

Fall 2016

# Ketchum

MARSHALL B. KETCHUM UNIVERSITY

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# Ketchum

Ketchum Magazine is published twice a year and is sent to university alumni, faculty, staff and friends of Ketchum University. Published by the Office of University Advancement.

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## Calendar of events

<b>September 14-16</b>	Vision Expo West (Las Vegas, NV)
<b>September 29</b>	MBKU 6th Annual Gala & V-Awards
<b>September 29-October 2</b>	Great Western Council of Optometry Congress (Portland, OR)
<b>October 3-6</b>	Academy of Managed Care Pharmacy (AMCP) Nexus 2016 (National Harbor, MD)
<b>October 6-9</b>	CAPA Annual Conference (Palm Springs, CA)
<b>October 6-12</b>	National PA Week
<b>October 9</b>	SCCO White Coat Ceremony & Reception (Fullerton, CA)
<b>October 13-16</b>	PAEA Education Forum (Minneapolis, MN)
<b>October 23-26</b>	American College of Clinical Pharmacy (ACCP) Annual Meeting (Hollywood, FL)
<b>October 14</b>	COP White Coat Ceremony (Fullerton, CA)
<b>October 27-30</b>	The California Society of Health-System Pharmacists (CSHP) Seminar (Anaheim, CA)
<b>November 4-6</b>	American Society of Consultant Pharmacists (ASCP) Annual Meeting (Dallas, TX)
<b>November 5</b>	Ketchum Classic Golf Tournament
<b>November 7</b>	Winter Quarter Begins
<b>November 9-12</b>	American Academy of Optometry (AAO) & Alumni Reception (Anaheim, CA)
<b>November 11</b>	SPAS Commencement Ceremony (Fullerton, CA)
<b>November 18-20</b>	COA Monterey Symposium (Monterey, CA)
<b>November 23-26</b>	Thanksgiving Recess (University Closed)



Marshall B.  
KETCHUM UNIVERSITY

**OUR VISION:** We seek to reimagine the future of health care education.

**OUR MISSION:** The mission of Marshall B. Ketchum University is to educate caring, inspired health care professionals who are prepared to deliver collaborative, patient-centric health care in an interprofessional environment.

**OUR CORE VALUES**  
Marshall B. Ketchum University is guided by the values of:

**Accountability:** We are committed to honesty, fairness and responsibility for our words and actions.

**Caring:** We strive to address the needs of our university community and others by nurturing a spirit of compassion.

**Excellence:** Consistent with our legacy, we are committed to achieving outcomes of the highest quality.

**Innovation:** We have the courage to dream and experiment with creative and unique ideas.

**Respect:** We value the unique talents and diversity of people, strive to work collaboratively, and honor the open exchange of ideas.

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## throwback



# CLASS OF 1966

**AT SCCO'S 2016 COMMENCEMENT ON MAY 19, 2016,** Dean Stanley Woo was pleased to recognize the Class of 1966, who graduated 50 years ago from the Los Angeles College of Optometry.

At their graduation 50 years ago, the Class of 1966 was also present to wish them well on their new optometric careers. We appreciate that members of the Class of 1966 joined us to show respect and admiration for a profession that continues to evolve to higher levels of patient care. And we appreciate their generosity of spirit as well as financial resources to ensure our continued progress as Marshall B. Ketchum University.

**TO SHARE YOUR THROWBACK PHOTOS AND STORIES,** contact us at [alumni@ketchum.edu](mailto:alumni@ketchum.edu).

## president's perspective



**Dr. Kevin L. Alexander** was named the first president of Marshall B. Ketchum University in 2013 and has overseen the transition to an interprofessional health care university with the addition of the School of Physician Assistant Studies and College of Pharmacy.

### DEAR ALUMNI AND FRIENDS,

**W**hen I took the helm of the Southern California College of Optometry in 2009, I was motivated to take the single-discipline, independent college to new heights. Drawing from my experience as a pilot, I expressed in my inaugural address what I saw as CAVU conditions for the century-old optometric institution, meaning Ceiling And Visibility Unlimited. CAVU represents the ideal conditions for flight, no clouds and clear for as far as the eye can see. Pilots love CAVU conditions because there are no limitations — no storms, no ice and no turbulence. The only limits to reaching a destination are those imposed by the pilot and his machine.

In 2009, the college took advantage of the CAVU conditions that lay before it. At my direction, a series of campus visioning summits were held to imagine the future of a new type of institution — a university that would house complementary disciplines and embrace the growing needs for collaborative care education. Optometry would retain SCCO as its flagship enterprise — its students, faculty, residents and alumni continuing a century-old tradition of optometric education and care. Optometry was joined by our inaugural class of PA students in 2014, and I am excited to share that Marshall B. Ketchum University College of Pharmacy's Doctor of Pharmacy program has been granted Precandidate status by the Accreditation Council for Pharmacy Education. We welcomed the inaugural class of pharmacy students to campus this August.

With the addition of two new programs, our newest center, Ketchum Health (located in Anaheim), enables the university to expand its reach into a new Orange County community to deliver a health care center dedicated to the practice of interprofessional patient care. As we adjust our model to reflect the changing requirements of a health care landscape that is becoming critically focused on costs and access, Ketchum Health will be the public-facing care facility that enables our optometry, PA and pharmacy students to engage in meaningful coordinated care conversations with one another in an environment focused on the patient experience.

On campus in Fullerton, a new health professions academic center will complete the expansion, adding a flipped-classroom suite, a new student lounge and a simulation center as well as a whole host of practice exam and training rooms. Adding breadth to our work in health care education, the expansion enhances and upholds the essence of a Ketchum University education — one of academic learning, exceptional clinical training, collaboration and caring for people.

I encourage you to engage in a private tour of Ketchum Health and learn more about our planned Fullerton renovations. Speak with me or our University Advancement officers about how you can help. Your interests are represented at our institution. Reach out to learn more about how to give directly to Ketchum University. Outright, endowed, pledged and legacy gifts made through your will and trust all make a tremendous difference in the life of the institution. Help us remain among the leaders in interprofessional health care education; contact us at [advancement@ketchum.edu](mailto:advancement@ketchum.edu).

Warm regards,

**Kevin L. Alexander, OD, PhD**  
President

## By the numbers

- 27 students** in the inaugural class of the School of Physician Assistant Studies are on track to graduate this November.
- 50 years after graduating**, SCCO's Class of 1966 paid a visit to the graduating Class of 2016.
- 118 works of art** make up the Sharing Visions Art Exhibit on display at Ketchum Health in Anaheim.
- 2020 will be the first year** we graduate a class from all three MBKU colleges.
- 80,000 square feet** transformed into Ketchum Health in May, providing new space for the University Eye Center in Anaheim.

## In their words

**"Seeing the doors** open at Ketchum Health gave me a wonderful feeling. I am excited for the future of Ketchum Health and the services it will provide to the community as well as the educational opportunities it will afford all the students at MBKU." – **Julie A. Schornack, OD, MEd, Senior Vice President & Chief of Staff**

**"SCCO's clinical education program** really is unparalleled. Although learning is never-ending, the experiences and insights gained from the clinical experiences offered by the university definitely establish a solid foundation to build on and get student-doctors ready to be real doctors." – **Mital Patel, SCCO '17**

**"MBKU emphasizes** the importance of interprofessional education. We are able to learn each other's roles as future health care providers working together. Ketchum Health opens up more opportunities for physician assistant students and optometrist students to interact with each other in a clinic setting as well as with the future pharmacy program!" – **Michelle Sakae, SPAS '17**

# Community support emerges for MBKU's College of Pharmacy



Pharmacies across Orange County and beyond are opening their doors to Marshall B. Ketchum's newest establishment, the College of Pharmacy.

institutional sites like Anaheim Regional Medical Center.

"Marshall B. Ketchum University's College of Pharmacy is off to a great start with an impressive faculty and curriculum," says Division Pharmacy Manager for Safeway, Inc. Rod Patterson. "I feel this school has a solid handle on the changing profession and the needs of the job market that awaits its graduates. I look forward to watching this pharmacy school develop into full accreditation and its students progress to become strong pharmacists."

"The evolving role of the pharmacist as a health care provider provides new opportunities to make a significant impact in health outcomes for our patients," says Anaheim Regional Medical Center Director of Pharmacy Martin Torres, PharmD.

"Whether to help patients better understand their medications, work in collaboration with other care providers or identify adverse drug events, the need for a pharmacist to optimize patient medication regimens has never been greater. MBKU has put together a curriculum that prepares future pharmacists for this evolving role."

Since Ketchum University Doctor of Pharmacy students will spend so much time in lab and experiential environments — 50% during the first three years — there is a tremendous opportunity to place them in a diverse array of pharmacy facilities. Dr. Trivedi is intentional about securing sites that offer students this diversity of learning experiences while still upholding excellence in patient care.

"I'm excited to see the support coming together for our students," remarks Dean of the College of Pharmacy Ed Fisher, PhD, RPh. "The opportunity to make an impact on how pharmacists operate in the health care field of tomorrow is palpable, and we are proud to see these partners come alongside that vision."

After two years of planning and preparing, MBKU's first Doctor of Pharmacy students began this fall, and local health care providers could not be happier to partner as preceptors. In July, the college was granted Precandidate status by the Accreditation Council for Pharmacy Education.

Since the College of Pharmacy emphasizes contemporary education with specific focuses on team-based learning, interprofessional education and patient-centric care, it has been critical to secure top-notch preceptors to teach PharmD students about all aspects of pharmacy, especially patient-centric care.

"So far we've received support from some really excellent pharmacists who share our passion for educating the next generation with our college values of excellence, integrity, innovation, compassion and respect," says Assistant Dean of Clinical Affairs Monica Trivedi, PharmD.

Since early 2016, Dr. Trivedi has done a tremendous job garnering support by local pharmacists for MBKU's College of Pharmacy. Her vision for experiential

**"I feel this school has a solid handle on the changing profession and the needs of the job market that awaits their graduates."**

learning at MBKU will provide opportunities for students not only to apply their knowledge from the didactic curriculum to pharmacy practice but also to allow students to explore other realms of pharmacy practice.

"The pharmacist of tomorrow is going to be a lot more involved as an active partner in the patient care team," explains Dr. Trivedi. "We are excited to not only teach our students skills like communication, leadership and critical thinking but build out an experiential program with the help of our preceptors that allows the students to use and grow these skills before they graduate."

MBKU students will have the opportunity to rotate through both community pharmacy sites like Safeway grocery stores and

## sharing the love



"Congrats to Dr. Morris Berman, on receiving ASCO's Lifetime Achievement Award. #AOA, #MBKU, #SCCO, #optometry"  
@DAVEGIBSONAGN

"Great time talking to new grads @MBKetchumU yesterday"  
@SALUSPRESIDENT



@SARAH09K "Volunteering with some of my fave people @ the summer Special Olympics! #openingeyes #SOSC #ogre #troll #addanoaf #whatsjoma? #thirdyear #sundayfunday#scco #eyeforceone"



@JOHNBELLIVEAU "Had a wonderful opportunity yesterday to conduct a case study for the latest technology in hard contact lenses and consult with one of the best GP specialty optometrist, Dr. Colton Heinrich, about the design and the benefits. Let's just say these new lenses could one day replace the average soft contact lens. #lovelyjob"



@MBKETCHUMU "MBKU President Dr. Kevin Alexander poses with new students from all three colleges during orientation that together make up one interprofessional university. Welcome and congratulations to all!"



@LYNNGUINEPASTA "White coat official. I can't believe our didactic year is almost over, and clinical rotations are just around the corner! We have all worked so hard to get to this point, and I am so proud of my mini-fam away from home! Cheers to MBKU SPAS c/o 2017! Special thanks to all my friends and family who flew all the way from Texas to witness this milestone. Love y'all #MBKU #PA #whitecoatceremony #hardworkpayssoff #milestone"



@PDWONG "We can finish each other's sentences and communicate without actually speaking. We've witnessed each other at our very worst and shared enough laughs to last a lifetime. It has been the biggest privilege to have gone through optometry school with you. Cheers to many more years as colleagues and friends."



@COVALENTCAREERS "Quick selfie with the awesome PA and OD students at MBKU. These are the future innovators in health care! #pa #od #physicianassistant #optometryschooll"

# Dr. Roger Jordan, Class of '80: living his passion

by Pamela Martineau

**R**oger Jordan, OD '80, felt as though he'd hit the trifecta when he was accepted into the Southern California College of Optometry in 1976.



He had wanted a school with a big-city feel, something he longed for when growing up in a small town in Montana. And he wanted a school near the beach. But most of all, he wanted a school with a stellar reputation, among the top in the nation.

Dr. Jordan says he knew going in that SCCO offered a distinguished education, but it wasn't until he took his board exams and entered practice that he learned just how unique his education had been.

"We had one of the best educational opportunities that you can have as far as training," Jordan says of SCCO, which is now in its new home at Ketchum University. "We were given a lot more patient interactions, so we were better prepared. That was a huge, huge confidence boost going into practice."

Dr. Jordan says students in his class had numerous patient contacts before they graduated, while students from other schools had a fraction of the patient encounters he and his classmates had. When he took his board exams in 1980, Jordan remembers doing things "some of the other students hadn't heard of," such as prescribing and fitting gas permeable rigid contact lenses, which had recently come into wider use.

"I knew I had made the correct choice of school," he says.

## Policy Shaping

Dr. Jordan has supported his alma mater over the years out of a desire to give back to the institution that gave so much to him. A glance at Jordan's career makes it clear he has risen to the top of his field, both in his practice and outside of it.

Jordan practices all aspects of optometry, with special attention to contact lenses and ocular disease, in the Gillette Optometric Clinic in Wyoming. He is a fellow of the American Academy of Optometry and the National Academies of Practice.

Dr. Jordan has influenced policy both on the local and national levels. Locally, he has worked with area hospitals to help set up the protocol for optometrists in emergency rooms and during consultations with in-patients. That work informed his efforts to help write the standards doctors must meet before obtaining hospital privileges.

Nationally, Dr. Jordan has been active in the American Optometric Association for decades. He served on its Federal Relations Committee for 18 years and as its chair for six years. Recently, he accepted the newly created position of Vice Chair of



Roger Jordan, OD '80 pictured with Paul Geneau, OD, past president and Barry Thienes, president of the Canadian Association of Optometrists.

**"We were given a lot more patient interactions, so we were better prepared. That was a huge, huge confidence boost going into practice."**

Policy for the AOA. As such, he will track all federal legislation and regulations on Medicare and Medicaid or any other policy areas that impact optometry. He will be key in setting the association's policy in these areas. He will also re-institute the Carrier Advisory Committee representative national meeting, where state representatives will be educated on the issues and processes in interacting with MAC medical directors.

Dr. Jordan has had the unique experience to be appointed to serve on the CMS Practicing Physician Advisory Panel, where he was the only non-MD/DO on the panel of 15. Additionally, he was recently appointed to the Joint Commission on Specialty Board Certification for Podiatry, which also meets in DC.

"I'm defining my new role," Dr. Jordan says of his new position. "I love working in DC. It's my passion."

## New Chapter

Throughout his tenure working in the federal policy arena, Dr. Jordan has striven to educate policy makers and others about the breadth and depth to the field of optometry. The practice is not just about fitting glasses and contacts lenses on people. It is far more expansive. Optometrists look for a wide range of health issues during an eye exam. Few people know that more than 200 diseases can be detected through a comprehensive

## Alumni message



### FELLOW ALUMNI, STUDENTS AND FRIENDS,

I am deeply humbled to continue my service as MBKU Alumni Association President. One of the goals of the Alumni Association is to preserve a mutually beneficial, enduring relationship among alumni and with the university. As your representatives, the Alumni Board is continuously seeking meaningful ways to embrace your needs

and to unite our efforts in the name of MBKU. I urge you to be an active alum, sharing in the many activities and opportunities that your Alumni Association has to offer. We are currently seeking Alumni Board representatives. If you are interested in learning more, please do not hesitate to contact me directly at [cblancq@ketchum.edu](mailto:cblancq@ketchum.edu).

As you all know, this is an exciting time for MBKU. The university is approaching the halfway mark in its ACHIEVING 20|20 Campaign, on target to reach \$20 million by 2020! This is a tall order for our university, and our Alumni Association supports the effort to raise funds to enhance our facilities, to create endowed and outright scholarships,

eye exam. Dr. Jordan is working to increase public awareness around the importance of monitoring eye health and vision.

One key area where Dr. Jordan hopes to make a difference is in educating families and parents, school officials and others about the importance of comprehensive eye exams for children before they enter school. It is important to evaluate for eye problems in children, because vision problems can negatively impact a child's education and therefore their life.

"Some kids are not able to read and do other classroom tasks," Dr. Jordan says of eye issues. "Sometimes you can change a person's career through better eye care."

Dr. Jordan says he has parents who bring their children in for an exam because they are having reading difficulties and therefore suffering academically.

"Once an exam was done and vision and muscle issues were diagnosed and corrected, mothers have come back and said their child has advanced several grade levels in reading, has a new personality and actually enjoys school," says Dr. Jordan.

## Fond Memories

Dr. Jordan says he directly attributes his success in both the policy and practice arenas to his education. He remembers that period from 1976 to 1980 at SCCO fondly. His classmates bonded and some stay in contact to this day.

and to build a culture of support among alumni. Your Alumni Association Board of Directors has started a giving campaign to place your Alumni Association name front and center with students on campus and at Ketchum Health. We will begin efforts with the remodeling of the Admissions Reception Room at Fullerton, where all potential applicants will gather when they visit our university. If you wish to contribute to this cause, donate online at [ketchum.edu/givenow](http://ketchum.edu/givenow) in support of the "MBKU Alumni Association Fund."

We all have something valuable to contribute to our school and our future fellow alumni. I encourage you to volunteer, participate in an event or make a gift. Thank you for your continued support during my term as your Alumni Association President. We are excited about the direction and the future of the MBKU Alumni Association and look forward to speaking and working with each and every one of you.

Cindy (Siu) Blancq, OD, FAAO  
SCCO, Class of 2000  
President, MBKU Alumni Association

**"Once an exam was done and vision and muscle issues were diagnosed and corrected, mothers have come back and said their child has advanced several grade levels in reading, has a new personality and actually enjoys school."**

"I had a good time. I spent a lot of time at the beach as well as interacting with my peers between classes and labs," says Dr. Jordan.

He also looks back fondly on the nearly three years he spent during his later undergraduate years as a teaching assistant in ocular anatomy classes with Dr. Davis.

"I did a lot of work with freshman, teaching students and preparing them for exams," he said. "I loved doing that."

Dr. Jordan acknowledges he has a busy life. He relaxes by playing golf. Family time with his wife, six adult children and six grandkids also brings great fulfillment. And he freely admits he is still getting used to the changes at his alma mater, but he supports the interprofessional approach led by University President Kevin Alexander, OD, PhD. It's the future of health care, he believes.

"I love the profession. It's my passion. And I give total credit to the school I went to that I'm as good of a doctor as I am," Dr. Jordan said.

# Innovative technology comes to MBKU

by Elaine Murphy

Ever since his vision turned Marshall B. Ketchum University into an interprofessional campus, University President Dr. Kevin Alexander has been focusing on implementing the core value of innovation across both of the university's programs.

Thanks to the generosity of alumni and donors such as Dr. Joseph (49) and Mrs. Peggy Taylor and the alumni and friends who charitably donated to this important cause during the fifth annual MBKU Gala, Marshall B. Ketchum University has carried the theme of innovation through technology into its classrooms with the recent purchase of two virtual-dissection Anatomage tables for its PA school and a total of eight virtual reality indirect and direct ophthalmoscopy simulators for its optometry program.

**The use of the Anatomage tables is not limited to the PA school, as the inaugural class of the College of Pharmacy began using the tables on the first day of instruction this fall.**

The two Anatomage tables, which PA students began using in February, replace traditional methods of dissection and anatomy instruction such as cadavers, textbook diagrams and models. The touchscreen tables are essentially giant, Windows®-operated tablets and come pre-loaded with image scans from real cadavers and patients. The tables contain life-size, full-body image scans of each an actual male and female cadaver. As is common practice in cadaver labs, upon

receiving the tables, the students heard the patients' stories — both were in their 30s when they died from cancer — and took a moment to honor their lives.

The software allows for a customized experience: students can view the entire body, or only certain organ systems or a combination thereof (e.g., the gastrointestinal or reproductive system), and the tables can lay horizontally, resembling an operating table, for ease of use when learning in groups or stand vertically for use in lecture. Students tap to label parts of the body and quiz themselves on their memory. More taps remove layers of the body such as skin, muscle and tissue to



reveal which organs are underneath. Users can rotate the 3-D image scans to view body parts from different angles, including cross-sections, and can restore the scans to their original state after dissecting tissue and try again.

"The tables help different types of learners; for example, I'm a tactile learner, and the hands-on experience has really helped me," says student Soquel Schafer '17.

The 3-D approach is helpful to students Helen Zhu and Rebecca Fort, also graduating in 2017, who felt their textbooks didn't give them a good grasp of where organs were in relation to muscles or how everything is positioned. The tables also give them a sense of the real grittiness and messiness of the body in terms of color and organ arrangement.

"It's one thing to recognize a 2-D image in a book, but it's another thing to recognize it in 3-D. It's great to come to these epiphanies now rather than later in practice," says Fort.

"We can relate better to the anatomy by seeing it in 3-D," says Zhu.

The tables also include image scans from other real patients, highlighting only the affected areas or systems, such as aneurysms, bone fractures or cancer, and comparative pre- and post-operative procedures.

As Ketchum's PA school is only in its third year, the school has never had a cadaver lab, opting instead to use the Anatomage tables. Though the up-front expense is high, the tables are sustainable and cost-effective in the long term, because unlike cadavers, they can be used indefinitely and do not need maintenance or special equipment for storage. Further, the use of the Anatomage tables is not limited to the PA school, as the inaugural class of the College of Pharmacy began using the tables on the first day of instruction this fall and the technology is also accessible to all SCCO students.

## THE NEW TAYLOR SIMULATION LAB

In March, first- and second-year optometry students began using the two Eyesi Direct and six Eyesi Binocular Indirect Ophthalmoscope simulators. Both types of simulators help students get accustomed to handling the devices and learning the basics of performing an ophthalmoscopy exam, an essential real-world skill and one that is hugely beneficial to learn in a safe, simulated environment.

"Simulators can't teach everything, but they can help with the learning curve of the real world," says Associate Dean of Academic Affairs Raymond Chu, OD, MS.

To operate the BIO simulators, students put on a virtual reality BIO headset. Once the lens and the BIO are properly aligned, which takes a lot of effort, precision and adjustment, the virtual image of the retina appears on the computer display which reflects the student's view of the retina.

Like a video game, the software places colored shapes — stand-ins for actual abnormalities but in a beginner-friendly format — at different points in the eye. Once students locate the shapes, they compare



their findings with those of the computer. Because the image is viewed upside-down and flipped horizontally from reality, it takes some mental gymnastics to figure out where exactly the shape is.

BIO is a difficult skill to master because students have to connect three points — their eyes, the lens and the patient's eye — and then look around the patient's eye while keeping the image in focus and moving the lens and the headset around. For students, the biggest benefit of the simulators is the chance to gain proficiency in BIO before practicing on classmates, friends or significant others.

"We usually learn [ophthalmoscopy] on each other in the fall quarter, so we're still going to do that, but now that we've had exposure to virtual reality patients, we'll be able to hit the ground running this fall on a pretty tough, difficult procedure," says optometry student Warren Morton '19. "This will make us better clinicians when we start seeing real patients, because we will be more competent and confident in our abilities in BIO."

The computer gives feedback on the length of the exam, how much light the student exposed the patient to, what percentage of the eye the student viewed over the course of the exam, if the student missed any diagnostic elements or abnormalities, and correctness in their findings.

The Direct Ophthalmoscope simulators operate very similarly, the main

difference being that instead of wearing headgear, students look in with a direct ophthalmoscope that they hold up to a full mannequin head to see the back of the eye, including the optic nerve and the macula, in more detail. Through this technique, students can see if any related health conditions, such as diabetes, are affecting or will soon affect the patient's vision.

The devices' built-in curriculum serves optometrists at all levels, from first-year beginners to advanced fourth-year students to professors and practicing optometrists, who use them to brush up on their ophthalmoscopy skills. The software includes several case studies for a realistic experience, and the curriculum's progression lets beginners discover what a normal eye looks like and helps advanced students to diagnose abnormalities.

Students receive scheduled practice time on both types of simulators but can practice more if they need to and can learn on their own timetables. The software can track each individual student's progress so the faculty knows if a student is struggling and so they can spend time with the student one on one.

Morton points out that the simulators are good recruiting tools for future students, who will likely be drawn to Ketchum's emphasis on innovation, as Ketchum is one of very few schools across the country to use them. "It has the wow factor that students look for and are impressed by," he says. 



# VISION FOR KETCHUM HEALTH CRYSTALLIZES

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BY KRISTI GARRETT

The vision of a state-of-the-art health professions clinic where students from various disciplines can practice as teams is well on the way to realization at Marshall B. Ketchum University. The big moment arrived in May, when the doors of Ketchum Health opened at 5460 E. La Palma Avenue in Anaheim.

Patients are already receiving services at the University Eye Center at Ketchum Health. The roomy new facility, almost twice the size of the previous eye center, features modern exam rooms, a spacious showroom for eyewear and a comfortable patient lounge.

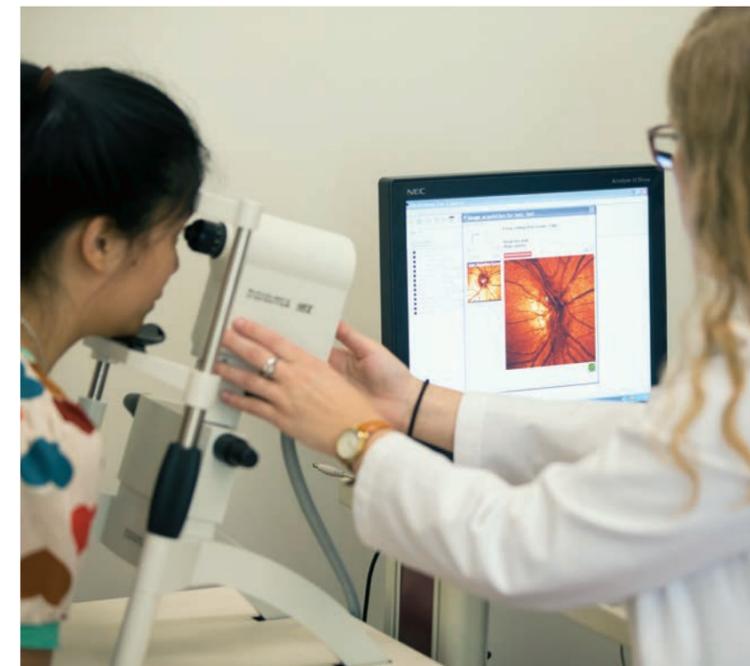




“WHEN OUR STUDENTS ROTATE THROUGH KETCHUM HEALTH, THEY WILL EXPERIENCE A CUTTING EDGE, STATE-OF-THE-ART COMMUNITY PRACTICE.”

Making interprofessional collaborative practice a reality, of course, begins with training students in an interprofessional environment. On that front, Ketchum University has the advantage.

“We have the benefit of IPE throughout the whole university,” says Dr. Fisher. “While others are struggling with it, we’re not going to struggle. It’s going to be prominent in how we teach our students.”



A wide range of optometric services are available in addition to primary eye care: subspecialty areas like cornea and contact lenses, pediatric vision therapy, ocular disease and vision rehabilitation. “I think these are really important resources for the community, because not every optometrist has the expertise, technology or the support to be able to deliver this kind of service,” says the Dean of the Southern California College of Optometry, Stanley Woo, OD, MS, MBA.

Within the next 12 to 18 months, a medical clinic and dispensing pharmacy will be added to Ketchum Health, where students from the School of Physician Assistant Studies and the College of Pharmacy will begin their clinical training. The center will also feature team consultation rooms where all three disciplines can meet together to discuss patient care.

Edward Fisher, PhD, RPh, is dean of the College of Pharmacy, which welcomed its first class this fall. He is looking forward to the completion of the pharmacy at Ketchum Health: “When our students rotate through Ketchum Health, they will experience a cutting edge, state-of-the-art community practice.”

For the first time in Ketchum University’s history, the new facility will bring to life the vision of interprofessional collaborative practice and education. In the case of patients with diabetes, for example, pharmacists on the team may discuss drug interactions and reconciliation, while the PAs talk about managing the disease. At the same time, the optometrists would be concerned about blurry vision, diagnostic testing and treatment for the ocular implications of diabetes.

“We envision a joint clinic where faculty members across disciplines come in and enhance the learning experience by having case discussions among teams of students who are going to learn to help each other through their various professions,” says Dr. Woo.

The team approach promotes collaborative care to reduce costs while improving the quality of care. Coordinated medical management of a patient’s case can reduce unnecessary duplication of services, help prevent errors and result in a holistic approach that better serves the patient.

## A SYNERGISTIC VISION

Much of the credit for Ketchum’s model of team-based care and education goes to University President Kevin Alexander, OD, PhD. When he joined the university in 2009, Dr. Alexander laid out the vision for what would become Ketchum Health: “a campus-based, interprofessional clinic or surgical center [that] would enhance student interactions with other health care professionals.”

A past president of the American Optometric Association, Dr. Alexander has led the profession through groundbreaking initiatives nationally. “It’s part of his character to be at the edge of where the profession is going,” notes Senior Vice President and Chief of Staff Julie A. Schornack, OD, MEd. “With him at the helm, we became a university.”

As the notion of interprofessional education and interprofessional care came to the forefront of health care delivery, Dr. Alexander and other college leaders looked at ways to branch out into other professions that would provide synergy to the 100-plus-year-old optometry program. After extensive research into the needs and opportunities in health care, PA studies and a college of pharmacy were added, all under the umbrella of Marshall B. Ketchum University.

“In 2009, our institution engaged in a ‘futuring’ process to evaluate our readiness to train optometrists for the future and to sustain the viability of our institution in the years ahead. We concluded that we are in the health care education business, not just optometric education,” says Dr. Alexander. “The realization of Ketchum Health is an exciting part of our development as a university.”

## GROWING PAINS

The next hurdle was how to create space for lectures and classroom instruction, laboratory training and clinical practice for all three disciplines — while maintaining the focus on interprofessional education. Adding a building like Ketchum Health could easily have provided more square footage for the new programs, while keeping optometry in place at the Fullerton campus, Dr. Schornack says. “But if we’re really in pursuit of interprofessional education, if all the disciplines aren’t together, both physically and philosophically, how do you ever make that happen?”

After much deliberation, the decision was made to house all lecture and laboratory functions on the Fullerton campus, with Ketchum



Health becoming the clinical facility for all three professions. “We’ve purposely built in team rooms and conference rooms where the disciplines can get together and discuss shared patients and shared issues for the best patient results,” Dr. Schornack says.

The concept of building rooms where teams of medical professionals can collaborate is very much an emerging notion in health care. In a classical medical setting, a physician might confer with a social worker, a physical therapist, an occupational therapist, a nutritionist and a pharmacist about a single patient. “This is a very similar notion,” Dr. Schornack says. “How does a PA intersect with the optometry part and the pharmacy part for the best outcome for the patient?”

The challenge is to ensure that the collaborative care model succeeds, not only for patients but for the health care organization. The dream for Ketchum Health, as Dr. Woo describes it, is to create an incubator where the faculty and students can innovate with different methods and approaches to providing team-based care. Not only will students leave prepared to be effective members of a primary care team, but experience will reveal the most promising business practices. “We want to see if we can show those cost savings and quality improvements that everybody is hoping for in this model of care,” says Dr. Woo.

## ACTIVE LEARNING

Instead of a traditional lecture format in the classroom, students from all three disciplines actively learn together, explains Director

“THE DREAM FOR KETCHUM HEALTH IS TO CREATE AN INCUBATOR WHERE FACULTY AND STUDENTS CAN INNOVATE WITH DIFFERENT METHODS AND APPROACHES TO PROVIDING TEAM-BASED CARE.”

of the School of Physician Assistant Studies Judy Ortiz, PhD, PA-C. Coursework for all students includes medical ethics and an overview of public and population health. To build empathy and understanding of families experiencing poverty, for example, the students participate in exercises that ask them to grapple with the challenges their patients face, such as how to access transportation or the resources they need to feed their family and care for their health.

Electives also include a popular primer in medical Spanish. “Students practice phrases they might say to their patients,” Dr. Ortiz says. “They’re learning about the culture as well.”

The university’s “active learning” philosophy continues during the second phase of Ketchum’s interprofessional education environment, when patient case management is emphasized. As students discuss a patient’s care, they are exposed to the way each profession approaches the case. An optometrist seeing a patient with untreated diabetes, for instance, may note retinopathy but wish to refer the patient to a PA to check their insulin levels. A pharmacist will

## resident’s perspective

### Dr. Akhamzadeh sees the future of patient care, through their eyes



**DR. DESIREH AKHAMZADEH WAS BORN AND RAISED IN THE LOS ANGELES AREA WITH A SUPPORTIVE FAMILY NETWORK AND COMMUNITY.**

So, when it came to picking a college to further her optometry education, the Southern California College of Optometry was the clear choice.

However, her passion towards helping people through vision care started years before that important decision. While working in a Beverly Hills optometry office, first as an intern and then as a vision therapist, Dr. Akhamzadeh discovered that she wanted to help children through optometry.

“I knew I wanted to go into pediatric optometry and vision therapy because you have the chance to build such amazing relationships with your patients,” she says. “Unlike a doctor that a patient sees once or twice a year, I have the chance to meet with some families on a weekly basis and really have an impact on their whole life.”

After completing her undergraduate and internship programs, Dr. Akhamzadeh looked to SCCO for its curriculum, its faculty and its own closely knit community. “After attending UCLA, which was so huge in size, I wanted to get back to something smaller and more intimate,” Dr. Akhamzadeh shares. “Marshall B. Ketchum University is so inclusive — you feel like it’s a true family where everyone is there to support and help each other.”

In a class of just about 100 students, Dr. Akhamzadeh’s favorite memories of MBKU are the days spent with her classmates. While

surviving four years of intense studies, she feels like they all rode a learning rollercoaster together, the ups and downs, twists and turns, only to come out more enlightened and prepared for their careers ahead.

**“I knew I wanted to go into pediatric optometry and vision therapy because you have the chance to build such amazing relationships with your patients.”**

She credits MBKU for not only teaching her more about the science of optometry, with hands-on lessons and guest lectures, but also realizing the most important, emotional part of patient care — the ability to listen.

“I think beyond decisions and diagnoses. Sometimes the best treatment is just being able to listen,” she says. “You should always try to find the time, just a few minutes during a test or at the beginning or end of a session, to really talk to the person in front of you. Get to know your patients. How are they doing? What’s happening in their life? Have they experienced a loss? Those are the ones you’ll remember for the rest of your life, because you treated them as a person, not just a patient.”

Dr. Akhamzadeh is currently completing her residency at the University Eye Center at Ketchum Health. Looking to the future, she would love one day to run a pediatric and vision therapy department in a private practice to further help those in her community to see better day by day. **K**

thereafter review the patient’s medicines with him or her to ensure he or she understands their use. The team then coordinates the next best steps for that patient’s health and well-being.

“While they’re working as an interprofessional team they’re learning about each other and their professions,” Dr. Ortiz says.

That’s good stuff, says Dr. Schornack. “It’s such a rich educational experience. You just get nuance from those other professions that you wouldn’t get alone. There are levels of understanding and levels of sophistication in patient care you just couldn’t do by yourself.”

Because of their interaction with Ketchum’s optometrists, the pharmacists and PAs graduate with increased awareness and understanding of optometry that will allow them to guide patients to the appropriate provider.

“That’s the reciprocal benefit,” says Dr. Woo. “Now you’re going to have other primary care providers who have a clear

understanding of what contemporary optometry services can do to help their patients.”

## THE FUTURE IS BRIGHT

With the impressive eye care center and exam rooms in place and occupied, the opportunities during the pharmacy and medical clinic build-out over the next 12 to 18 months are exciting.

“Really, the story continues to evolve,” says Dr. Schornack. “The chapters aren’t all written. There are still things on the horizon for us.”

“I hope that we put clinicians in all three professions out into the world that truly understand the scope of practice of all of the other professions,” says Dr. Schornack, “and that they want these collaborative relationships with other professions as they go out and practice on their own so that it’s just the way they expect to do business. That would be a fantastic outcome.” **K**

## Inspired by an SCCO alumnus, Kappes looks to inspire others in her community



**FOR MANY, CAREER GOALS BEGIN IN CHILDHOOD AND OFTEN CHANGE WITH MATURITY AND THE BENEFIT OF LIFE EXPERIENCES.** But for some, the

journey to a rewarding and dynamic career begins early and never waivers. Such is the case for Kallie Kappes, a third-year student at Ketchum University's Southern California College of Optometry. At age four, Kappes

met an optometrist during a routine eye exam that would start her on a journey to fulfill a lifelong dream of becoming an optometrist.

As a young girl in Nevada, Kappes frequented the office of SCCO alumnus Dr. Kurt Alleman, '81, a local optometrist with a successful practice. She watched closely as the doctor performed exams and took note of the care he provided her and to the rest of his patients. After several years of treatment with Alleman, Kappes' optical condition began to subside, and she had an epiphany: she knew she wanted to become an eye doctor. As Kappes puts it, "I really looked up to Dr. Alleman; he inspired me to want to be an optometrist." In time, Dr. Alleman would become a friend, a tutor and one of her most influential mentors. He would eventually help guide her on which optometric school to attend and the courses she would need to complete, starting her on a journey that would lead her to MBKU.

Upon registering, SCCO students are automatically enrolled in the American Optometric Student Association (AOSA). AOSA

**"I really looked up to Dr. Alleman; he inspired me to want to be an optometrist."**

chapters represent more than 6,600 students attending universities throughout the U.S., Canada and Mexico. Each chapter is dedicated to promoting the optometric profession, as well as to enhancing "the education and welfare of optometry students." Kappes' involvement with the AOSA has helped her to channel her passion for helping others by providing her with the tools to share her acquired knowledge with other MBKU students.

In fact, Kappes and another student are spearheading the AOSA's annual fall fundraising conference, to be held this year at the MBKU campus in Fullerton, California. The funds raised will be used to help SCCO students attend optometric conferences held in other areas of the country and for continuing education courses. Funds are also distributed to students who travel to disadvantaged areas to volunteer their time and professional services. These student volunteers distribute medications, perform routine eye exams and offer other necessary optometric services. This year's conference will be attended by students from the Fullerton campus, as well as several other schools located in California and Arizona. The AOSA expects more than 300 optometric students to attend.

As Kappes continues through her third and fourth year at MBKU, she hopes to continue working with those around her to reimagine the future of health care education. **K**

## Charitable work rewarded with the first Crystal Caduceus Award



**WHILE WORKING AS A MEDICAL ASSISTANT EARLIER IN HER CAREER,** Rachel Wang realized she wanted to do more. She wanted to give more. She wanted to be more.

She spent the next several years working to get into the coveted MBKU School of Physician Assistant Studies. Now part of the Class of 2017, Wang has always had a passion for medicine that was matched only by her passion for helping others.

"Before I was accepted into MBKU's PA school, I was doing a lot of volunteer work. I saw a lot of need in the health industry," Wang says. "While I was helping people with exercise, education and fundraising, I wanted to do more!"

This drive to give back was what earned Wang the first ever Crystal Caduceus Award, honoring a student who has demonstrated a passion for the field. Nominated by her peers, Wang was reluctant at first to apply for the recognition. But true to her mantra of always trying to "use everything for good," she opted to apply and see what might happen. When she received a \$1,000 check as part of the unrestricted award money, she decided to donate \$400 of it to an upcoming community outreach trip to Rosarito, Mexico.

"Winning the award was so surreal and totally unexpected," Wang recalls. "But it really reinforced my ethic about giving without any expectation of receiving. And when you are in a position to give, give generously." **K**

**"I think PAs are an amazing asset to the health care team."**

Wang finds a lot of that charitable spirit comes from a close connection not only to her family but also to her church. In selecting MBKU, she was excited to be able to stay near to those she loved the most. In addition, she knew there were great opportunities for rotations within the leading hospitals in the area, including St. Jude, St. Joseph and Children's Hospital of Orange County. Wang and her peers will start their rotation program this November, finishing in November 2017.

With the PA field becoming an ever-growing opportunity for new health care providers, Wang was impressed with the cutting-edge innovation throughout the MBKU program. Through guest lecturers and hands-on lessons, the PA school is challenging and progressive — made for the innovative and experienced students in the school.

"I think PAs are an amazing asset to the health care team," she says. "As more and more people are covered under the Affordable Care Act, PAs are offering a great solution to a growing need for patient care."

While she is unsure about which doors will open ahead, Wang is confident that her education will steer her in the direction of her passion for helping others. "I'm excited about my next adventure, whatever that may be, because I can't wait to get out there and use my skills, my training and my medical knowledge to make a real impact in people's lives." **K**

## PA class president looks to expand the legacy of giving back



**AS THE 2017 CLASS PRESIDENT AT MBKU'S NEW SCHOOL OF PHYSICIAN ASSISTANT STUDIES,** Steven Bayer is looking ahead to a world of possibilities.

Evolving from a college focused on optometry, Ketchum University has now welcomed three classes to the new PA school. This sophomore class represents a group of truly gifted

students who have excelled at a challenging first year involving an intensive regimen of on-campus classes and lectures followed by 15 months of clinical work.

Building on MBKU's emphasis on helping underserved communities and populations through health care, Bayer and his classmates are looking to make this summer a season of giving back. "In August, the class planned a trip to Rosarito, Mexico," he explains. "We provided

health screenings and education to an orphanage to help improve the lives of the children and surrounding community."

Helping the underserved is one of the things that first attracted Bayer to MBKU. After graduating from Colorado State University and working as an EMT in Denver for two years, Bayer wanted to extend his real-world experience into a lifelong career of helping people. Based on a record of giving back to the community and an innovative approach to PA instruction, it was clear that MBKU was the place to make Bayer's wish a reality.

"I really like that being a PA allows me to contribute in a more team-based approach to health care," Bayer says. "With such a large aging population, the PA field feels like the future of medicine — a relatively new and young profession with great opportunity for growth."

In his first year as a PA student, Bayer has been humbled by the impact MBKU has had on him. "From the professors and guest lecturers, to the dean and my classmates, they have all affected

**"We provided health screenings and education to an orphanage to help improve the lives of the children and surrounding community."**

my life so much more than I had ever imagined," he shares. "I'm so grateful to have had this opportunity and am excited for the year of rotations ahead to continue giving back to the community."

As part of the MBKU rotation program, students are expected to complete eight rotations: seven rotations in required fields of medicine and an eighth that is an elective selected by the student. In addition, students are required to complete one of their rotations with an underserved population. Bayer says this requirement reinforces the commitment of MBKU to the wellness, treatment and care for everyone.

He believes it's a tradition of community service that truly sets MBKU apart. Last year, the inaugural class of PA students helped establish the Ketchum Classic. This year's golf tournament is



**YOU'RE INVITED TO THE KETCHUM CLASSIC** at Coyote Hills Golf Course in Fullerton. Register today at [ketchum.edu/golfclassic](http://ketchum.edu/golfclassic).

set to continue to build awareness for the School of Physician Assistant Studies when it tees off November 5 at Coyote Hills Golf Course in Fullerton, CA. **K**

## Southern California College of Optometry



**Stanley Woo, OD, MS, MBA**  
Dean, Southern California College of Optometry

**WITH THE RETIREMENTS OF DRs. BERMAN, VOORHEES AND BROOKMAN** we continue our leadership transition for SCCO. At the university level, we're delighted to welcome Dr. Carmen Barnhardt as the new Vice President for Student Affairs. Dr. Julie Schornack transitioned to her new role as Senior Vice President and Chief of Staff for MBKU.

The SCCO leadership team includes Dr. Stanley Woo, Dean; Dr. John Nishimoto, Senior Associate Dean for Professional Affairs; Dr. Mark Nakano, Associate Dean

for Clinics (assuming responsibility for the University Eye Center clinic enterprise); Dr. Raymond Chu, Associate Dean for Academic Affairs; Dr. Harue Marsden, Associate Dean for Clinical Education and Director of Outreach; Dr. Jerry Paugh, Associate Dean for Research; Dr. Jane Ann Munroe, Assistant Dean for Admissions; Dr. Judy Tong, Assistant Dean for Residencies; and Dr. William Ridder, Assistant Dean for Graduate Studies.

**As life begins to settle down for SCCO faculty, staff and students, we will begin the process of mapping out the future of the college. What will optometric practice look like 10 or 20 years from now?**

### DAWN OF A NEW AGE

The University Eye Center is located at the brand-new Ketchum Health building. The whole spectrum of optometric clinical services, subspecialty care and research now take place at Ketchum Health, where over 90% of the SCCO faculty are now located. We are also negotiating with a large ophthalmology group to provide a full range of services that will also incorporate clinical education and research partnerships with SCCO. Early reports from patients who have followed us from Fullerton have been overwhelmingly positive and enthusiastic.

### STUDENT RECRUITMENT AND RETENTION

The Office of Admissions team is diligently working on initiatives to recruit and retain a robust, diverse and highly qualified cohort of candidates for SCCO. Because of the challenge of rising tuition and student debt, we are embarking on a new initiative to raise 10 new recruitment scholarships of \$10,000 each. If you, your class, your colleagues, your business or others would like to bundle your donations, we'll meet our goal in no time. We hope that we can



count on your support as well as your referrals since our alumni are the best recruiters!

### WHAT DOES THE FUTURE HOLD?

As life begins to settle down for SCCO faculty, staff and students, we will begin the process of mapping out the future of the college. What will optometric practice look like 10 or 20 years from now? How do we best prepare our graduates? How do we face the challenges? We'll reach out to alumni and other stakeholders to identify the current state of the profession and institution, followed by a series of activities to help identify milestones for the future. We look forward to your participation and feedback. As always, we continue to work collectively to make you proud of your alma mater and look forward to hearing from you. **K**

**INTERESTED IN OUR PROGRESS** at Ketchum Health? Visit [www.ketchum.edu/alumni/#virtualtour](http://www.ketchum.edu/alumni/#virtualtour) for 360-degree images of campus and clinic improvements.

## School of PA Studies



**Judy Ortiz, PhD, PA-C**  
Dean, College of Health Sciences and Director, School of PA Studies

**THE SCHOOL OF PA STUDIES FACULTY AND STAFF ARE ENJOYING TEACHING AND MENTORING OUR PA STUDENTS** to become qualified, capable, community-engaged health care providers. Our inaugural students are wrapping up their clinical rotations and are preparing to graduate in November. By graduation, we anticipate that all students will experience a clinical rotation with an underserved population. They have been remarkable ambassadors for MBKU.

The Class of 2017 is finishing up their didactic coursework and soon will be completing their Master's Capstone Projects. The Master's Capstone Project was developed with our school values and goals in mind and offers our students the invaluable experience of community outreach by developing and implementing an intervention that addresses a specific health care need within our community.

In August, we welcomed our third PA class to Ketchum University. As is our tradition, we began by engaging them in community service through participation in a joint humanitarian event with all PA students, faculty and staff and propagating random acts of kindness throughout our local community.

Interprofessional education opportunities are expanding as we also welcomed pharmacy students to MBKU this fall. Interprofessional education occurs when two or more professions learn with, about and from each other to enable effective collaboration and improve health outcomes. Our goal is to give students opportunities to learn actively and practice teamwork and communication skills with each other. All the interprofessional curricula are taught collaboratively by faculty members in our three colleges: optometry, PA and pharmacy.

As Ketchum Health grows to include a medical clinic and pharmacy, students will participate in interprofessional collaborative care that is led by MBKU clinical faculty members from all three colleges. Interprofessional collaboration has been shown to improve patient care and safety, along with improving provider and patient satisfaction. Creating an interprofessional approach to health care will unite our clinicians to provide better care delivery for our patients. The future is exciting at MBKU! **K**

## College of Pharmacy



**Edward Fisher, PhD, RPh**  
Dean, College of Pharmacy

**THE SUMMER OF 2016 HAS BEEN A VERY ELECTRIFYING TIME FOR THE COLLEGE OF PHARMACY AT MARSHALL B. KETCHUM UNIVERSITY.** All the hard work of the faculty and staff of the college paid off as in June we were awarded Precandidate status by the Accreditation Council for Pharmacy Education (ACPE). This status allows us to matriculate students, and in August we did so by welcoming our inaugural class of student pharmacists.

The first-year curriculum will be administered in the multi-purpose room at the brand-new, state-of-the-art facility, Ketchum Health. This room will be outfitted with round tables and chairs conducive to active-learning scenarios that our college will feature.

The College of Pharmacy continues to grow as we have been busy hiring faculty members and administrative assistants. It is our goal during the upcoming academic year to hire seven more faculty members, four in pharmacy practice, three in pharmaceutical sciences and one more administrative assistant. Many of our faculty members attended the annual meeting of the American Association



of Colleges of Pharmacy held in July in Anaheim, California, where it was proclaimed publicly that we are now an accredited college of pharmacy. I was deeply humbled by the announcement introducing me to this esteemed group as the new Dean of the College of Pharmacy at Marshall B. Ketchum University.

We all look forward to the completion of the Health Professions Building scheduled for spring 2017, so that our students, staff and faculty can advance academic coursework and interprofessional learning right at the campus.

My transition from Hilo, Hawaii, to Fullerton, California, has been a smooth process and I am discovering the many opportunities that exist in Southern California. **K**



# Marshall B. KETCHUM UNIVERSITY

Southern California College of Optometry

## Congratulations to the Class of 2016

**The Southern California College of Optometry at Marshall B. Ketchum University** held its 112th commencement exercise on Thursday, May 19, at the Ernest A. Hutchinson Memorial Amphitheater on its Fullerton campus and conferred 96 Doctor of Optometry degrees, 47 residency certificates and five Master of Science degrees as well as three emeriti titles. University President Kevin L. Alexander, OD, PhD, presided over the ceremony. Addressing the graduates was the President of Salus University Michael H. Mittelman, OD, MPH, FAAO, FACHE, RADM, USN (Ret.). The MBKU Alumni Association celebrated the future of its newest alumni during a reception in the Patricia Hopping Commons immediately following the commencement exercise. Congratulations to all of our new alumni!



**TO SEE THE FULL GALLERY,**  
visit our Facebook album  
@MBKetchumUniversity.



## International partnerships mark strategic growth for Ketchum University

by Elaine Murphy

MBKU's Senior Associate Dean for Professional Affairs Dr. John Nishimoto (bottom right) with Dr. Mitsu Hayashi, SCCO Class of '89 and Principal, Tokyo Optometric College (bottom left) pictured with students.

**A**fter an exciting few years of transforming itself into an interprofessional university and expanding to include three academic programs, Marshall B. Ketchum University has set its sights farther afield — across the Pacific Ocean to Japan and South Korea.

In collaboration with universities in these countries, Ketchum created two new programs for students in Asia: an advanced executive certificate program in optometry, which began in April and is based at Tokyo Optometric College (TOC) in Japan, and a joint Master of Science in Clinical Optometry at Eulji University in South Korea that is projected to start next year.

This exciting international expansion is a product of strong relationships between Ketchum and the two schools, as well as years of hard work and planning by Ketchum faculty members and SCCO alumni living abroad. The partnership will help students in Japan and South Korea increase their clinical knowledge and skills to become better practitioners. This is a great opportunity for practicing opticians to learn directly from practitioners in the U.S., where the quality of optometric education is unparalleled and held in high esteem.

### KETCHUM OVERSEAS

The master's program in South Korea has a tentative start date of March 2017, with a class size of 15. Eulji University is currently focusing on marketing the program in South Korea to recruit a pool of qualified applicants, targeting recent graduates or practicing opticians who already have a bachelor's degree in optometry. In Korea, optometrists are permitted to practice with a bachelor's degree, so a master's degree is optional. The two-year program will include six weeks of hands-on clinical training at MBKU's Fullerton campus, offering Korean students a unique opportunity to learn abroad.

At TOC, students in the three-year certificate program take a total of 16 classes online, which benefits those unable to travel to further their education, and meet twice per semester for lab sessions on campus at TOC. The program's 32 students range from age 23 to 66, many of whom are already working as practicing optometrists or at optical companies, such as manufacturers of glasses, and are receiving funding from their companies to complete the part-time program.

The material is delivered through video-recorded lectures in English with Japanese subtitles, translated by SCCO alumnus and TOC principal Dr. Mitsu Hayashi '89 and other TOC educators. Dr. Hayashi worked with Ketchum University to develop the framework for the advanced education program and determine what courses were needed, but the lecture content was prepared solely by Marshall B. Ketchum University's faculty and staff.

"Translating the videos led us to relearn all the material again since having graduated 20-something years ago, and we could check what is being taught," he says.

Both of these programs represent a new approach to education in their respective countries, and graduates will receive either a certificate or a joint degree from the host school and Marshall B. Ketchum University. An optometry degree from an American university is coveted, as American optometric education is of the highest caliber, and these programs will enable students to earn such a degree without having to move overseas.

At the same time, the programs have the chance to elevate the status of optometry in Japan and South Korea. Though improving, the current perception of optometry in these countries is significantly different from how the profession is viewed in the U.S. Optometrists in both of these countries are not treated with the level of professional respect awarded to doctors and are not trained to or legally allowed to perform the procedures that American optometrists do because government regulations restrict the scope of practice; optometrists can do refraction, but no procedures or health checks, and can make lenses and glasses but not much more. Educators at all three institutions hope that the international classes, which will teach students about ocular health and how to diagnose diseases, will lead the expansion of the scope of practice and provide a path to better care for patients worldwide.

"The more eye care providers that take these classes, the more awareness exists with legislation and the public, who may say, 'I didn't know optometrists were trained to do these procedures,' and hopefully the public and legislators will recognize and change the law," says Dr. John Nishimoto, '87, MBKU's senior associate dean of professional affairs.

### SCCO ALUMNI SUPPORT

While there are no SCCO alumni who teach at Eulji University, TOC has had SCCO alumni involved in its school as faculty members for decades. Dr. Hayashi, the Principal of TOC and the person responsible for spearheading the certificate program, says



President of Eulji University Woo Hyun Cho, MD, PhD, and Ketchum University President Kevin Alexander, OD, PhD, sign a joint degree.

Both of these programs represent a new approach to education in their respective countries, and graduates will receive either a certificate or a joint degree from the host school and Marshall B. Ketchum University.



Representatives from Eulji University and MBKU at the 2016 Global Optometry Conference in Deagu, South Korea.

his education at SCCO allowed him to become a teacher and principal at TOC. Now, he is using his education to promote the profession of optometry in his home country, where he gives seminars on optometry to improve its perception.

The professional relationship began in 1986, when SCCO alumnus Dr. Setsuya Tsuda, '75, led a group of students from TOC (then under the name of the Waseda College of Ophthalmic Optics) on a trip to his alma mater as part of a long-standing program to visit American optometric schools and facilities. When Dr. Hayashi returned to Japan and started teaching at TOC, he, too, took groups of students on the same trip several times. The strong ties formed by SCCO alumni and TOC, combined with much preparation at both schools, have culminated in the creation of this international program. Now that the certificate program is up and running, TOC hopes eventually to create a four-year bachelor's degree program with MBKU's help, ensuring the partnership will endure for years to come.

For its part, Ketchum will bring its excellent reputation to the schools and will receive valuable opportunities for faculty exchange, research, knowledge, cultural exposure and diversity. SCCO has always been a leader in optometric education in the U.S. and is now moving toward being recognized globally.

"Any time you start to have an international component to a program, whether large or small, it adds prestige because of the way the world is now with globalization," says Dr. Nishimoto. "Even though students here are not involved, they are intrigued. For many students of Asian descent, it ties them back to their roots." ■

## Features

**DR. JAMES SOCKS, '66**, CEO of LinCor Biosciences, published an article on a breakthrough technique that could restore the sight of thousands of people. LinCor Biosciences has developed artificial corneas for transplant, giving hope to patients with badly impaired vision due to eye disease, injury or misshapen corneas. The first operations are expected early next year.

**ACTRESS AND AUTHOR, DR. EICHIN J. CHANG-LIM, '87**, produced a sensitive look into the world of hearing loss, low vision and blindness in her latest novel, *Flipping*. The book received the Award of Excellence from Dog Ear Publishing, which recognizes books that impress the company's editorial staff. Dr. Chang-Lim has written two other books: *Tough Scratches Book One: Love, the Tangled Knot* and *Tough Scratches Book Two: Finding the Path*.

## Professional accomplishments

**DR. TOM DETERMAN, '87**, was awarded the title of Optometrist of the Year for 2016 by the Arizona Optometric Association. The award honors optometry professionals who have consistently demonstrated exceptional leadership, innovation and service to the profession, as well as their commitment to the visual welfare of the public and to the community at large.



**DR. SHEILAH TITUS, '83**, owner of El Dorado Hills Optometric Center, was recognized as Woman of the Year by Assemblywoman Beth Gaines, R-El Dorado Hills.

**DR. AMANDA DEXTER, '10**, was elected to the California Optometric Association Board of Trustees at COA's House of Delegates meeting this past February.

**DID YOU KNOW? DR. TERRY WAGGONER, '76**, a world-renowned color vision expert, developed the *Color Vision Testing Made Easy* screening book on color deficiencies. MBKU's Dr. Susan Cotter first verified the research, and Dr. Jason Ng continues color vision research on campus.

**DR. CATHERINE HEYMAN, '93**, was honored with an Excellence in Optometric Education award and MBKU Trustee **DR. DAWN MILLER, '83**, was honored with the Optometrist of the Year award during the California Optometric Association's OptoWest conference.

**DR. ERIC WHITE, '86**, was honored with the 2015 Transitions Brand Ambassador award, which celebrates an individual who best showcases their dedication to being an influential advocate of the Transitions brand.

**CONGRATULATIONS TO THE ALUMNI HONORED AT THE 2016 GLOBAL SPECIALTY LENS SYMPOSIUM.** Honorees included: **DR. ROBERT B. MANDELL, '56**, who received the Global Specialty Lens Symposium Award of Excellence; **DR. STEFANIE CHAN, '15**, who was awarded the Scleral Lens Education Society Travel Grant; and resident alumna **DR. ELAINE CHEN, R'16**, who received the Essilor Contact Lens Travel Grant.

**DR. DAWN S. CHIVERS, '98**, of Saratoga Springs, was elected president of the New York State Optometric Association (NYSOA) at the statewide association's 121st Annual Meeting in New York City.

**DR. ELAINE CHEN, '16**, resident, was named Johnson & Johnson Vision Care, Inc.'s, George W. Mertz Contact Lens Resident for 2016. The residency award is envisioned as a means to support post-graduate, advanced training in optometric clinical care, education, and research methods. Dr. Chen will be recognized at Academy 2016 in Anaheim during the American Optometric Foundation Celebration Luncheon.

## Recognition

**DR. LISA DOTE, '08**, was recently recognized by Seattle Magazine as a "Top Doctor" of 2015 in optometry. She was one of only four optometrists in the Seattle area to receive the honor in the magazine's July 2015 issue.

**CONGRATULATIONS TO UNIVERSITY PRESIDENT KEVIN L. ALEXANDER, OD, PHD;** MBKU's First Lady, **CAROL ALEXANDER, OD;** alumnae **WESLIE HAMADA, OD, '01**, and **BETH KNEIB, OD, '86**, on being featured in AOA Focus

for going "Beyond the Exam Chair." We are inspired by all you do for your profession and for health care. Several SCCO alumni were also recognized by the AOA as nominees for Optometrist of the Year. Representing AFOS, **ALYON WASIK, OD, '99;** representing Arizona, **ALETA GONG, OD, '92;** representing California, **DAWN MILLER, OD, '83;** and representing Montana, **DOUG KIMBALL, OD, '91.** SCCO alumnus **GRANT HARDAN, OD, '10**, in Washington was also nominated for Young Optometrist of the Year. Congratulations to all our spectacular alumni!



**DR. EUNICE MYUNG LEE, '99**, and her husband, Dr. James Lee, were presented with the Michael W. Harahan Outstanding Volunteer Award for their extraordinary contributions to the Special Olympics Healthy Athletes Program during the 2016 Summer Games at California State University, Long Beach.

**DR. ROBERT Y. OMOTO, '11**, COA Sacramento Valley Optometric Society president, was featured on a Sacramento-area TV station in March to talk about how Senate Bill 622 will increase access to health care by enabling doctors of optometry to practice to the full extent of their education.

## Announcements

**CONGRATULATIONS TO DR. NELSON R. BATES, '73**, on his recent marriage. We wish all the best to Dr. Nelson and Mrs. Rosa Bates!

**TO SHARE YOUR CLASS NOTES,**  
contact us at [alumni@ketchum.edu](mailto:alumni@ketchum.edu).



**RYAN ZAMANIGAN, OD, '15**  
(HUNTINGTON BEACH, CA)

Dr. Ryan Zamanigan passed away on July 24, 2016, in Corpus Christi, Texas. Ryan suffered a ruptured cerebral aneurysm while vacationing with relatives in Port Aransas. He was born

May 16, 1987, grew up in Huntington Beach, California, and enjoyed a very active, happy childhood. Ryan received his Doctor of Optometry from Southern California College of Optometry in 2015 and most recently was practicing as an optometrist in Texas. While at SCCO, he was a member of the Private Practice Club and Omega Delta fraternity. Ryan wanted to enjoy everything life had to offer. He had a passion for seeking out new experiences and loved to share these experiences with friends and family. He cared deeply for the people in his life and treated everyone he met with compassion and respect. In his memory, the Dr. Ryan P. Zamanigan Memorial Scholarship Fund has been established at SCCO, Marshall B. Ketchum University. Gifts are being accepted by phone, mail and online at [ketchum.edu/ryanz](http://ketchum.edu/ryanz).



**RICHARD KADERLY, OD, '54**  
(NORTH HIGHLANDS, CA)

Richard L. "Dick" Kaderly passed away at his home in North Highlands, California on March 4, 2016, at the age of 91. He was born in Jasper, Missouri, on March 21, 1924, to Jacob and Cecil

Kaderly. He received his early education in Missouri and moved with his family to Southern California in 1942. One of his early jobs was delivering milk to the "stars" in Hollywood. He enlisted in the Army during WWII and served from

August 1944 to October 1946, taking part in the invasion of Okinawa. He met the lovely Darlene Caviness, and they were married on March 15, 1948. Richard attended Walla Walla College in Washington, then graduated from the Los Angeles College of Optometry in 1954. He practiced optometry for 38 years, until retiring in 1993. He was very active in the optometric associations and traveled across the country lecturing on contact lenses. He and his wife Darlene served in the Cambodian refugee camps in Cambodia and Thailand as well as in Malawi, taking care of visual and spiritual needs. Dr. Kaderly was an avid baseball player, also taking up golf in later life.



**MURRAY H. CARVER, OD, '52**  
(OGDEN, UT)

Dan Carver, OD, '77, shared the passing of his father, Dr. Murray Carver, '52. They enjoyed the unique distinction of walking in cap and gown together when their 50th and 25th graduating classes

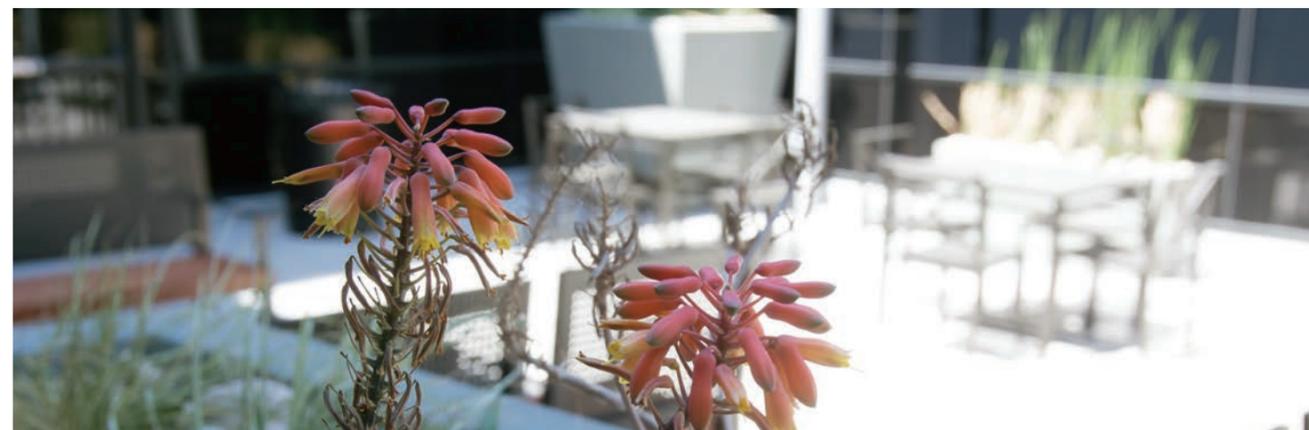
were honored in 2002. Dr. Murray Carver was an exemplary clinician and consummate professional. He was a leader in Utah optometry, where he served as president of the Utah Optometric Association and fought in many legislative battles toward successful scope of practice expansion.

### IN MEMORY

Robert Teagle Sr., OD, '49 (Santa Clarita, CA)

Robert Ibsen, OD, '54 (Santa Maria, CA)

Thomas Lenore, OD, '58 (Huntington Beach, CA)



# ACHIEVING 20|20

Campaign update



Lynn C. Gabriel, OD, '78  
Board Trustee  
ACHIEVING 20|20 Campaign  
Cabinet Chair

**AUGUST 6, 2016, WAS AN HISTORIC DAY FOR MARSHALL B. KETCHUM UNIVERSITY** as President Alexander and the Board of Trustees formally dedicated MBKU's newest health care center, Ketchum Health in Anaheim.

Faculty members and students are dedicated to advancing health care education and treating the whole patient at Ketchum Health. Together, our optometry students, PA students and pharmacy students will be able

to connect first-hand in an interprofessional learning and clinical environment. With more than a century of tradition on which to build, Ketchum University is already positioned as a national leader in interprofessional education, but we can do more with your help.

I am honored to be working on this campaign effort with fellow alumni, the MBKU leadership team and the Board of Trustees. Can you really imagine what we have been part of over the years? I am so proud of SCCO's leadership in revealing our bolder side as we have become a university. As a student, I would have never imagined that one day SCCO would be recognized as a leader in interprofessional education, but I am very proud of the amazing progress we are making under the leadership of President Alexander.



In fact, I am so excited that I recently pledged \$50,000 to the ACHIEVING 20|20 Campaign in support of naming the Center of Philanthropy at Ketchum Health. Recognizing that charitable support is the key to success for any great institution, I am investing in this prestigious university with a long track record of excellence in education and patient care but which also has a great vision for the future. I am proud to support Ketchum University, its ACHIEVING 20|20 Campaign, and its vision to reimagine the future of health care education.

Whether you choose to participate as a donor, volunteer or vocal champion, your support is critical to our success. With \$20 million raised by 2020, we will cement our commitment to world-class facilities, clinical experiences, student scholarship and research excellence. Please join me in this defining moment for our great institution. Your generosity will matter for generations. [K](#)



# 2015 MBKU faculty publications

A listing of MBKU faculty publications in peer-reviewed journals  
July 2015 through June 2016

## JULY - SEPTEMBER

**Bittner AK, Wykstra SL, Yoshinaga PD, Li T.** Telerehabilitation for people with low vision. *The Cochrane Database of Systematic Reviews* 2015;8:CD011019.

**Borsting E, Liu C, Drew SA, Chase C.** Does somatic amplification effect patient reports of visual discomfort? *Vision Development and Rehabilitation* 2015;1:135-41.

**Dashtipour K, Chen JJ, Kani C, Bahjri K, Ghamsary M.** Clinical outcomes in patients with Parkinson's disease treated with a monoamine oxidase type-B inhibitor: a cross-sectional, cohort study. *Pharmacotherapy* 2015;35:681-6.

**Ridder III WH, Karsolia A.** New drugs for the treatment of dry eye disease. *Clinical Optometry* 2015;7:91-102.

**Stec J.** Latest drug developments for the treatment of Mycobacterium tuberculosis infections. *Pharmaceutical Patent Analyst* 2015;4:317-47.

## OCTOBER - DECEMBER

**Dashtipour K, Chen JJ, Frei K, Nahab F, Tagliati M.** Systematic literature review of abobotulinumtoxinA in clinical trials for blepharospasm and hemifacial spasm. *Tremor and Other Hyperkinetic Movements (N Y)* 2015;5:338.

**Scheiman M, Mitchell GL, Cotter SA, et al.** Convergence insufficiency treatment trial - attention and reading trial (CITT-ART): design and methods. *Vision Development and Rehabilitation* 2015;1:214-28.

## JANUARY - MARCH

**Dashtipour K, Chen JJ, Espay AJ, Mari Z, Ondo W.** OnabotulinumtoxinA and abobotulinumtoxinA dose conversion: a systematic literature review. *Movement Disorders Clinical Practice* 2016;3:109-15.

**Ittner EA, Bhakhri R, Newman T.** Necrotising herpetic retinopathies: a review and progressive outer retinal necrosis case report. *Clinical and Experimental Optometry* 2016;99:24-9.

**Richdale K, Lam DY, Wagner H, et al.** Case-control pilot study of soft contact lens wearers with corneal infiltrative events and healthy controls. *Investigative Ophthalmology & Visual Science* 2016;57:47-55.

**Wong EY.** A review of sodium glucose co transporter 2 (SGLT2) inhibitors for type 2 diabetes mellitus. *Pharmacy and Pharmacology International Journal* 2016;4.

## APRIL - JUNE

**Dutta AP.** Strategies to improve student learning of pharmacology in pharmacy curriculum. *Pharmacy and Pharmacology International Journal* 2016;4.

**Govindarajan R, Shepard KM, Moschonas C, Chen JJ.** Botulinum neurotoxin for the treatment of blepharospasm, cervical dystonia, adult spasticity, and headache: payment policy perspectives. *Neurology Clinical Practice* 2016;6:1-6.

**Kwan JT, Dalton K, Weissman BA.** Contact lens applications and the corneal dystrophies: a review. *Eye and Contact Lens* 2016;42:177-84.

**Oelschlaeger LM.** A brief look at the perception of pain management in sickle cell crisis. A case report. *MOJ Public Health* 2016;4(4):1-3.

**Shibayama VP, Weissman BA.** Replacing gas permeable lenses: the benefit of a professional in office dispense. *Canadian Journal of Optometry* 2016;78:17-9.

**Tsan GL, Amin P, Sullivan-Mee M.** Nongranulomatous uveitis as the first manifestation of syphilis. *Optometry and Vision Science* 2016;93:647-51.





## Dr. Morris & Arleen Applebaum Symposium

Interprofessional Collaborative Practice | 7 CE Hours

**Sunday, October 16, 2016 | Marshall B. Ketchum University**

Morris Applebaum, OD, FAAC, '68 and his wife Arleen have generously donated their time and financial resources to ensure that the Applebaum Symposium brings forward engaging and progressive content for you.

Join Ketchum University President Kevin Alexander, OD, PhD, for a special engagement that celebrates new directions in interprofessional collaborative practice, and acquire the tools necessary for effective coordinated care with other health professionals.

**VISIT [KETCHUM.EDU/CE](http://KETCHUM.EDU/CE) TO REGISTER TODAY.**

2016 MBKU

## Continuing Education Calendar

<b>October 16</b>	Interprofessional Collaborative Practice
<b>December 4</b>	Clinical Topics in Optometry

All courses and dates are subject to change. For the most up-to-date information on continuing education coursework, please visit [ketchum.edu/ce](http://ketchum.edu/ce).

## Research grant



### DROXIDOPA FOR NEUROGENIC ORTHOSTATIC HYPOTENSION

**Jack Chen, PharmD**  
Chair and Professor,  
Department of Pharmacy Practice  
College of Pharmacy

Jack Chen, PharmD, a professor with the College of Pharmacy and chair of the Department of Pharmacy Practice, received phase two of a research grant from Lundbeck, LLU. Lundbeck is a pharmaceutical company focused on innovative drug development for neurologic and psychiatric conditions.

This industry-sponsored original research grant was designed to be funded in two phases. Both phases have now been funded for a total award of \$109,274. The title of the research project is "Systematic review and meta-analysis of droxidopa for neurogenic orthostatic hypotension."

Systematic reviews and meta-analyses are important sources of synthesized information for decision-makers including consumers, clinicians, funders, payers, regulators and researchers. The main reasons for undertaking systematic reviews and meta-analyses are to minimize bias and to maximize data by collating all the relevant, available evidence on a particular topic.

As the research project leader, Dr. Chen directs a research team which includes neurologists and research assistants affiliated with Loma Linda University, MBKU library personnel and third-party statisticians.

During the first phase, an evidence-based, systematic literature review was conducted which identified randomized, controlled trials reporting on efficacy and safety outcomes. For the second phase, the team will conduct both traditional and network meta-analyses to analyze study effects and to provide comparative results against other treatments. The results are planned to be published so that individuals and society will be better able to address the management of patients with this disabling condition. 

## Alumni Appreciation Day

Save the date | **April 1, 2017**  
Ketchum University Campus | Fullerton, CA



For more information,  
visit [ketchum.edu/alumni](http://ketchum.edu/alumni)

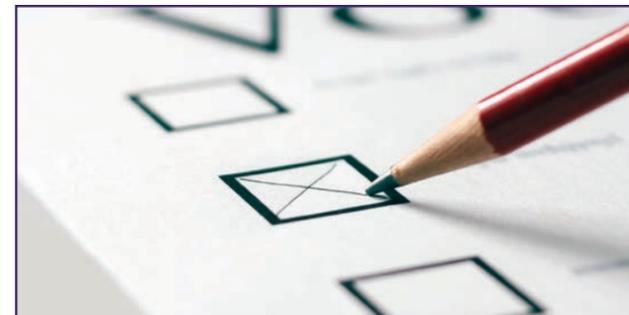


## Circle of Vision Awards

Celebrating outstanding philanthropic achievement  
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**January 27, 2017**

By invitation only. To learn more,  
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Your **Alumni Association**  
is taking nominations  
for new board members.

Please submit nominations  
to [alumni@ketchum.edu](mailto:alumni@ketchum.edu) today.



## Seeking a job or top-tier candidate?



MBKU's Career Resource Center has hundreds of job openings exclusively for health care professionals. Post your resume or start your search today!

Use **FALL2016** to receive **20%**  
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# More about that...

*In June* you may remember seeing us congratulate Dr. Eunice Myung Lee and her husband, Dr. James Lee, who were presented with the Michael W. Harahan Outstanding Volunteer Award for their extraordinary contributions to the Special Olympics Healthy Athletes Program. If not, you may want to start following us on social media!

Dr. Myung Lee became involved in the Special Olympics Healthy Athletes Program in 1998 as a student under the leadership of Dr. Graham Erickson, R'91. What started out as a pilot program through AOA has become one of the most highly anticipated volunteer events at MBKU. The Healthy Athletes Program includes volunteer health care professionals that provide athletes with free exams and services in seven clinical areas. Athletes receive referrals for follow-up care, prescription eyewear, hearing aids and other life-changing care. The program's vision care services, which are sponsored by Lions Clubs International and Essilor, deliver vision screenings, referrals and corrective lenses to the athletes of the Special Olympics.

Over the years, Dr. Myung Lee and her husband have contributed countless hours of service and leadership to connect the care of



students at SCCO with the needs of the athletes. The relationship between SCCO and the Special Olympics has seen more than 1,000 students volunteering to help more than 10,000 athletes.

**THANK YOU TO EVERYONE WHO HAS BEEN INVOLVED!**