

# Messaging Framework Summary

<b>Key Message</b> <i>Articulation of what you do, what you stand for and how you're different.</i>	<b>EXCELLENCE IN ACTION</b> <p>At Weill Cornell Medicine, excellence is more than just a word. It's a commitment that comes to life at the intersection of clinical care, research and education. Where the world's best doctors come to deliver life-saving treatments backed by trailblazing research. Where research is driven by collaborative teams of scientists and clinicians who bring discoveries directly to patients. And where doctors and researchers come together to train and educate the next generation of medical leaders.</p> <p>Here we are putting excellence in action with an interconnected approach that is changing medicine for good.</p>		
<b>Messaging pillars</b> <i>Broad statements that sum up your critical priorities.</i>	<b>CARE</b> <p>We're putting excellence in action by delivering breakthrough, interconnected and all-in care for our patients.</p>	<b>DISCOVER</b> <p>We're putting excellence in action through dynamic research that fuels powerful change.</p>	<b>TEACH</b> <p>We're putting excellence in action by providing an immersive and empowering education.</p>
<b>Proof points</b> <i>Specific examples that support the messaging pillars.</i>	<b>BREAKTHROUGH</b> <p>We deliver innovative, evidence-based care—and the most advanced treatments—through a clinical approach fueled by pioneering research and partnerships with top-tier research universities.</p> <b>INTERCONNECTED</b> <p>We bring together the world's leading doctors from across disciplines to form coordinated healthcare teams who provide seamless, compassionate and comprehensive care for the whole patient over their whole life.</p> <b>ALL IN</b> <p>We're invested in both our patients and our communities—building real relationships, providing individualized and empathetic care and doing all we can to make that care more accessible to more people.</p>	<b>DYNAMIC</b> <p>We accelerate discoveries by working nimbly and collaboratively—both internally and across affiliated medical institutions in New York and beyond. Our dynamic approach to research brings together the best scientists, clinicians and students to deliver revolutionary breakthroughs, faster.</p> <b>POWERFUL</b> <p>We are bold in our investments in the future of science and health. Unconstrained by the status quo, we are radically innovating new research approaches to tackle the challenges that matter to make the broadest impact on the most lives.</p>	<b>IMMERSIVE</b> <p>Our culture of exploration and inquiry attracts some of the world's most outstanding and diverse students. Located in the heart of New York City, we provide an unrivaled learning environment where students are mentored by world-renowned faculty, gain invaluable experience at some of the city's best hospitals and benefit from the both the local and global connections that come with being part of the Weill Cornell medical community.</p> <b>EMPOWERING</b> <p>We create an atmosphere where all students can thrive. We not only help to relieve financial debt, but also by refining and evolving the academic experience to empower students to focus on what matters most and flourish as exceptional students and physicians.</p>
<b>Personality</b> <p>Characteristics apply across all 3 pillars.  <i>Human characteristics that capture the spirit of our brand.</i></p>	<b>Humanity, Warmth</b> <p>Forging a connection to patients on a personal level</p>	<b>Strength, Power</b> <p>Bold, category leader</p>	<b>Get-it-done drive</b> <p>Energy, urgency, vitality, innovation</p>