

# Ketchum

MARSHALL B. KETCHUM UNIVERSITY *Fall/Winter 2020*

## Creating a Vision for Health Care Leaders *13*

**Dr. Michael '78 & Elizabeth Sellers**  
**Share The Joy of Giving Back *19***

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**Ketchum on the Frontlines *26***

# Ketchum

*Ketchum Magazine is sent to University alumni, faculty, staff and friends of Marshall B. Ketchum University and is published by the Office of Marketing & Communications.*

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## ***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.



**Marshall B.  
KETCHUM UNIVERSITY**

*Marshall B. Ketchum University and Ketchum Health is a 501 (C)(3) nonprofit institution.*



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## President's Perspective



**Dr. Kevin L. Alexander** was named the founding President of Marshall B. Ketchum University in 2013. Under his vision and leadership, the institution has transformed from a single-discipline college to a multidisciplinary interprofessional University with the addition of the School of PA Studies and the College of Pharmacy.

Dear Alumni and Friends,

Throughout my over 40 years as an optometrist, educator, administrative leader, and certainly as the founding President of Marshall B. Ketchum University, I have always tried to put myself in the shoes of others – particularly those members of this community for whom I feel responsible – as it has usually allowed me to more deeply understand their needs, and hopefully, rise to meet them. This has been especially true during the COVID-19 global pandemic as I have attempted to see the world and the conditions of the University from the perspective of our employees and students.

And when I took moments to step into the shoes of MBKU's community this March, as we shut down the University in the midst of the pandemic sweeping the nation, what I saw was stress, uncertainty, and even fear of the unknown. I was not surprised by this; those were the things keeping *me* up at night as well.

The price of this pandemic to the United States, to other countries, to our professions, and of course, to so many individual families, has been steep. In an ideal world, the importance of high-quality health care, accessible to all who need it, delivered by knowledgeable and caring providers, would forever be self-evident. Sadly, access to such quality health care is often taken for granted – we just assume it will always be there. If the pandemic has shown us anything, it is that quality health care does have its limits and may not be available to us on demand. Overwhelmed at times by COVID-19 spikes, health care shortages of personnel and available technology no doubt cost lives. It has been a hard lesson to learn and, as health care providers, we should carry the cost of it as a reminder and as inspiration for the truly important work that we can do in our careers.

I saw something else when I put myself in the shoes of the community at MBKU. I saw courage, determination, service, and a steadfast dedication to the four pillars of our University vision. That MBKU is 1) Student-Centered, 2) Engaged and Inclusive, 3) Interprofessional in our Teaching and Patient Care and 4) Innovative and Contemporary as a campus will be evident by the stories this issue of *Ketchum* magazine celebrates. Here you will read story after story of how this community collectively came together to fulfill our mission of serving students and patients while staying safe during the pandemic.

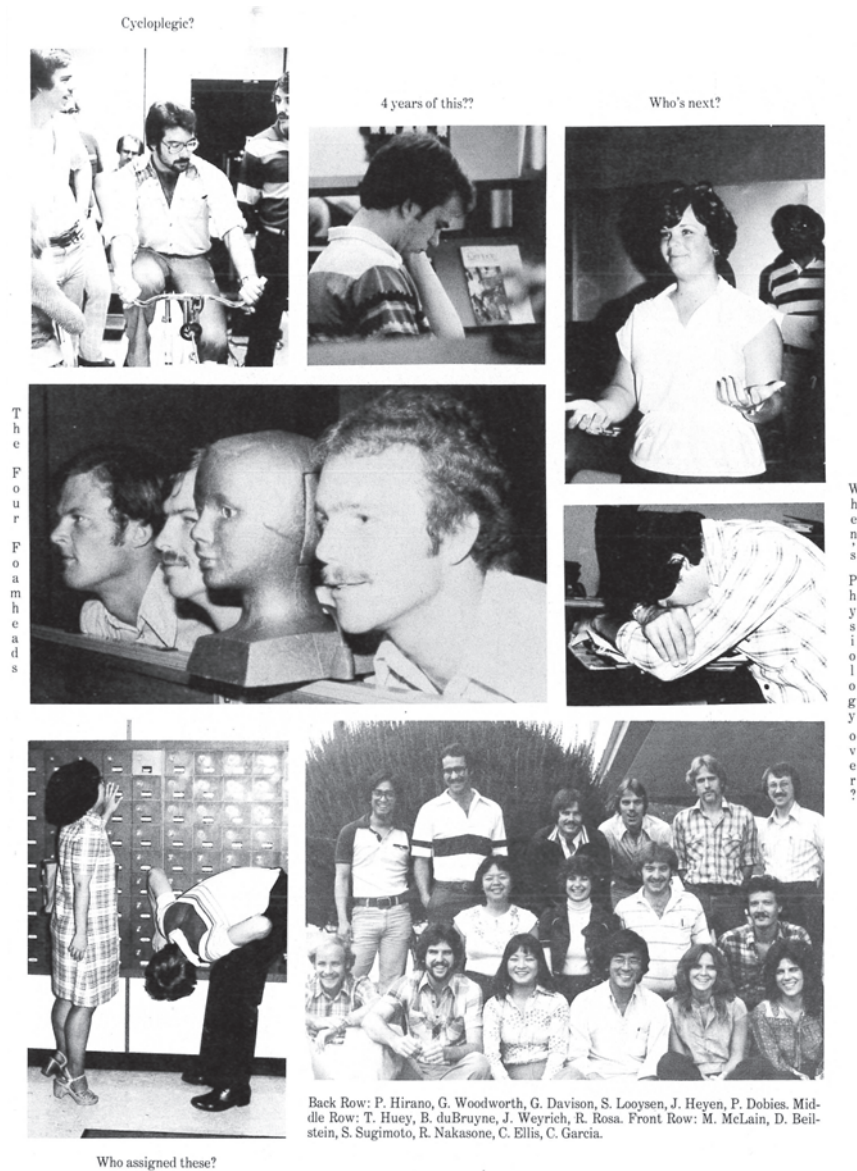
In a strange way, I am glad I was the President of MBKU in 2020. It gave me the opportunity to see firsthand MBKU's response to a profoundly difficult challenge. It has been my great honor to witness our response, and to play a role in it. And I know that, in part because of places like MBKU, and because of people like those of our university community, a new day will eventually come, a brighter one, into which we can carry with conviction the many hard-earned lessons of these times.

Warm Regards,

A handwritten signature in black ink that reads "Kevin L. Alexander". The signature is fluid and cursive, with the first name "Kevin" and last name "Alexander" clearly legible.

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

# Throwback



# 1979

Seems like just yesterday it was 1979 and the start of an exciting academic year for these stylish and driven students. Pictured above are various photos of the Class of 1982, working hard and having fun together. Can you believe this was over 40 years ago?

# Administration

Marshall B. Ketchum University

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# *By the Numbers 2020*

201

New students welcomed to the MBKU community during University New Student Orientation

76

Participants in the Diversity In Healthcare Webinar hosted by students in the Leadership Development Certificate Program



25

New students enrolled in the Leadership Development Certificate Program

40

Peer Advisers provided support to new students as they transitioned to their new home at MBKU

657

Virtual Talent Show Viewers

1st place - Kha-LID (David Cho)  
2nd place - The Occluders  
3rd place Tie - Chelsey Honma, Marisol Lauri



1st

Graduating Class from the College of Pharmacy

# Sharing the Love



## **California Academy of PAs**

March 27

We are so humbled by Aaron Hunro, PA-S, of Marshall B. Ketchum University, and his family for starting this gofundme to raise money to buy food for hospital staff working around the clock during the #COVID19 crisis.



## **The Karl Kirchgessner Foundation**

Sept. 22

PPV + Ketchum Health + Orange County Low Vision + the Karl Kirchgessner Foundation = four children receive electronic video magnifiers. PPV Family Specialists participate in eye exams at Ketchum Health University Eye Clinics and help children overcome the challenges of visual impairment. We are grateful to our partner University Eye Center eye doctors and the Karl Kirchgessner Foundation for making the gift of sight possible for Isabella, Nicholas, Amanda and Avery.



## **@anaheim\_chamber**

Feb. 28

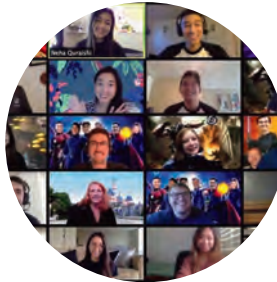
Fantastic After Hours Mixer and Open House last night. Thank you for hosting @ketchumhealth and sharing your amazing facility. #anaheim #healthcare



## **@mbku\_copstudents**

March 17

Amidst the COVID-19 global crisis, this was the last health fair MBKU assisted with: "On Feb 22, CSHP-MBKU and MBKU-CPhA-ASP collaborated with OCCHA to help with providing free health screenings for blood pressure, blood glucose, consultations, BMI, and translations for the patients. The event was hosted by the Raise Foundation and the Boys and Girls Club of Anaheim."



## **@eyeballislife\_**

April 21

Like every optometry school, we've moved to online learning. Although we're missing a lot of clinical experience, we continue to stay positive and stay home for our community.



## **@thru\_tys\_eyes**

Aug. 21

Back in the office examining eyeballs.



## **@haysands**

Oct. 16

I've been dreaming about this day since I was 6 years old... this is surreal. I did it, I'm white coated!

**Stay connected,** follow us on social media. **@ketchumuniversity** and **@ketchumhealth** on Facebook and Instagram. **@mbketchumu** on Twitter. **@mbku** on Vimeo. **Marshall B. Ketchum University** on LinkedIn.

# Campus News

## Honoring an SCCO Legend



*Dr. Timothy B. Edrington* retired this year after over 40 years of service at SCCO. Dr. Edrington is a legend in the specialty area of cornea and contact lenses in the profession of optometry, and his impressive body of work has expanded the sphere of influence of the Southern California College of Optometry at Marshall B. Ketchum University. To read Dr. Edrington's full story, please visit [ketchum.edu/news](http://ketchum.edu/news).

## New Student Orientation is a Virtual Success

This year, MBKU virtually welcomed over 200 new students in over 35 sessions to engage and connect with students on university sessions like Financial Aid, First Generation Grad School Attendees, LGBTQ+, Online Learning and Technology Tips, Staying Active and an Open Q&A with Student Affairs.

## SCCO Students Honored



Bradley Kovach and Lauren Zabaleta from the Class of 2021 were honored this year as 2020 VSP/AAOF Practice Excellence Award student recipients. The Practice Excellence Award is a long-standing award of which VSP Global is proud to offer through our partnership with the American Academy of Optometry Foundation. This award represents the very best in what optometry has to offer in patient care, practice management and our communities.

Rebecca Phung is a 2020 J. Pat Cummings Scholarship recipient from the American Academy of Optometry Foundation, in collaboration with Johnson & Johnson Vision. This award is bestowed annually to a second- or third-year optometry student who best demonstrates the ideal eye care standards of practice, achievement in both academic performance and extracurricular activities, and participation with other professional pursuits such as involvement with patients through internships, community service and other volunteer activities.

Congratulations to Ryan Sandberg from the class of 2022. Ryan was a recipient of the Vincent Salierno Scholarship.



## *Ketchum Health is Named Health Care Business of the Year by Anaheim Chamber of Commerce*

The Anaheim Chamber of Commerce, in partnership with the City of Anaheim, honored Ketchum Health in February at a luncheon for their significant health care contributions to the greater community. Honorees were chosen by the Anaheim Business Awards Selection Committee and the Anaheim Chamber Board of Directors.

## Diversity & Inclusion at MBKU



President Alexander addressed the MBKU Community and asked us to remember our core values as we engage in conversation about racism, diversity and inclusion at MBKU. "As a health care institution, above all we value life. We value diversity and the richness it brings. Raise your awareness of this important issue and strive to recognize racism where it

exists. Remember, one of MBKU's Core Values is Respect, stated as: 'At MBKU we value the unique talents and diversity of people.'" Read more about MBKU's new Diversity, Equity & Inclusion Taskforce on page 33.

## Creating Community Over Zoom



Faculty and Staff enjoyed various Zoom activities the last nine months to stay connected during this time. From sharing home work spaces, to cross-stitching sessions with Dr. Schornack, virtual cooking shows with Dr. Mingura and Joan Rubio, sharing our furry friends, and testing our knowledge of Star Wars and Disney over trivia, the MBKU community has stayed together during this challenging time.

### *We Graciously Thank All of Our 2020 MBKU Employees Who Have Retired This Year.*

**Janet Armstrong**  
(21 Years)

Assistant Professor,  
Primary Care

**Barbara Breffle**  
(33 Years)

Director of Financial Aid

**Tony Carnevali**  
(26 Years)

Associate Professor

**Tim Edrington**  
(42 Years)

Professor, Contact Lens

**Wayne Heidle**  
(5 Years)

Director of Community  
Relations

**Barry Weissman**  
(8 Years)

Professor, Contact Lens

## White Coat Ceremonies Go Virtual

This October, The School of Physician Assistant Studies and College of Pharmacy virtually celebrated the annual tradition of receiving their White Coats to begin their clinical studies. The first White Coat Ceremony was held in 1993 at the College of Physicians and Surgeons at Columbia University in New York City. Today, many health professions have adopted the ceremony for the strength of its symbolism and ideals. It is an important and public acknowledgment of the responsibilities and obligations you now assume. Stay tuned for the SCCO White Coat Ceremony in 2021!



# Staying on Course

**MBKU President Dr. Kevin L. Alexander**

By Rene Scheys

When the COVID-19 pandemic struck in March, 2020, it sent shockwaves through communities, schools, businesses and, most especially, health care institutions. Suddenly everyone—whether a single, private citizen or an entire health care university—had to adjust to a new normal that would have been unthinkable just weeks before, for the sake of protecting our country’s most vulnerable citizens. *Ketchum Magazine* sat down with MBKU President Dr. Kevin L. Alexander to discuss the experience of leading MBKU through this unprecedented time.

***Ketchum Magazine:* When did you begin to understand that COVID-19 was something grave, and what were your first steps in confronting it?**

***Kevin Alexander:*** About Christmas time, we began to hear reports about this virus, and scientists were already talking about how this was going to be a serious one. We watched it carefully, and it was pretty clear this thing was going to spread quickly. By January, it had already spread to Japan, which we were paying close attention to because we have student rotations there. By early February, I made the decision to pull our students from the rotation in Japan, halt any further rotations there, and any exchange of faculty or students that we had with the Eulji University in South Korea.

That first week of February I met with the leadership team, which consists of all the vice presidents and the deans, and I added to that team our Director of Marketing & Communications, our Director of Multimedia, our Director of IT, and our Chief Medical Officer. I directed the leadership team to develop a notebook of options, in which we considered all the scenarios, from mild flu virus to full shutdown. I wanted us to already have a plan of what we might do in these different scenarios. That resulted in a very thick action plan, a playbook if you will, which gave us direction. We continued to watch the situation very carefully, and then by early March I was already thinking that we were going to have to shut down the university.

***KM:* What were some of the main challenges you faced in shutting down the University for a period of time?**

***KA:*** Well, once you get over the shock of being in a pandemic and having to shut down, then you have to ask: ‘what are the priorities?’ I really have two overriding priorities. First and foremost, everything that we do has to be for the safety of the students, employees and patients. Number two, what can we do – and this is my favorite phrase with my team – to “keep the ball bouncing” toward graduation? Those were the things I lost sleep over in the beginning as I tried to determine how we would respond. How am I going to keep everyone safe, how am I going to graduate my 2020 classes, and how am I going to keep these programs moving?

***KM:* What did you do to meet those challenges?**

***KA:*** Optometry and Pharmacy were really looking forward to 2020 commencement. For Optometry—it’s a small thing, but still—it’s pretty cool to be the Class of 2020! And for our College of Pharmacy, 2020 was the very first graduating class, the culmination of the hard work of these students and faculty who built the program. So, of course the pandemic required that we do a virtual commencement, and I think we did one of the best. I watched the commencements of a number of other schools just to get an idea of what works, and I think ours was very professional and meaningful.

By May, we began to develop a plan to reopen. We did it incrementally. By early June we allowed students to come back for some laboratories, but only in groups of 10, so they had to double up. Then, following the proper CDC guidelines, we began allowing students

back into Ketchum Health and the rotations to start up again. Now, as you can imagine, remote education is a really important part of this. All of our didactic education is remote, which is difficult for all, but works well. However, health professionals at some point have to learn how to use their instruments, and learn how to see patients. We put it all together, with remote lectures, small labs, and tightly controlled clinics with over-the-top protective gear and cleaning protocols. In the meantime, we've modified the space on campus so that we can socially distance properly. We tried it all over the summer, saw that it worked, and made the decision to go ahead and continue into the fall, and that's how we're running the school now. All of our students should be able to remain on pace and graduate on time.

**EM: What has this whole experience reaffirmed about how you approach leadership?**

**EA:** I think it's really important in a crisis like this for the entire leadership team to be open and communicative so that it's clear to everyone that there's thoughtful planning and thoughtful consideration for all possible solutions to a problem. And it's imperative to put yourself in the shoes of everyone in the community, to be calm, patient and deliberate, and to have your reasons for decisions lined up and ready to go.

**EM: Speaking of community, what has impressed you about the people at MBKU through this pandemic?**

**EA:** Well, we figured out how to pivot to online instruction in about two to three weeks, and I couldn't be more proud of the faculty. They stepped up, the students were patient, and our technology and multimedia teams, led by Sam Young and Matt Breneman, respectively, were wonderful. At every institution I've ever been, there's always a little bit of, shall we say, inertia. During the pandemic, there hasn't been a whole lot of that here. Once people knew about a problem, we didn't even have to ask, they just stepped up and solved it, through all three programs. Everyone came together and said, "What do we have to do to keep things moving for our students?" This is why I can say with sincerity that, through it all, everything we did was 100% for the students. ♥



**DID YOU KNOW?**

*Since the COVID-19 pandemic struck in March 2020, MBKU has taught 350 classes online and graduated over 150 students.*

# New Levels of Specialty Care

## *UECLA Appoints Two New Directors*

By Rene Scheys

*In early 2020, Dr. Dashaini Retnasothie and Dr. Lisa Wahl were hard at work preparing to take over as the new co-directors of Ketchum Health's University Eye Center in Los Angeles by midyear.*

They needed a fairly substantial amount of time to lay the groundwork for the challenge that lay ahead of them: UECLA would build on a strong foundation of services that it had provided to the community for decades by beginning to add to the scope of care it offered. When the very unexpected challenge of a nationwide pandemic appeared, their timeline skipped forward by about three months – with a shutdown.

"We had to make the call to shut down the clinic, even though we were an essential service," says Dr. Retnasothie. "At the time we did not have the equipment to protect our staff, doctors and especially our patients. That was a hard start to the job, but we used the time to prep for coming back into the building with all the changes that would be necessary."

The clinic has now reopened, with Dr. Retnasothie and Dr. Wahl, their staff, students and patients all adapting to the new normal: a reduced patient load, spacing protocols and rigorous cleaning, as well as the need to alternate student rotation schedules and supplement them with remote activities. "It required extensive planning and we had to rework our plan weekly, but we were really proud of the fact that we were able to keep our entire staff employed and provide our students with the education they need to graduate," says Dr. Wahl.

While all of these steps have been necessarily onerous, now that they are finalized, Dr. Retnasothie and Dr. Wahl are able to begin working on a new chapter in the life of the clinic. UECLA will now offer a range of specialty eye care services in addition to the basic care it has provided for years. "Historically, this clinic has served this community as an important place where underserved or uninsured individuals could come and get reliable, routine care," says Dr. Retnasothie. "We have worked here for years, as both students and doctors, and we are proud to be a part of that legacy. We are excited to build on that foundation by adding higher-level specialty services, such as the ones we each have training for."



*Dr. Dashaini Retnasothie (left) and Dr. Lisa Wahl*

"Our goal," adds Dr. Wahl, "is for MBKU to bring really expert care to a community that's never had access to it before. There are other clinics serving this community, but no pediatrics or vision therapy, and no specialty contact lenses, so many serious conditions go untreated. I don't think people realize how much of a need there is for these services." As graduates of SCCO, both Dr. Retnasothie and Dr. Wahl have a deep affection for UECLA and its patient population, and both have always wanted to return after graduation and residencies. "Every day we leave with really great stories of helping people in life-changing ways," says Dr. Wahl.

Though many challenges remain, Dr. Retnasothie and Dr. Wahl are proving that the need for high-level services can be met, to the benefit of patients and the SCCO students who are exposed to every niche of optometry. "A lot of people told us that specialty care and research could not be done here," says Dr. Retnasothie. "Our philosophy is that every population deserves access to all levels of care, from routine to specialty. With a lot of help from others we try to find creative ways to make specialty services accessible to this community. We see these efforts as a huge part of this role and the future of this clinic." 🍀



# *A New Direction*

By Rene Scheys

*You might say that Sandra Fineman first became a health care provider at the age of 12, when she went into the hospital with a case of appendicitis and while there ended up translating for a young, Spanish-speaking mother who was struggling to get proper care for her infant.*

And while she was obviously a long way from the health care professional she would become, the 12-year-old's feeling of confidence and accomplishment while assisting a nurse and patient galvanized her interest in medicine and anticipated her eventual career as a PA working with underserved, Spanish-speaking communities.

## **A SURPRISE JOB OFFER**

Even though teaching was a career that Sandra had briefly considered early in her life, she wasn't looking to become an educator when she heard about a school of optometry getting ready to launch Orange County's first PA program and approached them to investigate. Her goal was scrutiny. As a PA in Orange County for over a decade by that point, Sandra had worked tirelessly to build patients' trust in and understanding of the PA profession, and she was concerned that a rushed program might damage that. The response from the school was a bit unexpected.

"They offered me a job," says Sandra. "And the more I got to know their intentions, and the mission and values of the school, the more I realized it was something I wanted to be involved in. I began part time at first, but the demands of developing a new program curriculum requires so much time and effort that eventually I became full time – though I still occasionally volunteer at a clinic in Anaheim."

## **SCHOOL OF PA STUDIES (SPAS) TRANSITIONS ONLINE**

Currently the Director of Clinical Education at MBKU's School of PA Studies, Sandra has the challenge of incorporating remote learning opportunities for students to supplement their clinical education in a way that allows them to stay on track for graduation. Sandra and her colleagues in the SPAS implemented a telehealth course, training that is more essential than ever now that health care facilities must carefully screen in-person visits of any kind. With the surfeit of time that came from distance learning, Sandra was also able to create a special lecture series that delved into sickle cell diseases, which culminated in her co-presenting a national webinar with support from the U.S. Department of Health and Human Services focused on innovations in sickle cell disease clinical workforce and building the next generation of providers.

Through the last nine months, Sandra has been blown away by the resiliency of the PA students and of the affirmation of MBKU's student-centered approach. "One benefit of our small cohort here is that, throughout this time, we have been connected to every one of them," says Sandra. "The students all have different needs, but we're able to hear them out, understand their situation, and make sure they're supported in their rotations. As PAs, we always stress treating and understanding the whole patient, and that's the way we see our students." 📌

# *Embrace the Challenge*

By Rene Scheys



Throughout Dr. Julie Tyler's career as an optometrist and an educator, she has found one insight in particular reaffirmed over and over: When she was met with the resistance of a new challenge, it was almost always worth it because it resulted in opportunities for personal growth.

"I have always embraced the idea that you should try to do something every day that scares you," she says. And while teaching at MBKU's Southern California College of Optometry doesn't itself qualify as a "terrifying" prospect, it has certainly been a welcome challenge and an exciting time of growth for Dr. Tyler.

## **NEW SCHOOL, SAME VALUES**

After two decades of teaching at the College of Optometry at Nova Southeastern University, Dr. Tyler and her husband moved their lives across the country so that she could join the faculty of SCCO and that

he could have a closer base from which to travel to Alaska, where he spends a portion of the year as an optometrist serving remote Native Alaskan communities.

At MBKU, Dr. Tyler is proud that the strong values of the institution reflect her own, which for her are rooted in the best of her upbringing. "My heart is grounded in the Midwestern values of my youth," she says. "Being hard-working, well-intentioned, and living a life of service to others." Both of Dr. Tyler's parents were teachers, and she originally planned to follow in their footsteps. This plan's first snag occurred when she was just a kid; commissioned into the role of assisting with children who were younger than she was, Dr. Tyler quickly realized elementary educator was not in the cards. A little after that, however, she attended a camp called College for Kids, and there she discovered the eyeball. Specifically, a cow's, which she dissected, and which introduced her to a passion for the complexity and beauty of the eye.

"I found that optometry very naturally reflected my interests," she says. "I have a passion for helping others, and I loved science. Optometry gives one the potential to forge relationships with patients and provide devices that enhance their quality of life." After doing her residency at a teaching institution, Dr. Tyler finally found her demographic: "grown-up students" – that is, aspiring doctors of optometry. And so, she did end up following in her parents' footsteps.

## **A WARM WELCOME**

At MBKU, one of the things she most appreciates, as she and her colleagues navigate the challenges of the COVID-19 world, is the way that the collaboration so essential to an interprofessional institution extends to the development of new strategies for reaching students. This spirit of camaraderie and the welcoming, family atmosphere where she knows her skills and experience are highly valued, has made her arrival at MBKU a welcome challenge indeed. ♦

*"I have always embraced the idea that you should try to do something every day that scares you."*

# Planting Seeds

By Rene Scheys

**As Dr. Amir Shirazi worked to complete his PhD studies in Pharmaceutical Sciences, he was on course for a certain kind of immediate success.**

He and his team at the University of Rhode Island had done research leading to the discovery and development of different types of drug delivery systems for which he received numerous recognitions, including the University of Rhode Island's Research Excellence Award. For some, this could be the beginning of a lucrative path, but Dr. Shirazi has a different view of what constitutes wealth. "I was always in love with applied science," he says. "Specifically, the application of science to solve real-life issues and tackle real problems we face. What brings me satisfaction is knowing that I can have an impact that will be here after I am gone, like leaving a footprint."

## THE PRIVILEGE OF MENTORSHIP

As a pharmaceutical scientist, pharmacist and educator, Dr. Shirazi is leaving many footprints. When his PhD didn't necessarily give him the access to clinical settings such as hospitals, he went to Chapman University to earn a PharmD, where he received the School of Pharmacy's Distinguished Alumni Award. This, combined with multiple postdocs, gave him a connection with nearly every aspect of the pharmacy profession, from hospitals and community pharmacies, to research labs and the classroom. It is in the classrooms of MBKU's College of Pharmacy that Dr. Shirazi is able to find another facet of satisfaction. The privilege to impart to his students a whole approach to what they learn – rather than simply enormous quantities of information – is a consistent motivator. "You actually teach your students or whoever is working with you a way to think," says Dr. Shirazi. "They absorb a culture and an attitude. You plant the seed, they work to the best of their capacity, and become a different person. And that's in part due to the mentorship you have provided."

The ability to closely mentor students is one of the advantages of MBKU's small size that Dr. Shirazi enjoys, and it goes both ways. "Unlike at bigger schools where you have to go through layers of red tape whenever you want to do something, here you can talk to the chair, to the dean and even to the president directly. They know you, and have a relationship with you. This is the same concept we have with our students. We know who they are, we learn about them, and they have access to us."

## NAVIGATING THE SHUTDOWN

This level of relationship surely helped Dr. Shirazi, his students, and the rest of the College of Pharmacy with the huge changes brought by

the COVID-19 pandemic.

Dr. Shirazi was hit hard by the shutdown right away.

He had spent six months preparing the poster presentation research

showcase at the College of Pharmacy – pulling

together vendors, judges,

and other schools – and two days before the event was to take place, the University had to follow the state's orders to cancel all the events.

On top of that setback was the immediate challenge of converting all classes online.

"I knew the technology to do a lot of our teaching online would come one day, maybe in 5-10 years, but I didn't expect that it would all happen in a weekend. But, we were like a swarm of ants! Every problem that arose, everybody, from the Multimedia department, Faculty, IT, to the administration, just attacked it and solved it." Dr. Shirazi believes that the level of communication and teamwork at MBKU is unique compared to other schools, and was one of its major strengths during the pandemic.

## AT THE FOREFRONT

Dr. Shirazi planned an online version of the research showcase in late November while surveying a landscape where educating good pharmacists is more important than ever. As one of the most accessible health care providers in many communities, pharmacists are on the frontlines of the pandemic. "Along with doctors, pharmacists were able to administer diagnostic tests for the virus," says Dr. Shirazi. "When the vaccine is safely tested and manufactured by pharmaceutical scientists, we will be able to give it to patients anywhere, whether it's a pharmacy or other community settings like churches. Once again, this pandemic showed that pharmacists can be at the forefront of public health and research, which will truly be the most important element of combatting COVID-19." Already Dr. Shirazi is proving this notion. Earlier this year, he coauthored an article in the *International Journal of Environmental Research and Public Health* titled "Understanding COVID-19: From Origin to Potential Therapeutics." This collaboration with other pharmaceutical scientists is just one more example of how Dr. Shirazi has embodied his early love for the practical and deeply essential outcomes of applied science. ♥



CREATING A

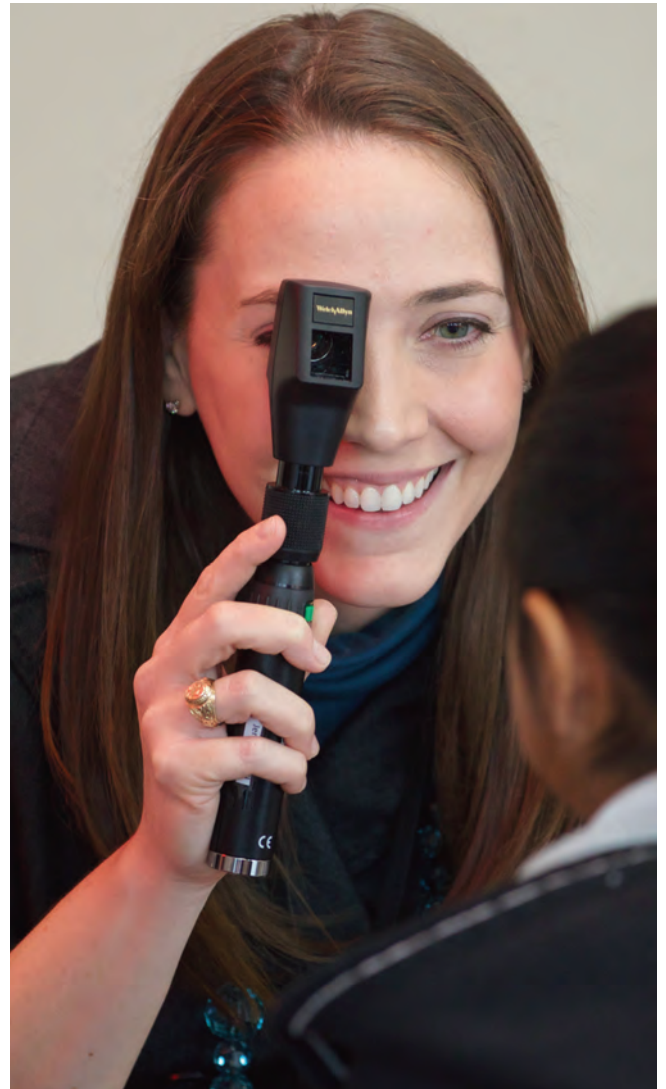
# VISION

FOR HEALTH CARE LEADERS  
2020 *and* BEYOND

*By Rene Scheys*

*In February, Marshall B. Ketchum University unveiled a strategic plan that cast a vision for educating health care leaders in 2020 and beyond. In addition to affirming MBKU's Vision, Mission and Core Values, this strategic plan united the goals of the University under four pillars, each of them an indispensable component of MBKU's identity: We are a(n) I. Student-centered University; II. Engaged and Inclusive University; III. Interprofessional in Culture and Approach to Health Care and Teaching; IV. Innovative and Contemporary University.*

*We now know that, just as this important work was being completed, a cataclysm was approaching that would test the strength of these pillars as well as the resolve of MBKU's leadership team and entire community. Just over half a year later, the story of how MBKU met the challenges of COVID-19 and how it is again thriving—as far as circumstances allow—is a testament to the leadership of President Kevin L. Alexander, his administration, the deans and directors of each of the programs, and the willingness of MBKU's community to extend themselves in all manner of ways to carry out its mission.*



## Creating a Vision

### STUDENT-CENTERED VALUES

A crisis often reveals an institution's true values. It lays bare what is worth preserving, and what cannot be lost under any circumstances. Even before it became clear that the global pandemic was going to lead to massive shutdowns, President Alexander had assembled his leadership team to begin preparing for every eventuality. As the pandemic forced immense changes in strategy for nearly every organization in America, at MBKU among the many values that were revealed was an unyielding commitment among the leadership team to the very first pillar: "We are a Student-centered University."

President Alexander has led the charge on establishing MBKU with this identity. "It's one of the things that I've been driving for a long time now," says Dr. Alexander. "I hope one of my legacies is that we are a student-centered university. Everything we do, at every level in the organization, is focused on students' success. We want to build programs and initiatives that are going to help our students become better optometrists, pharmacists or PAs."

### FACULTY RISE TO THE CHALLENGE

Central to this mission in the best of times is the faculty of MBKU, and during the pandemic, the patience, fortitude and flexibility of MBKU's professors and instructors were absolutely essential in making sure the students remained on their educational tracks. "In the third week of March, the faculty were suddenly faced with shifting to online learning basically overnight," explains Dr. Jenny Coyle, Dean of Southern California College of Optometry. "They had to convert curriculum for a profession that is very hands-on, equipment-centered, and technology-centered, and they did it with creativity, wherewithal and dedication."

Because a key part of a health care university's curriculum must involve placing students in health care facilities with real patients under the supervision of professionals, the pandemic obviously created a huge test for each of the programs. "A significant challenge was the sudden inability to place students in clinical rotations," says Allison Mollet, Program Director of the School of PA Studies. "Many hospitals and clinics no longer permitted students to rotate when COVID-19 began and accreditors urged programs to pull students from rotations for their safety. Additionally, some students felt hesitant and fearful to attend clinical rotations, especially when little was initially known about COVID-19." The three programs at MBKU had to figure out how to provide students with these essential experiences, leaning into new modes of delivery, all the while keeping students and faculty safe.



*"Everything we do,  
at every level in the  
organization, is focused  
on students' success."*

— PRESIDENT KEVIN L. ALEXANDER

Over  
**100**

**Faculty Involved  
in Remote Learning**



**"I'm really proud of the fact that we came together to make sound decisions to take us through this pandemic financially, physically and mentally."**

**— DR. JULIE SCHORNACK**

Dr. Ed Fisher had a particularly demanding task ahead of him when the shutdown happened. As the Dean of the College of Pharmacy, he was of course working with faculty and staff to move curriculum online and figure out how to navigate lost rotation sites, but he also had the pleasure of preparing for the final site visit of the COP's accrediting body, which was initially scheduled for April. This visit was cancelled, then rescheduled, and following the rest of world's migration to video conferencing, it was on Zoom that the COP was able to shine. "I've said this multiple times, including to the accrediting body directly," says Dr. Fisher, continuing, "This is the best faculty and staff I've ever worked with, and I've been in academia for a long time. When we transitioned online, the faculty and staff took care of the students. This is an incredible group, not only in their ability to communicate knowledge but in their convivial nature."

## **EXECUTING THE VISION**

While the faculty were at the heart of the conversion to online education, they themselves were bolstered by the many individuals managing details and logistics from the top down. This undertaking was massive. "I'm fond of referring to myself as 'the executioner,'" says Dr. Julie Schornack, Senior Vice President and Chief of Staff. "President Alexander articulates a vision and a plan, and then I go out and execute it. During this time, everyone flexed, and I think it's amazing the amount of work we got done. No one lost their job and the students graduated on time. And I'm really proud of the fact that we came together to make sound decisions to take us through this pandemic financially, physically and mentally."



# 63,128

**Participants on MBKU Zoom calls**

*Over*

# 3,000

**reusable masks were ordered  
and distributed for all faculty,  
staff and students.**

## **REINFORCING STUDENT SUPPORT SYSTEMS**

Physical and mental support systems are vital at a leading health care university like MBKU, where students invest a great deal to complete a rigorous, exhausting program. In addition to shifting education to an online environment, it was critical to continue providing student resources and support services remotely. These services ranged from financial aid and records and registration to the continued progression of professional development and personal enrichment through seminars and leadership programs. University Student Affairs was able to meet this challenge. "We have shifted our education and student support services without sacrificing our mission," says Dr. Carmen Barnhardt, Vice President for Student Affairs. "We had to find ways to connect with our students so they would feel comfortable reaching out for support when needed. Nothing is the way it used to be, and change is hard for people, but we kept moving toward our north star of educating caring, inspired health care professionals."

Dr. Alexander's vision of a culture of student support that extends to every staff member requires that there *be* a staff, which is not a given during a pandemic that led to massive unemployment. MBKU found a way to buck this trend. "We are so proud of the fact that we did not lay off any of our employees," says Gail Deutsch, Vice President for Human Resources. "We found a way to maintain them, even temporarily,

until we could figure out the plan to retain 100% of our employees. We accomplished this with the Payroll Protection Program. Not one employee lost medical coverage as we furloughed employees for a brief period of time until we could bring them all back." Free from the concern of losing their jobs, MBKU staff have actually thrived in the new socially distanced reality, held together by the family atmosphere that usually lives on campus. "The ability for our campus within a matter of days to come together, decide how we were going to approach this whole thing and work together to get everyone safely home and working successfully was no small feat," says Joan Rubio, Vice President of University Advancement. "It's brought us all closer together. And, when I say 'closer together,' I mean that when you're in an environment like this working at home, in many ways your attention is much more focused. It's allowed us to take some deeper dives into a number of issues."

### THE NEW NORMAL

MBKU is now firmly positioned in its new normal. Most didactic education is online, more labs allow for increased social distancing, and MBKU has been able to find clinical rotation solutions and collaborations that allow for students to get the experience they require before graduation. Looking to the future with an even stronger sense of purpose where it comes to producing health care leaders, MBKU can reflect on 2020 as a defining moment in its history, when the community had an opportunity to truly live its values and rose to the occasion.

"Despite all of the unknowns surrounding the pandemic," says Frank Scotti, Senior Vice President for Administration and Finance & CFO, "The leadership of MBKU was proactive and engaged in addressing the issues affecting the health and personal safety of our students and employees. We delivered a quality education in this environment, and we sincerely cared about the long-term impact of our actions. Never did I feel we lost sight of our vision and mission as an institution."

### PILLARS OF STRENGTH

When MBKU's leadership team created the strategic plan with its four pillars, it's quite possible that they expected the greatest test to come from the vicissitudes of enrollment, or an uncertain economy, or any of a number of the challenges that face a typical institution of higher education these days. But it's a testament to the strength of those pillars that MBKU faced a completely unprecedented test of its mettle and that the University is still standing, proud and strong and full of people who are happy to belong. "In the past six months, we have exemplified the pillars," says Dr. Judy Ortiz, Vice President for Educational Effectiveness and Institutional Research. "The faculty, staff and administration have worked together, collaboratively and creatively, to provide a safe and productive educational environment for our students." ♦



*"In the past six months, we have exemplified the pillars. The faculty, staff and administration have worked together to provide a safe and productive environment for our students."*

— DR. JUDY ORTIZ

# The Joy of Giving Back

It's fair to say that, of the many different types of people who make a point to live by the mantra "No guts, no glory," the lion's share of attention probably goes to extreme sports athletes or adventurers who take big risks for adrenaline-filled payoffs. Receiving a perhaps smaller amount of attention, but living no less daringly, are the many health care professionals in the world who *also* subscribe to this bold philosophy.

Dr. Michael Sellers '78 is one of the latter, a now-retired optometrist who proudly lives to meaningfully help others in big ways. In 2020, Dr. Michael Sellers and his wife Elizabeth made a generous donation to the Southern California College of Optometry at Marshall B. Ketchum University of \$1 million, an extraordinary gift that is in many ways a measure of his pride in the education he received at SCCO, his appreciation for what the profession of optometry has afforded him, and his desire to give future optometrists support that can change their lives.

"There has been a long tradition of philanthropy from SCCO alumni," says Joan Rubio, Vice President for University Advancement at MBKU. "This transformational gift from Dr. & Mrs. Sellers is a celebration of our proud alumni and our exceptional institution."

"As someone who is relatively new to the MBKU family, I am continually amazed at the passion of the alumni for this institution," adds Dr. Jennifer Coyle, Dean of the Southern California College of Optometry at MBKU. "Dr. Sellers is a wonderful example of this. His and Elizabeth's gift shows in a tangible way the heart Dr. Sellers has for supporting students with resources that will help them to focus on becoming the best optometrists they can be."

## GUTS FROM THE BEGINNING

For Dr. Sellers, becoming an optometrist in the first place demanded a fair amount of "guts." He grew up poor, the son of a single mother who worked hard to make ends meet. By the time he was in high

school, Dr. Sellers planned to pursue a career in the health sciences, since he wanted to help people and be able to make a decent living. When his mother began working for an optometrist around the same time that he himself was fitted with glasses, he

was exposed to the profession for the first time and found his calling. In a career that lasted just one month shy of 40 years, Dr. Sellers' dauntless attitude kept him always at the forefront of optometry. "The evolution of the profession that I witnessed during my career was incredible," he says. "You wouldn't believe the difference between what we could do when I finished optometry school versus what we could do on my last day as an optometrist."

When Dr. Sellers began his career at the El Rio Neighborhood Health Center, in Tucson, AZ, he was constantly frustrated by the fact that he had to turn people away because he wasn't allowed to do certain treatments. He did his part in working to overcome these barriers by supporting the growth of optometry as well as his own, and by the time he retired, his practice provided care at the highest level, very rarely having to turn anyone away.

## LASTING LESSONS AT SCCO

Dr. Seller's determination to advance and support the profession of optometry was based in part on a moment he never forgot while a student at SCCO. Richard L. Hopping, SCCO's president at the time, had a habit of popping into classrooms to share his considerable wisdom. "Dr. Hopping, who influenced me more than anyone as a student and who became a good friend, told us one day: 'There are a lot of good charities out there, but they have many people they can ask to give. Optometry has a select few. So, when you get to the point that you can give, give to the profession.' This is why it's so important for me to support optometry associations and my alma mater. I encourage other SCCO alumni to join me in supporting the long tradition of exceptional SCCO optometric education! It is important for us to foster the continued success of the next generation of optometrists."

Dr. Sellers has long believed that the importance of giving back is rooted not just in a desire to support the profession but also in a deep sense of gratitude. "In the course of your life, if it has met or exceeded our expectations, there were people who helped you," he explains. "You have to be respectful and grateful to those who helped you and give back to people and institutions to the best of your ability." To this Dr. Sellers would add an important caveat that





Below, left, a young Dr. Sellers; Above, left to right, Dr. Sellers with his late wife, Stephanie; Dr. Sellers, Jennifer Coyle, Dean of the SCCO, Joan Rubio, Vice President for University Advancement and President Dr. Kevin L. Alexander; Dr. Sellers with wife Elizabeth.

has been profoundly meaningful to him and his wife. “The key to me is this: it’s easy to leave money after you’ve died. The challenge is to give while you’re alive, and it’s so much more rewarding. I myself get so much out of giving. It’s not just ‘checkbook charity’ or distributing your wealth; it’s investing in a better future for all people.”

“The Sellers’ gift provides transformational private support for our students, faculty and staff,” says Joan Rubio. “It has been a great pleasure getting to know Dr. & Mrs. Sellers and to see this generous gift come to fruition. His sincere appreciation for SCCO and his education is heartwarming and inspirational.”

## A MULTIFACETED GIFT

Naturally Dr. Sellers is interested in supporting SCCO in whatever needs are most pressing, so he is pleased that \$640,000 of his gift will go to the fund for renovating the Basic and Clinical Sciences Building, where optometry students receive the bulk of their education, and \$200,000 will be used to establish the Michael Sellers, OD, ’78 and Family Endowed Scholarship Fund.

This is an area he believes is of great importance, and which is again due to his sincere thankfulness. “I have a soft spot for scholarships,” he says. “The financial impact on individual students is huge, and it’s one I remember well, because I received them and was supported even though I wasn’t necessarily a stellar student.”

Dr. Sellers has been giving to students through scholarships ever since the late 90’s, when he and his first wife established the Michael and Stephanie Sellers Scholarship at SCCO. Stephanie Sellers was loving and generous, and she and Dr. Sellers were happily married for 30 years when she tragically passed away from cancer. A few years later Dr. Sellers met his second wife Elizabeth in church, and in her he found a partner who shares the spirit of altruism Dr. Sellers had enjoyed with Stephanie.

With the remaining \$160,000 of their new gift, Dr. Sellers and Elizabeth established “The Sellers Scholars,” a recruitment scholarship program designed to be particularly enticing to a prospective student by offering support for their *entire academic career* at MBKU. Fall 2021 will

award one student with \$10,000 per year for four years, Fall 2025 will award one student with \$10,000 per year for four years, and Fall 2025 will award four students with \$5,000 per year for four years.

“No guts, no glory!” says Dr. Sellers. “A huge commitment like that gets students’ attention. I want them to see how serious SCCO is, but also how serious the optometrists who believe in SCCO are in getting them to come to the best optometry school in the country. I want the student to know: ‘Wow, they believe in me.’”

## GENEROSITY FOR YEARS TO COME

“We are so honored by Michael and Elizabeth Sellers’ gift to MBKU,” says Dr. Kevin L. Alexander, President of MBKU. “Dr. Sellers and his wife are devoted philanthropists and Dr. Sellers is a proud alumnus of SCCO. One of my favorite moments in the process of planning their donation was seeing his excitement when we proposed establishing the Sellers Scholars. Dr. Sellers has made a substantial commitment not just to MBKU as an institution, but also to individual SCCO students, who will benefit from his support for years to come.”

It’s not just students that Dr. Sellers hopes to inspire with his gift. Just like his mentor Dr. Hopping, Dr. Sellers wants his fellow optometrists to get a taste of the joy of giving back, to their alma mater and to their profession. “What you get back when you give is incredible. The thrill is great. I only wish I could have done more and sooner!” 💎

*Join the Sellers in creating a legacy for future students at the Southern California College of Optometry, School of Physician Assistant Studies or College of Pharmacy at MBKU.*

**To learn how you can make an impact, please contact Joan Rubio, Vice President for University Advancement at [jrubio@ketchum.edu](mailto:jrubio@ketchum.edu), call 714.822.0156 or visit [ketchum.edu/joyofgiving](http://ketchum.edu/joyofgiving).**

# *A Ketchum Family*



By Rene Scheys

*Dr. Steven Hoffman, SCCO '20, always knew he wanted to have a career in health care, as he enjoyed connecting with people and had a passion for helping others, but he initially ruled out one profession in particular: optometry.*

This wasn't for any lack of information about what an optometrist does. As the grandson of one optometrist and the son of two more, his exposure to the profession was pretty much immediate. He simply had a desire to forge a different path. But after a period of soul-searching, he asked his parents to connect him with another optometrist he could shadow, and with that experience, his life's ambition came into focus. And when he enrolled at MBKU's Southern California College of Optometry, he became the third generation of Hoffmans – along with the aforementioned grandfather and parents – to find a home at MBKU.

## **BEGINNING THE LEGACY**

Dr. Lou Hoffman started it all. Dr. Lou Hoffman attended Pennsylvania College of Optometry, now Salus University, and graduated in 1956. As a clinical director of SCCO and member of the faculty for many years, he was influential in the early advancement of the field of vision therapy. By the time his son Dr. Bob Hoffman, SCCO '89, developed his own interest in a career in optometry, Lou was able to give him a really important piece of advice: Go to a school with a strong clinical program. That piece of advice brought him to SCCO, where he met his future wife, Dr. Lianne Inouye, SCCO '89. Needless to say, Bob and Lianne were pleased with Steven following in their footsteps. "We were very excited when Steven



Dr. Robert Hoffman



Dr. Lianne C. Inouye



decided on SCCO," says Dr. Inouye. "Since we are both alumni and Steven's grandfather was faculty and clinic director, we knew he would have a great optometric education as well as clinical training."

### A TRUE FAMILY ATMOSPHERE

Now Dr. Hoffman and Dr. Inouye each have their own practice, and their son, Steven, is a resident doctor at SCCO, currently working with vision therapy and pediatric care at the same institution where his grandfather pioneered it. For the Hoffmans, their experience of the famous family atmosphere at MBKU was both figurative and literal. "At MBKU, I had great classmates who became friends for life," says Steven. "And I know that my parents had the same. Even though the scope of optometry has changed a lot over the years, it's so great to be able to talk to my grandfather and my parents about cases and understand that the value of the profession has not changed." ♥



## Let the Sunshine In

As the sun rises on a welcomed, fresh new year, there are ways to make the new year even better for you and the ones you love. You can **save money, create income streams and save taxes** by using some of the tools we can illuminate for you.

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**Designate Marshall B. Ketchum University or one of our programs as a beneficiary.** Like a gift of life insurance, you can name MBKU as the beneficiary of a portion or all of your IRA, 401k or other Retirement Plans and be recognized now.

### Brighten your day and your year!

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**To learn more, please call 714.822.0156, or email [plannedgiving@ketchum.edu](mailto:plannedgiving@ketchum.edu).**

# FACES OF MBKU

By Rene Scheys

Among the many friendly faces you'll encounter at MBKU are these three future health care leaders. Each of these students embodies the passion and compassion at the heart of MBKU's mission.

## NOMINATE A STUDENT

Do you know an exceptional MBKU student? Reach out to [marketing@ketchum.edu](mailto:marketing@ketchum.edu) to nominate a student for a future issue.



## *Caroline Quan, SCCO 2022*

### The Eye of the Beholder

SCCO student Caroline Quan *did* have the nearly requisite life-changing experience of getting her first pair of glasses from a great optometrist, and this *did* influence her decision to go into optometry. However, Caroline also had another, more unusual attraction to optometry: the eye itself. More specifically, what the eye looks like, and how intricately aesthetic the eye is – how beauty is the eye of the beholder.

You might guess that Caroline's other main interest is art, and she has an artist's eye for finding opportunities to think about her medical field creatively. "Art and optometry are very connected," she says. "Beginning with clinic, and learning case analysis – the art of optometry is understanding how every patient is unique, with their own story and their own specific set of needs. We have to put together the pieces of their own puzzles in order to know how to provide care."

This notion treats patients as figurative puzzles, but in optometry, there are literal ones, too. Caroline is fascinated by vision therapy, and its use of puzzles to train the eye and brain to "collaborate" more effectively. As an artist, she's been working on developing her own puzzles and exercises to be used in vision therapy. One of the things she appreciates about MBKU is how it encourages students to have and explore interests both within and beyond the strictest confines of their chosen practice.

Caroline's brother Christopher is also a student at MBKU, and together they plan to open a practice when they graduate. They are both grateful for the opportunity to attend SCCO, and naturally relish the family atmosphere. "SCCO has everything I wanted in a well-rounded education," says Caroline. "When I came here, I was captivated by the warmth of not only the administration, faculty and staff, but also the other students. I felt welcomed immediately into the MBKU family."



## ***Aaron Hunro, SPAS 2020***

### **Faith in Potential**

Aaron Hunro had a lot of varied interests as a college undergraduate, including film and photography. But there were two factors that constantly brought him back to a career in medicine: his father, who gained medical experience alongside PAs in refugee camps before coming to the United States to train as a PA, and his desire to have a career through which he could serve and give back to his larger community. As Aaron narrowed down his options for where to receive his PA education, one factor in particular constantly brought him back to MBKU's School of PA Studies.

"I couldn't believe the effort they showed me as a pre-PA student," recalls Aaron. "I sat down with the Director of Admissions, Leslie Lim, who counseled me in how to pursue admittance to PA school. I thought, 'If this is the effort they put into a *potential* student, then I can't imagine what they would do for a *current* student.'"

When Aaron became a student at MBKU, those expectations were exceeded, as he saw the student-centered approach in all areas of his education, particularly with his professors. "The support the faculty gives us is the biggest thing," he says. "They have so much faith in me, I sometimes think they believed in me more than I believed in myself. This has allowed me to grow and challenge myself, leading me to become the best health care provider I can be. I'm truly grateful for it."

Much of Aaron's leadership work in the MBKU community has been about investing this confidence in other students who are like he was, through mentorship. Aaron was also thankful to see the philosophy of great effort extended to MBKU's response to the pandemic. "They handled it in the best way possible," he says. "Their number one concern was our safety, and when we came back to campus, they took great care to educate us about the new standards, and then hold us accountable to maintaining them."



## ***Rachel Chang, COP 2022***

### **Deep in the Heart**

Rachel Chang's career trajectory was mapped out pretty completely before she began her internship at Children's Hospital of Orange County a little over a year ago. After getting a job as a clerk at a local supermarket pharmacy, mostly because they happened to be hiring, Rachel thrived and she was encouraged by the pharmacists there to go further. She got certified as a pharmacy technician and then went on to attend MBKU's College of Pharmacy, all with the goal of becoming a retail pharmacist like the ones who had influenced her. Retail pharmacy was a good fit; she found it rewarding to build a rapport, connect with, and serve the people who came in to have their prescriptions filled.

An encounter with a 9-year-old girl at CHOC gave Rachel reason to consider more options, however. As Rachel assisted the team who was caring for the girl, she saw how the confluence of the girl's illness and the girl's mother's sense of fear and powerlessness opened the door to serve patients in a different way. "It struck a deeper string in my heart," says Rachel. "Children are so innocent and vulnerable, and the girl's mother was so scared, but I was there with others to comfort her, and to help her and her daughter. The experience opened my mind a little to the ways I might be able to have an even bigger impact in patient care."

Rachel's education continues, so while her plans for the future are not set in stone, she's confident that what she has learned at MBKU will have prepared her for it. There is, of course, the demanding course of study and the expert clinical placements, but there is also the atmosphere of caring that permeates the campus. "I'm from Hawaii, and moved here to attend the College of Pharmacy. So, I love the feeling you get here of being part of a family. The faculty have so many open doors. They really care about us, and want to make a difference in our lives and education." ♥





# *Ketchum* **ON THE** *Frontlines*

*“There are countless details that arise as the University pivoted due to the pandemic, from lectures to test-taking, and you have to figure out how you’re going to do this. And every single person, from my senior vice presidents, to our faculty and staff, to our campus operations people and our custodial staff and everybody in between has stepped up and worked really hard to help us get through this.”*

— **PRESIDENT KEVIN L. ALEXANDER**

*In March*, when the COVID-19 pandemic hit, the entire MBKU community of over 1,000 people – students, professors, staff members, administrators and health care providers – suddenly found themselves, along with the rest of the country, navigating an extraordinarily difficult ordeal, made all the more difficult by the dual nature of MBKU’s identity. It is, of course, a health care university, and like all educational institutions, had to shift all of its learning online. But MBKU is also a health care provider, with multiple clinics and many practitioners who serve thousands of patients a year.

Confronting this ordeal required concerted efforts on many different fronts, and MBKU honors those who led the way. They are MBKU’s frontline workers, serving and supporting the University’s mission so that MBKU could continue its critical roles as an educational institution and health care provider. Virtual clinics were developed to supplement online instruction and to serve ailing patients, major technological systems were scaled up practically overnight, and massive amounts of heretofore unneeded PPE were sourced, obtained and distributed.

“We sometimes think that people on the frontlines refers only to health care workers,” says Dr. Julie Schornack, who was responsible for overseeing nearly every detail large and small in MBKU’s response to the pandemic. “But in addition to those essential workers, we have all these others who were doing a spectacular job of supporting our health care workers behind the scenes.”

# Clinics Serving Students

The clinical experience is essential for students in all three programs at MBKU. As a supplement to didactic instruction, seeing real patients who require care under the supervision of a professional is a component of health care education that cannot be replaced. As a result of this, the many clinicians at Ketchum Health had to get creative.

"We were tasked with creating a virtual clinical experience," says Dr. Mark Sawamura, Chief of Primary Care at Ketchum Health. "The challenge was to not only generate volumes of brand-new content on a weekly basis, but to produce diverse topics that were based on real patient encounters. Each weekly case series had educational goals to enhance clinical decision-making, analysis of images and patient data, and assessment and plan formulation. We also had to reformat laboratory courses over additional quarters, all to ensure that the students would develop mastery of skills necessary for patient care."

In addition to the challenge of providing effective clinical instruction while the University was shut down was the challenge of bringing students up to speed in the early summer when clinics reopened. Associate Dean of Clinics Dr. Mark Nakano created a boot camp of sorts in order to bridge any potential gaps in learning. "We basically brought the students back in controlled environments," he explains. "We gave them opportunities to brush up on skills, practice on each other, and we introduced them to all the new disinfecting and social distancing protocols in the clinics as well."

"There were several phases of challenges facing us in the pandemic. The first phase was to communicate effectively about the seriousness of the situation and that students were going to leave their clinical assignment. The second was to determine the delivery of education in a virtual format. The third phase was ensuring a safe restart to hands-on clinical training and reassigning students who were displaced from canceled assignments. The last phase was to ensure that students have had the necessary clinical experiences to ensure an "on-time" graduation and be ready for practice."

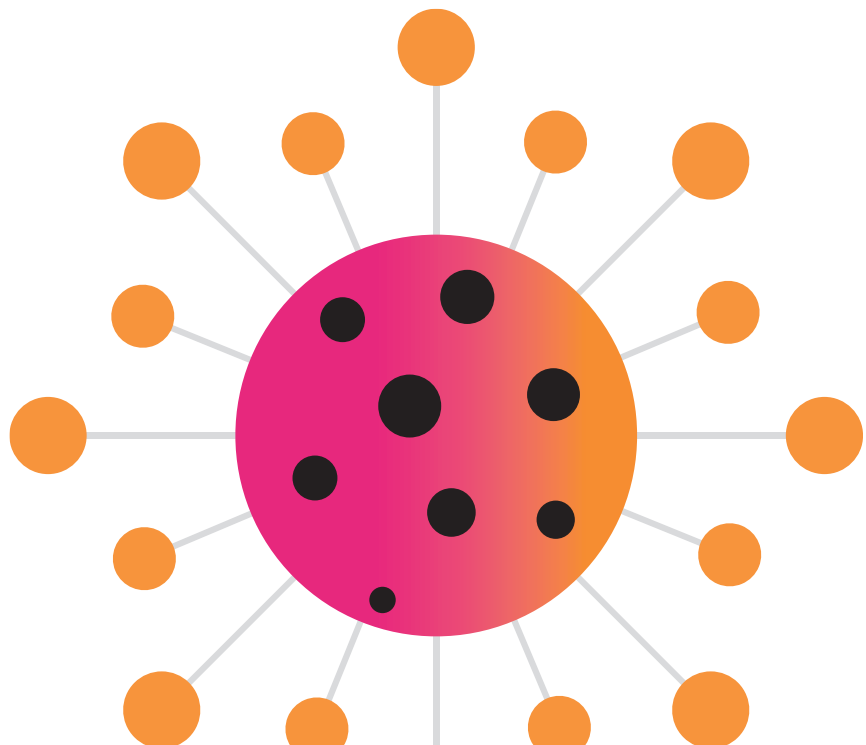
**DR. JOHN NISHIMOTO,**  
Dean Professional Affairs and Clinical Education

# Clinics Serving Patients

A global pandemic does not unfortunately halt the necessity for other health care. People still have a need for glasses, contacts, or more serious eye care, and MBKU's health clinics serve thousands of patients a year. For many of these patients, Ketchum Health is a critical lifeline to services they otherwise may not have access to, and the pandemic threatened it.

"From a clinical perspective, our biggest challenge in the Cornea and Contact Lens department was determining how to serve our diverse patient base while having minimal to no in-person contact," says Dr. Erin Rueff, Chief of Contact Lens at Ketchum Health. "We also serve a large population of patients who wear special, customized contact lenses out of necessity. In many cases, these patients can't do things like drive, take care of their families or go to work without their custom contact lenses. During our clinic closure, we had to get creative about how we served these patients. This meant many phone calls, emails and telemedicine visits to assess symptoms and special situations. Our doctors historically have special relationships with these patients, in particular, but this unique time has only strengthened those bonds."

Keeping patients, doctors and students safe when they receive and provide eye care requires a commitment to protocols that are onerous yet necessary. Fran Ward, Director of Optical Services, was tasked with not just continuing to order and dispense glasses for essential workers, doctors and nurses, but also with establishing these protocols. "We sanitize tables, chairs and all the equipment after every patient we see," she says. "We disinfect 150-300 frames daily and, of course, we maintain social distancing with opticians, students and patients."



“Everyone in our service, including the students, adapted and contributed to making adjustments to meet our patients’ needs in a safe manner and continue our clinical education program. From flexible scheduling, to modified procedures and innovative use of telemedicine to perform as much of the exam as possible remotely with the patient safely at home, we are able to significantly reduce the face-to-face time between our patients, students, doctors and staff. In addition, our adaptive technology evaluations are largely able to be conducted remotely with student involvement while the patient is at the clinic.”


**DR. PATRICK YOSHINAGA, Chief of Low Vision**

## *Tech Services*

When Matt Breneman and Sam Young attended MBKU's annual University Retreat in February, neither of them likely expected that, in just a few short weeks, they and each of their staff would become the critical linchpins that allowed an entire health care institution to stay afloat while transitioning to online education. As the Director of Multimedia Services and the Director of Information Technology respectively, Matt and Sam were accustomed to navigating changing technologies and solving problems with complex systems in order to support MBKU's educational mission. But nothing could have prepared them for the enormous undertaking that would greet them in March 2020.

When the shutdown happened, Matt and Sam were suddenly responsible for taking a world that relies on close human interaction, exchange and communication, and allowing it to continue functioning without the humans being “close” to each other anymore. “Everything was a challenge,” says Matt. “It seemed like every time we turned around, we would need to figure out a way to execute another process in a now remote world. The biggest challenge was staying a step ahead with these new processes to support the colleges, faculty and students.”

Typically institutions of MBKU's size and complexity require a lot of careful planning and the requisite time for implementation when approaching the process of changing or introducing systems. Matt and Sam had no such luxuries. “We did not have time to prepare, research or discuss,” says Sam. “But we took action and helped make it possible for the employees to work remotely and distance learning to happen. It was a lot of hours and stress, but I'm really proud of my IT team for stepping up and helping the University go full distance learning without any preparations.”



“I am extremely proud of the response of the President’s Executive Council (PEC) team to this pandemic. Although classes switched over to online learning, the team managed to create and implement safety guidelines to allow students, staff and faculty back on campus quickly. I also admire the adaptation to the recent changes by all students, faculty and staff at MBKU. Their willingness to adhere to the implementation of the COVID-19 policy to ensure the safety of every one’s health is a measure of the kind of community we have here.”

**JESUS BARRERA,**  
Director of Campus Safety & Security



# *The Battle to Source PPE*

Last April, it was suddenly impossible for the typical shopper to walk into a grocery store or go online to find enough toilet paper or hand sanitizer for their household. So, what might one do if they were responsible for reliably obtaining supplies for an entire university? This task became the unexpected full-time job of Deb Woods, Auxiliary Services Manager and manager of the Campus Store.

“She was really relentless in her pursuit of trying to identify reliable vendors and solid supply chains,” says Dr. Julie Schornack. “She had to make sure that the University at every level, whether it was sending our people out into clinics, or whether it was seeing patients within our own four walls, had all the personal protective equipment, and all the disinfecting supplies that were required to keep us all safe.”

The term “PPE” wasn’t even that familiar to Deb Woods at the beginning of the pandemic; obviously, she knows it intimately now. “Never, in the history of the University, has any employee been tasked with procuring items in such vast quantities amidst an active pandemic,” she says. “I had to determine how and where to store them, create policies for dispersion to departments and students, and anticipate needs not only when we would return to the University but also what students would need, driven by their rotation locations, to stay safe and healthy. There was no policy or precedent. As PPE procurement became my life, the support of University leadership was unmatched. I became fully immersed in masks, goggles, gowns, gloves, sanitizer of all types, face shields, etc. The backing of upper management in approving the budget required to make these PPE acquisitions was vital. MBKU calls itself a family, and when the family is at risk, they strive to protect each other.”

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“I’m so proud of my team: staff, administrators, students and faculty members. Once we recognized the enormity of the pandemic and got our heads around the challenge that was before us, we came together and we implemented a safe and effective strategy to reopen the clinics.”

**DR. MARK NAKANO, Associate Dean of Clinics**

# New Opportunities

When Dr. Brandon Grove was hired at Ketchum Health to serve as Chief Medical Officer and establish the new Family Clinic, the goal was ultimately for students in the School of PA Studies to have a home base of sorts, a clinic they could rotate through that was more academic in nature than certain preceptor sites. It would also provide more opportunities to get a diversity of clinical experience in the relatively short and utterly intense PA curriculum, where exposure to some disciplines is harder to come by than others.

Typically, one such discipline is behavioral health. The pandemic changed that. The stress of living in a constantly evolving health crisis, the vast shutdowns and resulting isolation, and the fear and concern about the virus itself have all contributed to a burgeoning mental health crisis, which has had an evident effect on the types of patients Dr. Grove sees and which puts him and MBKU students on the frontlines in a new way.

"It's been harder to get patients into psychiatrists and therapists and psychologists, and because of that, we're actually doing more behavioral health issues here in family medicine," says Dr. Grove. "We get a range of patients, struggling with bipolar disorder, severe depression and acute anxiety issues. So I've gotten a chance to work with students with these patients and they're getting to see what behavioral health looks like from a family medicine standpoint."

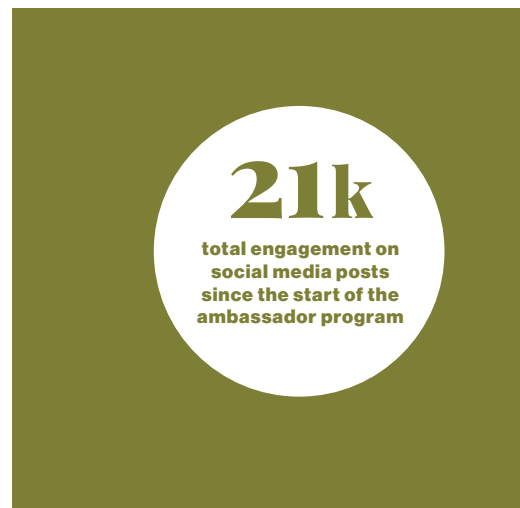
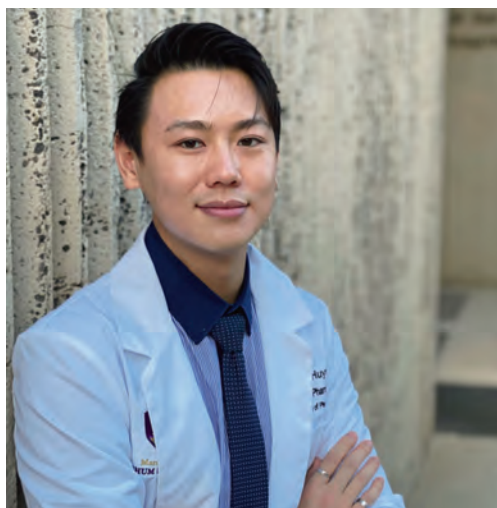
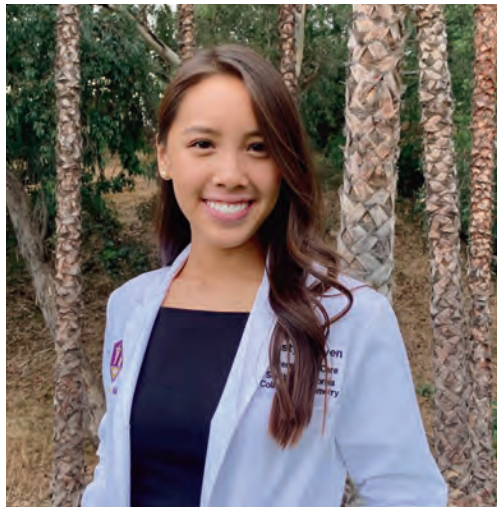
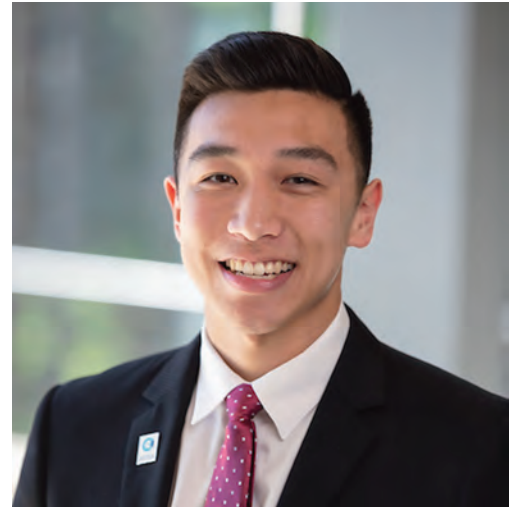
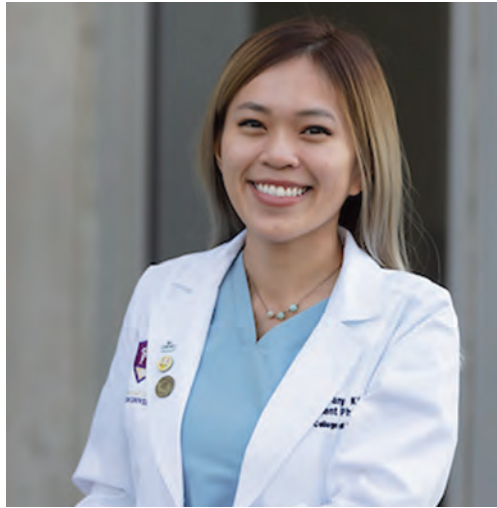
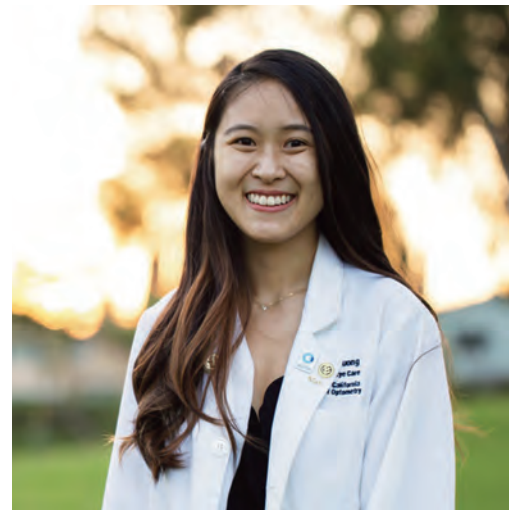
*The COVID-19 pandemic has been a national and worldwide tragedy, and its costs are still being counted. No one at MBKU wanted to see the strength of the University tested by such a devastating crisis. There is solace, however, in what the virus was not able to destroy: the familial bonds that MBKU takes pride in, the resolve of dedicated and compassionate interprofessional health care providers, the selfless hard work of the people who make up MBKU's clinical support systems, and the fervent belief in the importance of quality medical care for all who are in need of it. ♦*

## **DR. AZITA ALIPOUR,** **Assistant Professor, Psychiatric Pharmacy**

Many in the community of MBKU had their fair share of stressors at the beginning of the pandemic, from shifting instruction online to maintaining rotations as health care providers themselves. Dr. Azita Alipour, Assistant Professor in the College of Pharmacy, was among these, but she also had an additional factor adding strain to her life. Her husband is a general surgeon and the Director of Robotic Surgery at St. Joseph Hospital in Orange County, and is one of many helping to save lives on the frontlines. In addition to performing emergency surgery on COVID-19-positive patients, Dr. Alipour's husband was also seeing other patients in abnormally severe conditions since they were understandably hesitant to seek medical care.

And while Dr. Alipour was able to teach her MBKU classes and consult with mental health cases as a psychiatric pharmacist at St. Joseph, the pandemic also, like so many others, gave her yet another career: elementary school teacher to her two children. "The MBKU community and culture shined by encouraging all employees to work from home during this time and provided us with the needed resources and guidance," she says. "This allowed me to not only to keep teaching my course, but also be able to take care of my two kids at the same time from home. I am so appreciative that I work for an institution that took such great steps to keep our MBKU community safe while also maintaining our high standards for academic excellence."





# Social Ambassadors

Marshall B. Ketchum University's social media ambassadors are students who are connected and involved as leaders in our community, span a variety of academic focuses and co-curricular interests, and are passionate about social media. This group partners with the Office of Marketing & Communications on MBKU's social media channels with the purpose of promoting student activity, highlighting milestones, capturing bonding moments among classmates and celebrating student development. *Ketchum Magazine* sat down for a conversation with this year's social media ambassadors: Taylor Austin (COP), Ashley Tran (SPAS), Joanne Vuong (SCCO), John Huynh (COP) and Lillianne Do (COP).

***Ketchum Magazine:* What is the importance of engaging on social media for MBKU?**

***Ashley Tran:*** MBKU actively works to give back to the community, so I feel that social media is extremely helpful for capturing these moments for students, alumni and faculty to take note of and to look back on for years to come. I think especially at a time with COVID-19, social media is a great opportunity for our university to stay connected. Our instruction has mostly been remote, with the exception of in-person skills days, so social media events and challenges allow us to still show our MBKU spirit and solidarity while still practicing safe social distancing.

***John Huynh:*** We are a generation immersed in technology and social media. With everything transitioning to online, reaching a wider audience and sharing our stories has become much more achievable. Social media has provided a platform for us to share our innovative endeavors and opportunities with many more people than before.

***KM:* How do you all as social media ambassadors advance the mission of the University?**

***Joanne Vuong:*** The act of all of us in a virtual "room" already demonstrates MBKU's mission. However, as we collaborate as a team, we are able to develop better interprofessionalism and share what each of our programs has to offer. By each of us posting from our respective program's perspective, it educates the rest of us on what that program has to offer, which we may not always be aware of.

***Lillianne Do:*** Our team highlights how students benefit from an interdisciplinary approach to education. This is really important, especially during COVID-19, because we want our MBKU family to know the importance of "keeping distance" but not being "disconnected."

***KM:* Can you describe your personal interest in being a social media ambassador?**

***Taylor Austin:*** Personally, when I came to MBKU, I did not know a single person and I did not know my place here at MBKU. That quickly changed when I began getting involved in several MBKU organizations and attending MBKU events. I was honored when asked to be a social media ambassador because I want students to continue to find their place in MBKU. To me, the best way to do that is by promoting student involvement through social media.

***Ashley Tran:*** I have never particularly been inclined to share much on social media, so taking on the role of a social media ambassador is new to me. However, when I got accepted into MBKU, my top choice PA program, I just knew I wanted to do my best to document a very fundamental part of my life and journey. MBKU has a very special place in my heart, and the care and dedication that the MBKU faculty and students put into one another and newer cohorts made me want to showcase our school and mission that much more.

***KM:* What are some of the specific social media channels that MBKU employs?**

***Joanne Vuong:*** There are many social media channels that MBKU is associated with. To name a few: @ketchumuniversity, @ketchumhealth @ketchumhealth.uecla, @mbkulibrary, @multimedia\_bts, and student-run Instagram @weareMBKU.

***Taylor Austin:*** Our main social media platforms include Facebook and Instagram. If you're not already following us, start following us today! 📌

*We want our MBKU family to know the importance of "keeping distance" but not being "disconnected."*

— LILLIANNE DO



# MBKU Establishes Diversity, Equity and Inclusion Taskforce

By Rene Scheys

**Long before Dr. Melissa Contreras was an optometrist, long before she graduated from MBKU's Southern California College of Optometry, and long before she joined the faculty of SCCO, she was shaped by an experience common among people in America with parents or grandparents who are not native speakers of English.**

She served as interpreter, counselor and lead advocate for her grandmother while her grandmother navigated the health care system. As a child, Dr. Contreras never questioned it; she just knew that it made her grandmother feel better that she was there – and she could see how difficult it was for her grandmother when she wasn't.

When Dr. Contreras followed her passion for helping people to optometry school at MBKU, she soon found herself in a very familiar place. Once clinical rotations began and she and her classmates began seeing patients, she was often called upon to serve as an unofficial,

always-on-call interpreter. She had to learn optometric terms in Spanish very quickly and, ultimately, she was happy to do so, particularly when she saw the patients' relief and gratitude. But she also thought to herself, "There has to be a better way."

There is a better way. It's empowering more and more optometrists and other health care providers to understand and reflect the diversity of the populations they serve, as one more method for giving the absolute best care possible.

## MBKU STRATEGIC PLAN PILLARS 20/23

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**WE ARE A**  
*Student-centered  
University*

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**WE ARE AN**  
*Engaged and  
Inclusive University*

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**WE ARE**  
*Interprofessional in  
Culture and Approach  
to Health Care  
and Teaching*

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**WE ARE AN**  
*Innovative and  
Contemporary  
University*

### **A NEW TASKFORCE**

MBKU is invested in this principle, and in the summer of 2020 established the new Diversity, Equity, and Inclusion Taskforce in order to explore and develop programs for it. Co-leading the taskforce will be Dr. Contreras along with Vice President for Educational Effectiveness and Institutional Research Dr. Judy Ortiz, who likewise has extensive experience providing care to and understanding immigrant communities. Dr. Ortiz also just led MBKU's Strategic Planning process, and has familiarity with gathering diverse perspectives and lots of data, and cohering them into strategy.

The committee is now in its earliest stages, but Dr. Ortiz sees the potential as they gather voices from as much of the MBKU community as possible. "One of the first things we did when President Alexander reached out to us to start this committee was gather our leaders and discuss how we want to engage all the members of our campus community," says Dr. Ortiz. "That includes students, faculty, alumni, staff, administrators, our Board of Trustees, and even our preceptors and clinical partners. It's a very broad net of people we want to involve in this."


### **CARE FOR THE WHOLE PERSON**

In addition to the long-term goal of having each individual program at MBKU develop and maintain meaningful diversity plans that are unique to them, Dr. Alexander asked the committee to focus right away on three areas: The first is to attract, recruit, support, and retain diverse students and faculty. The second is to take a deep, data-driven dive into the campus climate at MBKU, and the third is to work toward a truly anti-racist culture, with an increased awareness of the distinct issues and challenges that diverse communities face as they navigate health care institutions.

For Dr. Ortiz and Dr. Contreras, this work is important in the same way that researching new technical innovations is. Ultimately it is the patients that MBKU students care for now and in the future who will benefit. Every one of those patients has a story, and that story is more deeply invested in when our institutions treat them with dignity. "I've had those powerful instances where I felt like I could truly provide care to the whole person," says Dr. Contreras. "And what drives me is the knowledge that every patient deserves this experience—to feel like they're truly, truly cared for." 🖤


































































































# 2020 Virtual Commencement

MBKU prides itself on graduating the most highly skilled and prepared health care leaders and these 2020 graduates are no exception. Each of our 2020 graduates had their share of challenges this past year, but rose to those challenges and have proven to be an exceptional group of talented and driven health care leaders.



**Marshall B. Ketchum University**  
Southern California College of Optometry  
Doctor of Optometry

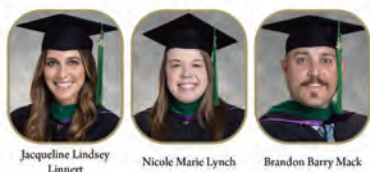
**Class of 2020**

 Dr. Mahabadi Agay	 Dr. Tyler James Albert	 Dr. Jacqueline Noel Albert	 Dr. Abby Alexander	 Dr. Marissa Gattall Alkandady	 Dr. Jeremy Jaramilla Apalicio	 Dr. Leslie Abigail Baroni	 Dr. Sandeep Bandekar	 Dr. Noelle Rose Book	 Dr. Morgan Brumma Brumma	 Dr. Sophia Scifja Bruckley	 Dr. Elizabeth Brumma Brumma	 Dr. Bonni Jenson Chan	 Dr. Lane Chung-pao Chan	 Dr. Nathaniel James Chorney
 Dr. Dan Paul Singh Chomun	 Dr. Laura Wang Choi	 Dr. Nicholas Chung	 Dr. Maya Renee Cooper	 Dr. Jesse Michael Fennema-Notestine	 Dr. Casey Allen Foster	 Dr. Michael Gourent	 Dr. Catherine Anne Goodkorn	 Dr. Kyle Kiyoshi Harada	 Dr. Kelly Justine Hart	 Dr. Steven Hoffman	 Dr. Carson Kaitiana Hinton	 Dr. Jesse Kai Hoshizaki	 Dr. Cynthia Y. Huang	 Dr. Grace Hupoli
 Dr. Taylor Kiyoko Jackson	 Dr. Amy Patricia Jones	 Dr. Elena Lili Karpentier	 Dr. Taha Khachikian Sahakian	 <p><b>Marshall B. Ketchum University</b> Southern California College of Optometry Doctor of Optometry</p> <p><b>Class of 2020</b></p>					 Dr. Maria Yara Kautzka	 Dr. Jennifer Kovich	 Dr. Tiffany Christina Kueing	 Dr. Stephanie Hong Lam		
 Dr. Valeria Kate Lay	 Dr. Tiff Nguyen Ngon Nguyen La	 Dr. John Duane LeCote	 Dr. Dick Leow						 Dr. Kelly Leigh Leung	 Dr. Eric Shing Ben Leung	 Dr. Joanne Han Yi Lin	 Dr. Kalla Patricia Lomden		
 Dr. Lauren Jo Long	 Dr. Anna Luo	 Dr. Allen Trest Luong	 Dr. Tiffany Amanda Luong	 Dr. Danny Ly	 Dr. Erin Kathleen Major	 Dr. Amanda Michelle Mancilla	 Dr. Grant Benjamin McPherson	 Dr. Emri Mikaelan						
 Dr. Christine Jiang Min	 Dr. Prashant Misra	 Dr. Jennifer Huang Du Ng	 Dr. Dhanu Nguyen	 Dr. Jasmine Nguyen	 Dr. Justin Tatum Ash Nguyen	 Dr. Tina Thao An Nguyen	 Dr. Vicki Ung Nguyen	 Dr. Victoria Nhaton	 Dr. Rachel Anne Niekamp	 Dr. Alingha Summa Nien	 Dr. Alyssa Teresa Park			
 Dr. Radhika Patel	 Dr. Daniela Quisla	 Dr. Nadia Subrena Rana	 Dr. Guadalupe Rocha	 Dr. Laura Rodriguez	 Dr. Steven Mark Sabo	 Dr. Jessica Lacey Samuels	 Dr. Cara A. Santos	 Dr. Brent Seneau	 Dr. Gary Lynn Shaw	 Dr. Kaitlin Anna Spelt	 Dr. Irene Brandt Taz	 Dr. Victoria Tizabi	 Dr. Sarah Kay Telford	
 Dr. Sant Anna Theodor	 Dr. Imilee Tran	 Dr. Larry Tsai	 Dr. Karen Barbara Tzai	 Dr. Stella Yu	 Dr. Kristen Anne Turner	 Dr. Elizabeth Uribe	 Dr. Euphail Danielle Yungert	 Dr. Billy Wang	 Dr. Janna Kellandalli Wong	 Dr. Vivian Yitong	 Dr. Christine Shanette Yoo	 Dr. Ryan William Yuen	 Dr. Nathan Zammita	 Dr. Lily Zarf



## Marshall B. Ketchum University

School of Physician Assistant Studies  
Master of Medical Science



Class of 2020



## Marshall B. Ketchum University

College of Pharmacy  
Doctor of Pharmacy



Class of 2020



# Leadership Corner

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



**Jennifer Coyle, OD, MS, FAAO**

*Professor & Dean, Southern California  
College of Optometry*

Enhancing the value of your degree. That will always be our focus at SCCO. Even during these unprecedented times when just holding it together is a victory, we are boldly moving ahead to keep our 116-year-old legacy strong by looking at our mission, goals, objectives and curriculum with fresh eyes. The faculty have embraced the challenges of the pandemic with creativity and unfathomable energy, and they are approaching our vision for the future with that same enthusiasm!

I am pleased to share, Dr. Melissa Contreras was appointed our first Director of Diversity, Equity, and Inclusion. In her role, she will embark on a listening tour, help us develop goals and strategies for recruiting more students of color and from under-represented backgrounds, infuse cultural humility, equity and inclusion throughout our curriculum and goals, and serve as a resource for our students, faculty and staff to support equity and inclusion in our programs.

We will be sending out surveys to alumni and preceptors to give us your constructive feedback about your experiences here at SCCO and insight into how our curriculum prepares students for the realities of practice. Please take some time to help us shape the future of our programs by filling out the surveys. As Maya Angelou said, "When we know better, we do better."

It has been a true honor to join the MBKU family this past year and I look forward to meeting our alumni and friends to hear your stories about SCCO!

## ***School of PA Studies***



**Allison Mollet, MMS, PA-C**

*Program Director & Associate Professor*

Creativity and adaptability have been cornerstones of our success over the past several months. Faculty have been creative in developing solutions to support learning. For example, Professor Holt created a unique podcast covering a wide breadth of medical topics, giving students the option to "study" while jogging, driving or cooking! Our clinical team also collaborated on a valuable new telehealth clinical rotation, including a specialized track in sickle cell disease, a topic that Professor Fineman presented in a national webinar.

Also impressive is how our students have responded and adjusted to sudden changes in instruction. When the pandemic began, many were in the midst of their Masters Capstone projects that necessitate direct involvement with the community. Under Professor Dettmar and Bob McKenna's guidance, students produced significant impact in the community by improving health screenings for Down syndrome patients, providing alcohol poisoning education to college students, educating first responders on identifying human trafficking victims, and much more. Furthermore, we had two students complete their Leadership certificates (Aaron Hunro and Caitlin Lefort).

The sudden challenges brought on by COVID-19 pushed our creativity more than ever and challenged students, staff and faculty alike to be adaptable. As we say goodbye to our graduating class of 2020, we encourage the CO2022 and CO2021 to continue their hard work. Our commitment to helping them achieve their dream of becoming a PA will not change. In a time when the world needs competent and compassionate healthcare more than ever, I am beyond proud of what our students and faculty are accomplishing.

## ***College of Pharmacy***



**Edward Fisher, PhD, RPh**

*Professor & Dean, College of Pharmacy*

Due to COVID-19 leaders, in the field of health care have learned, by necessity, the usefulness of technology as it relates to providing remote interactions. Telemedicine has increased dramatically in importance, and now must be seen as a necessity, not just a luxury. Future leaders must also understand the importance of the Interprofessional team to overall health care. Given the level of disinformation that exists in today's world, now more than ever, health-care leaders must be able to accurately inform their patients as to what is reliable information, and what is not. In my opinion, the current pandemic situation has shown how pharmacists are not only readily available to the public, but how indispensable they are, especially once they start administering COVID-19 vaccines.



MARSHALL B. KETCHUM UNIVERSITY'S

# Gala

## CELEBRATION

*Celebrating and honoring our alumni,  
benefactors and community partners*

As we entered Fall 2020, our utmost concern continues to be the health and safety of our students, faculty, staff, alumni and benefactors. Although we value and miss our time together for celebrations and events, we also look forward to the day when we can gather together safely again.

Given the continued challenges with the COVID-19 pandemic, we have made the difficult decision to make some changes for 2021.

The annual Marshall B. Ketchum University Gala Celebration originally scheduled for September 18, 2021, will be postponed until April 9, 2022.

We will host the 2021 Distinguished Alumni  
and Distinguished Young Alumni Awards  
Ceremony virtually on

**September 18, 2021**  
7:00 p.m. – 8:00 p.m.

*Nomination materials and more information will be released in early 2021.*

While in this current environment, we hope that you will continue to support our students as they face these uncertain times.

Thank you for making a difference in their education!

Please visit our online giving page at [ketchum.edu/GiveNow](https://ketchum.edu/GiveNow)

*For more information about the Gala Celebration or  
the Distinguished Alumni Awards visit [ketchum.edu/gala](https://ketchum.edu/gala).*



**Marshall B.  
KETCHUM UNIVERSITY**

## Continuing Education

*Southern California College of Optometry*

### 2021 Course Schedule

#### JANUARY 24

##### **Advances in Eye Care Symposium**

**SCCO | MBKU Live Webinar**

*8 CE Units*

#### FEBRUARY 28

##### **Glaucoma Forum**

**SCCO | MBKU Live Webinar**

*8 CE Units*

#### MARCH 20 & 21

##### **Ocular Disease Part I**

**SCCO | MBKU Live Webinar**

*16 CE Units*

#### JULY 10 & 11

**SCCO | MBKU Live Webinar**

##### **Ocular Disease Part II**

*8 CE Units*

#### SEPTEMBER 19

**SCCO | MBKU Live Webinar**

##### **Joint SCCO | USC | VA Symposium**

*8 CE Units*

#### DECEMBER 12

**SCCO | MBKU Live Webinar**

##### **Contemporary Topics in Optometry**

*8 CE Units*

### LEARN MORE & REGISTER

*[ketchum.edu/ce](https://ketchum.edu/ce)*

### CONTACT US

*email: [ce@ketchum.edu](mailto:ce@ketchum.edu)*

*phone: 714.449.7495*

# Class Notes

## PUBLISHED WORKS

**Terrace L. Waggoner, OD, '76**, "Retinal Detachment Seals Itself." Optometry Times, 3 Feb. 2020, [www.optometrytimes.com/view/retinal-detachment-seals-itself](http://www.optometrytimes.com/view/retinal-detachment-seals-itself).

## RETIREMENT

**Tony Carnevali, OD, '75**, retired on June 30, 2020, after working in private practice for 20 years and 26 as an educator. Dr. Carnevali recently shared that "teaching at the Southern California College of Optometry, the Optometric Center of Los Angeles, and the University Eye Center at Ketchum Health Los Angeles made my professional career worthwhile and immensely rewarding."

**Douglas Landsverk, OD, '84**, retired from private practice in May 2020.

## SOLD PRACTICE

**Donald Janiuk, OD, '72**, sold his practice in February 2020; his associate and staff members have now joined Total Vision Care in Rancho Bernardo. Dr. Janiuk is practicing part time (3+ days a week).

## ANNIVERSARY

**Todd Sholey, OD, '92** and **Helen Kim, OD, '93**, celebrated their 25-year wedding anniversary and are working together in Wyoming.

## RECOGNITION

**James Socks, OD, '66**, serves as the founder and CEO of Cornea Biosciences Inc., a biotech company developing a bioengineered cornea to address the worldwide shortage of human corneas for corneal transplants.

**Gerald Lent, OD, '76**, was appointed by the Governor of Nevada as chairman of the Nevada Board of Wildlife Commissioners; wildlife legislative lobbyist.

**Roger Jordan, OD, '80**, was recognized as the American Optometric Association's (AOA) Distinguished Service Award recipient for 2020.

## MISCELLANEOUS

**David Boniface, OD, '80**, recently shared, "It's an honor and a blessing to say, "the SCCO Class of 1980 is the finest collection of kind and warm professionals ever assembled. Twenty-six states were represented. Wise, funny, impish, hard-working, hard-playing, the class was outrageous and suffered no fools. Egos got checked at the door. I liked all my classmates and communicate with a number of them. I still enjoy going to the office, albeit only four days."

**Carl Boeck, OD, '79**, recently shared, "Looking forward to retirement in three years and our 50-Year Reunion in 2029. Cheers!"



## IN MEMORIAM Morris Applebaum OD, '68

**Morris Applebaum OD, '68**, passed away at home on November 10, 2020. He graduated Summa Cum Laude in 1968 from the Los Angeles College of Optometry, now SCCO. He served as a professor and administrator at SCCO and at the time of his retirement in 1998 he was named Professor Emeritus in recognition of his dedication to the college and the optometry profession.

In 2019, MBKU awarded the V-Award, the University's most prestigious award, to Dr. & Mrs. Applebaum for their contributions to health care professions, as well as their generous philanthropy and gift of volunteer time to MBKU.

Dr. Applebaum made friends easily and will be remembered for his kindness and generosity by his family, friends, and the many organizations and causes he supported. His legacy lives on through the many students who were fortunate to have had his mentorship and guidance and the generous endowments that he established at SCCO to support student scholarships and continuing education.

To share your Class Notes, please visit: [ketchum.edu/alumni/alumni-class-notes](http://ketchum.edu/alumni/alumni-class-notes)

## IN MEMORIAM

**Martin L. Johnson, OD, '51**, attended the Los Angeles College of Optometry and practiced for 30 years after graduation. He passed away May 3, 2020.

**Robert Severtson, OD, '51**, practiced optometry for 50 years. He passed away July 20, 2020, at age 97.

**Robert Johnson, OD, '60**, an active member of several professional optometry associations in South Dakota, passed away March 13, 2020.

**Richard Hazlett, OD, '63**, was a pioneer in the contact lens field. He lectured nationally

and internationally, and was a Fellow of the American Academy of Optometry (FAAO). He passed away May 4, 2020.

**David Muris, OD, '65**, a veteran of U.S. Air Force and co-author of Improve Your Vision Without Glasses or Contact Lenses, Simon & Schuster, 1996, passed away February 6, 2020.

**Micheal Bauer, OD, '83**, passed away July 31, 2020.

**Christopher Eddy, OD, '97**, the former president of the Northern Colorado Optometric Society and Colorado

Optometric Association, and Colorado's Young Optometrist of the Year and Optometrist of the Year, passed away April 23, 2020.

**Trang Nguyen, OD, '02**, passed away in Rocklin, Calif., Sept. 3, 2020. After graduating from SCCO, she practiced optometry for 15 years.

**Mercedes Goff**, former receptionist at the Los Angeles College of Optometry (LACO) passed away Aug. 7, 2020, at age 94. She met her husband, **Dean Goff, OD, '47**, while she was working at LACO.

# Faculty



## NEW FELLOWS

### FACULTY

*Allegra Burgher, OD*  
*Emily Stephey, OD, '19*  
*Jessica Sun, OD, '19*  
*Jessica Yuen, OD*

### ALUMNI

*Michelle Marie Mijares, OD, '14*  
*Allison Orr, OD, '19*  
*Kim Skyles, OD, '16*  
*Lisa Van, OD, '18*  
*Corinne Wong, OD, '19*  
*Sahba Fakhra, OD, '17*  
*Michael Goering, OD, '19*  
*Elysia Ison, OD, '19*  
*Puja Parekh, OD, '15*  
*Michelle Lising, OD, '19*  
*Jasmine Lynn, OD, '18*  
*Kailey Marshall, OD, '15*  
*Paige Sorrentino Reasor, OD, '19*  
*Kelsey Sterk, OD, '19*

### CURRENT RESIDENTS

*Valerie Lim, OD*

## SPECIAL CONGRATULATIONS

*Dr. Coyle* was re-elected as an at-large member of the AAO Board of Directors for another term.

Women in Optometry recognized *Susan Cotter, OD, '84*, with the Theia Award in Education. Dr. Cotter was also elected to the position of President-elect of the AAO Board of Directors.

*Thuy Tran, OD, '14*, received the Theia Award in Leadership at the fifth annual Theia Awards of Excellence.

## FACULTY PUBLICATIONS

March–October 2020

*Alipour, A., Gabrielson, S., & Patel, P. B.* (2020). Ingestible sensors and medication adherence: focus on use in serious mental illness. *Pharmacy*, 8(2), 103. Retrieved from <https://www.mdpi.com/2226-4787/8/2/103>

*Chen, E., Myung-Lee, E., Loc-Nguyen, A., Frank, L. A., Parsons Malloy, J., & Weissman, B. A.* (2020). Value of routine evaluation in asymptomatic soft contact lens wearers. *Contact Lens and Anterior Eye*, 43(5), 484–488. doi:10.1016/j.clae.2020.02.014

*Chu, R. H., Lu, E. J., & Lee, J.* (2020). Assessment of competency following use of Eyesi Indirect Ophthalmoscope Simulators within a first-year optometric curriculum. *Optometric education*, 45(2), 28–32.

*Cotter, S. A., Mohny, B. G., Chandler, D. L., Holmes, J. M., Wallace, D. K., Melia, B. M., ... Paysse, E. A.* (2020). Three-year observation of children 12- to 35-months-old with untreated intermittent exotropia. *Ophthalmic and Physiological Optics*, 40(2), 202–215. doi:10.1111/opo.12668

Jiang, X., Tarczy-Hornoch, K., *Cotter, S. A.*, Matsumura, S., Mitchell, P., Rose, K. A., ... Consortium, P. (2020). Association of parental myopia with higher risk of myopia among multiethnic children before school age. *JAMA Ophthalmol*, 138(5), 1–9. doi:10.1001/jamaophthalmol.2020.0412

Kawazoe, K. M., & *Ilsen, P.* (2020). Visual consequences of optic tract damage. *Clinical & Refractive Optometry*, 31(1), 184–194.

*Lim, V., Sun, J., & Edrington, T. B.* (2020). Prescribing for astigmatism: racing into a midlife crisis. *Contact Lens Spectrum*, 35(4), 13.

*Madiraju, C., Téllez-Corrales, E., Hua, H., Stec, J., Nauli, A. M., & Brown, D. M.* (2020). Analysis of student perceptions of just-in-time teaching pedagogy in PharmD microbiology and immunology courses. *Frontiers in Immunology*, 11, 351. doi:10.3389/fimmu.2020.00351

Melkumyan, S., Yeh, B., & *Ferrucci, S.* (2020). Purtscher's-like retinopathy following acute pancreatitis. *Clinical & Refractive Optometry*, 31(4), 276–282.

Moazzam, M., Sajid, M. I., Shahid, H., Butt, J., Bashir, I., Jamshaid, M., ... *Shirazi, A. N.*, Tiwari, R. K. (2020). Understanding COVID-19: from origin to potential therapeutics. *International Journal of Environmental Research and Public Health*, 17(16). doi:10.3390/ijerph17165904

Moore, K. M., Yeh, B., & *Ferrucci, S.* (2020). Background treatment and management in a patient with bilateral choroidal metastases. *Clinical & Refractive Optometry*, 31(1), 171–178.

*Moussavi, K.*, Nguyen, L. T., *Hua, H.*, & Fitter, S. (2020). Comparison of IV insulin dosing strategies for hyperkalemia in the emergency department. *Critical Care Explorations*, 2(4), e0092. doi:10.1097/cce.0000000000000092

Raynaud, C., Daher, W., Roquet-Baneres, F., Johansen, M. D., *Stec, J.*, Onajole, O. K., ... Kremer, L. (2020). Synergistic interactions of indole-2-carboxamides and beta-lactam antibiotics against *Mycobacterium abscessus*. *Antimicrobial Agents and Chemotherapy*. doi:10.1128/aac.02548-19

*Shirazi, A. N.*, Park, S. E., Rad, S., Baloyan, L., Mandal, D., Sajid, M. I., ... Tiwari, R. K. (2020). Cyclic peptide-gadolinium nanoparticles for enhanced intracellular delivery. *Pharmaceutics*, 12(9). doi:10.3390/pharmaceutics12090792

*Sun, J., Lim, V., & Edrington, T. B.* (2020). Prescribing for astigmatism: dual management of presbyopia and astigmatism. *Contact Lens Spectrum*, 35(6), 10.

*van de Pol, C.* (2020). Experiences in Army optometry. *Hindsight: Journal of Optometry History*, 51(3), 76–78.

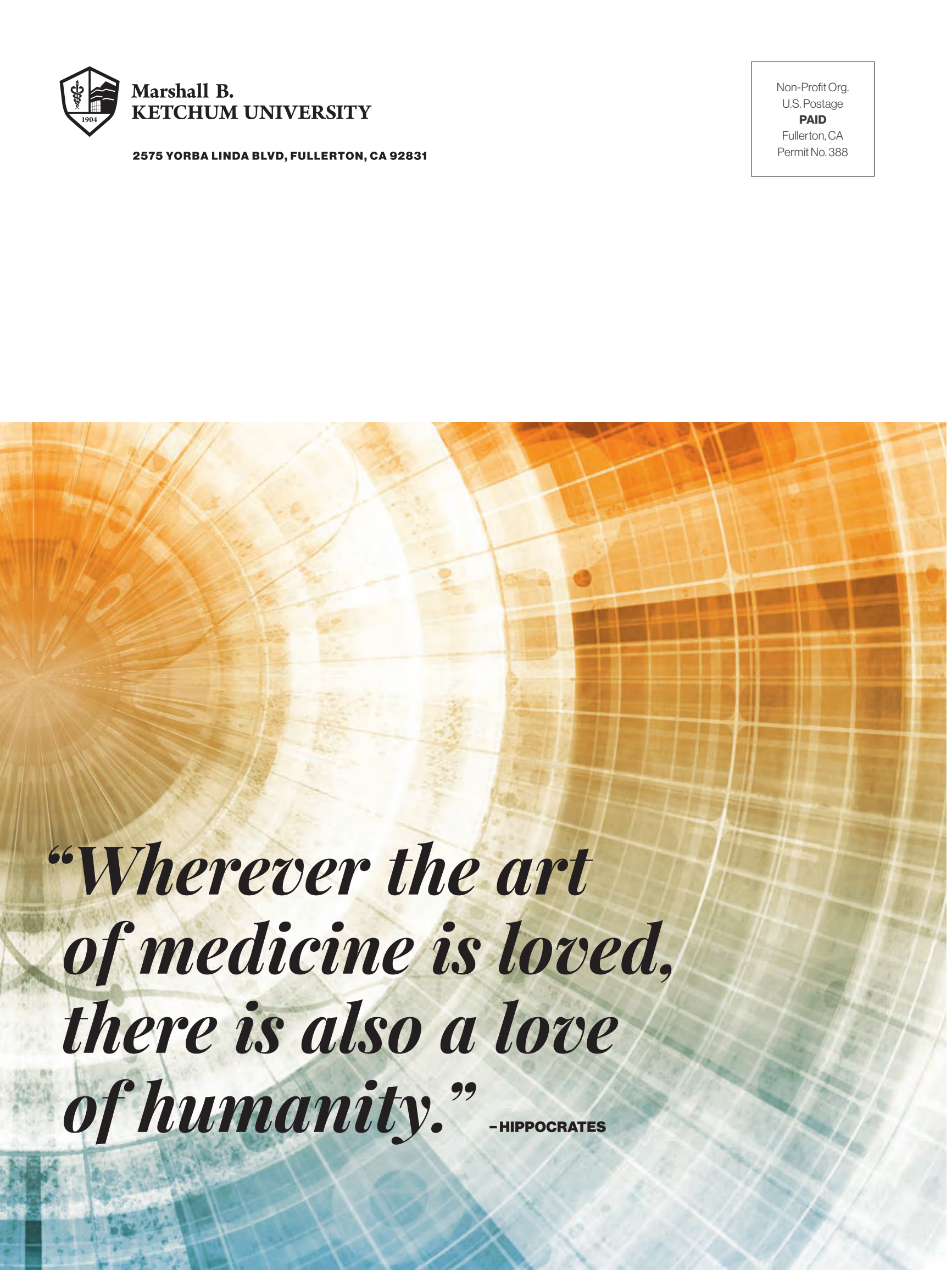
Xu, M., Randleman, J. B., & *Chiu, G. B.* (2020). Long-term descemetocoele management with Prosthetic Replacement of the Ocular Surface Ecosystem (PROSE) treatment. *Eye & Contact Lens*, 46(2), e7–e10. doi:10.1097/icl.0000000000000602



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of medicine is loved,  
there is also a love  
of humanity.”***

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