

Virtual White Coat Ceremonies

A webinar on holding an iconic ritual emphasizing humanism in medicine in an age of physical distancing



Tomorrow's Doctors, Tomorrow's Cures®

THE ARNOLD P.
GOLD
FOUNDATION

White Coat Ceremony

Agenda

1. Welcome remarks: Geoffrey H. Young, PhD, Senior Director, Student Affairs and Programs (AAMC) and Brandon J. Hunter, Director of Student Affairs (AAMC)
2. Introductory remarks: David J. Skorton, MD, President & CEO, Association of American Medical Colleges (AAMC)
3. A brief history of White Coat Ceremonies: Louisa Tvito, Director, Gold Humanism Honor Society, Director, Program Initiatives (Gold Foundation)
4. Conducting a WCC virtually during the time of COVID-19 -- what we hope to accomplish and learn.
 - Our toolkit: what already exists?
 - Tips for planning
 - Maintaining traditions during a virtual ceremony
 - Keynotes and speakers
 - Reciting the oath
 - After the ceremony
5. Closing remarks: Richard I. Levin, MD, President & CEO, The Arnold P. Gold Foundation

Welcome from AAMC Staff



Geoffrey H. Young, Ph.D.

Senior Director, Student
Affairs and Programs
Association of American
Medical Colleges



Brandon J. Hunter

Director of Student Affairs
Association of American
Medical Colleges

Introductory remarks



David J. Skorton, MD

President and CEO

Association of American Medical
Colleges (AAMC)



Tomorrow's Doctors, Tomorrow's Cures®

Joining you today



Elizabeth Cleek, PsyD

Chief Operating Officer,
Senior Vice President
The Arnold P. Gold
Foundation



Louisa Tvito, MSW

Director, Gold Humanism
Honor Society
Director, Program Initiatives
The Arnold P. Gold
Foundation



Gwen Tundermann, MPA

Grants/Programs Manager
The Arnold P. Gold
Foundation

A brief history of White Coat Ceremonies



The Gold Foundation instituted the White Coat Ceremony as a way to emphasize humanism in medicine at the very start of medical education.



The first White Coat Ceremony took place in 1993 at Columbia University.



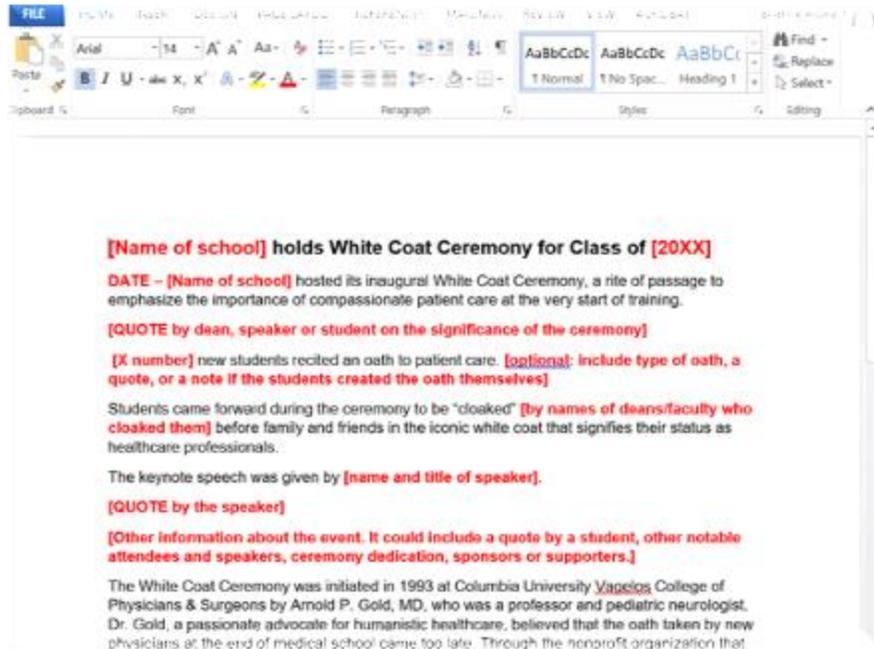
Today, a White Coat Ceremony or similar ritual takes place at 99% of AAMC-accredited schools of medicine in the U.S., plus 360 schools of nursing and medical schools in 19 other countries.

Conducting a virtual White Coat Ceremony

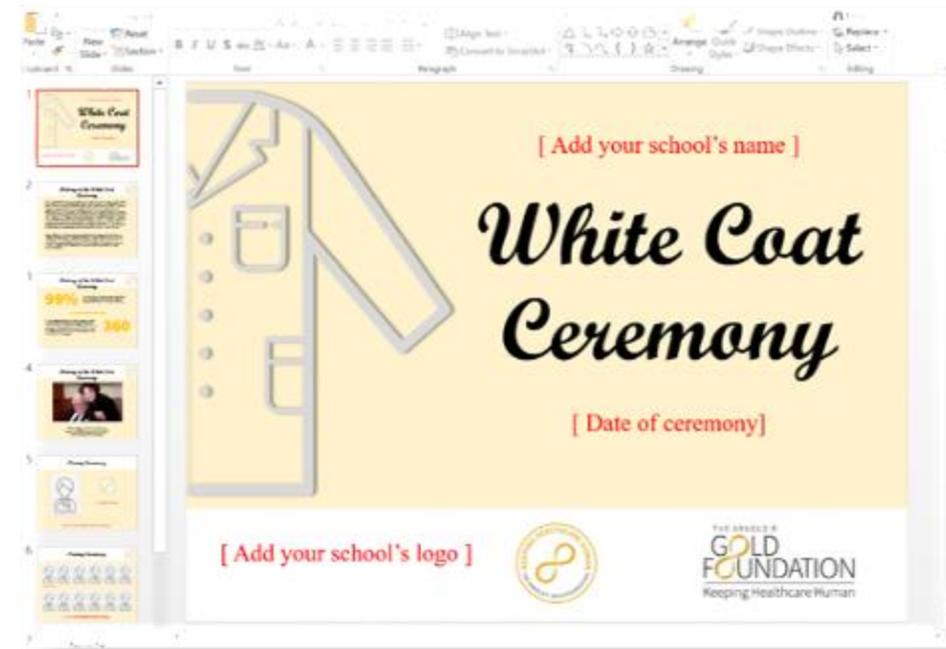


- Is it possible to conduct an event that feels ceremonial and maintains the traditions of a White Coat Ceremony virtually?
- The importance of the message behind the ritual of cloaking: placing human interests, values and dignity at the core of teaching and practice.

White Coat Ceremony toolkit



Press release template (Word doc)
Template with to fill in for your specific school to encourage media coverage.



White Coat Ceremony slides (PPT)
Available slides to incorporate into your ceremony

Keynote address video



Vivek Murthy, MD

19th U.S. Surgeon General

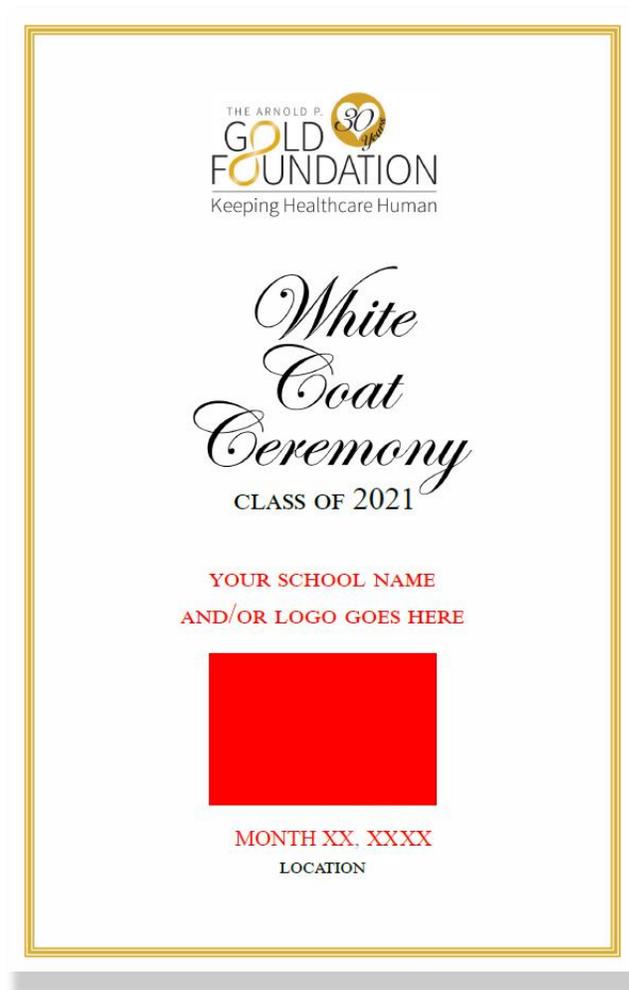
2020 Vilcek-Gold Award for Humanism in Healthcare honoree

Best-selling author of *Together: The Healing Power of Human Connection in a Sometimes Lonely World*

A prerecorded keynote address from Dr. Murthy will be available in mid-July, with introductions by Dr. Skorton of the AAMC, Dr. Vilcek of the Vilcek Foundation, and Dr. Levin of the Gold Foundation.

Virtual White Coat Ceremony program

- Possible formats: Webpage, PDF (can be downloaded, printed, saved)
- Content:
 - Order of events
 - Names of all speakers/ leadership and short bios
 - Student roster
 - Full oath text
 - “Thank You” page for alumni supporters and other contributors
- The Gold Foundation will be creating a template, likely in InDesign, that can be saved as a PDF. If you have a format preference, please let us know!



Other parts of the White Coat Ceremony

Congratulations
and **welcome**
to our Gold
community

The Gold Foundation proudly presents you with this pin to commemorate your White Coat Ceremony. The gold Mobius loop symbolizes the continuous bond of trust, respect and communication that connects you to your patient when humanism is at the core of your care.

The White Coat Ceremony was established in 1993 by The Arnold P. Gold Foundation. Our vision is that healthcare and its experience will be dramatically improved by placing human interests, values and dignity at the core of teaching and practice.

We encourage you to wear this pin every day, as a reminder of your oath to keep healthcare human.

THE ARNOLD P.
GOLD
FOUNDATION
Keeping Healthcare Human

WWW.GOLD-FOUNDATION.ORG

Pocket card (PDF)

This card traditionally accompanies the Gold Foundation humanism pin and is placed in the pocket of the white coat.

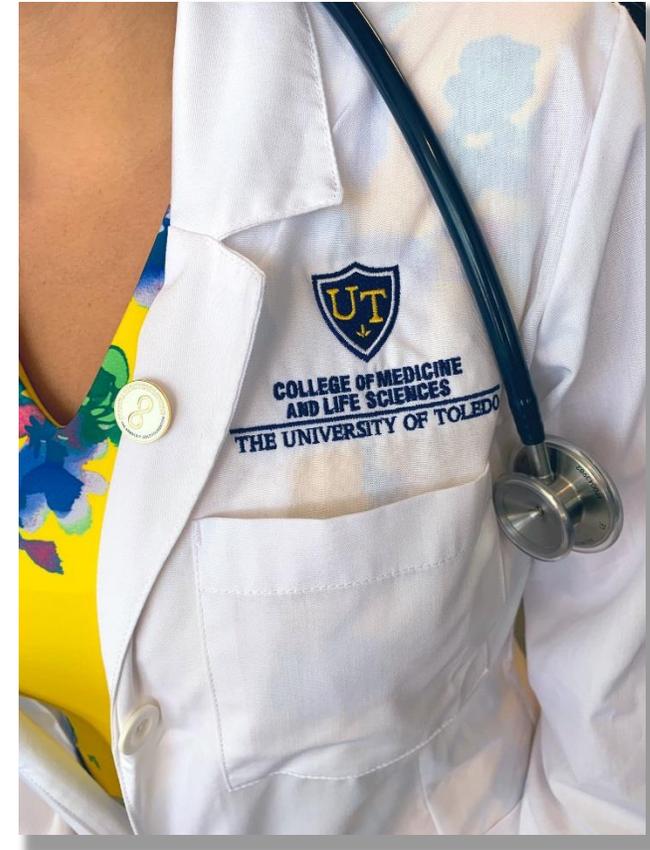


Gold Foundation pin

This pin is traditionally pinned to each student's white coat, and represents the critical bond between patients and clinicians.

Tips for planning a virtual White Coat Ceremony

- Timeline for planning
- What platform will you use?
 - Understanding the capacity of your video platform
 - Technical logistics
 - Having an IT person on-hand
 - Muting, spotlighting
- What time of day works best to hold your ceremony?
- Registering for the event
- Communication efforts
- Keynotes and faculty speakers
- Following up after the ceremony



Maintaining the traditions of a White Coat Ceremony

- Cloaking and Pinning
- Reciting the oath
- Recognition of Students
- Remarks from Faculty
- Inclusion of Family and Friends



Closing Remarks



Richard I. Levin, MD
President and CEO
The Arnold P. Gold Foundation





**Your feedback on this webinar is appreciated.
A quick survey will pop up in a second.
Thank you!**

**For more resources, please visit
www.gold-foundation.org.**