

A New Brand for MIT Medical



Now that the COVID dust has (mostly) settled...

The name MIT Medical is out of step with the scope of work we do.

- We're a doctor's office... and much more.
- We're more than just our campus location.
- Because of the pandemic, nearly everyone in the MIT community has interacted with us and has personally experienced the contributions we make — including thousands of people who are not, and will never be, our patients.

It's time to solidify these relationships by building a broader, inclusive brand.





Why “Health”?

It’s inclusive, flexible, and better reflects our work

- Incorporates our expanding footprint in behavioral and public health, wellness, integrative services, and more
- Acknowledges our role in safeguarding the health of MIT — using our expertise to shape the Institute’s response to public health events large and small

Shows that we're here for everyone

- Community members often think that we provide value to them if they get their care here. By shifting from Medical to Health, EVERYONE can immediately recognize the value we provide to their MIT experience.



Why “Health”?

Aligns us with our Ivy+ peers

- None of our peers use “medical” in their brands, and virtually all use “health”

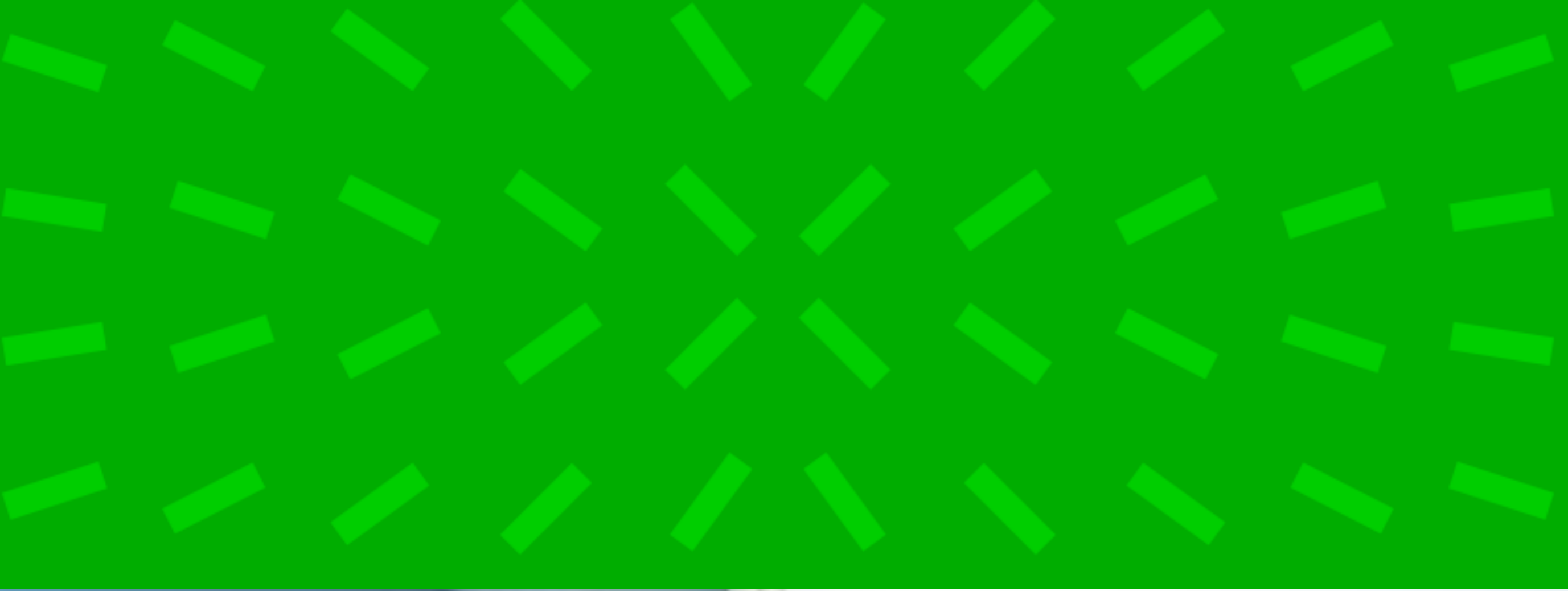
Aligns us with the Boston health care community

- Most have shifted to “health” in core brand (Beth Israel Lahey Health) or in their brand description (Mass General Brigham – Integrated Healthcare System)



MIT is our
identity.





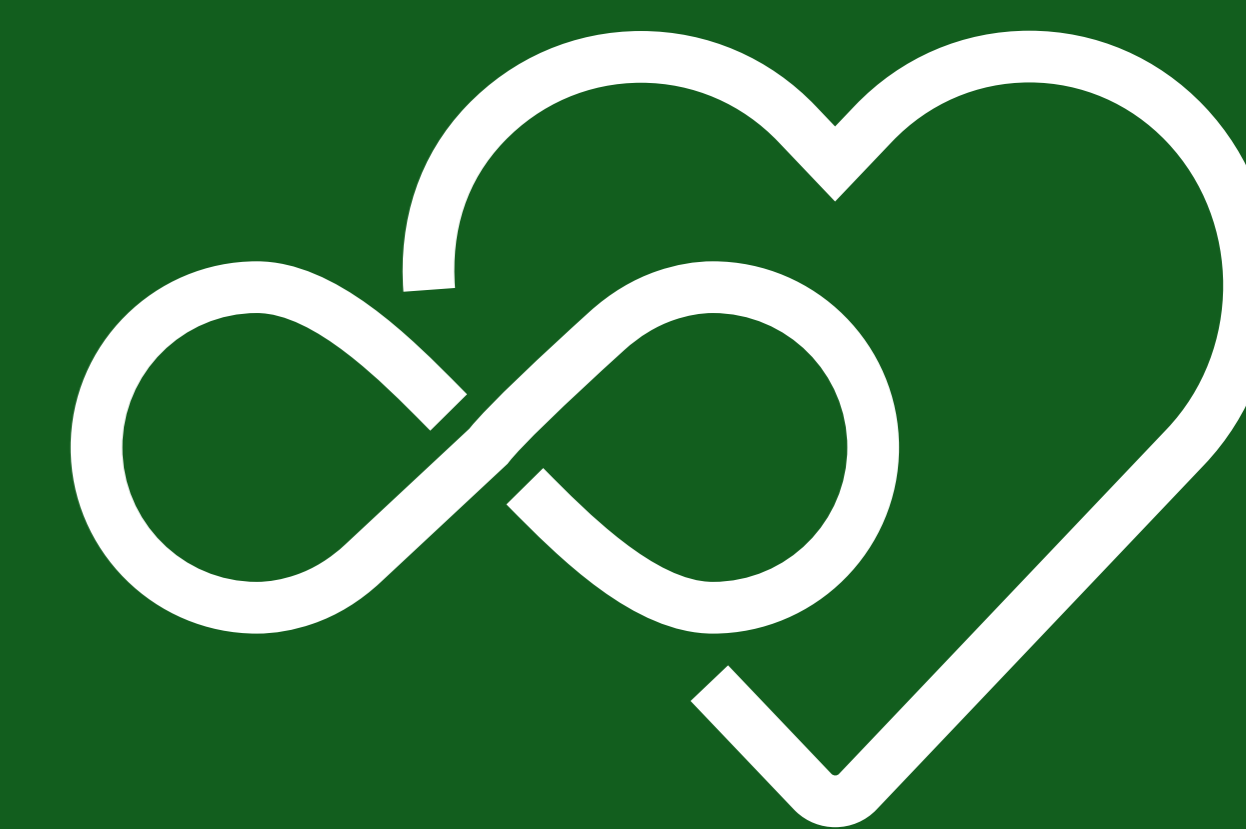
When you are caring
for brilliant minds, it is
necessary to have a heart.

That's why we approach everything we do
with care, compassion and a sincere desire
to serve our MIT community.

We call it...



Infinite caring



Rollout timeline

Fall introductory events

- Sharing the news across large meetings and DLCs
- Signs at flu clinics
- Slides on the Infinite Display

Winter launch

- Phased patient communications over December
- health.mit.edu website cuts over
- Name formally changes during IAP



Help us
spread
the word!





How can you be involved?

- Help us spread the word!
- Join our Ambassador Program

Thank you!

Questions?

Email the brands team at comms@med.mit.edu

