

Pacific Northwest University of Health Sciences  
College of Osteopathic Medicine

# Strategic Plan 2018-21

## YEAR 1 PLAN

July 1, 2018

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## PNWU College of Osteopathic Medicine Strategic Plan

In 2017, an inclusive committee formed and went to work developing the 2018-21 PNWU College of Osteopathic Medicine Strategic Plan. The PNWU COM mission statement was reviewed and slightly revised; small and large group meetings were held; surveys were conducted and analyzed, as were data from other sources; and draft plans were vetted, scrutinized, and reworded. The result of that work reflects the characteristics and beliefs of all those who live the mission and is expressed through thoughtful priorities.

Strategic planning at PNWU is dynamic. Thus, annual operational plans form in consideration of current and emerging resources, new developments, and outcomes of previous work, yet remain focused on the overarching priorities. This plan articulates the goals, objectives, and indicators of success for the first year.

### PNWU-COM Strategic Plan Year 1 Committee

Thomas Scandalis, DO, COM Dean and Chief Academic Officer – Committee Chair	Angie Girard, MEd, Dir. of Accreditation and Strategic Planning – Committee Facilitator
Kristen Brusky, DO, Interim Chair OPP	Anita Cleary, MLIS, AHIP, Library Director
Brandon Isaacs, DO, Assoc. Dean for Postdoctoral Education	Stephen Laird, DO, Assoc. Dean for Medical Student Affairs
Abigail LeRiche, Student Affairs Coordinator	Gina Many, PhD, MA, Director of Postdoctoral Education
Michele McCarroll, PhD, PNWU Chief Research Officer	Elizabeth McMurtry, DO, FACEP, Asst. Dean for Clinical Education
Keith Monosky, PhD, Exec. Director IPE	Lisa Munoz, MPH, Exec. Director of Simulation
Dean O’Driscoll, MA, Chief Communications Officer	Laura Pendleton, MEd, Dir. of Financial Aid
Celest Riojas, Clinical Education Admin. Assistant	Anita Showalter, DO, Assoc. Dean for Clinical Education
Robert Sorrells, PhD, Assoc. Dean for Preclinical Education	Jeffery Sterritt, OMS II
Hannah Udell, OMS II	Jameson Watkins, Chief Information Officer
Benjamin Wilson, MD, Asst. Professor Family Medicine	

# Overview of the PNWU-COM Strategic Plan 2018-21

Mission	Priorities	Goals
<p>Pacific Northwest University of Health Sciences College of Osteopathic Medicine educates and trains students to become osteopathic physicians that provide research-driven quality care to communities of the Northwest, particularly in rural and medically underserved populations.</p> <p>Revised 12/12/17 Approved by PNWU Trustees 01/27/2018</p>	<p>1</p>	<ol style="list-style-type: none"> <li>1. Deliver a uniformly outstanding educational experience across the continuum</li> </ol>
	<p>Prepare Mission-Centric Osteopathic Physicians</p>	<ol style="list-style-type: none"> <li>2. Use current and emerging technologies and approaches to enhance instruction, learning, and assessment across the curriculum</li> <li>3. Provide support services for learner well-being and professional success</li> <li>4. Address the burden of student debt</li> </ol>
	<p>2</p>	<ol style="list-style-type: none"> <li>1. Adopt best practices and build systems to simplify, standardize, and sustain operational excellence</li> <li>2. Enhance feedback process for quality assurance and improvement</li> </ol>
	<p>Promote Continual Improvement of the COM</p>	<ol style="list-style-type: none"> <li>1. Build alumni relations</li> <li>2. Strengthen role as academic affiliate with residency partners</li> <li>3. Facilitate support of graduate medical education</li> <li>4. Facilitate support of graduate medical education</li> <li>5. Develop a cohesive community outreach program</li> <li>6. Increase interprofessional education interactions</li> </ol>
<p>3</p>	<ol style="list-style-type: none"> <li>1. Cultivate Partnerships that Advance the Mission of the COM and Contribute to the Health and Education of Communities</li> </ol>	<ol style="list-style-type: none"> <li>1. Support and promote scholarship in osteopathic medicine</li> <li>2. Increase the depth and breadth of osteopathic education within GME and CME</li> <li>3. Define and market PNWU-COM's niche/distinctiveness</li> <li>4. Increase visibility of osteopathic medicine in the NW</li> </ol>
<p>4</p>	<ol style="list-style-type: none"> <li>1. Promote the distinctive value and tenets of osteopathic medicine</li> </ol>	

## Priority 1: Prepare Mission-Centric Osteopathic Physicians

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By putting the PNWU-COM mission into practice and by utilizing emerging healthcare technologies in physician training, graduates will be positioned to mitigate the shortage of physicians in the locations and in the specialties of greatest need.

**Goal 1: Deliver a uniformly outstanding educational experience across the continuum (preclinical, clinical, graduate medical education, and continuing medical education)**

Objective A: Advance science and clinical knowledge through research across the educational continuum – M. McCarroll

Year 1 Activities/Strategies:

- Ensure the COM curriculum has a systematic integration of research education throughout the four-year DO program (See OSA SOP 206)
- Hold a robust annual “research day” (a.k.a Academic Day) with medical students, healthcare collaborators, residency programs, and community partners
- Encourage students to voluntarily participate as research subjects in studies across the country
- Engage students with faculty member’s respective research agenda which support and align with PNWU’s Mission

### Indicator(s) of Success

Increase number of COCA reported scholarly activity products in the areas of grants, oral presentations, poster presentations, peer-reviewed publications, non-peer-reviewed publications, projects, and other works reported

Curriculum mapping reflects research education across the four-year curriculum

Objective B: Bridge preclinical, clinical and GME with entrustable professional activities (EPAs) and NBOME core competencies – R. Sorrells

Year 1 Activities/Strategies:

- Expand EPAs into systems courses
- Continue to track student attainment of EPAs
- Educate students at orientation about EPAs

### Indicator(s) of Success

Documentation of EPAs in all syllabi

Objective C: Integrate basic science and clinical medicine across the four-year curriculum – R. Sorrells

Year 1 Activities/Strategies:

- Create case studies that integrate basic science and clinical medicine
- Expand basic science content of clinical didactics

**Indicator(s) of Success**

Set of integrated case studies for preclinical ed

Library of didactics integrating basic science and clinical medicine

**Goal 2: Use current and emerging technologies and approaches to enhance instruction, learning, and assessment across the curriculum**

Objective A: Enhance simulation across COM curriculum – L. Munoz

Year 1 Activities/Strategies:

- Augment simulation within Family Medicine Courses
- Integrate simulation throughout preclinical courses

**Indicator(s) of Success**

Integration of simulation in musculoskeletal, cardio, hemonc courses

Roll out of all new case content in Fam Med courses

Objective B: Enrich COM curriculum with interprofessional education – K. Monosky

Year 1 Activities/Strategies:

- Provide activities and opportunities for IPE engagement among multiple healthcare disciplines
- Recruit COM students into YVIPEC activities

**Indicator(s) of Success**

Increase number of COM students in YVIPEC activities

Two to three IPE activities within the COM curriculum

Objective C: Expand telehealth/telemedicine experiences – B. Wilson

Year 1 Activities/Strategies:

- Expand the telemedicine lecture content to include instruction on the practice of telemedicine
- Launch a new telemedicine standardized patient experience where OMS 2 students will conduct a medical visit via video conferencing using telemedicine technology and an electronic health record.

Indicator(s) of Success
Good student performance (average score >80%) on a post-lecture quiz regarding telemedicine and its practice.
Good student performance (average score >80%) in the telemedicine standardized patient activity as graded by standardized patients and faculty.

Objective D: Provide faculty development in education delivery – R. Sorrells

Year 1 Activities/Strategies:

- Science and lecture writing workshop series (Sorrells)
- Simulation based faculty development (Munoz)
- Exemplar sessions showcasing outstanding use of technology in the classroom (Watkins)
- Revise courses to reflect best practices in education delivery (Watkins)
- For preceptors – see McMurtry

Indicator(s) of Success
25% of faculty participate in on-campus faculty development

Objective E: Improve ability to provide self-directed learning (COCA 6.7) – R. Sorrells

Year 1 Activities/Strategies:

- Conduct faculty needs assessment for creating self-directed learning activities
- Define scope of self-directed learning for PNWU-COM
- Quarterly meetings with Clinical Assistant dean of faculty development to integrate self-directed learning across the COM curriculum

Indicator(s) of Success
Faculty needs assessment survey competed
Action plan for integration of preclinical and clinical self-directed learning opportunities
Integrate self-directed opportunities across the curriculum, e.g. case studies

Objective F: Digitally enhanced infrastructure (collaborative spaces, telepresence, flexible space) – J. Watkins

Year 1 Activities/Strategies:

- Evaluate collaborative and flexible spaces that accommodate PNWU growth.
- Implement results of evaluation in new and existing spaces.

Indicator(s) of Success
Annual satisfaction survey results related to collaborative technology space improve over previous year.

**Goal 3: Provide support services for learner well-being and professional success**

Objective A: Career counseling<sup>1</sup> – S. Laird

Year 1 Activities/Strategies:

- Determine a lead person for coordinating career counseling – Dr. Laird, Associate Dean for Student Affairs
- Incorporate a systematic integration of professional development throughout the four-year DO program via the Professional Development and Certifications Courses (ADV 501, 601, 701, and 801)
- Hold in-person and virtual CV, personal statement, ERAS application, and LinkedIn profile boot camps every semester
- Panel Discussion – Associated with didactics via video conference – recorded with link to Moodle with strong moderator
- Faculty advisors have access to student admissions essays.
- Give faculty training in career counseling
- Formalize student individual learning plans or career development

Indicator(s) of Success
Attendance at boot camps
Improved satisfaction scores on graduate exit survey

Objective B: Residency advising<sup>2</sup> – B. Isaacs

Year 1 Activities/Strategies:

- Determine a lead person for coordinating residency advising – Dr. Isaacs, Associate Dean for Postdoctoral Education
- Incorporate a GME preparedness training series in the Professional Development and Certifications Courses III and IV (ADV 701 & 801)
- Create a library of video blogs (vlogs) and blogs from PNWU alumni on the residency interview and selection process
- Hold in-person and virtual CV, personal statement, ERAS application, and LinkedIn profile boot camps every semester
- Panel Discussion – Associated with didactics via video conference – recorded with link to Moodle with strong moderator
- Review admissions essays with updated student individual learning plans for residency planning and career development

<sup>1</sup> See COCA Standard 9.6

<sup>2</sup> See COCA Standard 9.6 (GME Readiness) and COCA Standard 10

Indicator(s) of Success
Attendance at boot camps
Improved satisfaction scores on graduate exit survey

Objective C: Practice-based learning and improvement – T. Scandalis

Year 1 Activities/Strategies:

- Investigate and evaluate patient care practices:
- Individual learning plans written by OMS1 and reviewed with their advisor
- “Putting it Together” case studies connecting patient care to systems courses
- Appraise and assimilate scientific evidence:
- Research tools for preclinical education, including referring students to research committee, access to research modules, mentoring for academic day
- Research modules embedded in research rotations
- Improve the practice of medicine:
- Entrustable professional activities tracked in preclinical curriculum
- Patient encounters in systems courses (connecting basic and clinical science to the practice of medicine)

Indicator(s) of Success
ILP in ProgressIQ and documentation of student/advisor discussion
Improved Level 1 and Level 2 PE scores
Increased number and quality (e.g., as evaluated via judges on academic day) of student research projects
Increase number of elective research rotations
Curriculum map of EPA distribution and student attainment
Systems courses CILs with patient encounters

Objective D: Enhance physical health services<sup>3</sup> – S. Laird

Year 1 Activities/Strategies:

- Build list of providers at regional sites
- Enhance partnerships with local physician groups

Indicator(s) of Success
List of providers by region updated annually
Continue communication with potential partners to build collaborative healthcare facility

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<sup>3</sup> See COCA Standard 9.9

Objective E: Augment current financial aid and debt management counseling<sup>4</sup> – L. Pendleton

Year 1 Activities/Strategies:

- Implement College Cost Meter notification through Great Lakes
- Collaborate with course directors for ADV 501, 601, 701, and 801 to include debt management in career exploration

Indicator(s) of Success
Improved satisfaction scores on graduate exit survey
Demonstrate improved working knowledge of debt management/financial literacy in ADV801

**Goal 4: Address the burden of student debt**

Objective A: Ensure competitive tuition and fees – T. Scandalis

Year 1 Activities/Strategies:

- Collaborate with the PNWU President and CFO in order to keep the Board of Trustees informed of the cost of medical education and the amount of student debt at PNWU relative to national COM means, as it applies to private, not-for-profit COMs.

Indicator(s) of Success
COM tuition and fees (inclusive) is at the national mean for private, not-for-profit, COMs.

Objective B: Enhance efficiency and accountability<sup>5</sup> – T. Scandalis

Year 1 Activities/Strategies:

- Review conference attendance policies (What are the follow up requirements? What are the criteria or guidelines about why/who/how many attend?)
- Budget transparency and equity review
- Defined salary schedule

Indicator(s) of Success
Successful recruitment for open or new positions
New budget managers attend finance office budget “boot camp”
Department chair requests for additional resources are in sync with the university budget cycle and based on clearly defined needs of the department, COM, and university.

<sup>4</sup> See COCA Standard 9.7

<sup>5</sup> See University Strategic Plan, Year 5, Priority 1, Goal 5, Obj. A (E. Murphy)

Objective C: Increase scholarship and grant availability and awareness – S. Laird

Year 1 Activities/Strategies:

- Consider including information in the ADV courses (quick reference of deadlines on Moodle course page?)
- During matriculation orientation, during the financial aid presentation present to students where the list of available grants and scholarships can be found. This list to be maintained by Financial Aid Office.

**Indicator(s) of Success**

ADV course to include a “learning activity” that involves the student accessing

Add “grant and scholarship” list review to scavenger list for new students during matriculation

Objective D: Continue collaborations with healthcare systems to increase opportunities for student debt relief and management – T. Scandalis

Year 1 Activities/Strategies:

- Create resource list of those existing systems offering student debt relief and provide list via ADV course
- Work with other healthcare systems to develop debt relief and/or management opportunities for PNWU residents

**Indicator(s) of Success**

Resource list of healthcare systems that offer debt relief and/or management

## Priority 2: Promote Continual Improvement of the COM

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A continual improvement process identifies opportunities to strengthen the quality of the COM's education program; increase the efficiencies of the processes to deliver that education; and promote constructive feedback from, and maximize the satisfaction of, students, faculty, and staff.

### Goal 1: Adopt best practices and build systems to simplify, standardize, and sustain operational excellence

Objective A: Codify master preceptor model – E. McMurtry

#### Year 1 Activities/Strategies:

- Describe the master preceptor model and use consistently in relative publications (e.g. master preceptor recruitment and other collateral pieces, online resources)
- Identify the desired outcomes of the model
  - Grow a group of preceptors who are engaged, adept at delivery of clinical education in community settings, and excited to introduce students to their styles, means, and mechanisms of healthcare delivery
  - MPs will complete at least 5 modules from TeachingPhysician.com annually and will participate in at least one PNWU-hosted educational session per year
  - Student comments will be reviewed annually and shared with the MP, positive attributes will be reinforced, and constructive feedback will be offered with plans for improvement
- Identify master preceptors who are achieving the desired outcomes
  - Track progress in TeachingPhysician and with PNWU-hosted activities
  - Annual student comment review about rotations
  - Annual personnel review with MPs to determine needs and successes
- Share best practices (from those with desired outcomes) with the full cadre of master preceptors
  - Quarterly webinars offer opportunities for preceptors to share ideas and practices
  - Quarterly newsletter for ACF and MPs with “Bright Ideas” article highlighting innovative methods, best practices, and creative precepting ideas
- Recruit new master preceptors based on the outcomes from successful master preceptors
  - Identify PNWU alumni who would be MP candidates, with assistance from Student Affairs office and regional site administrators/regional assistant deans
  - Identify efficiencies in precepting and recruit new MPs who are eager to become more efficient by utilizing students in their practice

**Indicator(s) of Success**

Build MP program to level of a minimum of one MP in every region

Build a base of MPs in the core specialties that is capable of fulfilling at least 25% of all core student rotations required by PNWU

Recruit and cultivate at least one MP who utilizes an innovative teaching method to increase student capacity at their location

Objective B: Document policies and procedures using standard templates – C. Riojas/A. LeRiche

Year 1 Activities/Strategies:

- Establish which Student Catalog policies will be addressed by whom
- Review own department procedures to determine what still needs to be documented and if policy is also necessary
- Determine priority regarding which policies to convert or create first

**Indicator(s) of Success**

Student catalog policies and new policies are in new format and published

Objective C: Consider longer reporting cycles – T. Scandalis

Year 1 Activities/Strategies:

- Review frequency of surveys, evaluations, internal and external reports as well as their connectedness. Lengthen reporting cycles where prudent.
- Work with HR to determine cycle and format of evaluations
- Work with provost and OIE to determine cycle and format of annual reports
- Work with Curriculum Committee to determine cycle and format of syllabi review

**Indicator(s) of Success**

Longer reporting cycles where appropriate

Objective D: Consolidate and/or eliminate similar or redundant activities and events – S. Laird

Year 1 Activities/Strategies:

- Review student club services events and fundraisers and pare down to signature-type events/fundraisers in which multiple student clubs can effectively participate

**Indicator(s) of Success**

Reduction of total number of student club events and fundraisers

## Goal 2: Enhance feedback process for quality assurance and improvement

Objective A: Refine and implement student cohort feedback model – R. Sorrells

Year 1 Activities/Strategies:

- Meet with student cohort mentors to discuss best practices for model
- Retrain mentors
- Implement program

### Indicator(s) of Success

Complete compliance from all pods

List of actionable items for course improvement

Objective B: Refine and implement peer-review model – R. Sorrells

Year 1 Activities/Strategies:

- Improve review templates from faculty feedback to include review of faculty directed study
- Increase faculty compliance

### Indicator(s) of Success

All faculty over 0.2 teaching FTE have two complete reviews

Objective C: Refine and implement employee feedback – R. Sorrells

Year 1 Activities/Strategies:

- Conduct yearly Strengths, Weaknesses, Opportunities, and Threat analyses
- Conduct faculty and staff retreat to discuss data

### Indicator(s) of Success

Prioritized list of strengths, weaknesses, opportunities, and threats

Set of action items to address strengths, weaknesses, opportunities, and threats

Objective D: Refine and implement course liaison model – R. Sorrells

Year 1 Activities/Strategies:

- Assign student liaisons to each course
- Meet and train student liaisons on procedures

### Indicator(s) of Success

100% of preclinical courses have mechanism for immediate student input of course delivery

### Priority 3: Cultivate Partnerships that Advance the Mission of the COM and Contribute to the Health and Education of Communities

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Collaborative partnerships provide benefits such as resource sharing, increased community awareness, greater innovation, and access to constituents and funding. By combining knowledge, skills, and experiences, more can be accomplished than had the organizations worked alone.

#### Goal 1: Build alumni relations

Objective A: Alumni as preceptors – E. McMurtry

##### Year 1 Activities/Strategies:

- Clinical Education and Student Affairs collaborate to recruit PNWU alumni as preceptors in Northwest
- Recruit PNWU alumni at regional and state conferences for precepting
- Identify alumni who precept regularly and who have received good feedback from student rotations, ask for their participation in the Master Preceptor program

##### Indicator(s) of Success

Grow the number of ACF who are PNWU alumni by 5% per year

Add at least 1 PNWU-alumnus master preceptor for each of the regional sites

Objective B: Alumni research opportunities – M. McCarroll

##### Year 1 Activities/Strategies:

- Outreach to PNWU alumni regarding OSA support for scholarly activity in their practice
- Engage alumni in institutional effectiveness initiatives such as the pilot program for EPA-based evaluations
- Invite PNWU alumni who regularly precept students to pursue the Master Preceptor Fellowship (pending grant awarding)
- Recruit more adjunct clinical faculty to serve as preceptors for the research elective

##### Indicator(s) of Success

Enroll at least one PNWU alumnus in the Master Preceptor Fellowship

Increase in clinical faculty precepting the research elective

Increase in the number of alumni collaborating in COCA reported scholarly activity products

Objective C: Fully engage Alumni Association – S. Laird

Year 1 Activities/Strategies:

- Communicate with alumni officers on regular basis (monthly)
- Alumni Association meetings three per year at a minimum at various locations
- OMED reception
- Alumni reunion (graduation weekend)
- Maintain and communicate job opportunities via the alumni webpage
- Communicate via social media outlets as well as email and phone on regular basis
- Alumni newsletter (bi-annually)
- Co-partnering with Warrior Run (September, 2018) to engage alumni with students and community members
- Co-partnering with SGA Run for Your Life (April, 2019) to engage alumni with students and community members

Indicator(s) of Success
Successful communication at least once yearly
Maintain a 98% threshold for successful residency or fellowship matching after graduation
Well attended and successful events and activities
Annual increase of participation of Co-sponsored events
Annual increase of participation (numbers attending and number of events) of alumni gatherings
An up-to-date networking/job board and alumni webpage

**Goal 2: Strengthen role as academic affiliate with residency partners**

Objective A: Define terms of relationship – G. Many

Year 1 Activities/Strategies:

- Define the term academic affiliate
- Write policy on academic affiliate partnerships
- Create list of services provided by PNWU-COM
- Develop partnership agreement template

Indicator(s) of Success
Clearly articulated agreements (definitions, terms, timeframes)

Objective B: Support ACGME required scholarly activity for affiliated residencies -McCarroll

Year 1 Activities/Strategies:

- Conduct a needs assessment of affiliated residencies in regards to meeting ACGME requirements
- Create a development and outreach plan based on needs assessment feedback
- Implement a model for a Research Master Preceptor

- Enable access to educational resources for research development (Moodle, CITI training, etc.)

**Indicator(s) of Success**

Increase in the number of residency programs collaborating in COCA and ACGME reported scholarly activity products

**Goal 3: Facilitate support of graduate medical education**

Objective A: Work with external entities regarding GME – B. Isaacs

Year 1 Activities/Strategies:

- Work with federal and state agencies to maintain, develop and/or expand legislation
- Work with nongovernmental agencies to support GME activity

**Indicator(s) of Success**

Two new or revised statutes or programs in PNWU's region by June 2020<sup>6</sup>

Objective B: Create a presence of GME to assist with transition to residency – B. Isaacs

Year 1 Activities/Strategies:

- GME work with Student Affairs to manage expectations for residency placement
- Review ADV courses for opportunities for GME readiness
- Develop professional readiness through the use of career counseling tools

**Indicator(s) of Success**

Improved satisfaction in Graduate Exit Survey re: GME readiness

**Goal 4: Expand master preceptor model**

Objective A: Recruit additional Master Preceptors – E. McMurtry

Year 1 Activities/Strategies:

- Invite ACF who precept at least 6 rotations per year and who have exceptional student comments about their rotation experiences to become Master Preceptors
- Actively seek out opportunities to share the Master Preceptor model with faculty including at quarterly webinars for ACF hosted by PWNNU, at regional and state conferences, and with quarterly newsletter items about current MP's successes
- Specifically recruit PNWN alumni into the MP program, as these ACF have a clear vision of PNWU's mission and can share their experiences with students

<sup>6</sup> Transitioned indicator from University Strategic Plan Year 3 (AY '17)

**Indicator(s) of Success**

Build MP program so that every region has a minimum of one MP

Recruit at least one PNWU-alumnus MP to each of the regional sites

Objective B: Innovate and create models for increasing capacity for precepting (Master Preceptor and general precepting) – E. McMurtry

Year 1 Activities/Strategies:

- Include innovative models of Master Precepting that extend beyond the current one of teaching for 48-weeks per year
- Recruit preceptors who would like to take multiple students per rotation and support their efforts to incorporate multiple learners

**Indicator(s) of Success**

Develop and support at least one MP who is participating under an alternate model

**Goal 5: Develop a cohesive community outreach program**

Objective A: Explore possibility of a community outreach program to support community service activities, coordinate outreach activities that align with mission, and cultivate relationship that build a broader and deeper familiarity with and greater participation in the COM's community service programs, opportunities, and events.<sup>7</sup> – T. Scandalis

Year 1 Activities/Strategies:

- Create task force
- Consider elements of an outreach program (speakers' bureau, five-state/regional coordinated community service plan, coordinate outreach with recruitment efforts, etc.)
- Analyze return on investment

**Indicator(s) of Success**

Proposal for position by December 2018

**Goal 6: Increase interprofessional education interactions**

Objective A: Integrate IPE core competencies into the COM curriculum – K. Monosky

Year 1 Activities/Strategies:

- IPE executive director on Curriculum Committee
- COM faculty representation on IPE Curriculum Committee
- Identify curricular components that incorporate IPE

<sup>7</sup> See University Strategic Plan Year 5, Priority 3, Goal 2, Obj. A and D (D. O'Driscoll)

<b>Indicator(s) of Success</b>
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Increase visibility and occurrence of EPA 9 that incorporates IPE within the COM curriculum
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Objective B: Incorporate additional health care disciplines into COM educational experiences – K. Monosky

Year 1 Activities/Strategies:

- Expand simulation opportunities to include additional health care disciplines
- Formalize participation in IPE clinical experiences

<b>Indicator(s) of Success</b>
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Inclusion of two or more health care disciplines within 25% of COM simulation/SP cases
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Map IPE experiences within the COM curriculum
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## Priority 4: Promote the distinctive value and tenets of osteopathic medicine

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Osteopathic medicine emphasizes primary care, preventive care, holistic care, and the use of osteopathic manual therapy to diagnose and treat injuries and illness. This holistic philosophy promotes self-healing and reduces drug use when osteopathic manipulative treatment is applied.

PNWU-COM promotes the value and tenets of osteopathic medicine that are culturally relevant to the rural and medically underserved populations through the recruit-educate-return model.

### Goal 1: Support and promote scholarship in osteopathic medicine

Objective A: Support and elevate emerging and successful areas of osteopathic scholarly activity that align with the COM's mission – M. McCarroll

#### Year 1 Activities/Strategies:

- Hire OPP faculty with research capacity and dedicated research time
- Provide ongoing training and mentorship for all faculty, especially junior and new faculty
- Meet with national, regional, state, and local organizations, faculty and affiliates to create and foster more research opportunities for faculty, staff, and student collaborations
- Establish PNWU as an expert in osteopathic principals for rural and underserved clinical practices

#### Indicator(s) of Success

Increase number of COCA reported scholarly activity products in the areas of grants, oral presentations, poster presentations, peer-reviewed publications, non-peer-reviewed publications, projects, and other works reported

Objective B: Develop novel OMT research protocols with external partners to promote scholarly activity – M. McCarroll

#### Year 1 Activities/Strategies:

- Empower and support faculty specializing in OPP for pilot testing innovative approaches
- Identify MDs and DOs interested in collaborating, learning, and applying OMT protocols
- Partner with new organizations to enhance research partnerships and experiences based on OMT concepts

#### Indicator(s) of Success

Increase number of COCA reported scholarly activity products in the areas of grants, oral presentations, poster presentations, peer-reviewed publications, non-peer-reviewed publications, projects, and other works reported

**Goal 2: Increase the depth and breadth of osteopathic education within GME and CME**

Objective A: Expand provision of professional development of osteopathic principles and practice to regional residency programs – G. Many

Year 1 Activities/Strategies:

- Increase visibility and awareness of residency OPP workshops to regional programs

Indicator(s) of Success
Increase number of OPP workshops delivered
Increase number of presentations delivered

Objective B: Expand provision of continuing medical education in osteopathic principles and practices to community providers – K. Monosky

Year 1 Activities/Strategies:

- Support COM faculty and alumni in presenting osteopathic content at state and regional conferences

Indicator(s) of Success
Increase number of OPP CME activities over previous year

**Goal 3: Define and market PNWU-COM's niche/distinctiveness**

Objective A: Expand and continue market research to define/describe “Why PNWU-COM” – D. O’Driscoll

Year 1 Activities/Strategies:

- Conduct focus groups with constituencies
- Review and analyze existing data re: why PNWU-COM

Indicator(s) of Success
Why PNWU-COM brochure/collateral pieces

**Goal 4: Increase visibility of osteopathic medicine in the NW**

Objective A: Create and grow a valuable alumni presence on the PNWU web site – D. O’Driscoll

Year 1 Activities/Strategies:

- Publish complete list of practicing alumni and showcase with infographics on the site
- Continuously update the list and encourage alumni to share/update their info. with alumni services coordinator
- Determine and create content that draws our alumni’s engagement with the web site

**Indicator(s) of Success**

View increasing traffic by visitors to the web site. Also, increased time and more page views on the site will demonstrate successful growth of the site.

Another measure of success will take place when alumni reach out to PNWU to share their information as opposed to staff attempting to track them down to find out.

Objective B: Create a TOWN PRIDE Facebook campaign to share students' success in mission fulfillment within the region – D. O'Driscoll

Year 1 Activities/Strategies:

- Partner with Clinical Ed, Alumni and Student Services to tell stories about our students in rotations, residencies or practicing within PNWU service region
- Additional talk about PNWU will take place in the halls of the Capitol during important legislative appropriation discussions.

**Indicator(s) of Success**

Preceptors, prospective preceptors, and community leaders will become aware of the impact PNWU is having on their communities.