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## Development Underway for New Community Medical Education Campuses

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At the beginning of this year, the Medical College of Wisconsin unveiled its vision for a community-based medical education program to mitigate a projected physician shortage in the state and expand community-based practice opportunities in underserved areas of Wisconsin.

A great deal of progress has been made in the months subsequent to that initial announcement. After completing a substantial background study, we received authorization in March from our Board of Trustees to pursue medical education expansion in 2 regions. An exploratory phase commenced that included consideration of 8 potential regional locations.

To gain insight from national best practices for the development of the Medical College's potential community medical education program, we spoke with leaders of more than

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25 community medical education programs, reviewed national models in the academic literature, and visited with leaders of 21 Wisconsin health systems and academic institutions.

Following preliminary outreach and based on visioning sessions, comprehensive site evaluations, and overall assessment of health system, academic, and civic partners financial feasibility and interest, the Medical College in June selected Green Bay and Central Wisconsin for the establishment of our first community-based medical education campuses. We have entered a development phase with the selected sites, with a goal of admitting the first group of medical students to the new campuses as early as the summer of 2015. The implications for the state of Wisconsin are at once exciting and significant.

The Wisconsin Hospital Association (WHA) has calculated nearly 70% of students who complete both their medical education and residency training in Wisconsin remain in the state to practice. Our community-based model, therefore, has a high likelihood of expediting solutions to both the shortfall and the maldistribution of physicians statewide. Students' immersive experience—living and learning in

the same communities where they may eventually complete residencies and begin practice—will serve as encouragement to remain in underserved rural and urban areas.

Within the immersive model of the community-based medical education program, the curriculum will be faculty-driven and will teach "Triple Aim" core competencies: improving the patient experience (including quality and satisfaction), improving the health of populations, and reducing the per capita cost of health care.

To jump start the development phase, the Medical College has approved a \$4 million grant from the education component of our Advancing a Healthier Wisconsin endowment. A team of Medical College faculty, staff, and student representatives currently are working on initial program development, focusing efforts on curricular development and design, faculty training, distance-learning methodologies, interprofessional education models (to emphasize a team-based model of care), pipeline development, community engagement, and population health research integration.

Long term, the community medical education program will provide significant economic advantages to the Green Bay and Central

Wisconsin regions via expanded physician practices, job generation across a wide spectrum, and increased dollars flowing into the local economy. The program will support professional development across many vocations, and it will contribute to enhancing the reputation and quality of life for each entire region.

Collaboration is a centerpiece of this initiative, and the development phase of the program includes the engagement of physician practices, county medical societies, academic and health system leaders, local government, business and civic leaders in the Green Bay and Central Wisconsin regions for the planning of those campuses.

Community physicians in particular will have opportunities to be integral parts of the education of medical students. We are targeting class sizes in the range of 25 students per class in each region.

Before such steps as student recruitment can begin, however, a number of significant milestones must be met. In addition to continued development of the curriculum,

milestones requiring achievement pertain to Liaison Committee on Medical Education (LCME) accreditation; funding, including philanthropic commitments; faculty recruitment and development; Medical College of Wisconsin faculty approvals; creation of additional residency slots in each region; and formalization of agreements with local health care systems and academic institutions.

We are proud to have as our partners strong academic and health care organizations in the selected regions, bringing expertise and support to the community campuses. In Green Bay, these are Aurora BayCare Medical Center, Bellin College, Bellin Health, Hospital Sisters Health System Eastern Wisconsin Division, Northeast Wisconsin Technical College, Prevea Health, St Norbert College, and University of Wisconsin-Green Bay.

In Central Wisconsin, they are Aspirus, Marshfield Clinic, Mid-State Technical College, Ministry Health Care, Nicolet College, Northcentral Technical College, Riverview Medical Center, University of Wisconsin-

Marathon County, University of Wisconsin-Marshfield/Wood County, and University of Wisconsin-Stevens Point.

We will look for opportunities to welcome new partners as the programs progress. We also share a commitment with the University of Wisconsin School of Medicine and Public Health to coordinate statewide medical education outreach programs and examine the potential for collaborative efforts. We are grateful for the support and insight we have gained through our early and ongoing dialogue with UW as well as the WHA.

In addition to Green Bay and Central Wisconsin, we received enthusiastic responses from several other communities who are interested in receiving consideration at a later date as future community-based medical education sites. We will continue discussions with communities and potential partners across the state with the hope that additional sites could eventually be developed, and with the knowledge that we are taking vital steps to improve access and the quality of health care in Wisconsin for generations.



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