Media Kit

PAGE 2
. Points of pride

PAGE 3
. Media contacts
. Potential story ideas

PAGE 4
. Mission
. Accreditation
. Board of Governors

PAGE 5
. Leadership team

PAGE 6
. History

PAGE 10
. What is osteopathic medicine?

PAGE 11
. Initiatives
- CRCH
- RHI
- Healthy Children

PAGE 14
. Students’ paths

BACK COVER
Campus map
WVSOM Points of pride

Great things are happening at WVSOM. From academic and program accreditation, graduate dedication to rural family practice, workplace satisfaction and public relations, WVSOM is getting noticed on a national level. Thank you to faculty, staff and students who work hard to support the vision and mission of WVSOM.

1st IN THE NATION

among all medical schools graduating physicians who practice in rural areas. (Academic Medicine)

1st IN THE NATION

Based on percentage of students who passed the COMLEX 2-PE national licensing exam.

5th IN THE NATION

for the percentage of medical school graduates entering primary care specialties. (U.S. News & World Report)

18th STRAIGHT YEAR

The West Virginia School of Osteopathic Medicine has been identified by U.S. News & World Report as one of the nation’s top medical schools.

6th STRAIGHT YEAR

WVSOM was recognized as a Great College to Work For by The Chronicle of Higher Education.

100+ STUDENTS

have benefited from an international experience.
Media contacts

The Marketing and Communications department provides official news, events, publications and images for the West Virginia School of Osteopathic Medicine. The department is available to assist reporters with questions, interview requests for WVSOM faculty and staff, and other media-related needs.

- **Marilea Butcher**  
  Associate Vice President of Administrative Affairs  
  mbutcher@osteo.wvsom.edu  
  304.647.6367

- **Tiffany Wright**  
  Editor/Writer Senior  
  twright@osteo.wvsom.edu  
  304.793.6569

- **Marketing and Communications**  
  communications_department@osteo.wvsom.edu

Potential story ideas

- **Annual events**  
  Graduation  
  Alumni weekend  
  White coat ceremony  
  Governor’s Day to Serve  
  United Way Day of Caring  
  Grand Affair  
  Student OMM Clinic for community members  
  Mini-Medical School  
  Blood pressure readings at local festivals and WV State Fair

- **Student fundraisers/community service**  
  Participation in local events for nationally recognized organizations  
  Blood drives  
  Food drives  
  International Festival  
  Follies (talent show)  
  Heart of the Holidays  
  Habitat for Humanity projects  
  Overseas medical mission trips

- **Features highlighting student groups or organizations, individual students, residents, alumni and faculty**

- **Expert advice and knowledge from faculty and preceptors about the medical field**

- **Unique research being conducted by faculty and students**  
  Faculty/Student Research Showcase (fall)  
  Research Forum with visiting lecturer (spring)

- **Innovative technology**  
  Robotic simulators

- **International experiences/Center for International Medicine and Cultural Concerns (CIMCC)**

- **Rural medicine**  
  Rural Health Initiative  
  Center for Rural and Community Health  
  Healthy Children’s Initiative  
  Greenbrier County Health Alliance
Mission

The mission of the West Virginia School of Osteopathic Medicine (WVSOM) is to educate students from diverse backgrounds as lifelong learners in osteopathic medicine and complementary health related programs; to support and develop graduate medical education training; to advance scientific knowledge through academic, clinical and basic science research; and to promote patient-centered, evidence based medicine. WVSOM is dedicated to serve, first and foremost, the state of West Virginia and the health care needs of its residents, emphasizing primary care in rural areas.

Accreditation

The West Virginia School of Osteopathic Medicine is fully accredited by the Commission on Osteopathic College Accreditation (COCA) of the American Osteopathic Association (AOA). COCA is the only accrediting agency recognized by the U.S. Department of Education for accrediting institutions for predoctoral education of osteopathic physicians.

Additionally, WVSOM received accreditation with the Higher Learning Commission (HLC) of the North Central Association of Colleges and Schools. Although HLC accreditation is not required of the osteopathic medical school, WVSOM voluntarily sought the additional accreditation as part of its strategic plan to educate lifelong learners.

Board of Governors

The Board of Governors of the West Virginia School of Osteopathic Medicine is comprised of nine lay members appointed by the governor and three elected representatives, one each from the faculty, classified employees and student body.

For a current list of Board of Governors, visit the link below:

WVSOM.edu/About/BOG/BoG-members

www.wvsom.edu

WVSOM HAS ABOUT

260 EMPLOYEES

50 are faculty and
210 are staff.

ABOUT

800 STUDENTS

250 in-state students
550 out-of-state students
Approximately 200 students per class.
WVSOM leadership team

Michael D. Adelman, D.O., J.D., D.P.M.
President

Larry Ware, M.B.A., C.P.A.
VP for Finance and Facilities

James W. Nemitz, Ph.D.
VP for Administration & External Relations

Jeffrey M. Shawver, J.D.
VP for Legal & Governmental Affairs and General Counsel

Craig Boisvert, D.O., FACOFP
VP for Academic Affairs and Dean

Marilea Butcher, B.A.
Associate VP for Administrative Affairs

Leslie W. Bicksler, MSW
Associate VP of Human Resources

Cheryl Baker
Executive Administrative Assistant

Debbie Green
Administrative Assistant Senior

Marietta D. Chaney
Administrative Assistant Senior
WVSOM History

1920s
The main building is built for the Greenbrier Military School (G.M.S.)

1972
Greenbrier Military School is sold to a group of osteopathic physicians for use as a medical school.

1974
On October 14, the first class of the Greenbrier College of Osteopathic Medicine is admitted and classes begin.

1976
The Greenbrier College of Osteopathic Medicine become a state supported institution under the governance of the West Virginia Board of Regents and was renamed the West Virginia School of Osteopathic Medicine (WVSOM).

WVSOM FOUNDERS
1. Carlton Apgar, D.O.
2. Don Newell Jr., D.O.
3. Frank Wallington, D.O.
4. O.J. Bailes, D.O.

2001
The Greenbrier Military School museum is built with major funding from the GMS Alumni Association.
Since 1978, the institution has graduated 3,072 osteopathic physicians with more than 700 currently practicing in West Virginia.

The Fredric W. Smith Science Building is completed featuring a state-of-the-art anatomy lab.

The Roland P. Sharp Alumni Conference Center is completed.

The Robert C. Byrd Clinic opens, providing medical care to residents in the community and clinical training opportunities to WVSOM medical students.
Currently half the primary care physicians in West Virginia are WVSOM graduates.

WVSOM receives the lowest percent of medical education dollars from the state, 12% ($7.8 million) as compared to 23% ($15 million) for Marshall University School of Medicine and 65% ($43 million) for WVU School of Medicine.

WVSOM accepts all qualified West Virginia applicants. All three medical schools accept out-of-state students and all charge about $50,000/year for out-of-state tuition and fees.

WVSOM’s students not only reside in Lewisburg, but are also located throughout West Virginia in their third and fourth years as part of WVSOM’s Statewide Campus. WVSOM maintains six regional offices to oversee these students.

WVSOM’s overall economic impact to West Virginia is $73.2 million, resulting in the creation of 836 jobs (WVSOM Economic Impact Study, 2012). WVSOM has an economic impact not only in Greenbrier and surrounding counties, but also throughout the state due to the Statewide Campus (WVSOM Financial Impact Study).
For the most current information on the Student Center’s progress, contact Tiffany Wright at 304.793.6569.

2006
The Technology and Rural Medicine building is completed. After multiple increases in class size over the years, WVSOM receives approval to admit 200 new students each year to further address the growing shortage of primary care doctors within the state and nationwide.

2009
The Clinical Evaluation Center opens, providing examination rooms and robot simulation rooms for medical education.

2014
The Clinical Evaluation Center expansion is complete. The expansion added more than 17,000 square feet of space and included a robotic birthing center, robotic emergency simulation lab, six robot simulation labs, simulation room, nursing offices and a grand meeting hall.

Construction begins on Student Center.

2016 and beyond
The Student Center will be the focal point of campus and will include a clock tower, open and covered decks, café, 1,000-seat meeting hall, media space and student study rooms.

The official opening will take place during the D.O.c-tacular II event at the end of August.
What is Osteopathic Medicine?

- WVSOM graduates earn the Doctor of Osteopathic Medicine (D.O.) degree.
- The D.O. medical curriculum is similar to the M.D. medical curriculum. In addition, the D.O. curriculum includes coursework on the philosophy and practice of Osteopathic Manipulative Medicine (OMM).
- D.O.s complete medical residencies and earn board certification in their specialties.
- D.O.s are fully licensed physicians who practice in all medical specialties.
- D.O.s are recognized by the medical, legal and insurance industries as equivalent to M.D.s.

D.O.s are able to choose any specialty, prescribe medicine and practice anywhere in the U.S.

D.O.s use OMM to treat and diagnose with their hands.

D.O.s rely on a holistic approach.

D.O.s focus on prevention and maintaining wellness.
Center for Rural and Community Health (CRCH)

The Center for Rural and Community Health (CRCH) is a resource center designed to help improve the health and lifestyle of West Virginians. Professionals and community members work side-by-side to improve health through research, education and outreach opportunities. Current projects under the program include Community Health Education Resource Persons (CHERPs), Patient Care Initiatives, HIS/HER Scorecards, WVSOM Health Care Information Portal, West Virginia Clinical and Translational Science Institute Grant Recipient (CTSI), and Greenbrier County Health Alliance.

Community Health Education Resource Persons (CHERPs) — A Community Health Education Resource Person (CHERP) is a trained community member who provides information, support and basic health care services to residents in his or her local area. CHERPs are located throughout the state of West Virginia and are essential in promoting healthy lifestyles.

Patient Care Initiatives — The CRCH is working with WV CTSI and other partners to improve patient care in community clinics. In one clinic, clinicians review the records of overweight and obese children to learn more about the association of weight problems with patient profiles and other medical conditions. This helps health care providers identify children at higher risk for long-term health problems and creates more targeted planning and outreach. The CRCH is also working with partner health providers to effectively utilize electronic health records (EHR) to improve patient safety and treatment.

HIS/HER Scorecards — The Health Index Score (HIS) and Health Enhancement Response (HER) is a campaign focused on changing inaccurate perceptions about health and health behaviors. The campaign targets one health issue or behavior each month. Scorecards are available for individuals to perform self-evaluations of their health status and health habits. Cards provide a brief description of each health topic, a method of assessment and directions for improving unhealthy behaviors.

WVSOM Health Care Information Portal — The WVSOM Health Care Information Portal adapts community health information from the Osteopathic National Center for the Analysis of Health Care Data so local health care providers and stakeholders can better understand and improve community health resources.

West Virginia Clinical and Translational Science Institute Grant Recipient (CTSI) — Members of the West Virginia Clinical and Translational Science Institute believe institutions are stronger when they collaborate with others that share their values. The development of scientific capabilities across the entire state improves, along with the educational and economic future of residents. With CTSI grant money, the CRCH is advancing the development of research focused on health issues facing the people and communities of West Virginia.

Greenbrier County Health Alliance — The American Human Development Project ranks West Virginia as the least healthy state in the country. The Greenbrier County Health Alliance is a way for local stakeholders to identify the community’s areas of greatest need and organize the resources required to make measurable health improvements.
The Rural Health Initiative (RHI) program’s mission is to enhance the rural primary care curriculum at the West Virginia School of Osteopathic Medicine in order to produce graduates uniquely qualified to practice medicine in underserved communities of West Virginia.

Students who are accepted into the program participate in unique rural experiences that provide opportunities to learn about local industries and the daily life of West Virginia residents. Students gain insight into how those factors affect the health and treatment of patients. Initiatives include exposure to the coal, timber, agricultural, and oil and gas industries, along with related safety issues.

The program focuses on three main areas: pipeline programs for high school and undergraduate students; medical education for current WVSOM students; and continued medical education during residency and rural practice.

Pipeline programs introduce high school and undergraduate students to rural medicine opportunities in West Virginia. Early exposure is expected to enhance student interest in rural health care careers. More than 9,000 high school students participated in pipeline programs during the 2014-15 academic year.

- Anatomy lab tours
- Pharmacology camp
- College Days
- Green Coat Program for undergraduates

Medical students participating in the RHI program experience an additional level of engagement during their rural clinical exposure. Some of the benefits, aside from annual events and unique rotations, are direct communication with physician mentors, financial scholarship opportunities and student housing.

- Rural base sites during clinical rotations within the WVSOM Statewide Campus system
- Industry specific activities that offer insight into coal mining, wilderness medicine, water quality, timber, agriculture and oil and gas
- Rural Practice Day
- Community health education and outreach

RHI doesn’t end when students graduate. The program takes part in continued medical education during residency and in rural practice to ensure the retention rate of health care providers in rural areas.

- Rural primary care recruitment
- Mentors to students in first- and second-year of medical school
- CME opportunities
- Residency sign-on incentives

For more information about RHI, visit www.wvsom.edu/Programs/RHI/RHI-home
Healthy Children’s Initiative

The Healthy Children’s Initiative reflects the West Virginia School of Osteopathic Medicine’s commitment to help a younger generation of West Virginians lead healthy lives. There are four ways for children in the state to receive targeted content about health and nutrition:

**Television** — The “Abracadabra” television show airs on West Virginia Public Broadcasting. The show features magic, ventriloquism, humor and original music to demonstrate important lessons about health, nutrition, exercise and science.

**Live events** — Cast member events in rural elementary schools and community centers entertain children and offer one-on-one engagement.

**Online** — The show’s website, www.abracadabra.org, offers children aged 4-10 games and activities designed around health and nutrition. Additional content is available for parents and teachers.

**Publications** — Activity books and other materials introduce young children to the transformative power that comes from making healthy choices.
**WVSOM’s student path**

**Year 1**
White Coat Ceremony – WVSOM’s Convocation symbolizes students’ first step down the path toward being a physician.

Working directly with standardized patients, coursework and demonstrations in auditorium style classrooms, Osteopathic Manipulative Medicine (OMM) training areas and anatomy labs.

Students immerse themselves in the WVSOM community participating in a variety of clubs, organizations and activities.

**Year 2**
Begin a comprehensive simulator learning experience. Students participate in treatment and diagnosis of a variety of symptoms. They also participate in extensive training for clinical preparation.

**Years 3 and 4**
Statewide Campus (SWC) locations are selected by students who attend one of the six SWC regions to serve as their home base as they work at the side of clinical faculty and preceptors.

COMLEX is the pathway to licensure for osteopathic physicians in the U.S. and is taken at the completion of second and third year.

The final year of clinical rotations can expand beyond the state of West Virginia to locations across the nation and abroad.

---

**Beyond medical school**
Mountain State Osteopathic Postdoctoral Training Institutions, Inc. (MSOPTI) is an accredited graduate medical education training consortium designed to support placement of graduates in a variety of residencies and internships.
WVSOM Campus Map

1. Admissions Center
2. Main Building
3. James R. Stookey Library/OCS Lab
4. Fredric W. Smith Science Building
5. Greenbrier Military School Museum
6. Roland P. Sharp Alumni Conference Center
7. Center for Technology and Rural Medicine
8. Clinical Evaluation Center
9. Maintenance/Shipping/Receiving
10. West Virginia State Police — Lewisburg detachment
11. Founders’ Activity Center
12. WVSOM Park
13. Robert C. Byrd Clinic
14. Student Center

P. Parking