

Introducing the University at Buffalo Clinical and Translational Science Institute

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UB-led consortium that earned prestigious National Institutes of Health grant moves into a new phase

In August of 2015, a University at Buffalo-led consortium of Western New York academic, health care and research institutions and community partners won a prestigious \$15 million award from the National Institutes of Health to help expedite the translation of basic biomedical research in the region into practical health care benefits for the community.



A well-placed Buffalo News story put the spotlight on UB's Clinical and Translational Science Institute.

As of February 2017, that entity will be known as the University at Buffalo Clinical and Translational Science Institute (CTSI).

The new identity was first revealed in [a profile of the CTSI published by The Buffalo News](#) on January 29. It was formally introduced to the UB community during the 2017 State of the School address delivered by Vice President for Health Sciences and Dean of the Jacobs School of Medicine and Biomedical Sciences Michael E. Cain, MD, and in [a story that ran in UBNOW](#), the home of campus news for the university.

The adoption of the new name and visual identity is intended to represent the collaborative and scientific mission of the institute. The CTSI's new logo features the UB logo and is consistent with the [new brand and identity strategy](#) launched by the university in 2016. The announcement is coupled with the launch of the [@BuffaloCTSI](#) Twitter account, which will provide updates on developments at the CTSI and in translational science generally.

Advancing research discoveries to improve health for all [@UBuffalo](#) [@BNMC](#)
[@ncats_nih.gov](#) [pic.twitter.com/Ru7kEuMghs](#)

— UB CTSI (@UBuffaloCTSI) [February 3, 2017](#)

"The change in our name to the Clinical and Translational Science Institute is a better reflection

of the innovative clinical and translational work we are engaged in," said Timothy F. Murphy, MD, SUNY Distinguished Professor in the UB Department of Medicine, senior associate dean for translational research in the Jacobs School of Medicine and Biomedical Sciences, and the institute's director. "It is intensely focused on groundbreaking research, new discoveries and providing patients with access to innovative, new treatments and therapies."

The tagline for the CTSI is: *Advancing research discoveries to improve health for all.* "This statement fully reflects the CTSI mission," said Murphy. "There have been unprecedented advances in medical research in the last few decades, but it takes too long to translate those discoveries into tangible health benefits. The Buffalo CTSI embodies a regional commitment to maximizing the return on our area's investment in medical research, based on the principle that the best health care goes hand in hand with the best science."



Introducing the University at Buffalo Clinical and Translational Science Institute (CTSI).

RELATED LINKS:

["WNY's quiet plan to breed new medical discoveries,"](#) Buffalo News, Jan. 29, 2017

[Jacobs School of Medicine and Biomedical Sciences 2017 State of the School Address](#)

["UB introduces Clinical and Translational Science Institute,"](#) UBNOW, Feb. 3, 2017

[University at Buffalo branding and identity strategy](#)

["NIH awards UB \\$16 million clinical and translational science grant,"](#) UB News Center, August 13, 2015

[National Center for Advancing Translational Research](#)

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