

CLINICAL INITIATIVES

Multiple initiatives have been proposed to address: clinical services; the quality of patient care; faculty practice plans, including consideration of joint and/or multi-professional practice plans across schools; and joint department chair appointments to integrate complementary schools and their clinical practices more efficiently. A few of these are described below. Other initiatives will be developed to address these goals during the five-year time period of the strategic plan, responding to the rapidly changing health care environment.

Branding

Many academic health centers have capitalized on recognition of their parent organization's brand name and translated this good will to the academic health center and patient-facing components of the organization. In conjunction with conducting a systemic review of the overall structure of the clinical practices at RBHS and an in-depth analysis of key functional components of the patient care delivery, Rutgers, led by RBHS, will also assess its health care marketing, communications, and branding strategy. This review will ultimately encompass the creation and implementation of a consistent and appropriate overarching sub-brand to be associated with the university's delivery of clinical services statewide, nationally, and globally.

Rutgers University enjoys a globally recognized brand associated with a rich, nearly 250-year history. The statutorily designated legal entity and organizational / administrative sub-brand for Rutgers' health care division is "Rutgers Biomedical and Health Sciences," or "RBHS." Presently, multiple RBHS sub-units contribute to the health care mission of delivering care: clinical care, research, community health, and teaching. Rutgers' strategy will be to develop a brand to be associated with the health care delivery umbrella that is easily recognized and understood by the university community, patients, consumers, potential donors, industry partners such as pharmaceutical and biotechnology companies, and the public-at-large. This branding will help drive consumer recognition of Rutgers broadly and RBHS specifically as high quality, academically cutting edge providers of health care services to patients across New Jersey.