

Collaborative Update



HEALTH IMPROVEMENT COLLABORATIVE OF GREATER CINCINNATI

uncommon approach, uncommonly effective

Collaborative Sports New Look and Logo

A bold new logo and tagline for the Health Improvement Collaborative of Greater Cincinnati is now showcasing the groundbreaking nature of this organization.

"We wanted to call attention to the unique ways in which the Collaborative works to improve health in this community, and our new tagline, *uncommon approach, uncommonly effective*, provides us a powerful tool to get our message out to people in a very succinct way," said Nancy Strassel, Health Council vice president.

"Those who participate in the Collaborative and in its activities are well aware of the scope and success of this distinctive organization, but many outside our circle don't know about the innovative work we do," Strassel said. "The new logo and tagline speak to the ability of the Collaborative to pull broad circles of people together to work toward shared goals as well as to the results we've been able to achieve by doing so."

The new logo and tagline are part of a larger communications strategy for the Collaborative, which includes a major redesign of its Web site and a new video to be unveiled at its annual awards dinner on October 19. The Collaborative is also sharing its processes with others, as interest across the country has picked up in its activities, Strassel said. Projects such as HealthBridge and the Cincinnati MD Resource Center, as well as the Collaborative's history, are drawing attention to its community health measurement processes.

For more information about the Collaborative and its work, please visit www.the-collaborative.org.

Cincinnati MD Resource Center Celebrates First Anniversary

Cincinnati MD Resource Center is celebrating its first anniversary and thanks to its accomplishments, Greater Cincinnati has gained 31 new physician hires from 11 specialties. The cincinnatiMDjobs.com Web site has had almost 160,000 hits since its inception in August 2004 that includes 14,335 unique visitors. Since its inception, 142 physician candidates have registered through cincinnatiMDjobs.com

Cincinnati MD Resource Center is hosting two networking receptions this fall that focus on recruiting and retaining physicians and other health care providers in the Greater Cincinnati community.

The Eighth Annual African-American Practicing and Training Physicians, Psychologists and Dentists Networking Event will be held on October 14, 6:00 – 9:00 p.m., at the Kingsgate Marriott. The event is co-hosted by the Center for Closing the Health Gap, the Cincinnati Medical Association, the Association of Black Psychologists, and University of Cincinnati College of Medicine and the Offices of Minority Student Affairs and Multicultural Affairs. The reception provides a unique opportunity for attendees to make connections with decision-makers at local health care facilities.

The first Physician Candidate and Employer Career Opportunity Networking Event will be held on November 10, 6:00 – 9:00 p.m., at the Kingsgate Marriott. Attendees will include practices and hospitals registered with cincinnatiMDjobs.com, candidates registered with cincinnatiMDjobs.com and area medical residents and fellows. Both events are free to attend.

Congratulations to Erika McMullen, project manager for the Cincinnati MD Resource Center, who was highlighted in the August issue of Cincinnati Magazine.

Annual Award Dinner to Feature Arkansas Governor Mike Huckabee



Arkansas Governor Mike Huckabee will be the featured speaker at the Health Improvement Collaborative's Annual Award Dinner on October 19, 6:30 p.m., at the Hyatt Regency

Hotel in Cincinnati. Gov. Huckabee is a vibrant speaker who has been a leader in improving the health care for his state and has received national attention for his efforts to improve his own health. Diagnosed in 2003 with Type II diabetes in 2003, he lost 110 lbs. Gov. Huckabee completed his first marathon in March 2003 and has been recognized by organizations such as the Road Runners Club of America for his accomplishments. His message is especially significant to the Collaborative because of its efforts through Ohio On the Move to make positive changes to improve health and quality of life, especially as it relates to weight.

In addition, participants who make a significant contribution to the Collaborative's efforts will be recognized for their hard work and dedication.

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Individual tickets are \$175 and individual patron tickets are \$250. A table of 10 is \$1,750 and patron table sponsor is \$2,500. For more information, or to register, visit www.the-collaborative.org.