## Goal 4: Destination for Advanced Care

**GOAL 4:** Become **THE destination** for advanced interdisciplinary veterinary care for all species.

| 4.1: Develop cutting-edge interdisciplinary clinical programs that will distinguish UC Davis Veterinary Medical Center. |
| 4.2: Build partnerships and collaborations with specialty practices and referring veterinarians. |
| 4.3: Strengthen marketing, outreach and public relations to improve VMC’s reputation and identity. |

**Related Goals and Strategies:**

**Goal 1:** Provide unmatched, compassionate patient care and client service.

**Strategy 3.3:** Lead in multi-institutional clinical trials.

**Related Concepts from the School of Veterinary Medicine Strategic Plan:**

- Engage in clinical programmatic planning along species and disciplinary lines.
- Elevate the School's capability in marketing, branding and public relations.
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Strategy 4.1

Develop cutting-edge interdisciplinary clinical programs that will distinguish UC Davis Veterinary Medical Center. (Page 1 of 2)

Preliminary Tactics:

a. Establish a mechanism to plan and build novel clinical programs; pilot this approach by starting with the four programs below. See Appendix 4.1 for detailed program plans.

b. Convene multidisciplinary, interprofessional teams including large and small animal veterinarians to collaboratively develop clinical program plans.

c. Align clinical program plans with the overarching goals of the VMC Strategic Plan; have each area above address the following: (See template on following page)
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Preliminary Tactics:

**Offer Unmatched Patient Care**
- What should be done to enhance quality of care and the patient/client experience?

**Prepare Leading Caregivers**
- How will this program enhance education for all?

**Create New Knowledge**
- How can this program contribute to the research mission of SVM in a financially sustainable manner?

**Develop State-of-the-Art Facilities**
- Describe space, equipment and facilities needs for the future of the program.

**Design a Sustainable Business Model**
- What approaches will be used to operate this program in a financially sustainable manner?

**Build Community Partnerships**
- How will this program connect with specialty programs and referring veterinarians?
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Strategy 4.2

Build partnerships and collaborations with specialty practices and referring veterinarians.

Preliminary Tactics:

a. Improve communications with referring veterinarians.
   i. Capture referring veterinarian identification in VHIS.
   ii. Develop an efficient, user-friendly portal for clients and referring vets;
   iii. Capture all forms of communication including e-mail, phone and text communications in a secure environment.
   iv. Improve in-person outreach to referring veterinarians.
   v. Re-evaluate the External Advisory Board Activity.

b. Provide a transfer service, clinician liaison or coordinator dedicated to supporting referring veterinarians.
   i. Streamline pre-visit collection of medical history and test results.
   ii. Consider a dedicated phone line for referring veterinarians to speak with the veterinarian on call.

c. Effectively communicate unique services available through the VMC (e.g., clinical trials, multidisciplinary care, specialized treatment modalities, etc.) *(Linked to Strategy 3.1)*
   i. Catalogue and continuously promote clinical trial activity
   ii. Send out alerts to referring veterinarians when new trials or clinical advancements are launched.
   iii. Host continuing education and networking events both on campus, at external venues and at referring veterinarian practices.
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Strategy 4.3

Strengthen marketing, outreach and public relations to improve VMC’s reputation and identity externally.

Preliminary Tactics:

a. Leverage every encounter as a marketing opportunity.

b. Capitalize on industry and government partnerships that already exist or are being developed. (Links to Strategy 5.1)

c. Develop consistent client communications that articulate the unique value of the services and quality of care provided by the VMC.

d. Rebrand the VMC to increase public recognition and support for the role that the VMC plays in education and research. [SVM Plan]

e. Develop a VMC marketing plan.

f. Leverage university expertise in marketing and public relations to support the VMC.

g. Expand strategic advertising on focused programs. [SVM Plan]