



Rowan-Virtua School of Osteopathic Medicine

Strategic Framework (AY2025 – 2029)

Vision:

Rowan-Virtua School of Osteopathic Medicine will improve access, affordability and quality of both education and health care for our community and across the globe.

Mission:

The Mission of the Rowan-Virtua School of Osteopathic Medicine is to foster innovation, advance biomedical research, elevate excellence in education, and deliver transformative interprofessional healthcare for the community we serve.

- Develop clinically skillful, compassionate and culturally competent physicians from diverse backgrounds who are grounded in our osteopathic philosophy and ready to meet future health care workforce needs.
- Recruit exceptional students from New Jersey, the nation and across the globe.
- Advance research, innovation and discovery to improve health and solve the medical challenges of today and the future; and we
- Provide exceptional patient-centered care, with an emphasis on primary and interprofessional team-based care that responds to the needs of the community, including underserved and special needs populations.

Goals and Objectives

1. Develop clinically skillful, compassionate and culturally competent physicians from diverse backgrounds who are grounded in our osteopathic philosophy and ready to meet future health care workforce needs.
 - a. Develop and strengthen a cross platform of collaboration between Rowan-Virtua School of Osteopathic Medicine and Virtua Medical Group to plan medical education and increase the diversity and quantity of clinical education experiences.
 - i. Develop and implement standard practices for shared clinical policies across Rowan Medicine and Virtua Medical Group.
 - ii. Create new system of communication across organizations to facilitate culture of patient safety and quality.
 - iii. Standardize operations across organizations through standardized operational meetings to address credentialing, practice locations, patient quality, new programs, and patient satisfaction.
 - b. Deliver innovative and integrated mechanisms to advance medical education in the clinical environment.
 - i. Recruit faculty to serve all mission areas.
 - ii. Develop a framework to identify educational opportunities within the clinical environment.
 - iii. Identify opportunities in the recruiting and on-boarding processes to highlight all three mission areas and opportunities for participation.

Goals and Objectives

2. Recruit exceptional students from New Jersey, the nation and across the globe.
 - a. Deliver an innovative and integrated medical education curriculum that readies students for Graduate Medical Education and the future of healthcare delivery.
 - i. Implement Rowan-Virtua School of Osteopathic Medicine curriculum unification bringing together the best aspects of lecture based and small session, problem-based learning, to deliver a high-quality medical education.
 - ii. Increase availability of faculty for teaching, service and student engagement.
 - iii. Leverage technology to support education and clinical learning.
 - b. Strengthen and expand clinical learning and research opportunities across the medical education continuum.
 - i. Successfully navigate the transition of GME programs to continued accreditation in the ACGME system.
 - ii. Increase the number of clinical training slots by affiliating with health systems throughout the region.
 - iii. Support residency programs in pursuing Osteopathic Recognition and incorporating an osteopathic identity into their GME programs.
 - c. Build and develop relationships domestically and abroad with education leaders in to develop partnerships to provide medical education.
 - i. Develop and formalize educational affiliations and partnerships to expand Rowan-Virtua School of Osteopathic Medicine's global reach and reputation.
 - ii. Collaborate with universities and colleges domestically and abroad to create pathways for prospective students.
 - iii. Utilize marketing and digital campaigns to highlight unique program features, faculty expertise, and success stories of alumni.

Goals and Objectives

3. Advance research, innovation and discovery to improve health and solve the medical challenges of today and the future.
 - a. Develop and train scientists who will contribute new knowledge to the biomedical sciences, with a focus on translational cell & molecular biology, neuroscience, and osteopathic principles, through creative and collaborative research and scholarship.
 - i. Increase the quality and quantity of the applicant pool to the Translational Biomedical Graduate Studies program in the Rowan-Virtua School of Translational Biomedical Engineering & Sciences and Rowan-Virtua School of Osteopathic Medicine both from New Jersey and nationwide.
 - b. Serve as the premier center for biomedical, clinical, and educational research in South Jersey.
 - i. Secure \$35 million annual awards in research grants / sponsored projects.
 - ii. Recruit, support and retain funded researchers committed to our mission and to the growth of the research enterprise.
 - iii. Demonstrate the impact of Rowan Research on health outcomes and quality of life in New Jersey.
 - c. Enhance and support a culture of curiosity and inquiry throughout Rowan-Virtua School of Osteopathic Medicine and Rowan-Virtua Translational Biomedical Engineering & Science.
 - i. Develop and implement a research course for all Rowan-Virtua School of Osteopathic Medicine medical students and increase opportunities for student research.
 - ii. Increase faculty engagement in research, scholarly activity, and mentorship.
 - iii. Promote interdisciplinary and collaborative research by enhancing relationships with other Rowan Colleges and campuses.

Goals and Objectives

4. Provide exceptional patient-centered care, with an emphasis on primary and interprofessional team-based care that responds to the needs of the community, including underserved and special needs populations.
 - a. Grow Rowan Medicine, an Affiliate of Virtua Medical Group by 20%
 - i. Conduct market analysis of Southern New Jersey communities to identify gaps in patient care access.
 - ii. Improve the patient care experience and the continuum of care throughout Rowan Medicine facilities by standardizing processes and procedures.
 - iii. Develop innovative marketing strategies to increase name recognition and attract patients to Rowan Medicine clinical practices.
 - b. Achieve 90% patient satisfaction in every clinical specialty
 - i. Utilize patient surveys and feedback to identify areas for improvement within clinical practices.
 - ii. Streamline appointment and check-in processes by utilizing on-line scheduling.
 - iii. Continuous improvement and training of front desk staff to be welcoming, efficient, practice empathy, and manage difficult situations.
 - c. Collaborate with Virtua, solidify and begin achieving clinical quality metrics.
 - i. Leverage strength of our clinical partner Virtua Medical Group to develop and implement clinical quality metrics across Rowan Medicine clinical practices.
 - ii. Utilize technology to collect and analyze data to track patient outcomes and processes.
 - iii. Focus on patient engagement and education to improve adherence to treatment plans.
 - iv. Regularly review performance against quality metrics and adjust strategies as needed.