Best Magazine—Print

Second Place
ATSU
Still Magazine

Third Place
PCOM
Digest Magazine
Best Magazine—Print
First Place
KCUMB-COM
KCUMB Communicator

Who We Are
Stakeholders Provide Perspective on the Many Faces of KCUMB
First Place

PCOM

Annual Report 2010
Best Recruitment Piece—Print

Second Place

WVSOM

So...You Want to be a Physician?

Look into WVSOM
Best Recruitment Piece—
Print

First Place
PCOM
Inspired By Tradition. Empowered By Innovation.
Best Recruitment Piece—Multimedia

Second Place

LECOM

Interview Flash Drive
Best Recruitment Piece—Multimedia

First Place

DMU-COM
BeADoctor.net
Best Website

Second Place

ATSU
iconnect
Best Website

First Place

KCUMB-COM

KCUMB Intranet
Best Social Media Effort

First Place

DMU-COM

DMU Connect
Best Video—COM Produced

Second Place
ATSU
What is a DO?
Best Video—COM Produced

First Place

WVSOM
Med School Life
PNWU Pulse
Exceptional Education. Extraordinary Impact.
Volume 2, Issue 2 - Fall 2010

Advancing Medicine Through Charitable Lead Trusts

Have you ever wondered how your philanthropy can benefit both PNWU and your heirs immediately? By participating in a Charitable Lead Trust, you are supporting the advancement of medical education while preserving your children’s financial future.

The following is an example of how a recent Charitable Lead Trust is making it possible for PNWU to prepare osteopathic medical students committed to practicing primary care medicine in rural and medically underserved communities.

1. Attorney and accountant prepare documents for PNWU to receive 90% annually on a $1,000,000 (cash or stock) Charitable Lead Trust for 20 years.
2. The trust is managed by a selected Trust Officer for the specified number of years typically 10-20.
3. Annually, PNWU receives 90% of the principal or $90,000.
4. When the trust matures, the principal is returned to the donor’s heirs and PNWU has benefited from nearly $1,000,000 in philanthropic support.

A well-managed Charitable Lead Trust eliminates taxes due by the donor and reduces the taxable amount to their heirs.

For more information on how you can support the training of our region’s future primary care physicians, please contact Gretchen Eckmeyer, Vice President of University Advancement, at (509) 249-7708.

PNWU Initiates Community Engagement

The Office of University Advancement recently launched two new initiatives that focus on local and regional community engagement. Chaired by PNWU Board Trustee, Dr. James Haven, the Advancement Committee supports university efforts in the Yakima Valley. Yakima attorney, Paul Larson, leads the Regional Advisory Cabinet and its team of community liaison offices throughout the Pacific Northwest. Both initiatives include volunteers who value PNWU as a significant regional healthcare solution.

Student Doctors Get Hands-On Training During Clinical Rotations

Working into the clinical rotation or training for Yakima, class of 2012 Jeremy Sporrong, had no idea what to expect. After two years of reading books and taking tests about medicine, he was eager and excited for hands-on experience.

PNWU medical students complete two years of course work at Butler-Hamilton Hall in Yakima and two years in clinical rotations training in a variety of disciplines. Students train at clinics and hospitals around the Pacific Northwest region under the careful guidance of established physicians. Ten communities throughout PNWU’s five-state region host rotation sites.

For the first rotation, Sporrong and two other students—Erika Kinzer and Jessica Steing—trained under Yakima Valley Memorial Hospital surgeon, Dr. Jason Cundiff.

“I was immediately blown away by Dr. Cundiff,” Sporrong said. “He showed up for orientation and immediately invited us to watch a surgery that day. That set the tone for the rotation.”

For the next eight weeks, the students lived and breathed surgery under Dr. Cundiff’s supervision. Two days a week, students participated in clinic functions, meeting with patients and presenting cases to Cundiff. The other days, they observed and eventually assisted in surgeries.

“I wanted to create a proactive environment where students are an integral part of treating patients,” Dr. Cundiff said. “I’m a strong believer in hands-on training and that was the experience I created for my students. They met with patients, proceeded to surgery and mastered basic surgical skills such as incisions, suturing and suturing.”

“Regardless of what track students ultimately take in their career as physicians, whether primary care or a specialty, the surgery rotation helps students clearly understand the fundamentals of surgery. This gives them a great foundation for evaluation and referral and helps them approach patient treatment effectively,” Dr. Cundiff said.

“They say you always remember your first preceptor.” Sporrong said. “Dr. Cundiff was a teacher, a scholar, he was organized, and deeply passionate about surgery. I thought I was a dedicated primary care kind of guy, but after completing the surgery rotation, I would really consider doing surgery.”
Best Newsletter—Multimedia

First Place

DMU-COM

Global Health eNewsletter

Around the World with Des Moines University
July 2010 Newsletter

In this issue:
- Taking a triathlon to a global level—literally.
- Summer-when celebrates global health resolution.
- Second annual global health conference planned.
- Opening insights in India.
- New connection includes DMU.
- Global health future busting students.
- Adjunct faculty spotlight: Bruce Ritter, D.O., M.S.
- DMU students, faculty help in Haiti, Guatemala.

"Once you go, you're never quite the same. It keeps you centered and you realize what's important in life."
- Bruce Ritter, D.O., M.S., on global health service experience.

Taking a triathlon to a global level—literally.

Swim, bike, run. Triathlons are easy to understand. But magnify the concept to 16,225 miles and stretch the route across 14 countries in 11 months and it becomes The World Triathlon, a nearly unfathomable concept that's about to happen.

Charlie Wittrock, a Des Moines attorney, is the first Iowa to climb Mount Everest and a lifelong adventurer, embarked on this epic journey July 1 when he jumped into the River Thames to swim to the North Sea and across the English Channel. He'll follow that with a 9,000-mile bike ride across mountainous and desert areas in Europe, Asia and Nepal. Once he tops off the bike, he'll run a 500-mile trail from sea level at the Bay of Bengal through the Himalayas to the summit of Mount Everest, it's roughly 100 times the length of an Ironman triathlon.

Wittrock is not making this crazy-ambitious journey on a whim or to show off superhuman endurance. He's doing it to bring light to issues he considers very serious: Health, The environment. Education. And DMU is partnering with him on the goal of reducing maternal and infant mortality.

Read all about Wittrock's extraordinary undertaking and DMU's role in the summer 2010 edition of DMU Magazine. www.dmu.edu/publications.
Best Fundraising or Annual Fund Campaign Materials

Second Place

WVSOM
Double Dollar Donors Campaign

Third Place

OU-COM
The Promise Lives Letters
Best Fundraising or Annual Fund Campaign Materials

First Place

DMU-COM
Faculty/Staff “Life Saver”
Annual Fund Campaign

Power of the people

DMU employees are key to the University’s high quality and solid reputation. They’re one reason students enroll here, paying tuition that covers 75 percent of the University’s operating budget.

As faculty and staff, we have another way to make a powerful difference – by giving to the 2010-2011 Faculty/Staff Campaign. This year, you can designate your gift to the new DMU Employees Supporting Students Fund, which will generate annual monetary awards to students with financial need and high academic merit. You also can designate your gift to support a DMU college, existing scholarship fund or the University’s general fund. Learn more at www.dmu.edu/donations.

Every gift makes a powerful difference. Make yours today!
Best Advertising—Print

Second Place
OU-COM
INSPIRE Campaign
Best Advertising—Print

First Place
DMU-COM
2010 Mini Medical School

I'M NOT A DOCTOR
BUT I ACT LIKE ONE ON TUESDAYS.

MINI MEDICAL SCHOOL 2010
ANYONE CAN LEARN HOW TO AVOID THE TOP CAUSES OF DEATH.
TUESDAY NIGHTS † FEBRUARY 9-MARCH 9 † 7-8:30 pm
$25/$10 students Register at the first class, www.dmu.edu/minimed or 515-271-1374.
Best Advertising—Multimedia

First Place
LECOM
Billboard Ads
Best Feature Story or Article

Second Place
OU-COM
“Ideas in Action: Physician, Entrepreneur and Self-Proclaimed ‘Tinkerer’ Revolutionizes Peripheral Vascular Disease Treatment”

Third Place
DMU-COM
“Tech Connections: Enhancing the High Touch in Health Care”
“Wounded Healers”

Only the wounded physician heals.
—Carl Jung

The physician’s experience of being “wounded” necessitates a fundamental change in perspective. Emotion is forced back into medicine. There is a keen awareness of suffering, a profound consciousness of the intricacies of human illness. For the physician as patient, illness is a physical, emotional, financial, philosophical and ethical confrontation.

The stories that follow relate the experiences of alumni who have battled illness and therein have been able to distill the essence and values of the profession.

He spent two weeks at Ft. Knox Medical Center followed by six months at a rehabilitation center. “I lived among the patients, their families and caregivers. I shared their suffering, their triumphs, their fears,” he states.

“I also learned personally how patients are treated by physicians and medical staff—the difference between medical treatment and true compassion. Getting the science right is important, but the humanistic part is just as important—perhaps more important. There is so much more to a patient than his or her disease. And there is so much more to a person than his or her disability. ‘In real society there is still a huge stigma to being disabled,’ Dr. McLanahan adds. ‘And instinctively, the greatest stigma often comes from the medical community itself. The fact that someone can practice medicine with a physical disability seems counterintuitive to many physicians. And patients are concerned above all about their appearance—not always disconnecting physical disability from mental irritation.’

‘Being disabled has taught me many things—among them, patience,’ says Dr. McLanahan. ‘A wheelchair literally does you down. It makes you conscious of every decision, every habit. It increases mindfulness, focus and tolerance.’

Moreover, this patient has led to a profound sense of professional empathy. ‘I used to aspire to be a surgeon or maybe a radiologist. I didn’t want to be bothered with ordinary clinical matters—chronic conditions, their patient volume and follow-up processes. However, my accident reinforced the need of primary care physicians. It changed my philosophy on medical practice itself. Seeing opportunities for meaningful patient encounters makes the whole practice of medicine seem worthwhile.’

‘I do my best to employ empathy in clinical practice and with the students I oversee. I advocate professionalism and the ultimate responsibility that being a physician entails: a constant integration of science and humanities.’
The awards judges were so impressed by all of the following community service programs that they voted unanimously to give them all FIRST PLACE awards.

**AACOM congratulates the winners on the differences they are making in their communities and beyond!**
First Place

AZCOM/MWU

Tops Free Physicals Program

Best Community Service Program—Serving More than 1,000 People
Best Community Service Program—Serving More than 1,000 People

First Place

LECOM

Bridging the Gaps
First Place

LECOM
Wellsville
Healthy Children Campaign

Best Community Service Program—Serving More than 1,000 People
Best Community Service Program—Serving More than 1,000 People

First Place

OU-COM “Colonoscopies Save Lives” billboard

Colonoscopies save lives
Underinsured? For screening information, call 1-800-844-2654

A message from the Athens Colon Cancer Coalition
Supported by CDC Cooperative Agreement DP07-725-1 USA/002196-02
Best Community Service Program—Serving Fewer than 1,000 People

Second Place
UNTHSC/TCOM
SAGE Program

Third Place
VCOM
AARP VCOM Health Fair
First Place
UMDNJ/SOM
Project Reach

Best Community Service Program—Serving Fewer than 1,000 People
“Congratulations You’re a Mother—and a Doctor!” Press Release

Third Place

OU-COM
OMM Quick Card
First Place
TUNCOM
Doctor & Surgeon Flash Drives
Best in Show

LECOM Healthy Living Network

Meet the Doctors/Healthy Living Network TV Segments

Chef Williams TV Segments

Remember

Doctors with a D.O. degree use OMT, a hands on, whole body approach to diagnosing and treating patients.

LECOM Public Television Collaboration

Meet the Doctors/Healthy Living Network TV Segments

Chef Williams TV Segments
Congratulations to our 2011 Award Recipients!
Please Join Us Next Year!

March 28-31, 2012

2012 AACOM Annual Meeting

Omni Shoreham Hotel

Washington, DC