

AACOM

EDUCATING LEADERS '26

Excellence in Communications Awards



Advertising Campaign

3rd Place

Philadelphia College of Osteopathic Medicine

PCOM "Healthcare Champions Are Made Here" Advertising Campaign



Advertising Campaign

2nd Place

Idaho College of
Osteopathic Medicine

Your Journey Starts at
ICOM



Calling All Future Physicians.
Your Journey Starts Here

APPLY NOW →

WWW.ICOM.EDU



Advertising Campaign

1st Place

Burrell College of Osteopathic Medicine

Burrell College: You Belong

BURRELL COLLEGE of **OSTEOPATHIC MEDICINE**

At Burrell College, we support your journey from your first day of class to your first patients.

APPLY NOW
BURRELL.EDU

**YOU BELONG HERE.
YOU BELONG IN
MEDICINE.**

KATHRYN BYRNE
2ND YEAR STUDENT PHYSICIAN

ADDITIONAL INFORMATION RELATED TO THESE STATISTICS
CAN BE OBTAINED BY CONTACTING THE COLLEGE'S
OFFICE OF INSTITUTIONAL EFFECTIVENESS.

The advertisement features a central photograph of a young woman, Kathryn Byrne, wearing a white lab coat and a stethoscope. She is smiling and looking towards the camera. The background is a clinical setting with a colorful patterned curtain. The text is arranged in a clean, modern layout with a dark blue header and footer. A call-to-action button is on the left, and a testimonial is on the right. The overall design is professional and inviting.



Feature Story

3rd Place

West Virginia School of
Osteopathic Medicine

Researchers tap into
Appalachian nature for
possible medical
remedies



What if the natural environment offered by the Appalachian Mountains — plants native to the region and waterways flowing through West Virginia towns — proved to be a source of medicinal value?

That is what faculty and student researchers at the West Virginia School of Osteopathic Medicine (WVSOM) are studying through a \$300,000-plus grant funded by a West Virginia IDeA Network of Biomedical Research Excellence NIH grant.

Feature Story

2nd Place

Sam Houston State University College of Osteopathic Medicine

SHSU-COM Student Doctor Makes Life- Changing Diagnosis for Patient

FIRST CLINICAL ROTATION LEADS SHSU-COM STUDENT DOCTOR TO LIFE-CHANGING DIAGNOSIS

Third-year student doctor Caroline Podvin, Class of 2027, entered her internal medicine rotation eager to learn how experienced physicians work through complex cases and uncertainty.

At SHSU-COM, the first two years of medical education take place on campus in Conroe with classes, labs and clinical simulations. The third and fourth years move student doctors into clinics and hospitals across Texas, where they rotate with and learn from practicing physicians, known as preceptors, who serve as clinical faculty and guide students through real patient care settings.

“Internal medicine was my first rotation of third year and I was intimidated,” Podvin said. “There is a reputation of expert precision, attention to detail, complex reasoning and such a rich knowledge base.”

Despite the nerves that come with a first rotation, she approached the clinic feeling grounded in the examination and communication skills she developed during her preclinical years at SHSU-COM.

Early in the rotation, Podvin met a patient with symptoms that would be difficult for any clinician to connect because the underlying condition, later identified as Sneddon syndrome, is extremely rare and does not follow common diagnostic patterns. She listened closely to the patient and their family, completed her exam and began weighing what she observed against what she expected. The patient’s history included many pieces that seemed unrelated at first glance, and the puzzling nature of the case drew Podvin into a deeper conversation with her preceptor about possibilities that might tie the findings together.



Feature Story

1st Place

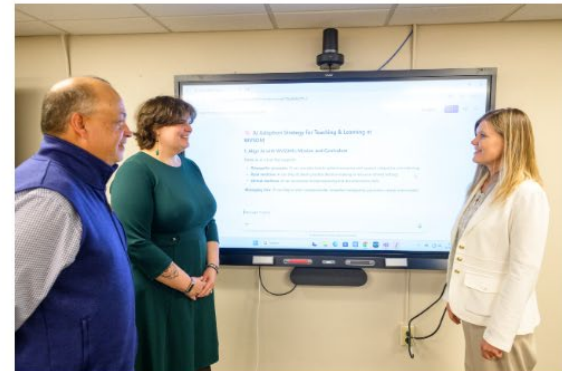
West Virginia School of Osteopathic Medicine

The future is now: Artificial intelligence task force helps WVSOM navigate evolving technology



Imagine entering a pod-like device — think a more advanced version of the blood pressure kiosks common at pharmacies— and coming out with an artificial intelligence-powered personalized health report and treatment plan. You might sit in a chair that measures your weight, put on a jacket that tracks your vitals and be asked, “Your weight is a little high for your height; can I develop a meal plan for you?” or “Your heart rate is very high; would you like to schedule an appointment with a primary care physician?”

The chair of the West Virginia School of Osteopathic Medicine (WVSOM) AI Task Force thinks a world with this and other artificial intelligence-assisted health technologies could soon be a reality.



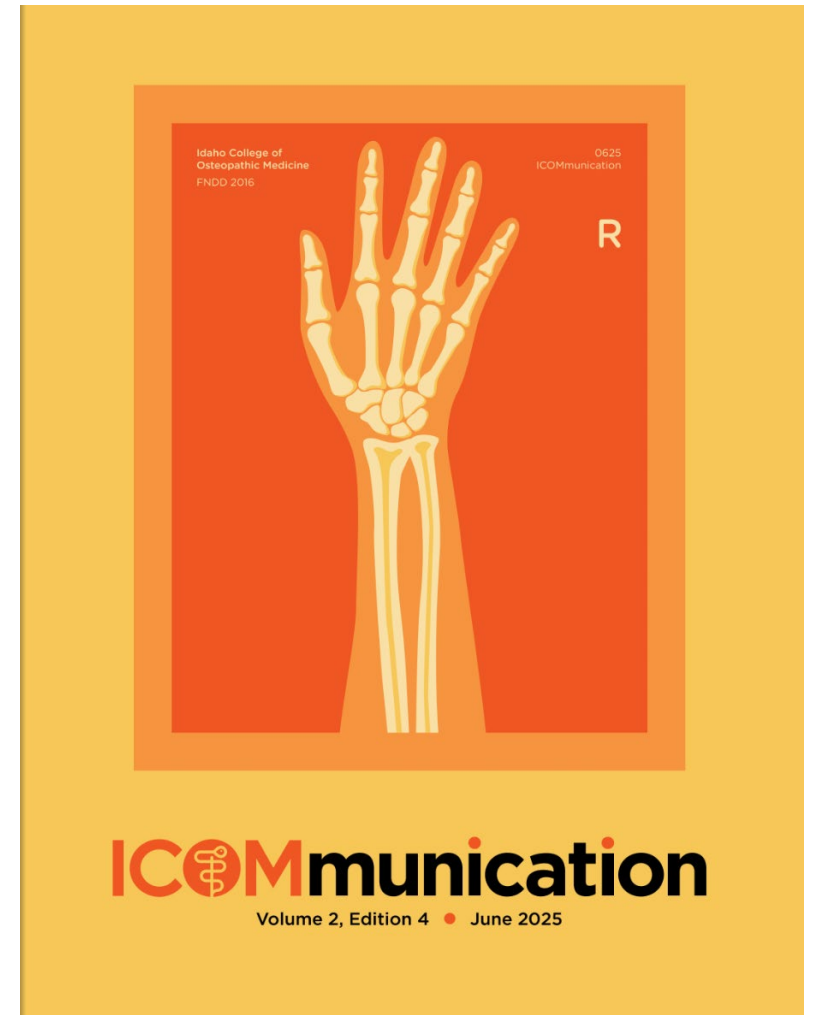
Ronnie Collins, Katie Williams, Ph.D., and Machele Linsenmeyer, Ed.D.

Serial Publication (Print or Digital)

3rd Place

Idaho College of
Osteopathic Medicine

ICOMmunication
Magazine



Serial Publication (Print or Digital)

2nd Place

Philadelphia College of
Osteopathic Medicine

PCOM Digest Issues
2025



Serial Publication (Print or Digital)

1st Place

A.T. Still University

Still Magazine

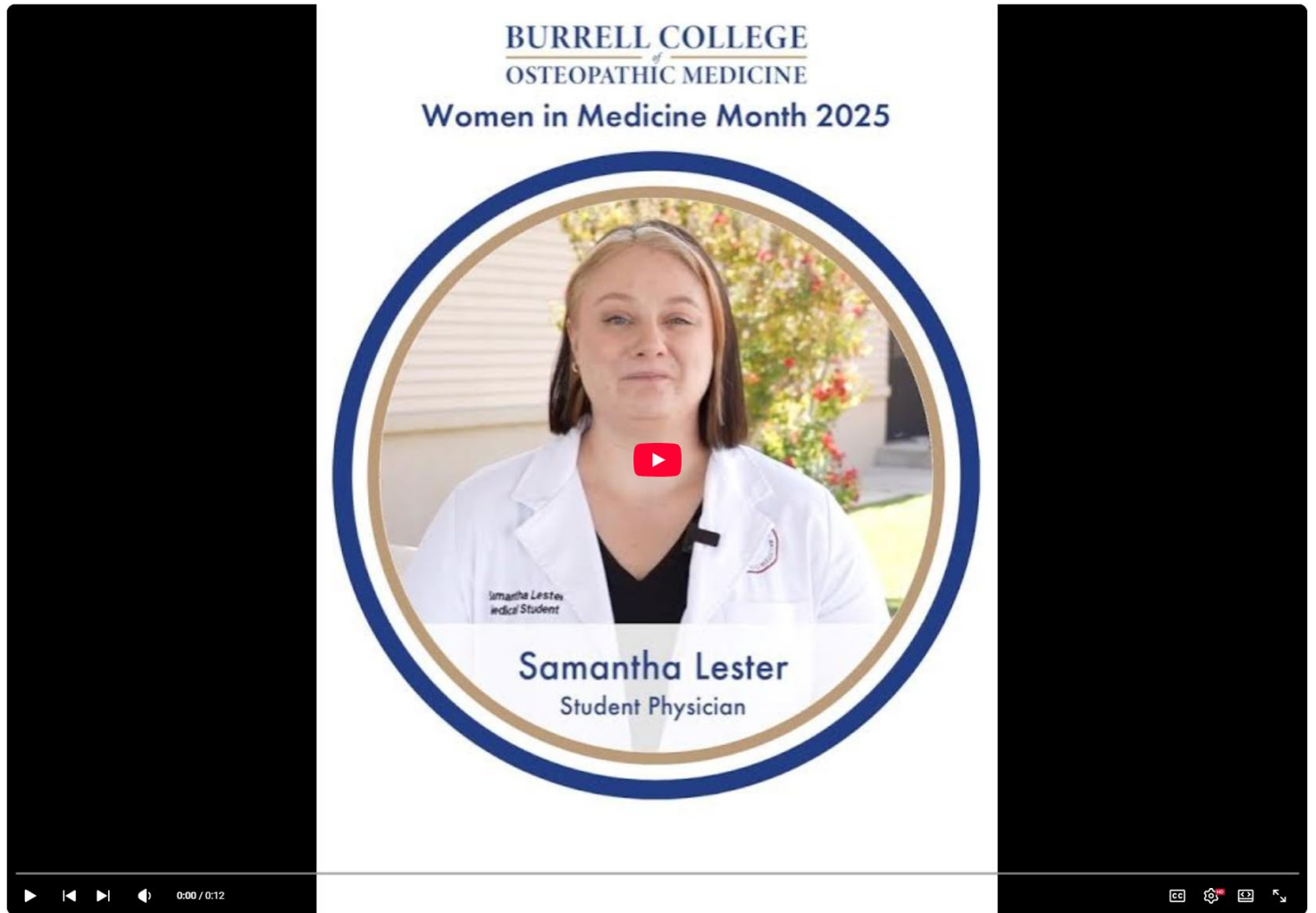


Social Media Campaign

3rd Place

Burrell College of
Osteopathic Medicine

Burrell College: Women
In Medicine Month 2025



Burrell College: Women In Medicine Month: Samantha Lester #burrellcollege #womeninmedicine

Burrell College of Osteopathic Medicine
1.09K subscribers

Subscribe

4 4 Share Ask Save Download ...

Social Media Campaign

1st Place (tie)

West Virginia School of
Osteopathic Medicine

2025 WVSOM White
Coat Social Media
Campaign



[Click to view post](#) | 5,222 views | 315 likes



[Click to view post](#) | 9,172 views | 76 likes



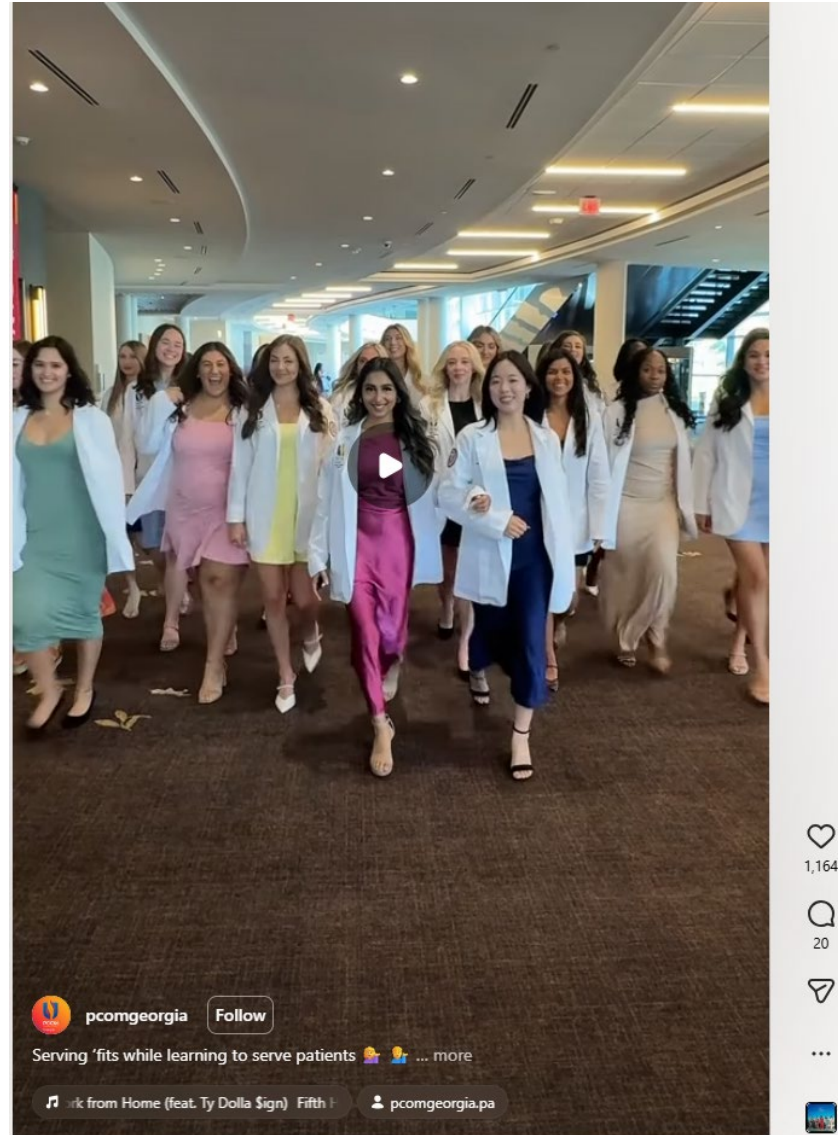
[Click to view post](#) | 11,766 views | 273 likes

Social Media Campaign

1st Place (tie)

Philadelphia College of Osteopathic Medicine

#PCOMWhiteCoat - August Ceremonies



Video

3rd Place

Idaho College of
Osteopathic Medicine

ICOM Neurosurgery
Club Donates 200+ Bike
Helmets



Neurosurgery Club Donates 200+ Bike Helmets to Local Schools



Idaho College of Osteopathic Medicine
760 subscribers

Subscribe



Share

Ask

Save



Video

1st Place (tie)

Burrell College of
Osteopathic Medicine

Burrell College: Roswell's
Next Close Encounter Is
Future Doctors



Roswell's Next Close Encounter: Recruiting Future Doctors



Burrell College of Osteopathic Medicine
1.09K subscribers

Subscribe



3



Share



Ask



Save



Video

1st Place (tie)

Idaho College of
Osteopathic Medicine

ICOM Fly Fishing Club



Kolten Unrein, OMS-2
Student Doctor | ICOM

Discover ICOM's Fly Fishing Club



Idaho College of Osteopathic Medicine
760 subscribers

Subscribe

1

Share

Ask

Save

...

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



**AACOM
EDUCATING
LEADERS '26**

Thank you to our judges:

Ani Matson

James Wakefield

Renee Harris-Etheridge

Marta Izarra

And select AACOM staff



AACOM
EDUCATING
LEADERS '26