



HEALTH SCIENCES
VISUAL DESIGN & PRODUCTION

UNIVERSITY *of* WASHINGTON

Design for Strategic Marketing

PROVIDING ACCESS TO EVIDENCE-BASED CLINICAL INFORMATION RESOURCES TO SUSTAIN HEALTHCARE STATEWIDE

MISSION:

HEALWA assures affordable, anytime, online access to current, authoritative clinical information and education resources to eligible healthcare practitioners in Washington state. We do this in partnership with the Washington State Department of Health.

ELIGIBLE PROFESSIONS:

Chiropractors
 Dietitians
 East Asian Medicine Practitioners
 Licensed Marriage & Family Therapists
 Licensed Practical Nurses
 Massage Therapists
 Mental Health Counselors
 Midwives
 Naturopathic Physicians
 Nutritionists
 Occupational Therapists
 Occupational Therapy Assistants
 Optometrists
 Osteopathic Physicians and Osteopathic Physician Assistants
 Physicians and Physician Assistants
 Podiatrists
 Psychologists
 Registered Nurses
 Social Workers
 Speech Language Pathologists

HEALWA RESOURCES:

The latest, authoritative clinical information and educational resources, databases, e-journals, e-books, continuing education resources.



Health Professions agree to participate



Lobbyist approaches State Legislature to create Bill



Vote on Bill. Bill passes.



State Legislature directs State DOH to add fees to licenses



UW Health Sciences Library provides online access



State DOH negotiates contract giving \$ to UW



Health Professionals pay fee for new or renewal licenses

CONTRACT DOH # N17243-5

48

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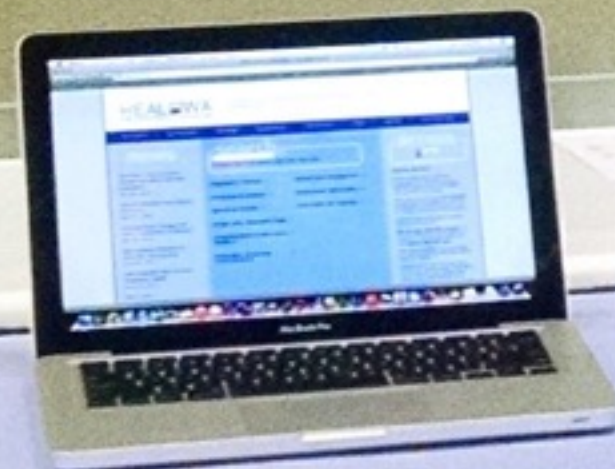
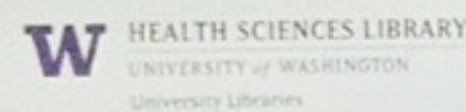


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CONTRACT DOH # H17243-8





FINANCIAL SUSTAINABILITY

- UW 2Y2D
- Statewide higher ed budget cuts
- Consultant recommendations to streamline processes
- Pressing financial constraints
- Unsustainable faculty workload
- Non-optimal student experience

STRATEGY-DRIVEN PROCESS IMPROVEMENT

- Development of a Sustainable Academic Business Plan (a “plan to plan”) and Roadmap
- Development of an assessment ladder (criterion-based, standardized assessment of educational offerings)
- Creation of the Master Process to inventory and document how SON transitions from strategic perspective to desired outcomes



SUSTAINABLE ACADEMIC BUSINESS PLAN

Create a plan-to-plan that would ensure financial sustainability in order to provide a leading-edge student experience, serve the public, advance nursing research, and foster innovation.

PROJECT GOALS

- Create a 3-year strategy map for annual updates
- Create a School of Nursing Master Process
- Establish a continuous, quality improvement mindset throughout the school

CONTACTS:

University of Washington
School of Nursing
nursing.uw.edu | mwbaker@uw.edu

OUTCOMES

ASSESSMENT LADDER

- Decreased educational offerings from 22 to 13.
- Continued use of assessment ladder criteria for decision-making about proposed or existing educational offerings.

MASTER PROCESS OUTCOMES

- Revised Doctor of Nursing Practice curriculum
- Reduced number of credits to 93 for all students from previous range of 97-135 credits
- Decreased time to degree by 2-3 quarters
- Cost savings to students: \$5,500-\$27,950

LEAN PROCESS IMPROVEMENTS

- Preceptor Lean
 - Standardized placement process
 - Improved recruitment, retention and recognition of preceptors
- HR Lean
 - Centralized, electronic personnel records management system, setting the standard for use across campus
 - Faculty HR process reduction from 27 steps to 6
 - Creation of the HR Center, reducing work at the department level, and implementation of approximately 10 process maps
- Time Schedule Lean
 - New date to review entire upcoming year
 - Comprehensive calendar for departments and student/academic services to have a common deadline
 - Tracking quarterly metrics % correct and # of late changes



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DEAN!

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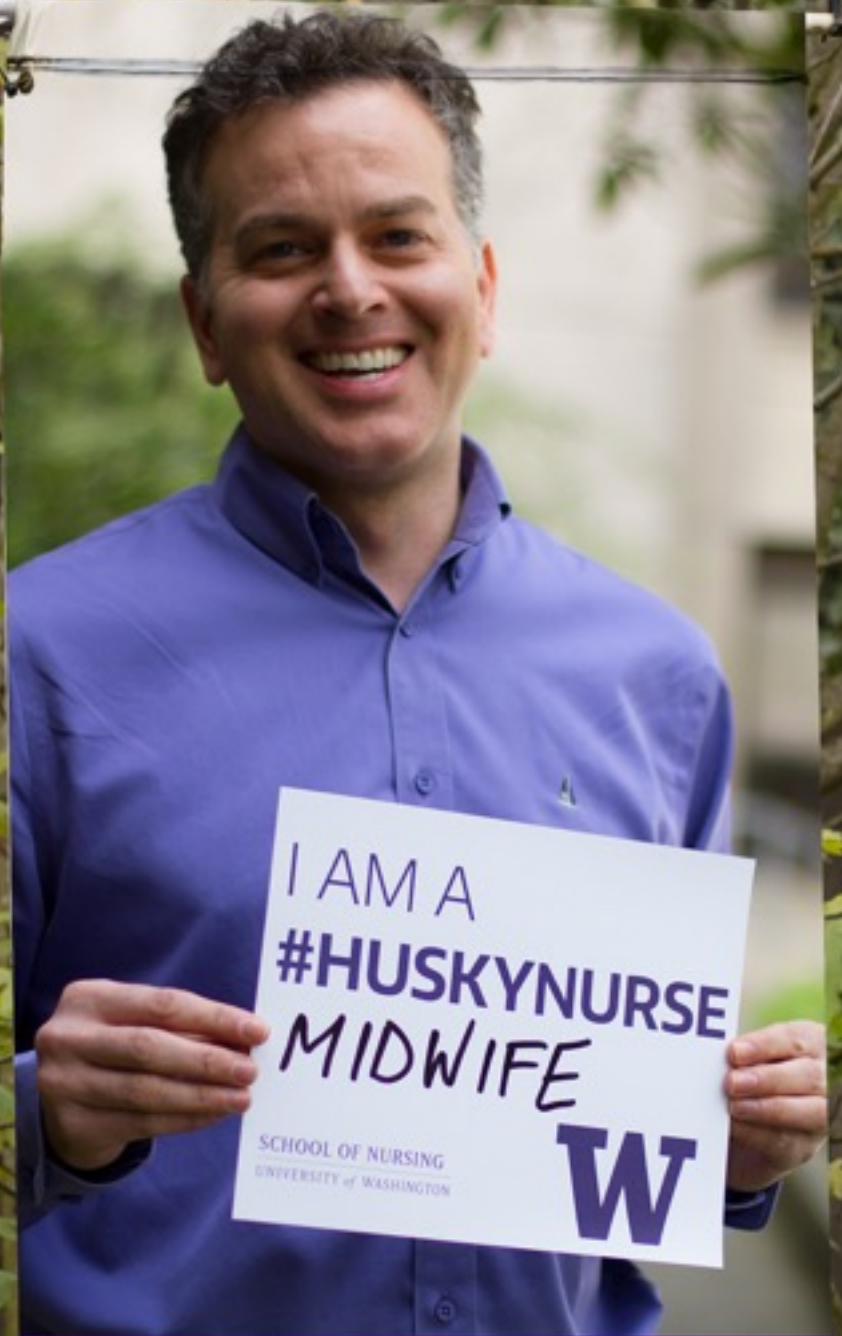
W SCHOOL OF NURSING
UNIVERSITY of WASHINGTON



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MIDWIFE

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UNIVERSITY of WASHINGTON





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#HUSKYNURSE
MIDWIFE



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W
Shake It Up

Power-on SCIENCE
UNIVERSITY of WASHINGTON

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RECRUITER!

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W



UW Medicine

HARBORVIEW MEDICAL CENTER

MISSION STATEMENT

Harborview Medical Center is owned by King County, governed by the Harborview Board of Trustees,

and managed under contract by the University of Washington. Harborview Medical Center is a

comprehensive health-care facility dedicated to the control of illness and the promotion

and restoration of health. Its primary mission is to provide and teach exemplary patient care

and to provide health care for those patients King County is obligated to serve.

INTERPRETER SERVICES

If you do not speak English, or if you have a hearing or speech impairment, you can have interpretation services provided for you at no charge. Tell the person helping you that you need an interpreter.

Servicios de Interpretación Si usted no habla Inglés, Si usted es sordo o tiene problemas auditivos, Si Usted tiene problemas para hablar, un intérprete le será proporcionado para ayudarle. No hay ningún costo extra por esto.

Adeega Turjubaanka Haddii aadan ku hadlin luqadda Ingiriiska, Haddii aad tahay dagoole ama maqalka dhib kugu yahay, Haddii aad hadalka dhib ku qabtid, tarjubaan ayaad heli doontaa ku caawiya. Mana jirayo kharash dheeraada oo adiga laguu soo dalacaayo.

Dịch-Vụ Thông Dịch Nếu quý-vị không nói được tiếng Anh, hoặc nếu bị suy giảm thính lực hoặc phát âm, quý-vị có thể được cung cấp dịch-vụ thông dịch miễn phí. Hãy nói với nhân viên đang giúp đỡ biết là quý-vị cần thông dịch viên.

ជំនួយការនិយាយភាសា បើអ្នកមិននិយាយភាសាអង់គ្លេស បើអ្នកគប្បតិបាកស្តាប់ បើអ្នកពិបាកនិយាយ អ្នកបកប្រែភាសានឹងផ្តល់ការជួយដល់អ្នក វាក៏មិនគិតថ្លៃប៉ុន្តែមសំរាប់ការបកប្រែទេ

翻譯服務：如果您不懂英語,或在聽覺上,發言上有困難,本院之翻譯服務能免費提供翻譯員給您。請通知醫院職員說您需要一位中文翻譯員。

የማስተርጎም አገልግሎቶች: እንግሊዘኛ የማይነጋገሩ/የማውቁ ከሆኑ፡ ጆሮዎ የማይሰማ ከሆኑ ወይንም የመስማት ችግር ካለብዎት፡ መነጋገር ችግር ካለብዎት፡ የአስተርጓሚ አግግሎቶች በነጻ(የማይከፈልበት) ሊመደብልዎት ይቻላል። ለሚተባበርዎት ሰውዬ አስተርጓሚ አንደሚያስፈልግዎት ይንገሩት።

ናይ ምትርጓም አገልግሎታት፡ እንተደኣ እንግሊዝኛ ዘይትፈልጡ/ዘይትዛረቡ ኩንኩም፡ ወይ ደማ ናይ ምዝራብ ኮነ ምስማዕ ጸገማት እንተደኣ ኣለዉኹም ኮይኖም፡ ናይ አስተርጓሚ አገልግሎታት ብናጻ (ዘይክፈሎ) ከወሃበኩም ይከኣል ኢዩ። ስለዚ ነቲ ዝተሓባበረኩም ሰብ ኣስተርጓሚ ከምዘድልየኩም ንገሩዎ/ዎ።

CHARITY CARE

Under provisions of the Washington Administrative Code 246.453-020 (2), notice is made that charges for services provided to those persons meeting the criteria established within WAC 246-453-040 for charity care may be waived or reduced. It is the policy of Harborview Medical Center that no person will be denied hospital based health care services, including emergency services, because of inability to pay for such services. Harborview Medical Center will provide hospital services with charge or at a reduced charge and without discrimination to those persons with no or inadequate means to pay for needed care. To be eligible to receive needed hospital services without charge or reduced charge, your family income must me at or below specific income levels. If you have any questions regarding charity care, contact the Harborview Admitting or Patient Financial Relations offices.

Programa de Caridad Según las disposiciones del Código Administrativo de Washington 246.453-020 (2) Se hace la notificación que las tarifas de los servicios proveidos a las personas que cumplen con los criterios establecidos con WAC 246-453-040 para la atención de caridad pueden ser renunciados o reducidos. Es la política del Centro Médico Harborview que a ninguna persona se le negaran los servicios basados en el cuidado de la salud, incluyendo servicios de emergencia, debido a la incapacidad para pagar por dichos servicios. El Centro Médico Harborview proporcionará los servicios hospitalarios necesarios sin costo alguno o a un costo reducido sin discriminar aquellas personas sin o inadecuados medios para pagar por la atención que necesitan. Para ser elegible para recibir los servicios hospitalarios necesitados sin costo o a un costo reducido, los ingresos de su familia deben ser menores a los niveles de ingresos específicos. Si usted tiene alguna pregunta con respecto al cuidado de caridad, contacte a la oficina de admisiones de Harborview o a la Asesoría Financiera del Paciente.

Sadaqada Daryeelka Caafimaadka Shuruudda hoos timaada Maamulka Gobalka Washington Qodobka 246.453-202 (2) Ogeysiiska la sameeyay ee masuul ka ahaanshaha hawlaha loo soo bandhigo dadka xaqa u lehiyo maamulkii la qaban-qaabiyay WAC 246-453-040 ee ku saabsan sadaqada daryeelka oo laga tanasulo ama la dhimo. Waa sharciiga Xarunta Caafimaadka ee Harborview qofna in aan loo diidin hawlaha ku saleysan daryeelka caafimaad oo ka mid ah gargaarka deg-dega, maxaa yeelay qofka oo aan awoodin inuu bixiyo hawlaha daryeelka caafimaadka oo ilaa xadkaas gaarsiiin. Xarunta Caafimaadka ee Harborview waxeey siisaa dadka u baahan hawlaha isbitaalka iyadoo aan lagu dalacin ama lacag yar lagu soo dalaco iyo ma jiro midab kala sooc dadka aan isku filnayn oo iska bixin Karin daryeelka caafimaad oo ay u baahan yihiin. Si aad xaq ugu yeelato inaad heshid hawlaha isbitaalka ee aad u baahan tahay iyadoo aan laguugu soo dalacin lacag ah ama laga dhimo kharashka, daqliga soo gala reerkaada waa inuu ahaadaa ama ka hooseeyaa sida ku cad heerarka daqliga. Haddii aad qabtid wax su'aala ah eek u saabsan sadaqada daryeelka, la soo xariir Harborview qeybta soo gelitaanka ama qeybta tala-siinta maaliyadda ee bukaanka.

NON-DISCRIMINATION POLICY

As a recipient of Federal financial assistance, Harborview Medical Center does not exclude, deny benefits to, or otherwise discriminate against any person on the ground of race, color, or national origin, or on the basis of disability or age in admission to, participation in, or receipt of the services and benefits of any of its programs and activities or in employment therein, whether carried out by Harborview Medical Center directly or through a contractor or any other entity with whom Harborview Medical Center arranges to carry out its programs and activities. This statement is in accordance with the provisions of Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975 and pursuant to the Acts, Title 45 Code of Federal Regulations Part 80, 84, and 91. (Other Federal Laws and Regulations provide similar protection against discrimination on grounds of sex and creed).

No-Discriminación Como destinatario de asistencia financiera Federal, el Centro Médico Harborview no excluye, no niega beneficios a, o de otra manera discrimina en contra de cualquier persona por motivos de raza, color, u origen nacional, o sobre la base de la discapacidad o la edad en la admisión, la participación, o el recibimiento de los servicios y beneficios de cualquiera de sus programas y actividades en el empleo en la misma, ya sea llevada a cabo por el Centro Médico Harborview directamente o por medio de un contratista o cualquier otra entidad con la que el Centro Médico Harborview arregle para llevar a cabo sus programas y actividades. Esta declaración esta en conformidad con lo dispuesto en el Título VI del Acta de los Derechos Civiles de 1964, la Sección 504 de la ley de Rehabilitación de 1973, La Ley de Discriminación por Edad de 1975 y de conformidad con las leyes, Título 45 del Código de Regulaciones Parte 80, 84, y 91. (Otras leyes y reglamentos federales proporcionan protección en contra de la discriminación por razón de sexo y credo)

Ma jiro Midab kala sooc Inkastoo aan qaatid kaalmada lacagta dawladda, Xarunta Caafimaadka ee Harborview kaama reebin, kuuma diidin manaafacaadka ama sida midab kala sooc liddi ku ah qofwalba oo ku saleysan jinsi/qabiil, midab, ama asal ahaan waddanka uu u dhashay, ama ku saleysan curyaan ama diiwaangelin da'da ee ka qeybqaadashada ama helitaanka hawlaha iyo manaafacaadka barnaamij kasta iyo dhaq-dhaqaaqa ama ay ku jiraan shaqaalaha, haddii aay si toos ah ugu shaqeeyaan Xarunta Caafimaadka ee Harborview ama u konturaadle ama cid kastoo Xarunta Caafimaad ee Harborview ay ay awood u siisay iney diyaariyaan fulinta barnaamijyada iyo dhaq-dhaqayyada. Qoraalkaan la tixraacaayo oo leh shuruud ah Cinwaan VI oo ah Xuquuqda Shacabka Sharciga 1964, Qeybta 504 ee Baxnaanada Sharciga 1973, Da'da oo lagu Takooro Sharciga 1975 iyo socodsiiinta arrimaha Sharciga, Cinwaanka 45 Qodobka ee ka Dhexeeya Xeerka Nidaamka Maamulka Qeybta 80, 84, iyo 91. (Kuwa Kale Sharciga Ka Dhexeeya Xeerka Nidaamka Maamulka waxeey bixiyaan difaac la mid ah ee ka soo horjeeda midab kala sooca ku saleysan sinjiga labood and dheddigid iyo)

PATIENT RIGHTS

Harborview Medical Center respects the rights of all patients. Patients also share in the responsibility of their care. You can ask anyone on your healthcare team, or at the Resource Center (GEH-76) or the Admitting Department (8th Avenue Lobby) for a copy of the Harborview Patient Rights and Responsibilities booklet so you can become familiar with your rights and responsibilities.

For any compliments or complaints about the care or services you are receiving at Harborview Medical Center, please call al (206) 744-5000. This is the Patient Relations office. You may also contact the Washington State Department of Health at (800) 633-6828 or The Joint Commission at (800) 994-6610

Derechos y Responsabilidades del Paciente El Centro Médico Harborview respeta los derechos de todos los pacientes. Los pacientes también comparten la responsabilidad de su cuidado. Usted puede pedirle a cualquiera en su equipo de atención médica, o en el Centro de Recursos (GEH-76) o al Departamento de Admisiones (Lobby de la 8th Avenida) por una copia del folleto de los Derechos y Responsabilidades de los Pacientes de Harborview. Para que usted se familiarice con sus derechos y responsabilidades.

Para cualquier felicitación o quejas sobre la atención de los servicios que está recibiendo en el Centro Médico Harborview, por favor llame al (206) 744-5000. Esta es la oficina de Relaciones con el Paciente. Usted también puede contactase con el Departamento de Salud del Estado de Washington al (800) 633-6828 o a la Comisión Conjunta al (800) 994-6610

Masuuliyadda & Xuquuqda bukaan socoda Xarunta Caafimaada ee Harborview waxeey teggeliyaan xuquuqda bukaan socodka. Sidoo kale bukaan socodka waxeey la wadaagaan masuuliyadda daryeelkooda. Su'aal kasta waad weydiin kartaa kooxda daryeelka caafimaadka, ama Xarunta Wargelinta (GEH-76) ama Waaxda Isbitaalka u geybsan Jiifka Bukaan Socodka (8th Avenue Lobby) kooibi buuga Harborview ee Xuquuqda Bukaan Socodka iyo Masuuliyadda si aad u ogaato xuquuqdaada iyo masuuliyaddaada.

Wixii amaan ah ama cabasho ku saabsan daryeelka ama adeega aad ka heshid Xarunta Caafimaad ee Harborview, fadlan wac (206) 744-5000. Kan waa Xafiiska Xiriirka Bukaanka. Sidoo kale waxaad la xiriiri kartaa Washington State Qeybta Caafimaadka tel (800) 633-6828 ama Guddiga Wadajirka tel (800) 994-6610

SERVE THE COMMUNITY

This health care facility is required by law to make its services available to all people in the community.

- This facility is not allowed to discriminate against a patient because of race, color, national origin, disability, age, religion or because a patient is covered by a program such as Medicaid or Medicare.
- If this facility provides emergency services, it must not deny those services to a person who needs them but cannot pay for them.

If you believe you have been improperly denied services, contact the Admitting office or the U.S. Department of Health and Human Services, Office of Civil Rights (OCRComplaint@hhs.gov).

Servir a la Comunidad Este centro de salud está obligado por ley a ofrecer sus servicios a todas las personas de la comunidad.

- A este centro no le está permitido discriminar en contra de un paciente debido a su raza, color, origen nacional, discapacidad, edad, religión o porque el paciente está cubierto por un programa como Medicaid o Medicare.
- Esta instalación ofrece servicios de emergencia, no debe negar esos servicios a ninguna persona que los necesite, pero que no puede pagar por ellos.

Si usted cree que ha sido negado indebidamente de los servicios, póngase en contacto con la oficina de Admisión o el Departamento de Salud y Servicios Sociales de los US, Oficina de Derechos Civiles (OCRComplaint@hhs.gov).

Adeega Bulshada Xaruntaan daryeelka caafimaadka waxeey u baahan tahay sharci lagu fuliyo hawlahaada diyaaarka u ah Dharmaan bulshada.

- Xaruntaan lama ooggala midab kala sooc liddi ku ah bukaanka asal ahaan cidda uu ka soo jeedo, midab, asal ahaan waddanka uu u dhashay, curyaan, da', diin ama bukaanka leh barnaamijka ceymiska sida Medicaid ama Medicare.
- Haddii Xaruntaan bixiso hawlaha gargaarka deg-dega, waxaa waajib ah in aan loo diidin hawshaas qofka u baahan hawlahaas laakiin aan awoodin inuu iska bixiyo.

Haddii aad rumeysan tahay in si aan habooneyn hawshaada laguugu diiday, la xiriir Xafiiska Diiwaangelinta ama U.S. Qeybta Caafimaadka iyo hawlaha dadweynaha, Xafiiska Xuquuqda Shacabka (OCRComplaint@hhs.gov).

SCHOOL OF PUBLIC HEALTH
UNIVERSITY OF WASHINGTON

GRADUATE PROGRAMS IN HEALTH SERVICES

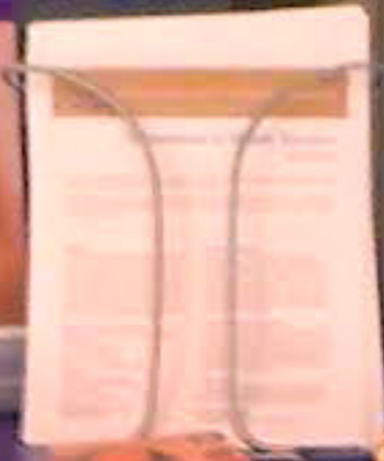
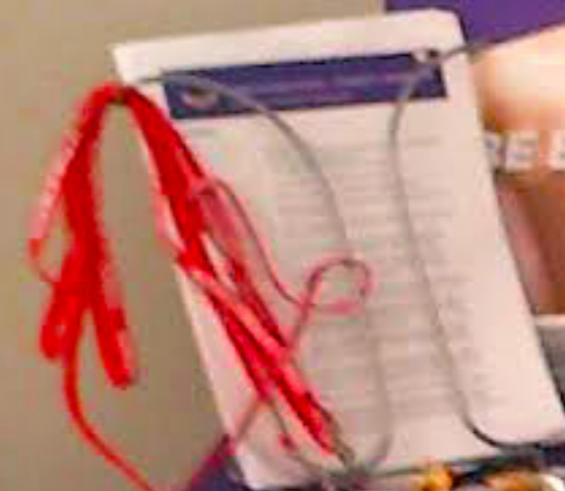
MASTER OF PUBLIC HEALTH IN COMMUNITY-ORIENTED
PUBLIC HEALTH PRACTICE
UW Seattle campus | Problem-based learning format

EXECUTIVE MASTER OF PUBLIC HEALTH
Online with limited downtown campus visits

MASTER OF PUBLIC HEALTH
UW Seattle campus | Concentrations: Health Systems & Policy,
Maternal & Child Health or Social & Behavioral Sciences

MASTER OF SCIENCE
UW Seattle campus | Research-oriented

DOCTOR OF PHILOSOPHY IN HEALTH SERVICES
UW Seattle campus | Research-oriented



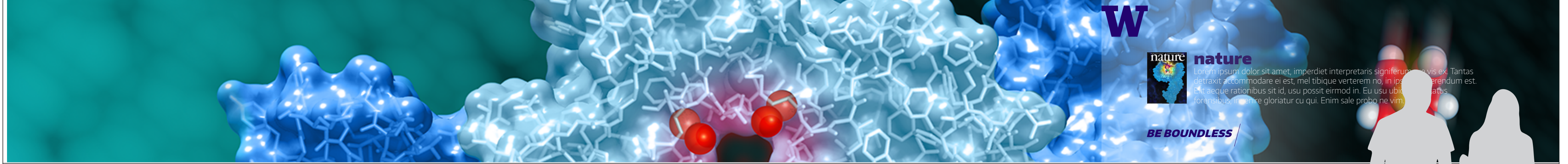
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DEPARTMENT OF HEALTH SERVICES



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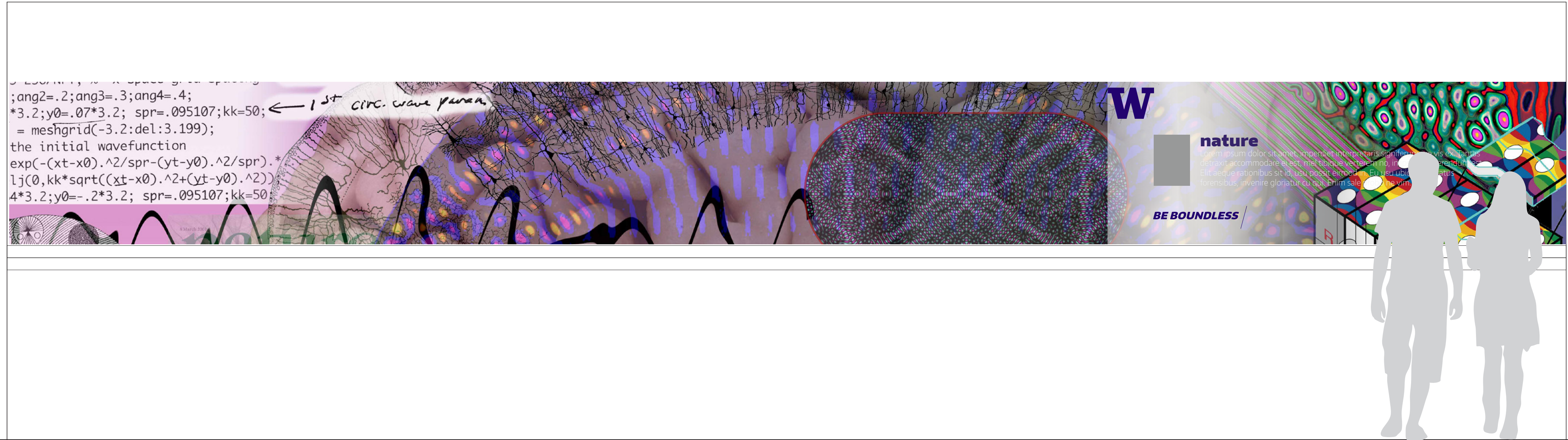
SOUTH WALL ELEVATION



UNIVERSITY OF WASHINGTON
UW Health Sciences
Visual Design & Production

SANDBOX PROJECT
Concept Sketch – Sodium Channel

12/12/14



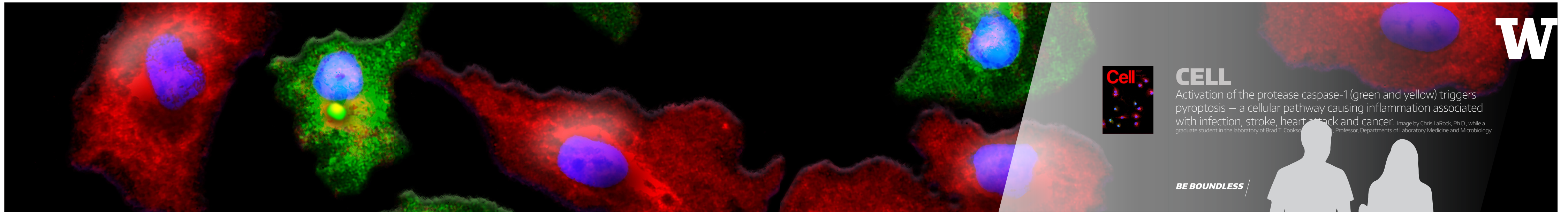
SOUTH WALL ELEVATION



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Visual Design & Production

SANDBOX PROJECT
Concept Sketch – Brain Art

12/12/14



SOUTH WALL ELEVATION



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UW Health Sciences
Visual Design & Production

SANDBOX PROJECT
Concept Sketch – Cookson #2

1/8/15



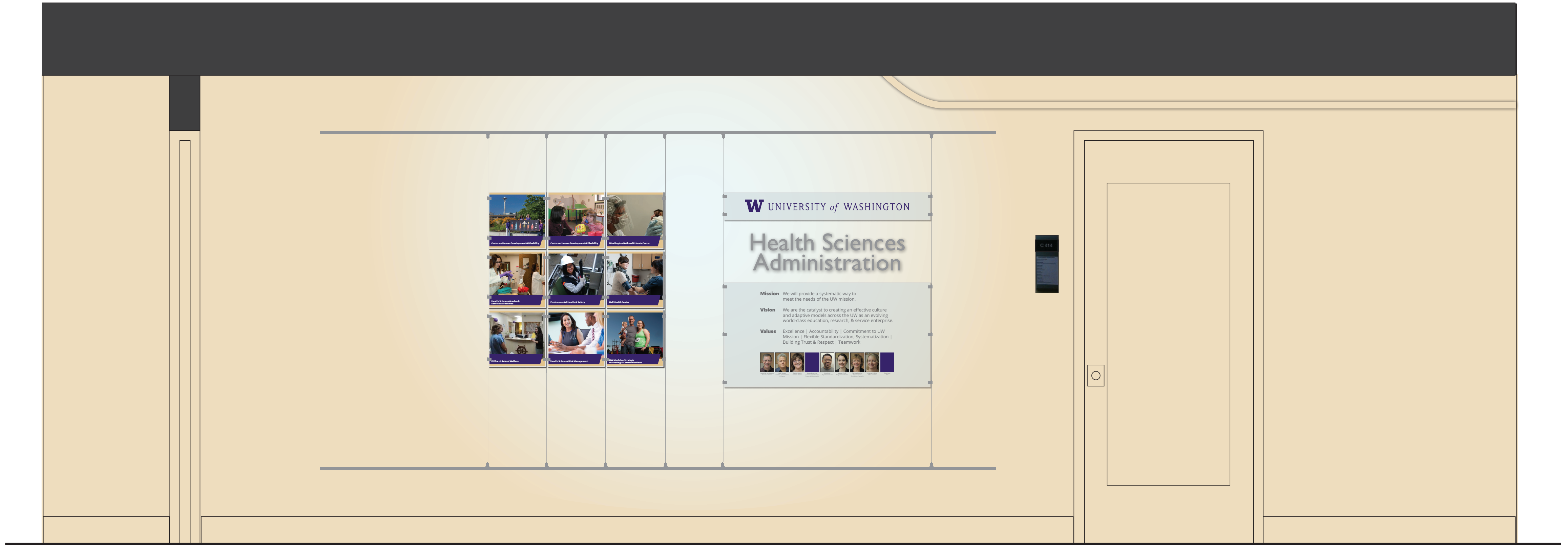
CELL

Activation of the protease cellular pathway causing attack and cancer. Image by Chris
Departments of Laboratory Medicine and Microbiology

W



Branding



HEALTH SCIENCES
VISUAL DESIGN & PRODUCTION
UNIVERSITY of WASHINGTON

HSA Wall Display
Concept Sketch

11/7/14
SJB



W UNIVERSITY of WASHINGTON

Health Sciences Administration

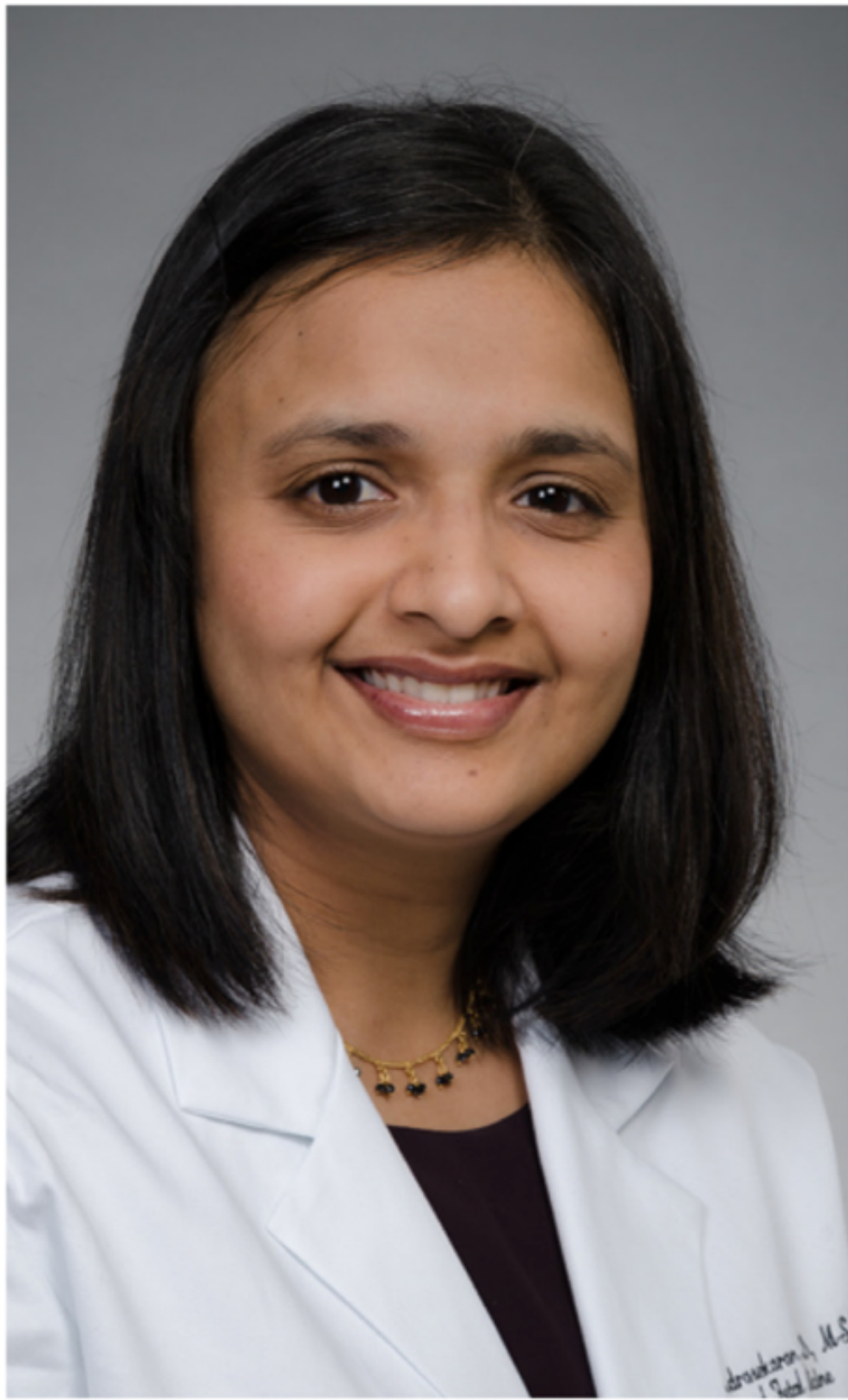
We are a catalyst to:

- Elevate capacity
- Assemble best practices, models & tools
- Maximize impact, deliver value
- Build confidence, sustain achievement
- Support and advance the UW mission



CMK





SUPERVISING PHYSICIAN

Suchitra Chandrasekaran,
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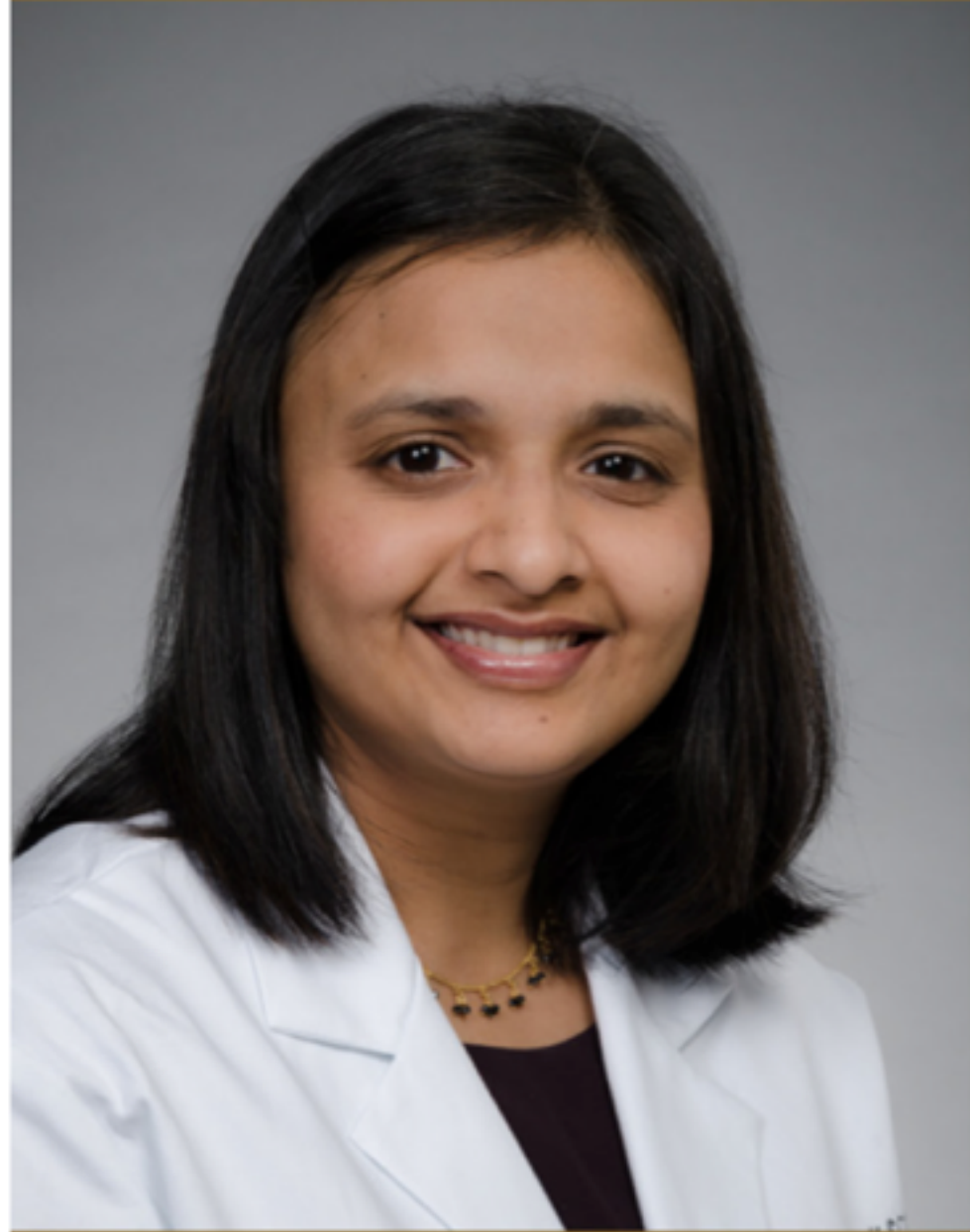
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