

Value Proposition

- Common themes across all clusters (except EVMS) include:
 - i) U of T's reputation seen as an important contributor to value proposition and a market differentiator
 - ii) CEPD expertise
 - iii) On-line web-based CEPD management (EVMS)

Missing in the Value proposition:

1. The potential for CEPD to be a powerful agent and partner in transforming health care in Ontario.
2. That CEPD is a leader in the use of new technologies in delivering education.
3. Our role in bringing together KT, QI and PS.
4. Quality Improvement in CEPD.
5. Communities of Practice.
6. Leaders in Program Evaluation.
7. Leaders in Continuous Interprofessional Education.
8. Leaders in work-based CEPD.

Channels

| Accreditation | Event Management | Administration | Program Development | InfoServices (EVMS) | Research |
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| Telephone Face-to-face Website Email blasts Annual report Accreditation reports Presentations at national/international conferences Invitations, peer-reviewed publications High-stakes presentations to key stakeholders (i.e. CPSO, faculty meetings) Communication through development of programs that meet specific educational needs | E-marketing Referrals/word of mouth Accreditation inquiries (Karma) Person-to-person (telephone communication/f2f interaction onsite) Annual report Exhibiting posters at conferences Other meetings (e.g. GBA, CEAC, Deans Executive, All Chairs, Clinical Chairs etc.) Open houses Placing advertisements in journals Tourism Toronto Direct-mail brochures (snail-mail) Fax | Email Policy updates in daily CE Breeze announcements One-on-one discussions (in person or via phone) Internal transfers GBA meetings Financial subcommittees Weekly status meetings (all CEPD staff) Monthly budget revision meetings | Email Word of mouth Presentations at conferences Networking Website | Email (blasts, mobile messages) Annual report Blog Twitter, Facebook Advertising Communities of practice, Networking via CHE conferences, trade shows, EVMS Open house Meetings with other administrators Marketing package Dedicated section on website FUTURE: Sponsoring CPD events, User testimonials, Promoting the product itself, YouTube, Hard-print marketing E-brochures | CEPD Website/blog/email Annual report Word of mouth/informal communication, Professional societies (through presentations at annual meetings) JCEHP Committees (CED&L, RICE) SACME, CCME Publications Teaching workshops |

- Over-reliance on person-person communications, presentation at meetings/conferences – very expensive and small outreach
- Need to differentiate internal from external communications