

Divisions and virtual physiology departments

The evolving face of physiology on campus

Jonathan Geiger and David Pollock

Threats to physiology departments?

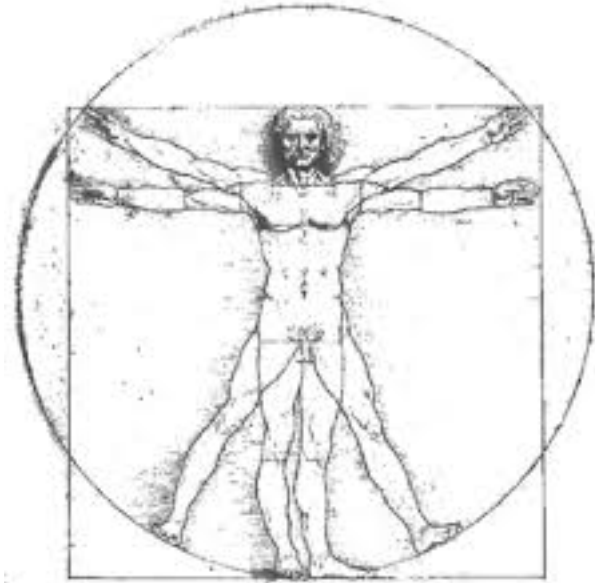
- Basic scientist in clinical departments
- Basic sciences taught by clinicians
- PCL taught by clinicians
- Growth of centers and institutes
- Poor image of physiology as a discipline
- Voodoo economics

The result

Fewer Physiology Departments

Is this the IMAGE of physiology?

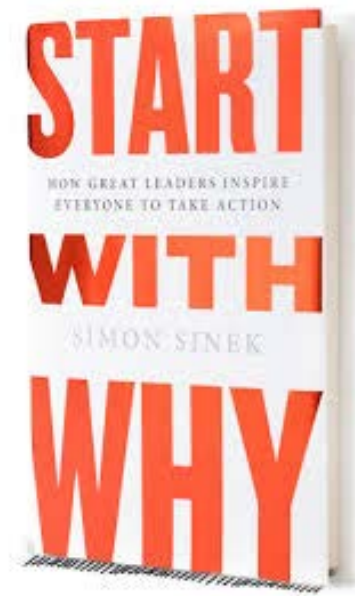
- Old fashioned
- Not innovative
- Not mechanistic
- Descriptive
- Incremental



OR

- The science of medicine

“People don’t buy what you do
they buy why you do it”



Simon Sinek, Author

Why.....

- Merge departments
- Have smaller/larger departments
- Form specialized centers and institutes
- Have basic scientists in clinical departments
- Form local physiology networks and chapters
- Have combined graduate school programs
- Is physiology important

6 things my dean needs to understand

1. - They must have a clear reason – why do it!
2. - The (supposed) reasons....aren't (break down silos, cost savings, a consultant told us to,...)
3. - Don't trust consultants!!!
4. - Trust consultants!!!
5. - Once the changes start, do not back off
6. - Why... not what or how