

AACOM
AWARDS 2013

ANNUAL AWARDS
BANQUET

APRIL 26, 2013

AACOM LEADERSHIP AWARD

THE WILLIAM D. MILLER AWARD

Presented to



John B. Crosby, JD
Executive Director
American Osteopathic Association

The William D. Miller Award is presented each year on behalf of the AACOM Board of Deans. Recipients of this award are nominated and selected in recognition of their extraordinary contributions to the advancement of the osteopathic profession. Throughout his tenure as Executive Director of the American Osteopathic Association (AOA), John B. Crosby, JD, has been a tireless advocate for osteopathic medicine and has contributed untold measures of support to all arenas of the profession.

Mr. Crosby has served as Executive Director of the AOA since 1997. Under his more than 15 years of leadership, AOA membership has grown dramatically, and the financial position of the association has markedly strengthened. Through work with AOA's Bureau of Federal Health Programs, Mr. Crosby helped develop the National Osteopathic Advocacy Center in Washington, DC, which established greater visibility for the osteopathic medical profession at the federal level.

Along with his work at the AOA, Mr. Crosby has also been an active participant in the efforts of the Blue Ribbon Commission for the Advancement of Osteopathic Medical Education (BRC) and the Accreditation Council for Graduate Medical Education (ACGME) Joint Leadership Committee. His ongoing involvement throughout the osteopathic medical profession includes work with the American Osteopathic Information Association (AOIA), the American Osteopathic Foundation (AOF) and DOCARE International.

Mr. Crosby earned his JD from the Ohio State University College of Law. Before taking on the role of AOA Executive Director, he served for eight years as Senior Vice President for Health Policy at the American Medical Association (AMA).

AACOM LEADERSHIP AWARD

THE ROBERT A. KISTNER AWARD

Presented to



Matthew Schure, PhD
President and CEO
Philadelphia College of Osteopathic Medicine

The Robert A. Kistner Award, selected by the AACOM Board of Deans, is presented each year to an individual who has made important contributions throughout their career to benefit and support osteopathic medical education. For more than two decades, Matthew Schure, PhD, has worked with unrelenting dedication in many different capacities within the osteopathic medical education field.

Since 2000, Dr. Schure has served as President and CEO of the Philadelphia College of Osteopathic Medicine (PCOM). Under his leadership, PCOM founded its Georgia Campus (GA-PCOM) in Suwanee, Georgia, in 2004. PCOM and GA-PCOM currently boast more than 2,000 enrolled medical students combined. In addition to his work at PCOM, Dr. Schure has also been active as a member of AACOM's Assembly of Presidents, and was appointed by the group to serve on AACOM's Audit Committee. Known throughout the medical education community for his many years of service and profound appreciation of the distinctiveness of osteopathic medicine, Dr. Schure has garnered a national reputation that reflects his commitment to excellence and devotion to the field.

Dr. Schure is a licensed Psychologist and earned his PhD in Educational Psychology from Columbia University. Before taking his expertise to PCOM, Dr. Schure served as President of the New York Institute of Technology (NYIT).

SOME INNOVATION IN MEDICAL EDUCATION AWARDS

The Society of Osteopathic Medical Educators (SOME) confers Innovation in Medical Education Awards in recognition of specific educational innovations that have resulted in meaningful change at the developer's institution.

CATEGORY: BASIC SCIENCE MEDICAL EDUCATION

**Use of Case Presentation Exercises in Medical Microbiology
and Infectious Diseases to Improve Medical Student Performance
on Course Assessments**

Neal R. Chamberlain, PhD

Associate Professor for Microbiology/Immunology

A.T. Still University - Kirksville College of Osteopathic Medicine

CATEGORY: CLINICAL MEDICAL EDUCATION

Learning by Living: Life Altering Medical Education

Marilyn R. Gugliucci, MA, PhD

Director of Geriatrics Education and Research

University of New England College of Osteopathic Medicine

NATIONAL ACADEMY OF OSTEOPATHIC MEDICAL EDUCATORS

The National Academy of Osteopathic Medical Educators (NAOME) is a community of outstanding educators who have met rigorous standards of academic scholarship. Each peer-selected Academy Fellow is inducted to serve a five-year term, during which the individual serves as a leader and mentor for academic scholarship and excellence within the osteopathic medical education community.

2013 NAOME INDUCTEES

Michael L. Kuchera, DO

Professor and Chair of Osteopathic Manipulative Medicine
Marian University College of Osteopathic Medicine

Harald Lausen, DO, MA

Associate Professor and Director of Medical Student Education
Southern Illinois University School of Medicine

Elizabeth K. McClain, EdS, PhD

Assistant Dean of Clinical Education
Kansas City University of Medicine and Biosciences
College of Osteopathic Medicine

Wayne A. Wilson, PhD

Associate Professor of Biochemistry
Des Moines University College of Osteopathic Medicine

NATIONAL STUDENT DO OF THE YEAR AWARD

Presented to



Amber Hull

Third-Year Osteopathic Medical Student

Arizona College of Osteopathic Medicine of Midwestern University

The National Student DO of the Year is selected from among the outstanding students selected by their schools as Student of the Year on the basis of their service to their college, leadership and research experiences, and dedication to the osteopathic profession. The 2013 recipient, Amber Hull, is a third-year student at the Arizona College of Osteopathic Medicine of Midwestern University, and currently serves as the Global Health Representative for the Council of Osteopathic Student Government Presidents (COSGP).

Amber is the American Osteopathic Association student-appointed representative to the Bureau of International Osteopathic Medical Education and Affairs. She served as the 1st Vice President of her Student Government Association and participated in numerous community service events. In the summer of 2011, she worked as an intern for the United States Department of State, Office of International Health and Biodefense, focusing on issues related to global health diplomacy, public health, and service delivery systems. Prior to attending medical school, she worked as a research assistant at the University of Colorado Denver in the Department of Pediatrics at the Children's Hospital.

When selecting the National Student DO of the Year, the student's leadership, commitment to community service, dedication to the profession, professionalism, and embodiment of the osteopathic philosophy are all considered. The award was presented to Ms. Amber Hull in recognition of her outstanding achievements, combined with her dedication to the advancement of the osteopathic profession.

JOINING FORCES ADVISORY GROUP SPECIAL RECOGNITION



Inaugural Chair:

Marc B. Hahn, DO

**Executive Vice President for Academic and Medical Affairs, Provost and Dean
Kansas City University of Medicine and Biosciences College of Osteopathic
Medicine
Chair, AACOM Board of Deans**

The White House-sponsored Joining Forces initiative, an expansive effort to support members of the military, veterans and military families in areas of employment, education and wellness, was established by First Lady Michelle Obama and Dr. Jill Biden on April 12, 2011. On January 11, 2012, at a special event on the campus of Virginia Commonwealth University (VCU), the First Lady and Dr. Biden publicly announced a new focus of the initiative centering on training current and future physicians to meet the unique clinical challenges associated with caring for this important population. At the event, leadership from across the medical education continuum gathered to pledge their support to this significant cause.

Marc B. Hahn, DO, Executive Vice President for Academic and Medical Affairs, Provost and Dean at the Kansas City University of Medicine and Biosciences College of Osteopathic Medicine and Chair of AACOM's Board of Deans, was asked by AACOM President and CEO Stephen C. Shannon, DO, MPH, to lead the association's Joining Forces efforts. Under Dr. Hahn's leadership, individuals at many of the nation's colleges of osteopathic medicine volunteered to serve as champions of this cause, and united as a network to create essential teaching and learning resources focused on military medicine.

Dr. Hahn's work to promote and develop AACOM's Joining Forces initiative was essential in advancing awareness of and participation in this momentous effort throughout its inaugural year. It is with great pleasure that AACOM extends its most sincere appreciation to Dr. Marc B. Hahn, Inaugural Chair of the AACOM Joining Forces National Initiative.

OUTSTANDING MEDICAL EDUCATION RESEARCH POSTER AND PRESENTATION AWARD

The AACOM Outstanding Medical Education Research Poster and Presentation Award is presented to the individual whose poster and presentation submission is found to achieve the highest standards of professional, scientific and educational rigor. After a preliminary assessment of submitted abstracts, five finalists are selected for extended peer-review. Each finalist entry is then critically evaluated in its entirety by Fellows of the National Academy of Osteopathic Medical Educators (NAOME) to determine the awardee. Among the criteria for assessment are: quality of content and delivery; collaborative involvement; comprehension of concepts; portability and transferability of results; use of resources, references and citations; scientific and educational rigor; use of technology; and overall appearance and design. The recipient of this award is determined during the AACOM Annual Conference and is not announced until the Annual Awards Banquet.

HONORARY MEMBER OF COSGP

Presented to



John B. Crosby, JD
Executive Director
American Osteopathic Association

The Honorary Member of the Council of Osteopathic Student Government Presidents (COSGP) award is given to a mentor who has made a lasting positive impact on present and future osteopathic medical students through their devotion to the osteopathic medical profession. Selected by the members of the COSGP, this award is presented to an individual who has donated invaluable contributions of time, guidance and resources to osteopathic medical students across the nation. With this award, the COSGP extends its gratitude and appreciation to John B. Crosby, JD, Executive Director, American Osteopathic Association.

AACOM EXCELLENCE IN COMMUNICATIONS AWARDS

AACOM'S EXCELLENCE IN COMMUNICATIONS AWARDS
are presented in honor of the outstanding marketing, media
relations, public education, writing and design efforts under-
taken by the nation's colleges of osteopathic medicine.



BEST IN SHOW

"What If?" Campaign

Alabama College of Osteopathic Medicine

BEST MAGAZINE PRINT

FIRST PLACE

KCUMB Magazine

**Kansas City University of Medicine and
Biosciences College of Osteopathic
Medicine**

SECOND PLACE

Still Magazine

A.T. Still University

THIRD PLACE

UMDNJ-SOM 35 Years of Excellence Magazine

**University of Medicine and Dentistry of
New Jersey School of Osteopathic Medicine**

BEST MAGAZINE MULTIMEDIA

FIRST PLACE

Still Magazine Online

A.T. Still University

BEST ANNUAL REPORT

FIRST PLACE

President's Report

**Arizona College of Osteopathic Medicine
of Midwestern University**

SECOND PLACE

Extraordinary Impact - 2012 Annual Report

**Philadelphia College of Osteopathic
Medicine**

THIRD PLACE

Moving WVSOM Forward

**West Virginia School of Osteopathic
Medicine**

BEST RECRUITMENT PIECE PRINT

FIRST PLACE

Touro Nevada COM Recruitment Package

**Touro University Nevada College of
Osteopathic Medicine**

BEST RECRUITMENT PIECE MULTIMEDIA

FIRST PLACE

Why KYCOM?

University of Pikeville Kentucky College
of Osteopathic Medicine

SECOND PLACE

Email Marketing Campaign

Kansas City University of Medicine
and Biosciences College of Osteopathic
Medicine

BEST WEBSITE

FIRST PLACE

KCUMB.edu

Kansas City University of Medicine
and Biosciences College of Osteopathic
Medicine

BEST SOCIAL MEDIA EFFORT

FIRST PLACE

DMU Social Media Efforts

Des Moines University
College of Osteopathic Medicine

SECOND PLACE

KCUMB Facebook Page

Kansas City University of Medicine
and Biosciences College of Osteopathic
Medicine

THIRD PLACE

PCOM Facebook Page

Philadelphia College of Osteopathic
Medicine

BEST VIDEO

FIRST PLACE

Video News Release for WVSOM's 2012 Commencement

West Virginia School of Osteopathic
Medicine

SECOND PLACE

"What If?" Campaign

Alabama College of Osteopathic Medicine

**BEST NEWSLETTER
PRINT**

FIRST PLACE

**Midwestern Relations: A Report on
Diversity and Outreach**

**Arizona College of Osteopathic Medicine
of Midwestern University**

**BEST NEWSLETTER
MULTIMEDIA**

FIRST PLACE

DMU Alumni Association E-Newsletter

**Des Moines University
College of Osteopathic Medicine**

SECOND PLACE

Rocky Vista University View

**Rocky Vista University
College of Osteopathic Medicine**

**BEST FUNDRAISING OR ANNUAL
FUND CAMPAIGN MATERIALS**

FIRST PLACE

"What If?" Campaign

Alabama College of Osteopathic Medicine

SECOND PLACE

"Team DMU" Annual Fund Campaign

**Des Moines University
College of Osteopathic Medicine**

THIRD PLACE

Year-End Holiday Card

**Touro University Nevada
College of Osteopathic Medicine**

**THANK YOU TO OUR 2013 AACOM
EXCELLENCE IN COMMUNICATIONS
AWARDS JUDGES!**

BEST FEATURE STORY OR ARTICLE

FIRST PLACE

“Gender Minorities and Medicine”

**Des Moines University
College of Osteopathic Medicine**

SECOND PLACE

“Senior Students Make Their Latent Dreams Come True”

**Nova Southeastern University
College of Osteopathic Medicine**

THIRD PLACE

“Jennifer White Scholarship Endowment”

**West Virginia School of Osteopathic
Medicine**

OTHER

FIRST PLACE

Food is Medicine Campaign

**Des Moines University College of
Osteopathic Medicine**

SECOND PLACE

LECOM 20th Anniversary Banner Display

Lake Erie College of Osteopathic Medicine

THIRD PLACE

PCOM Virtual Tour

**Philadelphia College of Osteopathic
Medicine**

HONORABLE MENTION

Mobile Health Clinic Re-design

**Ohio University Heritage
College of Osteopathic Medicine**

Judging of the **2013 AACOM Excellence in Communications Awards** was performed by several AACOM staff members along with special guest judges Becky Eason, President, Eason Associates Inc.; Judith Markoe, Principal, Big Picture Marketing, a Washington, DC-based consulting firm; and Wendy Fernando, Communications and Marketing Consultant, AACOM.

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AMERICAN ASSOCIATION OF
COLLEGES OF OSTEOPATHIC MEDICINE