



AiAMC

Alliance of Independent
Academic Medical Centers



AIAMC RE-BRAND

In 2018, the AIAMC reintroduced itself to the market and members with an all-new brand identity. As we prepare to celebrate the Alliance's 30-year anniversary in 2019, 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.

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 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:

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.



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AIAMC MEMBER INSTITUTIONS

December 2018: 86 Hospitals and Health Systems

AdventHealth Orlando	Orlando	FL
Advocate Health Care - Advocate Christ Medical Center	Oak Lawn	IL
Advocate Health Care - Advocate IL Masonic Medical Center	Chicago	IL
Advocate Health Care - Advocate Lutheran General Hospital	Park Ridge	IL
Albert Einstein Medical Center	Philadelphia	PA
Arrowhead Regional Medical Center	Colton	CA
Ascension Providence Rochester Hospital	Rochester	MI
Atrium Health	Charlotte	NC
Aurora Health Care	Milwaukee	WI
Barnabas Health - Monmouth Medical Center	Long Branch	NJ
Barnabas Health - Newark Beth Israel Medical Center	Newark	NJ
Barnabas Health - Saint Barnabas Medical Center	Livingston	NJ
Bassett Medical Center	Cooperstown	NY
Baylor Scott & White Central Texas	Temple	TX
Baylor Scott & White Dallas	Dallas	TX
Baylor Scott & White Round Rock	Round Rock	TX
Baystate Health, Inc.	Springfield	MA
Billings Clinic	Billings	MT
Cedars-Sinai Medical Center	Los Angeles	CA
Charleston Area Medical Center	Charleston	WV
Christiana Care Health Services	Newark	DE
Cleveland Clinic Akron General	Akron	OH
Cleveland Clinic	Cleveland	OH
Coliseum Medical Center	Macon	GA
Community Health Network	Indianapolis	IN
Covenant Children's Hospital	Lubbock	TX
Covenant Medical Center	Lubbock	TX
Exempla St. Joseph Hospital	Denver	CO
Good Samaritan Hospital	Vincennes	IN
Grand Strand Medical Center	Myrtle Beach	SC
Guthrie/Robert Packer Hospital	Sayre	PA
Hackensack Meridian Health - Bayshore Community Hospital	Holmdel	NJ
Hackensack Meridian Health - Hackensack University Medical Center	Hackensack	NJ
Hackensack Meridian Health - Jersey Shore University Medical Center	Neptune	NJ
Hackensack Meridian Health - K. Hovnanian Children's Hospital	Neptune	NJ
Hackensack Meridian Health - Ocean Medical Center	Brick	NJ
Hackensack Meridian Health - Riverview Medical Center	Red Bank	NJ
Hackensack Meridian Health - Southern Ocean Medical Center	Manahawkin,	NJ
Hackensack Meridian Health -Raritan Bay Medical Center	Old Bridge	NJ
HealthPartners Institute	Bloomington	MN
HonorHealth	Scottsdale	AZ
Jefferson Health Northeast	Philadelphia	PA
JPS Health Network	Fort Worth	TX

Kaiser Permanente Northern California	Oakland	CA
Kaiser Permanente Washington	Seattle	WA
Lahey Clinic	Burlington	MA
Maimonides Medical Center	Brooklyn	NY
Main Line Health System-Bryn Mawr Hospital	Bryn Mawr	PA
Main Line Health System-Lankenau Medical Center	Wynnewood	PA
Maine Medical Center	Portland	ME
Marshfield Medical Center	Marshfield	WI
Memorial Healthcare System	Hollywood	FL
Mercy Health Saint Mary's	Grand Rapids	MI
North Suburban Medical Center	Thornton	CO
NYU Winthrop Hospital	Mineola	NY
Ochsner Health System	New Orleans	LA
OhioHealth - Dublin Methodist Hospital	Columbus	OH
OhioHealth - Grant Medical Center	Columbus	OH
OhioHealth - O'Bleness Hospital	Athens	OH
OhioHealth - Riverside Methodist Hospital	Columbus	OH
Orange Park Medical Center	Orange Park	FL
Orlando Health	Orlando	FL
OSF St. Francis Medical Center	Peoria	IL
Our Lady of the Lake Regional Medical Center	Baton Rouge	LA
Presbyterian/St. Luke's Medical Center	Denver	CO
Providence Hood River Memorial Hospital	Hood River	OR
Providence Milwaukie Hospital	Milwaukie	OR
Providence Portland Medical Center	Portland	OR
Providence St. Vincent Medical Center	Portland	OR
Rose Medical Center	Denver	CO
Saint Francis Hospital and Medical Center	Hartford	CT
Sinai Hospital of Baltimore	Baltimore	MD
Sky Ridge Medical Center	Lone Tree	CO
Sparrow Hospital	Lansing	MI
St. Luke's University Health Network - University Hospital Bethlehem	Bethlehem	PA
St. Luke's University Health Network - Warren Campus	Phillipsburg	NJ
Swedish Medical Center	Englewood	CO
Swedish Medical Center	Seattle	WA
The Christ Hospital Health Network	Cincinnati	OH
The Medical Center of Aurora	Aurora	CO
Trident Medical Center	Charleston	SC
TriHealth	Cincinnati	OH
UnityPoint Health -Des Moines	Des Moines	IA
Virginia Mason Medical Center	Seattle	WA
Wesley Medical Center	Wichita	KS
York Hospital/Wellspan Health	York	PA

AIAMC PROFIT & LOSS STATEMENT 2018

INCOME

Annual Meeting	
Exhibitors	2,500.00
Registration	82,974.56
Vendor Support	34,000.00
<i>Total Annual Conference</i>	<u>119,474.56</u>
Fall Workshop	3,225.00
Member Dues	308,375.00
National Initiative	60,735.00
Web Site Job Board	2,044.20

TOTAL INCOME **493,853.76**

EXPENSES

Total Education and Travel	124,697.59
Total Operating Costs	15,245.50
Total Overhead Costs	3,660.11
Total Professional Fees	320,831.52
Total Program Development	156,245.36

TOTAL EXPENSES **620,680.08**

Net Ordinary Income -126,826.32

Money Market-Strategic Plan	67,670.20
Interest Earned	130.31

TOTAL NET INCOME **-59,025.81**

Money Market/Reserve Fund Balance 12/31/2018: \$ 210,897.15

THE PARTNERS PROGRAM

The **Partners Program** has been designed in an effort to cultivate a meaningful relationship between our members and the companies who so generously sponsor our educational outreach programs. The Alliance recognizes and appreciates the importance of developing and maintaining positive relationships with these organizations. Their support is critical to our ongoing ability to develop and present substantive member programs.

Gold Sponsor

TRANSUNION HEALTHCARE

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Silver Sponsor

CONVERGENCE CT

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THE UNIVERSITY OF QUEENSLAND – OCHSNER CLINICAL SCHOOL

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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.

Membership

Eighty-six major teaching hospitals are members of the Alliance of Independent Academic Medical Centers, representing more than 725 academic leaders across the United States.

To learn more about membership or sponsorship, please contact:
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