Mission-Based Education: The CUSOM Model

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Objectives

By the end of this presentation, participants will be able to:

• Describe curricular design elements to support a mission of care for the underserved

• Discuss extra-curricular elements in support of this mission, and structural elements that enable them

• Examine the impact of mission-focused education on organizational culture and function
The CUSOM Mission

To educate and prepare community–based osteopathic physicians in a Christian environment to care for the rural and underserved populations in North Carolina, the Southeastern United States and the nation.
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Community-based

- Located in Buies Creek, NC
- Hospital sites in
  - Lumberton
  - Fayetteville
  - Goldsboro
  - Clinton
  - Lillington
  - Dunn
  - Salisbury
  - Raleigh
  - Carteret (2018)
Christian environment

• Based on the Golden Rule
• Evidenced by
  – Organizational culture, learning environment
  – Service activities, starting in Orientation
  – Domestic and international missions
  – Spirituality in Medicine lectures
  – Active CMDA chapter
  – Chapel access, Bible study groups
Rural & Underserved

Rural North Carolina Counties Designated Health Professional Shortage Areas

HPSA by Profession:

- Primary Care Only (10 Counties)
- Dental Only (14 Counties)
- Mental/Behavioral Health Only (1 County)
- Primary Care and Dental (28 Counties)
- Primary Care and Mental/Behavioral Health (5 Counties)
- Primary Care, Dental, Mental/Behavioral Health (31 Counties)

*Shortage area may be whole county, or population group or geographical area within a county. Data as of January 1, 2016.
- Counties that are while are urban counties or rural counties without an official HPSA designation.
*The map is not effective of counties that, if reviewed, would qualify for primary, dental or mental health HPSAs.
Rural & Underserved

- Recruit students and faculty from rural & underserved backgrounds
  - 14-40% rural (classes of 2017-2021)
  - 24-64% from HPSA
  - 19-22% from MUA

<table>
<thead>
<tr>
<th>Recruitment Mission Goals</th>
<th>C/O 2017</th>
<th>C/O 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>Health Profession Shortage Area</td>
<td>24%</td>
<td>64%</td>
</tr>
<tr>
<td>Medically Underserved Area</td>
<td>21%</td>
<td>22%</td>
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</tbody>
</table>
Rural & Underserved

- Recruit students and faculty from rural & underserved backgrounds
- Student-run free clinic
- Local clinical and service outreach
- Curriculum structure to enable week-long service missions
- Required rural/underserved clerkship
- International rotation sites
Mission programs
Community service
NC and Southeastern US

- Focused recruiting in Southeast
- Admissions preference from southeast
  - 24-36% students from NC (classes 2017-21)
  - 40-54% from Southeastern US

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<thead>
<tr>
<th>Recruitment Mission Goals</th>
<th>C/O 2017</th>
<th>C/O 2020</th>
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</thead>
<tbody>
<tr>
<td>North Carolina</td>
<td>25%</td>
<td>36%</td>
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<tr>
<td>In-target</td>
<td>47%</td>
<td>54%</td>
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NC and Southeastern US

- Focused recruiting in Southeast
- Admissions preference from southeast
- GME development in NC
Residency Programs

<table>
<thead>
<tr>
<th>Specialty</th>
<th># programs</th>
<th>Total positions</th>
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<tbody>
<tr>
<td>Family Medicine</td>
<td>4</td>
<td>78</td>
</tr>
<tr>
<td>Internal Medicine</td>
<td>4</td>
<td>153</td>
</tr>
<tr>
<td>Pediatrics</td>
<td>1</td>
<td>18</td>
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<tr>
<td>Emergency Medicine</td>
<td>2</td>
<td>32</td>
</tr>
<tr>
<td>Obstetrics &amp; Gynecology</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>General Surgery</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>Dermatology</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Rotating Internship</td>
<td>4</td>
<td>62</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>18</strong></td>
<td><strong>377</strong></td>
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</tbody>
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Plus fellowships in OMM and Sports Medicine
Institution Programs Offered (as of July 1, 2017)

1. Southeastern Health
   - Emergency Medicine, Internal Medicine, Family Medicine, and Traditional Rotating Internship

2. Cape Fear Valley Medical Center
   - Obstetrics and Gynecology, General Surgery, Emergency Medicine, Internal Medicine, and Traditional Rotating Internship

3. Harnett Health
   - Internal Medicine, Family Medicine, and Traditional Rotating Internship

4. Sampson Regional Medical Center
   - Dermatology, Family Medicine, and Traditional Rotating Internship

All residency positions located in Health Profession Shortage Areas
Evaluation

• Initial Match results (class of 2017)
  – 53% FM, IM, Peds, OB
  – 74% target specialties (PC plus gen surg, psych, EM)
Class of 2017 Residency Sites
Long-term

• Alumni practice data
• Collaborations to study impact on health workforce
• Health status data for our counties
• Suggestions?
Thank you!