



Dear Einstein Community:

This is a transformative moment for Einstein. The groundbreaking generosity of Dr. Ruth Gottesman makes this an ideal time for us to begin work on our new Strategic Plan. The planning process will guide us toward a vision for Einstein that addresses our strengths, opportunities, and concerns in the context of the rapidly changing medical education and healthcare landscape. The Strategic Plan will serve as a blueprint for our activities going forward, and achievement of its goals will be carefully measured on a dynamic basis. The process will be divided into three phases.

1. Building the Foundation: stakeholder interviews and focus groups; review of existing materials and benchmarking data, to generate the major components of the strategy
2. Fleshing Out the Strategy: work groups to flesh out the components of the strategy
3. Building Out the Strategic Plan and Preparing for Implementation: development of the final strategic plan

We will involve a broad representation of Einstein faculty, alumni, staff, students, trainees, and community members in this effort. We will keep you apprised of progress. If you have suggestions about the content of the Strategic Plan, let us know at StrategicPlan@einsteinmed.edu.

We are excited to work with you toward building on the strong foundation of our institution to decide where to invest our energy and resources going forward to create an Einstein of unparalleled excellence and inspiration.

Warm Regards,

Yaron Tomer. M.D.

The Marilyn and Stanley M. Katz Dean

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