Imagine MUSC 2020 gains new strategy chief

By Mike Hayes

Corporate jargon: You hear it in meetings, read it in newsletters, on agendas. Terms like "strategic optimization," "institutional alignment," and "cascading communications" often disguise the million-dollar issues of VBIs in expensive suits hooded behind wood-paneled lofts, sipping each other on the back while they theorize and strategize. But that type of stuffy business language is exactly the opposite of what we want to do, which is to inform, bring together and rally an entire organization around our mission, said Darlene Shaw, 74, who was recently named chief strategy officer for the medical center and will be responsible for implementing and moving important enterprisewide initiatives forward.

"The mission of Imagine MUSC 2020 is to be a leader in medical education, both in terms of the medical education that we’re providing and in terms of the research that we’re doing," she explained.

MUSC’s mission — its core purpose — is "to preserve and optimize human life," said Shaw.

One of the primary areas of focus for Imagine MUSC 2020 is the strategic plan, which was developed over the past year and includes initiatives such as the establishment of a new business school, the expansion of the medical school, and the development of new research programs.

"The strategic plan is a roadmap for how we’re going to achieve our mission," Shaw said. "It’s an important part of our strategic planning process, and it’s something that we’re going to be working on over the next few years."