Excellence in Communications

Awards 2009
Centers for Osteopathic Research and Education

Materials produced to assist OUCOM’s hospitals in recruiting for their graduate medical education programs. Items include exhibits, stationary, pens, fold out maps, and more.

1st Place • OUCOM

Best Marketing or Public Relations Campaign
Homeless Outreach Through Medicine and Education

Student volunteers visit downtown Phoenix homeless shelters weekly to treat patients.
VCOM sponsors 3 clinics in underserved communities in Honduras, the Dominican Republic and El Salvador.

The Medical Mission Journal allows students to report on and publicize their experiences with VCOM medical missions.
As a Safe Kids Network of Erie, PA partner, LECOM students present the **Poison Prevention Program** at schools, health expos, and other community events.
Showcases DMU-COM’s state-of-the-art Simulation Center to practicing physicians and prospective students.

1st Place • DMU-COM
“Prepare Yourself” 30-second TV spots that brand LECOM to the local community.
www.dmu.edu

Welcome
Des Moines University is a postgraduate medical school offering degree programs in Osteopathic Medicine, Anatomy, Biomedical Sciences, Podiatric Medicine, Physician Assistant Studies, Physical Therapy, Public Health, and Health Care Administration, located in Des Moines, Iowa.

News
2009 CPEU research day winners
Mar 31, 2009
Des Moines University, Fresh perspective to promote health care career
Mar 10, 2009

Happenings
Commencement
DMU-Com

Best Website or Web-Based Presentation
“The discipline of learning. The art of caring.”
OUCOM’s **Centers for Osteopathic Research and Education** logo was redesigned in 2008.
Fold-out **pocket guide** to OUCOM hospitals and programs.

**1st Place • OUCOM**

Best Specialty Item
AACOM Excellence in Communications Awards 2009

Best Specialty Item

Ceramic pencil holder

2nd Place • NYCOM/NYIT

Best Specialty Item
“Doing a World of Good”
grocery tote and flexible frisbee giveaways

3rd Place • DMU-COM
Best Specialty Item
Spring Fling

Dinner, dance and silent auction
to benefit the Ohio University Academic and Research Center and the Doctors Hospital Medical Education Fund.
Learning to Observe
Phoenix Museum of Art

Students were taught how to observe pattern, emotion, style and setting among museum pieces. They then discussed ways to apply these observation skills to patient interactions.
Body, Mind and Spirit

The University Doctors’ Senior Health and Fitness Day provided a free health forum, health screenings, information and activities for the local senior population.
Digest

Alumni magazine highlights the college’s achievements, programs, faculty, staff and alumni, and the work of osteopathic physicians, health practitioners and behavioral scientists.
Nexus

Alumni magazine that serves alumni and friends of three distinct colleges (UNE, Westbrook and St. Francis).
Still Magazine

ATSU’s alumni magazine, redesigned in 2008 based on reader feedback, has experienced dramatically increased reader response.
Abaton

A collection of prose, poetry, photography and art contributed by DMU students, faculty, alumni and friends.
Humanism in the Health Sciences

Published annually by students for students, this magazine promotes the idea of humanism as a basic tenet of WesternU’s teachings.
Leisure and Learning Program

Educational program announcement for Midwestern University graduates.

3rd Place · Midwestern U
Best One-of-a-Kind or Special Publication
The RVUCOM recruitment brochure presents a brief overview of the college to prospective students, including academic, outreach, activity, community and lifestyle opportunities.
AACOM Excellence in Communications Awards 2009

Best Development or Recruitment Publication

Faculty/Staff Annual Fund Appeal

2nd Place • DMUCOM
OUCOM’s recruitment publication highlights the college’s medical education opportunities.
Multilingual medicine
Ohio medical students train with interpreters to improve minority care
By Susan Shivers

"In Mexico, my grandmother delivered the kids," said Ana Estelle Sanchez, interpreter services program manager at Nationwide Children's Hospital in Columbus. "When Sanchez moved to Texas from Mexico at 21, she was pregnant, and she prepared for childbirth not through prenatal checkups, but by drinking Disclosure tea, a natural labor inducers used by some Latino midwives. During her delivery — her first U.S. hospital visit — Sanchez did not understand a word she spoke no English.

Sanchez represented a growing minority. The most recent U.S. Census figures, from 2000, estimate that 21.4 million Americans (8.5 percent of the population) speak English less than "very well." And, like Sanchez, these individuals often take different approaches to self-care — for example, through the use of traditional home remedies.

"To help future doctors serve such patients," Sanchez visited the Ohio University College of Osteopathic Medicine (OU-COM) on Jan. 22 and Jan. 31. There she told the college's third annual medical interpreter simulation lab. All second-year medical students attended one of four sessions. In May, all first-year students will participate.

"The state of Ohio is in transition," said lab coordinator Pat Barnett, Ph.D., OU-COM's director of student affairs and intercultural programs. "We want to train student physicians for the future, and the future includes a diverse population.

For medical professionals, miscommunication can have dire consequences. In 1984, a 22-year-old man told his girlfriend he felt "intoxicated" and collapsed. When she repeated the term, her Spanish-speaking patient misunderstood it to mean intoxication through the intended meaning was mistranslated. His brain clot was misdiagnosed as a drug overdose, and he later won a $1 million malpractice settlement against the South Florida hospital.

The prevalence of "What seems to be the problem?" "What does it mean?" "Modesto Item?" "What seems to be the problem?" Sanchez taught herself English through books and daily conversations (supplemented, she says, by English-language soap operas). She mastered her second language, and years later, after moving to Ohio, Sanchez started a medical interpreter program at Children's and now oversees 28 interpreters — 20 for Spanish and eight for Somali — who facilitate more than 6,000 encounters a month. Sanchez keeps a contingent staff for 12 other languages, including French, Cantonese, Swahili and Arabic.

For certification, Sanchez requires 60 training hours and a verbal language proficiency test, but there are no hard and fast state or federal rules concerning medical interpreter training.

The Civil Rights Act of 1964 and the U.S. Department of Health and Human Services mandates that physicians accept Federal financial assistance such as Medicaid must provide free interpreter services. But the obligation can be met in a variety of ways, including community voluntary services.

Although the Office for Civil Rights guidelines suggest that a patient "may feel more comfortable when a trusted family member or friend acts as an interpreter," untrained individuals are more likely to err. The provider must inform patients of their right to a professional translator without charge.

"Time pregnant?" - Do you have any questions?" During the 2007 COM simulation lab, Spanish-speaking simulation patients were assigned either hypertension or diabetes, and they spoke solely in Spanish, aided by one of six interpreters from Children's.

With five people crowded in the examination room, student Jess Nordhe was forced to stand. It made her uncomfortable to look down at a patient, but "the interpreter made a big difference." Students were instructed to direct all speech and eye contact to the patient and treat the interpreter as "a floating voice."

"Even if I don't understand, it's uncom

"Multilingual Medicine" highlights an OUCOM cultural competency program.
Student Profile

Where the Poppy Grows: Kim Tripp, Ph.D., OMSII

The history of worldwide plant exploration was foe bullying-tracking, blue-eyed heartthrobs racing to rescue conifers in distress. Victorian era was a temperated jet, slow to passon and prone to severe-looking portraits. It is surprising, then, that the onset of Christian plant exploration germinated so rapidly in the cool soil of Victorian minds. 19th century botanists traveled to distant countries and came back with exotic names like "Chinese" Wilson, who amassed scores of newly discovered species to delight the baronums of the West. In fact, Mr. Wilson alone catalogued 2002 new plant species in just four months, a fantastic accomplishment for any discipline.

Such a sudden influx of plant specimens re-activated the idea of the botanical garden, where research, education, and enjoyment merged into one great Eden of shrubs and trees. The idea of a living museum was not a novelty, but it did need some fertilization. Kim Tripp, Ph.D., OMSII, former director of the New York Botanical Garden, knows better than most the history of botany. "The first botanical garden in the western world was in Padua, in the 16th century," he says. "It was an encyclopedia of medicinal plants used, primarily, by Italian physicians.

The interaction between green stuff (botany) and medical stuff (materia medica) is ancient. Today, modern medicine is more familiar to the medical student as pharmacology. It is commonly associated with gigantic pharmaceutical companies whose payrolls exceed that of small countries. The 1st century had its own pharmaceutical company, and his name was Dioscorides. Dioscorides was a Greek physician who penned a multi-volume work describing 800 different plants with medicinal properties. Muslim scholars added to the corpus, as did monks laboring in European monasteries. But the general public—vets killing in the fields and readies at the mill—remained unaffected by the libraries of plants. A way to broadcast.

"Where the Poppy Grows: Kim Tripp, PhD, OMSII" explores Dr. Tripp’s transition from the former director of the New York Botanical Garden to an osteopathic medical student.
“Who’s Watching the Baby?” highlights the current OB/GYN crisis, which is especially severe in South Florida.
The COMmunicator

Monthly, web-based newsletter for UNECOM students, faculty and staff that features an in-depth student profile and smaller features written by students.

1st Place · UNECOM

Best Newspaper or Newsletter
Campus Connection

Online newsletter designed to build brand ambassadorship among UNTHSC faculty, staff, students, alumni and retirees, to enhance visibility and improve fundraising efforts.
Medical Link

Monthly tabloid on health and related University Doctors’ events and services. Distributed on campus, and to patient offices and South Jersey households via the Courier-Post.

3rd Place • UMDNJ-SOM

Best Newspaper or Newsletter
Special Award · PNWU-COM

Best Media Relations

Multi-page insert about Pacific NW University of Health Sciences and distributed by the Yakima Herald.
A Tribute to Caring

Materials for the university’s annual fund-raising event. The theme, “One World, One Medicine, One Vision,” focused on the impact WesternU volunteers make around the world.
Congratulations to our 2009 Award Recipients!

And special thanks to all the schools that submitted entries for this year’s competition.