

REPORT OF THE TASK FORCE FOR THE SELECTION OF A NEW DEPARTMENT NAME

December 8th, 2000

Dr. Vivek Goel
Chair, Department of Health Administration
University of Toronto
12 Queen's Park Crescent West, 2nd Floor
Toronto, ON
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Dear Vivek:

I am writing on behalf of the Task Force for the Selection of a New Department Name to report back on our activities to date, and our recommendations for the selection of a new Department Name. Members of the Task Force include: Tina Smith (Chair), Helena Axler, Ross Baker, Ruth Corbin, Brian Feldman and Sue Ross.

The Task Force convened in August, 2000 to discuss the process and criteria for selecting a new name. It was agreed by all present that the new name must:

- be recognizable and relevant to alumni and key stakeholders
- encompass the increasing breadth of Departmental activities
- encompass the future focus of the Department, and
- reflect the Department's uniqueness

It was also agreed that the selection process must be perceived as fair and transparent by all Department members, and should provide ample opportunity for all members to participate in the process and bring forward their ideas and suggestions for discussion.

As part of this process the Task Force agreed to:

- review names of similar Departments at other Universities
- call for suggestions for names from Department members
- prepare a short list of names that meet the selection criteria
- consult with the Department and the community on the short list
- recommend 2 names
- conduct a referendum to make the final selection

The Task Force has currently conducted the review (attachment 1), sent out a call for suggestions

for names (attachment 2), and prepared a short list of names for consultation with the Department and the community which included:

- Department of Health Strategies
- Department of Health Management and Research
- Department of Health Care Management, Policy and Research
- Department of Health Care Evaluation, Management and Policy
- Department of Health Management, Policy and Evaluation

Consultations with broader Department and Community were conducted at the November Department faculty meeting and Clinical Epidemiology program retreat. The task force has since met to share the feedback which indicated that the term research should not be included in a Department name as this function can be attributed to all academic units, did not favor the use of the overarching term Health Strategies, and indicated that a variant of the term health or health care management, evaluation and policy might be acceptable. One recommendation was that the name would be more acceptable if it was preceded by an agreed upon honorific such as the Emmett Hall Department of Health Management, Policy and Evaluation. Although it was noted that this would take away the possibility of raising funds for the Department through the sale of the Department name to a donor. However, follow-up discussions with university administration have indicated that the process for selection of a honorary name would be highly political, very time consuming (up to three years) and ultimately rest with governing council, and that they did not recommend such an approach.

Given the above feedback, the Committee recommends the following action:

- ensure that fund-raising for the Department name is made a priority Departmental activity
- prepare a referendum for selection of a Department name using the following 2 names:
 - S Health Strategies
 - S Variant of Health Management, Policy and Evaluation
- or work with a company specializing in the field of naming/branding to further take up the task of name selection. Such companies may be available on a pro-bono basis.

We thank you for the opportunity to work on this very important activity.

Yours Sincerely,

Tina Smith

ATTACHMENT 1

Review of Common Names for Similar Departments

- Health Administration/Health Care Administration/Health Services Administration
- Health Administration and Policy
- Health Administration Studies
- Health Administration and Human Services
- Health Care and Epidemiology
- Health Care Management
- Health Care, Organization and Policy
- Health Management and Policy
- Health Policy and Administration
- Health Policy, Management and Behavior
- Health Services
- Health Services Management and Policy
- Health Services Research and Policy
- Health Systems Management
- Policy Analysis and Management

ATTACHMENT 2

Suggested Names

- Health Care Research and Administration (3)
- Health Organization, Policy and Evaluation
- Health Policy, Management and Evaluation (3)
- Health Management, Policy and Evaluation (2)
- Health Services Management, Policy and Evaluation
- Health Services Management and Policy
- Health Services and Policy Research
- Health Services Research, Management and Policy
- Health Services Analysis
- Health Services Management
- Health Services
- Population Health Sciences
- Epidemiology and Health Administration
- Evaluation and Management
- Public Health Sciences