EXCELLENCE IN COMMUNICATIONS

Student Recruitment 1st Place
OSU-COM
Summer To-Do List Mailer
EXCELLENCE IN COMMUNICATIONS

Advertising 1st Place
CUSOM
COVID-19 Public Service Announcement

Today’s newsletter is brought to you by
Campbell University School of Osteopathic Medicine.

Stay healthy North Carolina!

medicine.campbell.edu/covidcare
Alumni Development 1st Place
NYITCOM
Stethoscope Donation Program
EXCELLENCE IN COMMUNICATIONS

Annual Report 1st Place
OSU-COM
Prescription for a Healthy Future 2019 Impact Report
EXCELLENCE IN COMMUNICATIONS

Annual Report 2nd Place (tie)
CUSOM
2020 Annual Report
EXCELLENCE IN COMMUNICATIONS

COVID-19 Pivot 1st Place (tie)
CUSOM
Class of 2020 Graduation

Class of 2020 Graduation Gift Boxes

"Subscription style" market box design
Interior design
Dr. Campbell branded flash drive with sanitaion video
Commemorative mug with Class of 2020 graduates listed
Class of 2020 Academia Book

Masked up and socially distant packing party!

Jim Powers, DO, FACEP, FAAEM
Interim Dean and Chief Academic Officer
Associate Dean for Clinical Integration
Professor of Emergency Medicine

Educating Leaders 2021
THE AACOM ANNUAL CONFERENCE
APRIL 20–22 | VIRTUAL EVENT
EXCELLENCE IN COMMUNICATIONS

COVID-19 Pivot 1st Place (tie)
UNE COM
Class of 2020 Graduation
EXCELLENCE IN COMMUNICATIONS

COVID-19 Pivot 3rd Place
RVUCOM
Class of 2020 Graduation
EXCELLENCE IN COMMUNICATIONS

Feature Story 1st Place
UNE COM

Racism & COVID

As we reflect back on 2020, we will undoubtedly find the effects of the coronavirus pandemic that��ended our lives and continue to shape the health and safety of our country. We will also continue to feel the weight of racism compounded by the pandemic, as amplified voices loudly advocate for change.

Asante, Dhakirah, D.O., M.P.H., is an internal medicine hospitalist at UMass Memorial who primarily works in both the inpatient and emergency setting for the UMass Memorial Hospital in Worcester. After a grueling 14-hour shift, she posted on her Facebook page the distressing experience that left her feeling exhausted and depressed. She needed another reason to lose weight, and she was sure that some were with COVID-19 and some had NO chronic problems...some people of the same family member right after another...some will recover, some will recover but still in a hospital and others will make it to the next level of care.

Another story that touched me was one at the time of the need to send our elderly our and near ages in our patients. “I can’t breathe.” The intense stress on her that the COVID-19 and social isolation shared the same consequences. But for George Floyd, the death on May 25, 2020 “transformed this work.” I have been triggered by the social issues and this has caused me to deal with events that I have experienced and witnessed. Dr. Doreen teaches us that “I am still working on instilling those issues in our future and move on but was not expecting to have to deal with those issues in the middle of fighting a pandemic.”

Like other healthcare providers, Dr. Doreen is acutely aware of the interplay of these pandemics and the conditions other than that disease and others. She also noticed other similarities.

Both are highly contagious.
Both are ending crystallizations.
Both can be short-term.
Both require medical surveillance.
Both increase health disparities.
Both cause physical and mental destruction.
Both cause social distancing.
Both require coordination.
Both cause a negative impact on society and the economy.

Victims do not think it could happen to them.
Victims may or may not be “can’t breathe”.
Victims can be impacted by both at the same time.
You can leave it and not know if the PREVENT IT AND INFECT OTHERS.
Both are not going anywhere, but we must take the proper precautions to combat and prevent.

While COVID-19 doesn’t discriminate, racism is the embodiment of discrimination (all and continues to affect people communities of color. 

The UMass Memorial Health System’s mission is to be the best health system in the world. We are committed to eliminating racism in all forms. That is why we have a diversity, equity, and inclusion plan that includes policies and practices. The first team in June, which included 25 tasks from the Institute for Diversity in Healthcare, has drawn together groups of police brutality and continue to support diversity for Black, Indigenous, and People of Color (BIPOC). The most recent initiative, in September, was for the members of the UMass Memorial Black and white and protected leadership and increased social distancing to share knowledge with the BIPOC movement.

As we continue to combat racism during the pandemic, Dr. Doreen urges us to be mindful and keep one another safe. “As we take part in peaceful gatherings and process, we will continue to practice meaningful and productive conversations and activities that help us change our mindset in this country, we are still in the middle of the PANDEMIC... Don’t ignore that... Please continue to adhere to safety precautions as we navigate through these difficult times.”
EXCELLENCE IN COMMUNICATIONS

Feature Story 2nd Place

PCOM

PCOM Heroes of the Front Lines
Feature Story 3rd Place

NSU-KPCOM

Big Apple Anguish

Volunteering at the COVID-19 Epicenter

Interview date: Early May 2020, immediately following New York's crisis peak

Call it a COVID-19 epiphany for Dr. William Peter Antaki, III, a plastic and reconstructive surgeon based in New York, decided to volunteer in the COVID-19 epicenter of the two hospitals he works at in Brooklyn and Staten Island in early April. He received a heartwrenching introduction to the machinations of crisis medicine. Initially, it would be the first of many harrowing scenes he would witness firsthand during the time he spent as a volunteer physician.

Harrowing Experience

As he entered the COVID-19 unit at the Brooklyn-based hospital for the first time, the words “Do you speak Spanish?” were met with a sense of urgency by an unknown voice. “I speak Spanish. How can I help?” asked Antaki, a Johns Hopkins - Pritzker College of Osteopathic Medicine alumnus.

Continued on page 3
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Serial Publication 1st Place
NSU-KPCOM
COM Outlook
Quarterly Newsletter
EXCELLENCE IN COMMUNICATIONS

Serial Publication 2nd Place
ATSU-KCOM
Still Magazine
EXCELLENCE IN COMMUNICATIONS

Serial Publication 3rd Place
ICOM
ICOMmunication

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UPCOMING EVENTS
- JULY 29 NEW STUDENT ORIENTATION AT ICOM
  - May 29, 2020
- AUG 3 CLASSES RESUME AT ICOM
  - August 3, 2020
- SEPT 25 WHITE COAT CEREMONY
  - Harrison Center, Bobst
  - September 25, 2020
EXCELLENCE IN COMMUNICATIONS

Social Media 1st Place

RVUCOM

Virtual Health Fair

Social Media Promotion
EXCELLENCE IN COMMUNICATIONS

Social Media 2nd Place

PCOM

Women in Medicine Month

Passing the Stethoscope

Philadelphia College of Osteopathic Medicine

September 26, 2020

As we wrap up this year's Women in Medicine Month celebration, we wanted to highlight a few of our student's perspectives as they passed the stethoscope — across all PCOM campus locations — to talk about advancing equity in medicine. #WIMMonth

Even beyond the month of September, we encourage our community to continue the conversation and create change. Who would you pass the stethoscope to?
EXCELLENCE IN COMMUNICATIONS

Social Media 3rd Place
LMU-DCOM
A Message to LMU-DCOM Students

A MESSAGE FOR OUR STUDENTS

LMU
DeBusk College of Osteopathic Medicine
LINCOLN MEMORIAL UNIVERSITY

A message to OMS-II and OMS-III LMU-DCOM Students

May 6, 2020

This message goes out to all of the OMS-II and OMS-III students at LMU-DCOM. A few of our faculty and staff recorded this message especially for you. We know this has been a tough time and want to encourage you. Keep looking forward. We love you, and we are here for you. #TogetherLMU-DCOM

Educating Leaders 2021
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Video 1st Place
UNTHSC/TCOM
Digital Portrayal of Drs. Dralves and Jessica Edwards Scholarship

TCOM announces the creation of the Drs. Dralves and Jessica Edwards Scholarship

June 19, 2020

To honor one of the pioneering families of its proud history, the Texas College of Osteopathic Medicine has announced the creation of the Drs. Dralves and Jessica Edwards Scholarship. Dr. Dralves Edwards was the first black student to graduate from TCOM in 1984, and 34 years later his daughter, Dr. Jessica Edwards, followed in his footsteps and earned her doctorate in 2014. They are TCOM's first African-American parent-child legacy.

A Family Legacy - The Drs. Dralves and Jessica Edwards Scholarship
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Video 2nd Place (tie)

PCOM

360° Look Inside PCOM South Georgia
EXCELLENCE IN COMMUNICATIONS

Video 2nd Place (tie)
ICOM
“New Normal” During the COVID-19 Pandemic
Thank you for your participation and please join us again next year!
Thank You Judges

Ani Matson  Eileen Burke
Brett Gray   James Wakefield
Dale Keiger  Susan DeMuth

And select AACOM Staff