American Association of Colleges of Osteopathic Medicine

Excellence in Communications Awards 2022

Educating Leaders 2022
THE AACOM ANNUAL CONFERENCE
APRIL 27–29 | DENVER, CO
EXCELLENCE IN COMMUNICATIONS

Advertising 1st Place
RVUCOM-SU
RVU-SU COVID-19
Vaccine Clinic
EXCELLENCE IN COMMUNICATIONS

EXCELLENCE IN COMMUNICATIONS

Annual Report 3rd Place
ICOM
ICOM Annual Report 2021

Message from the President

Tracy J. Famsworth
EDD, MSHA, MPA, 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 trials 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 its individual and collective resilience—and in the continued growth, maturity, and progress of our students—indeed—nationally 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 2024—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.
EXCELLENCE IN COMMUNICATIONS

Annual Report 2nd Place
A.T. Still University
ATSU Annual Report 2019-20
EXCELLENCE IN COMMUNICATIONS

Feature Story 3rd Place
A.T. Still University
Keeper of the Flame
Kameron Black, DO ’21, Merged Medicine and Technology To Co-Creat RVU’s Digital Health Track

Rocky Vista August 5, 2021 Alumni, DO Students

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.
Feature Story 1st Place

WVSOM

Diversity Efforts Aim for Greater Representation on Campus

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."

EducatiNG Leaders 2022
THE ACOM ANNUAL CONFERENCE
APRIL 27-29 | DENVER, CO
EXCELLENCE IN COMMUNICATIONS

Serial Publication 2nd Place (tie)
A.T. Still University
Still Magazine Fall/Winter 2021
EXCELLENCE IN COMMUNICATIONS

Serial Publication 2nd Place (tie)

KCU-COM
Kansas City University Magazine
2021
EXCELLENCE IN COMMUNICATIONS

Serial Publication 2nd Place (tie)

ICOM

ICOMmunication Newsletter

IN THIS ISSUE

- Manager of Leadership
- ICOM Welcome Class of 2023
- New Leadership Changes for Board of Trustees
- ICOM, Idaho State Launch DO/MPH Program
- Physician Receives Perceptor of the Year Honor
- ICOM Student Wins Children’s Book Series

UPCOMING EVENTS

OCT
1
WHITE COAT GROUNDFOR YEAR: CLASS OF 2025

NOV
25
THANKSGIVING BREAK: November 25-26

DEC
24
WINTER BREAK: December 24-31

SEPTTEMBER 2021

THE ACOM ANNUAL CONFERENCE
APRIL 27-29 | DENVER, CO
EXCELLENCE IN COMMUNICATIONS

Serial Publication 1st Place
RVUCOM
Vista View
EXCELLENCE IN COMMUNICATIONS

Social Media 3rd Place
PCOM
Social Media Campaign:
DO White Coat Ceremony 2021
EXCELLENCE IN COMMUNICATIONS

Social Media 2nd Place
RVUCOM
RVU-SU Chill Fest
EXCELLENCE IN COMMUNICATIONS

Social Media 1st Place

KCU-COM

KCU Match Day Social Media Campaign
EXCELLENCE IN COMMUNICATIONS

Student Recruitment 1st Place
A.T. Still University
Dreamline Pathways
EXCELLENCE IN COMMUNICATIONS

Video 3rd Place
UNTHSC/TCOM
The HOME Clinic: TCOM Students Continue Community Outreach to Homeless
EXCELLENCE IN COMMUNICATIONS

Video 2nd Place
OSU-COM
Pre-Health Round Up video
EXCELLENCE IN COMMUNICATIONS

Video 1st Place
ICOM
Medical Improv at ICOM
Thank you for your participation and please join us again next year!
Thank You Judges

Ani Matson           Jaida Jackson
Brett Gray           James Wakefield
Dale Keiger          Karen Lancaster
Eileen Burke         Renee Harris-Etheridge

And select AACOM Staff