

Why Apply for the Center of Excellence in Nutrition and Dietetics Designation?



Elevate your organization. Empower your team. Strengthen your credibility.

The Center of Excellence Designation recognizes organizations that champion collaboration, excellence, and professional competence among RDNs and NDTRs. This distinction reinforces confidence in practice—among practitioners, leadership, clients, and patients—while enhancing your organization’s reputation and workplace culture.

Key Benefits

- **Attract Top Talent** – Stand out to high-performing RDNs and NDTRs
- **Improve Staff Retention** – Foster pride, engagement, and professional growth
- **Drive Administrative Support** – Encourage innovation and leadership buy-in
- **Boost Client & Employee Satisfaction** – Strengthen trust and morale
- **Increase Productivity** – Reduce burden through strong systems and collaboration
- **Enhance Accreditation Readiness** – Be better prepared for surveys and reviews

“I did not find it difficult to convince leadership to fund this once I explained it was for a Center of Excellence application—they have received this distinction in other areas, and it is always celebrated. Being a slightly smaller hospital in the greater Seattle area, it’s helpful to find ways for us to stand out to encourage the public to choose us for their healthcare needs.”

– *Melissa Molloy, MS, RDN, CD Clinical Nutrition Manager, UW Valley Medical Center, Washington*
2024-2029 Center of Excellence Designee



“We have highly talented and skilled RDNs and DTRs who consistently go above and beyond in their roles. They practice at the top of their scope, are deeply integrated into interdisciplinary care teams, and are recognized as essential contributors to patient outcomes and organizational success. Applying for the Center of Excellence designation was a way to formally acknowledge and celebrate the incredible work they do, not just within our walls, but in the broader community. This recognition also reinforces our commitment to fostering a culture of excellence, innovation, and professional growth in nutrition and dietetics.”

– *Emily Wallace, MS, RDN, CD, Clinical Nutrition Manager, UW Health, Wisconsin*
2025-2030 Center of Excellence Designee

Stand out as a leader in nutrition and dietetics. Demonstrate excellence. Inspire confidence. Build a culture your team is proud to represent.

[Learn more about the Center of Excellence designation.](#)

