

AAC<sup>Ⓞ</sup>M

# EDUCATING LEADERS'24

KANSAS CITY | APRIL 17-19

## Excellence in Communications Awards

# Advertising Campaign

3rd Place  
A.T. Still University

ATSU Cultural Proficiency

Andrew T.  
Hometown  
Los Angeles, California

Career aspiration  
Osteopathic physician

“  
Being an underrepresented minority in medicine, I wanted to become part of a family that fostered commitment to community service while practicing cultural sensitivity, authenticity, and compassion when delivering care to patients. I believe it is not about correcting people but empowering them to be the best they can be.  
”

Andrew T.  
Student Physician

ATSU  
VOLUME

ATSU UNIVERSITY  
College of Osteopathic Medicine

## My journey

My brother, Adrian, is the reason I am on the path to becoming a DO. When I was a sophomore in high school, Adrian was in a car accident and suffered a traumatic brain injury. As I observed the doctors care for my brother, I realized he wasn't receiving compassionate patient care. At the time, his doctors became fixated on aggressively treating his disease and keeping him stable, but never stopped to ask what my brother wanted or what my family thought of his treatment plan. From that day forward, I became motivated to learn more about treating patients in a holistic and humanistic manner, attending to their physical and mental health needs. Seeing the days pass as my brother spends his life in a vegetative coma, I feel appreciative of the opportunities that were given to me and propelled me to take control of my life.

**Go where hope is needed most.**  
I want to be an advocate for the voiceless, as I believe in every individual's potential to achieve wellness. Working directly with communities I call home has reaffirmed my initial desire to fight for better health practices and policies. I look forward to delivering high-quality, personalized care with specialized skill sets of engineering, global health, and environmental science to provide infrastructure and community development in underserved communities.

**I did it, and you can too.**  
I chose ATSU to complete my healthcare education because of its focus on whole person healthcare, community health, and access for underserved populations. Everyone deserves equal access to excellent education and healthcare. As an inner city youth of Los Angeles, I experienced the struggles accompanied with being an underprivileged community member. As a future physician and community leader, I wanted to participate in a program that provided educational tools necessary to empower individuals to take charge of their health.

Diversity Means More Than HUE at ATSU



# Advertising Campaign

**2nd Place**

Philadelphia College of  
Osteopathic Medicine

“Health is Everything”  
Integrated Advertising  
Campaign



# Advertising Campaign

**1st Place**

Burrell College of  
Osteopathic Medicine

Burrell's Your Time is  
Now

BURRELL COLLEGE  
of  
OSTEOPATHIC MEDICINE  
burrell.edu

# YOUR TIME IS NOW!

APPLY TODAY

TYLYR CROMEDY,  
SECOND YEAR MEDICAL STUDENT

The advertisement features a woman in a white lab coat and red scrubs, smiling, standing in front of a large window. The background is a mix of blue and brown geometric shapes. The text is clean and professional, with a clear call to action.



# Annual Report

## 3rd Place

### Kansas City University College of Osteopathic Medicine

### Kansas City University FY22 Annual Report



- 2 / Osteopathic Medicine
- 4 / Biomedical Sciences  
5 / Clinical Psychology
- 6 / Dental Medicine
- 8 / Research
- 9 / Diversity, Equity  
and Inclusion
- 10 / Well-Being
- 12 / Outreach
- 16 / Philanthropy
- 18 / Finance

2022 ANNUAL REPORT

## BUILDING OUR STRATEGIES FOR TOMORROW

Fiscal Year 2022 was yet another year of building for Kansas City University.

As we emerged from the disruptions of the COVID-19 pandemic and returned to closer-to-normal operations, KCU achieved a number of milestones that position the University for even greater accomplishments in the future. From new facilities and academic programs to new leaders and partnering, this Annual Report highlights some of the major achievements of Fiscal Year 2022.

In March 2022, we hosted an official grand opening for our new \$33 million Center for Medical Education Innovation, and by the end of FY22, the College of Dental Medicine (CDM) construction, consisting of three interconnected buildings on the Farber-McIntire Campus in Joplin, was on schedule and within budget. The KCU-CDM will provide our dental student doctors with a state-of-the-science educational facility, a leading-edge oral health clinic, and one of the most accomplished teams of dental medicine faculty in the country.

In May 2022, the KCU College of Osteopathic Medicine graduated our largest class to date. In addition, the COM added a new DO/MPH dual degree program in partnership with the University of Nebraska Medical Center, further strengthening our focus on public and population health.

The College of Biosciences graduated its first class of Doctors of Clinical Psychology, all of whom completed a clinical internship. The College also began a new bioinformatics track to prepare our graduate students for careers in this rapidly growing field of statistical analysts.

Just as every great building project begins with a blueprint, every great university starts with a strategic plan. In FY22, KCU completed our most recent strategic plan: "Redefining Health Sciences Education." This document, outlining the University's goals for the next five years, is our road map to the future.

Our mission remains unchanged: *Improving the well-being of the communities we serve.* Our vision has been honed to reflect the health care transformation taking place to address the increased expectations of patients and our communities: Changing health care for good. [Click here to read the Strategic Plan.](#)

The following pages offer highlights from our last fiscal year, including links that connect you to additional content for more detailed reading.



# Annual Report

## 2nd Place Oklahoma State University College of Osteopathic Medicine

### Vitals 2023 Impact Report

#### FROM THE PRESIDENT

### DEAR FRIENDS,

This year is shaping up to be one of unprecedented growth for OSU Center for Health Sciences and OSU Medicine. With an outstanding leadership team and the commitment from our trusted faculty and staff, I am pleased to report that 2023 is proving to be another record year for our organization.

Inside this year's issue of Vitals, you'll learn how we are making a difference in the lives of our students and the health of Oklahomans across our state. To say we are living up to our mission is an understatement, and I could not be more proud.

To that point, in June we learned we were named number one in the nation by U.S. News and World Report for graduates practicing in health professional shortage areas, which underscores our mission of serving rural and underserved communities. OSU-CHS is also the only institution in Oklahoma to have grown enrollment every year for the last decade, led in part by the growth in our Forensics and Health Care Administration programs. Our first Physician Assistant class graduated in October and a new nursing program launched in Stillwater this fall – all demonstrating OSU's commitment to leading in health care education in our state.

This past fiscal year also brought in sizable new research funding to OSU-CHS – in the amount of nearly \$170 million in proposals and \$111 million received. This more than doubles the grants we received in the previous fiscal year, due in part to the award of \$50 million in ARPA funding as well as significant recent awards related to tribal and rural health.

Here in Tulsa, OSU has a lead role in the development of the new Academic Medical District, which includes ongoing planning and construction of the new VA Hospital and also the Oklahoma Psychiatric Care Center, both on track to open by late summer 2025. Along with the planned expansion of the OSU Medical Center, these downtown projects total more than \$600 million – the largest health care development ever for downtown Tulsa.

We are also aggressively pursuing new approaches to telehealth, thanks in part to the boost of \$10 million in ARPA funding. Our goal is to become designated as a Telehealth Center of Excellence, and we are well on our way by delivering specialty care virtually to critical access hospitals across the state. Our state and federal appropriations request will center on this as we identify industry partners and tap into a wide range of population health technologies to deliver more care to Oklahomans.

If you've not been to campus in a while, please come see us and take a quick tour – you'll be amazed by what is happening here at OSU-CHS. Thank you for your partnership as we work together to impact the lives of Oklahomans.

Go Pokes!



Johnny Stephens, Pharm.D.  
President of OSU Center for Health Sciences



Johnny Stephens with medical students Michelle Nguyen (left), Carly Woodard and Joseph Kavanaugh (right) at the OSU Center for Health Sciences.

## VITALS

### 2023 IMPACT REPORT



#### WORLD-CLASS EDUCATION

4 Excelling at our mission

#### GROWTH & EXPANSION

5 New Oklahoma Psychiatric Care Center breaks ground

6 Academic Medical District

8 Campus updates and improvements

9 Project ECHO, HPNRI work to improve health across Oklahoma

#### RECRUITING NEXT GENERATION OF PHYSICIANS

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#### TRAINING NEXT GENERATION OF PHYSICIANS

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14 Expansion of virtual care in Oklahoma  
Care that goes beyond  
OSU Medicine selected as USA BMX  
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#### TRANSFORMATIONAL EDUCATION

16 PA Program graduates first class

17 Jim Hess to be inducted into Oklahoma  
Higher Education Hall of Fame

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18 Student doctor exemplifies D.O. philosophy

#### RESEARCH & INNOVATION

19 Advancing Research

22 CIHRP director selected for two  
national committees

#### SUPPORT OF OSU-CHS

23 Retired Ardmore physician, family  
donate \$500k to medical school

24 A Stately Affair

#### RESIDENCY MATCHES

25 Oklahoma Residency Matches

Oklahoma State University, as an equal opportunity employer, complies with all applicable federal and state laws regarding non-discrimination and affirmative action. Oklahoma State University is committed to a policy of equal opportunity for all individuals and does not discriminate based on race, religion, age, sex, color, national origin, marital status, sexual orientation, gender identity/expression, disability, or veteran status with regard to employment, educational programs and activities, and/or admissions. For more information, visit <https://eeo.okstate.edu>.

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# Annual Report

## 1st Place

### Ohio University Heritage College of Osteopathic Medicine

### 2024 State of the Heritage College

# The Road to 2033



## MISSION Training osteopathic primary care physicians to serve Ohio

Our medical school educates physicians committed to practice in Ohio, emphasizes primary care, engages in focused research, and embraces both Appalachian and urban communities. Integral to this mission, our college community commits itself to: provide a clinically integrated, learning-centered osteopathic medical education continuum for students, interns, residents and primary care associates; embrace diversity and public service; and improve the health and wellbeing of underserved populations.

## VISION A healthier Ohio, empowered by compassionate osteopathic physicians

With our graduates and partners, we advance care and knowledge to improve the health of our communities. Our culture is built upon resiliency, courage and compassion. Our physicians humanize each patient encounter, bridging the gap between therapeutics, medical technologies, health systems, care delivery and disparity.



VALUES

Wholeness and balance within each person

Integrity

Community of mutual respect

Acceptance of others

Embracing diversity

Pursuit of excellence

Climate of scholarship

Commitment to service, generosity and compassion

**OUR OVERARCHING GOAL** Our graduates are highly sought after and indispensable members of Ohio's healthcare teams





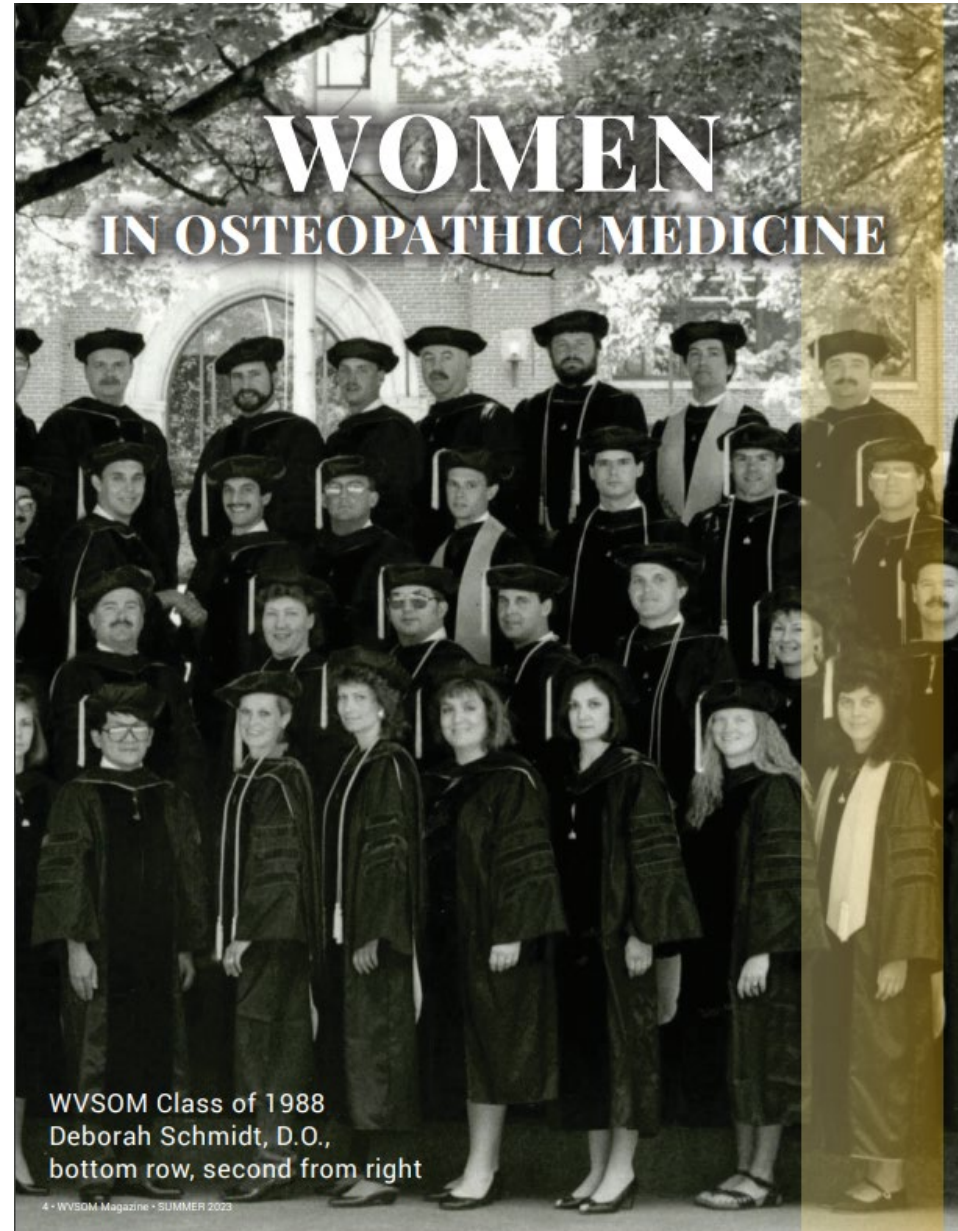


# Feature Story

## 2nd Place

West Virginia School of  
Osteopathic Medicine

Women in Osteopathic  
Medicine



# Feature Story

## 1st Place

Des Moines University  
College of Osteopathic  
Medicine

A Bold Vision Made Real



Serial Publication  
(Print or Digital)

3rd Place

Michigan State  
University College of  
Osteopathic Medicine

SpartanDO Journeys



# Serial Publication (Print or Digital)

**2nd Place**

A.T. Still University

Still Magazine  
Fall/Winter 2022



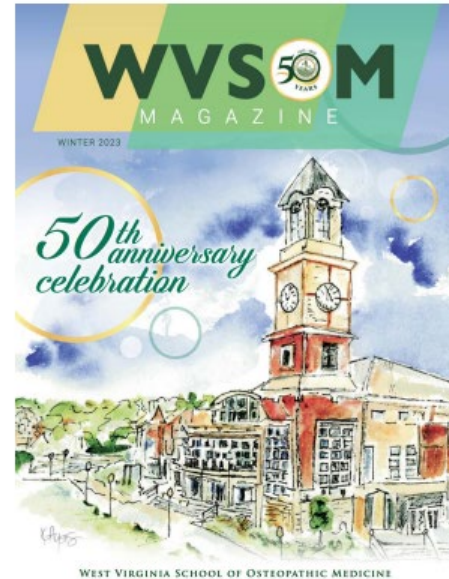
# Serial Publication (Print or Digital)

**1st Place**

West Virginia School of  
Osteopathic Medicine

WVSOM Magazine

## WVSOM MAGAZINE WINTER 2023 MAGAZINE AND SUMMER 2023 MAGAZINE



### ISSUE ANALYTICS

#### Totals

6,449

IMPRESSIONS ⓘ

966

READS ⓘ

(Click to view)

### WINTER 2023 WVSOM MAGAZINE

The Winter 2023 issue looked back at our 50<sup>th</sup> anniversary and the celebrations surrounding it, as well as provided news from various departments and profiling our researchers, alumni and other WVSOM community members. This issue introduced a redesign graphically as well as changes in the editorial style.



WEST VIRGINIA SCHOOL OF  
OSTEOPATHIC MEDICINE



# Social Media Campaign

## 2nd Place

### West Virginia School of Osteopathic Medicine

### AACOM Social Media Takeover

## AACOM TAKEOVER: WOMEN IN MEDICINE MONTH SEPT. 27, 2023



(Click to view)

### QUOTES FROM THE WVSOM COMMUNITY

The next post was on AACOM's Instagram feed. We were intentional in including our logo on each graphic, as we wanted to differentiate ourselves from other takeovers on the page. The quotes were from WVSOM alumnae, faculty and students on being a woman in osteopathic medicine.



WEST VIRGINIA SCHOOL OF  
OSTEOPATHIC MEDICINE



# Social Media Campaign

**1st Place**

Burrell College of  
Osteopathic Medicine

Burrell's Expert Tips  
From Your Student D.O.c  
Social Media



Burrell College Expert Tips Student D.O.c: Prevent Chronic Disease Onyinyechi Nwosu

Burrell College of Osteopathic Medicine  
494 subscribers

Subscribe

4

Share

Download

Save

...



# Video


3rd Place

Burrell College of  
Osteopathic Medicine

Burrell's Expert Tips  
From Your Student D.O.c



Burrell's Expert Tips From Your Student D.O.c: Suicide Prevention

 Burrell College of Osteopathic Medicine  
494 subscribers

Subscribe

5



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# Video


2nd Place

Oklahoma State  
University College of  
Osteopathic Medicine

The D.O. Difference



The D.O. Difference

 Oklahoma State University Center for Health Sciences  
1.43K subscribers

Subscribe

3



Share

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# Video

1st Place

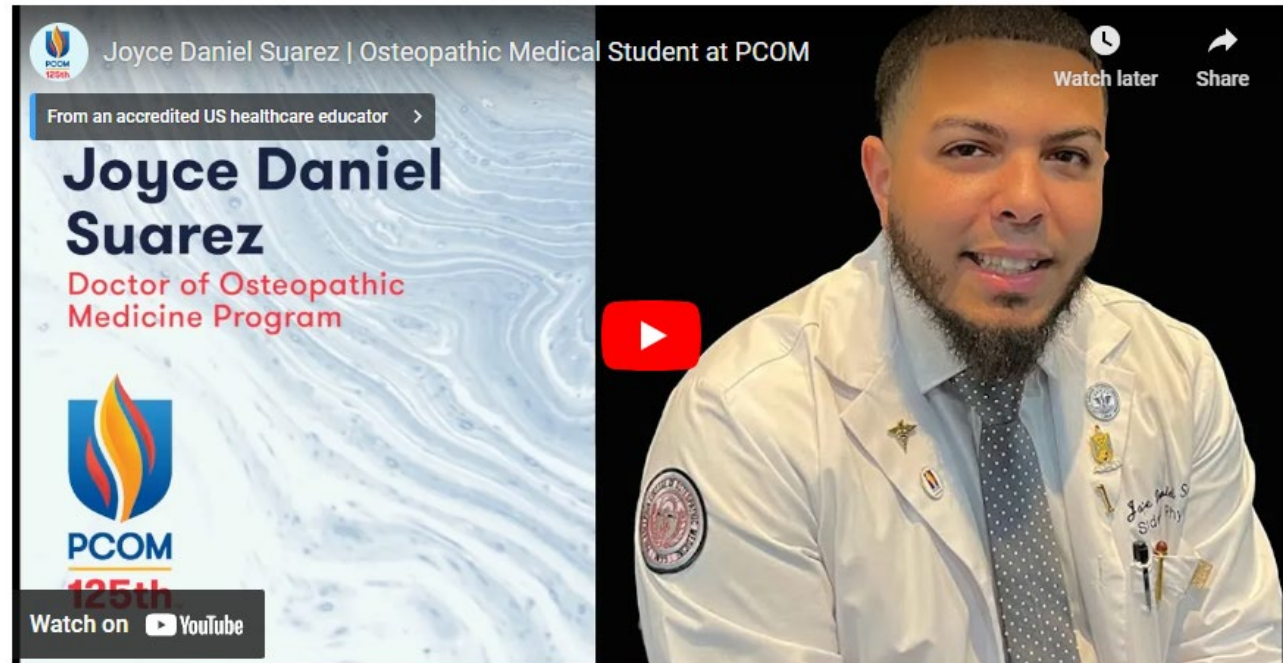
Philadelphia College of  
Osteopathic Medicine

Osteopathic Medical  
Student Video Series

## OSTEOPATHIC MEDICAL STUDENT JOYCE DANIEL SUAREZ (DO '26)

December 19, 2023

Medical student Joyce Daniel Suarez (DO '26) shares how PCOM's **Doctor of Osteopathic Medicine (DO)** program is preparing him for a career as a skillful orthopedic surgeon and compassionate healthcare provider.



**Congratulations to our winners and a  
big thank you to everyone who  
participated.**

# Thank you to our judges:

**Ani Matson**

**Renee Harris-Etheridge**

**Eileen Burke**

**And select AACOM staff**