

Answers to questions about the naming of The University of Toledo Medical Center



In July 2006, The University of Toledo merged with the Medical University of Ohio, creating a “new” University of Toledo. The merger resulted in a combined institution that is greater than the sum of its parts. While the academic programs on the Health Science Campus are referred to as “The University of Toledo” insert program name here, the name reference to the clinical enterprise should be “The University of Toledo Medical Center.”

1. **Why was The University of Toledo Medical Center selected as the new name?**

The use of the phrase “University of Toledo” positions the clinical enterprise of the institution as a part of The University of Toledo in the minds of others. It also aids in clinical faculty and staff identifying themselves with the newly merged institution.

2. **Will it be expensive to institute this change?**

The transition to the new name will be done in as cost-effectively as possible. There are a number of elements that are affected, and each will be reviewed and prioritized.

The Web site, for example, is quite simple and inexpensive to update. Stationery and forms will be changed as clinical departments need to restock.

Other items to consider include building and campus signage, vehicle identification and collateral and promotional materials.

3. **When do we start calling ourselves The University of Toledo Medical Center?**

UT’s clinical enterprise will now be known officially as The University of Toledo Medical Center. It is acceptable in informal communication to continue to refer to our hospitals and clinics as “University Medical Center,” “UT Medical Center” or “UTMC.”

4. **Should we use UTMC as an acronym?**

UTMC will be acceptable in certain instances, such as informal communications (e-mail and internal newspaper articles). As the acronym gains recognition, it may become acceptable to use in other applications.

5. **How should I answer the phone?**

If you work in a clinical area, you should answer the phone “University of Toledo Medical Center insert office name here, this is insert your name here,” or “UT Medical Center insert office name here, this is insert your name here,” or “UT Medical Center insert office name here.”

6. **How about our Internet Web pages?**

The Internet pages will be changed from “umc.utoledo.edu” to “umtc.utoledo.edu.” The URLs containing “umc” will automatically redirect to the new page. This change will be effective by Nov. 21. The high level and most used Web pages that reference University Medical Center are currently being updated to reflect the new name to UTMC quickly.

7. **What happens to the logo?**

The institution launched new logos for both The University of Toledo and the University Medical Center in August 2006. As a result of this name change, a new logo has been developed to incorporate the enhanced medical center name.

8. **Where do I get access to the logo?**

The logo is available online at <http://monitor.meduohio.edu/depts/mktandcom/>.