

## What's in a name?

P Vernon van Heerden and John A Myburgh

The article<sup>1</sup> by Ron Trubuhovich in this issue of the Journal (page 328) regarding the name of our specialty and new college is timely. In his inimitable fashion, Trubuhovich describes the history and provenance of the words we commonly use to describe our specialty, our workplaces and ourselves. So much for what has been, but what of the future?

In the process of separating from the Australian and New Zealand College of Anaesthetists and the Royal Australasian College of Physicians, the Joint Faculty of Intensive Care Medicine (JFICM) has had to consider many aspects of the specialty's future. Not least is the name of the proposed new college. To set up the entity that is to become the new college, the JFICM Board was required to register a company, not limited by guarantee. This had to be done with some dispatch to allow the process of establishing the new college to proceed.

In consequence, the Board, after discussion and due process, chose the name for the new entity. It is to be the College of Intensive Care Medicine of Australia and New Zealand, or CICM(ANZ). This name was decided for a number of reasons, including:

- Some other suitable names had previously been registered by other individuals and bodies and were unavailable to us, specifically those commencing "Australian and New Zealand ..." and "Australasian ..."; and
- "(ANZ)" was maintained to fulfil the parochial aspirations of some — common usage would determine how often the ANZ part of the name was used or whether it would be included in the postnominals.

Announcement of the name of the new college resulted in a fair amount of email traffic, especially in New Zealand, where the JFICM Board was accused of acting peremptorily in this regard. We were delighted that such discussion was engendered — a vocal dynamic fellowship is what we all wish for. In response to the discussion and comments by fellows regarding the name of the college, it was decided to carry out an email poll to judge the views and will of the fellows and trainees of the JFICM (Appendix 1).

The results of the poll are shown in Table 1. Of note is the extremely poor response rate. To us, this means that either everyone is happy with the proposed name (wishful thinking?), or that the name is not a priority for fellows.

As with any poll results, these are open to interpretation. A straightforward interpretation would be that the name favoured by most is The College of Intensive Care

**Table 1. Responses to questionnaire about the new college\***

	Fellows	Trainees
Response rate	16%	4%
<b>1 Name of new college</b>		
A The College of Intensive Care Medicine of Australia and New Zealand	16%	12%
B The College of Intensive Care Medicine (ANZ)	22%	20%
C The College of Intensive Care Medicine	31%	60%
D Other	29%	8%
Australasian College of Intensive Care Medicine	13%	0
Australian and New Zealand College of Intensive Care Medicine	10%	0
College of Critical Care Medicine of Australia and New Zealand	2%	0
Australasian and New Zealand College of Critical Care Medicine	1%	0
Australian and New Zealand College of Intensivists	1%	0
The Australasian College of Intensive Therapy	1%	0
Australasian College of Critical Care Medicine	0	4%
Australia and New Zealand College of Intensive Care Medicine	0	4%
<b>2 Postnominals</b>		
A FCICM	52%	68%
B FCICM(ANZ)	17%	16%
C Other	29%	12%
FACICM	14%	4%
FANZCICM	10%	8%
FACCM(ANZ)	2%	0
FACIT	1%	0
FANZCCM	1%	0
FANZCIC	1%	0
<b>3 College crest</b>		
A Traditional crest (eg, ANZCA)	47%	28%
B Simple contemporary (eg, ACEM)	18%	36%
C Symbolic (eg, ANZICS)	31%	28%

\* Percentages do not include blank responses to individual questions.

Medicine, with the postnominals FCICM. It would seem therefore that the Board was not too far off the mark when it registered the name *The College of Intensive Care*

**Appendix 1. Questionnaire to fellows and trainees of the Joint Faculty of Intensive Care Medicine, September 2008**  
**1 Name of the new college**

The registered business name of the new college is the College of Intensive Care Medicine of Australia and New Zealand. In my opinion, the name that is most suitable for everyday use is:

A The College of Intensive Care Medicine of Australia and New Zealand [ ]

B The College of Intensive Care Medicine (ANZ) [ ]

C The College of Intensive Care Medicine [ ]

D I would prefer a different name [ ]

My suggestion is  
 .....

**2 Postnominals**

I think the most appropriate postnominals for Fellows of the new college are:

A FCICM [ ]

B FCICM(ANZ) [ ]

C I would prefer different postnominals [ ]

My suggestion is  
 .....

**3 College crest (see illustrations below)**

I would like the new college to have:

A A traditional crest, something similar to ANZCA [ ]

B A simple, more contemporary crest, similar in style to ACEM [ ]

C A symbolic logo, similar in style to ACCCM or ANZICS [ ]

My suggestion for a college crest is as follows (written description or sketch both welcome):  
 .....

Please either email your reply to l davidson@anzca.edu.au or fax to 03 9530 2862



ANZCA



ACEM



ACCCM



ANZICS

**Appendix 2. Proposed crests for the new college**



**College of Critical Care**

*This crest "symbolises a journey through life, dependent on ABC and alludes to this as our trade, supporting life, keeping the ship afloat. It demonstrates that the service is available from cradle to grave (where the sun sets on our life). The colours are pertinent to ABC. It is neat and simple and mixes a modern logo with an old ship: a modern ship does not fit the metaphor well and it illustrates the fundamentals of life and lifesavers have been around for a long time". (Peter J McQuillan)*



*This "is a simple fractal tree scaffold used for tissue engineering at the Massachusetts Institute of Technology for growing new blood vessels in tissues. Refining this by an artist would, in my view, yield a contemporary symbol with meaning". (Balaji Bikshandi)*

*Medicine of Australia and New Zealand. As stated, common usage will probably see this shortened to the College of Intensive Care Medicine, and the postnominals to FCICM. We believe this is a proud name for a proud new college that will serve it and its fellows well into the future. Incidentally, the new name also takes into account the bias against "Critical Care Medicine" — which we believe in Australia and New Zealand includes other acute specialties, such as coronary care and emergency medicine — as well as the bias against "Intensive Therapy". Regarding the latter, a surgeon performing an aortic valve replacement is also providing intensive therapy — we like to think that we also provide care.*

*In conclusion, there were only two submissions of proposed crests for the new college (Appendix 2). Are we to assume that there are not too many artists among the fellows and trainees — or is everyone waiting to see what*

the Board comes up with, so that it is again open to accusations of peremptory action?

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**References**

1 Trubuhovich RV. The name of our specialty — with a historical perspective on "intensive care". *Crit Care Resusc* 2008; 10: 328-331. □