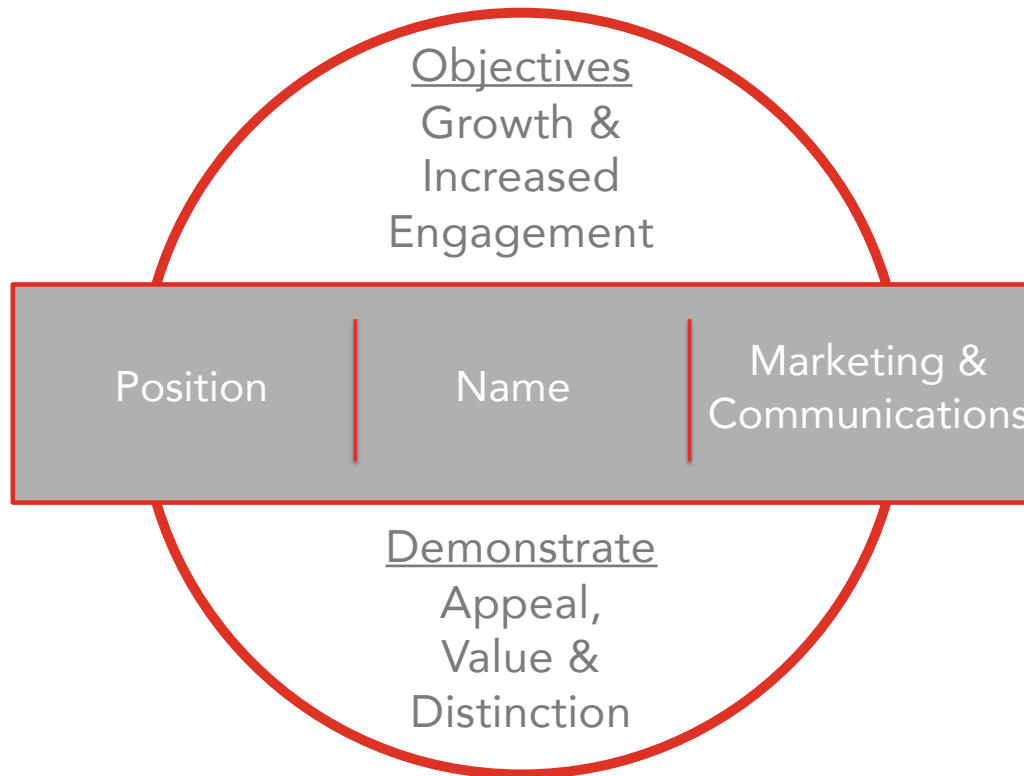


A large, dark, circular ink splatter is the central focus, surrounded by smaller, scattered ink droplets. In the bottom-left foreground, a realistic illustration of a single red tomato with a green stem and leaves is shown. The background is plain white.

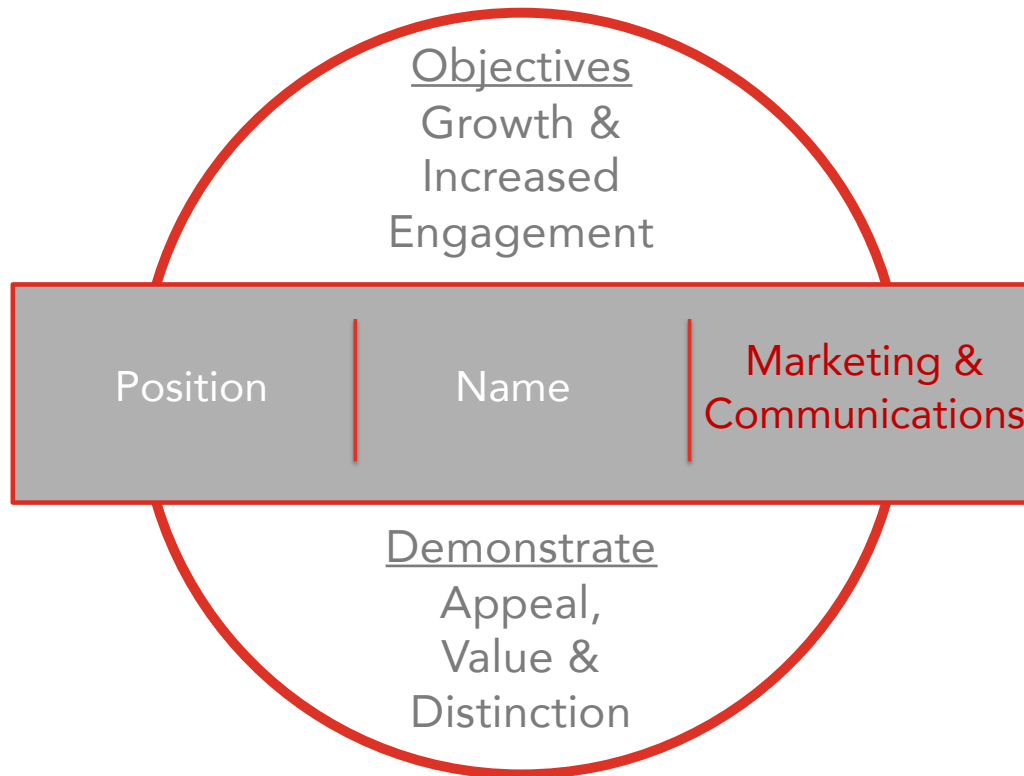
# Launching The Academic Medical Group Leadership Roundtable Brand

May 5, 2019

# Assignment Recap



# Where We Left Off...



# Positioning

- ✓ Right Organization
- ✓ Right Person
- ✓ Right Needs
- ✓ Right Rewards

# Position

Right  
Organization  
AMCs ► AHSs

Right Person  
Health System  
Physician Strategist

Right Needs  
Insights &  
Innovations

Right  
Rewards  
Perspective,  
Solutions &  
Confidence

# Positioning

Fresh translatable perspectives for  
mastering change.

There's no road map for where you're going. We provide **an honest & transparent arena** where executives who are **leaders in the field** of academic medicine physician practice **discover** and **share** promising techniques for **innovation, integration** and **implementation**.

**Name**

The Academic Medical  
Group Leadership  
Roundtable

# Marketing & Communications

- Branding Elements
- Recruitment Marketing Templates
- Website



# Branding Elements

# Logo

Stacked



**THE ACADEMIC  
MEDICAL GROUP  
LEADERSHIP  
ROUNDTABLE**

Horizontal



**THE ACADEMIC MEDICAL GROUP  
LEADERSHIP ROUNDTABLE**

# Color Palette

## Primary Color Palette

Use the 2 shades of red and grey in the logo the majority of the time, with the secondary color palette as occasional accent colors when necessary.

Pantone 7624 C  
CMYK: 27, 100, 98, 29  
RGB: 143, 25, 29  
Hex: #8f191d

Pantone 7626 C  
CMYK: 10, 95, 94, 2  
RGB: 213, 49, 44  
Hex: #d5312c

Pantone Cool Grey 11  
CMYK: 0, 0, 0, 80  
RGB: 88, 89, 91  
Hex: #58595b

## Secondary Color Palette

Pantone 7629 C  
CMYK: 35, 100, 77, 55  
RGB: 95, 4, 28  
Hex: #5f041c

Pantone 124 C  
CMYK: 3, 34, 89, 0  
RGB: 243, 175, 56  
Hex: #f3af38

Pantone Cool Grey 4  
CMYK: 0, 0, 0, 40  
RGB: 167, 169, 172  
Hex: #a7a9ac

# PowerPoint Template



THE ACADEMIC  
MEDICAL GROUP  
LEADERSHIP  
ROUNDTABLE

Lorem Ipsum  
Presentation Title

Presented by Dan Miers,  
Chief Strategy Officer, SPM

The title slide features the organization's logo in the top left, a large decorative graphic of overlapping red and white geometric shapes on the right, and the title and presenter information in the center-left.



Content Slide

- Content
- Content
- Content

THE ACADEMIC MEDICAL GROUP  
LEADERSHIP ROUNDTABLE

The content slide has a horizontal line under the title and a bulleted list of three items. The logo is in the bottom right corner.



Transition Slide

THE ACADEMIC MEDICAL GROUP  
LEADERSHIP ROUNDTABLE

The transition slide has a solid dark red background with the text "Transition Slide" in white, underlined. The logo is in the bottom right corner.



Comparison Slide

- Content
- Content
- Content

- Content
- Content
- Content

THE ACADEMIC MEDICAL GROUP  
LEADERSHIP ROUNDTABLE

The comparison slide features two bulleted lists of three items each, separated by a vertical red line. The logo is in the bottom right corner.

# Email Template



## THE ACADEMIC MEDICAL GROUP LEADERSHIP ROUNDTABLE

---

We look forward to welcoming you to Key West for the 2019 APPD Spring Roundtable.

### **Meeting Location**

Ocean Key Resort & Spa  
0 Duval Street  
Key West, FL 33040

### **Registration/Information**

Registration/Information opens at 11:30 AM on Friday, May 3 in the Flanagan Room on the second floor (between rooms 205 and 208). Upon check-in you will receive your meeting materials, name badge, and a name badge for each pre-registered guest. Lunch will be available from 12-1 PM in the Flanagan Room. Programming begins at 1 PM.

### **Agenda Modifications**

[Click here](#) for the most up-to-date agenda.

### **List of Participants**

[Click here](#) for a current participant list.

### **Ground Transportation**

The resort is located 4 miles (20 minutes) from **Key West International Airport (EYW)**. Taxi fare from the airport to the resort is approximately \$18.

An alternative to flying directly to Key West is to fly to Miami or Ft. Lauderdale and drive down.

Miami International Airport (MIA) is about 160 miles (3.5 hours) from the resort.

Fort Lauderdale-Hollywood International Airport (FLL) is about 190 miles (4 hours) from the resort.

### **Weather**

[Click here](#) to view the weather forecast for Key West over the dates of the meeting.

# Recruitment Marketing Templates

# Marketing Objective

To inspire prospective members to see that the Roundtable is the best possible professional organization for their needs within their growing and changing role.

The Roundtable's goal is to increase engagement within the organization and its membership by roughly 15 members (40 total) so that the group is small enough to be intimate, yet large enough to be influential.

# Progressive Content Plan

Goal: ~5 touch points per year

LinkedIn

- Initiate a 1-to-1 connection between designated current & potential member
- Consider the AAMC promoting The Roundtable's bi-annual meetings on its LinkedIn page

Letter

- Individually addressed and signed letter with boilerplate copy about the Roundtable
- Call to Action: Phone Call + Website

Collateral

- Single-fold postcard with overview content, to be individually distributed at conferences or via mail
- Call to Action: Website

Email

- Individually addressed and signed email (from a Roundtable branded signature) with confirmed agenda topics for the next bi-annual meeting
- Call to Action: Attend Upcoming Meeting

E-Newsletter

- Automated or individual email (from a Roundtable branded signature) to be sent to prospects after bi-annual meetings with meeting highlights
- Call to Action: Website



The Academic Medical Group Leadership Roundtable  
Letterhead

Start type 9" from the top



Jane Doe  
President and CEO

Vanderbilt Medical Group  
123 Medical Center Dr.  
Nashville, TN

May 5, 2019

Dear Jane Doe,

For the past 15 years, I have had the privilege of being a member of The Academic Medical Group Leadership Roundtable — a close collective of academic health system leaders leading change in physician group and ambulatory care performance. We have gained insight and knowledge from each other that has helped propel each of our organizations through better practice performance, and aligned strategies with our hospital and other partners.

As academic medical centers broaden into community settings, the complexities and considerations of our role has expanded as well. And we are looking not only to keep pace, but to set the pace. So, I am excited to personally invite you to become a member of our community.

As a member of the Roundtable, I know that you too, will appreciate and value the open and secure exchange of ideas among an intimate group. Lean into the experience of colleagues from 25 academic organizations and add from your insights to help foster achievement for our profession. We meet twice yearly for a 3-day session on topics identified by members. Topics have included: Community Physicians Partnership & Relationship Alignment, Operationalizing Telemedicine and Clinically Integrated Network Development.

I encourage you to visit the Roundtable website at [AMGLR.org](http://AMGLR.org) or call me directly at (801) 581-4896 so that I can share more about our group, our shared learnings and our future initiatives.

Sincerely,

Dayle Benson  
Chief of Staff, Clinical Affairs  
Executive Director, University of Utah Medical Group

[AMGLR.org](http://AMGLR.org)

Author should choose 3 topics from this list:

- Community Physicians Partnership & Relationship Alignment
- Operationalizing Telemedicine
- Clinically Integrated Network Development
- Contracting with Big Insurers and Employers
- State Medicaid Innovations
- Strategies in Place to Get Doctors into the Community to Build Clinical Programs
- Reducing the Demand for Specialty Visits and Facilitating Provider-to-Provider Consultation
- Strategies to Increase and Optimize the Use of Advanced Practice Providers in Faculty Practice Settings
- Funds Flow and its Impact on Physician Compensation

1" margins (w/ all other sides)

The Academic Medical Group Leadership Roundtable  
Collateral: 6" x 9"

Front cover



Inside Spread

**FOCUS.  
DELIBERATION.  
ACTION.**

As the academic medical center landscape evolves at breathtaking speed, the issues facing administrative leaders of an academic health system's physician teams grow in complexity and significance. There's no established roadmap to navigating the challenges ahead. In the face of this uncertainty, fresh ideas, inspiration and success stories are the means to paving the way forward.

The Academic Medical Group Leadership Roundtable was formed to help balance the enormity of issues and tasks, and advance some of the critical physician-workforce issues facing academic health systems today.



**A GROUP OF EQUALS  
SHARING KNOWLEDGE.**

Roundtable members, representing more than 25 leading academic health systems, share common goals, responsibilities and interests, along with diverse organizational structures that include community-based infrastructures. All unified by the mission and unique demands of the academic framework.

Over the last 20 years, the Roundtable has identified, explored and discussed such topics as:

- Leveraging Our Brand in an Era of Digital Media
- Community Integrated Networks and Partnerships
- Access and Practice Performance
- Payer Strategies
- Innovations in Care Delivery

With the direct experience and knowledge of leadership peers, members are able to bring back recommendations, ideas and solutions relevant to fortify business practices based on the purpose and scope of their particular organization.

Back

**MOVE FORWARD TOGETHER.**

The complexities and pressures facing academic health systems continue to increase. More than ever it is important that we band together to help influence and impact physician-workforce concerns.

Twice yearly we meet for an open and secure exchange of ideas and information during a 3-day roundtable session on topics identified by members. Recent discussions included:

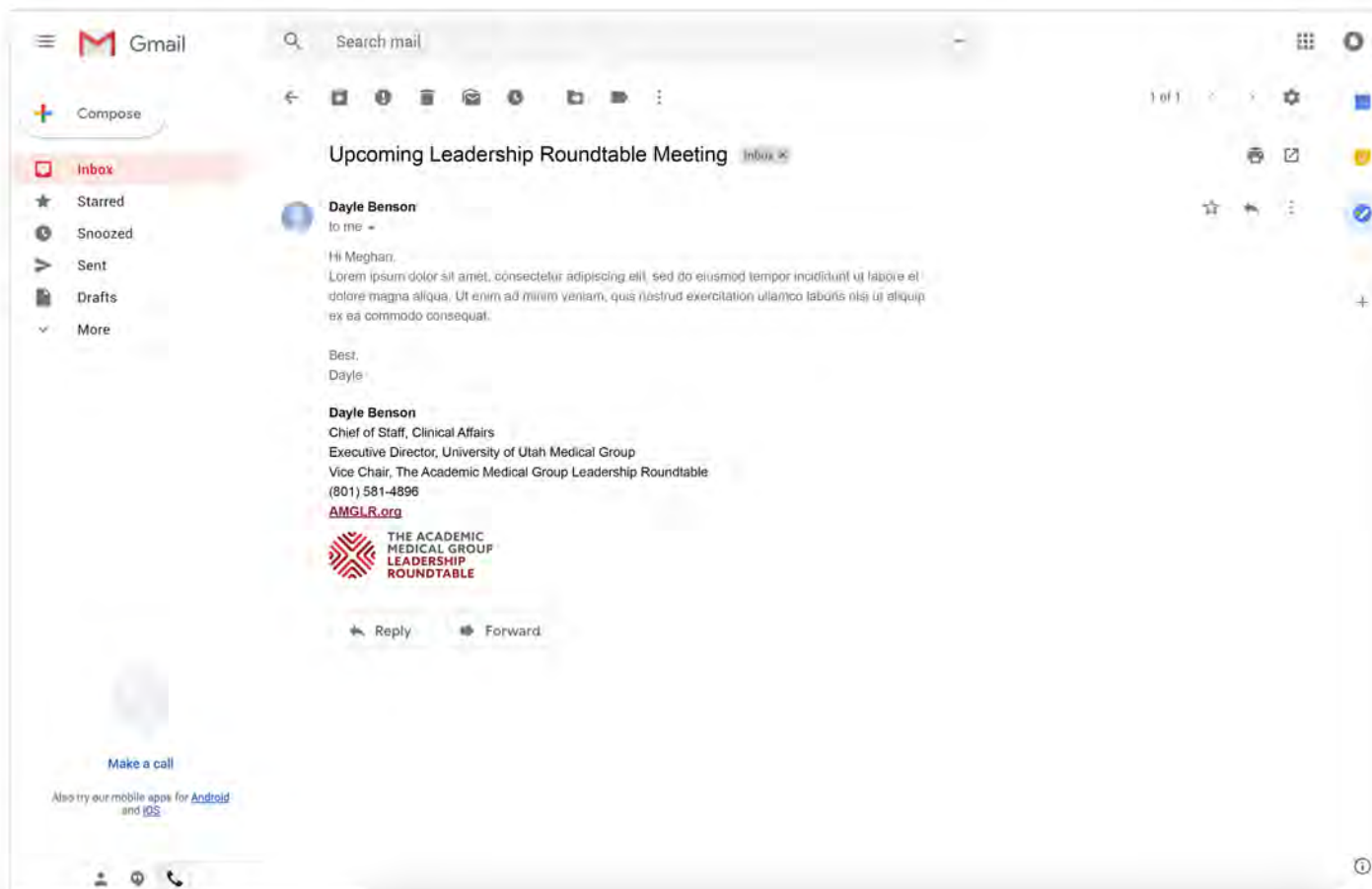
- Strategies in place to get doctors into the community to build clinical programs
- Reducing the demand for specialty visits and facilitating provider-to-provider consultation
- Strategies to increase and optimize the use of Advanced Practice Providers in Faculty Practice Settings
- Funds flow and its impact on physician compensation

Join us and help foster greater achievements for physicians and academic medicine.

We invite you to become a member of The Academic Medical Group Leadership Roundtable.

Visit **AMGLR.org** for more information.

The Academic Medical Group Leadership Roundtable  
Email Footer



# Key Messages

The Roundtable was formed 20 years ago and is:

- A network of 25 academic health system leaders
- An honest and transparent arena
- Small enough to be intimate, yet large enough to be influential

The Roundtable offers members the opportunity to:

- Form trusted relationships with like-minded peers from similar organizations across the nation, who are tackling similar issues as yours
- Access expertise and gain a broader perspective through the shared experiences of the various members
- Discover translatable solutions to thorny problems, enabling growth within your role (*share example topics*)
- Confidently and strategically face transformation and disruption facing your organization by sharing best practices and brainstorming solutions as a collective

**Tone:** Academic, Collegiate, Smart, Sophisticated, Thought-Provoking

**Naming Convention:**

**First Mention:** "The Academic Medical Group Leadership Roundtable"

**Second Mention:** "The Leadership Roundtable" or "The Roundtable"

# Website



## Who We Are

The Roundtable is a Member organization of medical group executives that work to frame incrementable, achievable solutions to help advance critical physician-workforce issues faced by Academic Medical Centers across diverse organizational structures.

[Learn More](#)

## Upcoming Meetings

### Spring 2019

May 3 - 5, 2019  
Key West, Florida

[Learn More](#)

## Member Testimonials



"The Roundtable gives you a perspective that you don't have sitting by yourself. It gets you in the room with your peers on the ground who are doing the same work as you."

[Learn More](#)



"The industry is evolving, roles are changing. And this group is evolving and changing, too."



"You don't always have peers in your organization. These are your peers."





## Exchanging Ideas. Influencing Change.

The Academic Medical Group Leadership Roundtable represents more than 25 leading academic health systems across the nation. The Roundtable was formed 20 years ago to help balance the enormity of issues and tasks, and advance critical physician-workforce issues facing academic health systems as they continue to evolve.

We provide a forum for Members to share common goals, responsibilities and interests around the subject of changing roles and the growing complexity of physician teams. As peers with similar experience and knowledge, the collective intelligence of Members plays an important role in generating fresh ideas and innovative thinking that can help move solutions forward at a faster pace.



Over the years, the Roundtable has identified, explored and discussed such topics as:

- Leveraging Our Brand in an Era of Digital Media
- Payer Strategies
- Community Integrated Networks and Partnerships
- Innovations in Care Delivery
- Access and Practice Performance

Current Roundtable Members represent these prestigious organizations:

- Duke University School of Medicine
- Emory University School of Medicine
- Harvard Medical School — Massachusetts General Physicians Organization
- Icahn School of Medicine at Mount Sinai
- Medical College of Wisconsin
- Oregon Health & Science University School of Medicine
- Tulane Medical Group
- University of Colorado School of Medicine
- University of Iowa
- University of Kentucky
- University of Maryland School of Medicine
- University of Nebraska Medical Center
- University of North Carolina at Chapel Hill School of Medicine
- University of Oklahoma College of Medicine
- University of Pennsylvania School of Medicine
- University of Southern California
- University of South Florida
- UT Health at San Antonio
- University of Utah School of Medicine
- University of Vermont Medical Center
- University of Virginia
- University of Wisconsin School of Medicine and Public Health
- VCU School of Medicine
- Yale School of Medicine

### The Academic Medical Group Leadership Roundtable Board



**Rich Sobieray, Chair**

Senior Associate Vice President for Health Administration, USF Health.  
CEO, USF Physicians Group



**Dayle Benson, Vice Chair**

Chief of Staff, Clinical Affairs  
Executive Director, University of Utah Medical Group



**Darrell Griffith, Treasurer**

Senior Associate Dean for Finance & Administration, VCU School of Medicine  
Executive Director, MCV Physicians

## Resources

### Frequently Asked Questions

Q: Who qualifies to become a Member of the Roundtable?

Aenean ultricies leo lorem. Morbi tincidunt gravida urna, aliquet pharetra libero consequat luctus. Nullam non mauris rutrum, finibus leo id, rhoncus dolor. Donec vitae tempor quam.

Q: How do I become a Member of the Roundtable?

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla malesuada, metus vel iaculis porta, ex sem suscipit ex, a sagittis purus arcu in purus. Donec vulputate erat ut elit sagittis, et maximus orci lacinia.

Q: Is there a Membership Fee?

Ut quis blandit ex. Vivamus in ante dui. Donec ultricies arcu a tellus tincidunt, vitae rutrum elit sodales. Donec vehicula elementum dui blandit viverra. Donec id nunc vehicula, auctor mauris id, eleifend orci.

### Upcoming Meeting Information

The Academic Medical Group Leadership Roundtable meets twice yearly for an open and secure exchange of ideas and information during a 3-day roundtable session on topics identified by members. Our next meeting is planned for:

#### Spring 2019

May 3-5, 2019 - Key West, Florida

#### Discussion Topics:

- Panel Size: Primary Physician Practice Panel Models
- Outreach: Strategies in Place to Get Doctors Into the Community to Build Clinical Programs
- Clinical Innovations: Reducing the Demand for Specialty Visits and Facilitating Provider-to-Provider Communication/Consultation
- Strategies to Increase and Optimize the Use of Advanced Practice Providers in Faculty Practice Settings: Case Study Examples
- Innovative Models and Future Perspectives in Patient Access
- Funds Flow and Its Impact on Physician Compensation
- The AMC's Quest for Identity in a Complex World

#### Guest Speakers:

- Scott Shipman, MD, MPH – Director of Primary Care Initiatives & Workforce Analysis, AAMC
- Brent Bizwell – Founder, Access Advisors
- Jerry Davis – Partner, Access Advisors
- Dan Miers – Chief Strategy Officer, SPM Marketing & Communications

### Download a Presentation

If interested in seeing a presentation from a past Roundtable meeting, please provide the following information and select which presentation topic is of most interest to you:

First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Organization *	Email Address *
<input type="text"/>	<input type="text"/>
Phone Number	Presentation Topic*
<input type="text"/>	<input type="text"/>
<input type="button" value="Submit"/>	



## Thank you

Thank you for your interest in The Academic Medical Group Leadership Roundtable. The requested presentation will be sent to the email address you provided. If you do not receive an email within the next 3 days or have any questions in the meantime, please contact [info@amglr.org](mailto:info@amglr.org).



THE ACADEMIC MEDICAL GROUP  
LEADERSHIP ROUNDTABLE

[join@amglroundtable.org](mailto:join@amglroundtable.org)

## Contact Us

We welcome you to join us in fostering great achievements for physicians and academic medicine. Please reach out for additional information regarding The Academic Medical Group Leadership Roundtable, becoming a member, or speaking at an upcoming meeting.



Name \*

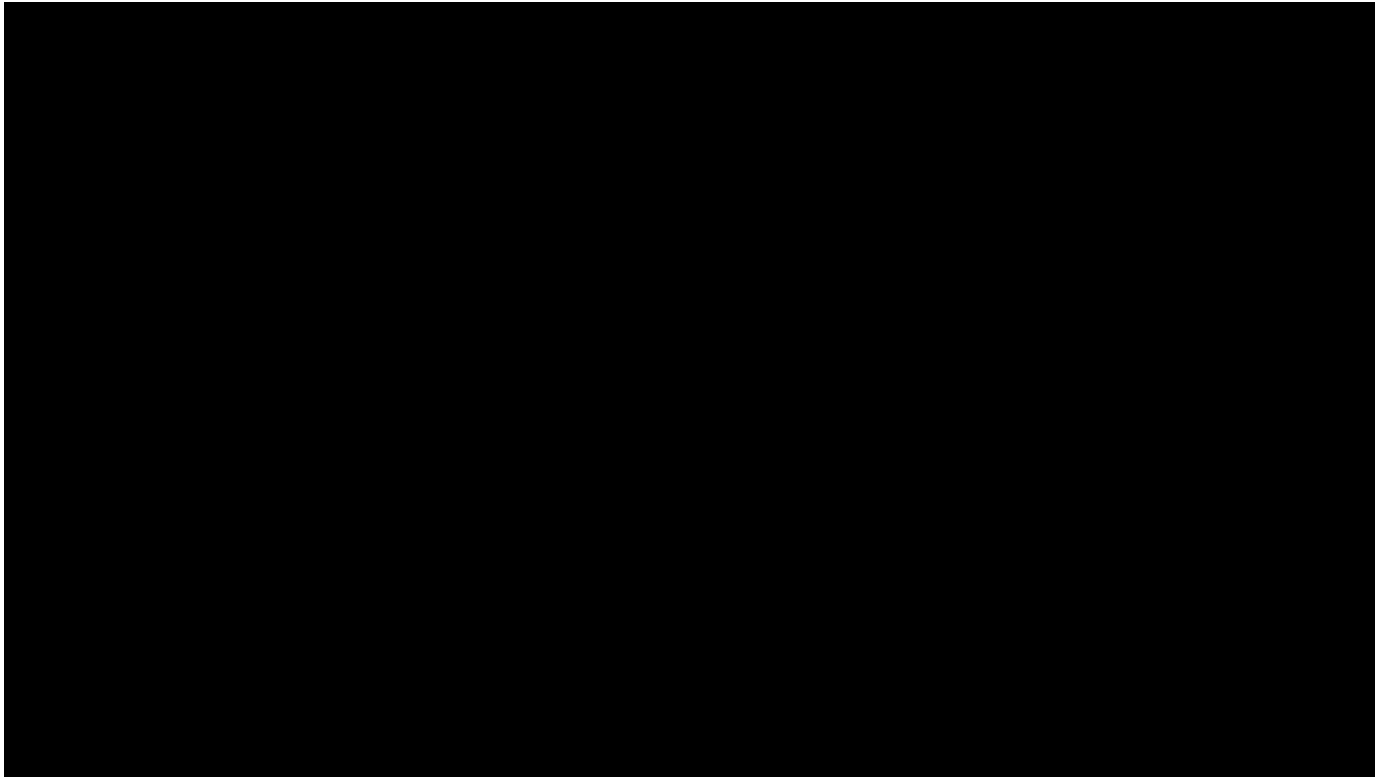
Email \*

Message

Submit



# Video Discussion



# Next Steps

## May 2019

- Submit Spring Meeting photos for landing page upload
- Distribute logo & PowerPoint template for future use
- Finalize list of prospects & determine which members will connect with each
  - Distribute letterhead & email signature for member customization
  - Print & distribute postcards
- Finalize landing page (upload photos, finalize FAQs, etc.)
- Determine next steps for potential video production

## June 2019

- Launch AMGLR.org
- Initiate progressive content plan

# Thanks.



#### CONFIDENTIALITY NOTICE

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