

OREGON COLLEGE *of* ORIENTAL MEDICINE



Annual Report 2013

The science of medicine, the art of healing



In last year's Annual Report, Board Chair Peter Martin reminded us that the only constant in the universe is change. OCOM had undoubtedly gone through great change, much of it related to the September 2012 move into our new campus in Portland's Old Town Chinatown neighborhood. The college's move into a new facility isn't simply about a bigger space for our students to learn and refine their practice. Our location in the heart of Portland affords OCOM the opportunity to forge partnerships that will allow the college to play a leading role in the future of health care in Oregon.

Shortly after moving into our new building, OCOM received the welcome news that a national publication (www.thebestschools.org) named us the top acupuncture college in the United States. The publication cited the quality of OCOM faculty members as practitioners and researchers, success of our graduates as leaders in the field, the college's doctoral program, and the comprehensiveness of our academic program. As we transition out of this time of great change and settle into our new home, we are



exploring ways to leverage this excellent reputation and our strong internal resources to build deep, meaningful partnerships in the community.

OCOM has taken a few important steps over the past year to strengthen these vital relationships. The college's inaugural Cherry Blossom Dinner brought together 110 community leaders to celebrate important partnerships and raise money to support student scholarships. Our new Saturday Seminar series showcases esteemed OCOM faculty, and brings their expertise in Chinese medicine to the broader community.

In this Annual Report, you'll read about graduates and faculty members who are building relationships that are models for the college as we move forward:

Doug Beal, a 2010 graduate, is using evidence-based research to expand his work at Kaiser Permanente.

Amber Hammes (DAOM 2015) is demystifying and integrating Chinese medicine at the Mayo Clinic Integrative Medicine Program.

Dr. Laura Varga (DAOM 2012) is the sole Chinese medicine practitioner at Duke University's Center for Integrated Medicine.

Dr. Joe Coletto, a faculty leader at OCOM, has established a Mind Body Medicine program, an initiative begun by Dr. Aviad Haramati of Georgetown University Medical Center.

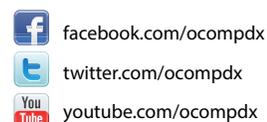
OCOM will continue to seek strategic partnerships that will allow us to expand our role in integrative care. We cannot accomplish many of our ambitious goals without you. We invite you to join us in this journey as we take OCOM to its next level of excellence.

Dr. Michael Gaeta
President



OCOM

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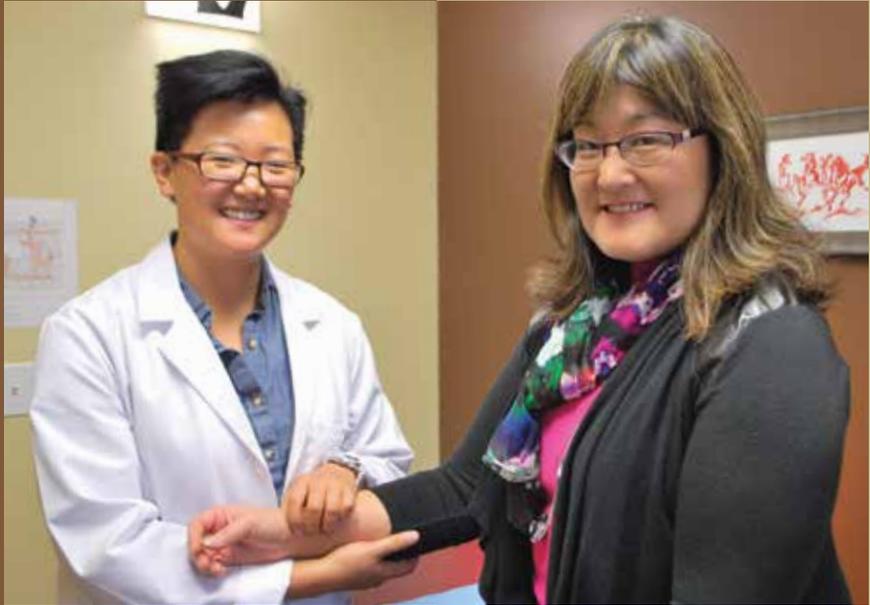
Welcoming Each New Season

With every season's turn, Mari Watanabe used to suffer with chronic allergy-induced sinus problems. That is, until she began regular acupuncture appointments at OCOM Clinic. Today, she says, "I no longer have any allergy symptoms — and don't even notice the season changes!"

Currently the Executive Director of Partners in Diversity and program director for Leadership Portland, Watanabe was Executive Director of the Oregon Nikkei Legacy Center in Old Town Chinatown when she started coming to OCOM's teaching clinic for health care. She had used Chinese medicine in the past to help relieve allergy symptoms, but had stopped going because the commute felt too far. When OCOM opened in Old Town Chinatown, Watanabe was one of the first patients to schedule an appointment: "It was a great opportunity: a teaching clinic where the care was close by, very affordable, plus interns overseen by professional acupuncturists."

Consistency was key for Watanabe's health success. By scheduling regular appointments with an intern at the downtown clinic, Watanabe was able to see great results. She is now allergy medicine-free, and plans to stay that way by using Chinese medicine preventatively.

Watanabe expressed her gratitude for OCOM's clinic and her renewed health by making a donation to the college at the first annual Cherry Blossom Dinner: "I think OCOM is a great institution," says Watanabe. "I wanted to support an organization that's helping support others — and the neighborhood."



"I wanted to support an organization that's helping support others — and the neighborhood."

Mari Watanabe checks in with master's intern (now doctoral student), Cissey Ye.

Clinic Facts

- Over 10 million patients treated by OCOM graduates since 1983.
- OCOM's clinics provide approximately 24,000 patient visits each year.
- Intern visits have stayed affordable (at \$25) for the last five years.
- Herbal consultations are \$5 and group acupuncture treatment costs only \$10 per visit.
- Research at OCOM has demonstrated that a minimum series of five treatments is the "gold standard" for creating long-term health benefits for patients, especially those suffering from chronic illness and disease.

Doctoral Student, Amber Hammes

Working as a licensed acupuncturist (LAc) in the Mayo Clinic's Integrated Medicine Program and as an instructor at Mayo Medical School puts **OCOM doctoral student Amber Hammes** (Class of 2015) in the perfect spot to achieve her goals — changing health care now, while the iron is hot, through education. The accessibility of the monthly doctoral modules allows Hammes to continue her work while pursuing a degree that is elevating her in each of the shields of the Mayo Clinic: clinical, research and education.

One of four LAc's and two trained MDs currently employed full time at Mayo Clinic, Amber reports a steady rise in interest, awareness, patient requests and physician referrals, to the point that her outpatient appointments are completely booked three and four months out. Along with her clinical work and

student instruction at the medical school, she frequently presents to the physician group. "Sometimes saying you're an acupuncturist doesn't really capture it. It's like doing a procedure versus doing an assessment, diagnosis and treatment plan. Acupuncture is a tool in the tool belt, and right now it's the tool that's getting our foot in the door. But once you get your foot in the door, you have to remind people you're a Chinese and East Asian medicine practitioner."

The awareness is also expanding to the inpatient hospital setting where more surgeons and patients are requesting post-operative acupuncture. "At Mayo Clinic it's a system of tiers of intervention. Why wouldn't you try the thing that's going to have the minimal amount of side effects first? If that's not effective, step it up, try some herbs,

and if herbs don't work, *then* you look at medication. I believe Chinese medicine needs to be part of that building process."

Hammes' work demystifying and integrating traditional Chinese medicine into protocols at a leading worldwide medical center is a vibrant example of one of an OCOM student trailblazing the transformation of health care. With most large institutions holding onto their goals of improving patient satisfaction, improving patient outcomes, and lowering costs, She is a proponent in an incredibly influential place and important moment in time. Regarding Traditional Chinese Medicine (TCM), she says, "We have great tools and great patient care and we belong at the table. We need to remember that we all have a responsibility to be at that table."

Laura Varga, OCOM Doctoral Alumna

Between the desks of two MDs, in Duke University's renowned Center for Integrative Medicine, sits the desk of **Dr. Laura Varga**. While she is the center's only Chinese medicine practitioner — an OCOM 2010 master's graduate and 2012 doctoral grad — she doesn't feel alone. She is too busy working alongside other practitioners for the future of a truly integrated health system.

Dr. Varga is confident in the resources her doctorate gave her. She chose to attend OCOM because of its independent research department, the standing of the staff, and the structure of the

curriculum. Beyond educating her peers on the medicine, it has been challenging getting others in the system to step away from seeing her as a technician and seeing her instead as a doctor practicing Chinese medicine. She begins by detailing her schooling at OCOM, and what her education left her capable to handle.

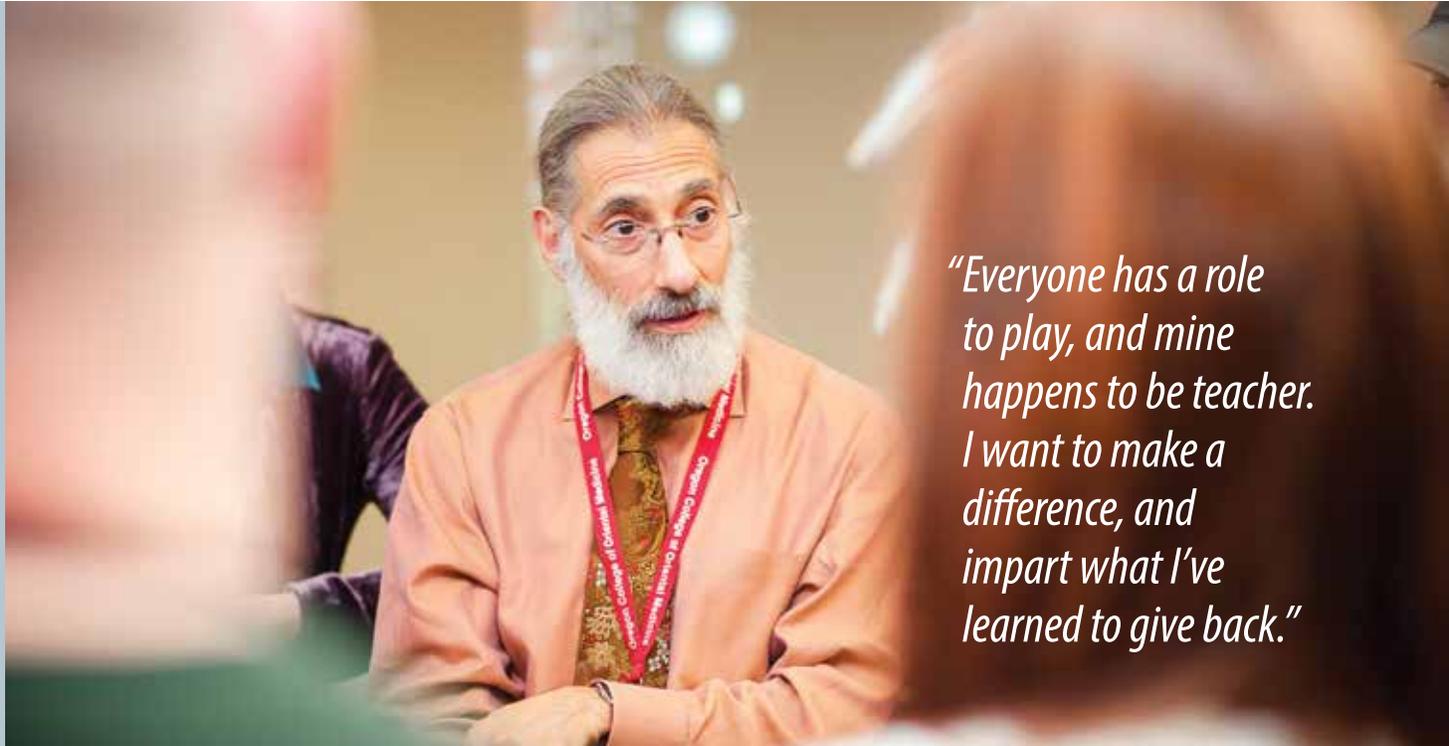
In such a large, integrative medical center, Dr. Varga has the advantage of easily following her patients and accessing records. From brain surgery to a hysterectomy, she is a part of it all. When the oncologist calls and asks for herbs to make a

patient more comfortable, or the ophthalmologist stops by to learn more about the article they just read on the effectiveness of acupuncture, she is there to tell them about the medicine. She loves sitting between the two medical doctors, sharing questions and working together for better health and better care.

"I really think we're on the cusp of a movement. I feel part of my job is to be an ambassador." Working with patients, administration and practitioners of every specialty, Dr. Varga is that ambassador, elevating the encouraging level of openness she sees into understanding.

Honoring nearly three decades of giving back

Dr. Joe Coletto: 2013 Scholar Award Recipient



“Everyone has a role to play, and mine happens to be teacher. I want to make a difference, and impart what I’ve learned to give back.”

Dr. Joe Coletto has been an institutional fixture at OCOM over the last 29 years, serving in many leadership roles, including his current position as Chair of Biomedicine. Throughout his tenure, his passion for teaching has been fueled by a consistent focus: “I aim to help students learn how to learn, so they can think critically.”

A leader committed to creating positive change, Dr. Coletto has also been a driving force behind modeling and creating opportunities for increased professionalism. He was instrumental in introducing students and staff to the process of developing an “Oath of Professionalism” and initiating the annual White Coat Ceremony for incoming clinic interns. In 2012, he co-founded OCOM’s Mind Body Medicine program, which seeks

to create a culture of mindfulness among students and administrators. He has since lectured across the country and in Scotland about the Mind Body program, and continues to build collaborative relationships to demonstrate the effectiveness of self-awareness with Georgetown Medical School, OHSU and other leading health care institutions.

Dr. Coletto first became interested in Chinese medicine while earning his naturopathic degree (ND) in Portland in the 1970s. At that time, a master’s degree in Chinese medicine was not an option in Oregon. It wasn’t until 1983, when Satya Ambrose and Eric Stephens co-founded OCOM to offer the state’s first Master of Acupuncture and Oriental Medicine (MAcOM) degree program. Coletto was hired that same year to teach Point Location in the new program;

in 1989, he completed the clinical hours necessary to graduate with his own master’s degree in Chinese medicine.

Recognizing his many contributions to the profession and his students’ success, Dr. Coletto was awarded the 2013 Scholar Award at OCOM’s inaugural Cherry Blossom Awards, as well as a 2011 NCNM Hall of Fame award.

“Teaching is one of the highest professions,” said Dr. Coletto. “But, in the same breath, I don’t think one can teach without a lot of support for all the other things that need to happen. Everyone has a role to play, and mine happens to be teacher. Whatever I do, I want to do well — I want to make a difference, and impart what I’ve learned to other people to give back.”

The 2012 dedication of OCOM's campus celebrated the college's continuing transformation

Healing in the Heart of the City

OCOM celebrated the opening of our new campus and clinic in Portland's Old Town Chinatown with an October 2012 ribbon cutting ceremony. The event brought more than 200 community supporters and donors of the college together to commemorate completion of the LEED Gold certified campus.

The new campus — formerly the Globe Hotel and Import Plaza — brings an estimated 400 students, faculty, staff and patients to the neighborhood on a daily basis. In our move to Old Town Chinatown, OCOM joins a growing number of long-standing institutions whose presence in the community are contributing

to the neighborhood's vibrant revitalization.

Old Town Chinatown, known as the historic center of Portland's Chinese community in the mid-1800's, and the dynamic mix of businesses, nonprofits and innovative providers who serve the local community offers OCOM a unique opportunity to bring Chinese medicine to the heart of the city. The new location has also allowed the college to partner more intentionally with institutions such as the Central City Concern (CCC), University of Oregon, Lan Su Chinese Garden and NW China Council.

In the first year in our new home, the college has hosted an array of events and meetings that were limited by space and location in the past. Our quarterly Saturday Seminar series invites the broader community in to learn about Chinese medicine from faculty scholars and integrative medicine allies. In May, OCOM partnered with Multnomah County to host the Healthy Aging Conference, where 90 county residents gathered to learn about living healthy, active lives well into retirement. In June, the OCOM Alumni Association held

its annual Continuing Education Seminar in our Community Room, followed by a student reception on the rooftop deck.

OCOM's new campus provides the space the college needs to expand our role into the future. Perhaps as importantly, our expansion reflects the growing acceptance of acupuncture and Oriental medicine as an effective and affordable mainstream health care option. Our location in the heart of the city will allow us to continue to build partnerships that forward Chinese medicine as an integrative, patient-centered health care option in Oregon and our nation.



Clockwise from upper-left: 1) Lee's Association Dragon and Lion Dance Team; 2) Alumni and current students gather on the rooftop deck; 3) a continuing education class in the spacious Community Room; 4) The campus' 2012 dedication featured Anne Naito-Campbell, Brad Malsin (Beam Development), Master Liu He, Metro Councilor Sam Chase, Sandra McDonough (Portland Business Alliance), NWHF President Nichole Maher, PDC Board Chair Scott Andrews, OCOM Board President Peter Martin, Dr. Bill Keppler (OCOM Trustee), Dr. Wu Mian-hua (President, Nanjing University of TCM), Dr. Hong Jin (OCOM Chair of Oriental Medicine), Dr. Liu Qin (Director of Foreign Affairs, Nanjing University), and Feng Shui master Alex Stark.



The 2013 OCOM Cherry Blossom Dinner

On April 26, 2012, OCOM kicked-off our 30th anniversary celebration with 110 supporters and community partners at the **Cherry Blossom Dinner and Awards** event. This inaugural fundraising event awarded partners in complementary medicine and raised nearly \$30,000 for OCOM's Annual Fund.

OCOM Trustee Dr. Gene Hong served as the master of ceremonies, introducing keynote speaker President Dr. Michael Gaeta, as well as distinguished guests and event awardees. "From very humble beginnings 30 years ago," began Dr. Gaeta, "OCOM has earned the distinction of being one of the oldest and most respected acupuncture and Oriental medicine colleges in the U.S. It is indeed an honor and a privilege for me to be a part of OCOM's community of service and healing."

"It is also an honor," he continued, "for me to congratulate our awardees this evening — each of them in their own domain is helping to re-shape health care into a more integrative model."



Dr. Rachel Solotaroff with President Dr. Michael Gaeta. Right: Oregon Reproductive Medicine, Laura Ocker with Peter Martin, and Dr. Joe Coletto with OCOM founders Satya Ambrose and Eric Stephens

At the event, four community members and/or organizations were presented awards for their role in helping transform health care through their visionary use of and advocacy for complementary medicine.

2013 Individual Partner in Healing Award

Dr. Rachel Solotaroff, Central City Concern Director of Medicine received the Partner in Healing Award for her innovative use of Chinese medicine in CCC's Old Town Clinic. Her complementary care clinic approach and public health focus not only maximizes patient care, but has expanded the professional field for Chinese medicine practitioners by providing excellent career opportunities.

2013 Community Partner in Healing Award

Oregon Reproductive Medicine's use of Chinese medicine to support patient care and reproductive success in their clinics is an excellent example of a complementary medicine approach, one that has had a profound impact on the hopes and dreams of many families. Thanks to their collaborative work with OCOM's Dr. Hong Jin, they have also helped expand the professional field for Chinese medicine practitioners by providing exciting career opportunities in reproductive health.



2013 Alumni Ambassador Award

Since graduating from OCOM in 2003, **Laura Ocker, LAc** has built a successful practice and has worked tirelessly to grow the Oregon Association of Acupuncture and Oriental Medicine (OAAOM). Under the auspices of the OAAOM and in partnership with OCOM, she has worked diligently to expand the scope of practice for Oregon acupuncturists.



2013 Scholar Award

Dr. Joseph Coletto, ND, LAc was selected to receive the Scholar Award for his extraordinary dedication as a faculty member, scholar and leader at OCOM over the last 28 years. He is a member of the college's core faculty and serves as Chair of Biomedicine for the master's degree program. Dr. Coletto has helped educate more than 1,000 OCOM master's and doctoral students, and has contributed to forward-thinking scholarship in regional, national and international spheres. In addition, his leadership as a faculty chair and, most recently, as the co-founder of the college's Mind Body Medicine program, have made substantial, long-term positive contributions to the college and the field of complementary medicine.



OCOM Alumni Association President Lara Dilkes also presented a scholarship award to a current OCOM student entering their final clinical year. The **2013 Alumni Association Scholarship** went to intern **Sarah Hammer**.

The 2013 dinner was supported by community sponsors Miller Nash, LLP, NW Natural, The CHP Group, Hoffman, Stuart & Schmidt, Lasko Printing, Standard Process and University of Oregon.

OCOM will host the second annual Cherry Blossom Dinner on **Saturday, April 5, 2014**.

Leading the Way

Master's Student, Sarah Hammer

The winner of the first annual OCOM Alumni Association scholarship, **Sarah Hammer**, knows how to make the most of her potential. Since she submitted her essay ("How will you utilize your studies at OCOM — particularly your time as a clinical intern — to prepare to provide exemplary patient care as a practitioner?"), she has had her sights on the future. With the \$1,500 award, she enrolled in the Mercy Corps business foundations training and placed the balance into a Mercy Corps Individual Development Account (IDA). The IDA savings program comes with a matching grant, which Hammer will use on the essentials of establishing her practice in Oregon: a business license, acupuncture Board exams, treatment tables and equipment, marketing materials and her professional association membership. "I invested the scholarship money into my future practice because being a licensed acupuncturist isn't just being a medical practitioner, it's being a small business owner."

In her award-winning essay, Hammer drew upon her experience with OCOM's mindfulness class to anticipate how she would succeed as a clinician. A few months into her internship, she reflects upon being mindful: "It is important when providing patient care, because it calls your attention to the little things. As an intern there's so much that I was anticipating I would be good at and a lot I was anticipating I would be bad at, and since starting, every expectation has been blown out of the water. When things are going so fast, mindfulness techniques bring me back and remind me I don't need to know everything right now. It's about learning to not be so hard on



President Michael Gaeta congratulates Sarah Hammer on her OCOM Alumni Association scholarship.

yourself, to be compassionate not only for your patients but for yourself, by understanding that this medicine is a lifelong learning process."

Looking ahead, Hammer sees a role for herself in giving back to her alma mater. "It's important to stay connected to your graduate school, because there are so many resources available for recent grads."

She remains connected to her undergraduate institution and takes pride in being a University of Wisconsin alum. With new opportunities and benefits being generated by the current OCOM Alumni Association, including the institution of an annual scholarship for master's students, they are empowering a vision of Chinese medicine education as an investment that doesn't end when students walk across the graduation stage. "It seems like with this scholarship,

OCOM is showing a similar kind of pride — I am definitely on that bandwagon."

"Being a licensed acupuncturist isn't just being a medical practitioner, it's being a small business owner."

OCOM Alum, Doug Beal

As a nurse practitioner and staff member at Kaiser Permanente since 1994, and a practitioner of acupuncture and Chinese Medicine since graduating from OCOM in 2009, **Doug Beal, NP, LAc**, is in a position not only to see changes in the system, but to create them and act as an emissary.

Beal's education at OCOM provided him more tools for helping people, and when it was time to use those tools and expand his role at Kaiser, he was further supported by OCOM. In a proposal to bring acupuncture treatments to his residential addiction treatment patients, Beal asked for the OCOM Research Department's help providing evidence-based research to present. He similarly sought support when he proposed acupuncture treatments for Kaiser's residential psychiatric patients. Both proposals were accepted, and Beal is now making a difference, bringing the medicine to many people experiencing it for the first time.

Beyond providing him with the tools of the medicine, his OCOM education was, "a bridge in bringing my philosophy about what I think healing and wellness and health care should be, together with my work life. My professional life became more integrated into my personal philosophy about healing and wellness. It brought everything together and I find this medicine very nourishing to practice." Beal feels a wealth of positive support from his department and reports that most of his patients are fascinated. Beal teaches his patients to use as many tools as possible to maintain their own health rather than trying to convince them that they have to use acupuncture or Chinese Medicine. "I stimulate a patient's curiosity that



"I find this medicine is very nourishing to practice."

there are other ways of healing, that they be open to everything, to all ways of helping themselves."

Though he is among a small handful of acupuncturists practicing at Kaiser, Beal has blazed a path that has brought the medicine into critical areas of the integrative medicine pain clinic, the residential addiction and residential psychiatric programs, and he will soon become Kaiser's first acupuncturist providing outpatient treatment. He hopes that as health care reform evolves there will be

more opportunities for acupuncture and Chinese medicine.

"With the major changes coming this year, I know Kaiser is expecting more patients as more people get health care insurance, which is great. And I think that is just going to expand all of health care and more people wanting services will be asking about all of their options. I see positive things. That's my view, I'm hoping there will be more opportunities, and I hope I can be a good example for that."

Supporting OCOM

Financial support is integral to OCOM's ability to treat low-income patients, provide scholarships to current students, and to conduct research on the effectiveness of acupuncture and Chinese medicine. OCOM's Office of Institutional Advancement has a number of ways to give. **Please consider a gift to the college.**

Cherry Blossom Dinner

On April 5, 2014, OCOM will hold our annual Cherry Blossom Dinner. The dinner will honor the achievements of faculty, alumni and community partners, while raising money for the college's Annual Fund. Contact OCOM's Development Officer, Glenn Fee, for information on sponsorship or to purchase a table.

Planned Giving

Planned Giving is a great way to ensure the college's long-term viability. There are many ways to give in this manner — naming OCOM as a beneficiary of an IRA, life insurance policy, will or charitable trust are but a few options. Contact Glenn Fee for more information on how to leave a lasting legacy for future students of the college.

Matching Gifts

Many donors to the college have their gifts matched by their employer. If you make a gift to OCOM and you're unsure about whether your employer matches gifts, contact Director of Community Relations and Giving, Gretchen Horton.

Naming Opportunities

The Old Town Chinatown campus has wonderful naming opportunities, including clinic rooms, classrooms, our library, and more. Consider a gift tied to a healing space on our campus. Contact Gretchen Horton for more information.

Glenn Fee

Development Officer
503-253-3443 x207 ■ gfee@ocom.edu

Gretchen Horton-Dunbar

Director of Community Relations and Giving
503-253-3443 x204 ■ ghorton@ocom.edu

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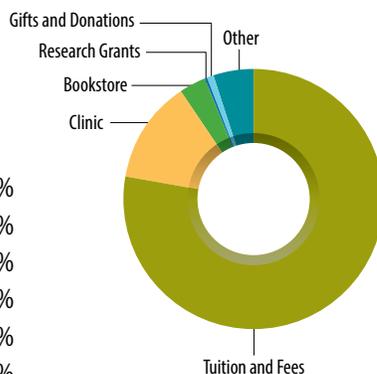
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Balance Sheet FY2013

Current Assets	\$	1,961,931
Long-term Investments	\$	5,679,000
Fixed Assets, Net of Depreciation	\$	1,200,108
Total Assets	\$	8,841,038
Current Liabilities	\$	455,596
Long-term Liabilities	\$	5,657,865
Total Liabilities	\$	6,113,464
Net Assets		
Unrestricted Net Assets	\$	1,125,195
Temp Restricted Net Assets	\$	385,584
Property and Equipment	\$	1,216,798
Total Fund Balances	\$	2,727,577
Total Liabilities and Net Assets	\$	8,841,038

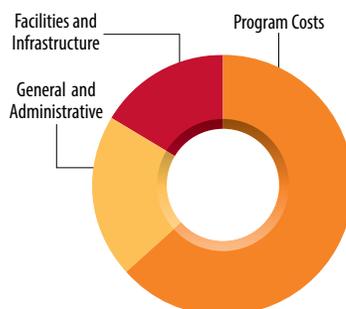
Sources

Tuition and fees	\$	5,039,876	77.9%
Clinic	\$	823,810	12.7%
Bookstore	\$	214,431	3.3%
Research Grants	\$	13,983	0.2%
Gifts and Donations	\$	58,691	0.9%
Other	\$	315,706	4.9%
Total Sources of Funding	\$	6,466,497	100%



Uses

Program Costs	\$	4,450,206	63.3%
General and Administrative	\$	1,445,686	20.5%
Facilities and Infrastructure	\$	1,133,488	16.1%
Total Uses of Funds	\$	7,029,381	100%



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The science of medicine, the art of healing