KEY MESSAGES
How to talk about UC Davis Health System

What is a brand?
A brand is much more than a logo or color palette. It projects an organization’s personality and its qualities, and distinguishes it from other entities. It expresses an organization’s values, strengths and character. And it is the basis for creating consistent, credible messaging for our audiences.

Everyone is a brand ambassador!
As faculty, staff, nurses and students, we have the ability to influence perceptions of the UC Davis Health System brand by presenting consistent and credible messages about who we are and what we do. Whenever we speak, write or present about our institution, our communications must appropriately and consistently reflect the health system’s brand and our core values.

Key messages
Use the key messages in this document when creating presentations, speeches, fliers, brochures and other communications. These messages convey the relevance, value and impact UC Davis Health System has on our local communities, our state and our world.

Supporting messages
- As an academic health system we treat a full spectrum of patients, including very highly acute, complex and rare cases.
- Our health system has an extraordinary commitment to providing safe, high-quality care, and we are consistently recognized for these efforts.
- Our collaborative, interdisciplinary approach to clinical care, research and education generates innovative solutions for our community and our world.

Proof points
Awards, Accolades and Designations
- U.S. News & World Report ranks UC Davis Medical Center among the nation’s best in 10 medical specialties and rated it the top-ranking hospital in the Sacramento metro area for 2015-16.
- U.S. News & World Report ranked UC Davis Children’s Hospital among the nation’s top hospitals in five pediatric specialties in its 2015-16 survey.
- U.S. News & World Report named UC Davis Medical Center as a “high performer” in four common procedures and conditions in its 2015-16 survey: heart bypass surgery, hip replacements, heart failure and chronic obstructive pulmonary disease (COPD).
- The American Heart Association (AHA) named UC Davis Medical Center a Gold Fit-Friendly Worksite to recognize our work to create a culture of wellness for employees. The medical center also received the AHA’s Worksite Innovation Award for providing healthy workplace options such as nutrition and wellness classes, fitness programs, smoking cessation and the onsite farmers market.
- The American Heart Association/American Stroke Association awarded UC Davis Medical Center with a 2015 Get with the Guidelines-Stroke Gold-Plus Quality Achievement Award for using evidence-based guidelines that improve care and quality of life for stroke patients.
- UC Davis Medical Center ranked among The Leapfrog Group’s list of Top Hospitals for 2014, a distinction that places UC Davis among a handful of health systems and hospitals in California and among the top 10 percent of hospitals participating in the national survey that met tough national standards for safety and quality.
- All 18 UC Davis Medical Group primary care clinics are recognized by the National Committee for Quality Assurance as Patient-Centered Medical Homes, a designation that rewards primary-care providers for quality, efficiency and innovation.
UC Davis holds Magnet® status, the nation's highest form of recognition for nursing excellence and a benchmark for the quality of care patients receive.

For the fifth consecutive year, Hospitals & Health Networks magazine named UC Davis Health System among the nation's “Most Wired” hospitals, designating us as one of the nation's health leaders in information technology.

For the fourth consecutive year, UC Davis Medical Center was recognized as a “Leader in LGBT Healthcare Equality” in the 2014 Healthcare Quality Index, an annual survey conducted by the Human Rights Campaign Foundation.

In its first such opportunity, the Betty Irene Moore School of Nursing at UC Davis ranked among the nation's best for master's-degree nursing programs in the 2016 U.S. News & World Report Best Graduate Schools.

The UC Davis School of Medicine was again ranked among America's best medical schools by U.S. News & World Report for the quality of educational programs in primary care and research.

Excellence in health care

UC Davis operates the only level 1 trauma center for both adult and pediatric emergencies in inland Northern California.

We collaborate with other providers in the region through our pioneering telehealth program, which gives remote, underserved communities access to academic specialty and subspecialty care.

UC Davis Children's Hospital offers the broadest range of pediatric specialty care in the region, with faculty physicians certified in more than 30 areas of pediatric medicine.

The health system is a major driver of economic prosperity in Sacramento region and Northern California, generating more than $3.4 billion in annual economic output and more than 20,000 jobs.

The American Pain Society has selected the UC Davis Center for Pain Medicine as a 2015 Clinical Center of Excellence.

UC Davis School of Medicine researchers were awarded grants totaling more than $7 million by the California Institute for Regenerative Medicine to support their work to develop stem cell therapies for spina bifida and chronic diabetic wounds.

UC Davis Medical Center was named one of 100 Great Hospitals in America for 2015 by Becker’s Hospital Review.

UC Davis Medical Center was awarded its fourth consecutive “A” grade for patient safety from The Leapfrog Group in its spring 2015 Hospital Safety Score update.

The UC Davis Huntington's Disease Center has been acknowledged as a Level 1 Huntington's Disease Center of Excellence by the Huntington's Disease Society of America.

Nurse practitioner and physician assistant students from the Betty Irene Moore School of Nursing complete rotations in clinics throughout Northern California, with an emphasis on rural and underserved areas.
UC Davis Health System has an important societal responsibility as an academic health system to create and share knowledge that advances health and healthcare delivery for people everywhere.

Supporting messages

- UC Davis Health System is at the forefront of interprofessional education, preparing the health-care workforce of tomorrow with the skills and values needed to lead change and improve health for all.
- Our experts develop breakthroughs that address the health challenges facing our world and major areas of research growth are among the most innovative programs.
- Through our proven innovative research and educational models, we earn the trust of people all over the United States and the world through the dissemination of credible knowledge.

Proof points

- In addition to a medical degree, the School of Medicine offers fully accredited master's degree programs in health informatics, public health and clinical research, and an M.D./Ph.D. program for physician-scientists.
- U.S. News consistently ranks the medical school among the best in the country for primary care and research. In its first such opportunity, the Betty Irene Moore School of Nursing was ranked among the nation’s best for master’s-degree nursing programs in the 2016 U.S. News & World Report Best Graduate Schools.
- Through its School of Medicine, Betty Irene Moore School of Nursing, master’s degree programs in public health, health informatics and other key learning opportunities, UC Davis promotes an educational environment that encourages and supports diversity, small-group learning and hands-on experience.
- Six new students committed to primary-care careers are the first to be enrolled in California’s only accelerated three-year medical degree program, a collaboration between UC Davis and Kaiser Permanente Northern California.
- For more than 40 years, UC Davis students have volunteered hundreds of hours a year in free community clinics delivering sensitive health care services for underserved populations.
- The School of Medicine’s PRIME and TEACH-MS pathways partner with communities and local physicians to prepare students to practice in sparsely populated and urban locales that are medically underserved.
- Four degrees are offered at the Betty Irene Moore School of Nursing at UC Davis: Ph.D.; Master of Health Services – Physician Assistant; Master of Science – Leadership; and Master of Science – Nurse Practitioner. A fifth degree – Master’s Entry Program in Nursing – is in development.
- Collaborative research, which encompasses basic science, translational and clinical studies, is the hallmark of UC Davis.
- We have more than 1,000 basic, translational and clinical studies underway at any one time to address the world’s most challenging health problems.
- The UC Davis MIND Institute has been named an Intellectual and Developmental Disabilities Research Center through a prestigious grant from the Eunice Kennedy Shriver National Institute of Child Health and Human Development of the National Institutes of Health.
- Researchers at the Betty Irene Moore School of Nursing apply the science of nursing to improve health and reshape health care delivery with emphasis on aging populations, rural health and diverse communities.
- UC Davis emergency medicine physicians are nationally recognized for leading multicenter research that develops new standards of care for treating children at emergency departments.
- UC Davis’ Institute of Regenerative Cures has 10 ongoing or recently completed clinical trials using stem cells, with another 18 in the pipeline.
- UC Davis Comprehensive Cancer Center unites more than 200 scientists with $85 million in funds for 384 research projects to fight cancer through improved detection, better drug therapies and more effective treatments.
In the Sacramento region, UC Davis proudly serves the health care needs of the community across a broad spectrum of populations, including a longstanding commitment to the underserved. Providing quality care for every patient, while also balancing the business side of delivering care, is an important consideration for UC Davis in today’s challenging health-care environment.

**Supporting messages**

- UC Davis has a history of robust, far-ranging efforts to assist the underserved and reduce health disparities, both in our region and beyond.
- Many students, residents, faculty, staff and nurses have chosen to come to UC Davis because of its dedication to improving community health and to providing community benefits through health improvement projects and services in the community and medical education for professionals who will serve the region.

**Proof points**

- UC Davis Medical Center and its faculty physician practice group have long provided the majority of the Sacramento region’s unreimbursed and charity care for patients who are unable to pay, or unable to fully pay, for their health care.
- Historically, UC Davis has provided almost 60 percent of region's indigent care, while serving only 13 percent of the region's patient population.
- In addition to charity and uncompensated care, the medical center invests more than $500,000 annually in direct financial support of more than 100 local nonprofit organizations that are uniquely qualified with specialized expertise to serve targeted populations.
- The School of Medicine's PRIME and TEACH-MS pathways partner with communities and local physicians to prepare students to practice in sparsely populated and urban locales that are medically underserved.
- The Betty Irene Moore School of Nursing offers master's degrees for nurse practitioners and physician assistants, with a focus on preparing primary-care providers for rural and underserved communities.
- Thousands of community members attend free and low-cost community forums and lectures offered annually to increase health and science literacy, including annual deans' lectures at the Betty Irene Moore School of Nursing and the School of Medicine.
- We partner with local K-12 schools to promote child health nutrition education programs.
- Our pioneering telehealth program gives remote, underserved communities access to academic specialty and subspecialty care.
- We provide community health-information forums and counseling on nutrition, asthma, heart-healthy eating, infant care, stress reduction for cancer patients, healthy aging and more.
- UC Davis partners with other health systems and regional service providers for continuum of care and prevention for the medically underserved. Examples include the CAARES clinic and WellSpace Health.
- We place significant emphasis on providing culturally sensitive and appropriate care. Our interpreting services department provides assistance in 16 languages as well as written translation in five.
- We operate policy centers to reduce disparities and serve the underserved (Reducing Health Disparities, Population Health Improvement, etc.).
KEY WORDS

How we talk about UC Davis Health System

Who we are
- Leader in improving lives and transforming health care
- Academic health system
- Collaboration/teamwork
- A powerhouse for discovery
- Multidisciplinary
- Excellence
- Leadership
- Fully engaged (partners)
- Pioneers
- A world leaders in transforming health
- Destination of choice
- United in purpose

What we do
- World-class care/education/research
- Compassion/compassionate
- Culturally sensitive/culturally appropriate
- World-class care/education/research
- Compassion/compassionate
- Culturally sensitive/culturally appropriate

Who we serve and why
- Address urgent societal needs
- Create a healthier world
- Collaborate to improve health [for all]
- Advance human health
- Nurture sustained and equitable partnerships with communities
- Broad spectrum of populations
- Sophisticated consumers
- Most critically ill
- Longstanding commitment to the underserved
- Social responsibility
- Value and embrace diversity
- Value and embrace diversity
- World-class care/education/research
- Compassion/compassionate
- Culturally sensitive/culturally appropriate