



SOCIAL
MISSION
ALLIANCE

Transforming
Health Professions
Education

Annual Report

2022



SOCIAL MISSION ALLIANCE

DIRECTOR'S FORWARD

The social mission movement has continued to evolve.

In 2022, our team continued to grow with new additions to our advocacy, research, and project teams. Along with that, we doubled down on our core areas of focus: we supported learners and educators in their advocacy; we focused on building our hub for social mission assessment and institutional change resources; and we took bigger steps towards advocating for policy change.



True to our roots, we convened our community. After going virtual in 2021, we welcomed our network in Phoenix for our cornerstone conference in grand fashion. At BF2022, we collectively explored an important question: what should the future of health professions education look like? The community answers to this question guided our initiatives for 2022 and beyond.

And speaking of Flexner – we took a big step beyond Flexner by renaming our organization to better reflect our collective vision: we are now the Social Mission Alliance.

The social mission movement has continued to evolve. Our name has changed but our mission remains the same: advancing social mission in health professions education by mobilizing leaders and amplifying voices for change. The milestones highlighted in this Annual Report represent the broad, meaningful – but unfinished – impacts of the Social Mission Alliance team in 2022. The transformation of health professions education continues in 2023.

In service,
Toyese

ABOUT SOCIAL MISSION ALLIANCE

Founded by the late Dr. Fitzhugh Mullan, Social Mission Alliance is a joint activity of the Fitzhugh Mullan Institute for Health Workforce Equity and The George Washington University. We transform health professions education by mobilizing and amplifying learners, teachers, community leaders, policymakers, and their organizations to advance equity in education, research, service, policy, and practice.



Dr. Fitzhugh Mullan speaking at the 2016 Beyond Flexner Conference in Miami. Photo by Solares Photography

Social Mission

The social mission of a health professions school is defined as the contribution of the school in its mission, programs, and the performance of its graduates, faculty and leadership in advancing health equity and addressing the health disparities of the society in which it exists.

Our Vision

We aspire to health professions education in which social mission is present, prominent, and valued to drive health equity and improved health for individuals, families, and communities.

Our Mission

Social Mission Alliance aims to elevate social mission in health professions education by mobilizing and amplifying learners, teachers, community leaders, policymakers, and their organizations to advance equity in education, research, service, policy, and practice.

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REBRANDING

Beyond Flexner Alliance is now Social Mission Alliance! Our new name reflects a decade of evolution, an expansion to include all health professions, and a recommitment to transforming health professions education and ourselves.



WHAT'S IN A NAME?

Over the past decade, the Beyond Flexner Alliance (BFA) evolved and expanded. As a result, we recognized the name "Beyond Flexner" was no longer descriptive of and appropriate for the membership and direction of the Alliance. Following a 2021 focus group exploration, in January 2022, we launched a project to rename and rebrand the Alliance.

This desire for this change was driven by two main forces.

1. Originally focused on medical education only, our organization now includes people from many health professions as well as others with interest in societal change. The name "Flexner" refers to Abraham Flexner's 1910 report that focused on medical schools only. Seminal research by Fitzhugh Mullan, MD and Candice Chen, MD, MPH, focused exclusively on social mission in medical education. Their 2010 research led to the creation of BFA, concentrating on medicine. In 2015, however, at the BFA National Conference, we decided to formally declare ourselves an interprofessional alliance and include all health professions' schools and individuals.

Our movement now includes nurses, dentists, physicians, physician assistants, social workers, pharmacists, researchers, policy experts, administrators, public health practitioners, deans, philanthropists, community leaders, and more. Improving the nation's health requires a team approach, leveraging the knowledge, attitudes, and expertise of many disciplines. We wanted a name that aligned with such inclusion.

2. We also sought to address concerns about using the name of Abraham Flexner, whose beliefs are offensive today and whose work embedded structural racism in medical education with long lasting negative impact. While our name said we wanted to go "beyond" what Flexner advocated, we felt that was not enough.

For a hundred years, Abraham Flexner was widely considered a pioneer in medical education. His 1910 Flexner Report transformed medical education in many positive, ground-breaking ways. Flexner's beliefs and recommendations, however, also embedded structural racism and racist and sexist views and policies into medical education that irreparably damaged the diversity of the physician workforce and are still impacting education and healthcare today.

THE BROADER CONTEXT

The Black Lives Matter Movement, a greater understanding of structural racism, the well-documented health disparities in under-resourced communities, and the growing public recognition of health inequities and centuries of abuse of minorities, have ignited a passion across the country to address the wrongs and to remove symbols of those abuses. Therefore, we sought to distance ourselves from Flexner who is no longer a progressive symbol and adopt a name and brand that truly reflect our mission, vision, and values.

The time was right for BFA to codify its evolution and expansion to include and be relevant for all health professions. We sought to remove any mention of Abraham Flexner whose views and legacy are antithetical to the mission and values of our organization. We were challenged to create a name and brand that truly represent our commitment to embed social mission in health professions education.



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THE APPROACH

A Name Change Project Team was formed under the leadership of Toyese Oyeyemi Jr., MPH, MCHES, Executive Director, and Beth Roemer, MPH, Alliance Advisory Board Vice Chair. The team included BFA staff and Board members. We engaged Maarten Lobker, a brilliant brand and marketing leader with 20+ years of experience. With his guidance, the team developed naming criteria (short, memorable, lasting, unique, descriptive, and transitional), defined the target audiences (educators, students, faculty, and leaders in the academic community), and sought to balance creativity + innovation with clarity + descriptiveness.

The team generated more than 40 possible names and a dozen possible taglines (the words under the name), and narrowed the list through multiple rounds of surveys with various stakeholder groups, from internal Mullan Institute staff to attendees at the March 2022 BFA Conference.

THE OUTCOME

Through that extensive process, we chose the name SOCIAL MISSION ALLIANCE because it truly articulates our unifying concept – our commitment to Social Mission in health professions education – and importantly, it encompasses all health professions. Our means to achieve Social Mission is by transforming health professions education. Those words are our tagline.

With agreement on a name and tagline, we engaged an innovative international design company, Talisman, to help us develop a new logo, visual identity, and website. Relying on Talisman's creative design expertise, we recognized that "social mission" was our North Star, our guiding principle. We chose a star as a design element and a single point of the star as our primary logo.

IN CONCLUSION

Social Mission Alliance is a national movement of educators, learners, administrators, policy makers, and allies from many health professions who are transforming the education and training of the future healthcare workforce to better meet society's needs. And now, we have a new name, design, identity, and website that reflect who we are and what we strive to achieve.

We are taking this opportunity to ramp up our communication frequency, enhance our website content, and create new mechanisms for collaboration among our diverse, dedicated community, aligned with our strategic plan.

"The change represents so much more than a name; it signifies a call to all of us to move health professions education beyond the legacy of Flexner and toward a fairer, more just system. It signifies elevating our Alliance's interprofessionalism, one of the strongest assets of our movement. And it signifies a commitment to transform not only health professions education as a system, but also ourselves as an evolving organization."

-Toyese Oyeyemi



CONFERENCE: BEYOND FLEXNER 2022

This year, our Conference drew over 400 participants from the U.S and internationally. More than one-third of the participants identified as students, residents, or learners.

The Conference offered 17.5 interprofessional continuing education credits, including 3 keynote speakers, 3 plenary panels, site visits, community panels, and more than 80 abstract presentations and 50 posters on areas of social mission.

Sponsors helped us keep registration rates well below costs, especially for student and resident learners. We were also able to offer scholarship funding to 31 Social Mission Scholars.



"The conference amplifies the voices of the downtrodden and those that are typically relegated to the periphery. Moving forward in my health professional career I will value these voices and seek to understand experiences that are different from my own lived experience."

-Caleb Atkins



Photos by Mary Hickey Reynoso of Mas Bilingual Marketing

"Attending the conference allowed me, for the first time in my academic career, to be surrounded by individuals who not only share the same purpose as me, but also have had a long track record of changing lives in the world that they come from. The biggest lesson I learned is that change is uncomfortable—until it eventually becomes comfortable again."

-Alyssa Rivera

COMMUNITY

An important priority for Social Mission Alliance is to ensure that our conferences make a positive impact on local communities. For the first time, we partnered with Corbin's Legacy, a community-based organization, to hold a community outreach event where 400 families received oral health screenings, medical screenings, dinner, and groceries to take home.



Photos by Angela Vaughan, VGroup Photography

Many thanks go to our conference hosts at A. T. Still University and Arizona State University for all of their hard work over the past five years and two conferences.

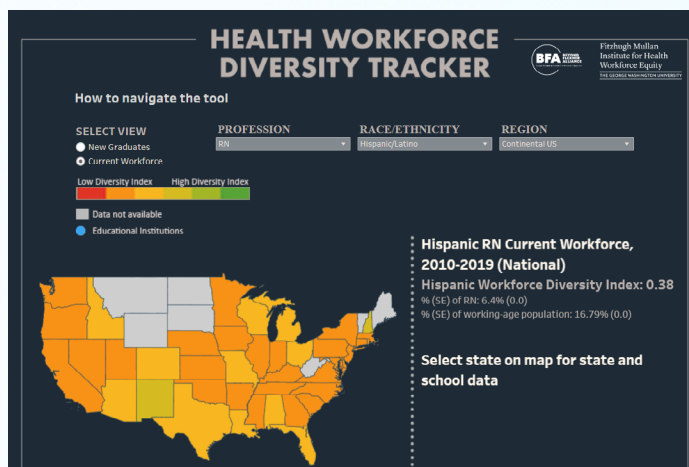
HEALTH WORKFORCE DIVERSITY INITIATIVE

ABOUT

The Health Workforce Diversity Initiative is dedicated to addressing underrepresentation among healthcare workers by analyzing data on the diversity of the health workforce and the educational pipeline across thirty health occupations, from front-line workers to physicians.

The Diversity Tracker, a product of the Health Workforce Diversity Initiative, provides regular "report cards" on representation efforts by states, professions, and institutions, as well as an interactive data exploration tool. The Tracker is a project of the Fitzhugh Mullan Institute for Health Workforce Equity and the Social Mission Alliance.

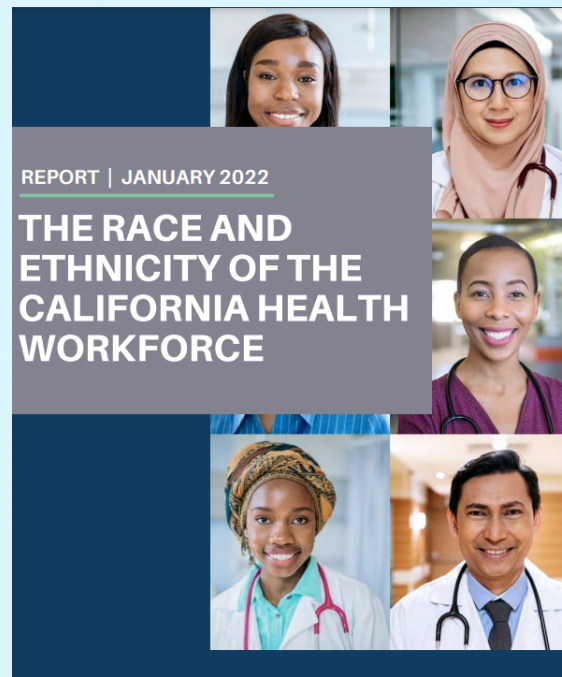
THIS YEAR



An important goal of the Health Workforce Diversity Initiative is to provide data and evidence to inform and support efforts to create a health workforce reflective of the diversity of the population. To this end, in 2022 the Diversity Initiative prepared an Evidence Review, a comprehensive review of the literature, documenting the relationship between a diverse health workforce and health outcomes and strategies to increase health workforce diversity.

The Diversity Initiative developed and prepared a comprehensive report on [the diversity of the health workforce and educational pipeline in California](#) with support from the California Endowment. This report allows a state to assess performance by profession and school; it is a model for state reports.

The Diversity Initiative, working with the National Association of Community Health Centers, also developed a methodology and metric to help health centers compare the diversity of the staff to the diversity of the patient population. This is a model for health provider-based diversity performance metrics/ data. By providing documentation of the underrepresentation of racial and ethnic groups in health professions requiring advanced education, the data can motivate and support efforts by policy makers, educators and advocates for a more diverse workforce.



LOOKING AHEAD

2023 is lining up as a year of major advances for the Diversity Initiative. New grants from the California Endowment and the California Health Care Foundation will support efforts to develop data on health workforce diversity at the sub-state level and to assess how state programs can be designed to promote equity and diversity.



The work with Community Health Centers will expand significantly from a small pilot project to a national project providing health centers with data on their performance in employing a diverse workforce. The Diversity Tracker will be updated and expanded to include additional professions and race/ethnicities. Several articles will be published including two that rank schools within different professions on diversity of their graduates and a paper on the Latino health workforce.

In addition, in partnership with the Social Mission Alliance community, the Diversity Initiative expects to explore and support strategies to increase health workforce diversity in response to upcoming decisions from the Supreme Court of the United States.

SOCIAL MISSION METRICS INITIATIVE

ABOUT

The Social Mission Metrics Initiative (SMMI) was formed in 2016 with a goal to advance measurement and awareness of social mission in health professions education. A main product of SMMI is the self-assessment tool that allows school leaders to measure and benchmark their health profession education program among 16 key areas of social mission.

The self-assessment aims to establish a social mission performance baseline among schools, in addition to identifying improvement opportunities for health profession education programs to advance health equity and social justice, and allow for evaluation of the effectiveness of subsequent performance-improving changes.

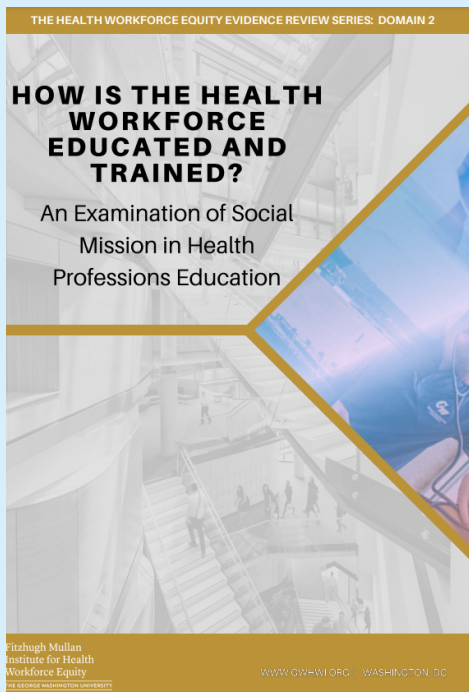
THIS YEAR

In the fall, the Social Mission Metrics Initiative was awarded a grant from the AARP Foundation and Robert Wood Johnson Foundation to expand the reach of the social mission self-assessment survey to include associate degree nursing programs across the country. The team will be working on this assessment through 2023, in partnership with the Organization for Associate Degree Nursing and the New York State Action Coalition.

The Initiative began a partnership with the American Medical Student Association (AMSA) for a new project to create the MedEd Scorecard, a medical school evaluation based on data collected from active medical students. This scorecard will allow medical students to grade medical schools based on a broad range of topics related to social mission, in order to spark social mission progress among medical schools and serve as a resource for pre-med students when choosing their institution.

This year the Social Mission Metrics research team welcomed a new member, Finn Dobkin, and said goodbye to Julie Orban and Shalini Raichur who have moved on to new positions.





PUBLICATIONS IN 2022

1. Batra, Sonal, et al. "[Association of the COVID-19 pandemic with Medical School Diversity Pathway Programs.](#)" JAMA Network Open 5.8 (2022): e2229086–e2229086
2. Batra, Sonal, et al. "[Analysis of Social Mission Commitment at Dental, Medical, and Nursing Schools in the US.](#)" JAMA Network Open 5.5 (2022): e2210900–e2210900;
3. Covelli, A. F., Mahoney, A. D., Batra, S., Beard, K. V., Campbell, L. A., & Pittman, P. P. (2022). "[Driving toward a culture shift: Case studies of social mission in nursing education.](#) Journal of Professional Nursing," 42, 225–230.

In May 2022, the Social Mission Metrics team published a white paper online entitled [How is the Health Workforce Educated and Trained? An Examination of Social Mission in Health Professions Education](#), and presented on these findings at the 2022 Conference.

LOOKING AHEAD

In 2023, in addition to carrying out the self-assessment among associate degree nursing programs, the team seeks to achieve external validation of the Social Mission Metrics self-assessment, specifically looking at the association between school performance and graduate workforce outcomes as a systems based performance in residency.

The team will also be implementing components of their sustainability plan to ensure a continuation of the Initiative, including a new badge program.

RESEARCH ADVISORY COUNCIL

THIS YEAR

In 2022, Social Mission Alliance strove to create a solid foundation for the advancement of social mission research, in line with its stated strategic goals to do so. The Social Mission Alliance Research Advisory Committee (RAC) grew by several new members and decided an immediate area of focus would be advocacy and education around data needs to strengthen social mission research.

Additionally, RAC Co-chairs, Clese Erikson and Meg Ziemann, developed a preliminary version of a social mission theory of change which aims to help stakeholders at all levels and across sectors see their potential role in influencing the social mission of health professions education.

LOOKING AHEAD

Moving forward, the RAC hopes to continue to solicit new members and thought partners. In 2023, RAC will be exploring a funding opportunity to hold a convening on the topic of leveraging and strengthening federal data sources to advance health equity research.

Additionally, the Social Mission Alliance research team is working on the development of an online social mission resource repository, which will contain practical tools, guides, case examples, research, and other resources that can be used to aid education and training institutions in implementing social mission activities. RAC aims to launch a live version of the repository in late 2023.

ADVOCACY ADVISORY COUNCIL

In October, Social Mission Alliance assembled the Advocacy Advisory Council. Led by Robert Rock, MD and Raashmi Krishnasamy, MPH, the council is charged with establishing a plan to leverage Social Mission Alliance's health workforce research expertise and network for advocacy efforts around social mission that will reach a wider audience.

MEMBERS



Davarian L. Baldwin,
PhD, MA



Ashanti Carter, MPH,
EdDc



Addys Maria Castillo



Stephanie E. Farquhar,
PhD, MHS



Keilah A. Jacques,
MSW, CMHFA, CPC



Raashmi
Krishnasamy, MPH



Robert Rock, MD



Manisha Sharma, MD,
FAAFP

LOOKING AHEAD

In March of 2023, the Council looks forward to hosting its first virtual Advocacy Summit and Hill Day. The Council will present its work for the Social Mission Alliance community during the summit. This work will also be used by the Health Justice Fellows and Student Assembly members during their meetings with legislators on Hill Day to discuss importance of healthcare workforce diversity and social mission in health professions education. Council findings will also help guide the work of the Social Mission Alliance's SCOTUS task force as it responds to the impending Supreme Court decision on affirmative action.

STUDENT ASSEMBLY

ABOUT

The Student Assembly officially launched in the Spring of 2021 and provides members the opportunity to be involved in advocacy efforts, communication strategies, and outreach activities around health equity and social mission. In addition, it aims to serve as a source of community and support to learners continuing through their health professions training journey.

TEAM

Raashmi Krishnasamy, MPH
Robert Rock, MD
Isabel Chen, MD, MPH
Daniel Tounsel, NP, MPA, MD
Tiffany LaCroix
Jaileessa Casimir
Florence Tyler
Eche Nwadiaro
Makeen Yasar



Members of the Student Assembly gather at the BF2022 Conference, photo by the Student Assembly group

THIS YEAR

During the 2022 Beyond Flexner Conference, the Student Assembly hosted pre-conference and conference events. Through storytelling, discussion, and breakout sessions, the events were dedicated to assembling an interdisciplinary group of health professional trainees from across the country committed to advancing anti-oppression and social responsibility at their respective institutions.

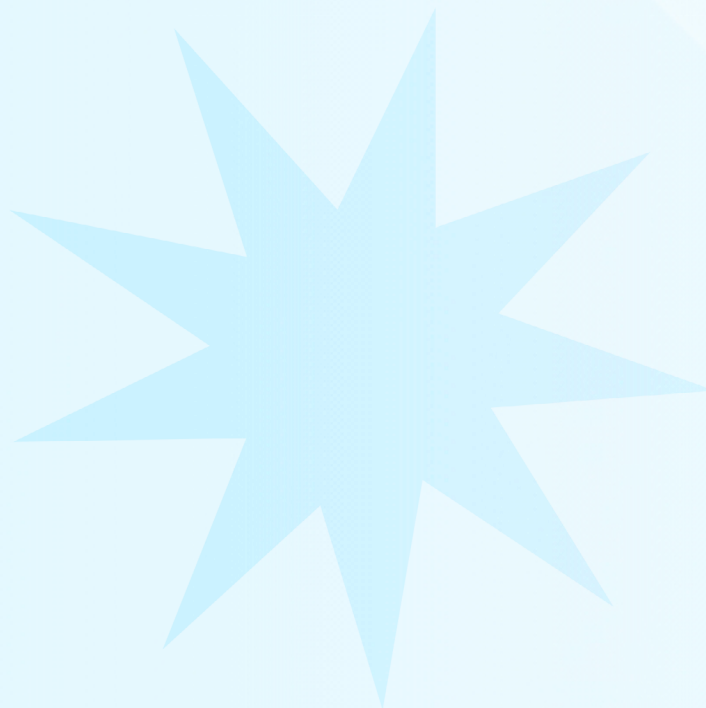
During the summer, the Student Assembly hosted two interns, Makeen Yasar and Eche Nwadiaro. Makeen is a former youth organizer who aims to bring equity to medical professions; he will be starting medical school in the Summer of 2023. Eche is a third-year public health major at The George Washington University and hopes to use what he is learning to help address disparities in the Black community and other marginalized communities. Makeen and Eche played pivotal roles in developing frameworks for community building and advocacy as well as organizing the 2023 Webinar Series and State of Social Mission Advocacy Summit.

The Student Assembly hosted multiple Twitter Spaces during 2022, most notably hosting one in August to discuss the implications of the Dobbs SCOTUS decision. This session covered how abortion access is an indicator of larger social problems, how they connect to maternal healthcare, and how the overturning of Roe had an impact on current learners, students seeking to match with a residency, and those seeking to go into the reproductive workforce.

LOOKING AHEAD

In 2023, the Student Assembly plans to hold a series of webinars during the spring to highlight some of the most pressing issues affecting health professions education today.

Additionally, they will hold a State of Social Mission Advocacy Summit — a virtual summit convening student leaders from across the country to advocate for the advancement of social mission in education and diversification of the healthcare workforce.



HEALTH JUSTICE FELLOWS

In the fall of 2022, Social Mission Alliance recruited six fellows to participate in the 2022-2023 Health Justice Fellowship Program. Two program alumni, Dan Tounsel and Zena Ahmed, stayed on to assist in the development of the program.

During the fall, fellows were introduced to members of the core team at Social Mission Alliance and the leaders of the Social Mission Metrics and the Health Workforce Diversity Tracker initiatives. Fellows took part in seminar discussions with academics, clinician leaders, and community organizers from across the country.

Class of 2022-2023



Stacie Davis

Howard University College of Dentistry,
Class of 2024

Stacie is a proud native of St. Louis, Missouri who plans to be a public health dentist. Her focus is on becoming a mentor to her community and to advocate for decreasing health injustice and disparities in the field of dentistry.



Cristina Musch-Hernández

A.T. Still University College for Healthy Communities,
Class of 2023

Cristina was born in Mexico and moved to Phoenix, Arizona, with her family at 11. Her commitment as a future provider is to help identify social determinants of health and advocate for policies that promote health equity.



Madeleine Kane

UC Berkeley/UCSF School of Medicine PRIME-US Program
Class of 2023

Maddy grew up in the suburbs of Denver, CO. They are applying to full-scope family medicine residencies and are committed to working with underserved communities while reimagining what healing and health equity can look like in our medical system.



Renán E. Orellana, DO

Columbia University Mailman School of Public Health,
MPH Class of 2023

Renán is a Salvadoran-American who grew up in Houston, Texas. He is committed to mobilizing healthcare workers to address health inequity, structural racism, and migrant health disparities in NYC and at the U.S.-Mexico border.



Thuan Nguyen

University of Maryland School of Medicine,
Class of 2025

Thuan was born in Vietnam. His family immigrated to the United States when he was 12. Thuan is passionate about advocating for representation in medicine, reducing health disparities, and caring for underserved communities.



Annalyn Velasquez

The George Washington University School of Nursing,
PhD Class of 2023

Annalyn was born in Guatemala City, Guatemala, and immigrated to Miami, Florida when she was 3 years old with her mother. She is passionate about empowering families to care for their children in the best possible environment, which means tackling numerous health inequities.

RESIDENCY FELLOWSHIP IN HEALTH POLICY

Since 2005, The George Washington University has offered a health policy course for residents, the Residency Fellowship in Health Policy (RFHP). The goal of this fellowship is to provide residents with an understanding of health policy and its implications for medical practice and health care in the United States. Offered twice each year, the program now boasts more than 18 years in operation, over 35 sessions delivered, and over 800 physician graduates from all specialties. The late Dr. Mullan's legacy program has been carried on by Professors Alexandra Stewart, Perry Payne, Jim Scott, and Assistant Professors Leana Wen, Guenevere Burke, Natalie Kirilichin, and Jamar Slocum.



Dr. Lanre Falusi coaching students on delivering testimony as part of their pediatric health advocacy training.

The program culminates with group presentations wherein participants demonstrate their health policy problem-solving skills in simulations designed to mirror real-world challenges.

Participants are able to confidently analyze and discuss key aspects of U.S. health policy through participation in intensive, interactive seminars taught by national experts in their respective fields. Core content areas include healthcare access, financing, regulation, quality, disparities, workforce, and law. Participants also witness health policy-making first-hand through daily site visits to Congress, Federal Agencies, think tanks, professional associations, Federally Qualified Health Centers, local health departments, media outlets, and more! In these settings, participants have the opportunity to meet with the policy leaders driving today's critical debates firsthand. The course is punctuated by journal clubs, workshops, and weekly reviews.



Scholars of RHFP 2022



Residents from across disciplines gather to learn about U.S. health policy and its implications for medical practice and healthcare oversight in the U.S.

A recent analysis demonstrates that the program is highly effective in providing needed knowledge and building leaders. A survey of graduates revealed that the majority are using health policy in their daily work, and a substantial portion reported that the program and/or its content had a transformative effect on their careers. Most have gone on to academic practice, and many have assumed leadership positions. What's more, the program helps combat burnout and moral injury through empowerment. RFHP has also been externally validated through successful adaptation in both Southern and Northern California permutations designed to meet the unique needs of Kaiser Permanente residents.



NEW STAFF

Social Mission Alliance expanded in 2022, welcoming five new staff members to the team.



Jaileessa Casimir
Institute Associate



Finn Dobkin
Research Associate



Samantha Hardy
Student Administrative Assistant



Florence Tyler
Student Administrative Assistant



Katie Webster
Institute Associate



SOCIAL MISSION ALLIANCE

Transforming Health Professions Education

Led by passionate experts in the fields of health equity, activism, and civic policy, our growing network only strengthens the work we do, and the mission we pursue, as part of our administration, events, and mission-driven research.

BOARD 2022

Candice Chen, MD, MPH
Chair

Leigh Anne Butler, EMT-B
Member

Brigit Carter, PhD, RN,
CCRN, FAAN
Member

Isabel Chen, MD, MPH
Member

Wayne Cottam, DMD, MS
Member

Vincent Guilamo-Ramos,
PhD, MPH, LCSW, RN, ANP-
BC, PMHNP-BC, FAAN
Member

Theresa V. Horvath, MPH,
MPhil, PA-C
Member

Art Kaufman, MD
Member

Onelia Lage, MD
Member

Rishi Manchanda, MD,
MPH
Member

Toyese Oyeyemi Jr.,
MPH, MCHES
Member

Beth Roemer, MPH
Member

Susan Stone, DNSc,
CNM, FACNM, FAAN
Member

Donald L. Weaver, MD
Member

STAFF 2022

Toyese Oyeyemi Jr., MPH,
MCHES
Director

Sonal Batra, MD, MST, FACEP
Project Director, Social
Mission Metrics Initiative

Leigh Anne Butler, EMT-B
Head of Special Projects

Jaileessa Casimir
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Isabel Chen, MD MPH
Project Director, Social
Movement & Engagement

Finn Dobkin
Research Associate

Samantha Hardy
Student Administrative
Assistant

Natalie Kirilichin, MD, MPH
Project Lead, Residency
Fellowship in Health Policy

Maria Portela-Martinez, MD,
MPH

Project Lead, Office of
Minority Health Fellowship

Robert Rock, MD
Project Director, Health
Justice Fellowship

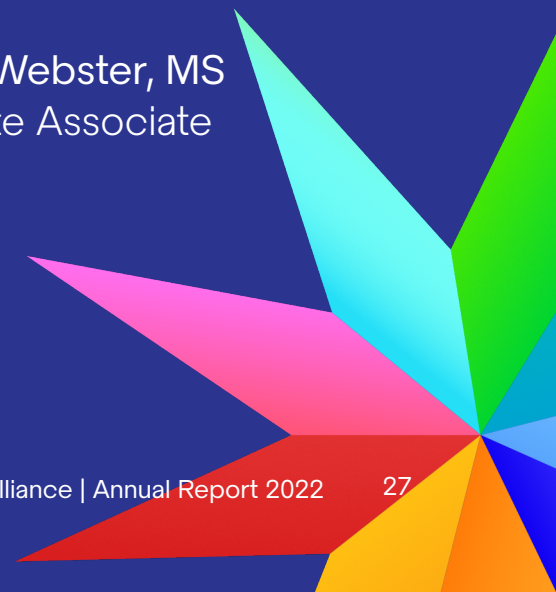
Edward Salsberg, MPA
Lead Research Scientist

Moira Secrest
Manager, Sponsored
Projects

Jamar Slocum, MD, MBA,
MPH
Project Lead, Conference

Florence Tyler
Student Administrative
Assistant

Katie Webster, MS
Institute Associate





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