

MICHIGAN STATE
UNIVERSITY

EMPOWER EXTRAORDINARY

THE CAMPAIGN *for* MICHIGAN STATE UNIVERSITY

Supporting the
COLLEGE OF OSTEOPATHIC MEDICINE

Treating *the* **Whole Body**

“The next 10 years will bring more changes in American health care than most of us have seen in a lifetime. Amid all the talk of technology and big data, the kind of physician that almost every patient wants is someone with superb training and masterful skills, yet an individual who is compassionate, committed to excellence, highly ethical, and dedicated to serving his or her community. That’s the very kind of physician the College of Osteopathic Medicine produces.”

WILLIAM D. STRAMPEL, D.O., FACOI
DEAN, COLLEGE OF OSTEOPATHIC MEDICINE



Leadership *in a* **Time of Change**

As the flagship college of osteopathic medicine, MSUCOM has a reputation for excellence in education, research, international outreach, and service—all driven by innovation and dedication. To maintain our leadership role and to position ourselves to educate even more primary care physicians, we are embarking on *Empower Extraordinary*, the campaign for Michigan State University, to generate \$21 million.

The college's campaign priorities reflect Michigan State University's broad capital campaign themes. Within this context we invite you to review our goals and discover why they are so relevant to the 21st century.

MSUCOM HAS A REPUTATION
FOR EXCELLENCE IN **EDUCATION,**
RESEARCH, INTERNATIONAL
OUTREACH, AND SERVICE.



An Engine of **OPPORTUNITY**

The closest medical relationship that most people have is with their primary care physicians. These doctors, who build strong, trusting relationships with their patients, represent the front line of medicine for many Americans.

That front line is facing challenges.

- More than 10,000 American baby boomers now reach their 65th birthdays every day.
- American doctors are also aging and almost one out of three is 55-years-old or older.
- The Association of American Medical Colleges estimates that the United States will suffer a shortage of more than 90,000 physicians by 2020—a number that will grow to more than 130,000 by 2025.
- The Affordable Care Act will bring an estimated 32 million patients into the health care system by means other than the emergency room door.

America needs outstanding primary care physicians—the kind of doctors that MSUCOM produces.

OUR FUNDING GOAL TO SUPPORT FUTURE OSTEOPATHIC PHYSICIANS IS **\$8 MILLION.**



One of the reasons that America has a shortage of primary care physicians is student debt.

- The amount of student debt in this country now exceeds the total amount owed on credit cards.
- Four years of medical school can add up to more than \$200,000 in student loans (on top of existing undergraduate loans).
- Members of the class of 2014 who paid resident tuition rates carried an average debt of \$214,311 and those who paid nonresident tuition walked across the graduation stage owing an average of \$309,529.

We need medical students who choose their life's work based on their talents, their interests, and their passion to serve, not based on how much debt they'll accrue. As America's demographics and populations change, we need physicians who represent diverse, vibrant communities and physicians who stand ready to serve these communities, from remote rural corners of the Upper Peninsula to metropolitan Detroit.

We need scholarships to support these students so that we can produce osteopathic physicians who will understand and face the challenges of modern medicine and who will enter the profession without being overwhelmingly burdened by debt. Greater scholarship funding will enable us to meet this challenge.



A Force for

CREATIVITY, DISCOVERY, AND LEARNING

ENDOWED ACADEMIC CHAIR

MSUCOM is the leading institution in the field of osteopathic medicine, but we still have to compete with other schools to attract and retain the top faculty members in basic and clinical sciences who will be outstanding instructors, practitioners, and researchers. Our faculty members are making news every day as they explore treatments or cures for some of the most pressing health challenges facing humankind.

Conducting cutting-edge research requires not only the best and brightest minds, but also the most current technology, excellent facilities, and a solid research team. Establishing one endowed academic chair will enable MSUCOM to provide an outstanding faculty member with the resources that he or she will need today to make the medical discoveries that will change the world tomorrow.

By helping MSUCOM establish an endowed academic chair, you'll be part of the team that is making major advances in medicine now and will do so into the future.

GENERAL PROGRAM ENDOWMENT

MSUCOM leadership has a strong record of wise stewardship of its resources, through good economic times and challenging periods. General program endowments are important and help contribute to its economic stability. They enable the college to provide funding when opportunities or challenges arise, help keep MSUCOM's technology current, support researchers in pursuing new ideas and initiatives, and give faculty the chance to build on their reputations – and the university's – by presenting at prestigious conferences and interacting with their peers.

General program funds also support deserving students in broadening their horizons through research, publishing, presenting, and international travel. They also support student groups in offering community outreach and building professional proficiencies. In the fast-paced world of medicine, such funds help keep MSUCOM nimble and ready to meet needs as they rise.

OUR FUNDING GOAL TO SUPPORT MSUCOM EMDOWMENTS IS **\$8 MILLION.**





A Vibrant **COMMUNITY**

MSUCOM, the first publicly assisted college of osteopathic medicine and the first at a major university, became the model for subsequent osteopathic medical schools and assumed a leadership position among the 30 operating today.

This accomplishment is all the more remarkable, given that our East Lansing site is housed in a 50-year-old converted dormitory. Every one of the other schools of osteopathic medicine is housed in a newer, more technologically advanced facility. MSUCOM is a leader in its field and its facilities should reflect that leadership and commitment to the future. With your support we can begin planning for a building that will help the college maintain its teaching and outreach edge into the future.





OUR FUNDING GOAL
TO SUPPORT PLANNING
FOR A NEW BUILDING
ON THE MSU CAMPUS IS
\$5 MILLION.

By *the* **Numbers**

- RANKED IN THE TOP 10 PERCENT OF ALL U.S. MEDICAL SCHOOLS FOR PRIMARY CARE EDUCATION FOR MORE THAN A DECADE
- THE ONLY COLLEGE OF OSTEOPATHIC MEDICINE AT A BIG TEN UNIVERSITY
- THE LARGEST OF MICHIGAN'S SEVEN MEDICAL SCHOOLS
- MSUCOM RESEARCHERS RECEIVED NEARLY \$10 MILLION IN FY13-14 FROM THE NATIONAL INSTITUTES OF HEALTH, MORE THAN ANY OTHER OSTEOPATHIC COLLEGE
- ABOUT TWO-THIRDS OF OUR ALUMNI STAY TO PRACTICE IN MICHIGAN
- MSUCOM'S FACULTY IS THE SINGLE LARGEST PROVIDER OF PEDIATRIC CARE TO THE POOR IN LANSING





Your Gift *Makes a* **Difference**

Amid all the changes in American health care, the principles of osteopathic medicine are still being championed and valued as never before at MSUCOM. Our students become doctors who value their patients as partners in health, look at the whole person as well as the symptom, and promote health and healthy living. They will become the researchers who make major scientific breakthroughs and the professors who develop the next generation of medical leaders.

MSUCOM has been a leader in its field for decades. The success of this campaign will enable us to strengthen the college and position it for opportunities and challenges yet to come. We'll only be able to do this with your help.

I hope you will consider joining us in making a difference for the future of osteopathic medicine.

WILLIAM D. STRAMPEL, D.O., FACOI
DEAN, MSU COLLEGE OF OSTEOPATHIC MEDICINE



**COLLEGE OF
OSTEOPATHIC MEDICINE**

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SPARTANS WILL.

MAKE A DIFFERENCE *and*
EMPOWER EXTRAORDINARY TODAY.

EMPOWER.MSU.EDU

#EmpowerMSU

COVER IMAGE:

*A member of Osteopathic Heritage Foundation
Endowed Professor Andrea Amalfitano's team
is at work in his genetic medicine lab.*