# AACOM EDUCATING LEADERS'25 ARLINGTON, TX APRIL 9-11

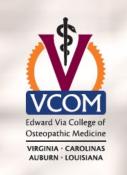
# Excellence in Communications Awards

# Advertising Campaign

**3rd Place** Edward Via College of Osteopathic Medicine

### The VCOM Family





### CARING. SUPPORTIVE. EMPOWERING. That's the VCONFAmily

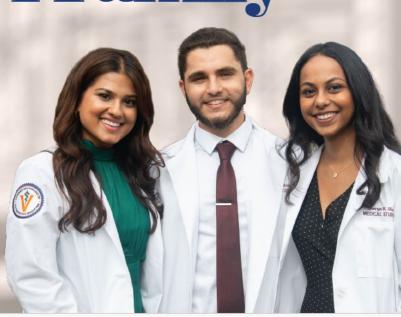
At the Edward Via College of Osteopathic Medicine (VCOM), we care about people and value our diverse community of students who have a passion for embracing their communities. We're committed to training them to be highly qualified physicians prepared to care for patients from all walks of life.

#### f X 🖬 🖉 in

www.vcom.edu



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# Advertising Campaign

2nd Place Burrell College of Osteopathic Medicine

Burrell College: Standardized Patient Recruitment

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OUR STANDARDIZED PATIENT PROGRAM NEEDS YOUR UNIQUENESS TO ADD VALUE AS A PATIENT ROLE PLAYER TO HELP OUR STUDENT DOCTORS GAIN DIVERSE PATIENT ASSESSMENT EXPERIENCES.

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# Advertising Campaign

**1st Place** 

**Rocky Vista University** College of Osteopathic Medicine

D.O.s Do It All



At Rocky Vista University Montana College of Osteopathic Medicine (RVU-MCOM), our Doctor of Osteopathic Medicine (D.O.) program trains future physicians to practice in a variety of specialties.

Learn more at www.RVU.edu/DoItAll



D.O. I'm learning to deliver babies,

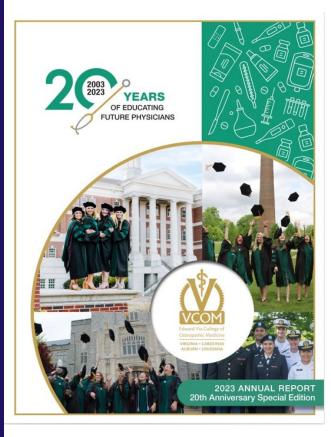
student

I'm a

# Annual Report

### **3rd Place** Edward Via College of **Osteopathic Medicine**

### VCOM 20th Anniversary **Annual Report**





When VCOM's Board of Directors Chair John Rocovich approached me in 2001 about becoming the dean and executive vice president at a new college of osteopathic medicine in Blacksburg, I was honored and enthusiastic for the opportunity. The rural mission of the College was something that resonated deeply with me then, as it still does today.

I'm grateful for the years I've been able to lead this College and to be part of the College's tremendous growth over the last tw decades. Our faculty, students and alumni are without que stion some of the most dedicate physicians—and future physicians—I've work with. Our staff members are dedicated to our students, our communitier



Twenty years ago, we knew that this country was facing a physician shortage and we were in a position to make a real difference. Today, we take pride in the physician graduates from across our four campuses who are making a difference in the lives of patients and in the communities these alumni serve. In 2024, VCOM will surpass 5.000 graduates across its four campuses, and our newest campus in Louisiana will graduate its first class.

The vast majority of our 5,000+ graduates have truly leaned into the College's mission, taking the excellent VCOM education they received back to rural and underserved communities around the country, but particularly in our target region of the Appalachian and Southeastern United States. Nearly 75% are practicing in one of our target states. Furthermore, more than 60% of

Of course, VCOM's mission is also about engaging in research that will make a difference to human health across the globe. To date, VCOM has \$108 million in research our graduates are practicing in a primary care specialty. Not only do they provide desperately needed care to patients, they also make their ommunities stronger and healthier, having ontributed nearly \$54 billion in total econom

Our success in producing graduates who are dedicated to our mission is due in large part because they come from the communities where we are making a difference. Moreover, these are exemplary students who have

> I'm also proud of our College's commitment to military service. Since 2007, VCOM has had



VCOM community!

sident James Wolfe with Dean and Executive sident Dide Tooke-Rawlins, DO, on the openin day for the first class at VCOM

THE HISTORY OF VCOM 5



excellent academics in their undergraduate programs and who go on to do extremely well on their boards, with 93% to 99% pass rates o their first attempt across our campuses. 2003 2023 YEARS OF EDUCATING FUTURE PHYSICIANS

impact to date

366 graduates enter military service. Over be next four class 162 more students will join them. There can be no greater evidence of the VCOM community's

commitment to the College's mission than service to our country. That commitment extends beyond the

borders of the United States as well. Over the last 20 years, VCOM students, faculty and alumni have participated in more than 150 reach trips and have care 000 patients in Hondura

more than 75,00 the Dominican Republic, El Salvador and more. We've developed strong partnerships with organizations in these countries and with the U.S. Southern Command, providing unique learning opportunities for our military students that will make them better and more

compassionate physicians after they graduate





Our faculty and staff are leaders in the osteopathic profession, like Gunnar Brolinson, DO, our vice provost for research, who recently joined the National Advisory Council for Complementary and Integrative Health at the invitation of Xavier Becerra, the U.S. Secretary of lealth and Human Services VCOM also hosted the first National Rural

Medicine Conference in 2023-with the second conference coming in 2025 — with the together physicians and leaders in the field of rural medicine for an opportunity to learn and collaborate

VCOM's first 20 years have been proof that the

kind of physicians we educate are sorely needed in the world and I'm honored to be part of this

U.S. target stat

Alumni Success by the Numbers

5.049

Physician graduates 2007-2023

\$53.8 Billion

More than

each year beginning in 2024

\$108 Million

argeted Recruiting for our Mission

0.000 POPULATION

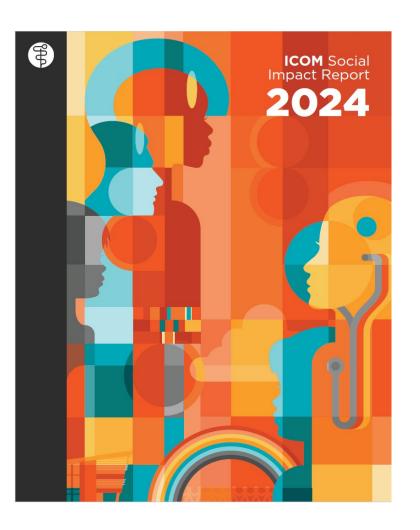
National Total Economic Impact (to

56% practice in a primary care specia 50% practice in a rural area

# **Annual Report**

**2nd Place** Idaho College of Osteopathic Medicine

ICOM Social Impact Report 2024



ICOM 2024 Social Impact Report

#### **Message from** the President



ICOM was established in partnership with Idaho State University in February 2016 and welcomed its first class in 2018. The College has now matriculated seven classes totaling 1,134 students from 48 states. On May 23, 2025, ICOM will graduate its fourth class, and later this summer, graduates from the inaugural cohort (Class of 2022) will finish their graduate medical education residencies - many of whom will return to Idaho and our other mission states to begin their practice of medicine.

Tracy J. Farnsworth EdD, MHSA, MBA, EACHE

the shortage of physicians in Idaho and across the country continues to grow, ICOM will now expand its class size from 150 to 220 students beginning in the summer of 2025. We thank the COCA - our accrediting body - and our clinical and other academic partners for their timely and resolute approval and support of this plan. We also thank the US Department of Education for their June 2024 approval

of federal financial aid programs now available to ICOM students and their families

In January 2024, the Northwest Commission for Colleges and Universities (NWCCU) granted ICOM Applicant Status, and the College remains on track to secure full NWCCU institutional accreditation as early as 2027. ICOM leaders will then begin the NWCCU application and approval process to launch additional academic programs complimentary to the Doctor of Osteopathic Medicine degree.

As the College continues on this trajectory of growth and development, ICOM trustees and senior leaders are often approached by notable clinical, academic, business, and governmental partners who desire to collaborate with ICOM in bold and creative ways. We welcome these discussions and will keep our stakeholders apprised of developments.

Meanwhile, in this 2024 Impact Report - presented around our five core values - you will read about ICOM's continued and steady progress toward advancing our inspired mission, vision, values, and strategic goals. I hope you enjoy reading it, and I invite you to visit our website at www.ICOM.edu and follow our progress on social media.



# **Annual Report**

### 1st Place

Oklahoma State University College of Osteopathic Medicine

Pathways 2024 Tribal Impact Report



Pathways
2024 TRIBAL IMPACT REPORT
OKLAHOMA STATE CENTER FOR

### DEAR FRIENDS,

This last academic year was one for the record books at OSU Center for Health Sciences as we continue our mission of educating physicians who will someday practice in rural and underserved areas of our state.

On May 16, OSU's College of Osteopathic Medicine at the Cherokee Nation celebrated a monumental achievement as its inaugural class of 46 medical students graduated from the nation's first tribully affiliated medical school.

Approximately 20% of that inaugural class are Native American. It's a substantial number compared to the less than 1% of Native American students enrolled in medical schools nationally. About 35% of the students from the inaugural class from OSU-COM at the Cherokee Nation matched with a rural or tribal residence program.

That residence fact is important because we know physicians tend to practice within 90 miles of where they do their residency. By educating medical students in a rural environment we will change health care outcomes in our state for semerations.

In addition, a five-year, \$10 million grant was recently savaride to Oklahoma State University's Center for Indigenous Health Research and Policy (CHIRP) to expand and grow health and nutrition initiatives in native communities across the country. Our Office of American Indians in Medicine and Science also works with Oklahoma youth to inspire career paths in the medical or science fields, and with tribes to provide cultural traditions for our students alongistic their studies.

This year we continued our national leadership in the area of graduates practicing medicine in health care professional shortage areas, as evidenced by our 2024 No. 6 ranking by US News and World Report.

Through our close relationships working with our state's tribal nations, we are making a difference for Oklahomans, and we appreciate your support. With criticude.

Johnny Stephens, Pharm.D. President, OSU Center for Health Sciences



2 // PATHWAYS 2024 TRIBAL IMPACT REPORT

# Feature Story

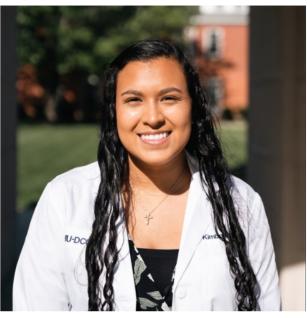
**3rd Place** Lincoln Memorial University-DeBusk College of Osteopathic Medicine

LMU-DCOM in Harrogate Announces Kimberly Flores as 2025 Student Doctor of the Year

### LMU-DCOM in Harrogate Announces Kimberly Flores as 2025 Student Doctor of the Year

Harrogate, Tennessee, December 16, 2024

By: Whitney Good



Student Doctor Kimberly Flores, OMS II, has been named the 2025 Student Doctor of the Year (SDOY) for the Lincoln Memorial University-DeBusk College of Osteopathic Medicine (LMU-DCOM) Harrogate campus. Flores, a first-generation American citizen and college graduate, has been recognized for her exceptional leadership, dedication to health equity and commitment to the osteopathic principles of holistic and patient-centered care.

The announcement that Flores was selected as SDOY was shared by LMU-DCOM's Student Government Association (SGA) 2nd Vice President, Samaria Elder. "Congratulations to Kimberly Flores on this well-earned honor! We wish her the very best as she represents us and competes against other Student Doctor of the Year winners at the national level," she wrote. "The decision was a challenging one, and we commend the commitment that each nominee demonstrated. Kimberly's accomplishments truly exemplify what it means to be a leader in the osteopathic field."



# **Feature Story**

# **2nd Place**

Oklahoma State University College of Osteopathic Medicine

Making History: OSU College of Osteopathic Medicine at the Cherokee Nation Graduates First Class to Aid Underserved Communities



Mackenzee Thompson, an OSU College of Osteopathic Medicine at the Cherokee Nation graduate, practices listening for a heartbeat.

### Making History: OSU College of Osteopathic Medicine at the Cherokee Nation graduates first class to aid underserved communities

Friday, September 13, 2024

Media Contact: Mack Burke | Associate Director of Media Relations | 405-744-5540 | editor@okstate.edu

#### Share % 🗸

In eighth grade, Mackenzee Thompson wrote an essay about wanting to be a doctor when she grew up. Her decision was solidified after volunteering at a free clinic in college.

"I really understood what a career in medicine meant. It was incredible to me that I could use what I studied and learned to directly impact the health of families for the better, just by offering my time," said Thompson, a Choctaw Nation citizen who grew up in the small town of Washington, Oklahoma.



# Feature Story

### 1st Place

West Virginia School of Osteopathic Medicine

### Social Determinants of Health Simulation



Home / News • Events • Publications



### In student-designed activity, Appalachian stories illustrate the social determinants of health

"Raise your hand if this simulation made you feel anxious or stressed," said Courtney Eleazer, Ph.D., a faculty member at the West Virginia School of Osteopathic Medicine (WVSOM).

A sea of arms went up.

First-year medical students had just completed the first mandatory activity of the academic year – a simulation designed to introduce the concept of the social determinants of health, which encompasses economic stability, access to education and other nonmedical factors that impact a person's health and quality of life.

In the activity, each student was randomly assigned one of seven characters to portray. There was "Jack," a widowed coal miner who didn't complete high school. Some students took the role of "Kiersten," a young woman with an abusive boyfriend. Others were "Susanne," a retired grocer raising two grandchildren, and "Hunter," an unhoused, unemployed man suffering from mental illness and hepatitis C. Students spent a month – condensed into an hour for the purposes of the activity – living the lives of their characters and trying to maintain good health for themselves and their dependents.

Created to mimic some of the health inequities present in rural Appalachia, many of the simulation's characters had limited income, lack of access to health care and education, poor social support systems, and experienced discrimination based on their social status. According to U.S. Consumer Financial Protection Bureau data, the median household income in rural Appalachia is about \$49,000. And the federal government's National Center for Education Statistics reported that about 66% of adults living in Appalachia read at or below an eighth-grade level.



### Serial Publication (Print or Digital)

### **3rd Place** A.T. Still University

### Spark Magazine





#### SPARK Vol. 4, No. 1 Vol. 4, No. 1 AT. Still University's scholary activity magazine

#### FEATURES

- 6 Community health innovators ATSU's scholarly activities are led by dedicated professionals who have devoted their carears to improving health outcomes and serving the underserved. Their work influences students, colleagues, communities, and beyond.
- 16 Museum serves as a global resource The Museum of Osteopathic Medicine, which was granted accreditation from the American Alliance of Museums, expands its reach and serves as a resource for visitors and researchers across the country and around the world.
- 18 Advances and challenges of anal health two ATSU faculty members combined their scholarly two artists to a National institutes of Health report, which is published once every 20 years and provides a road map on how to improve the nation's oral health.
  20 Leading and learning through conferences
- 20 Leading and learning through conterences Every year, hundreds of ATSU students, faculty, and staf attend and present at conferences around the country. By leading research and sharing knowledge, ATSU demonstrates its dedication to the health professions.

#### DEPARTMEN'

- 24 Scholarly activity highlights by school/college
- 44 Innovation through patents46 Research, Grants & Scholarly Innovations report
- 52 Faculty and staff scholarly activity
- 76 Student scholarly activity

#### ON THE COVER

An artistic rendering of the human nervous system on display at the Museum of Osteopathic Medicine

ATSU A.T. Still University

#### ATSU Mission

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#### ATSU schools and colleges

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### Serial Publication (Print or Digital)

# 2nd Place

West Virginia School of Osteopathic Medicine

### WVSOM Magazine



### WVSOM MAGAZINE WINTER 2024 MAGAZINE AND SUMMER 2024 MAGAZINE



DIGITAL ANALYTICS 12,627 IMPRESSIONS (1) 1,928

READS ()

(Click to view)

### WINTER 2024 WVSOM MAGAZINE

The Winter 2024 issue of the WVSOM Magazine emphasizes specialties that have been of interest to WVSOM graduates beyond primary care. WVSOM has always been driven by one purpose — to educate students to pursue careers as primary care physicians in rural and underserved areas, especially in the Appalachian region — but students who graduate from WVSOM are prepared for careers in all specialties. The feature story also profiles five WVSOM alumni who have entered specialties outside primary care.



### **Serial Publication** (Print or Digital)

### **1st Place** A.T. Still University

### Still Magazine

Contents | VOL.18, NO.1

#### FEATURES

12 The AI generation ATSU is integrating the latest learning technologies into its curricule, shaping the next generation of hallfhours leaders, and ensuring graduates are well-prepared to meet the evolving needs of patients and healthcare systems.

#### 24 Don't be out of touch

An osteopathic physician shares her personal account of the importance of touching patients and the need to bring the physical exam back to the forefront of patient care.

#### 30

In good hands When ATSU-MOSDOH faculty face a complex patient case at the St. Louis Dental Center, they combine clinical expertise with an innovative treatment plan to deliver high-quality oral healthcare.

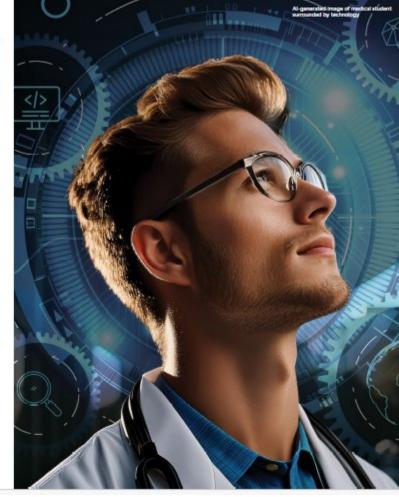
#### 36 ATSU's evolving legacies

As the University continues to grow through the addition of programs across daciplines, the term "legacy family" has grown to include generations of family members with slightly different career paths.

#### 43

A return to campus and a love for service Two ATSU alumni exemplify the University's mission and continue their patient care journey as practitioners at the Wealey Community & Health Center Recker campus.

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#### ON THE COVER laing the All option in Shuttenbock. he cover image was generated with the following prompt: dverse-male and female medical students

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# Social Media Campaign

**3rd Place** Philadelphia College of Osteopathic Medicine

Ninja Nerd Social Media Collaboration





# Social Media Campaign

2nd Place West Virginia Sch

West Virginia School of Osteopathic Medicine

WVSOM 2024 Graduation Social Media Campaign







# Social Media Campaign

**1st Place** Burrell College of Osteopathic Medicine

Burrell College: The D.O. Pulse Podcast











# Video

### **3rd Place** Orlando College of Osteopathic Medicine

### **OCOM Interest Video**





#### Why Choose OCOM? | 1-Minute Overview for Prospective Students



In just 60 seconds, discover why the Orlando College of Osteopathic Medicine (OCOM) is the perfect place to launch ...more



4/10 維吉尼亞地產論壇

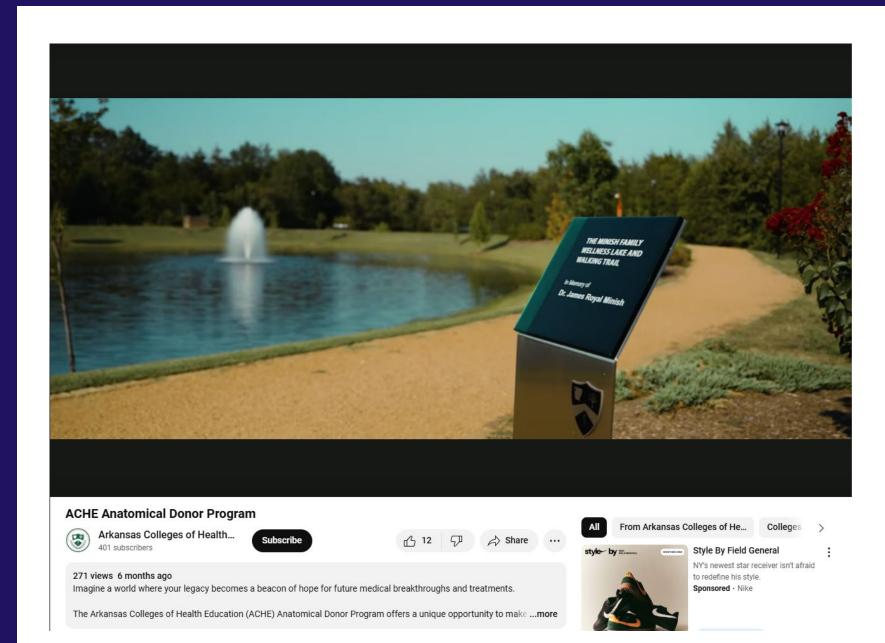
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# Video

### **2nd Place** Arkansas College of Osteopathic Medicine

### ACHE Anatomical Donor Program





# Video

**1st Place** Burrell College of

Osteopathic Medicine

Burrell College Harnessing Horsepower: Dr. Mary Lacaze Teaching Compassion With the Help of Horses



Harnessing Horsepower: Dr. Mary Lacaze Teaching Compassion With the Help of Horses

All From Burrell College of Osteo...

Related >

# Congratulations to our winners and a big thank you to everyone who participated.



# Thank you to our judges:

Ani Matson

**James Wakefield** 

**Eileen Burke** 

Marta Izarra

**Renee Harris-Etheridge** 

And select AACOM staff

