



MBKU News

Activities, Information and Other Interesting Tidbits

October 2, 2014 | Volume 8, Issue 4

Shared Visions Art Exhibit Opening Reception

The 10th Anniversary Shared Visions Art Exhibit Opening Reception was held Sunday, September 28 with a focus on supporting vision readiness for all children in Orange County. Visually-impaired artists were honored in six categories:

- Signature Artwork: "Oysters Awakening" by Gisele Kirschbaum
- Best of Show: "Queen Nefertiti of Moab" by Susan Gustafson
- Best Expression Of How Vision Loss Or Blindness Impacts Life: "Live' Grade 1 Braille" by Amy Monthei
- Best Artwork Created With Use Of Low Vision Aids: "Tea Time" by Maria Nina Vargas
- Best Artwork Without Using Low Vision Aids: "Galaxy" by Drew Bedo
- Best Expression Of Humor: "Just One Lick Pretty Please" by Mari Newman

"These incredible artists have contributed to the University Eye Center, our campus, and our community," said President Kevin Alexander. "Understanding the hurdles each artist has overcome to achieve their gallery moment is incredibly rewarding for us all," President Alexander continued.

This year's juried art exhibit encompasses 93 pieces of artwork from 32 artists, across the US, Canada and Sweden. These pieces were selected from 142 entries originally considered this year. The Shared Visions Art Exhibit will be open to the public during business hours through mid-August, 2015 at the University Eye Center at Fullerton.

"The gallery showing is reflective of what it means to have pride in a City that understands that we need the arts and science to flourish and create new conversations with new friends along the way," said Dr. Julie Schornack. Funding for the Reception was made possible through the generous donations of Abbott Medical Optics.



Looking Ahead

Shared Visions Gala & V-Awards
Thursday, October 2, 2014
5:30 pm
Richard Nixon Presidential Library

First-Year Optometry White Coat
Ceremony
Sunday, October 5, 2014
MBKU Amphitheater

COA's Monterey Symposium &
Alumni Reception
November 6-9, 2014
Monterey, CA

American Academy of Optometry
(AAO) & Alumni Reception
November 12-15, 2014
Denver, CO



Shared Visions artists in attendance at Opening Reception



Wayne Heidle and Shared Visions artist Kurt Weston

Follow Us





The physician assistant profession is growing faster than ever at a time when Americans need quality medical providers in every community. Marshall B. Ketchum University is very proud to recognize the PAs on our faculty and the 28 PA students who make up our inaugural class during National PA Week, Oct. 6-12.

History in the Making

On August 18, 2014, members of the first Physician Assistant class in Orange County began their 27 month journey at Marshall B. Ketchum University/School of Physician Assistant Studies. The Physician Assistant profession has a proud history. In the decade of the 1960's, the PA profession was created to improve and expand healthcare. Since its inception, the members of the PA profession have served honorably in the communities around the world. Presently, there are 100,000 PAs in America who are nationally certified and licensed at the state level to practice medicine, and are authorized to prescribe medication in all 50 states, the District of Columbia and all U.S. territories, with the exception of Puerto Rico.

The 28 PA students that make up our inaugural class were selected largely because they stood out during the meticulous admission process as those who had the greatest potential for compassionate service based on their documented past performance. We expect each of them to continue the distinguished record of service of the PA profession. During their 12 month didactic year each student will learn to appreciate the art and science of medicine as well as the role of the physician assistant in the interdisciplinary model of healthcare of today. After their didactic year, each of these service-oriented souls will continue their journey by experiencing the wonders and challenges of the clinical phase. Our mission at the School of Physician Assistant Studies is to educate individuals to become compassionate physician assistants who can provide the highest quality health care, are dedicated to their communities, and practice evidence-based medicine while promoting population health and advancing the Physician Assistant profession. On Monday, November 21, 2016, each student of our inaugural class will graduate with a Master of Medical Science Degree and, more importantly, begin his or her noble profession of service as a Physician Assistant... history in the making!

– Don Ragsdale, Director of Clinical Education, SPAS

PA Class Update

Hello! The School of Physician Assistant Studies is in full swing over here at MBKU, and we thought it would be fun to take a moment to introduce ourselves. We are thrilled to be a part of Marshall B. Ketchum University and to interact with our fellow colleagues over at the Southern California College of Optometry. The quarter really has taken off since day one—we are finishing up our dermatology module this week, and are already well underway in the HEENT (head, ears, eyes, nose and throat) module. Last week we were privileged to perform a basic dermatology examination on standardized patients from the community. It was a great experience for each of us, as well as a wonderful opportunity to get the name out about MBKU. Our classes consist of many guest lecturers who are experts in their field, which has provided valuable insight in our training to become excellent providers. We are now on to the eyes in our HEENT module, and are excited for Dr. Lamotte, Dr. Sendrowski, and Dr. Tong to share their expertise with us! Some other things that our class is currently involved in include setting up a student association, preparing for the upcoming National PA Week (October 6th-12th), and sending volunteers as student ambassadors to the annual California Academy of Physician Assistants Conference in Palm Springs. As the SPAS Class of 2016, we are grateful to be a part of the first Physician Assistant class at MBKU. We are working hard to create a legacy for the school while preparing for a career centered in providing quality patient care.

– Lauren Kelson, PA Class of 2016

College of Pharmacy Update by Founding Dean Dr. Rob Rosenow

The College of Pharmacy leadership team continues to plan for an anticipated opening in the fall of 2016. All administrative positions are now filled and we now begin the process of identifying our first year faculty. With the addition of Dr. Agnes Lee, Maj. (ret) to the team as Director of Experiential Education, our goal of developing sufficient affiliation agreements with the necessary clinical education sites is getting closer to being met.

The College of Pharmacy hosted Dr. Greg Boyer, ACPE Assistant Executive Director and Director, Professional Degree Program Accreditation, to the MBKU Campus for an accreditation consultation visit September 11, 2014. The primary purpose of Dr. Boyer's visit was to allow the College leadership team to outline the current state of development of the College and to receive feedback pertaining to our progress to date, all in preparation for the submission of our accreditation draft application in January of 2015.

During the morning session the College of Pharmacy leadership team provided Dr. Boyer with a detailed overview of the founding philosophy of the College, the College mission and vision, and an outline the didactic curriculum. We also reviewed the College recruitment plan for clinical education preceptor sites.

Following lunch with the leadership team, Dr. Boyer met with University leadership, including President Alexander, Provost Berman, Vice President McCown, and Vice President Voorhees. To conclude the day a final wrap-up session was held with the College leadership team and Dr. Boyer.

Although the consultation visit with Dr. Boyer was not a required step in the accreditation process, it does provide an opportunity to discuss appropriateness of current planning and pose questions, and receive feedback, regarding our level of organization and preparation. The College leadership team viewed Dr. Boyer's visit as a very positive experience and we ended the day comfortable with our current state of preparedness.

University of Advancement News

New Director of Communications



Katie Santos-Coy joins the University Advancement team at MBKU as the Director of Communications and Interim Director of Marketing. Katie brings a deep understanding of the value in reimagining the future of healthcare education, the experience of an accomplished marketing professional, and the leadership to manage the University's communication efforts in sharing its brand to enhance the reputation of MBKU.

Previously, Katie held communications and marketing positions at Dartmouth College, The California Dental Association, California School Boards Association, and Sacramento State University. With over ten years of communications and marketing experience, Katie's expertise is developing and executing communications and marketing plans which align with an organization's strategic vision, developing strong relationships with internal and external partners, and most recently, managing the execution of the overall communications and marketing strategy for Dartmouth College's Office of Admissions and Financial Aid, resulting in one of the most accomplished, and diverse classes ever.

Katie has been married to her husband Karlos for five years and they are the proud parents of their fur child, Morgan, a loving 8 year old rescued Pit Bull mix. Katie and her husband love to travel, cook, and walk along the beach with Morgan. Both Katie and her husband are California natives and are excited to be back in their home state. Katie can be reached at ext. 7463 or ksantoscoy@ketchum.edu.

Dr. Heyman Receives Grant for Work at Blind Children's Learning Center

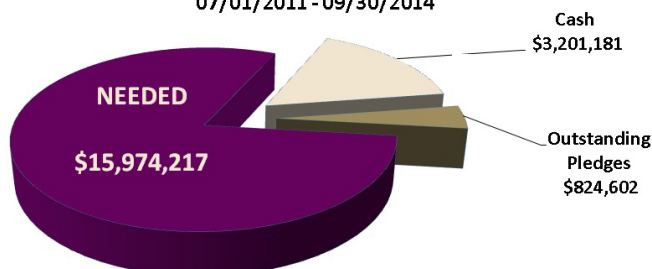


University Advancement is pleased to announce the receipt of a grant from the HealthCare Foundation Orange County to support the activity of Dr. Heyman and her residents at the Blind Children's Learning Center (Santa Ana). The full grant amount was funded at just over \$12,000. This was made possible by a collaborative effort between Erika Bernal, Dr. Heyman and Leah Nosek of The Write Intention. This is a positive step forward for our important work at the Blind Children's Learning Center, allowing us to continue to impact the young children served at this facility while exposing our SCCO students and residents to unique and challenging pediatric cases.

We are fortunate to have a grant team that enables us to translate our ideas and works into funded projects. Opportunities abound, and I encourage all faculty to reach out with their ideas, so that we can work together to help our patients, students, and community.

A2020 UPDATE

07/01/2011 - 09/30/2014



Mock Exam Room Celebration

In conjunction with the special evening CE event featuring Dr. Paul Ajamian, the University Advancement team hosted a celebration of the opening of MBKU's Mock Exam Room. Dr. Catherine Heyman took the stage at the event to thank those in attendance and those who contributed both funds and service to make the Mock Exam Room possible. Dean Stanley Woo and President Kevin Alexander also spoke to the importance of the technology initiatives on campus. We will continue efforts to raise funds to outfit more pre-clinic exam rooms and clinic technology needs throughout the ACHIEVING 20|20 Campaign.



President Alexander, Dr. Ajamian and Dr. Woo

Lunch & Learn - cancer screening awareness conducted by our very own MBKU Faculty

Prevention is the best medicine but cancer screening protocols can be confusing. Join us for lunch and learn which cancer screening recommendations are right for you - one size does not fit all.

October is Breast Cancer awareness month and No-Shave November is right around the corner; join us to learn more about it.

Also, do you know what a Physician Assistant (PA) is? In recognition of National Physician Assistant Week, the lunch session will conclude with a question and answer forum with MBKU's PA faculty.

Tuesday, October 7
12:00 pm – 1:00 pm
1:00 pm – 2:00 pm
Blake Conference Center
Speaker: Sandra Fineman, PA

Lunch will be provided. Please RSVP via the Portal no later than October 3.

ADRP Board Service Recognized



Erika Bernal, Director of Development and Alumni Relations, recently received recognition for six years of dedicated board service at the Association of Donor Relations Professionals, a professional association dedicated to the fund-raising and stewardship

initiatives of more than 1,500 advancement professionals internationally. In her time at ADRP, Erika received the association's Volunteer Service Award for creating ADRP's first educational webinar program which continues today.

Congratulations!

Promotion



Russell Johnson has taken on the position of Application Support Manager. The newly created position will oversee a support analyst position and be responsible for user support of the Clinical software packages (NextGen/Officemate/etc) and the Jenzabar system.

Celebrating Constitution Day at MBKU

Each educational institution in the United States that receives federal funding must observe Constitution Day (this year on September 17), the day in 1787 that delegates to the Constitution Convention in Philadelphia signed the U.S. Constitution. This year we had a raffle with MBKU students who answered questions in a short quiz. Did you know that the Senate initially wanted to call the president "His Highness the President of the United States of America and Protector of their Liberties"? The Senate and House finally compromised on just "President". Justin Matsuura was the winner of four student passes to the Nixon Presidential Library, the book "John Adams" by David McCullough and a booklet with the Constitution and facts.

Library Database – ClinicalKey Update

ClinicalKey®
Lead with answers.



ClinicalKey has a new look! Access the database through the library website to see the new streamlined layout and improved features.

Navigating is easier than before with the added dropdown menus. The advanced features have also undergone changes, mostly notably, the Presentation Maker, which now allows you to sort your images into groups. The Reading List is now called "Saved Content" and you have the ability to tag your items by any topic of your choosing. You can also use the Search History to revisit favorite searches with all your chosen filters still applied. Since adding ClinicalKey in July, the number of searches performed by our users has more than doubled, and over 1,300 PowerPoint images have been downloaded. It's great to see that everyone is enjoying the resource so far. Please contact Phillip Garcia (pgarcia@ketchum.edu) to setup a one-on-one tutorial if you would like to learn more.

Library Website – eBook Pages

We have recently updated our eBook pages; please take a minute to see all the new titles available to you. On the Optometry resource page you will find the link to optometry eBooks, this list has doubled in the last few months with the addition of ClinicalKey. On the Physician Assistant page you will see a link to our newly created eBook page. Most recently added are three titles from the Washington Manual series. We will continue to add titles to these pages as our collections grow."



**Marshall B.
KETCHUM UNIVERSITY**
Southern California College of Optometry

White Coat Ceremony 2014

On Sunday October 5th, the Southern California College of Optometry Class of 2018 will participate in the White Coat Ceremony. The rite of passage welcomes students into the profession, and symbolizes the commitment in service that binds all health care providers.

We would like to invite the first-year class, their family, friends, and the entire University community to celebrate this day of recognition.

The ceremony will be held in the Ernest A. Hutchinson Memorial Amphitheater at 4:00 PM. A reception for the class and their guests will begin directly following the ceremony, and will conclude at 6:00 PM.

For more information, or questions, please contact Trish Loader at Tloader@ketchum.edu, or 714.449.7454.

Please join us for this significant occasion!

The White Coat Ceremony will be streamed live.
Go to www.ketchum.edu/whitecoat at 4 PM on Sunday.

