

Graduate Medical Innovation Programs Information Sharing Webinar Series

Developing Common Language to Build Brand Awareness

Friday, December 9, 2016 2:00PM – 3:00PM CT

Webinar Goal & Anticipated Outcome: To identify nomenclature that is common across Graduate Medical Innovation Programs and begin to develop language for a tagline that can be broadly adopted to help build stronger brand awareness.

Participants: Eric Richardson, Jeff Garanich, Dr. G, Moose O'Donnell, Newton de Faria, Tanya Nocera, Amy Wright, Marissa Gray, Gary Brooking, Sabriya Stukes, Lyn Denend, Shuvo Roy, Al Hirschman, Tim Becker

On Friday, December 9, a group of administrators involved/interested in Graduate Medical Innovation Programs participated in a webinar focused on developing common language across programs to build stronger brand awareness. The webinar was co-hosted by Jeff Garanich, City College of New York, and Eric Richardson, Rice University.

The following provides a high-level summary of the nature of the discussion. Key take-aways and next steps include:

- Based on a pre-call survey (n=11), coupled with a robust discussion on the call, there were a number of terms and common language that resonated with participants:
 - For prospective students
 - Medical innovation
 - Biodesign
 - Med-tech
 - Focus on hands-on training, applied learning
 - For employers/industry
 - Design
 - Research and development
 - High-level and foundational understanding of what is needed to carry a product through from design to implementation
 - Both (student & employer)
 - Including the term “medical” prior to “innovation” or other affiliated words helps to distinguish the program and highlight its unique qualities
 - Health technology innovation, health technology, digital health, clinical
 - Translational
 - Collaboration, partnerships
- The group discussed the opportunities and challenges with adopting common language and terms across programs.
 - Agreed more likely to adopt language in program descriptions, marketing materials, etc. as a way to begin making connections across programs
 - Programs can have an “unofficial” tagline that can be used, as agreed to
- Next steps
 - Summary of the webinar discussion will be shared with full email list
 - Webinar co-hosts will summarize the keywords and common language identified during call into a survey or [Google doc](#), email list will be asked to help rank words to begin narrowing down terms and identifying language that could inform a draft tagline
 - Call participants were invited to consider topics for future webinars and share ideas with the full group and/or Moose O'Donnell directly.

Meeting Summary/Notes

2:00pm Introductions & Webinar Overview

Learn who is participating on the webinar, review webinar goal, anticipated outcomes, and confirm agenda.

2:05pm Brand Nomenclature Discussion

Review results of pre-webinar survey questions, identify common language used across programs, and begin outlining potential taglines.

Eric: Outcomes from BMES Meeting & Workshop

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- Theme, brand recognition for both recruiters and students coming into programs
- Value of identifying universal/commonalities across programs
- Workshop outcomes
 - Online database, still in development
 - Group work - one group, focused on branding
 - Outcome, convene a webinar
 - Develop common language to brand across programs
 - Challenges discussed, maintaining unique qualities within programs
- Webinar planning
 - Prep questions, survey circulated to group

Jeff: Summary of Survey Results

- Total of 11 responses to date
- Q1: core benefits, students
 - Preparation for and connection to what students are looking for career wise
- Q2: core benefits, employers
 - Medical product to market, process - beyond undergraduate programs
- Q3: keywords
 - Innovation, broad support

Group Discussion

- Does the information resonate?

Moose

- Student's areas and key words - generic and high-level, not a great deal related to medical innovation
 - **Biodesign, medical innovation**
 - More of a core benefit to students?
- Placing "medical innovation" or "medical device" ahead of each of the core elements

Lyn

- Pride that programs provide more specific skills training/building
- Specific - **med-tech** industry oriented
- We're landing on "Health Technology Innovation" at Biodesign

Jeff

- Specifically interested in a job doing **design or R&D**
 - Being funneled towards this type of program based on conversations with peers, teachers, potential employers
- Further training is highly beneficial

Most of our students at Pitt choose our programs for the unique **hands-on** experience and how that experience would help them get their dream job sooner!

- Is "hands on" an agreed upon/universal approach to each of these programs/learning?

Eric

- Med-tech, bio-tech, digital health
 - Should this be part of our brand? What industry are we gearing towards, need to specify?
 - Bio-tech/pharma, difficult to have this be a component of a 1-year program design
 - Any successful examples in short-term program?
 - Biologics - combine with [information Kelly did not catch]
 - Med-tech, too narrow? Dissuade students?
 - Lack of engineering component could make students more competitive
 - Digital health
 - **Health technology**, support this, more broad - intentional, many projects going into prevention and wellness, as well as more digital
 - **Translation(al)**, another word that could be considered
 - Notion, that process that where health technology innovation comes to realization, is a translational process
 - Less baggage from bio-tech or med-tech

Maybe we can include **collaborations with research institutions and companies**. I feel like many of our programs do this.

Clinical seems to be a good buzzword that describes more specifically our programs.

If you cover everything in Yock's Biodesign text, the students can be of immediate value in industry.

I am liking "Masters in Health-tech Innovation" (MHI)

Employer core benefits

Sabriya

- How to make programs desirable, when students graduate from programs there will be less training needed by the employer
- Bringing industry on-board to inform how students are being educated in a way that serves industry

Moose & Eric

- Path from global problem to product
- More **comprehensive understanding**, students have to offer employers

Eric

- Focus on "product development processes" rather than R&D
 - Employers looking for this, nomenclature that resonates

Marisa

- Knowledge of the FDA process and other factors that affect products in business - insurance
- Eric
 - High-level understanding of what is needed to carry a product through E.g., Class 2/3 device, understanding what goes into what it means to develop these various processes
 - Employers can build on this foundational knowledge, working understanding coming into the job

Al & Moose

- The term IDEATION conveys emphasis on tools for definition of needs at front end of new products
 - Focus on getting the front-end right, innovation
 - Don't want to miss out on the downstream knowledge
 - Question - new ideas from conception to real? Or skills so they can go get the job and be able to fit into the functioning of a business operation?
 - Innovators or product developers?
 - Eric - not mutually exclusive
 - Product development might mean innovation to employers

2:35pm

Integrating Common Language into Programs

Discuss pathways towards integrating nomenclature/tagline to help promote this type of education across all programs.

Moose

- Coalescing around certain language (like Lyn's Health Technology Innovation), there is commonality across keywords - survey
 - Benefit to students to have more common language used
- Eric: agree, like the idea and it is needed by students
 - Key words help with branding
 - Google keywords that can be used across programs
 - Helpful to have an unofficial tagline
- Jeff: Employers also looking for common language, perceived benefits of the students you are looking hire, assess the applicant would be made easier

Moose

- **Health technology innovation** and others, coalescing
 - Shop around
 - Next steps, summarize what this group has developed and share with the greater group
 - Rank them?
 - Survey could be circulated to the group?
 - Common language what type of program we are
 - Like an MBA - class of degree programs even though we have different program titles
 - Tanya: At BMES, I loved when someone brought up the power of someone saying they have an MBA. It would be great to have something similar for our programs. I don't know how feasible to make as "official" as an MBA that a student could put letters after their name

Sabriya

- Role of marketing
 - Requires funding, but may be helpful
- Lyn: fellowship
 - Degree granting, certificate, fellowships - different programs
 - All trying to accomplish the same goal with training STEM students to address an unmet need in the medical field

Dr. G

- In my experience, Bio(medical) Engineering took so long to be recognized by the industry. So, whatever we do decide to call these new programs, we should involve industries reception into account...
 - Future steps - testing out language with employers and/or students before going live

Eric

- What tool to use to rank and collect ideas?
 - Word cloud
 - Survey
 - Google doc
- Moose: important to have something that folks can review that gives a broader picture of all of the words in aggregate

Jeff

- End goal of ranking system? Some distribution - clearly outline goals at the start of the document/process
 - Looking for common ground and common branding approach
 - Top 3? 5? Important to be clear on where we hope to land and how we hope folks will integrate this into programs

Moose

- Move forward fairly quickly, online format for review
 - Involve full contact list
- We can then start testing out, try different terminology to students/industry
- Add in how to integrate as part of the document
 - Jeff: currently recruiting, as distill words and City College could implement immediately into branding as a test drive
 - Can reach out to trusted colleagues to test out the keywords
 - Will need to be flexible, responsive to feedback received
- Calendar needed for deliverable

2:55pm

Wrap Up & Next Steps

Identify any next steps, as well as ideas, volunteers, timeframe for next webinar.

- Anticipate there will be a future webinar to further the discussion on branding
- Future webinar topics, send to:
 - Google group, Moose directly

3:00pm

Adjourn