients, review committees, new projects, and donors.

Highlight Awardees, Donors, and Volunteers' Accomplishments and Stories – Feature accomplishments and stories through various communications channels (e.g., website, social media, emails, newsletter).

AASM Foundation Event and Booth at SLEEP Annual Meeting – Build upon the AASM Foundation's booth and donor reception.

Disaster Relief Funds – Aid sleep centers that have lost their ability to operate due to damages and losses caused by natural disasters.

AASM Foundation Development Council: Increase Peer Outreach – Lead efforts to cultivate new relationships with prospective donors, engage awardees who have the potential to be donors, and educate sleep professionals about the AASM Foundation's award programs.

New Initiatives:

Develop an AASM Foundation Communication Plan and Calendar – Establish coordinated messaging on AASM Foundation activities by leveraging AASM communications as well as new communication efforts specific to the AASM Foundation.

Develop a Quarterly AASM Foundation Newsletter – Educate members, donors and volunteers about the AASM Foundation's activities.

Increase AASM Foundation Presence at Other AASM Events (e.g., Sleep Medicine TRENDS, other courses) – Leverage AASM events and meetings to showcase the AASM Foundation's programs while interacting with donors, potential donors and award recipients.

Increase Peer Outreach by Leveraging the AASM Foundation Development Council – Cultivate new relationships with prospective donors, engage awardees as potential donors, and educate sleep professionals about the AASM Foundation's award programs.

Define Donor Benefits and Recognition Options – Create tiers of giving with special benefits that encourage increased contributions.

Establish an Annual Campaign Strategy – Develop a process, theme and goals for annually asking members to donate to the AASM Foundation.

Explore Options for a Corporate Giving Campaign – Enable the AASM Foundation to solicit unrestricted corporate donations and sponsorship funding.

Establish a Planned Giving Campaign – Build awareness about options for making a bequest and including a legacy gift to the AASM Foundation in estate plans.

Provide Option to Donate on all Registration/Application Forms – Make it easy to make contributions when renewing membership or registering for a conference.

Enable Speakers and Members to Donate Part/All of Their Stipend or Honorarium – Make it easy for members to donate their stipends or honorariums from AASM activities and events to the AASM Foundation.

Build the AASM Endowment and Cash Reserve – Provide a way for the AASM Foundation to be able to operate financially independent from the AASM by building up unrestricted funds.

Evaluate Purpose and Impact of Focused Projects – Humanitarian/Educational Awards – Identify opportunities for improvement and ensure that the Humanitarian/Educational Awards are making the most meaningful impact.

Evaluate Structure and Management of Disaster Relief Funds – Identify opportunities for improvement, review current program and make recommendations to ensure that it is responsive to the needs of sleep centers impacted by natural disasters.

Transfer the High School Video Contest to the AASM – Transfer management of the High School Video Contest from the AASM Foundation to the AASM, including all information on website.



Celebrating 20 years of investing in clinical research



foundation.aasm.org

Founded in 1998, the American Academy of Sleep Medicine Foundation (AASM Foundation) is a not-for-profit 501(c)(3) charitable and scientific organization that was established by the AASM. The AASM Foundation invests in the future of sleep medicine through our portfolio which includes career development, investigator-initiated, clinical training and community award programs.

CONNECT WITH US



[/AASMFoundation](https://www.instagram.com/AASMFoundation)

Phone: 630.737.9725 | Email: giving@aasm.org

2510 North Frontage Road, Darien, IL 60561