

# Defining a New Osteopathic Educational Ecosystem:

## Engaging the Profession to Strengthen the Continuum

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**aacom**<sup>®</sup>

AMERICAN ASSOCIATION OF  
COLLEGES OF OSTEOPATHIC MEDICINE

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**Disclosures:**  
No financial conflicts of interest

# Learning Objectives

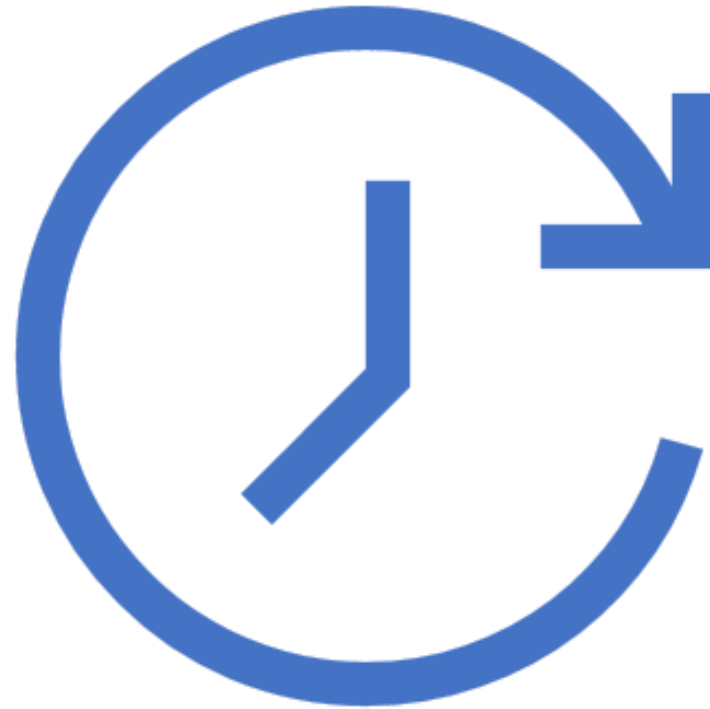
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At the conclusion of this presentation, learners will be able to:

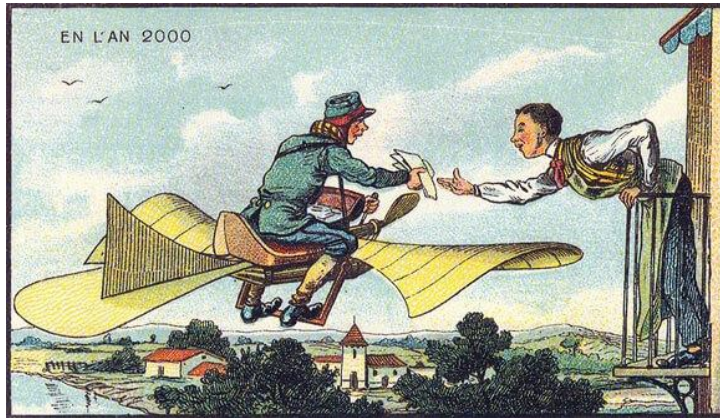
- Review the evolution of the osteopathic ecosystem as it relates to education across the continuum;
- Address opportunities to influence the osteopathic ecosystem to strengthen the education continuum;
- Introduce *Choose DO* as a model for influencing the osteopathic ecosystem in the future; and
- Describe an opportunity for the osteopathic medical education community to lead change in an effort to meet the nation's healthcare needs.

# Positioning the Osteopathic Profession

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**For a Strong Future**

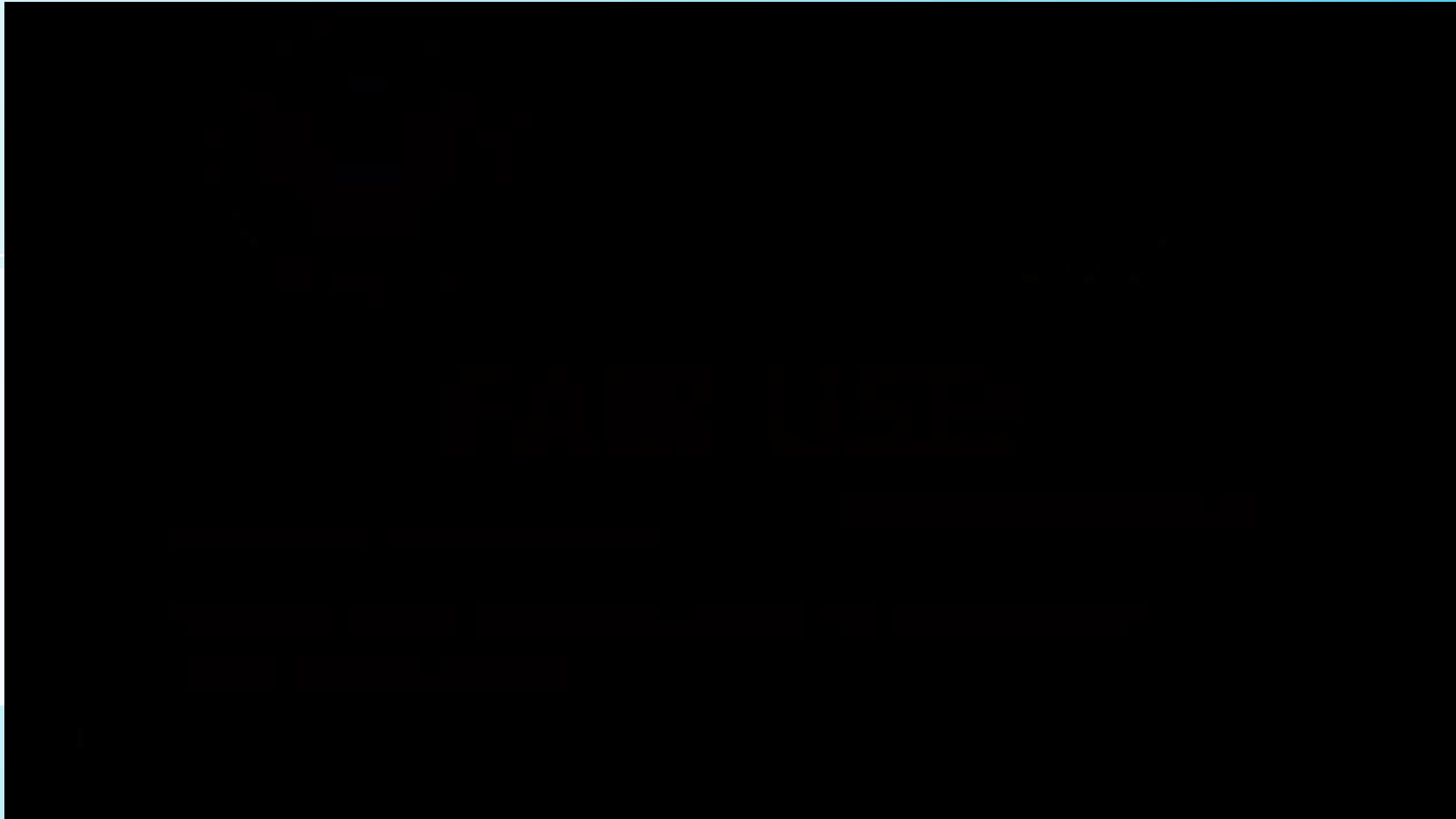


## 19th Century French Artists Predicted The World Of The Future In A Series Of Postcards Depicting The Year 2000

# FRAMING

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We Choose to...



**LEAD**



# AACOM

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## Walking Through the Door of Opportunity





CHARLES SCRIVEN,  
PHD

PRESIDENT,

KETTERING COLLEGE  
(RETIRED)

DAYTON, OHIO

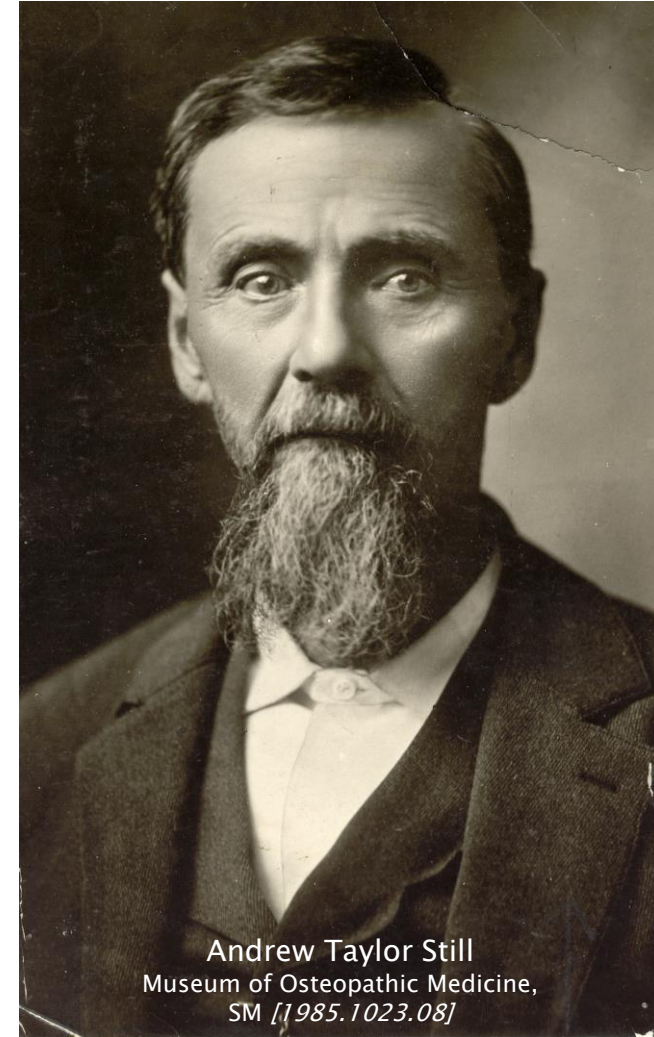
"I believe your organization (osteopathic medicine) has the potential to be a **change agent** in healthcare. You are not large enough to be the leaders of healthcare, but you have the critical mass and the right message to effect change through those who are."

# A Powerful Why

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“The object of this corporation is to establish a College of Osteopathy, the design of which is *to improve our present system of surgery, obstetrics, and treatment of diseases generally, and place the same on a more rational and scientific basis.*”

From the legal charter issued by the State of Missouri to the American School of Osteopathy, 1892



Andrew Taylor Still  
Museum of Osteopathic Medicine,  
SM [1985.1023.08]

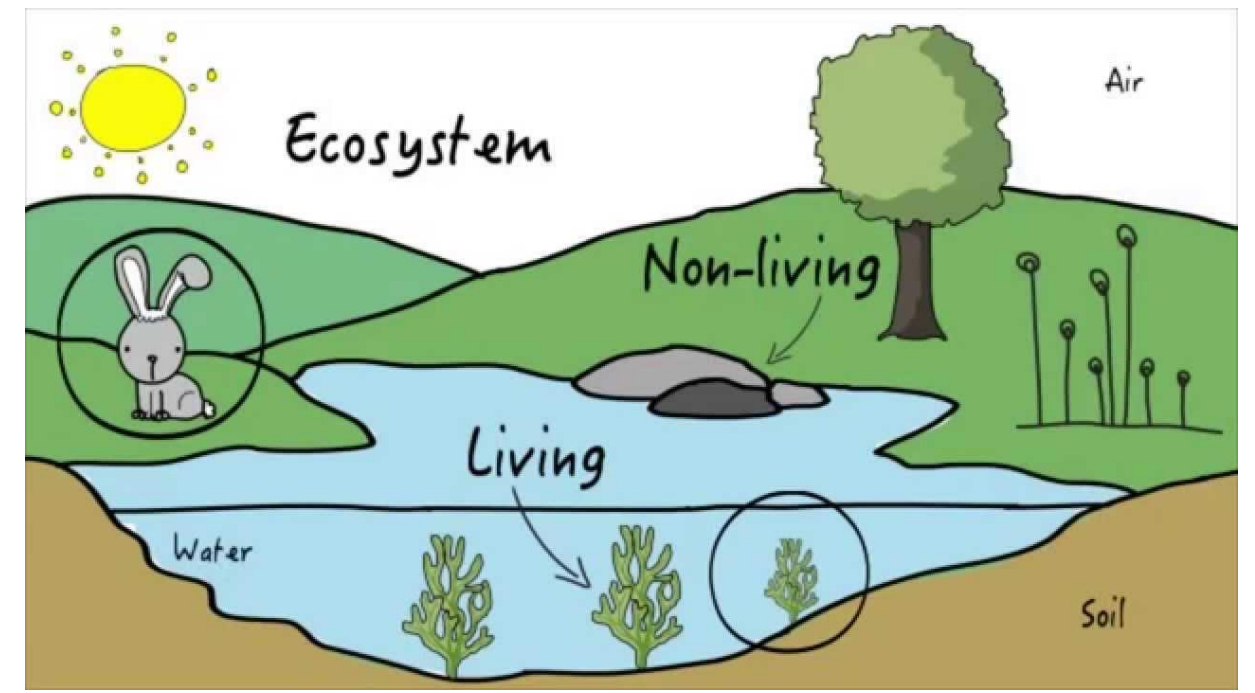
Circa-1985

Macro (National Level)

Meso (State and Local Level)

Micro (Front line or Provider Level)

Think-Pair-Share



An ECOSYSTEM is a community that functions as a single unit with self-sustaining structural and functional interaction between living and non-living components

Circa-1985

Macro

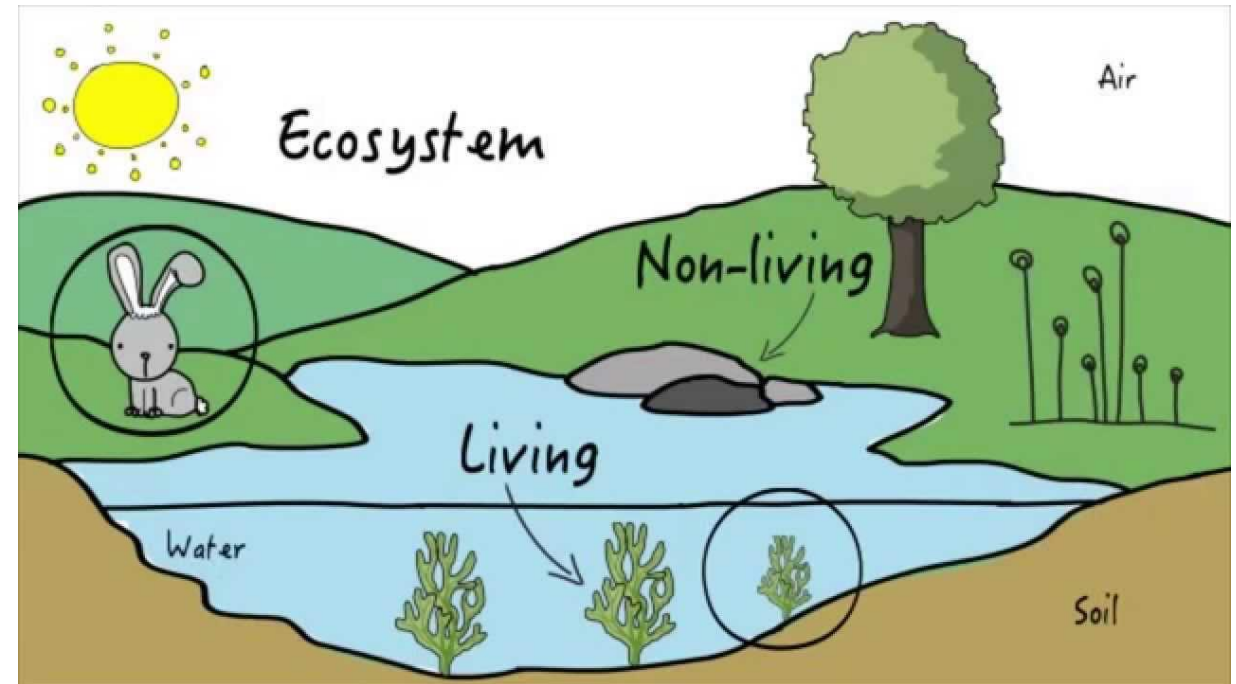
AACOM  
AOA / GME  
NBOME  
AOHA  
Specialty Colleges

Meso

(Living hubs of osteopathic activity)  
  
Osteopathic Hospitals  
State Societies  
COMs

Micro

Osteopathic Physicians  
Allopathic Physicians  
District Academies



An ECOSYSTEM is a community that functions as a single unit with self-sustaining structural and functional interaction between living and non-living components

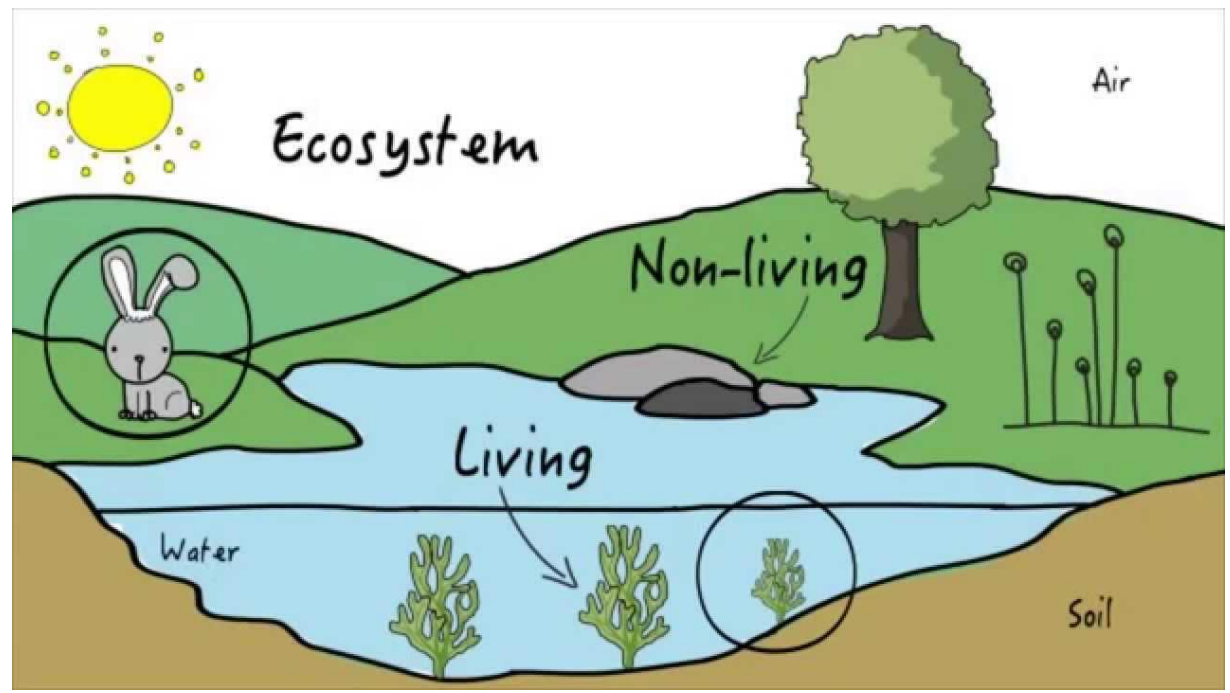
Today

Macro (National Level)

Meso (State and Local Level)

Micro (Front line or Provider Level)

Think-Pair-Share



An ECOSYSTEM is a community that functions as a single unit with self-sustaining structural and functional interaction between living and non-living components

# The Osteopathic Ecosystem

Today

Macro

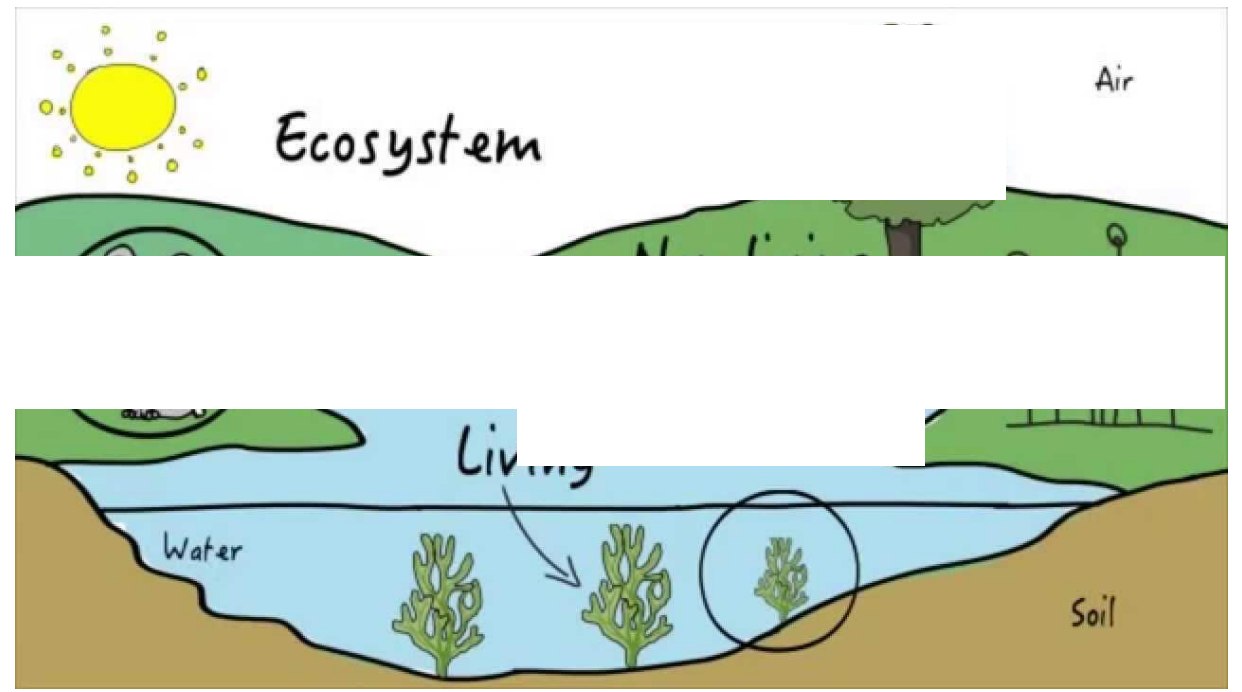
- AACOM
- AOA / GME
- NBOME
- AOHA
- Specialty Colleges

Meso

- Osteopathic Hospitals
- State Societies
- OPTI
- COMs

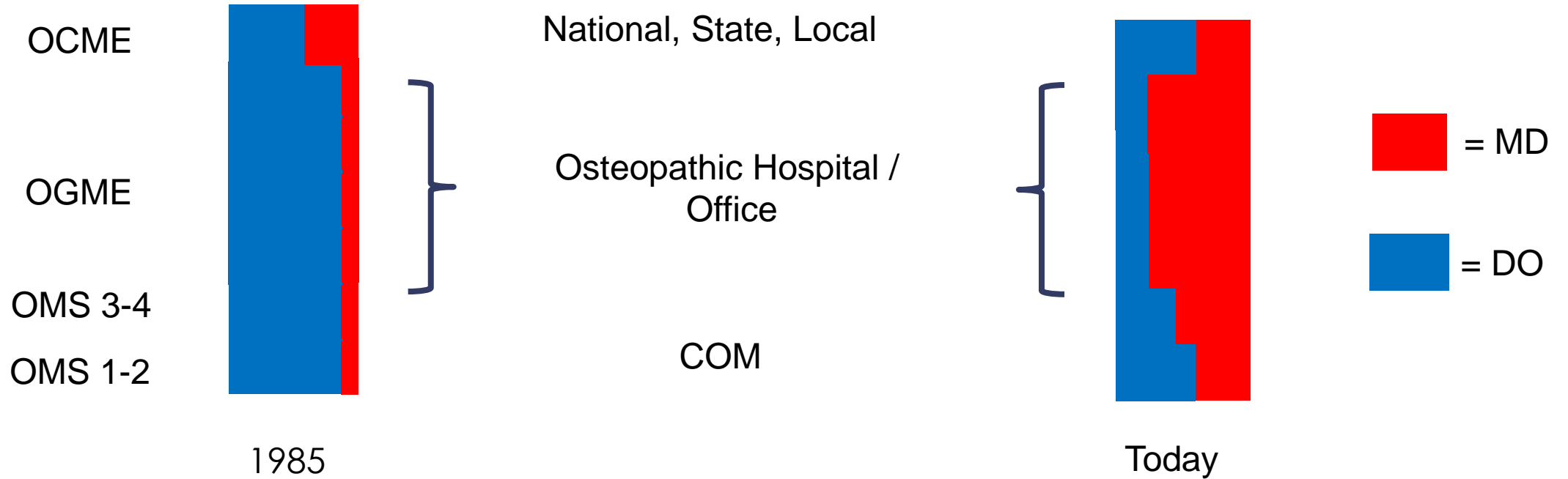
Micro

- Osteopathic Physicians
- Allopathic Physicians
- District Academies

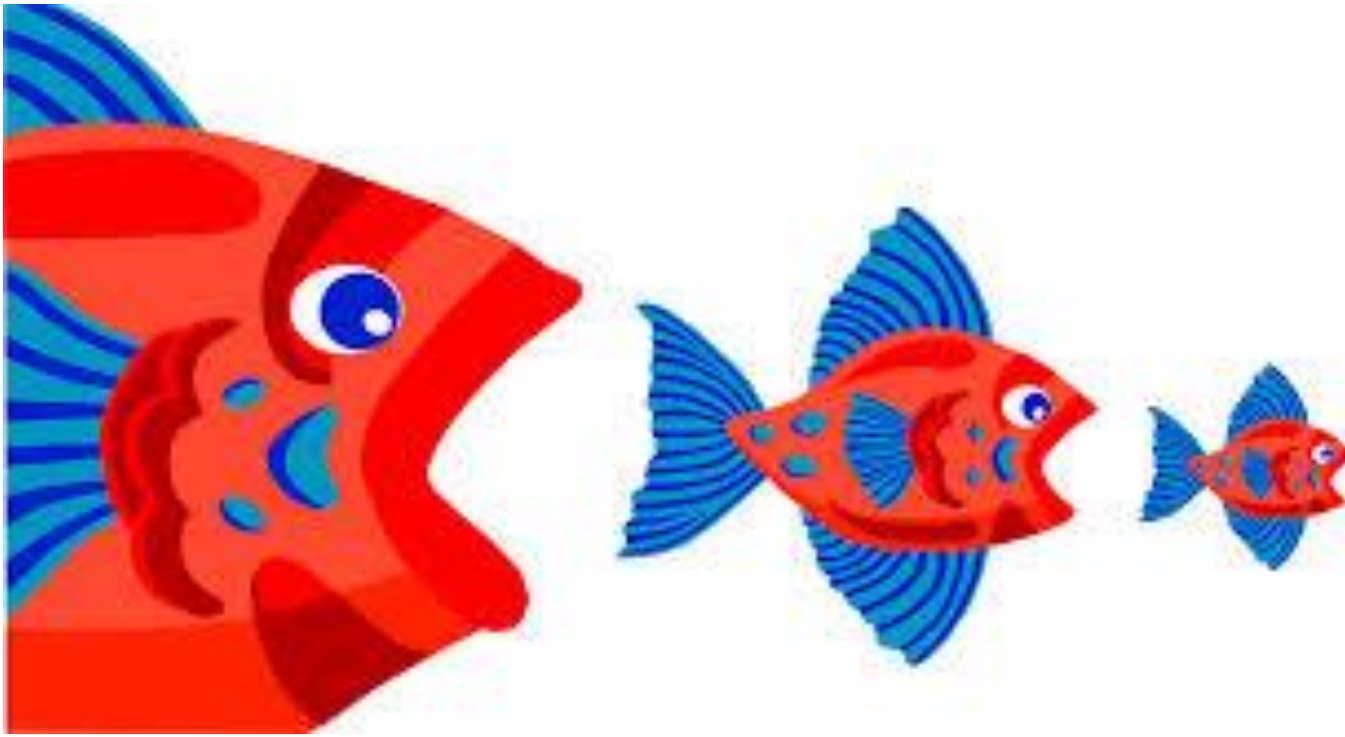


# The Osteopathic Ecosystem

Opportunities to imprint OPP



Relative student exposure to DO and MD physicians while in training



Reality

Infrastructure

Culture

Strategy

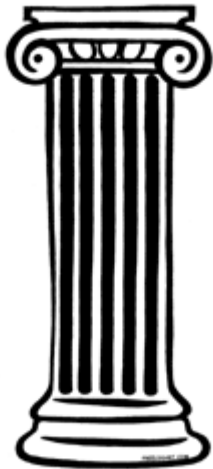


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**What is AACOM trying to do  
about this?**

# The AACOM Strategic Pillars

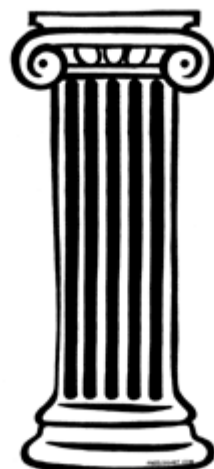
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ORGANIZATION



SOLUTION



PATHWAY



CULTURE



SCHOLARSHIP

# Our Strategic Pillars

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## Osteopathic medical education

- is supported by a vibrant national organization
- provides a solution to the nation's healthcare needs
- is a preferred pathway to practice
- encourages a culture of lifelong development across the continuum
- Promotes scholarship to define the value of osteopathic practice

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# Choose DO<sup>TM</sup>

**“A Lifetime Commitment to Help People Live Well”**



## (A Brand Promise)

- Osteopathic medicine is a pathway to practice intended to help people live well, by:
  - Embracing care of the whole person
  - Practicing quality medicine built upon a framework of principles
  - Understanding that health and wellness is not the absence of disease
  - Balancing human need and scientific evidence
  - Becoming part of a diverse community with shared values
  - Working to build a healthier society



Based in part upon the *Principle-centered Medicine* concept developed by the American College of Osteopathic Internists (ACOI), 2018

# OMT/OMM

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1890



2020

“Our conversation cannot only be about OMT/OMM,  
but OMT/OMM cannot be absent from the conversation.”

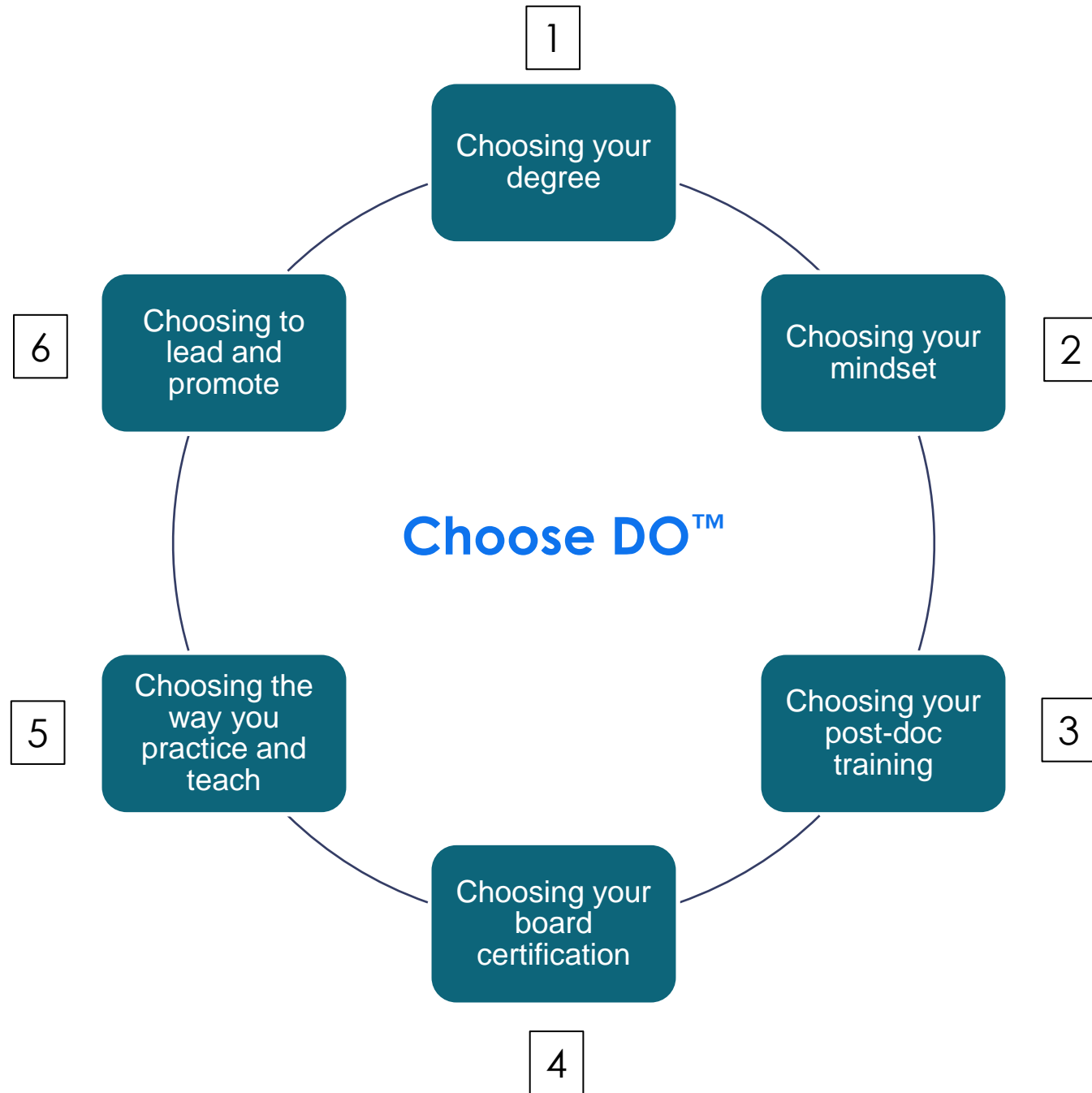
AACOM is expanding its **Choose DO** initiative to better support professional identity development at every step of one's career with a focus on initiatives intended to advance the practice of osteopathic medicine through education.





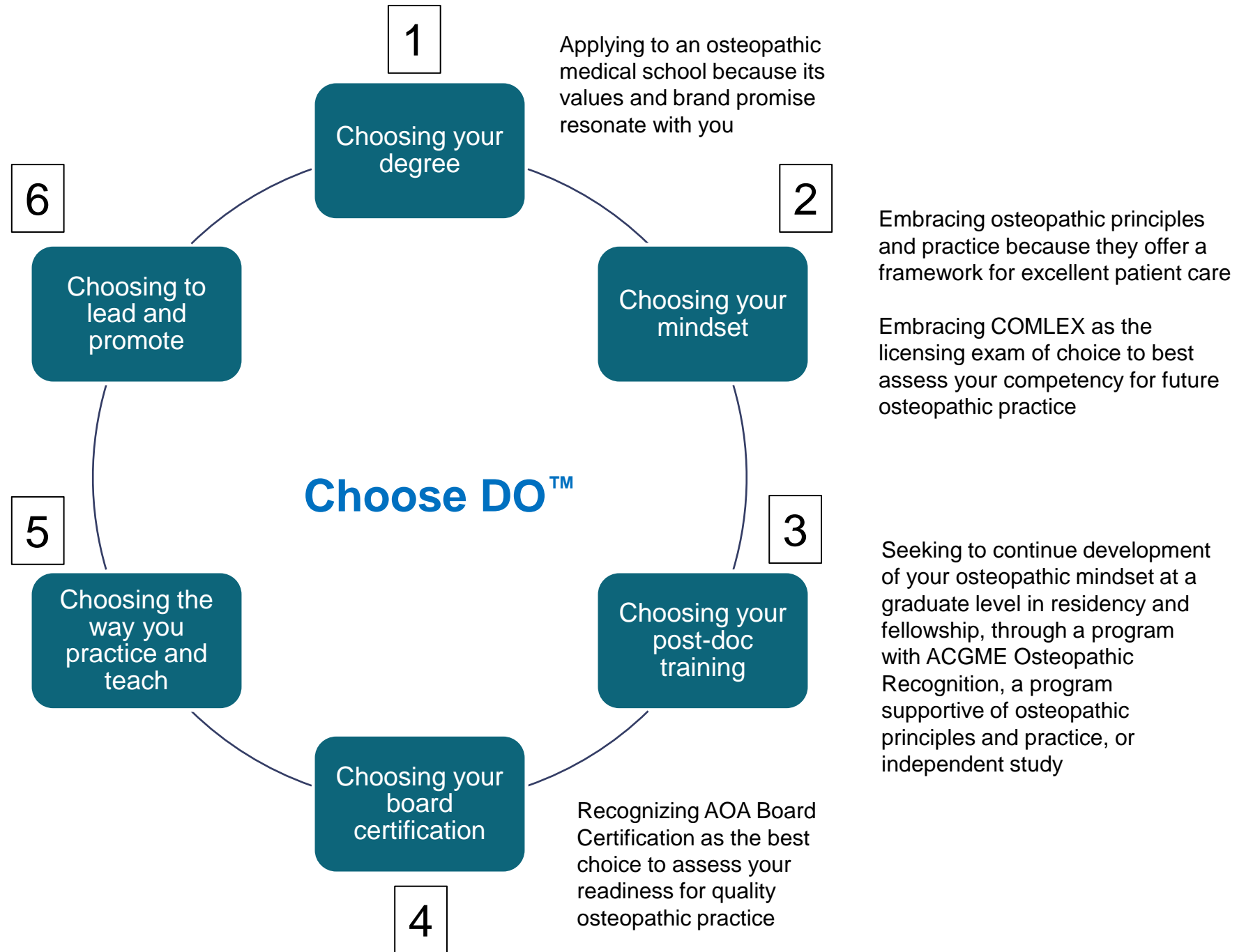


**“Focus  
propels  
growth”**



“Focus propels growth”

# EXAMPLES

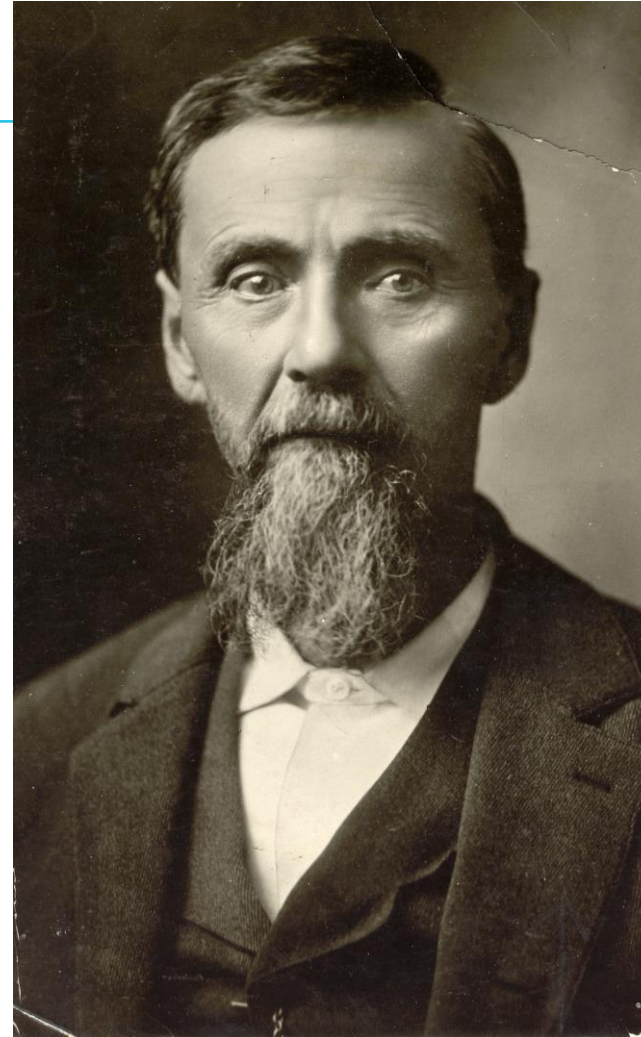


## A Powerful Why

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“Osteopathic medicine seeks to improve our healthcare system by embracing care of the whole person to help each live well.

We rely upon our principles to champion the quality practice of medicine, to balance human need and scientific evidence, to promote a diverse practice community with shared values, and to build a healthier society.”



**“We choose to build a world where every patient has the option to receive care based upon osteopathic principles and practice—by boldly leading the education community making that possible.”**



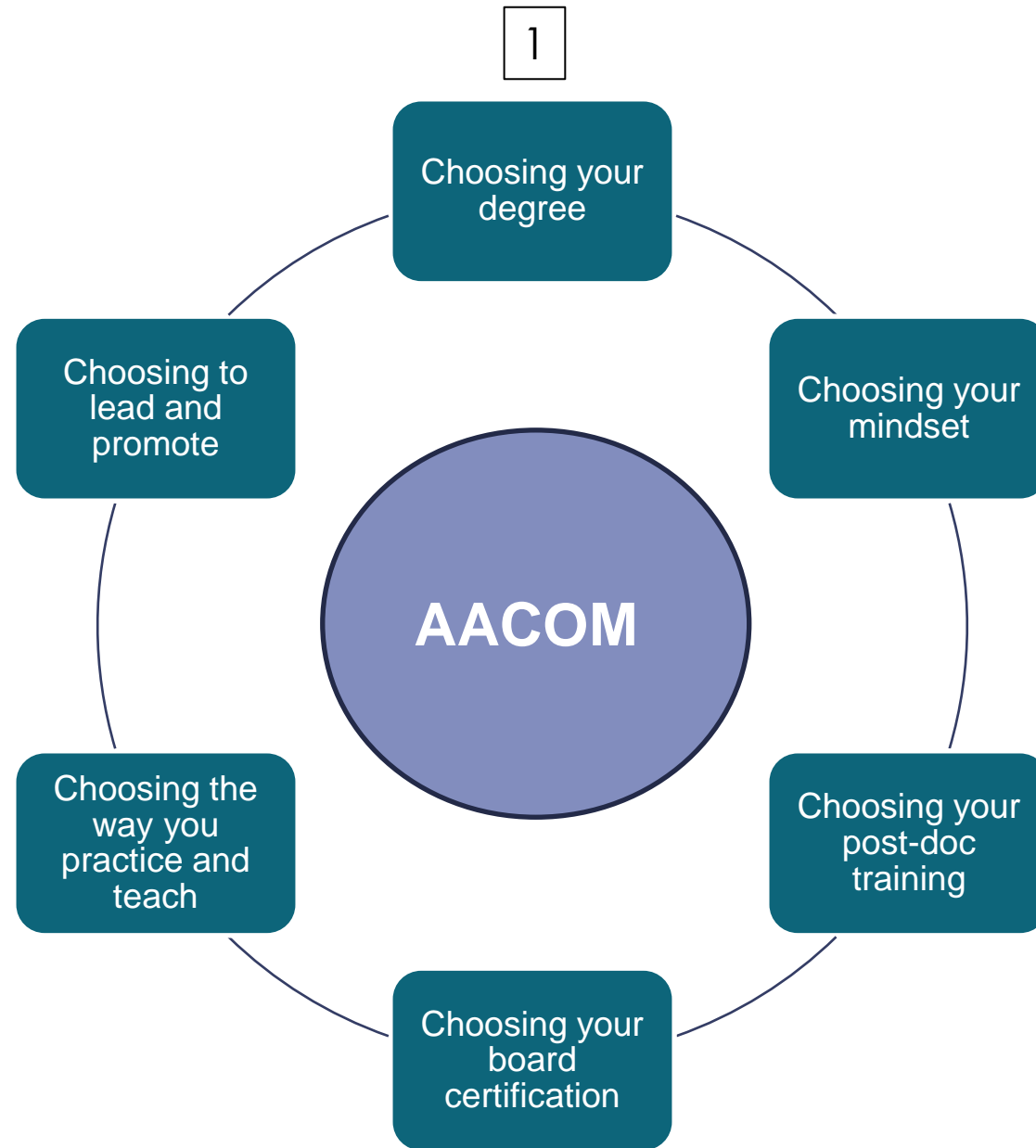
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## EXAMPLE

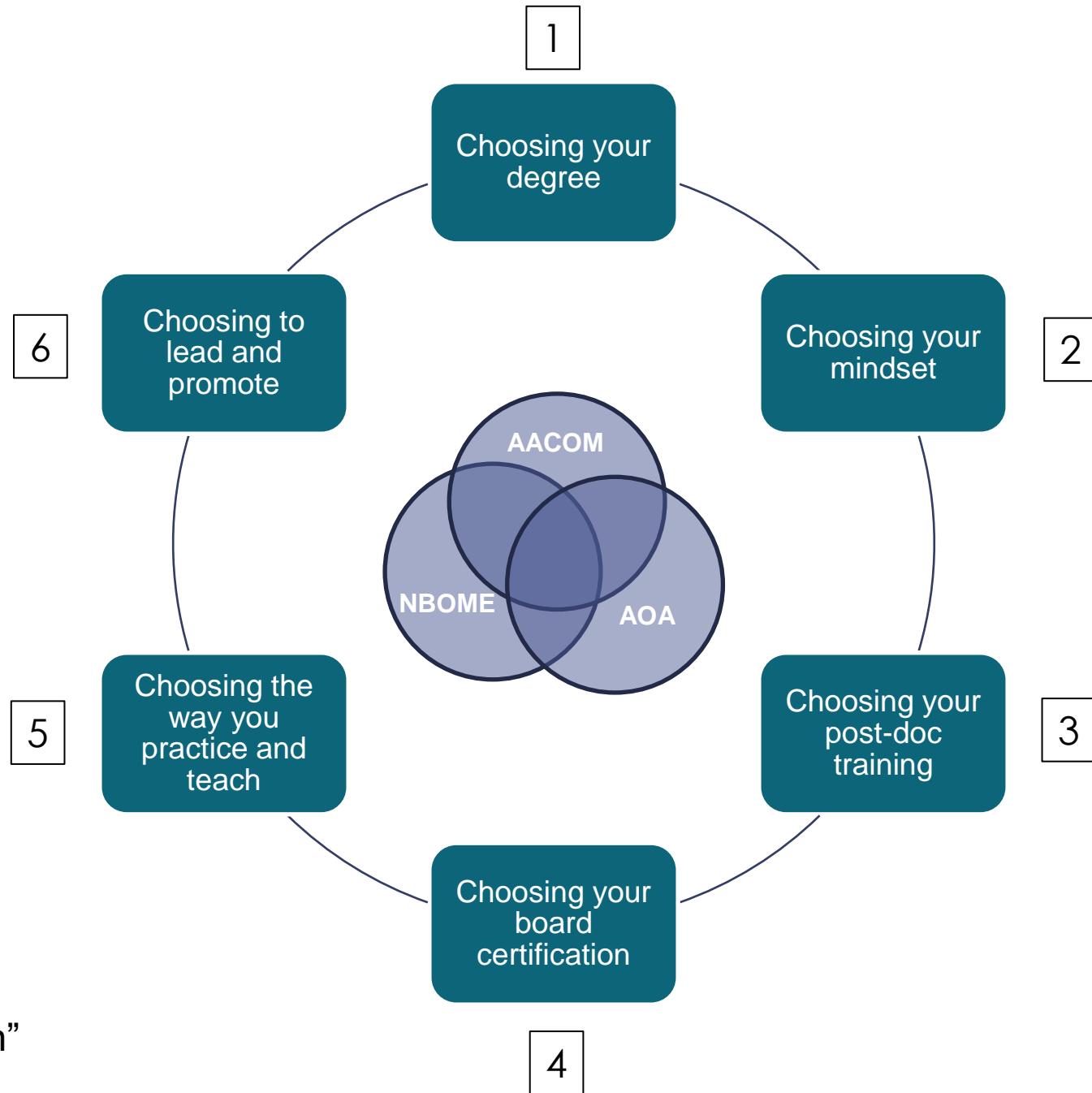
Applying to an osteopathic medical school because its values and brand promise resonate with you



### Goal 2 Preferred Pathway

- AACOM is trying to create a pipeline of strong candidates for our COMs (2.1)
  - Choose DO Explorer
  - Virtual Residency Fair
  - Medical School Expo
- AACOM is trying to develop ways to predict who will make the best candidates for a seat in a COM (2.2)

“Focus propels growth”



“Focus propels growth”

# Implications of Choose DO for the Profession

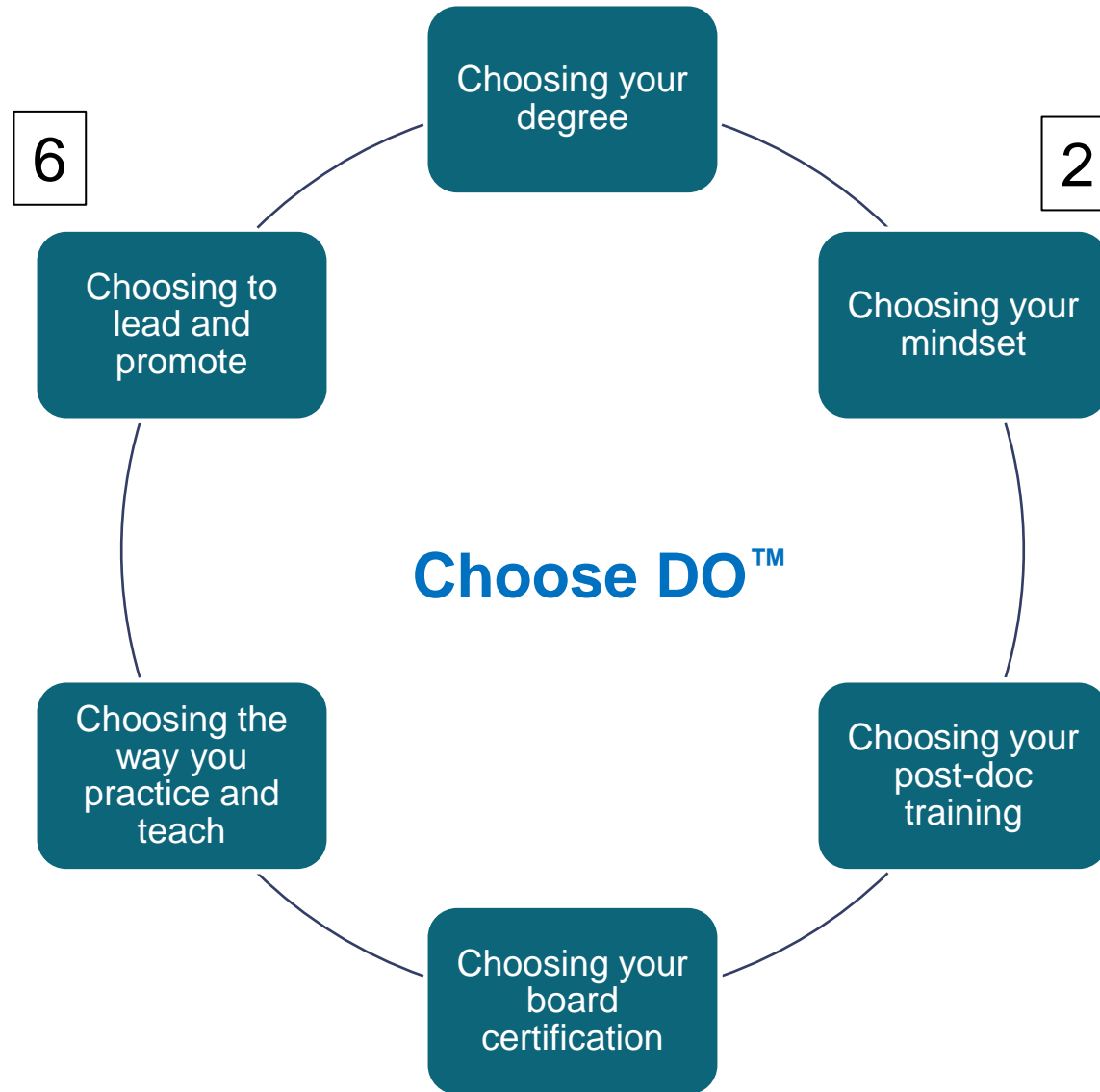
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What would it mean for the many elements of the osteopathic ecosystem to use the “Choose DO” concept as a filter for its strategic work to help align the three major components of osteopathic medicine (assessment, education, practice) that we might together build the world described?



# EXAMPLES

Assuring the future of osteopathic medicine by sharing your unique approach to care with the next generation of osteopathic physicians by leading and promoting our core values to medical students and pre-med students



Embracing osteopathic principles and practice because they offer a framework for excellent patient care

6



2



# Choose DO™

Heeding our past and creating our future

# Discussion, Comments & Questions

**LEAD**



# Thank You!

**LEAD**

