Message from the President

Thank you for making 2015-2016 a remarkable year for Oregon College of Oriental Medicine — a time of achievement, change and innovation. Personally, I was honored to be hired as OCOM’s fourth President and CEO. I feel privileged to be leading OCOM, ranked the best acupuncture school in the United States. Among our accomplishments during 2015-2016, we:

- With renewed support from the Kaiser Permanente Hospital Foundation and The CHP Group, provided low-cost treatments to the 64% of our patients who are from low-income households.
- Served 2,946 patients in 18,338 treatments at our teaching clinics.
- Received the Wai Tak Cheung library, one of the most extensive collections in the United States of Chinese-language books on acupuncture, Chinese medicine, herbs and related subjects.
- Raised $314,000 from donors, businesses, and foundations to support OCOM’s students, patients, research, and community.
- Completed a self study of our flagship Master of Acupuncture and Oriental Medicine degree program and were reaccredited for the maximum seven years by the Accreditation Commission for Acupuncture and Oriental Medicine (ACAOM).
- Enrolled 223 master’s (MAcOM) and 34 doctoral (DAOM) students.
- Conferred 42 master's (MAcOM) and 17 doctoral (DAOM) degrees.
- Had fun collaborating with Rock Bottom Brewery for a limited production of beer, infused with Chinese herbs.
- Grew to 11 full-time and 55 part-time faculty, 40 graduate teaching assistants, and 53 staff members.

I hope you enjoy reading OCOM’s annual report and come away as excited as I am for the coming year and for those our students, faculty, staff, and partners will serve. Students come to OCOM because they know Chinese medicine is effective and they want to become healers — and, in our unbalanced world, there is no better time to focus on our mission to create a new generation of healing practitioners.

In our effort to transform health care, your engagement and support means the world to us. Thank you for playing an active role in the future of OCOM and the communities we serve.

In good health,

Deborah Howe
President, OCOM
Fellow OCOM faculty member, Greg Livingston, PhD (China), LAc, says in his review:

“Discussion of Cold Damage (Shang Han Lun) by Guohui Liu is a masterpiece. Guohui Liu masterfully guides us line-by-line through the Shang Han Lun, incorporating ancient and modern commentaries, as well as his own profound insights, explanations, and clinical pearls, thereby elucidating this difficult classic and, ultimately, making it readily comprehensible and clinically relevant for modern Western practitioners. Twenty years in the making, this book is an outstanding and major contribution to English literature and a must have for all students and practitioners of Chinese medicine.”

Guohui Liu, MMed (China), LAc was born in the city of Zigong, in the Sichuan province of China. At the age of 12, he started learning Chinese medicine and acupuncture from his father, who was a Chinese herbalist and acupuncturist. He entered the Chengdu University of Traditional Chinese Medicine in Chengdu, China, and graduated with his Bachelor of Medicine (both Chinese and Western medicine) in 1982, and his Master of Medicine in 1985. From 1985 to 1994, he served as Chief Resident in the Department of Internal Medicine at the Affiliated Teaching Hospital at Chengdu University of Traditional Chinese Medicine. Liu began teaching at OCOM in 1995 and, as a full-time faculty member, has been both a classroom instructor and clinical supervisor. He has taught many courses including Chinese Herbal Medicine, TCM Pathology, Advanced Theory, and Herbal Combinations modules in the master’s program, and the Shang Han Lun, and Gastrointestinal Disorders and Liver Disorders modules in the doctoral program. “What I enjoyed most about teaching at OCOM,” he says, “is the motivation of the students to learn Chinese medicine, and the support from the administration.”

Liu is an active scholar, with over 30 conference presentations, and more than a dozen publications. He has published two significant written works, Warm Diseases, A Clinical Guide, published in 2001, and his most recent book, Discussions of Cold Damage (Shang Han Lun): Commentaries and Clinical Applications, published in 2015.

In this latest 975-page volume, Liu takes a defining text for medical practice that was written 2,000 years ago, and translates the original Chinese text using the original complex characters, followed by its Hanyu Pinyin Romanization, and finally, translates it into English. This has alleviated any concerns about authenticity and accuracy in the translation of Chinese medicine from Chinese to English. Liu then does something most cannot: he engages in discussion of key yet difficult to understand terms, characters, and phrases. Liu was inspired to translate this text because “it has set up the basic framework for Chinese medicine in terms of differentiation, treatment strategies, and formulas. What is more, it is very practical. The theories, treatment approaches, and formulas are still working, especially for difficult cases.”

Because of the impact Liu has had on OCOM students and in recognition of his scholarship and accomplishments over the last 21 years of service to the college, he was awarded an honorary doctorate degree, the Doctor of Science.

Guohui Liu lives in Portland, teaches at OCOM, and has his own private acupuncture practice.
In the spring of 2016, OCOM students, faculty, and staff came together as artists to create a symbolic “school of fish.” Led by renowned Pacific NW artist Horatio Law, this project played with themes of abundance, excess, and Chinese wordplay. Plants used in Chinese herbal medicine and other patterns were pressed into the surface of the clay, making each fish a truly one-of-a-kind creation. The fish were painted with colors inspired by the five elements: wood, fire, earth, metal, and water. The artists were encouraged to let their imagination guide the way — the “school of fish” includes shapes, styles, and personalities that reflect the diversity of the OCOM community.

Horatio Hung-Yan Law was born in Hong Kong to Chinese parents and moved to the United States at the age of 16. He has developed an artistic practice whose subjects include the Chinese immigrant experience. Law deploys common cultural artifacts to explore issues of identity, memory, and the loss and gain of cross-cultural struggles in the evolving global community.

Thank you to the Regional Arts and Culture Council (RACC) for making this project possible.

Artist Horatio Law
In 2015, Nathan Heide, DAOM, LAc — an avid rock climber, yogi, Navy veteran, and global adventurer — graduated from OCOM with his Doctor of Acupuncture and Oriental Medicine degree.

**Ascending with Inspiration**

Since graduating, Heide founded Anjuna Medicine in Eugene, Oregon, where his innovative practice specializes in sports medicine and pain management. “I like to think of Anjuna Medicine as a lifestyle brand, just like Patagonia or Arc’teryx. Anjuna’s healing space facilitates radical self-expression in the outdoor world.”

Anjuna Medicine has several elite and Olympic athlete ambassadors, including an Olympic distance runner, a pole vaulter and a trail runner, all who benefit from their relationship with “Dr. Nate” and their care at Anjuna Medicine. “When people are weekend warriors, like myself, we push ourselves to the edge, and sometimes we get banged up. It’s great to be able to help athletes find pain relief, sustainable health improvement, and at a low cost.”

Enrolling was an easy decision for Heide. “OCOM has a great reputation, and is an important part of the health care ecosystem in Portland, who’s presence provides great options for health care. OCOM is the Harvard of acupuncture, producing the highest quality practitioners.”

As an OCOM alumni, he is grateful for continuing education opportunities, the annual Cherry Blossom Gala, student graduation, and other events to help support the school and stay connected. “OCOM as a community is really important to me. More important than the coursework, are the people with whom I continue to engage. I still have four or five people from OCOM who are an essential part of my development.”

Heide also believes in supporting the future development of emerging providers by helping OCOM graduates starting their own careers not be crippled by debt. “My hope is to provide an annual scholarship and to put together a foundation. When I help others do big things, I do big things.”

What would he love to see for the future of OCOM? “Push the boundaries. Dig deep into the legacy. Become a landmark for this medicine. I like what OCOM stands for. You guys are cool, and definitely up to big things.”

“Push the boundaries. Dig deep into the legacy.”
Graduate Success

OCOM’s master’s and doctoral programs help alumni succeed in their chosen career.

Where OCOM Graduates Work

- 95% agreed OCOM training was “essential preparation for work I now do for a living”
- 88% of alumni are self-employed.
- 56% of OCOM graduates have established a solo practice, while 44% are working in group practices, often collaborating with practitioners of other health care disciplines.*
- 25% of graduates employ others (e.g. a receptionist).
- 81% working in the field
- 15% in practice + other pursuits; 4% not currently practicing*
- 73% work full time; 27% part time

Expected salary range

<table>
<thead>
<tr>
<th>Reporting Organization</th>
<th>Reported Practitioner Median Gross Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCOM alumni surveys (2007-2015)</td>
<td>$57,324 *</td>
</tr>
<tr>
<td>NCCAOM 2013 Job Task Analysis</td>
<td>$52,000</td>
</tr>
<tr>
<td>Payscale.com practitioner survey</td>
<td>$49,650</td>
</tr>
</tbody>
</table>

*Based on an annual gross income estimate, calculated as: weekly income estimate = (new patient/week x fee) + (return patients/week x fee) x 85%. Weekly income estimate x 46 weeks = annual income estimate.

OCOM students maintain a consistent average pass rate on their national NCCAOM exams:

- 90%
Todd Lue, MBA served on OCOM’s Board of Trustees from September 1997 to January 2005. He continues to support the college and its mission — and receives regular treatments from OCOM interns.

How were you introduced to OCOM?
I first came to OCOM for acupuncture treatment in 1995 and had the good fortune of having Hong Jin, DAOM, LAc as the clinic supervisor. After a few visits and conversations, she suggested my background and skills could help the college with fundraising to build their Cherry Blossom clinic [on the site of the former OCOM campus] in addition to some operational processes.

What were some of OCOM’s needs?
At the time, there was a need for people with expertise in various areas of technology, accounting, business strategy, marketing, and fundraising. Since I wholeheartedly believed in the work I witnessed at the college, I jumped right in. I still remember when I helped to purchase the ocom.edu domain name.

While serving on the OCOM Board, what are some of the accomplishments you’re most proud of?
There isn’t any one thing that sticks out as every piece of work we did helped build the college we all know today. Nevertheless, some milestones would include construction of the Cherry Blossom clinic, developing and getting accreditation for the doctoral program, recruiting top-notch personnel to nurture the growth of the college, and putting in place the foundation that made possible the move to OCOM’s current home in Old Town Chinatown.

How have you been involved with OCOM recently?
Old Town a few years ago, which allowed me to reconnect with OCOM through weekly acupuncture appointments. When Deborah Howe was filling in as the interim president, we met with Chief Development Officer, Dave Eshbaugh to discuss how I might support the college. At one point, the conversation turned to how they might obtain some adjustable treatment tables that were badly needed to treat disabled and immobile patients. Together, we crafted a plan whereby I would fund the first table and we would collect data and testimonials to help justify grants for additional tables. I have also consulted with staff on potential improvements to operational processes and patient satisfaction.

What are you doing professionally now?
I recently joined DAT Solutions in Beaverton to lead our market intelligence initiatives. Working with the executive team, my role is to identify and evaluate business opportunities and threats.

What is your future hope for OCOM?
Although acupuncture has come a long way in the United States since I became affiliated with OCOM more than 20 years ago, it still suffers from a lack of awareness or understanding among many populations and segments. I would hope to see more studies and communications documenting and publicizing the benefits of acupuncture, thereby growing awareness and acceptance. I believe such activities will benefit not only OCOM, but also its students, alumni, and current and future patients.
$25,000+
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$10,000 - 24,999
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$5,000 - 9,999
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Deborah Howe
Juan Young Trust
Standard Process, Inc.

$2,500 - 4,999
American Acupuncture Council, Cameron Mummery
Gerdining Edlen
Golden Flower Chinese Herbs, Inc.
Michell Hay
NW Natural
Karen M. Williams
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$1,000 - 2,499
Ankrom Moisan Architects, Inc.
Anonymous
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Includes a gift in honor of Hong Jin, DAOM, LAc

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Donations received July 1, 2015 through January 31, 2017 (19 months)

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FY2016

Source of Funds

- Tuition and Fees: $5,268,964
- Clinic and Medicinary: $654,547
- Bookstore: $263,193
- Gifts and Donations: $293,799
- Other: $134,551

Total Source of Funding: $6,615,054

Uses of Funds

- Program Costs: $4,283,515
- Clinic: $1,607,875
- General / Administrative: $438,871
- Other: $345,690

Total Uses of Funding: $6,675,951

Balance Sheet

Assets

- Current Assets: $1,294,596
- Long-term Investments: $6,191,562
- Fixed Assets, Net of Depreciation: $295,105

Total Assets: $7,781,263

Liabilities

- Current Liabilities: $685,703
- Long-term Liabilities: $4,730,553

Total Liabilities: $5,416,256

Net Assets

- Unrestricted Net Assets: $1,928,592
- Temp. Restricted Net Assets: $141,310
- Property and Equipment: $295,105

Total Fund Balances: $2,365,007

Total Liabilities and Net Assets: $7,781,263

OCOM Annual Report - FY2016
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Donors are vital to OCOM’s mission to transform health care. In 2016, with the help of our generous supporters, OCOM provided thousands of treatments to low-income patients, offered student scholarships, and conducted industry leading research.

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Donate

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A recurring gift is a very meaningful way to support OCOM, a little at a time.
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Engage in a business partnership with OCOM to support our students, alumni, faculty, staff and community.
See opportunities to engage

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Contact Dave Eshbaugh

Reach us directly to discuss opportunities:

Dave Eshbaugh, Chief Development Officer
dave.eshbaugh@ocom.edu | 503-253-3443 x207

Mike Paulsen, Director of Annual Giving
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