Mission

Transform health care by educating highly skilled and compassionate practitioners, providing exemplary patient care, and engaging in innovative research within a community of service and healing.

Ensure Our Long Term Sustainability
- Develop and implement sustainable business models in order to grow and diversify revenues
- Strive for robust and predictable enrollments
- Develop and implement a successful fundraising plan
- Build adequate and necessary financial and planning systems and activities, including specifically:
  - Develop and implement appropriately scaled and effective strategic and operational planning processes
  - Refinance building-related debt in May 2018
  - Support options for herbal sustainability

Optimize Our Operations and Systems
- Identify, evaluate and implement changes to organizational processes and systems to attain optimal quality and cost-effectiveness
- Implement EHR and integrate into clinical education, research and patient care systems
- Revise and update curriculum
- Improve communications at OCOM, including specifically:
  - Develop and implement internal and external communications plans
  - Launch cultural campaign to enhance communication

Strengthen Our Leadership
- Cultivate and expand strategic collaborations
- Invest in initiatives that enhance OCOM’s visibility and leadership, including specifically:
  - Engage in the public policy process to help define and implement the health care delivery system
  - Increase investment in OCOM’s research infrastructure
  - Increase investment in OCOM’s Professional Development Center
  - Nurture innovative approaches to institutional leadership
  - Periodically reassess OCOM’s readiness to reengage the NWCCU regional accreditation process

Invest in Our Healing Community
- Invest in institutional resources that sustain and enhance the well-being of community members, including specifically:
  - Reward and support growth and development of all community members
  - Strengthen internal community through effective use of available campus resources
  - Explore issues surrounding high student debt burden
  - Invest in initiatives that enhance diversity on campus and increase cultural competency
- Work to increase OCOM’s positive impact on the local community

6-Year Vision

- Premier AOM College
- Self-reflective, nurturing community
- Stable and sustainable finances
- Cohesive, comprehensive communications strategy
- Strong organizational infrastructure and improved internal processes
- Implemented EHR to efficiently and effectively support patient care and research
- Strong community, national and international partnerships
- Leader in integrated medicine

2014-2019 Strategic Roadmap: Leading the Way for Sustainable Transformation