UBMD—has been driven and guided by dedicated, thoughtful faculty,” he says. “The economies of scale, efficiency of management and operations, and ability to measure and monitor the quality of clinical practice outcomes make this an exceedingly worthwhile venture.”

“This will enable recruitment and retention of the best clinical faculty, fill current gaps in clinical services and promote the image and identity of our faculty and our clinical mission,” says Cain. “UBMD will be a robust and efficient academic health center program that is destined to improve the public health of Western New York and beyond.”

Plans for a consolidated practice began to take shape on December 5, 2005. The medical school launched the “UBMD” brand at a news conference that day, which featured Dunn modeling the first UBMD-embroidered lab coat. UB physicians in the audience received the coats, plus label pins, lanyards, clipboards and mugs stamped with the new logo.

Dunn established a strategic planning group the following November to study the steps needed to bring the 18 separate clinical practices under one UBMD umbrella. At the group’s meeting in February 2007, he appointed a 13-member project team, led by Dubowsky, charged with developing a governance and organizational structure for a unified practice.

Eight months of meetings and negotiations later, the team submitted its proposal to the full strategic planning committee in September, which approved it unanimously.

The proposal then was submitted to the Faculty Practice Management Plan (FPMP) Governing Board, an independent 19-member body composed of elected representatives from each clinical department and one member from a basic-sciences department, which approved the plan in principal that November.

The 31-member group—which is composed of the 18 clinical department chairs or their designees, three FPMP members, six at-large members elected by the full clinical faculty, one basic sciences chair, plus President John B. Simpson, Dunn and Cain—then began working on the first phase, set to be completed in the coming months.