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

<table>
<thead>
<tr>
<th>Description</th>
<th>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.</th>
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| Tactics | i) Enhance support for the marketing team and leverage strengths of the region with branding and marketing initiatives  
 ii) Engage multiple stakeholders in the community to develop a consistent identity and brand for UICOMP leading with our strengths  
 iii) Enhance the reputation of UICOMP in the Central Illinois region as an academic medical institution that provides medical education, clinical care, and research  
 iv) Clarify relationships between UICOMP and its clinical affiliates to delineate cobranding opportunities  
 v) Engage with community partners to provide programs (community health fair, pipeline recruitment) that highlight our role as an academic institution in the region  
 vi) Develop multidisciplinary CME Programs that attract national speakers to present on important and current topics |

| Critical Success Factors | Sustainability  
 Strategic Collaboration |

| Timeline to Implementation | PROVIDE FEEDBACK |