



Shaping the Future of Health and Healthcare in Oklahoma

Oklahoma State University College of Osteopathic Medicine
2016 – 2026 Strategic Plan



EXECUTIVE SUMMARY

Oklahoma State University College of Osteopathic Medicine(OSU-COM) is the core of a vibrant academic health center comprised of the College of Osteopathic Medicine, the School of Biomedical Sciences, the School of Forensic Sciences, the School of Healthcare Administration, and the School of Allied Health. We are poised for extraordinary growth over the next 10 years. In 2016, the faculty, staff and administration at OSU-COM developed a 10 year strategic plan. This strategic plan established a roadmap for sustained growth and set a vision of excellence at OSU-COM. While we have achieved much success in recent years, we recognize that it is necessary to plan thoughtfully and strategically for the future especially in light of our unprecedented growth.

To focus on our vision of excellence, we have identified strategic priorities that fall within four pillars, which are: 1) **Educate**; 2) **Discover**; 3) **Heal**; and 4) **Engage**. While we have a multitude of noteworthy projects and initiatives to support at OSU-COM we must prioritize our limited resources and allocate resources in areas where we will make the greatest impact while staying faithful to our mission to train primary care physicians with an emphasis on serving rural and underserved areas of the state.

Our investments over the next 10 years will strategically position OSU-COM to become the nation's unequivocal leader in rural health. We will be recognized nationally for developing a robust rural primary care physician pipeline. We will expand our academic offerings and establish a network of regional campuses in rural Oklahoma. Through the establishment of our Centers of Excellence and our Innovation Health Institute (iHealth Institute), OSU-COM will:

- Be able to deliver superior, more effective care based on information garnered from data analytics and bioinformatics;
- Integrate knowledge from across the OSU System to examine, address and solve health issues in creative ways; and
- Design and implement innovative educational and healthcare delivery models to share knowledge and bring health services to rural communities.

Every aspect of this strategic plan was formulated with the guiding principles of eliminating health disparities in Oklahoma, of transforming healthcare for the benefit of rural Oklahomans, and of supporting research that enriches and improve the lives of Oklahomans. We will shape the future of health and healthcare in Oklahoma through education, research, clinical care and community engagement.

Sincerely,

Kayse M. Shrum, DO, FACOP
Dean, OSU College of Osteopathic Medicine



Mission

“Oklahoma State University College of Osteopathic Medicine (OSU-COM) educates osteopathic primary care physicians with an emphasis on serving rural and underserved Oklahoma.”

VISION

Oklahoma State University Center for Health Sciences will be recognized for:

- Fulfilling the health care needs of rural and underserved Oklahoma
- Producing graduates who are dedicated, effective, and compassionate community leaders
- Advancing the frontier of medical research
- Providing excellent care and health-related community service
- Being a leader and innovator in education
- Being the medical school of choice

CORE VALUES

EXCELLENCE – We seek excellence in all our endeavors, aspire to new heights, and are committed to continuous improvement.

INTEGRITY – We are committed to the principles of truth and honesty, and we constantly strive to be fair, equitable, impartial and professional.

SERVICE – We believe that serving others is a noble and worthy endeavor.

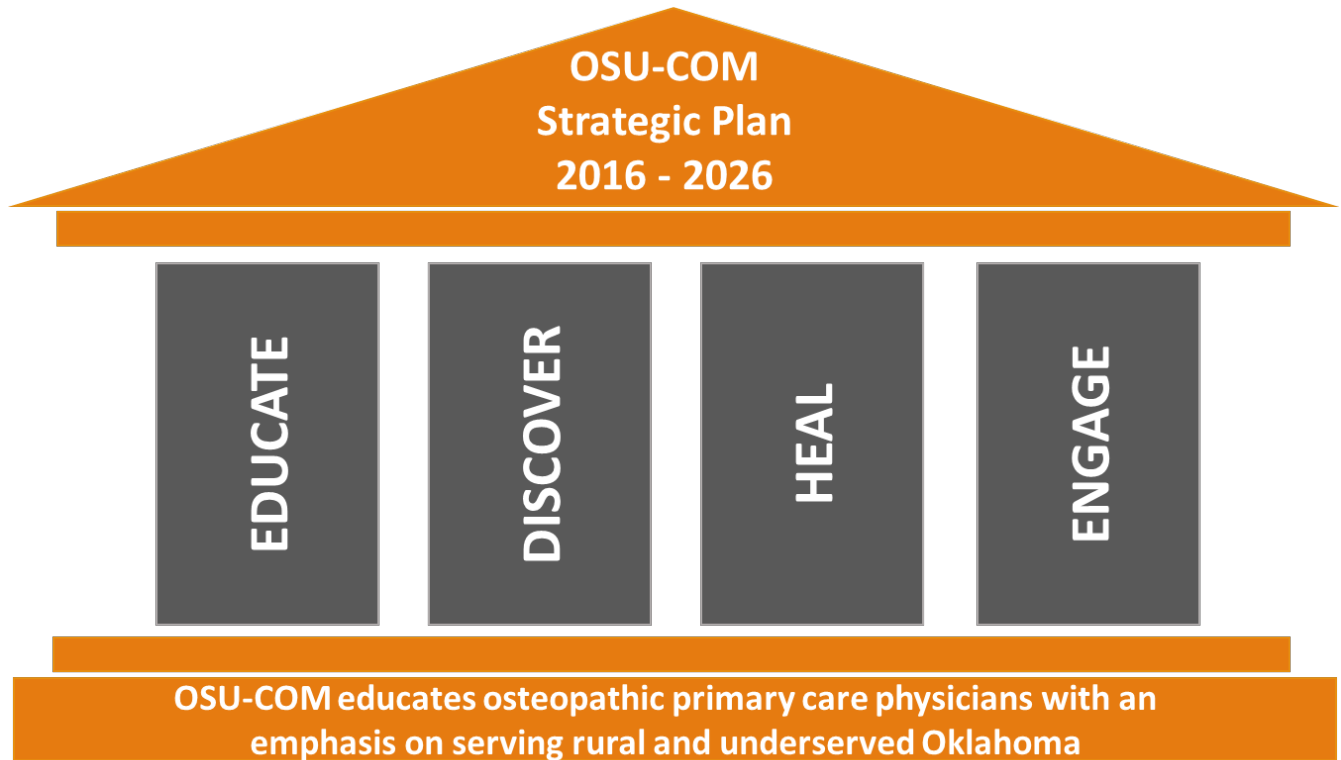
INTELLECTUAL FREEDOM – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

DIVERSITY – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

STEWARDSHIP OF RESOURCES – We are dedicated to the efficient and effective use of our resources. We accept the responsibility of the public's trust and are accountable for our actions.



OSU-COM STRATEGIC PILLARS



1. **EDUCATE.** OSU-COM is committed to training outstanding osteopathic physicians to serve as the next generation of healthcare leaders for rural and underserved Oklahoma. We will amplify our recruiting efforts, strengthen and expand our academic programs, and grow our residency programs to provide our medical students exceptional training opportunities.
2. **DISCOVER.** OSU-COM will leverage on unique academic assets within OSU Center for Health Sciences and across the OSU System to unlock scholarship potential, promote innovation and encourage multidisciplinary collaborative research.
3. **HEAL.** OSU-COM is committed to delivering exceptional patient care through our talented team of physicians. We will continue to deliver in person care via our teaching hospital and clinic system. We will also leverage on technology to expand our health care delivery network to remote areas of rural Oklahoma and to create increased healthcare delivery capacity in rural Oklahoma through knowledge sharing.
4. **ENGAGE.** OSU-COM will continue to engage with representatives from the business, government, educational, social services and philanthropic sectors to improve health outcomes, to increase health-related educational opportunities, and to support economic growth and development in Oklahoma.

PILLAR ONE

EDUCATE – Excellence in Education

OSU-COM is committed to training outstanding osteopathic physicians to serve as the next generation of healthcare leaders for rural and underserved Oklahoma. We will amplify our recruiting efforts, strengthen and expand our academic programs, and grow our residency programs to provide our medical students exceptional training opportunities.

STRATEGIES

1. National Leader in Producing Primary Care Physicians

OSU-COM is a leader in the training of primary care physicians. In 2016, U.S. News & World Report ranked OSU-COM #12 in the nation for producing primary care physicians. We remain committed to our mission of training primary care physicians for rural and underserved Oklahoma.

In order to maintain our national status for producing primary care physicians, we must admit through the admissions process medical students who have a greater propensity to practice primary care medicine and who have a desire to practice in rural Oklahoma. Once they are admitted into our program, we must assist them financially in order to reduce their medical school-related educational debt; otherwise, they may be tempted financially to pursue a specialty.

2. Medical School Application Pool

OSU-COM will continue to grow the size and quality of our medical school application pool from Oklahoma, through innovative high school and undergraduate recruiting programs and through educational programs that promote academic preparedness for medical school. We will aggressively target prospective medical school candidates from rural and tribal communities.

High School Recruiting. OSU-COM will continue to invest in rural high school pipeline programs such as Operation Orange and Blue Coat to White Coat. Operation Orange is our summer traveling day long medical camp that reaches out to rural high school students. Blue Coat to White Coat is our partnership program with the Oklahoma FFA. We are developing a residential summer camp for rural high school students and are examining the feasibility of deploying a mobile educational science van to travel throughout rural Oklahoma.

Undergraduate Recruiting. OSU-COM will continue to target prospective undergraduate students to consider a career in medicine. OSU-COM has established Early Assurance Programs with Oklahoma State University, University of Central Oklahoma and Oral Roberts University. Students in the Early Assurance Programs receive contingent admission into OSU-COM provided they meet academic and MCAT standards for the Early Assurance Program, complete their undergraduate degree, and receive satisfactory scores on the qualitative portion of the

admissions process. In 2012, OSU-COM implemented the Early Admissions Programs which enables talented undergraduate students from Oklahoma State University, University of Central Oklahoma, East Central University, Southeastern Oklahoma State University, Southwestern Oklahoma State University, and Northeastern State University who are interested in practicing primary care medicine in rural Oklahoma to gain admission into OSU-COM at the end of their sophomore year of college and to complete their undergraduate degree in three years instead of four. The Early Admissions Program shortens the undergraduate and medical school educational journey from 8 years to 7 years.

Post-Baccalaureate Program. OSU-COM recognizes that many prospective students in Oklahoma are interested in pursuing a career in medicine but lack the basic science foundation to gain admission into medical school. They may have lacked the maturity to perform well in their undergraduate science courses or may discover their interest in science after completing their undergraduate degree. To develop a new pool of qualified applicants, OSU-COM will launch a post-baccalaureate pre-medicine program starting in the fall of 2019 to provide prospective students with the opportunity to prepare academically for admission into medical school.

Bridge Program. The Bridge Program was established in 2009 and enables high potential students who come from disadvantaged or medically underrepresented backgrounds to be admitted to OSU-COM and to take on reduced course load for a year and half. Students admitted to the Bridge Program will complete a five year medical curriculum, instead of the traditional four year curriculum. OSU-COM will continue to invest in this highly successful program.

Oklahoma City Office. In January 2017, OSU-COM established a satellite administrative office in Oklahoma City. The Oklahoma City Office will enable OSU-COM to develop relationships with high schools and post-secondary institutions located in the western half of Oklahoma to increase medical school interest from this geographic area.

3. Medical School Curriculum

Rural Medical Track. OSU-COM will grow and enhance the Rural Medical Track (RMT) which was established in 2012. Since its inception, the majority of students enrolled in the RMT have chosen rural-based primary care residency, suggesting that the strategy of recruiting medical students from rural communities combined with immersing them in a rural-focused curriculum successfully creates a sustainable rural primary care physician workforce pipeline. Starting in the fall of 2018, OSU-COM will offer RMT students the opportunity to participate in rural-focused MakerHealth projects and to take courses in rural health data analytics. OSU-COM will partner with the OSU Spears School of Business and the OSU Center for Health Systems Innovation to deliver the Maker Health experience to RMT students. Through the OSU-CHS Master of Public Health Track, a partnership between OSU-CHS and the OSU Graduate College, RMT students and the OSU Graduate College, OSU-COM will be able to offer RMT students learning opportunities in rural health data analytics. Both of these enhancements in the RMT

curriculum will encourage students to apply innovative thinking and data analytics to address and solve today's and tomorrow's healthcare challenges facing rural communities in Oklahoma.

Global Health Track. OSU-COM will build on our existing international medical externships to establish a Global Health Track. A Global Health Track will enhance experiential learning for our medical students and will expose them to international health experiences and cultures in resource-deprived countries. Research demonstrates that medical students who participate in a global health experience in a low-income country tend to select primary care residencies at a higher rate than their classmates. By establishing a Global Health Track, OSU-COM will continue to encourage and foster student interest in practicing primary care medicine.

Adoption of Technology. OSU-COM will continue to assess new ways of learning and whether to adopt emerging technological advances in medical education such as virtual training, e-learning, and simulation-based learning into the osteopathic medical curriculum. OSU-COM will also incorporate MakerHealth into the osteopathic medical curriculum to encourage medical students to embrace design thinking as a way to unleash innovation and creation to solve problems. OSU-COM plans to increase student involvement with the current IM3ED Course. The purpose of this course is to encourage innovation in medical education, engineering, entrepreneurship and design.

Clinical Training. OSU-COM is committed to providing our medical students with realistic and outstanding clinical education that will equip them with the necessary clinical and communication skills needed to provide safe, high-quality, patient-centered care. Our clinical training involves both 1) direct patient care experiences through clinical rotations; and 2) simulated patient care exercises to be offered in our new simulation training center located in the A.R. and Marylouise Tandy Medical Academic Building.

Clinical Rotations. Clinical rotations allow OSU-COM students to apply knowledge from the classroom to real life medical situations. During rotations, students shadow physicians and residents, have access to patients, and gain valuable hands-on experience. Students work with physicians and residents to solve complex medical dilemmas, thereby enabling students to develop skills in accurate patient-based problem-solving. OSU-COM has a robust roster of clinical rotations. However, to diversify the geographical locations of our clinical rotations to include rural areas and tribal communities in Western and Southwestern Oklahoma, we have established a satellite office in Oklahoma City. Our Oklahoma City Office will be responsible for recruiting and establishing new clinical rotation sites to ensure a statewide footprint in clinical education.

Simulation Training. Starting in the fall of 2017, OSU-COM will boast a world class simulation training center comprised of a hospital simulation center and of a standardized patient simulation center. The hospital simulation center will include a fully operational emergency room, operating room, intensive care unit, birthing suite and ambulance bay, enabling students to practice procedures and skills commonly utilized in hospitals. Students will be able to use programmable manikins to manage virtually any kind of medical situation and to learn to work

as part of a coordinated response care team. The standardized patient simulation center will consist of 18 exam rooms. Medical students will have ample opportunities to work with human actors who will portray various patient scenarios. Both the hospital simulation center and the standardized patient simulation center will be equipped with state-of-the-art audio and video recording technology to capture and play back each simulation exercise so that students can receive feedback.

4. Learning Resource Development

OSU-COM will renovate and redesign the medical school library to meet the interactive, technology-based learning needs of today's students. Space in the medical school library will be reconfigured to support small group, team-based learning. OSU-COM will continue to develop medical simulation training curriculum to prepare students to work within an interdisciplinary, coordinated care team and to equip them with technical clinical skills to handle any scenario.

5. Physician Wellness Development

Life as a medical student can be stressful as students balance the task of academic, social, and extracurricular responsibilities. Life as a practicing physician can be even more stressful. While stress is a fact of life, too much stress can be detrimental to a person's physical, emotional and mental well-being. Therefore, the ability to effectively manage stress is an important lifelong life skill for medical students to acquire and to apply during medical school, residency and career. OSU-COM is dedicated to creating a sustainable culture of wellness and to helping medical students develop mental resiliency by providing them with the tools and activities to cope with stress. The OSU-COM Wellness Center currently offers fitness courses, meditation classes and a variety of lunch and learns that focus on overall wellness. We also have plans to establish a Reboot Center in the Tandy Medical Academic Building to help students develop stress management skills. The Reboot Center will be an inviting space to relax, re-charge and re-focus. The Reboot Center will provide software platforms with visualizations, games and workshops to build stress management skills as well as individual consultation about managing stress and improving performance. Our objective is to help students manage stress during medical school and to apply those same life skills to prevent future physician burnout.

6. Additional Educational Site in Rural Oklahoma

To address Oklahoma's shortage of primary care physicians in rural areas, OSU-COM will expand our academic footprint in rural Oklahoma by establishing an additional educational site in Tahlequah, Oklahoma in partnership with the Cherokee Nation. OSU-COM will work towards securing approval from the Commission on Osteopathic College Accreditation to increase our medical school size. The increase in medical school class size will enable us to create the OSU School of Rural Medicine at the Cherokee Nation, which will be the nation's first medical school program affiliated with an American Indian tribe. Once accredited, we envision the additional educational site in Tahlequah to train up to 40 medical students each year.

7. Unified Accreditation System for Graduate Medical Education

OSU-COM will continue to work towards achieving initial accreditation status by June 30, 2020, for our graduate medical education programs under the standards set forth by the

Accreditation Council for Graduate Medical Education (ACGME). Several of our residency programs in rural Oklahoma currently take place in small community hospitals, not academic health centers. ACGME standards set minimum requirements for faculty numbers and compensation. ACGME also requires a dedicated program coordinator for each residency, and strict ratios of residents to faculty. Once initial accreditation is received, OSU-COM will work towards achieving continued accreditation status for our residency programs.

PILLAR TWO

DISCOVER – Bold Innovation and Multidisciplinary Collaboration

OSU-COM will leverage on unique academic assets within OSU Center for Health Sciences and across the OSU System to unlock scholarship potential, promote innovation and encourage multidisciplinary collaborative research.

STRATEGIES

1. Culture of Scholarship Excellence

OSU-COM will foster a vibrant clinical research culture that: unlocks scholarship potential, promotes innovation, encourages multidisciplinary collaboration and rewards excellence.

2. Investment in People

OSU-COM will invest in people by: retaining clinical research-prolific faculty, recruiting new faculty in emerging areas of research, growing post-doctoral programs, establishing physician-scientist recruitment programs, and promoting diversity and inclusion.

3. Centers of Excellence

Development of the various Centers of Excellence will help OSU-COM focus on clinical and research priorities and allocate the appropriate resources to optimize effectiveness, productivity and efficiency and encourage innovations that improve human health and healthcare delivery. Centers of Excellence under consideration include:

- Cardiovascular
- Genomics
- Infectious Diseases
- Neuroscience
- Osteopathic Manipulative Medicine
- Preventative Medicine and Wellness
- Predictive Medicine and Data Analytics
- Precision Medicine
- Project ECHO
- Rural Health
- Sports Medicine

4. Innovation Health Institute (iHealth Institute)

OSU-COM will be an integral part of the Innovation Health Institute (iHealth Institute). The iHealth Institute will serve as the umbrella institution to integrate data analytics, bioinformatics, smart technology, virtual medicine, and the Project ECHO knowledge sharing model to support healthcare decisions and to deliver care more efficiently and more extensively throughout rural Oklahoma. The iHealth Institute will house the Center for Health Systems Innovation which has access to over 63 million unique patient visits. This dataset will

be leveraged by the iHealth Institute to be a leader in predictive medicine, preventive medicine and population health management for rural Oklahoma. In partnership with the Oklahoma Cooperative Extension Service, the iHealth Institute will develop virtual care delivery models and community-based health education models to create an extensive network of convenient and available access points for rural healthcare.

5. One Health Initiative

The One Health concept is a worldwide initiative to foster interdisciplinary collaborations and communications in all aspects of health care for humans, animals and the environment. OSU-COM will lead the One Health Initiative at OSU with respect to human health and biomedical research. One Health will bring together multi-disciplinary assets uniquely found at OSU Center for Health Systems and across the OSU System to improve the health and health outcomes of rural Oklahomans.

6. Support Systems

OSU-COM will endeavor to strengthen the internal support systems needed to enable the OSU-COM research community (faculty, residents, and medical students) to obtain the resources and training needed to develop research concepts, to seek internal and external funding, to execute research plans, to track outcomes, to manage grants and to win recognition.

7. Collaboration

OSU-COM will expand the ROK-Net program to develop rural research. ROK-Net provides an infrastructure for the development of peer learning networks comprised of rural clinicians, OSU researchers and innovators, and community partners. These networks study recurring problems in rural primary care and develop resources and quality improvement initiatives in response to findings. Physicians play an instrumental role in shaping clinical research and development efforts to ensure relevance and application to daily practice.

PILLAR THREE

HEAL – Exceptional Patient Care

OSU-COM is committed to delivering exceptional patient care through our talented team of physicians. We will continue to deliver in person care via our teaching hospital and clinic system. We will also leverage on technology to expand our health care delivery network to remote areas of rural Oklahoma and to create increased healthcare delivery capacity in rural Oklahoma through knowledge sharing.

STRATEGIES

1. Clinical Care and Value-Based Payment Model

In a rapidly changing healthcare landscape, payment models are shifting away from the traditional fee-for-service model to a value-based reimbursement model that encourages providers to deliver the best care at the lowest cost. The value-based payment model focuses on cost, quality, patient satisfaction and outcome measures. Consequently, OSU-COM will make the necessary changes and investments to flourish in the alternative payment models set forth by the government and private payors.

2. Clinical Centers of Excellence

OSU-COM will deliver superior patient care in an academic health center environment. Through our Clinical Centers of Excellence, patients will receive care from multidisciplinary teams utilizing the latest technology and evidence-based approaches to clinical care. This care will be augmented through cutting edge research, virtual care, ECHO and service extensions within the Center. These Centers of Excellence will include:

- 1) **Center for Sports Medicine (CSM).** OSU-CHS currently has a Master of Athletic Training (MAT) Program with 25 students enrolled. The MAT Program compliments existing clinical care assets at OSU-COM such as sports medicine, orthopedic surgery, and sports psychiatry.
 - CSM will launch an ECHO service line to provide education and support to athletic trainers at both colleges and secondary schools in Oklahoma.
 - CSM will improve the health of athletes and active individuals through the provision of cardiac screenings, delivery of timely care, and dissemination of research and education.
 - CSM will continue to enhance current partnerships with elite athletic groups and develop new partnerships. CSM will continue to expand its clinical care footprint in Tulsa and beyond. This expansion will mature to a state-of-the-art high performance training and research facility.

- 2) **Center for Addiction Medicine and Pain Management (CAMP)**. OSU-COM currently has residency programs in psychiatric medicine, anesthesiology, and a fellowship in osteopathic manipulative medicine (OMM). OSU-CHS also has a Forensic Toxicology and Trace Laboratory (FTTL) in the School of Forensic Sciences.
- CAMP operates ECHO services line in both mental health and addiction medicine. These ECHO service lines help rural providers in Oklahoma deepen their specialty knowledge and familiarity with diagnosing and treating mental health and addiction.
 - OMM is a non-pharmacologic modality to treat pain and enhance overall health. All OSU-COM medical students and residents are required to be trained in OMM.
 - The FTTL will expand the modalities of drugs of abuse testing and will develop community and statewide partnerships to monitor appropriate potential drugs of abuse.
- 3) **Predictive Medicine and Genomics**. OSU-CHS currently has the Center for Health System Innovation (CHSI) and the Human Identity Testing Laboratory (HITL) in the School of Forensic Sciences.
- Through the CHSI Cerner database, risk indicators will be discovered to help develop algorithms to be applied to electronic medical records and health applications that can identify early indications of disease or complications of disease.
 - The HITL will allow the personalization of medical therapy through the application of pharmacogenomics.
 - CHSI and HITL will work closely with tribal partners in Oklahoma and the Office for the Advancement of American Indians in Medicine and Science (OAAIMS) at OSU-CHS to collaborate on potential early disease identification and personalized medicine programs in these targeted populations.

3. Innovation Health Institute (iHealth) Healthcare Delivery

Virtual Primary Care Clinics. OSU-COM will leverage on technology to extend our clinical reach to rural Oklahoma. We will partner with Oklahoma Cooperative Extension offices located in every county in Oklahoma to place a community healthcare worker and a medical kiosk in each office. Rural patients can easily access healthcare services via the kiosk. The community health worker will be able to assist rural patients with navigating through the myriad of health and social services which may be available to rural patients.

Virtual Care and Monitoring Hospital Services. OSU-COM will support primary care physicians in rural Oklahoma through virtual care and monitoring of their patients in rural-based emergency rooms. Many critical access hospitals in rural Oklahoma do not have a specialist on staff certified to treat certain acute care patients, such as stroke or head trauma victims. Instead of transferring these patients to larger, urban-based hospitals, crucial care hospitals can rely on OSU-COM to provide virtual specialty care, thereby avoiding unnecessary transport

costs. OSU-COM will also utilize remote monitoring devices to track a patient's recovery, adherence to medication and vital signs.

OSU Medicine Project ECHO. OSU-COM will continue to invest in building out a host of OSU Medicine Project ECHO service lines. In November 2016, we launched our first ECHO clinic, a psychiatry TeleECHO clinic, to meet the growing demand for mental health services in Oklahoma. In January 2017, we launched an obesity medicine TeleECHO clinic and a HIV/AIDS/Hepatitis C TeleECHO clinic. The Project ECHO knowledge sharing model enables OSU-COM clinicians to mentor primary care providers in remotes areas on how best to specialty care to their patients. While OSU-COM physicians are not providing direct patient care via the Project ECHO model, they are ensuring that rural patients will receive exceptional specialty care from providers mentored by OSU-COM clinicians.

4. Tribal Partnerships

Our partnerships with tribal nations will be instrumental in helping us improve the health outcomes of rural Oklahomans. The majority of tribal nations are located in rural areas and their communities experience significant disparities in health status especially with addressing chronic diseases such as diabetes and cardiovascular diseases. OSU-COM will work closely with our tribal partners to ensure that their tribal health systems will have access to 1) our human capital (medical students, residents and physicians) and 2) our resources such as our simulation center and Centers of Excellence. Helping tribal communities lead healthier lives will be critical to furthering our goal of improving the health outcomes of rural Oklahomans. Our Office for the Advancement of American Indians in Medicine and Science will continue to work with tribal nations to build a sustainable American Indian physician workforce pipeline.

5. Graduate Medical Education

OSU-COM will continue to promote exceptional patient care through the supervised patient care provided by our residents. We will work towards achieving ACGME initial accreditation for our all residency programs and will collaborate with health systems, hospital partners and the State of Oklahoma to ensure graduate medical education is meeting the physician workforce needs of Oklahoma.

6. Clinically Integrated Provider Network

OSU-COM will develop a clinically integrated network (CIN) to deliver the highest quality of care to underserved patients in a cost effective manner. A CIN links physicians, acute care hospitals and services for chronic and post-acute conditions. A CIN will help improve the care experience while lowering the cost for patient.

PILLAR FOUR

ENGAGE – Partners in Education, Health and Community Service

The time has come for OSU-COM as an institution and as a community of health leaders to tell our inspirational and compelling story to larger audiences. A critical part of our strategic plan is to tell our story to the world and to engage a diverse audience in the process. OSU-COM has been making a difference in lives of rural Oklahomans for over 40 years. We continue to train medical graduates who embrace our mission of caring for rural and underserved Oklahoma. We continue to have the majority of each graduating medical school class answer the call to practice primary care medicine. We continue to produce research that shows the health and economic disparities between rural and urban populations in Oklahoma. We continue to fight for funding to establish residency programs in rural communities where the healthcare need is the greatest. We will continue to care deeply about our rural and urban neighbors who have trouble accessing quality care because they reside in an underserved area of our state and city.

STRATEGIES

1. Branding Campaign

OSU-COM will engage various communities located throughout Oklahoma by launching an overarching branding campaign to raise the awareness of our exceptional academic programs, our cutting edge clinical research and our excellent clinic system in key urban and rural markets. Targeted audiences include:

- OSU-COM Alumni
- Educational Partners
- Legislators
- Prospective medical students
- Prospective patients
- Prospective community health workers
- Regents
- Donors
- Tribal leaders
- Hospitals and Health Systems

2. Customized Messaging to Constituent Groups

OSU-COM will engage alumni, legislators, prospective medical students, prospective patients, regents and donors through customized messaging from OSU-COM. OSU-COM is fortunate to benefit from a strong network of partners and a wide range of constituent groups, whose support is critical in fueling our growing success. By engaging these groups through customized communications materials, OSU-COM will make each constituent group feel valued and special.

3. Earned and Social Media

OSU-COM will also engage a wider audience by feeding feel good, human interest stories to media outlets to demonstrate how OSU-COM is making a difference in the lives of Oklahomans. OSU-COM will continue to enhance social media offerings to reach a broader group of consumers.

4. Community Service

OSU-COM will also engage in the community around us through community service. We will encourage faculty, staff, and students to engage in community service through volunteerism. OSU-COM faculty and staff have the opportunity to volunteer through our volunteer program, Cowboys Care. Employees may receive compensated time off to volunteer at a host of non-profits located throughout. We will also develop a large scale volunteer project where the bulk of OSU-COM faculty, staff and students will commit a Saturday to providing health services to an underserved population in Tulsa or a nearby community with the goal of garnering media coverage and creating goodwill in our community.

5. Strategic Partners

OSU-COM will engage strategic partners such as health systems, hospital partners, business and industry leaders, local and state officials, clinical education partners, community leaders, and social agencies to create mutually beneficial relationships. Special emphasis will be placed on strengthening our partnership with tribal nations including the Cherokee Nation, the Choctaw Nation, and the Chickasaw Nation.

6. Educational Outreach

Community Health Workers. OSU-COM will engage community health workers and volunteers via our county cooperative extension offices to encourage them to learn about certain diseases and disease process in order to share their knowledge with others in their community.

K-12 Educators. OSU-COM will also engage K-12 STEM educators located throughout the state to build knowledge partnerships with OSU-COM where OSU-COM will identify experiential STEM learning opportunities to inject into the educator's STEM curriculum. The Office for the Advancement of American Indians in Medicine and Science (OAAIMS) will continue to develop programs to recruit and train American Indians in medicine and science.

High School Students. OSU-COM also needs to engage with high school students located in rural Oklahoma in creative ways to encourage them to consider medical school and to mentor them through the remainder of their high school career and undergraduate period.

Physicians and Allied Healthcare Professionals. OSU-COM will need to engage with osteopathic physicians and allied health professionals to offer continuing education opportunities to them.

7. Sharing of OSU-COM Assets

OSU-COM will engage the greater Tulsa community and nearby law enforcement, first responder agencies, and charitable healthcare service agencies by sharing our assets with them such as the hospital simulation center at the A.R. and Marylouise Tandy Academic Building on

campus. The simulation center houses an emergency room with ambulance bay, birthing suite, intensive care unit, operating room, and outpatient clinics. We will offer certain groups free or at reduced cost usage of the simulation center for training purposes. We will also identify other OSU-COM assets that may of interest to our community partners.