

Goal 4: Destination for Advanced Care

<p>GOAL 4: Become THE destination for advanced interdisciplinary veterinary care for all species.</p>	<p>4.1: Develop cutting-edge interdisciplinary clinical programs that will distinguish UC Davis Veterinary Medical Center.</p> <p>4.2: Build partnerships and collaborations with specialty practices and referring veterinarians.</p> <p>4.3: Strengthen marketing, outreach and public relations to improve VMC's reputation and identity.</p> <p><i>Related Goals and Strategies:</i></p> <p>Goal 1: Provide unmatched, compassionate patient care and client service.</p> <p>Strategy 3.3: Lead in multi-institutional clinical trials.</p>
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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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Strategy 4.1

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

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](#)]