

## AACOM 2015

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- Situation** AACOM hosts an annual national conference for its member institutions and, until 2014, had been employing a different conference logo for each year's event. In 2014, TDC developed a new conference identity and logo to brand the national event moving forward. In 2015, AACOM turned to TDC again, continuing the partnership to create promotional materials for the latest event.
- Solution** We continued to use the brand elements already in place as the foundation for the 2015 conference materials (conference logo, color palette, typestyles, etc.). Additionally we developed a new visual theme for this year's event and incorporated it into a conference program, registration materials, website banners, an awards event program, slideshow presentations, signage, name badges, and more.
- Result** AACOM has continued to tout its approval and excitement of the materials we developed for its annual meetings, which have further strengthened the identity and brand recognition of the events. Our work in this area has also become a springboard for additional assignments from AACOM to support other aspects of the association, including student recruitment for osteopathic medical schools.

- annual conference identity
- branding theme



# 2015

JOINT AACOM & AODME  
ANNUAL CONFERENCE

Research Modes Used:

Stakeholder Interviews

Desk Research



- 2015 annual conference program
- 2015 registration form



**2015 ANNUAL CONFERENCE APP**



**OPTION 1: MOBILE APP**

**TO DOWNLOAD THE APP:**


• **iPhone/iPad:** <https://itunes.apple.com/us/app/aocom-aodme/id957127679?mt=8>

• **Android:** <https://play.google.com/store/apps/details?id=com.aocom2015>

**OPTION 2: WEB APP**

Go to <http://aocom2015.aocom2015.eventbrite.com>

**OPTION 3: SCAN THE QR CODE**



Our app is designed to provide you with attendee alerts for important upcoming events and deadlines. The alerts will appear on the same "new" feed to "Items" on the app Home screen. Click on this "new" message to receive the alert information.

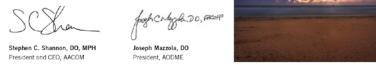
**WELCOME TO FORT LAUDERDALE!**

**DEAR COLLEAGUES:**

The American Association of Colleges of Osteopathic Medicine (AACOM) and the Association of Osteopathic Education and Medical Education (AOEME) are extremely pleased to welcome you to Fort Lauderdale, FL for the Joint ACOM & AOEME 2015 Annual Conference. This year's theme, "The Osteopathic Medical Education Continuum: Exploring Opportunities & Achieving New Milestones," has inspired an exciting and robust program focused on new developments, emerging issues, and evolving research and innovations throughout the osteopathic medical education (OME) continuum. We, along with the other members of the 2015 conference planning committee, believe that this program will be an engaging opportunity to address this conference as a forum for discussion and collaboration on important topics in OME, particularly those regarding the transition to a single accreditation system for graduate medical education (GME), and adapting medical education to meet the future health care needs of the American public.

All conference attendees will have ample opportunities to engage in productive dialogue and meaningful networking with their OME colleagues and peers. Additionally, in an effort to expand the capacity for interprofessional collaboration on this year's event, colleagues from across the health and wellness education community have been invited to join the conference and offer their perspectives on the many pertinent topics being addressed. We have also established a conference hall of fame (AOEME020), and encourage attendees to use this hall of fame to engage with both ACOM and AOEME on social media and share their personal 2015 Annual Conference real-time experiences.

We look forward to learning alongside you, with great enthusiasm and hope that you enjoy this year's programming.



- AACOM 2015 ANNUAL CONFERENCE PLANNING COMMITTEE**
- Margaret A. Wilson, DO, Chair, Chair, ACOM
  - Stephen S. Davis, PhD, Executive Director, Development and Academic Programs, ACOM
  - John E. Swartz, DO, MEd, Chair, Clinical Integration, Professor of Emergency, Medicine and Pediatrics, and Director, Master Faculty Series, ACOM
  - Susan M. Hanson, MS, Director of Admissions, Western USCOM
  - John T. Hunt, Jr., PhD, Vice President of Research, Data and Information Systems, ACOM
  - Stacye Lauges, Office Manager, USCOM
  - Denise E. Malloy, COO, ACOM
  - Robert Phillips, MD, DO, MPH, Founding Chair, USF USCOM
  - Elaine G. Powers, MEd, Director of Library Services, Western USCOM
  - Edaine Spicer, PhD, Associate Dean for Educational Development, WCOM
  - Steve Woodard, EdD, Chair, Student Affairs, ACOM
  - Stephen C. Sherman, DO, MPH, President, ACOM
  - John E. Baxter, Jr., Chair, Center for Innovation and Marketing, ACOM
  - Lisa M. Gale, MBA, Vice President of Communications and Marketing, ACOM
  - John E. Baxter, Jr., Chair, Center for Innovation and Marketing, ACOM
  - Pamela Murphy, MSW, Vice President of Government Relations, ACOM

- AOEME 2015 EDUCATION PLANNING COMMITTEE**
- Lynn Mack, DO, MA, Chair, Director, Academics, Associate Chair Academic Officer, WCOM
  - Steven I. Galin, DO, Director of Medical Education, Bar Area - Campus Clinic Medical Center, Houston, TX
  - James K. Baker, DO, Director of Academic Medical Education, Western Michigan University, School of Medicine
  - Gretta A. Gross, DO, Osteopathic Associate of Medical Education, Houston, TX
  - Oliver Hayes III, DO, MPH, Associate Dean for Clinical Affairs, New Mexico State University
  - Thomas J. Matly, DO, Associate Dean for CME, USF USCOM
  - Lorenze L. Penco, DO, Vice President for Global Medical Education, WCOM & Senior Vice President, ACOM
  - Randy Wilcox, DO, Director of Medical Education, Venice Valley Health Center

**CONFERENCE SCHEDULE**

THURSDAY, APRIL 23	FRIDAY, APRIL 24
1:00 PM - 4:00 PM <b>AACOM COUNCIL OF OSTEOPATHIC RESEARCHERS (COR) MEETING</b> Caribbean Salon VII, 1st Floor	6:45 AM - 7:45 AM <b>AODME COLLEGIUM OF FELLOWS BREAKFAST</b> Caribbean Saloon IV, 1st Floor
1:00 PM - 6:00 PM <b>COUNCIL OF OSTEOPATHIC MEDICAL STUDENT SERVICES OFFICERS COUNCIL MEETING</b> Grand Salons G4D, 3rd Floor	6:55 AM - 8:00 PM <b>REGISTRATION OPEN</b> Caribbean Saloon IV, 1st Floor
1:15 PM - 2:00 PM <b>POSTER VIEWING SESSION</b> (All poster presenters invited) Grand Ballroom, Foyer, 3rd Floor	7:00 AM - 8:00 AM <b>EPA PLANNING ADVISORY GROUP BREAKFAST</b> Caribbean Saloon IV, 1st Floor
3:45 PM - 5:00 PM <b>REFRESHMENT BREAK</b> Ocean Ballroom Foye, 1st Floor and Grand Ballroom Foye, 3rd Floor	7:00 AM - 1:00 PM <b>AODME LEADERSHIP PROGRAM</b> Jacksonville, 2nd Floor
5:30 PM - 6:30 PM <b>NIWA OPTI MEETING</b> Grand Salons A, 3rd Floor	7:00 AM - 6:00 PM <b>COUNCIL OF OSTEOPATHIC STUDENT GOVERNMENT PRESIDENTS (COSGP) MEETING</b> Grand Salons A4B, 3rd Floor
6:00 PM - 8:00 PM <b>SOME STEERING COMMITTEE DINNER</b> (By invitation only) Caribbean Salons, 2nd Floor	7:15 AM - 8:00 AM <b>CONTINENTAL BREAKFAST</b> Ocean Ballroom, Foye, 1st Floor
6:00 PM - 8:00 PM <b>INTERNATIONAL COLLABORATIVE RECEPTION</b> (Free reception and additional fee required)	8:00 AM - 9:30 AM <b>PLENARY SESSION</b> Ocean Ballroom, 1st Floor



**An Opportunity for Osteopathic Medical Education to Create Change in Healthcare: What is Collaborative? Just Culture?**

K. Scott Gillis, MS, Founding Partner and Principal Collaborator, Scott Gillis Collaborative Solutions, LLC

**2015 ANNUAL CONFERENCE MAIL-IN REGISTRATION FORM**

**ATTENDEE INFO**

Dr.  Ms.  Mrs.  Mx.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Preferred name for badge: \_\_\_\_\_

Degree(s): \_\_\_\_\_

**Position or Job Category**

Director of Medical Education  Dean/Chief Academic Officer

Department Chair  Faculty/Research Faculty

Hospital Administrator  Administrative (CDO, Student Servs, etc.)

Preclinical Physician  Program Director

Government Relations Staff  ADME

Student

**Job Title:** \_\_\_\_\_

**Initiative/Organization:** \_\_\_\_\_

**Mailing Address:**

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Tuition Number: \_\_\_\_\_

**Assistant's Name:** \_\_\_\_\_ **Assistant's Phone:** \_\_\_\_\_

**Registration of Student/Student/Staff**

**Special Needs or Dietary Restrictions:** \_\_\_\_\_

Dear Dr./Honorable Chair, please check appropriate boxes in sample:

Member of ACOM  AODME Member  ACOM Non-Member  AODME Associate Member  ACOM Associate Member

**RSVP REQUIRED (in RSVP, please check appropriate boxes below!)**

Wednesday - AODME New Member/1st Time Attendee Breakfast

Thursday - Society of Osteopathic Medical Education Meeting

Friday - ACOM Collegium of Fellows Breakfast

Friday - Assessment and Academic Toolkit for Generalist Education Session

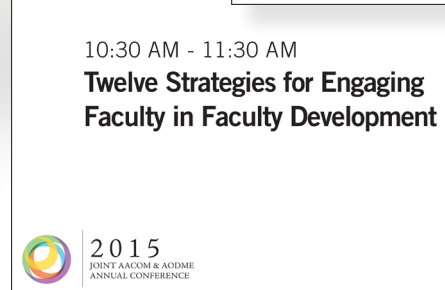
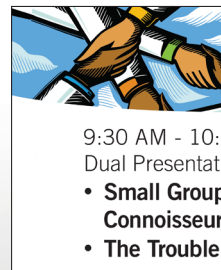
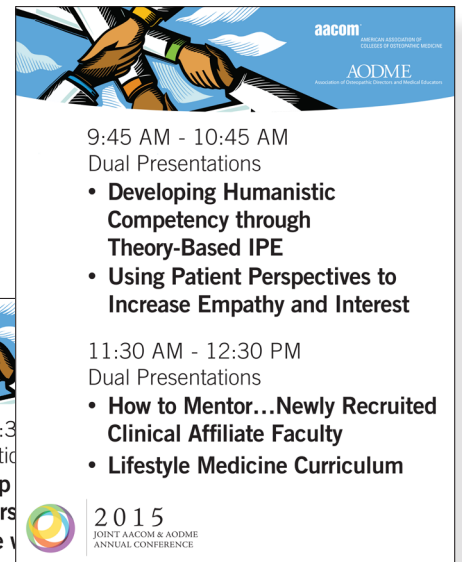
Friday - Evening Joint Reception

Friday - ACOM March Banquet

Friday - ACOM Collegium of Fellows, Luncheon/Inauguration

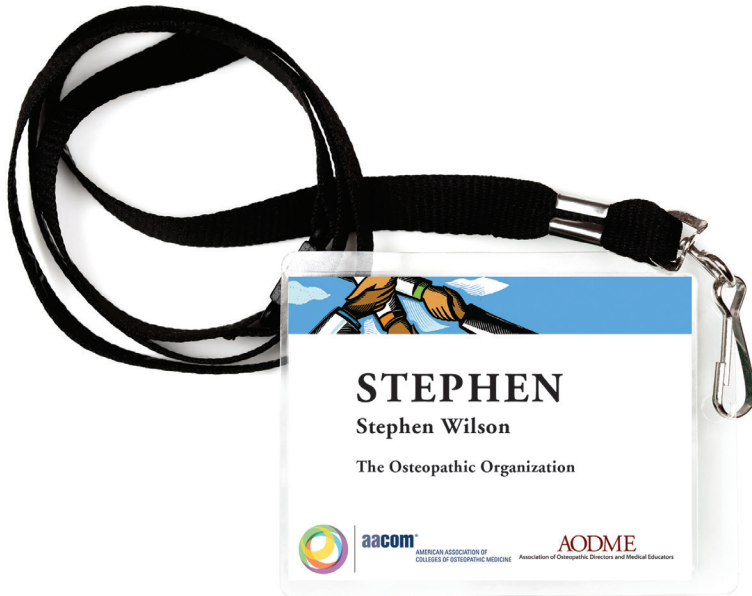
Check here to opt-in to receive promotional and marketing materials via email or text inhibitors.

**2015 JOINT ACOM & AODME ANNUAL CONFERENCE**





- attendee badge
- presentation screen animation
- conference app





**Karen J. Nichols, DO, MA, MACOL, CS**  
Dean, Professor of Internal Medicine  
Chicago College of Osteopathic Medicine of Midwestern University

The Robert A. Kistner Award is named for Dr. Kistner, who served at the Chicago College of Osteopathic Medicine for 26 years. This award is presented each year on behalf of the AACOM Board of Deans. Individuals who receive this award are nominated and selected in recognition of their significant contributions to osteopathic medical education (OME) throughout their careers. Karen J. Nichols, DO, MA, MACOL, CS, has served as an inspirational leader in OME for many years. Her dedication to the advancement of the osteopathic medical profession and her passion for osteopathic medical education has earned her national recognition in the form of awards and appointments, and has solidified her place as an important figure in the OME community.

Dr. Nichols has served in a number of distinguished positions for various organizations and institutions in osteopathic medicine. She previously served as Dean at the Arizona College of Osteopathic Medicine of Midwestern University (AZCOM/MWU), and is the present Dean of the Chicago College of Osteopathic Medicine of Midwestern University (CCOM/MWU).

Dr. Nichols has received numerous awards including the first Arizona Osteopathic Medical Association Physician of the Year Award, Physician of the Year Award from the Illinois Osteopathic Medical Association, and the 2014 Lifetime Achievement Award from the Arizona Osteopathic Medical Association. As a graduate of the Kansas City University College of Osteopathic Medicine (KCU-COM), she is the 2012 recipient of the KCU-COM Alumna of the Year Award, a Distinguished Services awardee of the KCU-COM Alumni Association, and holds an Honorary Doctorate of Humane Letters from that same institution.

From 2010-2011, Dr. Nichols was elected as the first woman President of the American Osteopathic Association (AOA). She is the first woman to have served as President of the Arizona Medical Association and President of the American College of Osteopathic Internists. Dr. Nichols is also one of the few first DOs, ever, elected to the ACGME Board of Directors, which she currently serves on.

Dr. Nichols is currently serving as Secretary to the Institute of Medicine of Chicago Governing Board, and is also a member of both the Osteopathic International Alliance Board, and the AOA Board of Trustees. Dr. Nichols is the founding chair of the AOA End of Life Care committee and by invitation, she frequently speaks nationally on leadership, end-of-life care, and outreach issues for osteopathic medicine.

**PAST RECIPIENTS OF THE ROBERT A. KISTNER AWARD**

2000	Eileen DiGiovanna, DO	2006	Ronald R. Blanck, DO	2012	John M. Ferretti, DO
2001	Ward E. Perrin, DO	2008	Gary L. Slick, DO	2013	Matthew Schure, PhD
2002	Benjamin L. Cohen, DO	2009	Marc B. Hahn, DO	2014	Anthony J. Silvagni, DO, PharmD and Clinton E. Adams, DO, MPA
2004	Paul Peter Koro, DO (posthumously)	2010	Stephen C. Shannon, DO, MPH		
2005	Jordan J. Cohen, MD	2011	Philip C. Sicum, DO		

*Influence*

**NATIONAL STUDENT DO OF THE YEAR AWARD**



**Danielle Maholtz**  
Osteopathic Medical Student  
Philadelphia College of Osteopathic Medicine

The Student DO of the Year (SDOY) Award provides the opportunity for each of the U.S. colleges of osteopathic medicine (COM) to recognize a student that goes above and beyond in their commitment to OME. A National SDOY is chosen from among the SDOY nominees on the basis of their service to their COM and community, leadership experience, and dedication to the osteopathic profession. In recognition of the outstanding student who exemplifies the ideals and values of osteopathic medicine and the profession—leadership, commitment to community service, dedication to the profession, professionalism, and embodiment of the osteopathic philosophy—the 2015

National SDOY Award was given to Danielle Maholtz, a fourth-year osteopathic medical student at the Philadelphia College of Osteopathic Medicine (PCOM). Ms. Maholtz has displayed true dedication and leadership in OME as the current Medical Education Representative for AACOM's Council of Osteopathic Student Government Presidents (COSGP), and a former Student Government Association (SGA) Vice President and DO Council Class Representative at PCOM, among other roles. Ms. Maholtz has exhibited scholarly excellence in OME as a recipient of several awards and distinctions, including the Dr. Martin Luther King, Jr. Outstanding Student Award, the AOA 2014 Honor Roll: Guardians of the Profession, the POMI Foundation Scholarship, and the PCOM Student Organizations Council Unsung Hero Award.

**NATIONAL STUDENT RESEARCHER OF THE YEAR AWARD**



**Jacob John Triplet**  
Osteopathic Medical Student  
Nova Southeastern University College of Osteopathic Medicine

The National Student Researcher of the Year (NSROY) Award is a new program piloted this year by the Council of Osteopathic Student Government Presidents (COSGP). The award recognizes osteopathic medical students with highly competitive experiences and advancement in clinical, translational, or basic science research. Osteopathic medical student researchers are nominated for the NSROY Award by each COM, from which the national winner is chosen. The national awardee is selected based on the student's contributions to osteopathic research that align with the mission of both the osteopathic profession and COSGP—to advance the philosophy, practice, and science of osteopathic medicine.

The 2015 National NSROY recipient, Jacob J. Triplet, is a third-year medical student at the Nova Southeastern University College of Osteopathic Medicine (NSU-COM). Mr. Triplet, the very first National NSROY, was selected unanimously from over 40 highly-qualified applicants. The NSROY Award highlights an osteopathic medical student researcher that has been influential in advancing osteopathic medicine. Mr. Triplet has displayed significant scholarly research experience and contributions within osteopathic medicine, with a specific focus in clinical and orthopedic medicine. As NSU-COM's 2013-14 Pre-Doctoral Research Fellow, he was able to experience clinical research first-hand. Through his fellowship, Mr. Triplet was able to begin presenting his research. He now plans to apply and conduct medical research in his future practice as an osteopathic physician and in his pursuit of a career in orthopedic surgery.

**EXCELLENCE IN COMMUNICATIONS AWARDS**

AACOM's Excellence in Communications Awards are presented annually in honor of the outstanding marketing, media relations, public education, writing, and design efforts of the nation's colleges of osteopathic medicine.



**BEST IN SHOW**  
Ohio University Heritage College of Osteopathic Medicine  
"Heritage College Dublin Opening Celebration Video"

**BEST MAGAZINE**

- First Place  
The University of New England College of Osteopathic Medicine
- Second Place  
Western University of Health Sciences/ College of Osteopathic Medicine of the Pacific
- Honorable Mention  
West Virginia School of Osteopathic Medicine

**BEST ANNUAL REPORT**

- First Place  
Arizona College of Osteopathic Medicine of Midwestern University
- Second Place  
Ohio University Heritage College of Osteopathic Medicine

**BEST RECRUITMENT PIECE**

- First Place  
Ohio University Heritage College of Osteopathic Medicine
- Second Place  
Oklahoma State University Center for Health Sciences College of Osteopathic Medicine
- Third Place  
Campbell University Jerry M. Wallace School of Osteopathic Medicine
- Honorable Mention  
Rocky Vista University College of Osteopathic Medicine

**BEST WEBSITE**

- First Place  
Alabama College of Osteopathic Medicine
- Second Place  
Campbell University Jerry M. Wallace School of Osteopathic Medicine
- Third Place  
Oklahoma State University Center for Health Sciences College of Osteopathic Medicine