



Albert Einstein College of Medicine

Use of the Einstein Name Policy

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I. Purpose

This policy is designed to preclude misuse of the Albert Einstein College of Medicine (“Einstein”) name as it relates to connecting Einstein with the activities of employees, faculty and students.

II. Scope

This policy applies to all current and former employees, faculty and students of Einstein.

III. Policy

A. FACULTY AND ADMINISTRATIVE TITLES

- 1) Individuals may use their faculty titles for identification for scholarly or educational purposes. Such identification may not imply institutional support or endorsement.
- 2) Use of a faculty title in connection with any political, community, or philanthropic activity must clearly indicate that it is solely for identification purposes and does not imply institutional support or endorsement.
- 3) Use of a faculty title for any commercial purpose is not permitted. A faculty member may not use his or her academic title or appointment for purposes of advertising any private, professional or commercial activity or practice in newspapers, online outlets, television and radio, telephone yellow pages or other directories, fundraising journals, or the like.
- 4) The proper format for use of faculty title is: name, professorial rank, academic/administrative title (if any), department name, Albert Einstein College of Medicine.

Faculty members who have hospital appointments with an Einstein-affiliated institution may as appropriate identify themselves for the purposes indicated above by their academic or hospital title(s) or both. Where such identification relates to patient care, it must be used in ways consistent with the guidelines governing clinical departments (See section B below). In addition, use of their titles by faculty members on the payroll of affiliated institutions must comply with the terms of the Einstein affiliation agreement with their institution.

B. CLINICAL ACTIVITIES

For those affiliates outside the Montefiore Health System: Clinical activities and services that relate to one or more affiliated institutions must not use the Einstein name in any way that creates the impression that Einstein and its affiliate(s) constitute the same legal or fiscal entity or that one institution is responsible for the actions of the other. Full and fair disclosure is the objective. Printed materials may not, therefore, use the names of both Einstein and another institution without prior review and approval by the office of the dean of Einstein. Within these requirements, the following guidelines apply.

1. DEPARTMENTAL STATIONERY

- a) Stationery with an Einstein letterhead (i.e., with Einstein’s name and address printed at the top) may list the names of one or more affiliated hospitals, clearly identified as such, elsewhere on the page.
- b) The letterhead of an affiliated hospital may display the Einstein name below it only where it clearly indicates the nature of the affiliation to Einstein (e.g., Hospital ABC, an affiliate of the Albert Einstein College of Medicine) in accordance with the pertinent affiliation agreement.
- c) A letterhead may use the Einstein name with another institution in parallel only with regard to an administratively unified department, division or program, and only with prior review. and approval by the office of the dean.

Albert Einstein College of Medicine
Hospital
Department
XYZ

2. DEPARTMENTAL CLINICAL PRACTICES AND PROGRAMS

- a) The practice or program may use the Einstein name in its title (e.g., Einstein Faculty Practice Plan; Einstein Medical Associates) if the practice is conducted or directly supervised by Einstein, with all the revenue from such practice turned over to Einstein. Such usage requires prior review and approval by the office of the dean.
- b) A clinical practice plan, operated and managed by or through an affiliated hospital and staffed by those holding Einstein faculty appointments, may refer to its relationship to Einstein only upon written authorization by the office of the dean. Such authorization shall be encompassed in a written agreement that shall, among other terms:
 - i) Provide exactly how and when reference to Einstein is permitted,
 - ii) Include a description of the nature and scope of the teaching obligation to Einstein being undertaken by the practice plan,
 - iii) Specify liability and hold harmless provisions,
 - iv) Outline the terms of the financial obligation to Einstein being undertaken by the practice plan, and
 - v) Provide that such authorization shall be withdrawn under specified conditions or failure to abide by all the terms of the agreement.

3. RESIDENCY PROGRAMS

Residency programs may use the names of both Einstein and the appropriate affiliated hospital(s) only in accordance with agreements reached between Einstein and the affiliate. Care must be taken that the separate identity (e.g. logo) of each institution remains clear.

C. OTHER USES

1. CENTERS, INSTITUTES AND PROGRAMS

A program or activity, including but not limited to interdisciplinary or interdepartmental centers or institutes, is authorized to use Einstein's name only when:

- a) It has been established in accordance with Einstein's procedures for approving such an entity, or
- b) It has been given special permission by the office of the Dean, as, for example, may be required in connection with grant funding.

2. DEPARTMENTAL ALUMNI ASSOCIATION

Such a group may use the Einstein name provided that the appropriate department chairperson reviews and assumes responsibility for its policies and activities and recommends to the dean's office that approval be given. Approval, if given, will generally include a periodic independent audit of the group's financial operations.

3. NONPROFESSIONAL SPECIAL PURPOSE GROUPS

Any group of faculty, staff, or students that organizes itself to fulfill any objective other than the teaching, research and patient care activities of Einstein itself (e.g., Einstein Physicians Against the Bomb) must always indicate that use of the Einstein name is for identification purposes only and does not reflect institutional approval, sponsorship, or support of the activity or position in question.

D. DESIGN AND USE OF INSTITUTIONAL LETTERHEAD

- 1) A Use of the institutional letterhead should be restricted to communications that pertain to Einstein business or related academic purposes. Accordingly, institutional letterheads may not be used for personal communications, including but not limited to such things as letters to the editor, solicitations for charities, political endorsements or petitions, commercial endorsements or advertisements, or correspondence relating to volunteer work. Use of one's academic title is, however, permitted in any of those communications as part of the faculty member's signature for identification purposes, subject to the restraints outlined in this policy.
- 2) Inclusion of the name(s) of any other institution or organization as part of the Einstein letterhead requires approval by the office of the dean.

E. FUTURE MODIFICATIONS

The office of the president or its designee may from time to time approve modifications to the general policy when in its sole judgment it is in Einstein's interest to do so.

F. COMPLIANCE

All existing uses must be brought into compliance with this policy by no later than three months after it becomes effective.

For guidelines on use of Einstein logos and artwork, go to <https://www.einsteinmed.edu/intranet/branding-zone/>.

IV. Definitions

None.

V. Effective Date

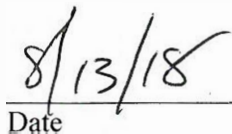
Effective as of: 20 July 2018

VI. Policy Management and Responsibilities

The Responsible Office under this policy is the Office of Communications and Public Affairs. The Responsible Executive is the Associate Dean for Finance and Administration. The Responsible Officer for this policy is the Associate Dean, Communications and Public Affairs.

VII. Approved (or Revised)


Responsible Executive


Date