

President's Engagement Report

May to Sept 2023

Social media and blog analytics cover May 1, 2023 to September 15, 2023.



Twitter | X

2964 X followers
@ddsv3

Northern Routes Blog
5,626 Subscribers



Open Rate 46% vs. 23.4% Industry Average



10.7K Views

637.2 Watch Time (Hours)

137K Impressions

@thenosm followers

Twitter ▲2.11%
4,312 to 4,403

Facebook ▲1.76%
8,600 to 8,751

LinkedIn ▲11.65%
4,282 to 4,781

Instagram ▲5.54%
2,782 to 2936

YouTube ▲18.72%
422 to 501

Notable Meetings and Presentations: 51

- BScPA Accreditation Meeting
- NOSM U Board Executive Committee Meeting
- NOSM U Board of Governors Meeting
- NOSM U Senate Meetings
- Family Medicine Planning Meeting
- Northern Constellations
- NOSM U Achievement Award
- University of Toronto Meeting
- Joint Liaison Committee Meeting
- TBRHRI Donor Reception
- TBRHSC Meeting
- Thunder Bay Tri-Board Retreat
- Northern Connections Awards Dinner
- COFM Deans/Ministry Meeting
- Thunder Bay City Council Presentation
- CBC The National Interviews in Sioux Lookout
- Graduation Celebration Thunder Bay
- Meet the Chancellor Event, Sudbury
- Convocation
- Northwestern Ontario Municipal Association (NOMA) Presentation
- Health Sciences North Meeting
- AFMC Meeting
- India Youth Festival
- Meeting with Royal Victoria Hospital
- Executive Group Meetings
- Cabinet Meetings
- NOSM U Student Council Meeting
- HSN Meeting
- HSN CEO Farewell Dinner
- Dean's Steering Committee Meeting
- AMS Board Meeting
- ICES Board Meeting
- University of PEI Consultation
- AFMC Board Meeting
- Indigenous Reference Group Meeting
- Canadian Medical Hall of Fame Ceremony
- Cape Breton University Meeting
- Meeting with MPP Vaugeois
- Meeting with Mayor Boshcoff
- EG Virtual Retreat
- Cabinet Retreat
- Meeting with FDC Foundation
- Northwestern Ontario Tour (Atikokan, Fort Frances, Kenora, Dryden, and Sioux Lookout)
- Virtual Tour Meeting (Wawa, White River, Hornepayne, Dubreuilville, and Chapleau)
- Town Hall Meeting in Sault Ste. Marie and meetings with Garden River First Nation and Batchewana First Nation representatives
- Exploratory Meeting Sault Ste Marie
- NODIP Graduation
- Budget Committee meeting
- Interviews HSN CEO
- Performance Management Meetings
- AD Admissions Interviews

Donations Raised to Date

From May 1, 2022 to September 12, 2023: **\$24,450,753**

2022/23	\$12,833,879*
2021/22	\$2,624,977
2020/21	\$3,112,750
2019/20	\$732,512

*includes \$5M pledge from FDC Foundation for matching

Notable Gifts

- \$10M from the Temerty Foundation
- \$10M from FDC Foundation
- \$1.3M NOHEAF
- \$515K from Métis Nation of Ontario
- \$150K from The Masonic Foundation of Ontario
- \$100K from the John Carl MacIsaac Foundation

Alumni Overview:

- On May 26, 2023 sixty-four newly-minted MDs graduated, including eight Indigenous MDs and eight Francophone MDs. These newest alumni will bring the total number of NOSM University's MD graduates to 902, of whom 73 are Indigenous and 179 are Francophone.
- 827 residents have completed training in NOSM University's residency programs as of June 30, 2023.
- 186 Registered Dietitians have completed their program. 55% are practising in Northern Ontario, including 100% of the 2022 graduates.

Foundation donates \$10M to Northern Ontario's medical school

Money to support students and the newly named Dr. Gilles Arcand Centre for Health Equity

Star Staff

Published Sep 13, 2023 · Last updated 2 days ago · 3 minute read

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The Temerty Foundation, established by James and Louise Temerty (pictured), has made a \$10 million gift to support NOSM University.

The Temerty Foundation, established by James and Louise Temerty, has made a \$10-million gift to support NOSM University medical students and to advance and grow social accountability and health equity initiatives.

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Northern Ontario's med school receives \$10M gift



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NOSM University welcomes new \$10 million donation

Centre for Social Accountability will be renamed in honour of Dr. Gilles Arcand, a rural family physician and the brother of one of the founders of the Temerty Foundation

Sudbury.com Staff
Sep 13, 2023 8:55 AM



NOSM University's Sudbury campus. | Len Gillis / Sudbury.Com

Home > News > Temerty Foundation Gifts \$10 Million to NOSM University for Health Equity Advancements

Temerty Foundation Gifts \$10 Million to NOSM University for Health Equity Advancements

By Melinda C. · 09/13/2023



The Temerty Foundation, renowned for its dedication to health care advancement in Canada, has pledged a substantial donation of \$10 million to NOSM University. Those funds will facilitate medical education, further propelling current projects for social accountability and health equity.

In a celebratory turn of events, the University has decided to rename its Centre for Social Accountability in honour of the substantial contribution. The new designation will be the Dr. Gilles Arcand Centre for Health Equity, celebrating the memory of Dr. Arcand, who was not only Louise Temerty's brother but a committed physician known for his rural medicine practice in northern

Sudbury

NOSM staff and faculty union confident it can reach a deal with medical school



Union members voted unanimously last month in favour of a strike mandate

CBC News - Posted: Sep 08, 2023 6:00 AM EDT | Last Updated: September 8



Drug overdose deaths from multiple substances on rise in Ontario since start of pandemic: report



Trend found across Canada, U.S., with fentanyl increasingly involved, research shows

Jennifer La Grassa · CBC News · Posted: Sep 15, 2023 4:00 AM EDT | Last Updated: 11 hours ago



News / Local News

Laurentian nursing grad embarks on 'next adventure'

Alexie Lanteigne will enter medical program at NOSM U this fall

Sudbury Star Staff

Published Aug 01, 2023 · Last updated Aug 07, 2023 · 3 minute read

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Alexie Lanteigne is set to start medical school at NOSM this fall.

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Ontario to help pay more doctors get Northern residency training

New program begins Saturday to create opportunities for medical students to complete residency training in Northern Ontario

Sudbury.com Staff
Jun 30, 2023 9:19 AM



NOSM University students Conner Sonke, left, Phoebe Bruce and Annie Dube. (NOSM University Photo)

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Are you good at faking it? NOSM wants you

Northern Ontario School of Medicine is seeking people willing to 'act' as real patients with signs and symptoms of real sickness

Sudbury.com Staff
Jun 16, 2023 7:00 AM



Cosmo Kramer describes his symptoms to medical students in a famous scene from Season 9, Episode 16 of Seinfeld entitled 'The Burning' which aired in 1998. | Image: NBC

Up North
NOSM University graduates win art tributes

THE SAULT STAR

Local News

Algoma U, NOSM fight addictions, mental health woes

Brian Kelly

Published Jul 26, 2023 • Last updated Jul 26, 2023 • 3 minute read

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Asima Vezina, president of Algoma University, and Dr. Sarita Verma, president of Northern Ontario School of Medicine, sign a collaboration agreement on Wednesday, July 26, 2023 in Sault Ste. Marie, Ont. (BRIAN KELLY/THE SAULT STAR/POSTMEDIA NETWORK)


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NOSM U holds inaugural convocation

Written by Randy Thoms Friday, May 26 2023, 11:25 AM

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THE SUDBURY STAR

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Alumnus to lead NOSM University's admissions portfolio

Dr. Paul Miron, who was born and raised in Northern Ontario, is the medical school's new assistant dean of Admissions and Enrolment

Star Staff

Published Jun 22, 2023 • Last updated Jun 22, 2023 • 2 minute read

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Dr. Paul Miron, who was born and raised in Northern Ontario, is the medical school's new assistant dean of Admissions and Enrolment

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Nearly half of NOSM University-educated doctors are practising in the North

NOSM U CEO Dr. Sarita Verma says there's a 'huge emphasis' on family medicine

Gary Rinne
Apr 6, 2023 5:00 PM



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NOSM University recruits people to act as patients during doctor training

Members of the community are paid to participate in training sessions about half a dozen times a year

 [Gary Rinne](#)
Jun 26, 2023 4:00 PM



1 / 2 NOSM University pays people to occasionally play the role of patients and help train students to become doctors (NOSM U photo)

Thunder Bay

Med school tackles rural doctor shortage with crash course in community culture



Learning about community life, Indigenous culture at core of Northern Ontario School of Medicine program

 [Perita Stroh](#) · CBC News · Posted: Jun 17, 2023 4:00 AM EDT | Last Updated: June 17




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Sudbury

These 2 medical students say they want to serve their communities in northern Ontario



79 students are starting their medical studies at NOSM university this year

CBC News · Posted: Sep 05, 2023 7:47 PM EDT | Last Updated: September 5




sudbury.com


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NOSM University forms partnership with Algoma University

The partnership is the first phase of the creation of a new Mental Health Research and Training Institute in Sault Ste. Marie

 [Len Gillis](#)
Jul 26, 2023 2:00 PM



NOSM University's Sudbury Campus. | Len Gillis/Sudbury.com

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NOSM U student among winners of national Hall of Fame award

Taylor Murie named as a recipient of the Canadian Medical Hall of Fame Award

Sudbury.com Staff
Aug 26, 2023 2:00 PM

