



# Marshall B. KETCHUM UNIVERSITY

## PRESS KIT

### MARSHALL B. KETCHUM UNIVERSITY

Marshall B. Ketchum University (MBKU) is an independent, private, non-profit, accredited educational institution located in Fullerton, California. Its multidisciplinary health care teaching facilities include Southern California College of Optometry (SCCO), School of PA Studies (SPAS) and College of Pharmacy (COP).

The university is recognized for its tradition of excellence and its focus on innovation and the delivery of relevant, high-quality, interprofessional education designed to meet the needs of an evolving health care landscape. Its nationally recognized faculty brings the highest level of expertise and experience in clinical education and training and a commitment to introducing students to the latest in technology, diagnosis and treatment. Students from all over the world benefit from MBKU's small class sizes and tight-knit community and MBKU graduates become part of a diverse and inclusive alumni group that includes some of the health care industry's most accomplished researchers, clinicians and teachers. Ketchum's approach to health care education includes world-class learning within each discipline, interprofessional training opportunities and a holistic educational experience that combines advanced clinical training with innovative teaching methods.

Students have the opportunity to deliver hands-on personalized care to the local community through two state-of-the-art University Eye Centers located in Anaheim Hills and Los Angeles. The clinics offer comprehensive and affordable vision care to individuals of all ages including a wide array of services spanning cornea and contact lenses, pediatric vision care, ocular disease treatment and consultation, vision therapy, low vision and more. The Anaheim Hills center also houses Ketchum Health Family Medicine, which provides a variety of services for infants to seniors and delivers outstanding collaborative health care with compassion and sensitivity.

### KEY FACTS

- **Founding Year:** 1904
- **Location:** 2575 Yorba Linda Blvd., Fullerton, Calif.
- **Phone:** 714.449.7400
- **President:** Dr. Julie Schornack
- **Website:** <https://www.ketchum.edu/>
- **Mission:** Marshall B. Ketchum University's institutional mission is to educate caring, inspired health care professionals who are prepared to deliver collaborative, patient-centric health care in an interprofessional environment.
- **Key Accomplishments:**
  - SCCO accredited by The Accreditation Council on Optometric Education (ACOE)
  - SPAS accredited by The Accreditation Review Commission on Education for the Physician Assistant, Inc, (ARC-PA)
  - COP accredited by The Accreditation Council for Pharmacy Education (ACPE)
  - Accreditation by WASC Senior College and University Commission
  - Cutting-edge research initiatives in Optometry, Pharmacy and PA Studies
  - High student retention and graduation rates
  - Recognition for community engagement and service

### PRESS OPPORTUNITIES

Marshall B. Ketchum University boasts a full roster of dynamic, doctoral-level experts and energetic business leaders available to discuss their experience and knowledge spanning optometry, pharmacy, PA, education and more.

Representatives from each of the three schools, along with the university's president, Dr. Julie Schornack, are readily available for interviews and can provide contributed insights on topics such as:

- The Latest Trends and Innovations in Optometry, Pharmacy and PA
- How Ketchum University Eye Centers Have Become Pillars of Their Communities
- The Benefits of Real-World Experience During Education
- Why MBKU Has Invested in Optometry, PA and Pharmacy Programs



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To inquire about interviews or contributed content opportunities, please reach out to Leslie Licano at 949.733.8679 x 101 or email [ketchum@beyondfifteen.com](mailto:ketchum@beyondfifteen.com).



## Marshall B. KETCHUM UNIVERSITY

### LEADERSHIP

Ketchum University has a strong leadership team rooted in professional experience and passion for enriching the academic opportunities of students.



#### **Dr. Julie Schornack, President of Marshall B. Ketchum University.**

Dr. Schornack began her time at MBKU as an assistant professor at the Cornea and Contact Lens Service and was involved in high-level contact lens research. She joined MBKU in 1986 and has served in a variety of positions including associate dean of clinical education, vice president of clinical affairs for SCCO and most recently senior vice president and chief of staff for the university.



#### **Dr. Carmen Barnhardt, Vice President of Enrollment and Student Services.**

Dr. Barnhardt has been a faculty member at the Southern California College of Optometry since 1996. She is a fellow in the American Academy of Optometry and the College of Optometrists in Vision Development and a Diplomate in the Pediatric, Binocular Vision and Perception Section of the AAO.



#### **Dr. Josh Garcia, Director of Admissions in the College of Pharmacy.**

Dr. Garcia joined Marshall B. Ketchum University's College of Pharmacy in 2017. As the Director of Admissions, Dr. Garcia's responsibilities include overseeing recruitment, reviewing applicant data and managing admissions. He also serves as a faculty member in the college, teaching infectious disease to third-year pharmacy students.



#### **Dr. Erin Rueff, Assistant Professor at the Southern California College of Optometry.**

Dr. Rueff joined SCCO in 2018 as an assistant professor in the Cornea and Contact Lens Service. She enjoys teaching about contact lenses and general optometry topics. Her clinical interests include multifocals, gas permeable and scleral contact lenses, keratoconus and dry eye. Dr. Rueff is a Fellow of the American Academy of Optometry.



#### **PA Sandra Fineman.**

PA Sandra Guzman Fineman has been in clinical practice since 1999 with primary care specialties in pediatrics, women's health and family medicine and has been with MBKU's School of PA Studies since its inception in 2014. PA Fineman received National Certification for Bilingual Health Care Providers and co-teaches the interprofessional Spanish for Health Care Professionals course. PA Fineman has served on CAPA's board from 2014-2021 and served as a California delegate at AAPA's House of Delegates from 2019-2021.

Learn more by visiting [www.ketchum.edu](http://www.ketchum.edu) and see a list of faculty staff and their bios at: [Faculty & Staff Directory | Marshall B. Ketchum University](#).



**Marshall B.  
KETCHUM UNIVERSITY**

Three Prestigious Schools within One Powerhouse University

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**Marshall B.  
KETCHUM UNIVERSITY**  
Southern California College of Optometry

### **Southern California College of Optometry**

Established over a century ago, the Southern California College of Optometry (SCCO) remains devoted to advancing optometry and public service. Its rich history underscores SCCO's dedication to excellence in clinical practice and education, led by accomplished researchers, clinicians and professors.

SCCO proudly offers Doctor of Optometry (OD) and Master of Science (MS) in Vision Science degrees. Notably, SCCO's OD program is accredited by the Accreditation Council on Optometric Education of the American Optometric Association (AOA), enabling graduates to practice in all 50 states.

Distinguished for its optometric research, SCCO is acclaimed nationally and internationally. The institution fosters a culture of inquiry, with tailored residency programs incorporating the latest evidence-based theories and advanced clinical techniques endorsed by the American Optometric Association.

Highlighting interprofessional education, SCCO's residency programs have garnered nationwide acclaim. The university also operates over 80 outreach sites across the nation, enhancing students' fourth-year experiences. SCCO cultivates future optometrists devoted to collaborative, evidence-based and ethical healthcare practices.





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**Marshall B.  
KETCHUM UNIVERSITY**  
School of Physician Assistant Studies

### School of Physician Assistant Studies

Established in 2012, the School of Physician Assistant Studies (SPAS) at Marshall B. Ketchum University swiftly gained recognition for its excellence. The program offers a rigorous 27-month post-baccalaureate course leading to the Master of Medical Science degree. Noteworthy is SPAS's dedication to an intimate learning environment, evident in its low 8:1 student-teacher ratio. Immersive community service activities foster camaraderie.

The class of 2023 exemplifies SPAS's success, with 83% securing early job offers and over 99% achieving NCCPA certification. Community engagement is integral, seen in joint student-faculty initiatives like health screenings and local outreach and its Master's Capstone Project integrates community values, addressing local healthcare needs through evidence-based interventions.

SPAS's infrastructure reflects excellence, maintaining contemporary facilities equipped with advanced healthcare technology. Exposure to underserved areas enriches students' perspectives, fostering compassion. The program holds Accreditation-Continued status from ARC-PA, underscoring its commitment to transformative education.







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**Marshall B.  
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College of Pharmacy

## College of Pharmacy

In an era characterized by growing demand for patient care services, a surge in prescriptions filled annually, and the disruption caused by the COVID-19 pandemic, the significance of pharmacists and pharmaceutical medicines has become evident. MBKU responds by nurturing healthcare leaders with both expertise and empathy, dedicated to serving patients and communities.

At the heart of this vision is MBKU's College of Pharmacy—a close-knit institution designed for mentorship, offering the Doctor of Pharmacy (PharmD) degree. This degree reflects the college's commitment to cultivating skilled professionals who will shape the field of pharmaceuticals.

The program stands out for its tight-knit community and adaptability to advancements in pharmaceutical medicine. It equips students with a solid foundation and practical skills, facilitated by small class sizes and accessible faculty.

MBKU pharmacy students earn four certifications from the American Pharmacists Association (APhA), including areas like medication therapy management and immunization delivery. These certifications enhance student capabilities, preparing them for impactful contributions in their careers. The College of Pharmacy at MBKU fosters versatile, compassionate pharmacy professionals who redefine the pharmacist's role in healthcare and make positive community impacts.





## Marshall B. KETCHUM UNIVERSITY

### UNIQUE MARKET DIFFERENTIATORS



### Ketchum Health

Ketchum Health, a pivotal facet of Marshall B. Ketchum University, stands as a bridge between care and community with a focus on personalized services that directly benefit the local population. At the heart of this initiative are two advanced University Eye Centers, strategically situated in Anaheim Hills and Los Angeles, Calif. These centers offer a comprehensive range of affordable vision care services to individuals of all ages. From cornea and contact lenses to pediatric vision care, ocular disease treatment, vision therapy and low vision support, these clinics encompass a diverse spectrum of services under one roof.

The Anaheim Hills center serves as a hub for comprehensive healthcare. Housing Ketchum Health Family Medicine, this center caters to individuals across their lifespan, delivering collaborative health services with compassion and empathy. From infants to seniors, the center is a testament to Ketchum Health's commitment to fostering holistic well-being within the community. Ketchum Health thrives not just as a healthcare facility but as a beacon of community-centric care, offering hands-on, personalized services that span vision care and comprehensive healthcare services. Through its strategic locations and diverse offerings, Ketchum Health brings healthcare closer to the people it serves, promoting well-being and ensuring that accessible care remains a cornerstone of its mission.

### Interprofessional Education

Ketchum's commitment to healthcare education takes on a collaborative edge through its emphasis on interprofessional learning—delivering an environment where various healthcare disciplines come together for an enhanced learning experience. This melding of perspectives fuels a vibrant exchange of ideas, shaping future healthcare professionals who value teamwork and a holistic approach to patient well-being. Within this framework, Ketchum crafts scenarios that mimic real-world situations, offering students in medicine, optometry, pharmacy and physician assistant programs the chance to collaborate through shared projects, case studies and simulated clinical situations to gain hands-on insight into functioning as an efficient healthcare team.

### Research at MBKU

Research at Marshall B. Ketchum University is ongoing through all three of its professional health care programs and provides opportunities for Optometry, PA Studies and Pharmacy students to get involved in projects as early as their first year. MBKU faculty support students in their research interests and many are highly lauded researchers in their own right. Numerous members of MBKU's faculty are published in prestigious journals and are engaged in active, ongoing research studies.



## Marshall B. KETCHUM UNIVERSITY



### Campus Life

Beyond the classroom, life thrives on the Marshall B. Ketchum University campus, offering students a vibrant tapestry of co-curricular clubs, associations and activities. The on-campus Student Achievement Center serves as a hub for motivated students, offering resources like events, tutors, study groups, reading materials and a dedicated resource room. Student government also plays an integral role in MBKU's culture, with class cabinets and Student Government Association officers representing each class and the student body. Every student holds membership in the Student Association, alongside national affiliations with their respective program's professional organization. Optometry students align with AOSA; PA students with AAPA; and pharmacy students with APhA-ASP. This inclusive framework also encompasses a burgeoning array of student organizations and clubs under the Student Government Association umbrella.

### Career Services

MBKU's commitment to career development is evident through its user-friendly resources and interactive opportunities, all geared towards fostering a seamless progression from education to professional practice. Marshall B. Ketchum University prioritizes readying students for a seamless transition into the healthcare profession with a range of comprehensive career development services. Central to this endeavor is the Career Listings portal, a hub that seamlessly connects job seekers, alumni and employers. The Career Resource Center offers invaluable resources like resume reviews, interview insights and an Ask-The-Experts feature, where students can solicit advice from seasoned career professionals. Students create personalized profiles, set up job alerts, upload essential documents and directly apply for positions via the platform. Additionally, University Student Affairs extends a complementary Career Development Services program to all MBKU students. This initiative features both live and on-demand seminars covering a spectrum of relevant topics. MBKU also orchestrates Career Symposiums, featuring keynote speakers, specialized panels and networking sessions with practitioners, alumni and faculty.





# Marshall B. KETCHUM UNIVERSITY

## ETHOS



## Core Values

Marshall B. Ketchum University is guided by the following five values:

- **Accountability:** Ketchum promotes a commitment to honesty through professionalism, ethical standards and societal responsibility.
- **Caring:** Students at MBKU are taught to value the dignity of patients and their families and recognize compassion must be a cornerstone of professional interactions.
- **Excellence:** MBKU practices excellence in the care the university gives to patients and the contemporary, evolving and comprehensive didactic and clinical education by faculty who are knowledgeable, highly qualified, effective and passionate.
- **Innovation:** Marshall B. Ketchum University encourages students to constantly strive for and expect better ideas, and to reimagine the future of health care as they enter it.
- **Respect:** Each college within the university looks to inspire and nurture an inclusive and collaborative campus environment by clearing the way for the open exchange of ideas, life-long learning and working harmoniously.

## Institutional Learning Outcomes

Institutional learning outcomes are the knowledge, skills and abilities that all graduates are expected to demonstrate upon graduation from Marshall B. Ketchum University. These outcomes have been classified into five domains:

- **Communication:** Competence in listening, reading, speaking, writing and interpersonal skills.
- **Analytical Reasoning and Problem-Solving:** Assimilation, evaluation and interpretation of evidence from multiple sources; and the application of that information to achieve optimal patient outcomes.
- **Interprofessional Health Education:** Provide quality health care services in an interprofessional environment.
- **Health Information, Literacy and Lifelong Learning:** Ongoing competence to identify and analyze evidence-based health information in formulating successful outcomes for patients.
- **Professionalism:** MBKU graduates demonstrate their professional competence with published standards of practice and codes of conduct as health care professionals.



# Marshall B. KETCHUM UNIVERSITY

## GET IN TOUCH



RESOURCES	<ul style="list-style-type: none"><li>○ <b>Website:</b> <a href="http://www.ketchum.edu">www.ketchum.edu</a></li><li>○ <b>Publications:</b> <a href="https://www.ketchum.edu/about-us/publications">https://www.ketchum.edu/about-us/publications</a></li><li>○ <b>News at MBKU:</b> <a href="https://www.ketchum.edu/about-us/news-mbku">https://www.ketchum.edu/about-us/news-mbku</a></li></ul>
SOCIAL MEDIA	<p>Ketchum University on <a href="#">LinkedIn</a>, <a href="#">Instagram</a> and <a href="#">Facebook</a>.</p> <p>in @ f</p>
MEDIA CONTACT	<p>Leslie Licano   <a href="mailto:ketchum@beyondfifteen.com">ketchum@beyondfifteen.com</a>   949.733.8679 x 101</p>



# Marshall B. KETCHUM UNIVERSITY

VISIT



## Marshall B. KETCHUM UNIVERSITY

### Campus Map

#### **A** Richard L. Hopping Academic Center

##### **First Floor**

Lecture Halls

##### **Second Floor**

Group Study Rooms  
M. B. Ketchum Memorial Library  
Testing Center

#### **B** Parking Structure

Student / Employee

##### **First Floor**

Campus Safety / Security Office  
Fitness Center / Locker Rooms

#### **C** Basic and Clinical Sciences

##### **First Floor**

Basic Science Labs  
IT Services  
Joseph F. Taylor  
OD Simulation Lab  
Mail Room & Copy Center  
Multimedia Services  
Optometry Faculty Offices  
Research Lab

##### **Second Floor**

Dr. Morris & Arleen Applebaum  
Pre-Clinic Lab  
Optometry Faculty Offices

#### **D** Roger C. Wilson Admin Building

##### **First Floor**

Richard D. Jones Family  
Conference Center

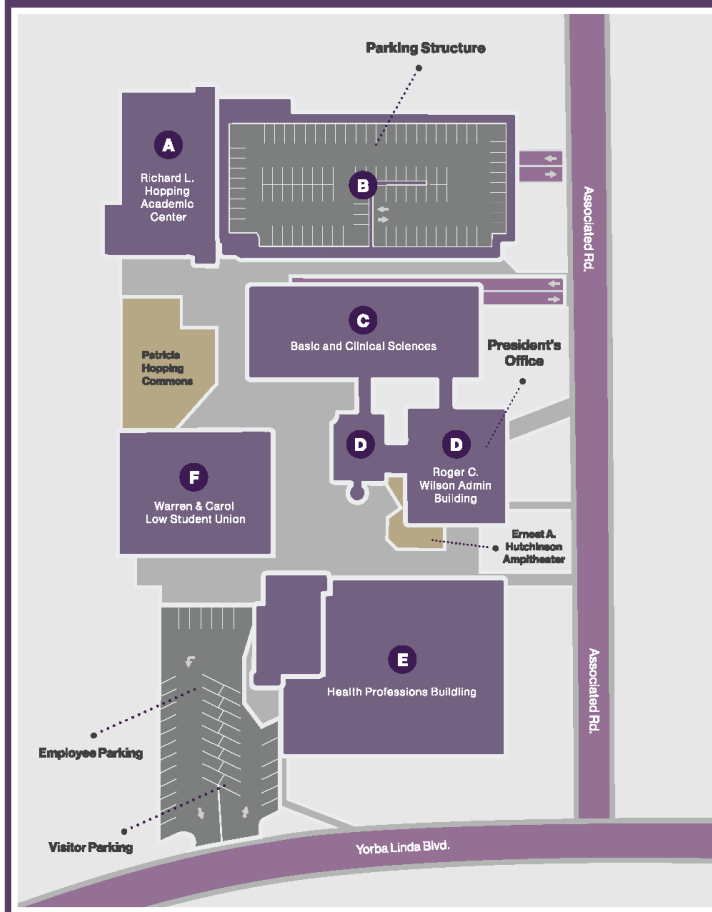
##### **Second Floor**

Dr. Lorraine Voorhees  
Student Achievement Center  
& Resource Room  
Human Resources  
PA Admissions Offices  
PA Director's Office  
University Student Affairs  
& Financial Aid Office  
Optometry Dean's Office

##### **Third**

President's Office

Main Campus | 2575 Yorba Linda Blvd., Fullerton, CA 92831



#### **E** Health Professions Building

##### **First Floor**

Blake Center

##### **Second Floor**

Classrooms & Labs  
Simulation Hospital Suite  
Student Lounge  
Pharmacy Admissions Offices  
Pharmacy Faculty Offices

##### **Third Floor**

Pharmacy Dean's Office  
Pharmacy Faculty

#### **F** Warren & Carol Low Student Union

Continuing Education Offices  
Campus Store  
Essilor Student Center &  
Student Recreation Room  
Optometry Admissions Offices  
Optometry Faculty Offices  
Pharmacy Faculty Offices