B.R.A.N.D.

Building Recognition through Acronyms, Networking, and Design

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Branding 101: Why Brands Matter

Applying Branding to Scholarship: Why and How

What’s Your Brand, and Why Knowing it Matters?
Branding 101: Why Brands Matter

Applying Branding to Scholarship: Why and How

What's Your Brand?: Developing a Personal Brand Strategy
BRAND

symbol of ownership
symbol of a promise
mental box that spurs emotion
set of associations that trigger a response
value
position
offering
name
colors
shapes
imagery
Branding 101: Why Brands Matter

Applying Branding to Scholarship: Why and How

What’s Your Brand, and Why Knowing it Matters?
Applying branding in scholarship simply means being intentional about considering your academic product as an actual product.

It has nothing to do with commercialization, or monetization, (which is unlikely).
What elements of branding can be applied to an educational product?

- Give it an Easy, Memorable Name
- Create a Logo
- Have a Distribution Plan
  - Create awareness
  - Have a Web Presence
  - Get it on the shelves
  - Listen to consumer feedback
  - Keep it Updated
Branding Makes an Academic Product a Real Thing
Applying branding strategies early on makes an idea tangible, easier to talk about, and makes it easier to generate buy in.
Dear faculty,

We are starting a program to have residents learn about issues not normally taught in the curriculum (work life balance, contracts, etc) and need faculty to commit to a monthly meeting.

Please email me if interested.

Jane Smith
Program Director
Dear faculty,

This fall we are launching a new initiative called TLC, which stands for Teaching and Learning Communities. These monthly mentored sessions will allow residents to learn from you about the aspects of medicine not covered in traditional curricula.
4 Tips to getting the most out of PQUAD

- Get in the habit of logging your points immediately after a submission or acceptance.

- You can download a spreadsheet of your entries when it's time to update your CV.

- Remember, you earn points for submissions and again if accepted.

- Scroll through recent entries of peers to gain inspiration or look for possible collaborations.
It seems more tangible on your CV too

Curriculum Developed

• Global Health Simulation Project
  • Created cases for use for preparation for global health experiences
• Procedure Video series for procedural
  • Modifications for common procedures in global health
• Residency mentoring project
  • Think tank model for residents to generate scholarship ideas

Curriculum Developed

• SUGAR (Simulation Use for Global Away Rotations)
  • Curriculum available at sugarprep.org
• PEARLS (Procedural Education for Adaptation to Resource Limited Settings)
  • Curriculum available at sugarprep.org/pearls
• ASPIRE (A Scholarly Project Incubator for Residents)
  • Curriculum available at tiny.cc/aspireUMN
Branding Gives the Project Legs
Dozens of spin-off projects underway with leads from new institutions
Branding Makes the Project Memorable/Recognizable
Branding I-PASS

• Goal
  – Change culture

• What do we stand for?
  – Better Handoffs. Safer Care.

• How do we engage people?
  – Focus groups
TeamSTEPPS
Care Team Structure

Let’s watch four different care teams in action.
Seek professional help
I-PASS Campaign

1. Engage stakeholders
2. Refreshers for learners
   - Just-in-time Module
   - Tips-of-the-Day
3. Visual reminders
4. Direct observation, feedback
5. Modeling
Better handoffs. Safer care.

- The mission of the I-PASS Study Group is to improve patient safety by standardizing provider communication, with a specific focus on improving transitions of care. Members of the I-PASS Study Group include health services researchers, medical education experts, and clinicians.

- The work of the I-PASS Study Group focuses on the following:
  - The I-PASS Study was a landmark multi-site research communication and patient safety study involving nine institutions in the US and Canada. In that study, we found that implementation of a bundle of interventions to improve resident physician communication during handoffs of patient care (called the I-PASS Handoff Bundle) was associated with a 30% reduction in preventable adverse events—medical errors that result in harm to patients. Implementation was also associated with improvements in verbal and written communication without a negative impact on provider workflow or handoff duration.
  - The I-PASS Handoff Bundle is the award-winning intervention tested in the I-PASS Study. It includes resources and information about and is actively being adapted for use in multiple different hospital settings and types of patient care handoff and transitions. It is currently available by request.
  - The I-PASS Consultation Program offers mentored implementation of I-PASS Handoff curricular materials on a consultative basis. The primary goal of the consultation program is to assist departments, hospitals, and health systems in implementing the I-PASS Handoff method to improve patient safety using a train-the-trainer approach. Consultation arrangements range from 1 day consults to ongoing support of 18 months or longer.
  - The I-PASS Mentored Implementation Program is a collaboration with the Society for Hospital Medicine funded by AHRQ. The goal of the program is to facilitate implementation of the I-PASS Handoff Bundle in Internal medicine and pediatric residency programs at a select group of 32 hospitals across the United States.
Briefs are great for short-term planning to review roles, responsibilities, and available resources. They may be “brief” but they’re worth the time!
Pediatric Code Team go-live
Monday, August 29th at 1 pm

- Please assemble the Pediatrics Code Team members
- Located on Pediatrics and NICU areas
- Call 6-1324 immediate CODEWHITE state the location
I-PASS Handoff Essentials

**Better handoffs. Safer Care**

**Structured Verbal Handoff**
- Begin with overview of entire service
- Need proper environment – limit interruptions
- Use IPASS mnemonic
- Employ closed loop communication

**Printed Handoff Document**
- Supplements verbal handoff
- May import elements from EMR
- Keeps information current with updates

**High Level Skills**
- Patient Summary
  - Be concise and focused
  - Establish working diagnosis
  - Include semantic qualifiers
  - Ensure check-back with receiver

**Contingency Plans – “If this happens, then...”**
- Problem solve before things go wrong
- Know potential therapies or interventions
- Identify most worrisome patients
- Articulate chain of command
HERE'S HOW:
Idea

Visual

“Packaging”

Name

Dissemination
• What’s the pitch?
• Can you describe the idea easily to someone who knows nothing of the field?
Idea

Name

Visual

“Packaging”

Dissemination
A good project title should be

✔ Relevant
✔ Memorable
✔ Easy to say/spell
Consider using:

- Acronyms
- Alliteration
- Allusions

ACKNOWLEDGMENTS

The authors thank the members of the Pediatric Hospital Medicine Division for their participation in this pilot and the University of Minnesota Department of Pediatrics for agreeing to roll P-QUAD out department-wide this year. They also wish to thank Herman Melville for naming Captain Ahab’s ship the Pequod, as it is our hope that the model provided by this P-QUAD will be a vessel to help junior faculty pursue the white whale of academic productivity.
fiverr® Mobile App

Connects you with services for as little as five dollars (e.g., logos, infographics, voiceover)
G-CHOP

GLOBAL CHILD HEALTH
Objectives Project
Thinking globally while learning locally
Idea → Visual → Name → “Packaging” → Dissemination
Fiverr Mobile App

Connects you with services for as little as five dollars (e.g., logos, infographics, voiceover)

Animation video software (whiteboard videos)

Powtoon

powtoon.com
SUPPLIES
1-3 Large Bottles w/ Lids
Suction Tubing
+/− Manometers
Tape or Super Glue
Drill or Nails
Scissors
Water

INDICATIONS
Evacuation of Fluid/Blood Pus
Fiverr
Mobile App
Connects you with services for as little as five dollars (e.g., logos, infographics, voiceover)

Animation video software (whiteboard videos)
Powtoon
powtoon.com

Cloud based storage allows you to put components of curriculum in a folder which can be shared via link
Connects you with services for as little as five dollars (e.g., logos, infographics, voiceover)

Animation video software (whiteboard videos)

Cloud based storage allows you to put components of curriculum in a folder which can be shared via link

Allows you to shorten website link and rename to share easily

tinyurl.com/BRAND-resources
### A Model for Making Glob...security

- **1. Welcome Document - Read First**
  - Modified: --
  - Members: 2

- **2. Learning Objectives & Agenda**
  - Modified: --
  - Members: 2

- **3. Team Based Learning Assessment**
  - Modified: --
  - Members: 2

- **4. Master Power Point**
  - Modified: --
  - Members: 2

- **5. Copyright and Suggested Citation**
  - Modified: --
  - Members: 2

- **6. Summary Abstract of Session**
  - Modified: --
  - Members: 2

[https://www.dropbox.com/sh/bcv4bho361tuaqvq/AACU-J4NKBeLn0jOFteNiE7sa?dl=0](https://www.dropbox.com/sh/bcv4bho361tuaqvq/AACU-J4NKBeLn0jOFteNiE7sa?dl=0)

[Tinyurl.com/GHLUMN](http://Tinyurl.com/GHLUMN)
Mobile App

Connects you with services for as little as five dollars (e.g., logos, infographics, voiceover)

Search for and purchase website domain

Animation video software (whiteboard videos)

powtoon.com

Cloud based storage allows you to put components of curriculum in a folder which can be shared via link

TinyURL

tinyurl.com/BRAND-resources

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(mbpit@umn.edu); Resources below dotted line have free options;
None of the presenters have any disclosures related to above
Connects you with services for as little as five dollars (e.g., logos, infographics, voiceover)

Mobile App

Search for and purchase website domain

Animation video software (whiteboard videos)

Cloud based storage allows you to put components of curriculum in a folder which can be shared via link

Website building and hosting resource

Allows you to shorten website link and rename to share easily

tinyurl.com/BRAND-resources
What is SUGAR?

Simulation Use for Global Away Rotations (SUGAR) is a simulation-based curriculum used to prepare medical providers for common challenges (both practical and emotional) faced when working in resource-limited settings. This website is intended to provide the necessary training for facilitators interested in bringing SUGAR to their institutions and to provide a forum for the dozens of SUGAR facilitators already leading sessions across the country.

Learn More...

SUGAR Partners

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Facilitator Training

Step 1: Watch the Overview Video

Step 2: Familiarize Yourself with the SUGAR and Debriefing Literature

In order to best understand the framework for SUGAR and the importance of skilled debriefing, we recommend you read at least the following two articles:


Additional recommended reading is located in the Resources Section

Step 3: Download Case Example

Download this sample case to follow along in the facilitator training videos.

Step 4: Understand how to use the SUGAR Case Handouts

These three short tutorials (3-4 minutes each) provide an overview of how to use the SUGAR Case Handouts and Debriefing Script.
Idea

Name

Visual

“Packaging”

Dissemination
SUGAR Dissemination

2012

2013 Multi-Institutional Pilot

2014

2015
Fiverr Mobile App

Connects you with services for as little as five dollars (e.g., logos, infographics, voiceover)

GoDaddy

Search for and purchase website domain

Animation video software (whiteboard videos)

Powtoon

powtoon.com

Wix

Website building and hosting resource

Cloud based storage allows you to put components of curriculum in a folder which can be shared via link

Dropbox

Box

Google Drive

Creative Commons

creativecommons.org

Tiny URL

tinyurl.com/BRAND-resources

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Attribution
Others can copy, distribute, display, perform and remix your work if they credit your name as requested by you.

No Derivative Works
Others can only copy, distribute, display or perform verbatim copies of your work.

Share Alike
Others can distribute your work only under a license identical to the one you have chosen for your work.

Non-Commercial
Others can copy, distribute, display, perform or remix your work but for non-commercial purposes only.
Begin to apply branding principles to a project you are working on using this worksheet (or use one of the prompts on the back) to go through the steps of branding

• **10 minutes** to go through worksheet alone
• **10 minutes** to discuss with partner (5 min each)
• **10 minutes** large group debrief

1. **IDEA:** Write the elevator pitch for your project. (2-3 sentences that explain the project to a layperson)
   
   *(BRAND Ex: We created a workshop to help people apply the principles of branding and marketing to educational scholarship.)*

2. **BRAND:** Based on the principles of branding discussed, what is the brand of this project? What do you want people to take away when they hear of this project? *(eg. Rounding Time-Saver; Immersive Social Determinants Exercise; Emotional Preparation for Global Health; Safe Handoffs; Burnout Repellant; Tools to Make Academic Product a True Product)*

3. **NAME:** Recalling some of the titling techniques discussed in the workshop (eg, acronyms, alliteration, allusions) what are some possible titles for your project?

4. **LOGO:** If you were design a logo, what would you want it to represent to a viewer? Take a stab at sketching some ideas.

5. **PACKAGING/DISSEMINATION:** How can you envision using some of the branding techniques discussed to disseminate this idea internally? Externally? Academically?

6. What are some action steps in the next month for you to move this brand to the next level?
LARGE GROUP DEBRIEF
Branding 101: Why Brands Matter

Applying Branding to Scholarship: Why and How

What’s Your Brand, and Why Knowing it Matters?
You are a product too!
Your (Academic) Brand

What you Teach About

What You’re Passionate About

Academic Products

What you Teach About

Your (Academic) Brand
Why knowing your brand matters?

Does my actual brand reflect my aspirational brand?

Here is what I am known for/what I bring to the table.

Is this project I’m being asked to be a part of “on brand”?

Make the Case of Added Value

Simplify Decision Making

Determine if Rebranding is Needed

Why knowing your brand matters?
Your brand already exists – it’s being put out there regardless of if you are being intentional about it.

So why not be intentional...
Self-Reflection

Brand Self-Awareness Worksheet

1. What words or short phrases best describe your brand (for example: trendy, unique)?

2. Describe a target customer (or your ideal customer) in a few sentences. What makes your brand unique enough to stand out?

3. How will you use Social Media to construct your brand? What are the best platforms to use?

4. How do others describe your brand (for example: someone who is famous, or who you think you are)?

5. How might awareness of this brand change your approach to your work?
Your brand can be summarized in a few words and can be thought of as the common thread to the work you are most proud of (aspirational brand) or known for (current brand)

- **Mike**: Fun Scholar by Design
- **Emily**: Optimistic Implementer & Coach
- **Susan**: Simplifier of the Complex & Truth Teller
- **Glenn**: Helps Get Stuff Done
- **Sui Ting**: Collaborative Scholarship Catalyst
Top 5 Things I am Most Proud of Professionally

• APPD LEAD Council Chair
  – Developing our new leaders in graduate medical education

• Associate Editor for Medical Education, *Academic Pediatrics*
  – Elevating the bar for medical education scholarship in pediatrics

• Collaborative Medical Education Research
  – Led multi-institutional medical education research resulting in multiple publications

• Mentoring Others
  – Nationally and Individually

• Improving medical education
Self-Reflection Draft:

_Innovative Collaborative Scholar_
“What about the mentorship – it’s such a part of who you are and isn’t captured by solely the fact you are a collaborator?

– Collaborative Scholarship Coach?
– Motivator for Collaborative Educational Scholarship?
Collaborative Scholarship Catalyst
Brand Self-Awareness Worksheet

List up to 5 things you have done professionally that you are most proud of.

1.

2.

3.

4.

5.

What words or short phrase best describes your brand (the unifying thread) based on the list above?

Share the list with your neighbor (fold along gray line so they don’t see what you came up with). What words or short phrase would they use to describe your brand?

How did these two brands (self vs. perceived) compare?

How might awareness of this brand change your approach to your work?
DEBRIEF

LARGE GROUP

DEBRIEF
B.R.A.N.D.

Building Recognition through Acronyms, Networking, and Design