



AACOM AWARDS 2012

Annual Awards Banquet

March 30, 2012

*American Association of Colleges
of Osteopathic Medicine*



AACOM LEADERSHIP AWARD

The Robert A. Kistner Award



Presented to

John M. Ferretti, DO
President and CEO
Lake Erie College of Osteopathic Medicine

The Robert A. Kistner Award is named for Dr. Kistner, who served at the Chicago College of Osteopathic Medicine for 26 years. Selected by the AACOM Board of Deans, the award is presented to individuals who have made a significant contribution to osteopathic medical education. A true visionary who has devoted his professional career to osteopathic medical education, Dr. John Ferretti has made substantial contributions to both the education of the next generation of physicians and improving health care for the underserved.

Dr. Ferretti was one of the founders of the Lake Erie College of Osteopathic Medicine (LECOM) in 1993. Developed to fill the need for physicians in an underserved area of northwestern Pennsylvania, LECOM started with 75 students. Under Dr. Ferretti's leadership, LECOM has since become the largest medical college in the United States, with a



branch campus in Bradenton, Florida, and a satellite campus in Greensburg, Pennsylvania. Dr. Ferretti led the establishment of five innovative curricular tracks that have become models for other medical colleges throughout the nation, and in keeping with the college's commitment to the underserved, also established Schools of Pharmacy in Lake Erie and Bradenton, and a School of Dental Medicine that is scheduled to open in July 2012 at the Bradenton campus. Dr. Ferretti is a transformational leader known throughout the osteopathic medical education community for his commitment to excellence.

In addition to serving as President, Dr. Ferretti is a LECOM Professor of Internal Medicine, and has served in a long list of professional organization appointment roles. He has been a member of the Commission of Osteopathic College Accreditation (COCA) since 2005, and served as COCA Chairman from 2008 to 2010.

Board certified in Internal Medicine and Geriatrics, Dr. Ferretti completed his undergraduate studies at Gannon University, and his DO and MS degrees at the Philadelphia College of Osteopathic Medicine.



SOME Innovation in Medical Education Awards

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

Category: Clinical Medical Education

The Enrichment Module for Humanism in Medicine

Richard A. Ortoski, DO

Professor and Chair of Primary Care Education
Lake Erie College of Osteopathic Medicine - Erie

Category: Development of Enduring Educational Materials

Assessing Basic Medical Science Knowledge During Preclinical Years, and Beyond

Mark A. W. Andrews, PhD

Professor of Physiology and Director of Examination Management
Lake Erie College of Osteopathic Medicine - Seton Hill



National Academy of Osteopathic Medical Educators

The National Academy of Osteopathic Medical Educators is a community of outstanding educators who have met rigorous standards of academic scholarship. Each Academy Fellow is inducted for a five-year period, during which the individual serves as a leader and mentor for academic scholarship in the osteopathic medical education profession.

2012 NAOME Inductees

Mark A. W. Andrews, PhD

Professor of Physiology and Director of Examination Management
Lake Erie College of Osteopathic Medicine - Seton Hill

Christopher C. Keller, PhD

Director of Microbiology/Immunology
Lake Erie College of Osteopathic Medicine - Erie

Polly E. Leonard, DO, MS

Clinical Associate Professor, University of New England College of Osteopathic
Medicine; President, New England Osteopathic Medical Education Network OPTI



National Student DO of the Year Award



Presented to

Roberto J. Fernandez, MPH
Third-Year Osteopathic Medical Student
Des Moines University College of Osteopathic Medicine

The National Student DO of the Year is selected from among the outstanding students designated by their schools as Student of the Year on the basis of their service to their college, their community and the osteopathic profession. Roberto Fernandez is a third-year student at the Des Moines University College of Osteopathic Medicine (DMU-COM), and currently serves as the National Legislative Affairs Representative for the Council of Osteopathic Student Government Presidents (COSGP), the National Student Representative to the American Osteopathic Association (AOA) Council on Osteopathic Post Graduate Training Institutes (COPTI), his class representative to the DMU Alumni Association, and as the Founder and Chair of the COSGP Global Health Ad-Hoc Committee.

Roberto received his Bachelor of Arts in Psychology, and later, his Master of Public Health with an emphasis on Health Policy and Administration, from the University of Iowa. Prior to medical school, Roberto spent two years working as a Research Assistant for the Department of Epidemiology at the University of Iowa, where he conducted public health program evaluation and health services research for several local, state and federally grant-funded programs.



During this time, he also traveled abroad to Eastern Europe to pursue teaching and research opportunities in public health through the National Institutes of Health (NIH) Fogarty International Center's Minority Health and Health Disparities International Research Training (MHIRT) Program.

Throughout his three years at DMU-COM, Roberto has dedicated his time to serving the student body, research, and pursuing his passion for global health. He recently returned from a clinical research rotation in Geneva, Switzerland, where he served as an intern with the World Health Organization (WHO) and assisted with the planning of World Health Day 2012 on Global Aging. In addition to his leadership roles and research, Roberto also performed over 100 hours of community service in an academic school year. His awards and honors include recognition as a scholar of the DMU-COM Pathways of Distinction Program: Global Health Researcher Track, guest lecturer to the World Food Prize and Iowa Hunger Summit and recipient of AACOM's annual Sherry Arnstein Scholarship.

The selection of the National Student DO of the Year depends upon careful consideration of several core criteria, which include the student's leadership experience, commitment to community service, dedication to the profession, professionalism and embodiment of the osteopathic philosophy. The award was presented to Mr. Roberto J. Fernandez, MPH, for his incredible achievements, combined with his dedication to the advancement of the osteopathic profession.



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 undertaken by the nation's colleges of osteopathic medicine.

Best in Show

Corporate Brand Video
A.T. Still University



Best Magazine – Print

FIRST PLACE

DMU Magazine

- ☞ Des Moines University College of Osteopathic Medicine

SECOND PLACE

Still Magazine

- ☞ A.T. Still University

THIRD PLACE

University of New England Magazine

- ☞ University of New England College of Osteopathic Medicine

Best Magazine – Multimedia

FIRST PLACE

Still Magazine Online

- ☞ A.T. Still University

SECOND PLACE

DMU Magazine Online

- ☞ Des Moines University College of Osteopathic Medicine

Best Annual Report

FIRST PLACE

The Heart of Our College

- ☞ Philadelphia College of Osteopathic Medicine

Best Recruitment Piece – Print

FIRST PLACE

Recruitment Suite

- ☞ A.T. Still University

SECOND PLACE

DMU 2011 Viewbooks

- ☞ Des Moines University College of Osteopathic Medicine

HONORABLE MENTION

Pre-Med Student - All You Need to Know

- ☞ West Virginia School of Osteopathic Medicine

Best Recruitment Piece – Multimedia

FIRST PLACE

Admission Recruitment Video

- ☞ A.T. Still University



Best Website

FIRST PLACE

DMU.com

- ☞ Des Moines University College of Osteopathic Medicine

Best Social Media Effort

FIRST PLACE

PCOM Facebook Page

- ☞ Philadelphia College of Osteopathic Medicine

Best Video

FIRST PLACE

Corporate Brand Video

- ☞ A.T. Still University

SECOND PLACE

KCUMB Admissions Videos

- ☞ Kansas City University of Medicine and Biosciences College of Osteopathic Medicine

THIRD PLACE

Profile Series Aired on Discovery

- ☞ Edward Via College of Osteopathic Medicine

Best Newsletter – Print

FIRST PLACE

Touro > You Newsletter

- ☞ Touro University Nevada College of Osteopathic Medicine

Best Newsletter – Multimedia

FIRST PLACE

Global Health E-Newsletter

- ☞ Des Moines University College of Osteopathic Medicine

Best Fundraising – Campaign

FIRST PLACE

Faculty/ Staff Lifesaver Campaign Videos

- ☞ Des Moines University College of Osteopathic Medicine

Best Fundraising – Single Piece

FIRST PLACE

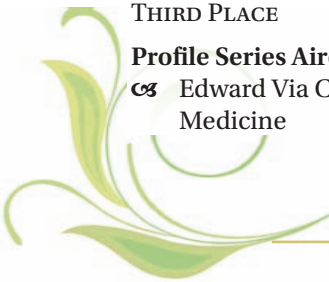
Holiday Wishes Year-End Appeal

- ☞ Touro University Nevada College of Osteopathic Medicine

SECOND PLACE

White Coat Fundraising Mailer

- ☞ Des Moines University College of Osteopathic Medicine



Best Advertising— Print

FIRST PLACE

USA Today Cover Wrap

☞ A.T. Still University

Best Advertising – Multimedia

FIRST PLACE

Can You Hear the Calling?

☞ Lake Erie College of Osteopathic
Medicine

Best Feature Story or Article

FIRST PLACE

UMDNJ-SOM Researchers Develop Blood Test to Diagnose Alzheimer’s Disease

☞ University of Medicine and Dentistry
of New Jersey-School of Osteopathic
Medicine

SECOND PLACE

From the Archives: Dr. Lovy

☞ Chicago College of Osteopathic
Medicine of Midwestern University

THIRD PLACE

NFL to Osteopathic Physician: Dr. Claude Jones Completes Incredible Metamorphosis

☞ NOVA Southeastern University College
of Osteopathic Medicine

Other

FIRST PLACE

HIS & HER Campaign

☞ West Virginia School of Osteopathic
Medicine

SECOND PLACE

2012 WesternU Calendar

☞ Western University of Health Sciences -
College of Osteopathic Medicine of the
Pacific

THIRD PLACE

Relays Painted Square

☞ Des Moines University College of
Osteopathic Medicine

Thank You to Our Judges!

AACOM staff were assisted in the judging of this year’s communications award entries by judges **Becky Eason**, Principal, Eason Associates Inc., an award-winning graphic design studio located in Washington, DC; **Judith Markoe**, Principal, Big Picture Marketing, a Washington, DC-based consulting firm; and **Robert Sacheli**, a Writer and Editor at The Smithsonian Associates, the cultural, educational, and membership division of the Smithsonian Institution.



aacom[®]

AMERICAN ASSOCIATION OF
COLLEGES OF OSTEOPATHIC MEDICINE

