

SP#8: Develop and Promote a distinct brand for UICOM Peoria in the region

Description	A distinct identity that helps distinguish UICOMP from its clinical affiliates while adding to the strength of the healthcare ecosystem in the region is critical to branding and growth of UICOMP. A strong brand helps recruit and retain high-caliber healthcare providers and advance the health of the community. Articulate the core mission, vision and values of UICOM Peoria.	Critical Success Factors <ul style="list-style-type: none"> <i>Sustainability</i> <i>Strategic Collaboration</i>
Tactics	<p><i>i) Enhance support for the marketing team and leverage strengths of the region with branding and marketing initiatives</i></p> <p><i>ii) Engage multiple stakeholders in the community to develop a consistent identity and brand for UICOMP leading with our strengths</i></p> <p><i>iii) Enhance the reputation of UICOMP in the Central Illinois region as an academic medical institution that provides medical education, clinical care, and research</i></p> <p><i>iv) Clarify relationships between UICOMP and its clinical affiliates to delineate cobranding opportunities</i></p> <p><i>v) Engage with community partners to provide programs (community health fair, pipeline recruitment) that highlight our role as an academic institution in the region</i></p> <p><i>vi) Develop multidisciplinary CME Programs that attract national speakers to present on important and current topics</i></p>	Timeline to Implementation
Metrics		

PROVIDE FEEDBACK