PCOM 2025: PATH TO GREATER EXCELLENCE

**Strategic Plan Accomplishments
2020 – 2025**

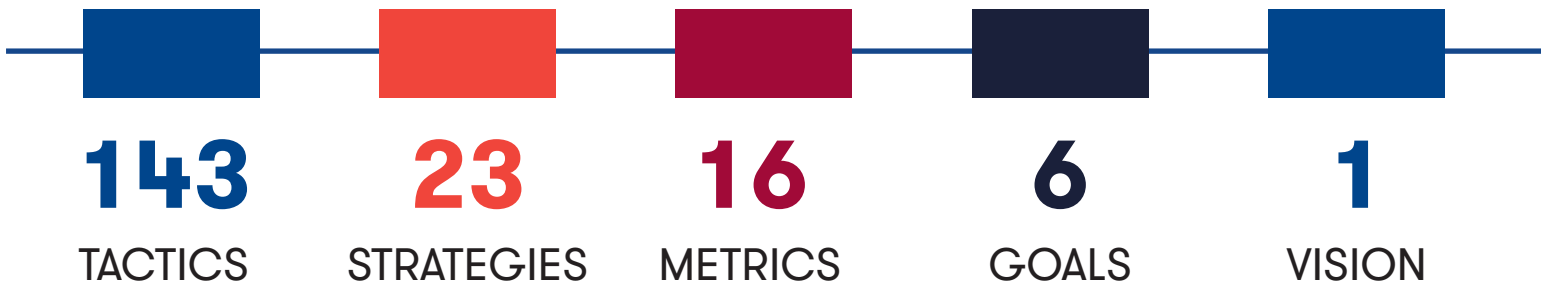## To the PCOM Community:

In January 2021, we launched the second strategic plan in PCOM's history – PCOM 2025: Path to Greater Excellence. Despite the challenges raised by the COVID-19 pandemic, we surmounted these obstacles and advanced the institution's progress towards even greater excellence, This would not have been possible without the support of the Board of Trustees, senior leadership, faculty, staff, students, and alumni.

Over this five year period, we tackled:

143	**23**	**16**	**6**	**1**
TACTICS	STRATEGIES	METRICS	GOALS	VISION

I am thrilled to share this report of our accomplishments and thank everyone who helped make this work possible.

Sincerely,

Jay L Feldstein DO

Jay S. Feldstein, DO '81
President and CEO

GOAL 1: STUDENT SUCCESS

PCOM graduates are successfully positioned for a competitive marketplace and are leaders in interprofessional team environments.

PARTIALLY ACHIEVED

During the plan period, PCOM made great strides in key measures of student success:

METRIC:
The DO residency placement rate will reach 98% or higher by 2025.

RESULT:
2025 placement rate: 99%

✛ **Achieved**

METRIC:
The number of students who utilize support services (academic, personal, career) will increase by 3% by 2025.

RESULT:
Year 1 of Plan (2020-21): 4,219 students
Year 5 of Plan (2024-25): 15,506 students

✛ **Achieved**

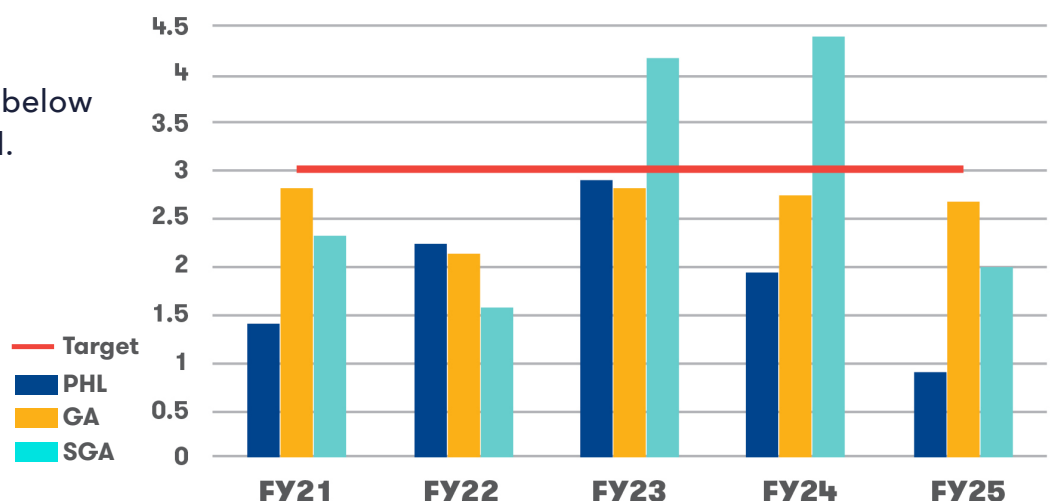**STUDENT UTILIZATION OF SUPPORT SERVICES INCREASED BY NEARLY 257% FROM FY21 TO FY25.**

METRIC:
The attrition rate for all students will remain at or below 3% during the plan period.

RESULT:

✛ **Partially Achieved**

There is more work to be done, however, to make certain that all of our students are poised for success. Areas that have been identified for improvement and included in the next strategic plan, PCOM Strategic Plan 2028, include reducing the percentage of students who take a leave of absence (LOA) at some point during their academic career and equip students in all programs that require licensure with the tools, study aids, and support they need to secure a first-time pass rate above the national average.

ACHIEVED

Hospital and health system consolidations continue to have a tremendous impact on "white coat space," i.e., those clinical and experiential opportunities to learn outside the classroom. This pressure applies to myriad of our academic programs: doctor of osteopathic medicine, physician assistant, pharmacy, physical therapy, forensic medicine, and medical laboratory science.

Thanks to the incredible efforts of the offices of clinical education, PCOM saw a remarkable increase in its clinical capacity.

METRIC:
Clinical capacity will by increased by 10% by 2025.

RESULT:
Year 1 of Plan (2020-21): 6,338 sites
Year 5 of Plan (2024-25): 9,631 sites

✛ **Achieved**

CLINICAL PLACEMENT SITES

INCREASED BY 47.5% FROM

FY21 TO FY25.

GOAL 3: INNOVATION AND TECHNOLOGY
PCOM fosters a culture of technological innovation both in pedagogy and in practice.

ACHIEVED

PEDAGOGY

Nicole Daher, MS, PA-C, and Jolene Bohensky, MS, PA-C, associate professors at PCOM, and Ashley Griffin, MMSC, PA-C, an assistant professor at PCOM Georgia, led an effort to improve physician assistant (PA) student preparation for obstetrical care using simulation. The availability of women's health clinical rotation sites that offer obstetrical experiences has become increasingly limited, creating a significant barrier to comprehensive student training.

To bridge this gap, Griffin, Daher, and Bohensky developed a novel approach that integrated obstetrical simulation into the PA curriculum. The team's approach involved conducting obstetrical simulation exercises that mimic real-world clinical scenarios, offering students a safe, controlled environment to practice hands-on skills, refine clinical reasoning, and develop essential teamwork and communication abilities.

PRACTICE

PCOM took tremendous strides in advancing the technological tools used to recruit, educate, and empower its students. The Office of Admissions implemented Slate, a customer relationship management system designed to optimize communications, streamline application processing, and simplify decision release.

Information Technology Systems (ITS), in partnership with the Office of Institutional Research, augmented PCOM's use of its data lake to increase the number and significance of data-informed decisions about student progress. Finally, PCOM undertook a comprehensive process to identify a new enterprise resource planning system, launching the implementation of Workday in January 2025.

GOAL 4: ORGANIZATION AND INFRASTRUCTURE
PCOM optimizes processes and organizational structure so its people thrive in a changing environment.

ACHIEVED

During the 2020 – 2025 plan period, PCOM undertook a number of improvements to its campus facilities to create competitively positioned physical plants.

PCOM

In Philadelphia, the cafeteria underwent a transformation into the "Dining Commons," a bright and modern space for dining, studying, and gathering.

PCOM GEORGIA

Outside the Peachtree building, PCOM Georgia added a multipurpose sports court suitable for basketball, volleyball, and pickle ball.

PCOM SOUTH GEORGIA

Thanks to the generosity of many PCOM South Georgia faculty and staff, the Fitness Trail was installed and dedicated in 2025.

GOAL 5: REVENUE STREAM DIVERSIFICATION
PCOM creates and sustains diverse sources of revenue through a multi-pronged approach.

ACHIEVED

During the plan period, 5 new sources of non-tuition revenue were identified and piloted:

vybe Urgent Care – vybe accepts walk-ins and appointments for all urgent care services, including illness, injury, physicals, vaccines, and lab tests and screenings. A location was opened in Rowland Hall at 4190 City Avenue.

Meta Christy House – The Meta Christy House, located on the PCOM campus, offers student apartments that provide convenient access to educational and recreational facilities. The complex has a total of 224 units including 195 studio apartments and 29 one-bedroom apartments.

A Happier U – In partnership with the Philadelphia Union Foundation's HeadFirst mental health initiatives, PCOM presented the "A Happier U" program to youth soccer clubs affiliated with the Union.

PCOM Psychological Services – A comprehensive outpatient mental and behavioral health center located in Rowland Hall, Suite 315, serving individuals of all ages across the greater Philadelphia area.

METRIC:
A 10% increase in research awards will be achieved by 2025.

RESULT:
Year 1 of Plan (2020-21): $13,165,027
Year 5 of Plan (2024-25): $20,460,114

Achieved

RESEARCH FUNDING INCREASED BY
57.3% FROM FY21 TO FY25.

GOAL 6: DIVERSITY, EQUITY, AND INCLUSION

PCOM embeds diversity, equity, and inclusion in the curriculum, policies, processes, and practices to advance student, faculty, and staff performance and excellence in service to communities.

ACHIEVED *

* All work conducted to support and advance Goal 6 was completed between January 2021 and December 31, 2024, before the relevant Executive Orders were issued in January 2025.

This work was focused largely on fostering and increasing excellence in service to communities:

COMMUNITY-BASED RESEARCH FACULTY FELLOWSHIP
Funding is awarded annually for up to three full-time faculty members who are interested in engaging community-based organizations and PCOM students in collaborative research studies.

COMMUNITY PARTNERSHIPS
During the plan period, significant strategic initiatives were launched that aligned institutional resources with community health priorities, clinical education, and public impact, resulting in nearly 30 new partnerships with community organizations.

PCOM OPPORTUNITIES ACADEMY
An enrichment program for high school students, the Opportunities Academy operates sessions at all three PCOM locations and aims to introduce students to opportunities in health care, college readiness and mentoring.

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