UHealth Earns Top Recognition Among National Health Care Brands

UHealth – University of Miami Health System is among the top health care brands in the nation for employment (No. 1), humanistic branding (No. 8) and most trusted brands (No. 14), according to Monigle, one of the country’s largest independent brand consultancies.

UHealth – University of Miami Health System

For the past six years, Monigle has analyzed health care data, producing an annual report that provides various insights into how brands and their audiences interact. This year’s report, “Humanizing Brand Experience Volume 6: Healthcare Edition,” shows Miami as the top city in the nation for health engagement with an index of 126, followed by Gainesville and Charleston, South Carolina, with indices of 123 and 122, respectively.

National Excellence in Employment, Humanism and Trust

George Velazquez earning employee recognition with his
To merit the top rank in health care brand for staffing, UHealth makes sure its nearly 15,000 employees – made up of physicians, nurses and other support staff— are valued and engaged within the health system. Programs such as work flexibility, promotional opportunities and recognition have allowed significant retention of employees while attracting many world-renowned physicians and researchers who are considered among the best in their field.

“These top national rankings are a testament to the amazing community we continue to build at UHealth,” said Alison Mincey, J.D., Chief Human Resources Officer for the University of Miami, UHealth and the Miller School of Medicine. “From setting the standard in employment to raising the bar of what an academic medical system should be, UHealth is constantly at the forefront of medical excellence with even more to come.”

UHealth humanizes its brand experience by ensuring that its health care is patient-centered, with world-class care. The health system also engages patients with community events, support programs and follow-up care. Programs like the IDEA Exchange, Dade Country Street Response and medical mission trips further show UHealth’s commitment to underserved communities. This not only makes UHealth an optimal system for employees and patients but positions it to be a trusted brand
focused on academic medicine.

UHealth satellite clinic at Doral.

Patients of the health system are provided care by leading physician-researchers who collaborate on new therapies developed at the Miller School of Medicine. Leading Florida with more than $175 million in National Institutes of Health funding, UHealth provides patients with a high level of care they can trust in more than 100 specialties throughout Miami, Broward, Collier and West Palm Beach counties, with nearly three dozen satellite clinics. Providers at UHealth are established experts in their fields, leading clinical studies and serving as reputable, trustworthy health spokespersons in local and national news outlets.

These recognitions further amplify UHealth’s dedication and ongoing work toward its mission. The future is bright as the health system continues to expand its delivery of academic care to more patients, with a new transformational cancer research building and two new multistory medical centers in Doral and SoLe Mia in the works. All of which are possible due to the dedicated individuals that make up the health system’s medical ecosystem.

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