"The times, they are a-changin’" aptly describes the rapidly advancing field of medical and educational technology.

Pencils, textbooks, and classroom lectures are giving way to the latest teaching and diagnostic equipment now used in most of today’s hospital and clinical settings. ATSU’s mission statement directive to “be a learning-centered university dedicated to preparing highly competent professionals through innovative programs” demands that the latest technology in medical education be employed to adequately prepare students for the real-life situations they will encounter.

ATSU’s Kirksville College of Osteopathic Medicine has recently incorporated many new innovations into its classes.

INTERNET-SUPPORTED ANATOMY DISSECTION
Last summer, all 30 dissection stations in the anatomy lab were outfitted with computer equipment to enhance the students’ ability to learn human anatomy in a more complete and efficient manner. Keyboards, monitors, and internet access now join with scalpels, textbooks, and human cadavers to provide instant access to more detailed analysis and clinical applications. Students benefit from a full complement of 3-D software options such as Cyber-Anatomy and online dissection resources to enhance the standard text resources and actual dissection. Details about all anatomy lab sessions and related materials for the entire course are available instantly in the lab and on students’ personal computers.

PROCEDURE SIMULATION TECHNOLOGY
The very latest advancements in clinical simulation technology are finding their way into osteopathic classrooms.

Now available to second-year medical students in their surgery curriculum are two colonoscopy-bronchoscopy simulators manufactured by Simbionix. These endoscopic medical simulators provide hands-on training of gastrointestinal and pulmonary procedures, offering a comprehensive library of computerized modules with more than 120 tasks and virtual patient cases. The simulator provides multiple training opportunities with true-to-life patient cases offering realistic scenarios of clinical situations,

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INNOVATIVE EDUCATION LEADING THE WAY

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ranging from simple to advanced diagnostic procedures. Students learn and practice clinical applications in a safe and realistic manner.

PORTABLE ULTRASOUNDS
The portable ultrasound device is the wave of the future—not only in immediately diagnosing a wide range of conditions at the bedside, but also in educating students with innovative, engaging technology. Integrating ultrasound into the curriculum is a top priority for our medical faculty, who saw its profound benefit in developing important clinical skills in students. Ten ultrasound machines were purchased in 2011 and are used by both first- and second-year medical students in their anatomy coursework.

The new procedure simulator and ultrasound equipment at ATSU’s Missouri campus is housed in the Daraban Patient Simulation Center within the Connell Information Technologies Center facility. There it joins a full complement of existing advanced simulation technology.

ENDOWMENT FUNDS AT A GLANCE
• ATSU benefits from more than 235 established funds.
• Total disbursements from endowments for fiscal year 2010–2011 were $935,374.
• Annual disbursements are made from fund earnings, while gifted principal remains in perpetuity.
• Funds can be designated for scholarships, operations, and specific departments (i.e., family medicine, surgery, library).
• Funds permanently recognize donors, their loved ones, or friends.
• Endowments are created with a minimum gift amount of $10,000.

BALANCING NEEDS WITH RESOURCES
To say these new innovations come at a high cost is an understatement.

Purchasing new technology for medical classes that number about 175 students requires a huge financial commitment, more than can be paid for with tuitions alone, which annually cover about 85 percent of the college’s operating expenses.

Gifts from alumni and friends go a long way in making up the difference and providing funds for special needs such as new technology.

These contributions when made on an unrestricted basis can aid the University in making such purchases possible. A longer-term gift strategy involves donor-created endowments for specific departments and their needs. Such endowments permanently recognize the donor’s generosity and provide a steady income stream in perpetuity for the designated department within the University.

The University’s mission is achieved because the support of our friends, linked with advances in medical education, are leading the way at ATSU.
Q&A: CASH-FREE CONTRIBUTIONS
Support Us Without Affecting Your Budget

Q. I would like to make a gift to ATSU, but would rather not give up cash today. Is there a way I can still offer financial support?

A. Absolutely. Here are three simple options:

RETIREMENT PLAN ASSETS. When you name us as the beneficiary of your retirement plan assets, you don’t part with a single penny today and you protect your beneficiary from taxes later. If a charity like ATSU receives your retirement funds, income and estate taxes are eliminated. If you were to instead leave these assets to your family, nearly 60 percent of their value could be eroded by federal taxes.

LIFE INSURANCE. You have two worry-free options to leverage life insurance policies. First, you can name ATSU as the recipient of the policy’s death benefit. Second, you could instead sign over ownership of the policy to us right now. This latter option allows you to receive an income tax deduction equal to the policy’s fair market value or the total premiums paid, whichever is lower.

A GIFT IN YOUR WILL OR LIVING TRUST. Including a gift to us in your will or living trust, known as a bequest, allows you to feel good about your contribution now and transfer money later, after your lifetime. Contact us for our official bequest language to share with your attorney. It’s not necessary to let us know about your gift, but we would love the opportunity to thank you.

With these three gift options, you can experience peace of mind about your financial stability. Now that’s a relief! Contact us at 866.626.2878, ext. 2180, or development@atsu.edu for more information.

“Dear Dr. Kudelko:
Thank you for your generosity in establishing this endowed award in honor of your parents. I am very appreciative of your family’s dedication to the profession and school. I hope to be able to follow your example when I am financially and professionally able.”

—Travis McKenzie, medical student

GET EXPERT HELP!

When you're reviewing your plans, we recommend that you seek the help of an estate planning attorney. Our FREE guide, The Top 6 Questions to Ask Your Estate Planning Attorney, will help you collect your thoughts before you meet and make the most of your time together. Return the enclosed reply card to receive your complimentary copy.
CASE STUDY: How To Turn Your Annual Gift Into a Forever Gift

The Challenge: Each year, for many years, Dr. Brooks has written a $1,000 check to ATSU.* He receives immense satisfaction from making the contribution, and we look forward to his generosity. But Dr. Brooks is getting older, and he thinks about what will happen after he dies to the programs made possible through his generosity.

The Solution: ATSU’s Development Director suggests that he consider creating an endowment, a type of gift that would allow his generosity to continue forever. To establish an endowment, he makes a $10,000 donation in one lump sum, which we invest. We only use a portion of the endowment’s annual earnings each year to fund the program of his choice. The remainder is reinvested, which allows it to grow and support annual payouts indefinitely.

The Benefits: Dr. Brooks earns a $10,000 income tax charitable deduction on his taxes this year. The donation also reduces the size of his taxable estate at death. We receive the benefit of his generosity forever.

*While this story is hypothetical, the premise is completely plausible.