



Our brand values

LEADERSHIP

From outstanding patient care and research, to the education of tomorrow's health professionals, UNMC is a leader in health care. This trait lets us provide strong guidance and direction to people throughout the world.

COMMITMENT TO EXCELLENCE

UNMC faculty, staff and students are known for their desire and drive to excel. With hard work and commitment, we can be the best for our community, employees, students and those in our care.

TRUSTED RESOURCE

Reliable and steady, UNMC is trusted by Nebraskans and people across the country. We are a resource for Nebraska and the world.

TEAMWORK

UNMC faculty, staff and students have a reputation for their spirit of cooperation and teamwork. We work together for the best possible outcomes.

VITAL

Thank 'U' Program



Human Resources | Employee Relations

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The Vital Thank 'U' program

Leadership. Commitment to Excellence. Trusted Resource. Teamwork.

These are the values that come to mind when we think of UNMC. These are the qualities that make UNMC vital to our community.

Conversely, it's these qualities in you, our employees, that make you vital to UNMC and it's mission in research, education, patient care and outreach.

The enhanced Vital Thank 'U' program rewards employees who demonstrate these values in their day-to-day work.

How the program works

As you send fellow employees Vital Thank 'U' awards for excellent service, you check a box that correlates with the brand value the recipient demonstrated.

Employees who receive the awards will get a brand value Thank 'U' card along with a UNMC medallion, which can be redeemed for gift cards and other services. Employees are eligible to receive multiple pins under each value.

Once an employee receives six Thank 'U' awards for a particular brand value, he/she will be sent a "Vital Pin" to recognize his or her continued demonstration of that value. The first time an employee receives a "Vital Pin" he/she also will receive a "UNMC Vital Lanyard" where to affix the "Vital Pin."



The Vital Thank 'U' program aims to:

- Recognize employees for their demonstration of our brand values; and
- Raise awareness of how often these values are on display in our day-to-day activities.

Each calendar year, an employee can send 12 Vital Thank 'U' awards and redeem 10 medallions.

If you have any questions please e-mail HR-Employee Relations at employeerelations@unmc.edu.