



Clinical Integration Update



July 1, 2021

Good morning,

Today is a historic moment for the Brody School of Medicine, Vidant Health and the communities we proudly serve as the dual leadership role of the dean of the Brody School of Medicine and CEO of Vidant Health begins.

This is the beginning of a shared leadership structure for our organizations as we embark on a path toward clinical integration and ultimately, the creation of a distinct academic health care brand. The ECU-focused brand will represent the highest quality of care for patients, an intense focus on research and our shared commitment to train the next generation of highly skilled and compassionate health care professionals.

We are fortunate to be entering into this moment with a clear, strong commitment to the health of eastern North Carolina by both organizations. The commitment for the betterment of our communities is embedded in what we do every day. This next chapter will create opportunities for us to collaborate in a new way that will heighten the delivery of our shared mission.

Importantly, and we will continue to reiterate, there is no transfer of assets or employees. There are no changes to employment other than the roles of dean and executive dean. We are simply beginning the work to clinically integrate and create a new academic health care brand for the East.

We appreciate the comments, questions and ideas shared since last week's announcement. While we do not have all the answers at this point, please continue to ask questions and get involved in the discussions. Our future success will be the result of listening, learning and working together toward a single goal and we will need your help.

To be successful, we will need to work in collaboration with you – team members, faculty members, staff and medical students – to build a stronger culture and academic/research/learning enterprise all in an effort to improve access and delivery of care. Our long-term success in our strategic planning and joint research strategies will require your involvement and we will leverage your voices and expertise to get this right.

We look forward to the work ahead and will keep you informed of our progress along the way.

Thank you for what you do each day to further our mission and for all you do to improve the health of eastern North Carolina.

Sincerely,

Dr. Philip Rogers, Chancellor of East Carolina University

Dr. Mike Waldrum, Dean of the Brody School of Medicine and Chief Executive Officer of Vidant Health