

BRANDING YOUR PROGRAM

University of Iowa

Michael Takacs, MD, MS, Jon Van Heukelom, MD, Natasha Wheaton, MD, Daniel Runde, MD MME

1. What is your current mission statement?
2. How would an outsider view your program?
3. What are your strengths?
4. What are your weaknesses?
5. How do you highlight your program's strengths?