

Key overall WSUSOM messages



— School of Medicine —

150 YEARS
IN THE HEART OF DETROIT

1. We have a **150-year history** of excellence in education, research, patient care and service in Detroit.
2. We're **ranked and recognized**, one of just a handful of public, urban, medical schools recognized for very high research activity and community engagement nationwide.
3. We're known for **serving and addressing the needs of our community**.
4. We're based in **Detroit**, a city of opportunity—opportunity for experience, culture and growth—that's home to some of the nation's top health care hospitals and facilities.
5. We're **committed to access, excellence and quality health for all**.

Key education messages



— School of Medicine —

150 YEARS
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Urban Clinical Excellence

- Experience
- Diversity
- Location

Key research messages



— School of Medicine —

150 YEARS
IN THE HEART OF DETROIT

1. We have a long history of innovation and impact.
2. We're recognized and ranked for our research efforts. (Carnegie Foundation's best in research and community engagement, second in Michigan research by *U.S. News and World Report and more*)
3. We're a recognized leader in health equity and disparities, and public and population health.
4. We will continue to lead the way into the future in [department/topic].

Key patient care messages



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1. Wayne State doctors and residents are the experts in your hospitals, community and neighborhood.
2. Wayne State doctors teach and research medicine. They are at the forefront of knowledge, bringing their research and expertise with them right into your patient care experience.
3. Wayne State research directly impacts you and your care.
4. Wayne State doctors are compassionate, dedicated to transforming the promise of quality health for all.

Key community impact messages

1. We've had a culture of service since our founding in 1868.

2. Five ways we impact Detroit and beyond:
 - Our curriculum
 - Our research
 - Our partnerships
 - Our pipeline and continuing education programs
 - Uncompensated care



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Characteristics of the Warrior Medicine community

Our WSUSOM Warrior community is:

- Inclusive and diverse
- Compassionate, clever, courageous and committed to making a difference
- Inspired, driven and determined
- Strong



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Hashtags:

#WarriorMedicine
#WarriorMD
#WarriorStrong
#wsu150

Communications goals



— School of Medicine —

150 YEARS
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Where possible, speakers should aim to:

1. Support university, school and department/institute/unit missions
2. Reiterate key messages and connect with Warrior community members
3. Include 150th messaging
4. Advocate excellence
5. Reawaken Warrior Spirit and inspire pride
6. Show community impact
7. Encourage engagement and action
8. Be purposeful, useful and authentic