



A New Business Opportunity for Florida A&M University

PRESENTED BY

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Business Sensitive and Proprietary

Purpose

To provide an overview to the senior leadership of the University regarding a new business/mission opportunity for Florida A&M University involving a cost free public-private partnership to bring an Osteopathic Medical College to Tallahassee.



What is Osteopathic Medicine?

Osteopathic medicine is a distinctive form of medical care founded on the philosophy that all body systems are interrelated and dependent upon one another for good health.

Osteopathic physicians use all of the tools available through modern medicine including prescription medicine and surgery. They also incorporate osteopathic manipulative medicine (OMM) into their regimen of patient care when appropriate.



DO's and MD's By the Numbers

In the US today there are:

141 Allopathic (MD) medical schools vs. 31 Osteopathic (DO) Medical Schools

**There are 19 new Medical Schools either under way or in the planning stage in the US
(1x MD 18 x DO)**

In 2013, there were 83,472 MD medical students enrolled in the US = ~ 20,868 per class year

In 2013, there were 21,741 DO medical students enrolled in the US = ~ 5435 per class year



DO's and MD's By the Numbers in Florida

Florida Atlantic University Charles E. Schmidt College of Medicine	Boca Raton	2010	MD
Florida International University Herbert Wertheim College of Medicine	Miami	2006	MD
Florida State University College of Medicine	Tallahassee	2000	MD
Lake Erie College of Osteopathic Medicine	Bradenton	2004	DO
Nova Southeastern University College of Osteopathic Medicine	Davie	1979	DO
University of Central Florida College of Medicine	Orlando	2006	MD
University of Florida College of Medicine	Gainesville & Jacksonville	1956	MD
University of Miami Leonard M. Miller School of Medicine	Miami	1952	MD
University of South Florida College of Medicine	Tampa	1971	MD

**Number of Medical
College graduates per
year in Florida**

MD 781

DO 410

Total: 1181

**Expected Family
Medicine Shortfall
45% by 2021**

**ALL Licensed Physicians:
51,000
vs.
19.89 Million Population**



Other Universities Are Considering New Medical Schools

University of Northern Colorado officials exploring proposal to host private medical college on Greeley campus 28 February 2017 Nate Miller

When they meet Friday, members of the University of Northern Colorado Board of Trustees will hear a proposal for a partnership that could see UNC house a private medical college on its Greeley campus before the end of the decade.

UNC President Kay Norton will lead the presentation about the proposed partnership to create a privately funded accredited College of Osteopathic Medicine on campus. Under the plan, Salud Education would develop, construct and manage an osteopathic medical college at UNC. One mission for the college would be to address the national shortage of primary care physicians by offering a Doctor of Osteopathic Medicine degree, according to a UNC news release.

The site under consideration is the long-vacant Bishop-Lehr Hall and former laboratory school, which Salud would remodel into a medical facility.

While the college would be a separate entity from UNC, it would provide additional curricular and research opportunities for UNC students, faculty and programs, including in health care, the release stated.

Under the terms of the partnership, the costs would be covered entirely by Salud Education, and it wouldn't require any state funds to operate. Salud would contract with UNC to provide student services and collaborate with UNC to explore joint program development in master and doctoral programs in biomedical science and research.

UNC's history of offering health-related degree programs dates to 1966 when the bachelor's in nursing was introduced. Today, UNC offers undergraduate, master's and doctoral programs in nursing, audiology, speech-language pathology, dietetics and nutrition, and exercise science. That's in addition to health programs in pre-health and biomedical sciences, chemistry, public health, gerontology and rehabilitation counseling. Combined, these programs represent the highest number of majors at UNC.

UNC spokesman Nate Haas said the proposal was in its early stages and few details were firm. He said he didn't know whether, or to what degree, the partnership would offer a revenue boost for UNC, noting those details likely would be discussed at Friday's meeting.

"It would be a mutually beneficial relationship, which I think would start speaking to the revenue part of it," he said.

A team of experienced medical educators leads Salud. They include David Figuli, who has launched medical schools in the United States and abroad; and Doug Keiler, a health professions entrepreneur. Former UNC president Robert Dickeson also is involved with the team, according to the release.

If the proposal is approved, officials with the college would seek accreditation from the Commission on Osteopathic Accreditation, the U.S. Department of Education and the Colorado Commission on Higher Education. The college could begin operations as early as fall 2019.

<http://www.greeleytribune.com/news/local/university-of-northern-colorado-officials-exploring-proposal-to-host-private-medical-college-on-greeley-campus/>



Founders of VCOM – John and Sue Ellen Rocovich

Mr. Rocovich is a proud alumnus of Virginia Tech's Class of 1966, having graduated with a bachelor's degree with honors in business. He earned a juris doctorate from the University of Richmond and the LL.M. degree in taxation from New York University. Mr. Rocovich has the distinction of continuously serving on either the Board of Visitors or the Virginia Tech Foundation, Inc. and the Virginia Tech Alumni Association for over 40 years. He has a long record of community involvement, having served on the boards of numerous non-profit, for-profit, and religious organizations in the region.

Dr. Rocovich worked for many years as a middle school science teacher. She returned to Virginia Tech University and earned her Ph.D. in Genetics and then went on to earn her DO degree from the West Virginia College of Osteopathic Medicine. She worked as an ER Physician until she retired to work on the launch of VCOM.

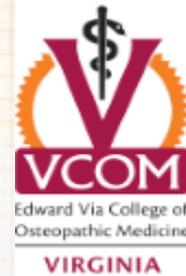


Mr. and Dr. Rocovich



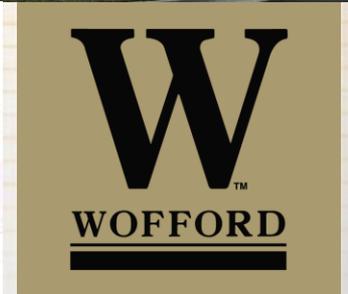
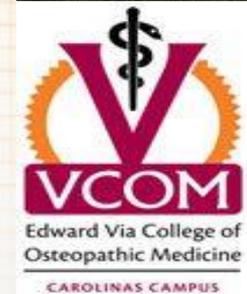
VCOM – Virginia Campus and Virginia Tech

- All VCOM – Virginia campus students pay VT student fees and have access to all student resources at VT
- Medical students and Fellows support all VT sports teams
- VT and VCOM have partnered on NFL CTE injury study



VCOM – Carolinas Campus and Wofford College

- All VCOM-Carolinas students pay Wofford College Student fees and have access to all student resources offered by Wofford College
- Gibbs Family Foundation has elected to invest \$600 Million in the Gibbs Cancer Treatment Center (GCTC) – VCOM is the sole medical college affiliated with the GCTC
- VCOM medical students support all Wofford sports teams , as well as Carolina Panthers Summer Camp held at Wofford
- VCOM serves to anchor Spartanburg’s North end redevelopment



VCOM – Carolinas Campus in Spartanburg, SC



Old Spartan Mill Site February 2010



Spartanburg – March 2010



May 2011



Spartanburg – September 2011



Dupree House Renovation \$ 1.1 M paid by VCOM



Business/Competition Sensitive and Proprietary

Informational / Decision Presentation

by

the Center for Public Health and Protection:

Concept to Bring a Medical College to Auburn University

for

Dr. Jay Gogue

October 2011

Timothy Moore Dr. Kenny Brock

VCOM @ Auburn University Partnership Announcement August 2012



Left to right: Mr. John G. Rocovich, Jr., J.D., L.L.M - VCOM's Chairman of the Board of Directors; Mr. Jimmy Sanford, Chair, Auburn Research and Technology Foundation; Dr. Martin Levine, past president of American Osteopathic Association; Mr. Wayne Smith, Chairman of the Board, President and Chief Executive Officer, Community Health Systems; The Honorable Mike Hubbard, Speaker of the House, State of Alabama; The Honorable Bill Ham, Mayor, City of Auburn; Dr. William Anderson, Board of Directors, VCOM; Dr. James Andrews, Surgeon, Hughston Clinic. At the podium, Mr. Thom Gossom, Jr., Auburn University Alum and Master of Ceremony. Major General Douglas Robb (D.O.), Joint Staff Surgeon, Office of the Chairman, Joint Chief of Staff; Dr. Andrew Hugine, president Alabama A & M University; Dr. Gilbert Rochon, President, Tuskegee University; Dr. Jay Gogue, President Auburn University. Behind Mr. Gossom (not shown in this photo): Mr. Terry Andrus, President and Chief Executive Officer, East Alabama Medical Center; Dr. Tim Thompson, Pastor, Frazer United Methodist Church; Lt. General Ronald Burgess, United States Army.

Overview of the VCOM / AU Relationship



501.c.(3) Non Profit Educational Institutions

Completely Separate Funding and Accountability

Completely Separate Accreditation Processes

27,000 students vs. 1400 students

\$2.1 B / year vs. \$250 M / year

Extensive Basic and Applied Research Resources vs. Clinical Research

**The Payoff for the Citizens of Alabama:
Land-Grant University with a “free” Medical School
A Medical School with a “free” Land-Grant University**

“The possibilities are endless” Jimmy Sanford AU BOT Member



Economic Impact for Auburn, Lee County and Alabama



VCOM to have \$150 million impact per year for Auburn area

Auburn is set to be home to the newest campus of The Edward Via College of Osteopathic Medicine (VCOM) and it could potentially bring \$150 million per year to the area starting in 2015.

Posted: Wednesday, September 4, 2013 12:07 pm

Daniel Chesser - Editor |

Auburn is set to be home to the newest campus of The Edward Via College of Osteopathic Medicine (VCOM) and it could potentially bring \$150 million per year to the area starting in 2015.

“They’re going to build a building that is absolutely beautiful,” said Mike Hubbard, Speaker of the Alabama House of Representatives. “It is going to be an improvement from the two existing campuses at 100,000 square feet and four stories; it will give Auburn students and people across Alabama the opportunity to go to medical school and to be a general practitioner because their goal is to put out these doctors in under-served areas and we certainly need that in Alabama; I’m excited and it is going to be a huge economic impact for Auburn and Lee County with a potential \$150 million impact per year.”

VCOM is a private, non-profit osteopathic medical school in the United States with two campuses currently. The first is the Virginia Campus (VCOM-VC) located in Blacksburg, Virginia and the second is the Carolinas Campus (VCOM-CC) located in Spartanburg, South Carolina. Auburn is soon to have the third in the Auburn Research Park located at 570 Devall Drive off of South College Street, practically putting the osteopathic medical school on AU’s campus.

Auburn’s version of VCOM will be the “crown jewel” of all the VCOM campuses and it is not going to cost the state anything because VCOM will lease the land from AU and build the building with funds started by the Via family, according to Sen. Tom Whatley.

There are 29 colleges of osteopathic medicine with 37 campuses in the U.S. 4,600 osteopathic medical students graduated in 2012 and that number is expected to rise to over 5,600 graduates in the next four years. Some are affiliated with universities, such as Virginia Tech, Michigan State and Oklahoma State. Graduates earn the Doctor of Osteopathic Medicine, or D.O. degree rather than the Doctor of Medicine degree, or M.D.

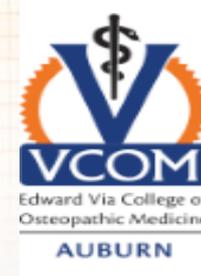
The basic curriculum for both degrees is essentially the same; however, osteopathic medicine focuses more on the whole patient approach and primary care, emphasizes the prevention of illness through healthier lifestyles and adds osteopathic manipulation to standard medical care.

Admission is based on an applicant’s GPA, entrance interviews, and MCAT score. Demonstration of a history of compassion, empathy, dedication, patient care, orientation to a rural or primary care medicine is also considered in the admissions process.

VCOM @ Auburn University

Opened August 2015

- All VCOM students pay AU student fees and have access to all AU provided student resources
- Joint faculty appointments and research
- VCOM Campus has created a “Health Sciences Corridor” new School of Nursing building and dedicated Pharmaceutical Research Building*



SWOT Analysis

Strengths

- Compliments FAMU's core units
- Seamlessly fits with our rural roots and extension mission
- Bold addition, resulting in expansion of the FAMU brand
- Creates a new destination for "best and brightest"
- Jumpstarts our brand in a new market
- Excitement factor

Weaknesses

- We are moving into uncharted waters
- Organizationally can we handle this?
- Too much too soon for the FAMU culture
- DO Brand vs. MD Brand

Opportunities

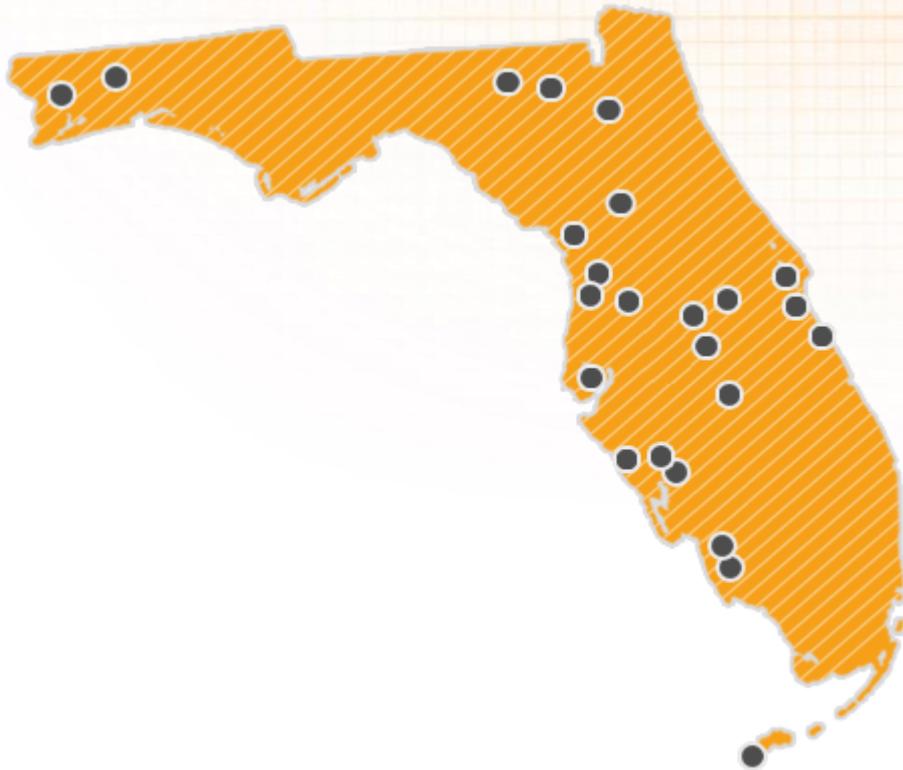
- Jump starts the FAMU brand across the research spectrum
- Allows for numerous tie-ins with other schools / programs at FAMU
- Opens up a new series of funding streams for collaborative research
- Fully Supports the FAMU Health Sciences Core

Threats

- The State
- FSU and UF, et al.
- Alumni
- Ourselves

Community Health Systems

Florida



Hospital Listing

- Bayfront Health Brooksville Brooksville, Florida
- Bayfront Health Dade City Dade City, Florida
- Bayfront Health Port Charlotte Port Charlotte, Florida
- Bayfront Health Punta Gorda Punta Gorda, Florida
- Bayfront Health Spring Hill Spring Hill, Florida
- Bayfront Health St. Petersburg St. Petersburg, Florida
- Heart of Florida Regional Medical Center Davenport, Florida
- Highlands Regional Medical Center Sebring, Florida
- Lake Wales Medical Center Lake Wales, Florida
- Lower Keys Medical Center Key West, Florida
- Munroe Regional Medical Center Ocala, Florida
- North Okaloosa Medical Center Crestview, Florida
- Physicians Regional Healthcare System - Collier Naples, Florida
- Physicians Regional Healthcare System - Pine Ridge Naples, Florida
- Santa Rosa Medical Center Milton, Florida
- Sebastian River Medical Center Sebastian, Florida
- Seven Rivers Regional Medical Center Crystal River, Florida
- Shands Lake Shore Regional Medical Center Lake City, Florida
- Shands Live Oak Regional Medical Center Live Oak, Florida
- Shands Starke Regional Medical Center Starke, Florida
- St Cloud Regional Medical Center St. Cloud, Florida
- Venice Regional Bayfront Health Venice, Florida
- Wuesthoff Health System - Melbourne Melbourne, Florida
- Wuesthoff Health System - Rockledge Rockledge, Florida

9 Month On-Line Post Baccalaureate Program

Strengths of the Graduate Certificate Premedical Program

- *Meeting the benchmarks in the program can guarantee acceptance into the VCOM DO* Program. Compare this to other programs that only guarantee an interview upon success.
- Possibility to eliminate a glide or lag year.
- 35 credit hours of dedicated graduate level coursework.
- All courses taught live by medical school faculty.
- Class size capped at 100 students.
- High degree of personalized attention by program administration/faculty.

GOAL: The VCOM Graduate Certificate Premedical Program, is a one-year graduate level program designed for students who need to enhance their academics in order to gain acceptance to an osteopathic (DO) or allopathic (MD) medical program. It provides an opportunity for highly motivated individuals to grow as a student and to improve their academics to a level that can allow them to earn admittance into medical school. The program is offered to attract individuals from rural areas, low socioeconomic status backgrounds, and underrepresented minorities, although acceptance is not limited to individuals from these groups.

VCOM Wants to Jointly Develop an On-line version of the Program with FAMU at NO COST TO FAMU – ALL PROCEEDS BELONG TO FAMU.



Anticipated Timeline of Events

- ✓ April 2017 Articulation Agreement between FAMU and VCOM
- Spring/ Summer 2017 FAMU BOT visits VCOM-Auburn
- Summer 2017 Begin Development of VCOM/FAMU On-Line Post Baccalaureate Program
- Summer 2017 Joint Research Health Sciences Research Institute between VCOM and FAMU
- Student Recruiting FAMU/VCOM
- 2018 Establishment of a VCOM 2 year Didactic Program at FAMU
30-40 Students
- 2019/2020 Site Selection and Building of new VCOM at FAMU
Campus
- 2022 Open New Medical Campus at FAMU



Next Steps

- Apprise select senior leaders
- Set up a VCOM Senior Leaders visit to Tallahassee within the next 30 days
- Develop a Draft prospectus for FAMU BOT and o/o BOG to consider/approve
- Develop Draft Articulation Agreement



Conclusions

- **VCOM is a fully accredited, non profit 4 year medical educational program.**
- **With 3 established campuses, VCOM will generate approximately 500 medical graduates per year beginning in 2019.**
- **VCOM @ FAMU would be a “jump start” to the FAMU brand.**
- **FAMU BOT has a difficult and important decision regarding the future direction of the University.**



Questions?

