Goal 3: Provide cutting-edge clinical programs that support education, research and service.

Champions have met three times and will continue to meet monthly.

Strategy 3.1: Provide outstanding patient care in an efficient, compassionate and service-oriented manner.

Tactic a: Strengthen the teaching hospital and clinical programs.

i. Proactively plan for state-of-the-art facilities and equipment.
   a. Architectural firm hired
   b. Needs projected by each Service
   c. Steering group appointed
   d. Architects to provide initial plan shortly

ii. Rebrand the VMTH to increase public recognition and support for the role that the teaching hospital plays in education and research. (Links to Strategy 5.3)
   a. VMTH Communications Officer (Rob Warren) hired and in place
   b. Rob has held several news conferences and written copy for several area newspapers.

iii. Recruit and retain top clinical faculty and staff.
   a. Metrics on retention rates should be available through VMTH personnel office (Staff) and VMDO (Faculty)

iv. Engage in clinical programmatic planning along species and disciplinary lines.
   a. We have disciplinary (Service) outlines/plans from soon after Dean was hired
   b. We do not have these along species lines (Could perhaps be spear-headed by Centers)

v. Reorient operations to meet market needs
   a. Very difficult to find metrics that can be fairly used to compare VMTH with nonacademic referral setting?
   b. Consider metrics that compare VMTHs within Nth America (Consider data from AVMA Accreditation or AAVMC?)
   c. There are a number of reasonably easily obtained metrics for assessing factors within UCD VMTH: (# appointments slots, # visits per year, # repeat visits per year, # new clients/year, etc.)
   d. Considerations for improving efficiency of VMTH without detracting from teaching mission (aligning rounds among services; overview and co-ordination of shared facilities use/operations (ORs, anesthesia); 2 “lines” of receiving within a Service – one for rapid client throughput and one for teaching).