

MMPC

Marketing & Outreach

- Conference Outreach & Education
- Social Media
- Collateral Material
- Email Blasts



Conferences

Provide Educational Material

- Center services
- Educational offerings
- Training information
- Poster sessions
- MicroMouse grant
- Direct contact with centers



Conference & Education Outreach

2018 Conferences

- **ENDO**
 - March, Chicago
- **Experimental Biology**
 - April, San Diego
- **Digestive Disease Week**
 - June, Washington DC
- **ADA**
 - June, Orlando
- **Obesity Week**
 - November, Nashville

Conference	Conference Attendance	MMPC Data Sheets	Micro Mouse Flyers	Avg. Daily Booth Visits
ENDO (18)	4000	293	337	65
Experimental Biology (18)	14,000	361	312	200
DDW (18)	14,000	286	200	175
ADA 78th sessions (18)	18,000	391	284	160
Obesity Week (17)	5000	176	93	50

Social Media

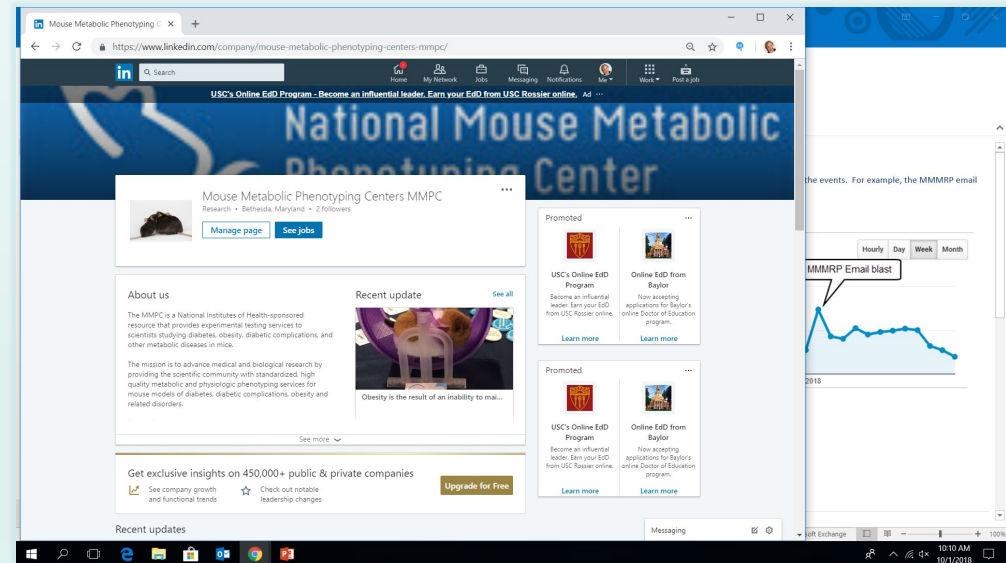
• Twitter

- Increasing tweet/retweet frequency
- Increase followers
- Partner with DK.Net on Tweets



• NEW LinkedIn Company Page

- Created new MMPC National MMPC Company page



Email Campaigns

- MMMRP campaign sent to over 32K – generated large spike in MMPC website activity
- Inhouse capacity to conduct targeted eblast campaigns
- Scrape PubMed for published researchers using key terms
- Option to purchase conference email lists for campaign use \$1200 - \$2000
- Gather emails from booth visitors at conferences



National Mouse Metabolic Phenotyping Centers

The MMPC is a National Institutes of Health-sponsored resource that provides experimental testing services to scientists studying diabetes, obesity, diabetic complications, and other metabolic diseases in mice.

New NIH/NIDDK Sponsored Grant Program

The **NIH/NIDDK Mouse Metabolic Phenotyping Center (MMPC)** announces a new **Mouse Microbiome Metabolic Research Program (MMMRP)**. This new program will offer competitive grants up to \$125,000 (total costs) for one year.

The program objective is to provide support for pilot and feasibility projects that incorporate microbiome research into mouse metabolic phenotyping studies. The program seeks to fund studies that can demonstrate clear potential to advance the mission of the **MMPC**.

The mission of the **MMPC** is to advance medical and biological research by providing the scientific community with standardized, high quality metabolic and physiologic phenotyping services for mouse models of diabetes, diabetic complications, obesity, and related disorders.

Any independent investigator or post-doctoral fellow at a US institution is eligible and encouraged to apply. For additional information on the grant program and instructions on how to submit an application, please visit the [Mouse Microbiome Metabolic Research Program \(MMMRP\)](#) found on the "funding programs" tab located on the [MMPC](#) website.

To learn more about the **NIH/NIDDK Mouse Metabolic Phenotyping Center** and the services it provides, please visit: www.MMPC.org.



National Institute of
Diabetes and Digestive
and Kidney Diseases



National Heart, Lung,
and Blood Institute



National Institutes of Health
Turning Discovery Into Health

Educational Information Support

- Disseminate education and training information at conferences
- Assistance with creation of collateral material
- Promotion of training and education opportunities via social media
- MicroMouse Grant promotion
- Center marketing collateral support

10th Annual Course on Isotope Tracers in Metabolic Research: Principles and Practice of Kinetic Analysis – Oct 30th – Nov 3rd

Sponsored by NIDDK and organized on behalf of the NIH-sponsored Mouse Metabolic Phenotyping Centers (MMPC)

October 30 – November 3rd, 2017

Homewood Suites by Hilton® Nashville Vanderbilt * Course Location
2400 West End Avenue - Nashville, Tennessee 37203 (615-340-8000)

The tenth annual course provides basic introductory and comprehensive information on performing metabolic studies using tracers labeled with radioactive or stable isotopes, in humans and in animals. The course is designed for beginners as well as those with experience who wish to expand their capabilities to more sophisticated problems. The faculty is well-versed in a variety of applications and methodologies. Techniques will be presented for investigating whole body metabolism, for metabolite balance across organs, intracellular flux rates and pathway regulation. The basic aspects of modeling will be considered, as well as specific applications to the study of carbohydrate, fat, protein metabolism and energy balance. Theoretical and practical matters related to sample analysis by mass spectrometry and NMR will be discussed, including detailed numerical examples of calculations involved in determining isotopic enrichment and kinetic parameters. Advanced lectures will discuss in more detail the use of positional and mass isotopomer analysis of intracellular flux rates and various aspects of protein and amino acid metabolism. Course material will be available for download from <http://www.mmmpc.org/shared/tracers.aspx>. In addition to organized sessions, individual attendees will have ample opportunities for personal interaction with faculty members in the form of one-on-one mentoring sessions to discuss their research projects in more depth.

Faculty (*Co Directors)

*Henri Bruyere, Case Western Reserve U.
Gary Cline, Yale U.
Melanie Cree Green, U. of Colorado
Joanne Kelleher, Mass. Inst. Tech.
Maren Laughlin, National Inst. Health
*Owen McGuinness, Vanderbilt U.

Matthew Merritt, U. of Florida
Elizabeth Parks, U. of Missouri
Stephen Previs, Merck
Michelle Rubeaux, U. Tenn.
Jamey Young, Vanderbilt U.
*Robert R. Wolfe, U. Arkansas

Program Outline

Monday

Basic characteristics of radioactive, stable isotope tracers.
General principles of mass spectrometry.
Isotopic enrichment using GC-MS.
Methods of mass spectrometry analysis.
Measurement of specific activity.

Tuesday

Tracer kinetics (single pool models).
Oxidation and synthesis rates.
Glucose metabolism (clamp studies).
Lipid metabolism (basic kinetics).

Wednesday

Pathway fluxes using NMR isotopomer analysis.
Methods in protein metabolism.

Thursday

Energy expenditure with doubly labeled water.
Synthesis rates with deuterated water: proteins, fatty acids, sterols, glucose, nucleic acids.
Mass isotopomer distribution analysis: polymer synthesis, multiple flux pathways, TCA cycle, glycolysis.

Friday

Pathway discovery via association of isotopomer analysis and metabolomics.
Inherently difficult problems.

For additional information on this course please contact: [Amanda Zetans \(isotope.tracer@vanderbilt.edu\)](mailto:Amanda.Zetans@vanderbilt.edu) (615-343-1065)

Moving Forward in 2019

- Create expanded email data base to use for eblast campaigns
- Promote poster sessions on social media
- Grow LinkedIn presence
- Increase Twitter followers
- Leverage DK.net relationship
- Renew outreach efforts



2019 Proposed Conferences

- **ENDO**
 - March, New Orleans
- **Experimental Biology**
 - April, Orlando
- **Digestive Disease Week**
 - May, San Diego
- **American Diabetes Association**
 - June, San Francisco
- **Obesity Week**
 - November, Las Vegas

