



UAB Center for Palliative and Supportive Care

Website and Communications Evolution

About CPSC

Established in November 2000 by UA Board of Trustees

Mission

The UAB Center for Palliative and Supportive Care serves patients and families experiencing serious illness by providing compassionate clinical care, demonstrating leadership in teaching health professionals and trainees, conducting collaborative research, and influencing health care delivery and public policy.

Vision

To become an international center of excellence in the field of Palliative Medicine through personalized care, innovative approaches and the sharing of expert knowledge.

Core Values

BY ACCEPTING OUR MISSION, WE ARE COMMITTED TO UPHOLDING OUR CORE VALUES OF:



Serving with integrity and compassion



Innovating through education and research



Leading through advocacy and influence

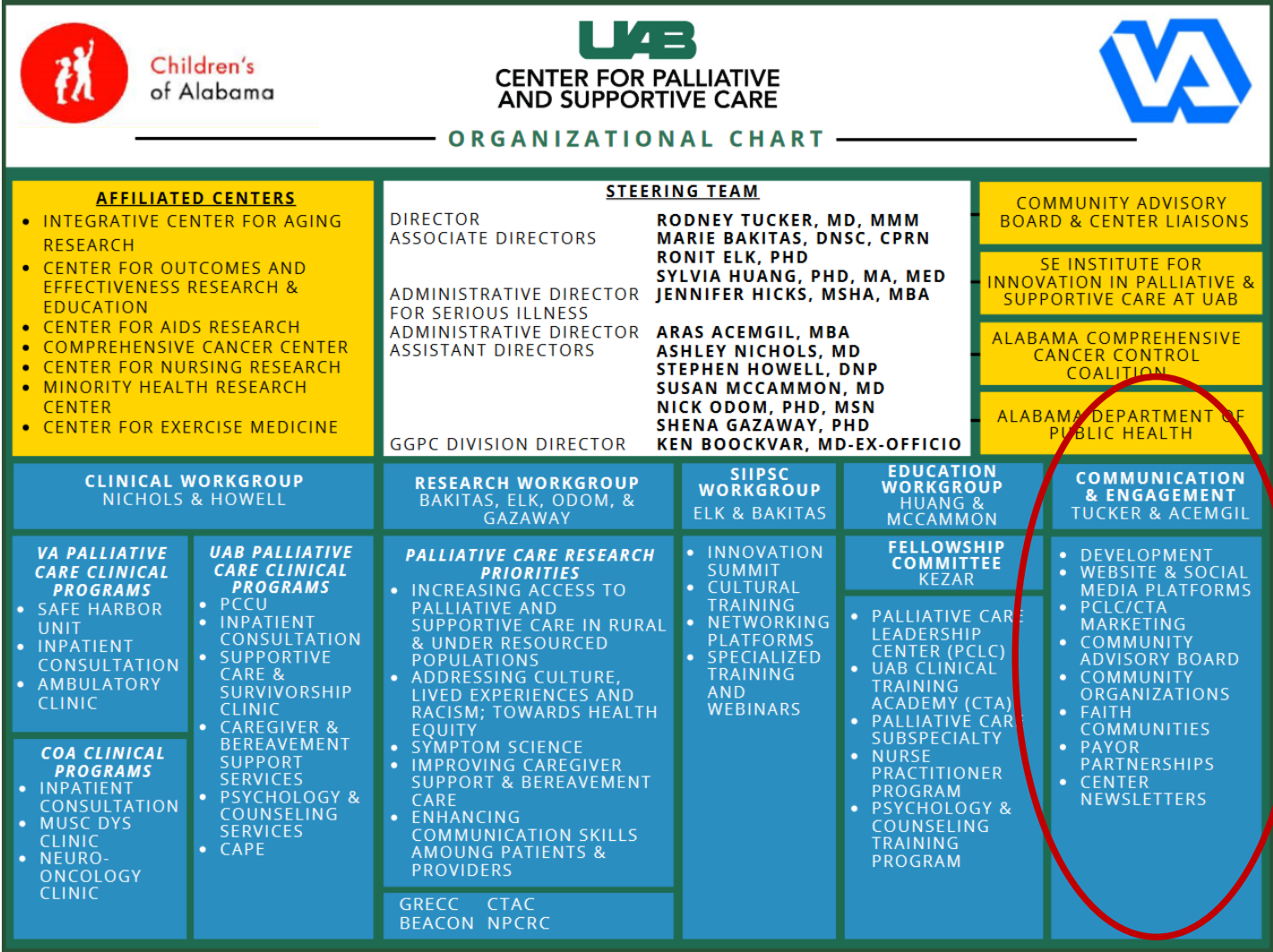
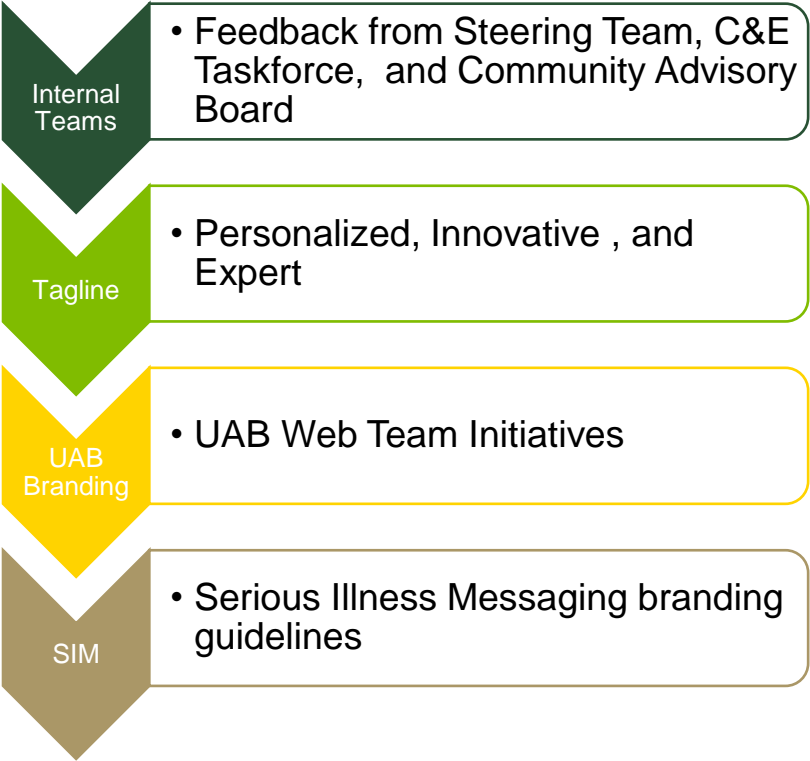


Caring through collaboration and interdependence



Sustaining through community and collegiality

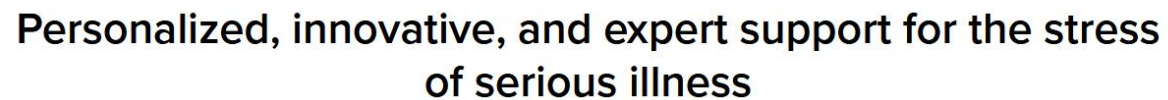
CPSC Organizational Structure



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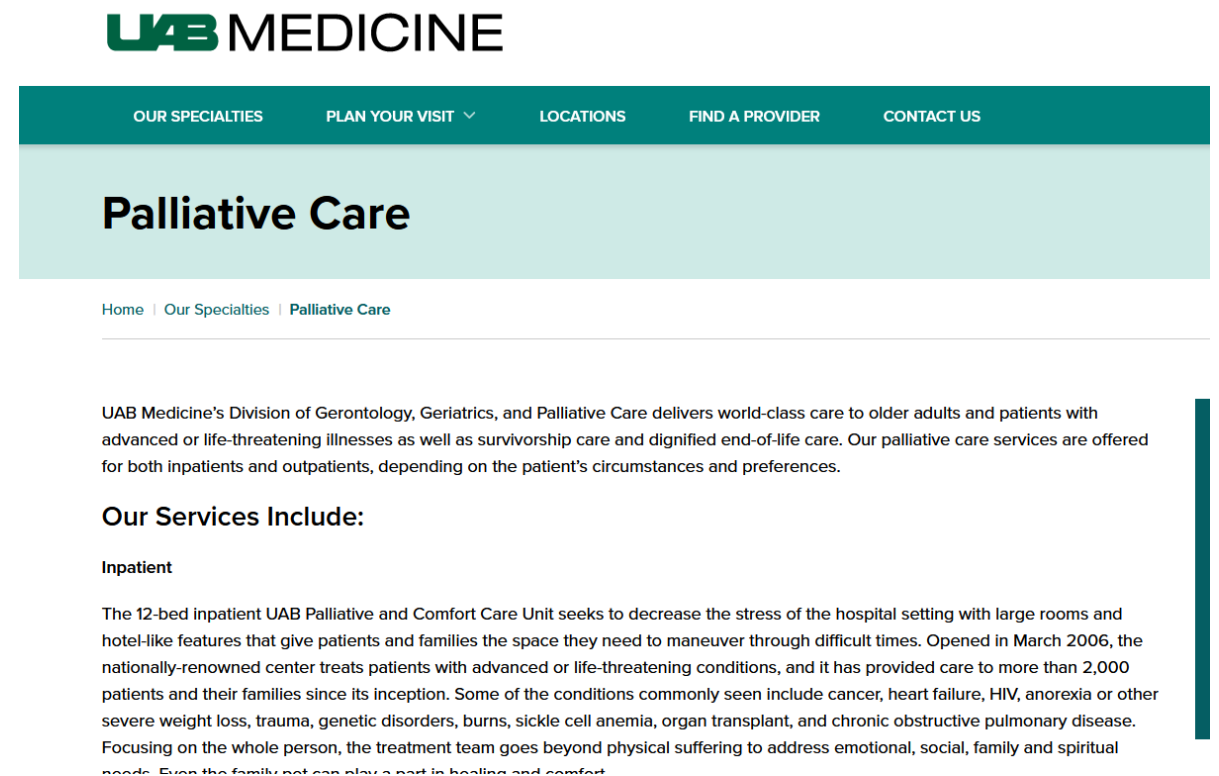


For Questions Contact:



Challenges

- Institutional barriers:
 - Frequent website updates
 - Analytics
 - Matrix institution: UAB Medicine website
 - Consistent messaging between all communication platforms





Thank you!