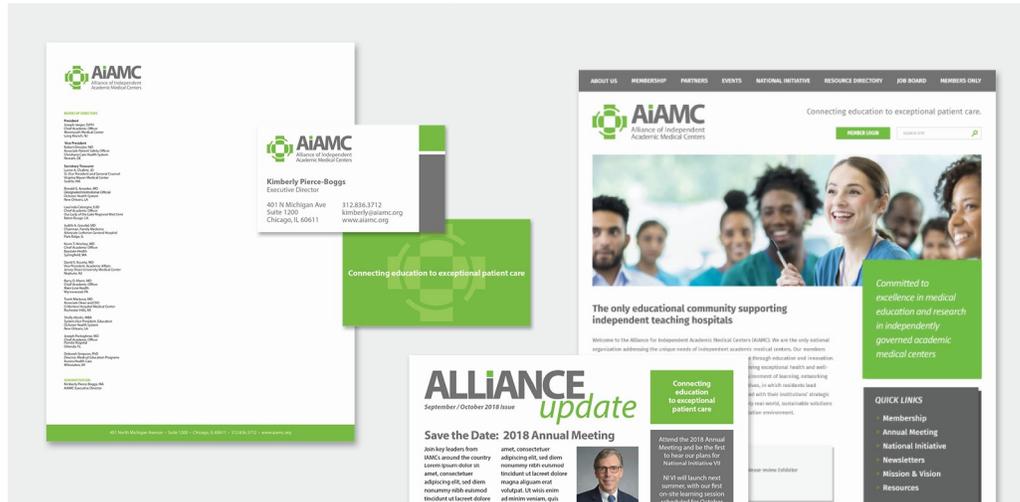


# ALLIANCE *update*

November/December 2018 issue

Connecting education to exceptional patient care

## AIAMC Strengthens Its Presence with New Branding



“As we reach our 30<sup>th</sup> year, it is essential that the AIAMC brand and communications speak to who we are today and the value we deliver to independent academic medical centers. Our members are forward-looking connectors who solve real-world operational challenges, and this rebrand goes a long way in getting our message across.”

*Kimberly Pierce-Boggs  
Executive Director, AIAMC*

Following the recent adoption of its new mission and vision, the AIAMC is reintroducing itself to the market and members with an all-new brand identity. As we prepare to celebrate the Alliance’s 30-year anniversary next year, we are excited to introduce a new logo, color scheme, tagline and marketing materials. This rebranding is part of our increased emphasis on outreach – welcoming more IAMCs and providing optimum support to current members.

“These efforts were undertaken to more accurately convey how dynamic, progressive and vital the AIAMC is today,” explained Board President Robert Dressler, MD.

The new communications materials and updated website underscore how AIAMC members leverage graduate medical education to achieve better patient care and outcomes, benefiting their institutions and communities. This idea is encapsulated in our new tagline: “Connecting Education to Exceptional Patient Care.”

The AIAMC’s new identity better positions the organization in the marketplace. Based on strategic and creative inputs, our marketing agency, CS Creative, worked with leadership to establish the AIAMC’s distinct “brand personality” and the appropriate creative approach.

### The science of making a positive impact

The rebranding process began with research and analysis of the AIAMC relative to the industry. This provided the foundation for establishing our brand positioning, which informed the new creative look and sharpened our brand messaging, developed intentionally to complement our recently adopted Mission and Vision:

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## AIAMC Re-Brand *(continued from page 1)*

**MISSION** – To serve as a learning organization of independent academic medical centers through the application of innovative education and scholarship that drives exceptional patient care.

**VISION** - To be the leader in achieving exceptional health and well-being outcomes for the communities we serve through medical education and scholarship.

AIAMC.org, our website and member portal, has been refreshed with new content that differentiates our organization and defines what makes it uniquely valuable. The color palette is fresh and contemporary, reflecting the energy and vitality of our organization today. And, its responsive design automatically adapts to different devices for optimal viewing.

### **Outreach emphasizes performance**

In addition, a new brochure provides a quick snapshot of the AIAMC and spotlights the national recognition achieved by our member institutions. It makes the connection between member involvement and high performance, and illustrates how graduate medical education is a powerful strategic asset.

This rebranding initiative was guided by Executive Director Kimberly Pierce-Boggs and Vice President Shelly Monks, FACHE, on behalf of the AIAMC member community.

## Parker J. Palmer Awards Announced

The ACGME announced the winners of the 2019 Parker J. Palmer Courage to Lead Award on October 15th, and two of the three awardees are AIAMC members. Congratulations to:

Elias I. Traboulsi, MD; Cleveland Clinic; Cleveland, Ohio (large institution)

Ronald G. Amedee, MD; Ochsner Clinic Foundation; New Orleans, Louisiana (medium institution)

Nedd I. Brown, EdD; University of South Dakota Sanford School of Medicine; Sioux Falls, South Dakota (small institution)

## Welcome New Members

The Alliance warmly welcomes **Good Samaritan Hospital** and **Jefferson Health Northeast** to our membership. Good Samaritan sponsors 34 residents in two programs and is affiliated with Indiana University. Jefferson Health Northeast sponsors 107 residents in eight training programs and is affiliated with the Philadelphia College of Osteopathic Medicine and Sidney Kimmel Medical College.

**Good Samaritan Hospital**

520 W. Seventh Street

Vincennes, IN 47591

[www.gshvin.org](http://www.gshvin.org)

**Robert Ficalora, MD**

Program Director, IM

[rficalora@gshvin.org](mailto:rficalora@gshvin.org)

**Jefferson Health Northeast**

10800 Knights Road

Philadelphia, PA 19114

<https://www.ariahealth.org>

**Tori Hanlon**

Designated Institutional Official

[victoria.hanlon@jefferson.edu](mailto:victoria.hanlon@jefferson.edu)



Ronald G. Amedee, MD  
Parker J. Palmer Award Winner

*The Parker J. Palmer Courage to Lead Award honors designated institutional officials (DIOs) who have demonstrated excellence in overseeing residency programs at their Sponsoring Institutions. DIOs have authority and responsibility for all graduate medical education programs in a teaching hospital, community hospital, or other type of institution that sponsors residency programs.*





# SPOTLIGHT

## ON OUR VENDOR PARTNERS

### TransUnion: Gold Sponsor

Ensure earned revenue becomes paid revenue. Partner with TransUnion Healthcare for post-discharge revenue recovery to maximize reimbursements. TransUnion Healthcare's Revenue Assurance solution combines market-leading technology with expert knowledge of billing, regulatory and revenue cycle management to help academic medical centers capture the hardest-to-reach revenue. Revenue Assurance uses predictive analytics to quickly discover additional insurance coverage and payment opportunities to deliver actionable results. Join six of the top 12 AMCs already using Revenue Assurance to help stop revenue leakage. Learn more with a no-cost Revenue Assurance assessment. Visit [transunionhealthcare.com](http://transunionhealthcare.com) today.



### Vizient: Gold Sponsor

Vizient, Inc., the largest member-driven health care performance improvement company in the country, provides innovative data-driven solutions, expertise and collaborative opportunities that lead to improved patient outcomes and lower costs. Vizient's diverse membership base includes academic medical centers, pediatric facilities, community hospitals, integrated health delivery networks and non-acute health care providers and represents more than \$100 billion in annual purchasing volume. The Vizient brand identity represents the integration of VHA Inc., University HealthSystem Consortium and Novation, which combined in 2015, as well as MedAssets' Spend and Clinical Resource Management (SCM) segment, including Sg2, which was acquired in 2016. In 2018, Vizient again received a World's Most Ethical Company designation from the Ethisphere Institute. Vizient's headquarters are in Irving, Texas, with locations in Chicago and other cities across the United States. Please visit [www.vizientinc.com](http://www.vizientinc.com) as well as our newsroom, blog, Twitter, LinkedIn and YouTube pages for more information about the company.



### Partnership Program



*The AIAMC Partners Program is designed to cultivate a meaningful relationship between our members and the companies that sponsor AIAMC educational outreach programs. Partner support is critical to our ongoing ability to develop and present substantive programs with knowledgeable faculty in central and appealing locations.*

***Thank you  
to our vendor  
partners!***

*If you would like to be a vendor partner with AIAMC, contact Kimberly Pierce-Boggs, Executive Director, by e-mailing [kimberly@aiamc.org](mailto:kimberly@aiamc.org) or by calling 312.836.3712.*

# Members Chosen for 2019 Annual Meeting Breakout Sessions and Posters

Congratulations to the following AIAMC members selected to present breakout workshops at the 2019 Annual Meeting:

*Asking for Actionable Feedback: From Wrong Spotting to Growth:*

*Advocate Aurora Health*

*Climate Change: Addressing Harassment, Abuse, Mistreatment and Discrimination In Medical Education*

*Community Health Network Inc.*

*The C.A.S.T. Program: A Novel Approach to Improve Cultural and Communication Awareness Using Student Theater*

*Jersey Shore University Medical Center*

*Tired of your Residents Falling Asleep? Engaging Residents through Innovative Curricula and an Intentional Focus on Well-Being*

*OhioHealth Riverside*

*Medicine in the Time of #MeToo, Taking Stock and Next Steps*

*Our Lady of the Lake Regional Medical Center*

*Utilizing Organizational Infrastructure for Residency Operations and Resident Evaluation Reflection, and Development*

*Virginia Mason Medical Center*

And, we anticipate nearly 50 posters will be on display. The following members received the highest scores and will present an executive summary of their posters at the March 30th "Poster Slam":

*Activating Learners to Solicit Feedback in 30 Minutes or Less*

*Deborah Simpson, PhD, and Jacob Bidwell, MD—Advocate Aurora Health*

*Making GME Scholarly Activity Visible on Your Residency Program Website using a Cloud-Based Scholarly Tool*

*Deborah Simpson, PhD, and Tricia La Fratta, MBA—Advocate Aurora Health*

*Studies on Physician Resiliency and Well-Being in Rural Montana: Implications and Next Steps*

*Virginia Mohl, MD, PhD—Billings Clinic*

*GME Enterprise as Influencer, Hospital Leadership as Driver: A Story of I-PASS Implementation*

*Richard J. Vath, MAEd—Our Lady of the Lake Regional Medical Center*

*Engaging Quality Improvement Education Through In-Depth Resident Experiential Learning*

*Hayden Smith, PhD—UnityPoint Health – Des Moines*

## AIAMC Mission Statement

*To serve as a learning organization of independent academic medical centers through the application of innovative education and scholarship that drives exceptional patient care.*

## AIAMC Vision Statement

*To be the leader in achieving exceptional health and well-being outcomes for the communities we serve through medical education and scholarship.*

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*Alliance Update is a bi-monthly, members-only publication provided by the Alliance of Independent Academic Medical Centers (AIAMC).*

*Please send news submissions to Kimberly Pierce-Boggs, Executive Director, by e-mailing [kimberly@aiamc.org](mailto:kimberly@aiamc.org) or by calling 312.836.3712.*

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### In our next issue

- 2019 Calendar Check
- 2019 Vendor Partners Announced
- 2019 Innovation Award Winner Announced