



OSTEOPATHIC MEDICINE

**Oklahoma State University
College of Osteopathic Medicine
Strategic Plan
2011-2016**

Oklahoma State University - College of Osteopathic Medicine

Strategic Plan: 2011-2016

MISSION:

Oklahoma State University College of Osteopathic Medicine educates osteopathic primary care physicians with an emphasis on serving rural and underserved Oklahoma.

VISION:

Oklahoma State University College of Osteopathic Medicine will be recognized for:

- Fulfilling the health care needs rural and underserved Oklahoma;
- Producing graduates will who are dedicated, effective, and compassionate community leaders;
- 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.

STEWARTSHIP 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 Planning Committee:

Kayse Shrum - Chair
Bruce Benjamin
MaryBea Drummond
Leigh Goodson
Jim Hess
Bill Pettit
Vivian Stevens

Medical School Enrollment Strategic Planning Committee

Vivian Stevens - Chair
Lindsey Kirkpatrick
Eric Polak
Richard Perry
Johnathan Franklin
Machelle Davison
Amy Martindale
MaryBea Drummond
Raj Basu
Steve Eddy

Branding and Marketing Strategic Planning Committee

Mary Bea Drummond - Chair
Chad Landgraf
Mark Keuchel
Kyle Wray
Steve Eddy
Raj Basu
Jim Hess
Brek Wilkins
Debbie Evans
Robin Dyer

Curriculum Strategic Planning Committee

Bruce Benjamin – Chair
Jenny Alexopoulos
Bill Pettit
Joan Stewart
Kayse Shrum

Oklahoma State University - College of Osteopathic Medicine

Strategic Plan: 2011-2016

Desired Outcomes:

- By 2016, the incoming size of the College of Osteopathic Medicine will be 190 students, comprised of 142 in-state and 48 out-of-state students.
- By 2016, OSU College of Osteopathic Medicine will be recognized throughout the state by all appropriate constituents as a national leader in primary care, education and research.
- By 2016, we will have a nationally competitive, clinically integrated curriculum with multiple tracks to meet our educational mission.
- By 2016, we will have increased the number of osteopathic residency slots in Oklahoma sufficient to provide an in-state graduate medical training opportunity to every College of Osteopathic Medicine graduate.
- By 2016, we will increase research funding to \$4 million annually with 75% of the biomedical faculty actively engaged in sponsored research.
- By 2016, we will have increased and diversified resources sufficient to achieve our goals.
- By 2016, we will have improved staffing and updated telehealth equipment for both distance learning for our medical students and physician residents as well as capabilities to provide up to date telemedicine services.

Residency Expansion Strategic Planning Committee

Bill Pettit – Chair
LeRoy Young
Jim Hess
Jenny Alexopoulos
Gary Slick
Patti Davis

Research Strategic Planning Committee

Leigh Goodson – Chair
Johnny Stephens
Dave Wallace
Bruce Benjamin
Randall Davis
Craig Stevens
Greg Sawyer
Jarrad Wagner
Doris Patneau
Denna Wheeler

Funding Strategic Planning Committee

Jim Hess – Chair
Ron Bussert
Eric Polak
Howard Barnett
Kayse Shrum

Oklahoma State University - College of Osteopathic Medicine

Strategic Plan: 2011-2016

GOAL ONE

Strategic Objectives:

Objective 1:

Medical School Expansion

Strategies:

- Implement a Rural Medical Track that will prepare students for a rural primary care residency and a successful practice in rural or underserved Oklahoma
- Increase dual degree offerings
- By July 1, 2012, approval will be obtained from the OSU A&M Regents and the State Regents to increase the number of out-of-state students attending the OSU College of Osteopathic to 25 % of the entering class
- Increase the total number of applications by 30% each year through 2016
- Increase the entering class size by 24 each students each year to reach 190 students by 2016
- Double the number of in-state applications within four years
- Double the number of applications from OSU Stillwater within three years
- Accept 40 transfer students from private osteopathic medical schools each year by 2016
- Establish an Academy for high school science teachers to acquaint them with our medical school
- Create and implement a Med Extravaganza for high school students
- Implement a summer pre-med academy for high school and mid high students
- Match addresses of high scoring students on the ACT to identical addresses in the OSU Stillwater Alumni Association to begin early contact with the sons and daughters of OSU Alums
- Establish a recruiting function for the medical school and graduate programs on the OSU Stillwater campus
- Educate student advisors at area colleges and universities about the OSU medical school
- Hold events for student advisors from area colleges and universities on the CHS campus
- Create a branding presence for the medical and graduate programs on the Stillwater campus
- Establish a pre-med academic program on the OSU-Tulsa campus
- Train OSU CHS alums to be effective student recruiters
- Loan repayment guarantees and scholarships for students committing to practice in rural Oklahoma
- Utilize rural teaching sites across the state as recruiting stations
- Utilize AHEC offices to recruit at regional universities
- Enhance our medical interviewing process through intensive training of interviewers
- Restructure the interview process to determine new ways of interviewing and evaluating candidates
- Grow the early admissions and early assurance process to guarantee early medical school admission to qualified candidates
- Create an Alumni Ambassadors program to promote the medical school and create more applications

GOAL TWO

Objective 2:

Branding and Marketing

Strategies:

- Develop a clear and easily recognizable brand name
- Develop a detailed marketing plan by 3/1/12
- Continue to utilize signage to dominate the city with the OSU presence
- Follow brand architecture to develop consistency
- Acknowledge our "ownership" of the teaching hospital
- Develop a branding strategy around our relationship with the teaching hospital
- Open clinical practices in south Tulsa to further our footprint in Tulsa
- Utilize residents/ students to adopt high school sports teams-sports med docs
- Develop and implement a clear, concise and compelling statement of who we are
- Revamp the OSU CHS web site
- Rename CHS and the OSU-Tulsa Center for Health Sciences
- Develop a documentary show for OETA around the life of an OSU resident Utilize graduates on radio and live television shows
- Develop a complete list of faculty experts and distribute to the news media
- Market the Scrub Run as an OSU event to create more visibility in the city
- Develop an aggressive strategy of announcements to keep OSU CHS in the press
- Develop a strategy for proving our value to the larger University system to create a sense of ownership on their part. Make CHS the crown jewel of the OSU

GOAL THREE

Objective 3:

Innovative COM Curriculum

Strategies:

- Implement a systems based curriculum with early clinical integration
- Develop focus courses regarding on the public health issues faced in Oklahoma. i.e. addiction and obesity
- Explore a three year medical school curriculum pilot in conjunction with our Family Medicine rural residency programs
- Implement a four year Rural Medical Track curriculum
- Increase the dual degree options available to medical students
- Explore Global Health partnerships
- Implement service learning components throughout the curriculum
- Grow a robust curriculum oversight structure to ensure continuous innovations to the curriculum
- Advance osteopathic principles and practices in all core rotations

GOAL FOUR

Objective 4:

Residency Expansion

Strategies:

- Request AOA to modify residency program director rules to assist in the development of rural residency programs
- Analyze feasibility of residency programs on Oklahoma military bases
- Engage the Oklahoma Hospital Association to assist in the development of new residency programs in rural hospitals
- Request AOA to approve a regional DME to allow program direction over multiple hospitals by one director
- Develop an economic development approach to promoting new residencies in rural communities
- Establish mechanisms for local communities to invest in residency programs
- Identify hospitals in Oklahoma that have enough volume, acuity and faculty to support a residency program.
- AOA fast tracking of new program approvals to meet 2016 deadlines for 300 new residency slots
- Match new residency programs to areas of physician shortage
- Develop a specific plan for attaching a rural residency program to a three year medical school curriculum
- Parallel medical school class size growth to residency expansion

GOAL FIVE

Objective 5:

Research Growth

Strategies:

- Establish a strong research culture
- Improve services/support to faculty through the Office of Research
- Expand existing (Rural Health, Neuroscience, OMM, Cardiovascular, Genetics) and establish new (Data Analytics, Forensic Science, Health Care Administration, HIV) Centers of Excellence
- Encourage diversification of funding sources and provide seed funds for current research
- Increase Interdisciplinary research of the OSU-COM
- Increase visibility of research at the OSU-COM
- Encourage an atmosphere that fosters student research
- Increase collaboration across colleges within the University

GOAL SIX

Objective 6:

Funding

Strategies:

- Develop a plan for the construction of a new building to be shared by the CHS and OSU - Tulsa campuses - \$40 million
- Develop a written plan to present to the Legislature requesting state appropriations for residency expansion - \$39 million
- Develop a technology to utilize digital technology for the presentation of learning materials
- Provide \$250,000 in funding to begin the branding effort
- Develop a budget plan for the hiring of new faculty and other resources to meet medical school and graduate program expansion needs - \$6 million