

American Association of Colleges of Osteopathic Medicine

Excellence in Communications Awards 2022



Educating Leaders 2022

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APRIL 27-29 | DENVER, CO

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RVUCOM-SU

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Rocky Vista University - Southern Utah Campus
Published by Sprout Social · April 24, 2021 ·

This World Immunization Week, make social distancing a thing of the past with the #COVIDVaccine! RVUers are rolling up their sleeves for their first and second Moderna doses at RVU-SU's Vaccine Clinic. #VaccinesWork



Visit the COVID-19 Information Center for vaccine resources.
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Annual Report 3rd Place

ICOM

ICOM Annual Report 2021



ICOM 2021 Social Impact Report

Message from the President

Tracy J. Farnsworth
EdD, MHA, MBA, FACHE
President



I marvel at the continued and steady progress of our College—especially amid this season of great challenge and adversity. Notwithstanding the many losses we have experienced over the past 18 months, there are also important things we have found—including new attitudes and perspectives on health and education, and on life itself. Surely the strength of ICOM lies in our individual and collective resilience—and in the continued growth, maturity, and progress of our stakeholders—notably our students, faculty, staff, preceptors, the leadership team, and our governing board.

This second Annual Report chronicles ICOM's steady and sustained success across our growing academic enterprise—and of the College's increasing social and economic impact across Idaho and our regional community.

We celebrate our students' success on their national board exams, and delight in the recent matriculation of our fourth cohort—the Class of 2025! ICOM's increasingly diverse student body now represents every state in the nation. More importantly, these student doctors personify ICOM's commitment to our core values as elaborated in this Annual Report.

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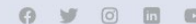
A.T. Still University

ATSU Annual Report 2019-20

2019-20
ANNUAL REPORT



ATSU | A.T. Still
University
FIRST IN WHOLE PERSON HEALTHCARE



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2019-20
ANNUAL REPORT

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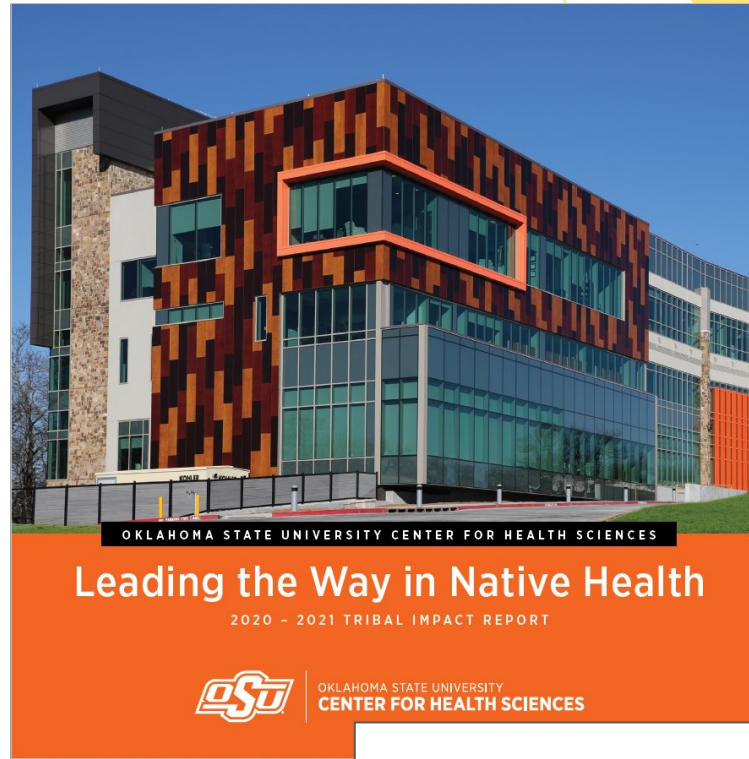
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OSU-COM

Tribal Impact Report



OSU COLLEGE OF OSTEOPATHIC MEDICINE AT THE CHEROKEE NATION

First Two Classes Welcomed With White Coat Ceremonies

OSU College of Osteopathic Medicine at the Cherokee Nation made history on July 31, 2020, when it held its first iconic White Coat Ceremony, marking the official opening of the first tribally affiliated medical school in the country.

The second class held their White Coat Ceremony a year later. The ceremonies in partnership with the Cherokee Nation, are the initial step for medical students who symbolically enter the medical profession with the donning of their white coat.

In October 2018, OSU Medicine and the Cherokee Nation announced the establishment of the nation's first college of medicine to be located on the campus of a tribal health facility in Tahlequah.

OSU President Kayse Shrum, former president of OSU-CHS, said the White Coat Ceremonies are the historic beginning of a new era in training physicians for Oklahoma's rural communities.

"These medical students represent the fulfillment of many dreams over many years; to create a medical school in partnership with the largest tribal nation in the heart of Indian Country," said Shrum. "The students can attend medical school, complete their residency training and practice medicine—all right here in Tahlequah under the auspices of both OSU Medicine and the Cherokee Nation."

The classes are composed of a diverse group, including 20 percent who are American Indian in the inaugural class and 25 percent in the second class. About half also have a rural background.

"As we mark the official opening of the first tribally affiliated medical school in the United States, we know that we will one day look back on this day and what will matter most is whether our efforts have changed lives for the better," said Cherokee Nation Principal Chief Chuck Hoskin, Jr., at the inaugural ceremony. "I believe that this partnership will advance quality health care for all by allowing us to teach a new generation of medical professionals to serve our communities for years to come."



PERCENTAGE OF OSU CENTER FOR HEALTH SCIENCES STUDENTS WHO IDENTIFY AS NATIVE AMERICAN

12% OSU-COM in Tulsa	20.4% OSU-COM at the Cherokee Nation in Tahlequah	8.4% OSU-CHS Graduate Programs	0.2% National Average
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Feature Story 3rd Place

A.T. Still University *Keeper of the Flame*



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Keeper of the flame

How the Museum of Osteopathic Medicine preserves osteopathy's roots and promotes its future

By Katie Hubbard

Around the world, museums capture the attention of millions of people each year. From aquariums and zoos to science centers and historical sites, museums have the unique ability to transport visitors to another time and place and immerse them in an educational experience. These cultural hotspots provide insight on specialized topics while showcasing tangible and intangible elements of humanity and the natural world. Museums are traditionally known for acquiring, conserving, studying, and exhibiting pieces of history and the environment. However, these institutions have become much more by building bridges to the past and bringing history to life. Today's museums incorporate advanced technology with online galleries and virtual tours in addition to offering educational programming and community outreach.

The Museum of Osteopathic Medicine illuminating the past sheds light on the future, and the Museum of Osteopathic Medicine is doing its part to enlighten future generations. Based in Kirksville, Missouri, on the grounds of the founding institution of osteopathic medicine, the museum welcomes visitors near and far who are interested in the history of A.T. Still, D.O., and the tenets of osteopathy.

The Museum of Osteopathic Medicine maintains a vast collection of objects, images, documents, books, and more. More than 80,000 artifacts are available for public viewing online, with many of those items found in Heritage Hall, the main gallery, and hallway displays. The collection continues outdoors in the historic Medicinal Plant Garden and at the Still family gravesite. These exhibits are designed for all interest levels, ranging in topics from the early frontier experience and life of Dr. Still to the formative years of the osteopathic profession, first school, and those responsible for the profession's subsequent growth.

Along with viewing items in the collection, members of the public have an opportunity to conduct research and access scholarly resources. The museum's International Center for Osteopathic History, which specializes in osteopathic historical research up to 1979, offers a number of books, journals, photographs, documents, and other materials for research purposes.

In terms of education and outreach, Jason Haxton, MA, director of the Museum of Osteopathic Medicine, works with schools and professional osteopathic organizations at state, national, and international levels. He spends much of his time on osteopathic history education for ATSU students, faculty, and staff, and even provides online lectures and podcasts.

Haxton, who has devoted his career to studying American antiques and ancient artifacts, oversees all levels of the museum, from collections management and research to exhibit development and installation. He and his staff, including Heather Rudy, MA, the museum's assistant director, are continually finding new information and new artifacts to help tell osteopathy's rich history.

As the Museum of Osteopathic Medicine embraces all facets of the osteopathic profession, it more broadly incorporates the history of whole person healthcare, which is tied to all ATSU programs, including dentistry, nursing, public health, physician assistant studies, occupational therapy, physical therapy, athletic training, kinesiology, audiology, and more. Through these curricula and ATSU events, like commencement and Founder's Day, the museum has become inextricably woven into the University fabric and effectively anchored in the Kirksville community.

"We can directly trace the origins of osteopathic medicine back to this community," Haxton said. "It is surprising how many ways our history is connected to all aspects of the University."



Dr. A.T. Still leans on one of his many walking sticks, circa 1914. Museum of Osteopathic Medicine, Kirksville, Missouri (2007-14, by ITU)

The background image reflects the above image and other museum artifacts before the remodeling of the museum display areas in 2021.

Journey to accreditation With ATSU's vision of preeminence, all areas of the University strive for excellence at the highest levels, and the museum is no exception. Museum staff has been working toward accreditation for many years with the American Alliance of Museums (AAM). A long-time leader in developing best practices and advocating for museums, AAM is the accrediting body for many high-profile museums, like The Metropolitan Museum of Art and Smithsonian.

In 2000, Haxton and his staff began the slow and arduous task of processing and cataloging the more than 100,000 items in the museum's collection. In addition, the museum purchased PastPerfect Museum Software and began putting the collection online. This forward-thinking move gave the museum a virtual presence, which was almost unheard of at the time.



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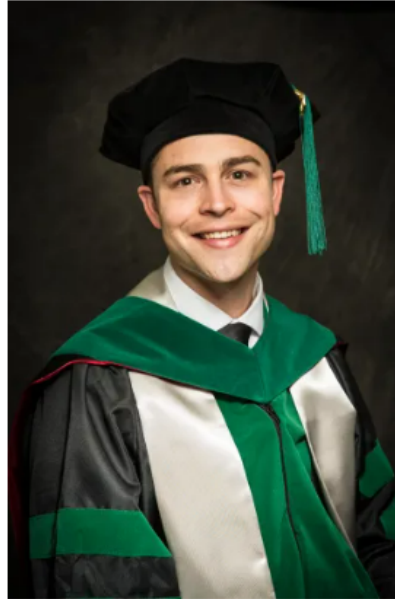
Merging Medicine and Technology to Create the Digital Health Track

KAMERON BLACK, DO '21, MERGED MEDICINE AND TECHNOLOGY TO CO-CREATE RVU'S DIGITAL HEALTH TRACK

Rocky Vista

August 5, 2021

Alumni, DO Students



Kameron Black, DO '21

Dr. Kameron Black began his foray into the world of digital health long before he stepped foot on RVUCOM's Colorado Campus. While still a student in high school, he was part of a program that introduced students to the field of medicine at an early age. Later, as a student at the University of California, San Diego (UC San Diego) Dr. Black became interested in technology in the form of mobile applications, commonly referred to as mobile apps. With the help of a classmate and a university administrator, Dr. Black developed an app designed to reduce food waste at University club outreach events.

This experience at UC San Diego led Dr. Black to develop apps in the realm of educational software with a startup company that was based out of San Francisco – a venture that began with him spending all the money in his bank account on a one-way ticket to the Golden City. He also joined Stanford University's StartX program, a company accelerator that further immersed him in the tech scene. It was during this experience that he first encountered the intersection of medicine and technology, which further strengthened his resolve to become a physician innovator. He returned to his medical studies and completed a Masters in Public Health at the University of Colorado – Anschutz Medical Campus while volunteering for Prime Health, a philanthropic organization that gave Dr. Black access to the digital health scene. Dr. Black's experience in college developing apps and his introduction to the healthcare field would lead him to co-develop what would later become RVU's Digital Health Track.



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WVSOM

Diversity Efforts Aim for Greater Representation on Campus



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WVSOM's diversity efforts aim for greater representation on campus

When Raekwon Timmons, a student in the West Virginia School of Osteopathic Medicine's (WVSOM) Class of 2023, heard about the documentary *Black Men in White Coats*, he felt a pang of recognition. The statistics highlighted in the film – for example, that only 2 percent of U.S. physicians are black males, or that fewer black males applied to U.S. medical schools in 2014 than in 1978 – rang true to his personal experience.

"In my own experience, it has been difficult to find black male physicians in West Virginia," said Timmons, who is one of only three black male students in his WVSOM class and the only black male student in the class who hails from West Virginia, of students who self-reported their racial identity to the school. "The lack of representation in the medical field may be a reason fewer African American men are applying to medical school. It's hard to be something you can't see, and that's why more diversity is needed."



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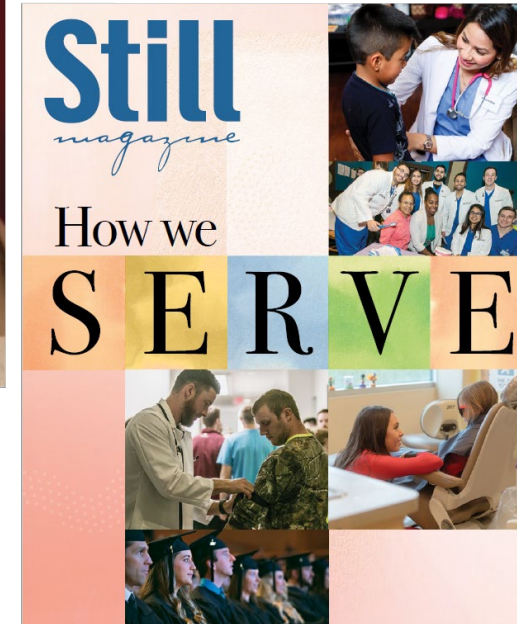
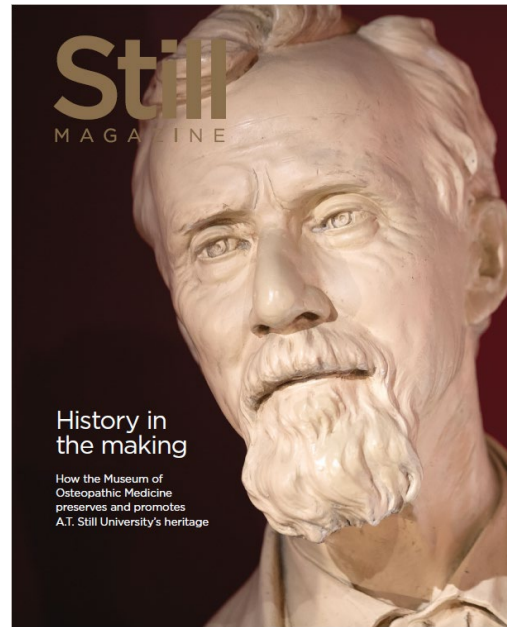
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Serial Publication 2nd Place (tie)

A.T. Still University

Still Magazine Fall/Winter 2021



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Serial Publication 2nd Place (tie)

KCU-COM

Kansas City University Magazine
2021



KCU MAGAZINE	
FEATURES	
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12	Unlocking Wellness
14	Honoring the Past & Celebrating the Future
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■	The Spring
■	Class Notes



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ICOMmunication Newsletter

ICOMMUNICATION

IN THIS ISSUE

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- ICOM Welcomes Class of 2025
- New Leadership Chosen for Board of Trustees
- ICOM, Idaho State Launch DO/MPH Program
- 10 Physicians Receive Preceptor of the Year Honor
- ICOM Student Writes Children's Book Series

UPCOMING EVENTS

- OCT 1** WHITE COAT CEREMONY FOR CLASS OF 2025
October 1
- NOV 25** THANKSGIVING BREAK
November 25-26
- DEC 24** WINTER BREAK
December 24-31

SEPTEMBER 2021
Idaho College of Osteopathic Medicine

ICOM, IDAHO STATE LAUNCH NEW DO/MPH PROGRAM

The Idaho College of Osteopathic Medicine has a new program offering with Idaho State University. The program will utilize dual enrollment for students working to obtain their Doctor of Osteopathic Medicine (DO) degree from ICOM, and allow them to obtain their Masters of Public Health (MPH) from ISU at the same time.

"The unique public-private partnership between the Idaho College of Osteopathic Medicine and Idaho State University allows for collaborative ventures such as the DO-MPH degree option," said Dr. Tracy J. Farnsworth, ICOM President. "ICOM students who combine an MPH with their professional medical degree will gain additional competencies to advance their career and increase their ability to improve health outcomes."

This is the second program of its kind through this partnership. ICOM students may also pursue a Master of Healthcare Administration (MHA) degree through Idaho State University.

Ryan Lindsay, department chair of Community and Public Health at ISU, says this is an exciting opportunity.

"Joint training through our accredited Master's degree in Public Health and Doctor of Osteopathic Medicine marries two excellent training programs in Idaho that complement each other well to prepare the health workforce that Idaho needs to continue our response to COVID-19 and other current pressing public health issues," Lindsay said.



▲ Student Doctor Sarah Downs, a fourth-year student at ICOM, is one of the medical students enrolled in the dual program offered through Idaho State University.

Both Lindsay and Lisa Salazar, director of the Master of Public Health program, say the pandemic has made a major impact on the future of healthcare providers.

"The idea of a 'once-every-hundred-year' pandemic is shortsighted and shouldn't make us feel like we have plenty of time to rebuild our public health workforce; we need a stronger public health workforce now and having training in Idaho that allows simultaneous completion of a DO with an MPH, all in Idaho, is an exciting step forward," Lindsay said.

Salazar confirmed there has been an increase in applications to health-related programs since the pandemic began. Now more than ever, Salazar says, collaboration between medical professionals is going to be critical to projected physician shortages in the next decade.

NEW LEADERSHIP CHOSEN FOR ICOM'S BOARD OF TRUSTEES



Dr. David C. Pate, Chair
Kevin D. Satterlee, Vice Chair

The Idaho College of Osteopathic Medicine's Board of Trustees has named Dr. David C. Pate as Chair and Kevin D. Satterlee as Vice Chair, effective July 1, 2021.

"It is a privilege for me to serve as the new chairman of the board of ICOM. Idaho is experiencing a shortage of physicians, especially primary care physicians, and especially in the rural areas of Idaho, and ICOM will help to address these needs," Dr. Pate said. "In addition, I have a passion for training the next generation of physicians who will experience advancements in the treatment of many diseases that were not available to me when I was practicing, but yet will need to deliver those treatments with the caring, compassion and communication that is so critical to the patient-physician relationship. It is a pleasure for me to work with a first-rate administration and such a thoughtful and dedicated board of directors."

"We are pleased to welcome Dr. Pate and President Satterlee to their new leadership positions on the ICOM Board of Trustees," said Dr. Tracy J. Farnsworth, ICOM President. "These are highly respected leaders uniquely positioned to carry forward the college's ambitious mission, and we look to the future with optimism as we continue to train the next generation of physicians."

In addition to these new leadership positions, the board also welcomed Chris Gasbarre, DO, FAAD, FACMS, as a trustee effective July 1, 2021. Dr. Gasbarre is a board certified dermatologist and Fellow of the American College of Mohs Surgery who currently practices in Spearfish, South Dakota for Monument Health.

Dr. Pate, retired President and CEO of St. Luke's Health System in Boise, initially joined the board in July of 2020 as the Vice Chair. Mr. Satterlee, who currently serves as President of Idaho State University, is entering his third year on the board.



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Vista View



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Social Media 3rd Place

PCOM

Social Media Campaign:
DO White Coat Ceremony 2021



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Pre-event Promotional Post



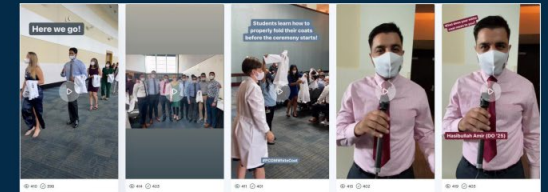
Event Web Story Post



Instagram

PCOM Georgia Highlights

- Live Instagram Story event coverage:
 - 11,600 impressions
 - 386 average impressions
 - 96% completion rate
 - 11,100 reach
- Gained 25 followers between first post promo and ceremony day
- Successfully recapped the event day with a carousel post of student photos and continue to use UGC for post-event feed posts.



PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE

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Social Media 2nd Place
RVUCOM
RVU-SU Chill Fest

Chill Fest Fliers, Graphics, and Images



Rocky Vista University @RockyVistaU · Dec 14, 2021

Last week's Chill Fest ended with a virtual Gingerbread House Social! Check out more photos from the week here: [bit.ly/3dO3BOr!](https://bit.ly/3dO3BOr)

#RVUChillFest2021 #ChillWithChilly



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KCU-COM

KCU Match Day Social Media Campaign

Match Day 2021



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Student Recruitment 1st Place

A.T. Still University

Dreamline Pathways



Inspiring young minds from underrepresented groups to explore health professions careers



Diversity Means More Than HUE at ATSU



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Video 3rd Place

UNTHSC/TCOM

The HOME Clinic: TCOM Students Continue Community Outreach to Homeless



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Video 2nd Place

OSU-COM

Pre-Health Round Up video



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EXCELLENCE IN COMMUNICATIONS

Video 1st Place

ICOM

Medical Improv at ICOM



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Thank you for your participation and
please join us again next year!



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Thank You Judges

Ani Matson

Jaida Jackson

Brett Gray

James Wakefield

Dale Keiger

Karen Lancaster

Eileen Burke

Renee Harris-Etheridge

And select AACOM Staff



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