

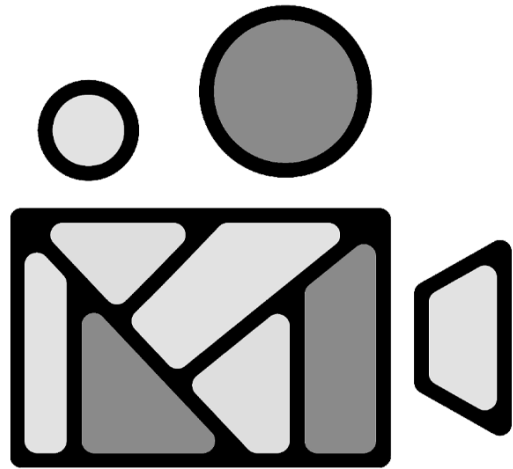


Tomorrow's Doctors, Tomorrow's Cures®

Learn

Serve

Lead



INSTITUTIONAL ADVANCEMENT FILM FESTIVAL

April 25, 2025



Association of
American Medical Colleges

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INSTITUTIONAL ADVANCEMENT

**GROW
INNOVATE
ADVANCE**



The host

James A. Molnar, MBA

Supervisor, Web & Digital Media

The University of Toledo

College of Medicine and Life Sciences

Also, a movies and Oscars fanatic, plus
Oscars blogger at TheGoldKnight.com

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We'd like to thank...

AAMC GIA

Jennifer L. Blanck

Film Review Committee

Ashlie Brookhart McGill, UT Southwestern Medical Center

Jay Gullixson, University of Wisconsin – Madison

Carolyn M. Scofield, Tulane University School of Medicine

Emsley Vázquez Colón, Ponce Health Sciences University

Elena C. Wu, Weill Cornell Medicine

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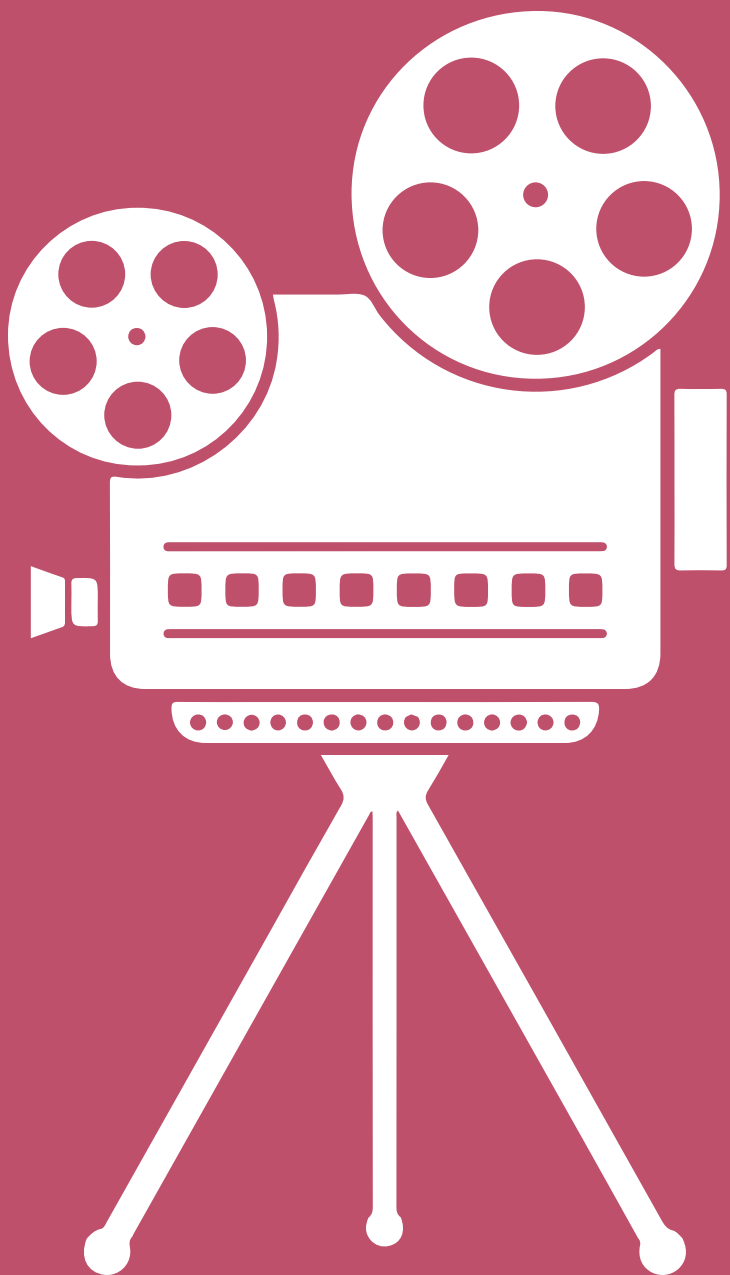
Action!

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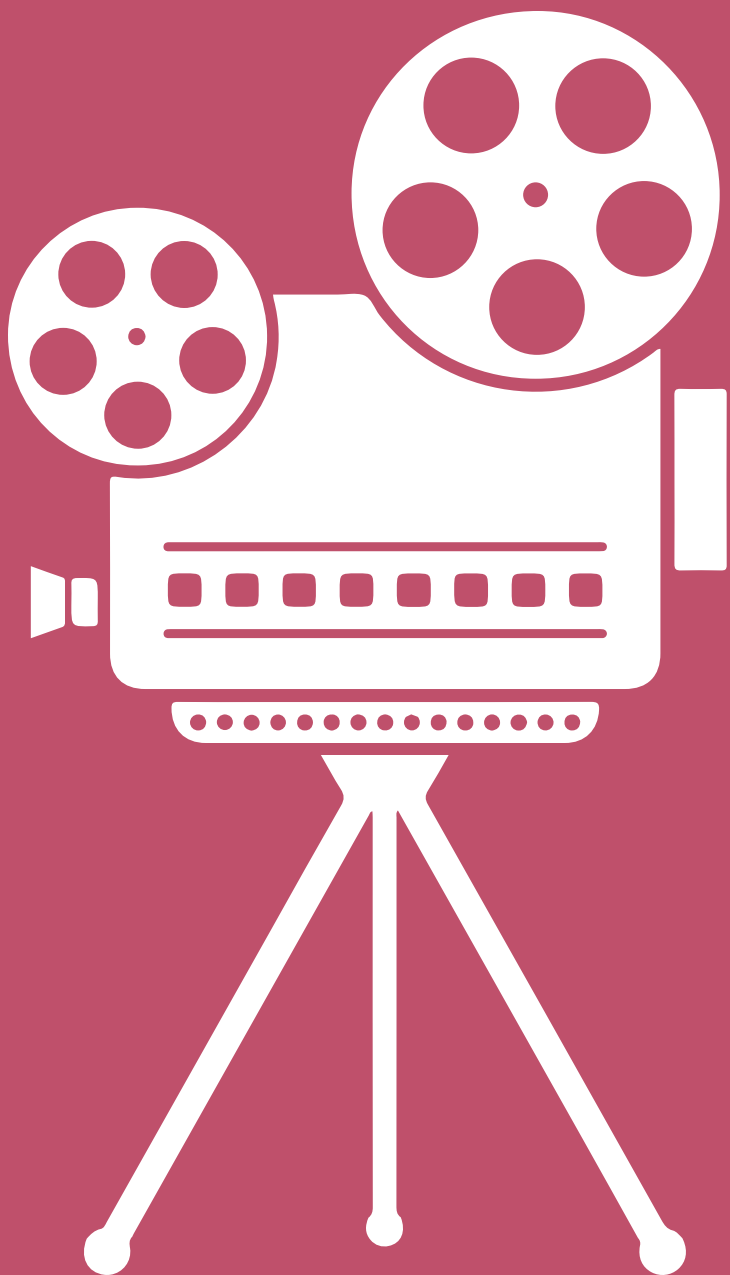
The Journey Toward a Gene Therapy for Retinitis Pigmentosa

Harvard Medical School

Beautifully shot, nice sound design,
good color grading, and the edit keeps
the viewer engaged in the story.



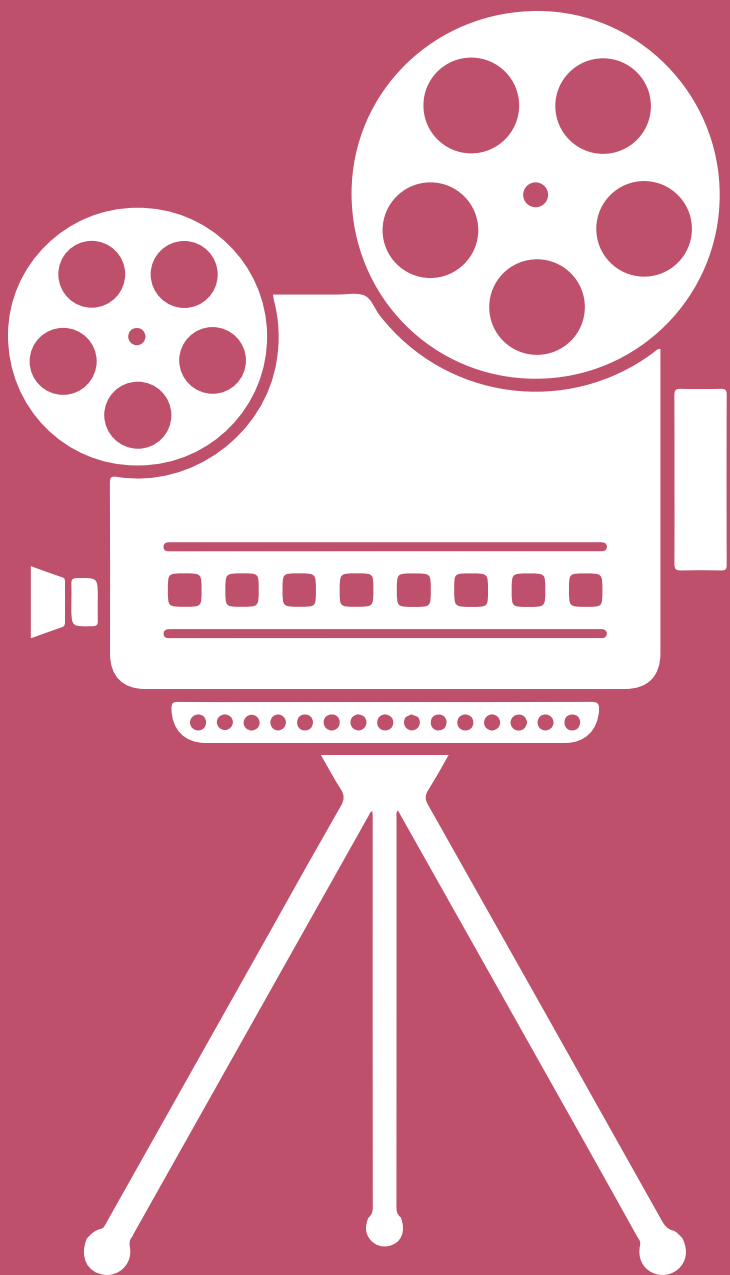
Link: <https://hms.harvard.edu/news-events/multimedia/journey-toward-gene-therapy-retinitis-pigmentosa>



Parody Music Video 2024: Bruno Mars Medley

Icahn School of Medicine
at Mount Sinai

Made us smile. The students are talented, the lyrics are clever. If you're going to lean into parody, you need to lean all the way in!



Awake Patient Plays Guitar During Brain Tumor Surgery

Sylvester Comprehensive Cancer Center

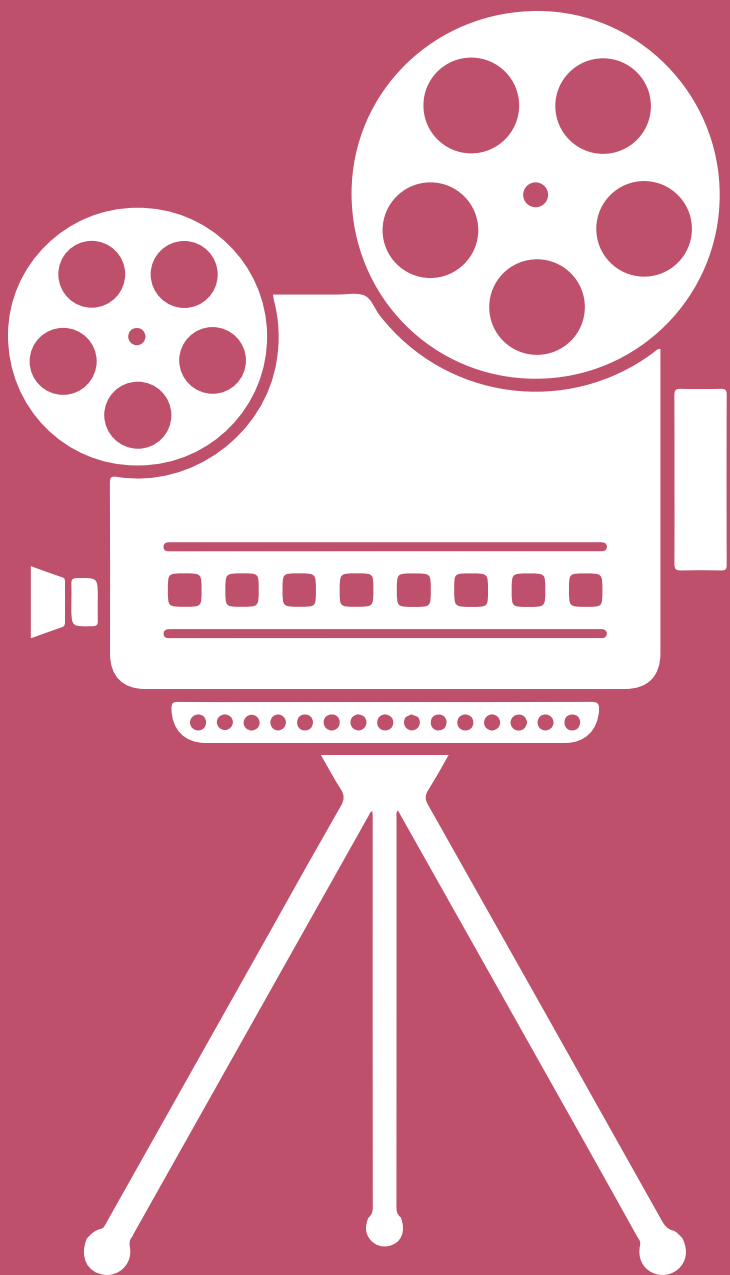
Incredible story and footage.



What is Philanthropy?

UTHealth Houston

Promoting generosity and knowing the individual stories are reflected in this video.



“For Humanity” Campaign Pillars Video Series

Yale School of Medicine

Well produced with
engaging interviewers.



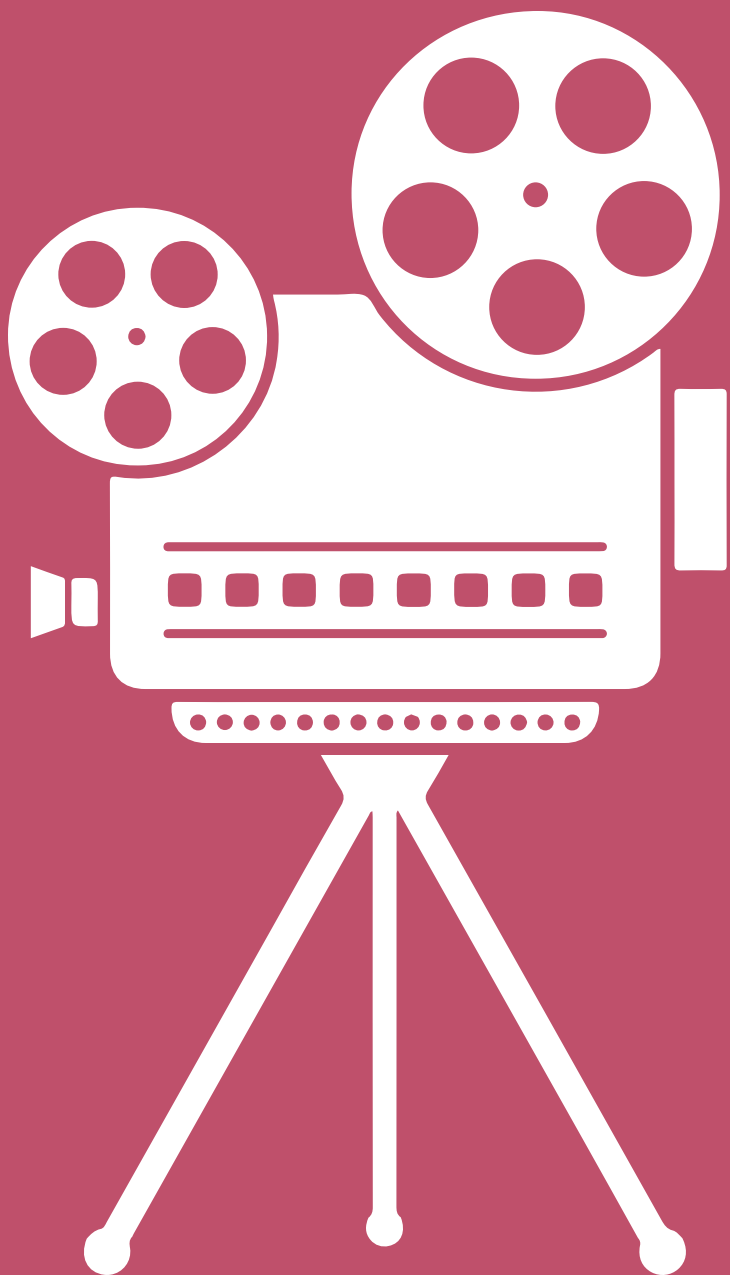
Forward Together

Stanford Medicine

Energizing concept
and impactful editing.



Link: <https://www.youtube.com/watch?v=e-7szQdu8pg>



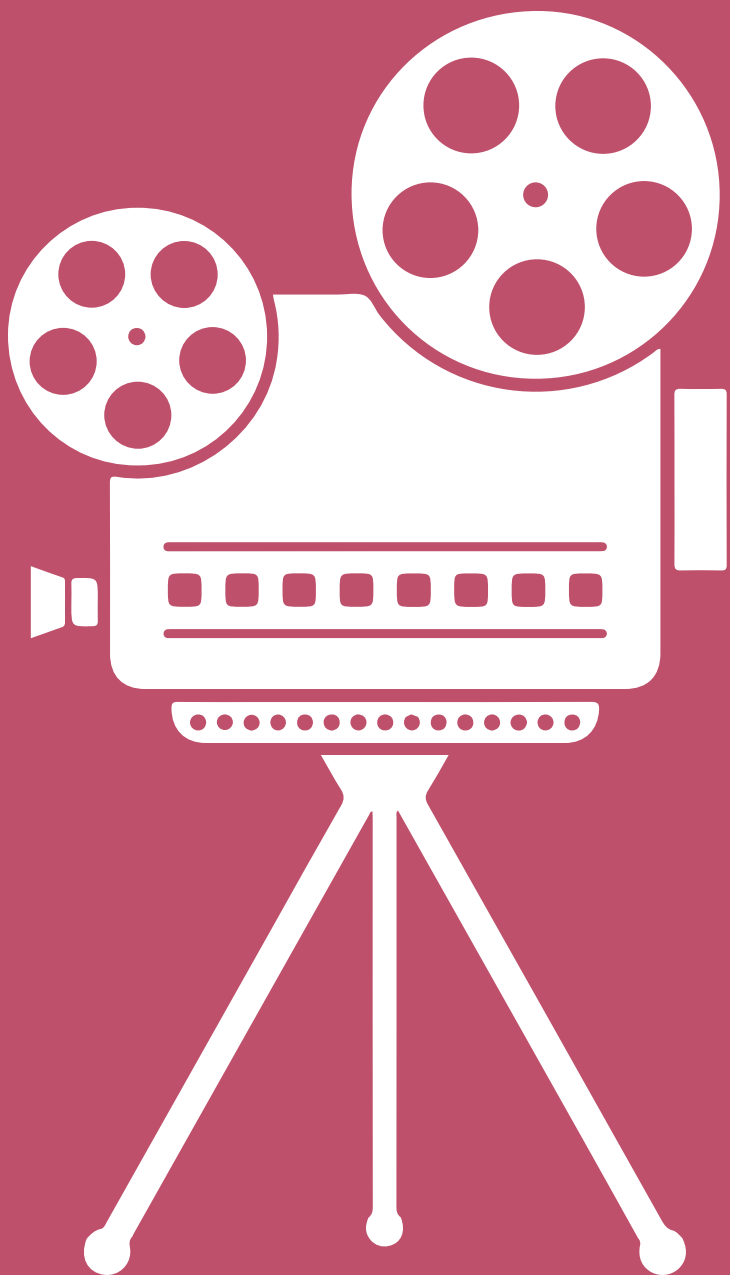
Celebrating Our Founding: 10 Years of RBHS

Rutgers Health

Cool idea and
nice editing.



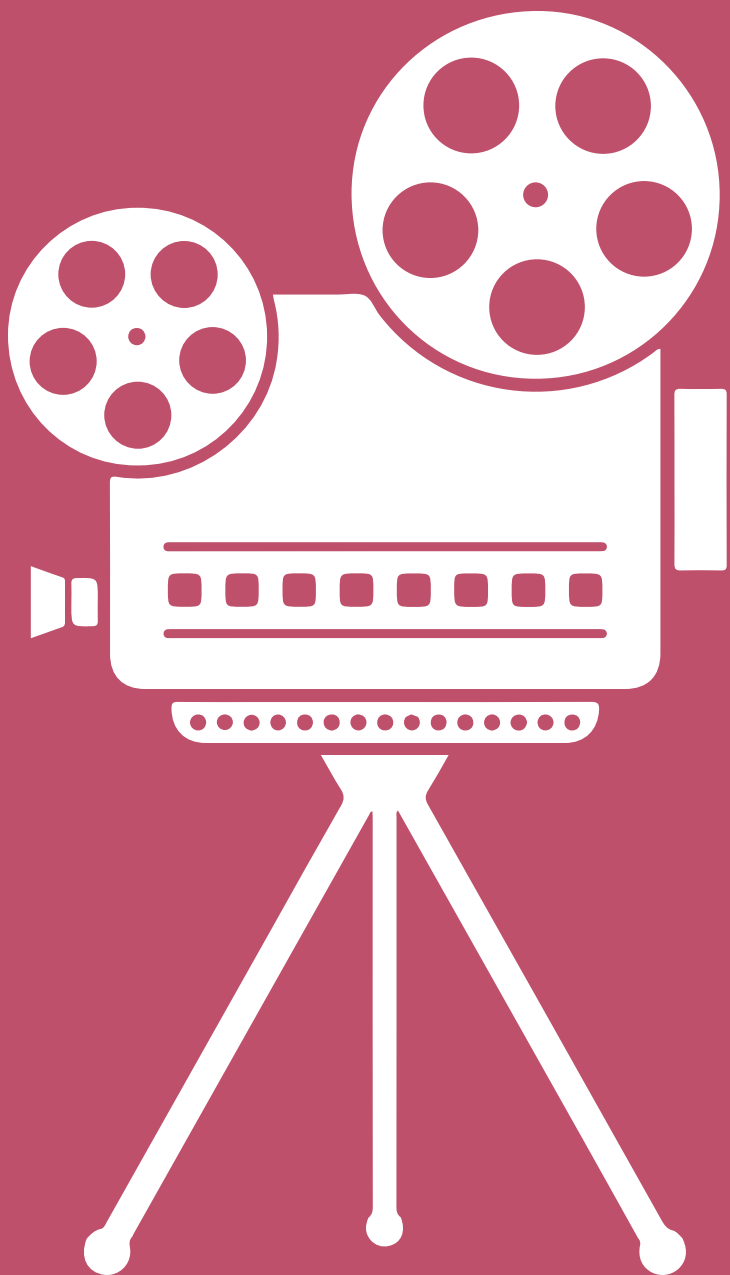
Link: <https://www.facebook.com/RutgersBHS/videos/1361345217816774/>



Match Day

VCU School of Medicine

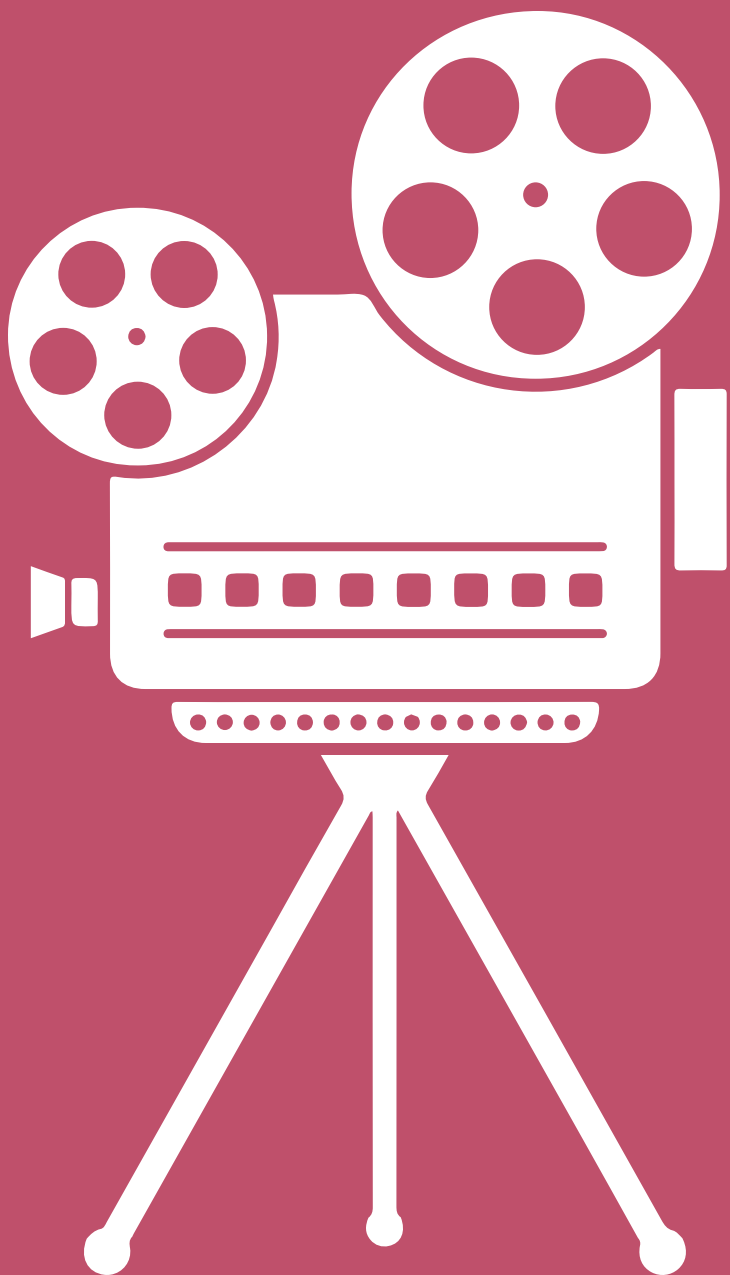
A fresh idea and concept for a Match Day video. Good use of sound effects.



MBI Rising Stars: Dr. Didem Pehlivanoglu

UF Health

Nice interview and use
of cat photos at the end.



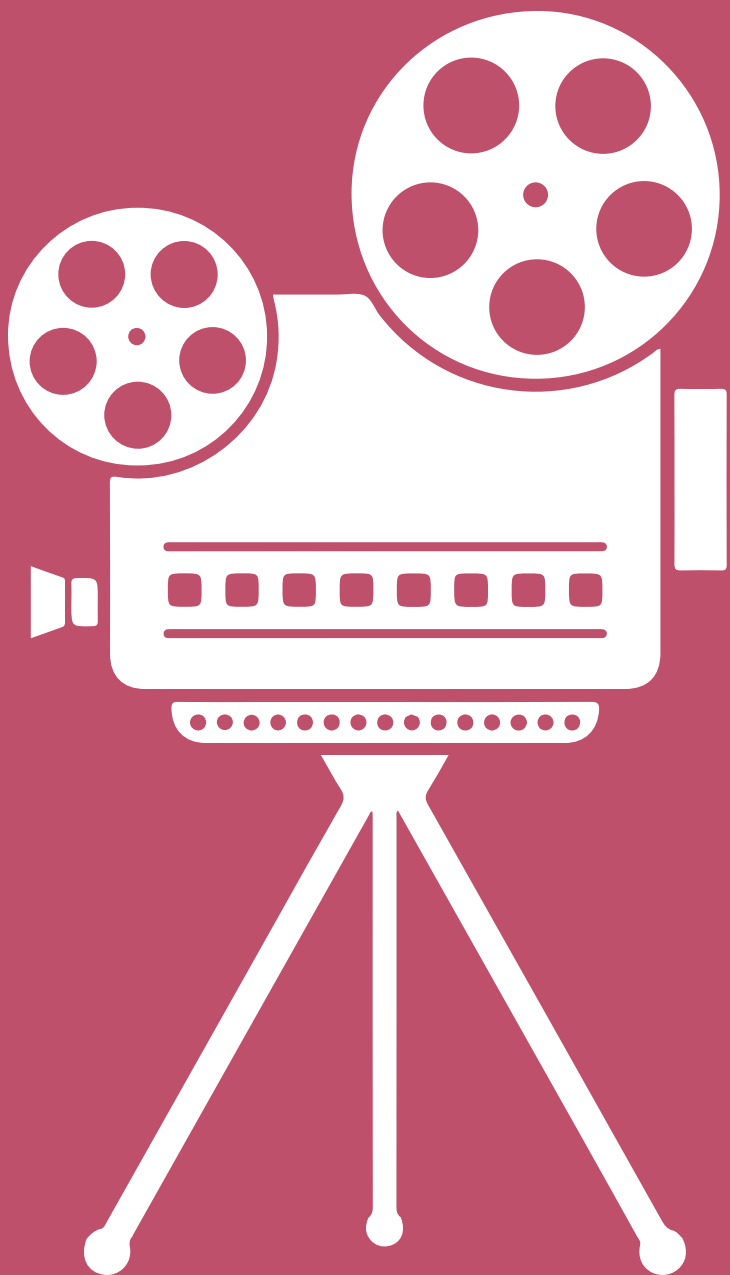
The Center for Epilepsy and Neurodevelopmental Disorders (ENDD)

Penn Medicine

Uplifting message that combines the impact of research and the power of a donor to change the possibilities.



Link: <https://www.youtube.com/watch?v=7kCoeNwgals>

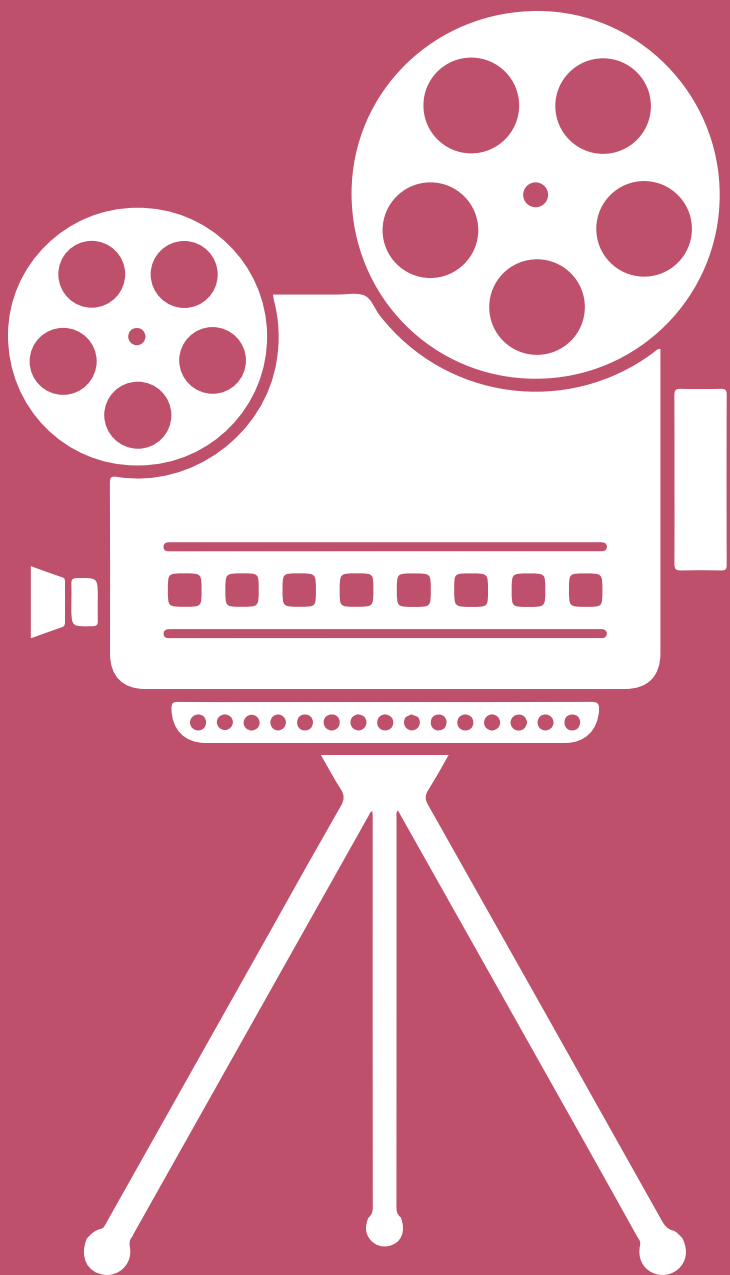


Cancer Questions: Does Sugar Increase Cancer Risk?

Dana-Farber
Cancer Institute

Features common questions that a cancer patient may have utilizing experts and eye-catching animation and coordinated music.





If you had to name your child after bacteria, what would it be?

David Geffen School of Medicine at UCLA

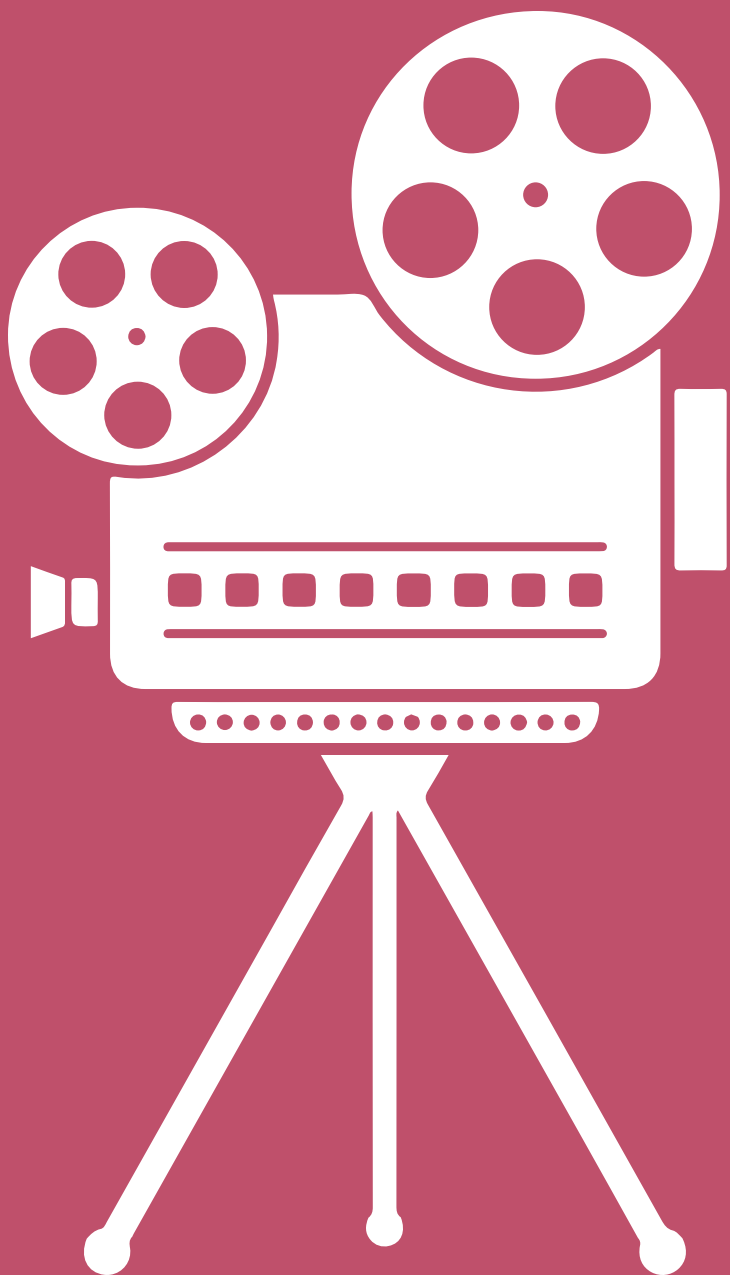
A good way to showcase students outside the classroom and lean into a social media trend...



**If you had to name
your child after
bacteria, what
would it be?**

Dell Medical School

... here's the original video:
2.7M views on Instagram!

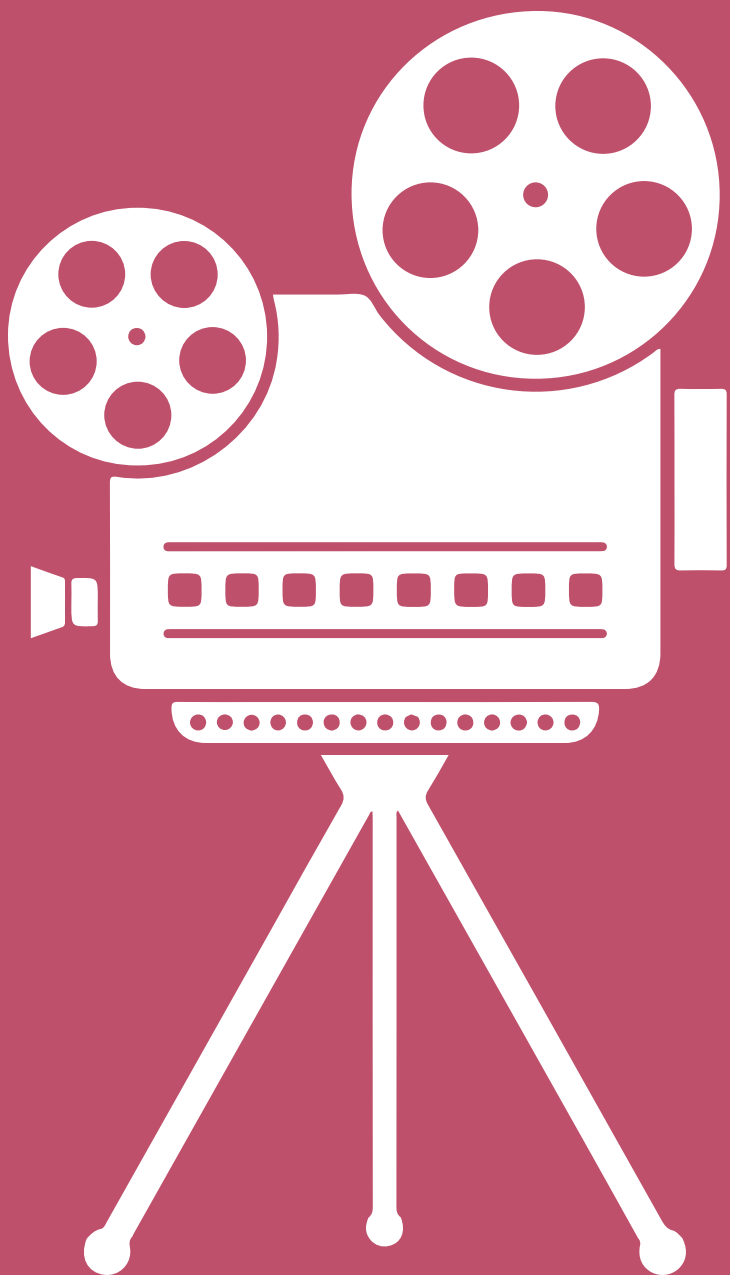


Match Day

Burnett School of Medicine at TCU

A blend of scripted storytelling and spontaneous content help to illustrate the excitement

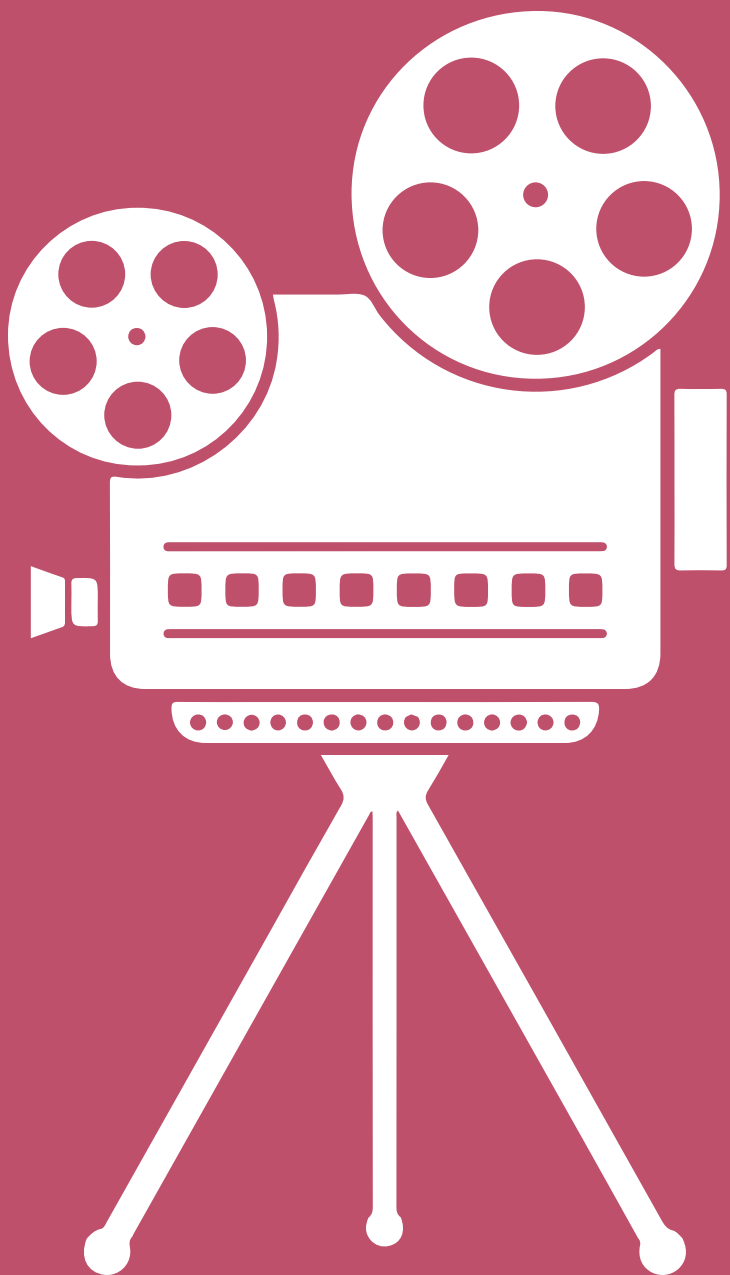




Wendy Tamis Robbins' Journey through Anxiety and Colorectal Cancer

Dana-Farber
Cancer Institute

Outstanding storytelling.



Tribute to the Class of 2024

UToledo College of
Medicine and Life Sciences

Utilizing interviews from
pandemic for moving tribute.



Link: <https://www.youtube.com/watch?v=1oYVeH-M4Xo>

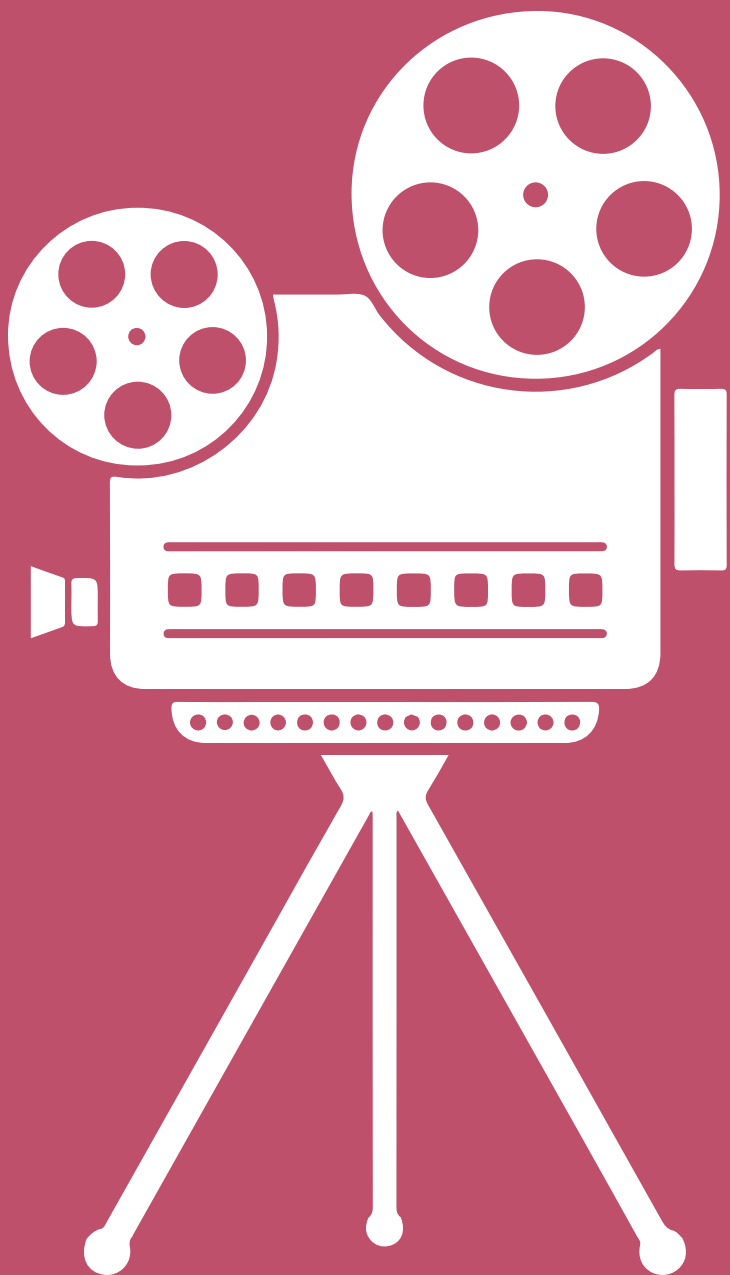
Animation

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Breaking Free Stanford Medicine

Powerful storytelling
with animation.



Link: <https://www.youtube.com/watch?v=a7LDIER67ZI>

Ads & Promotion

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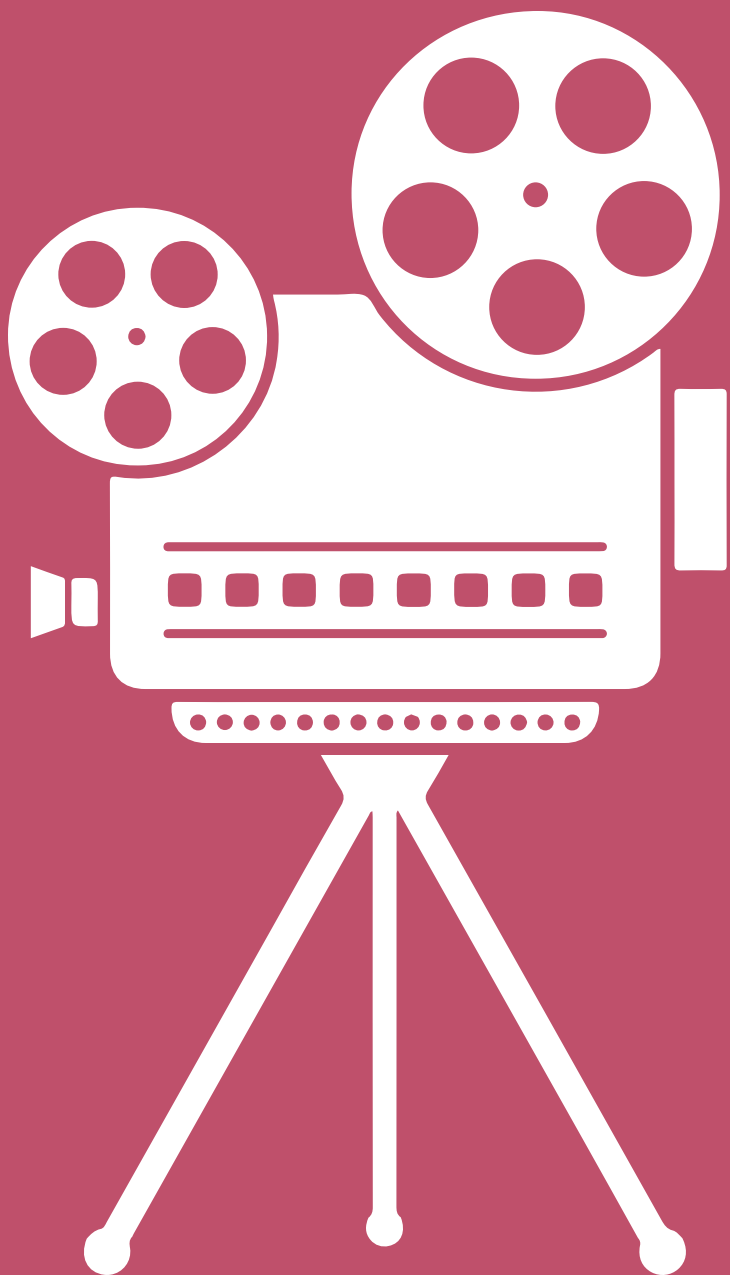




I shouldn't be here

UK HealthCare

Super Bowl ad:
Great storytelling



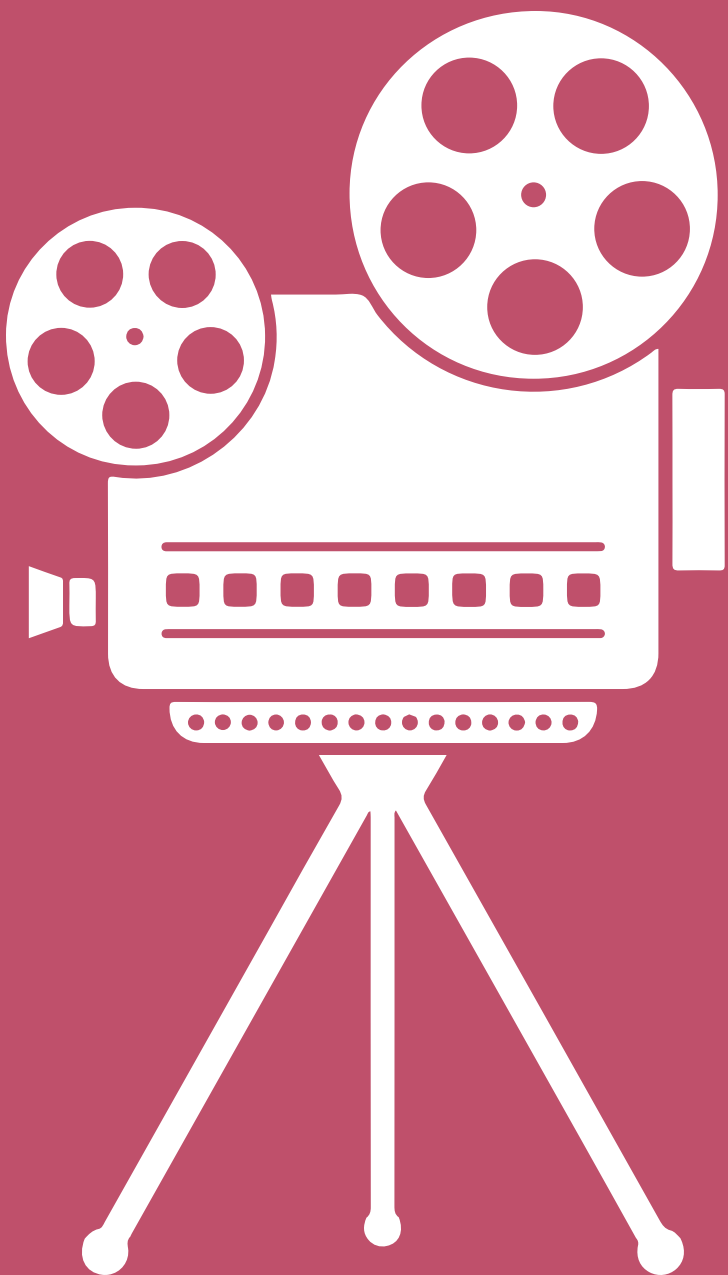
Follow Your Spark

UT Southwestern Fort Worth

National ad campaign explaining
academic medicine in 60 seconds.



Link: <https://vimeo.com/1012087359/d8661b1779>



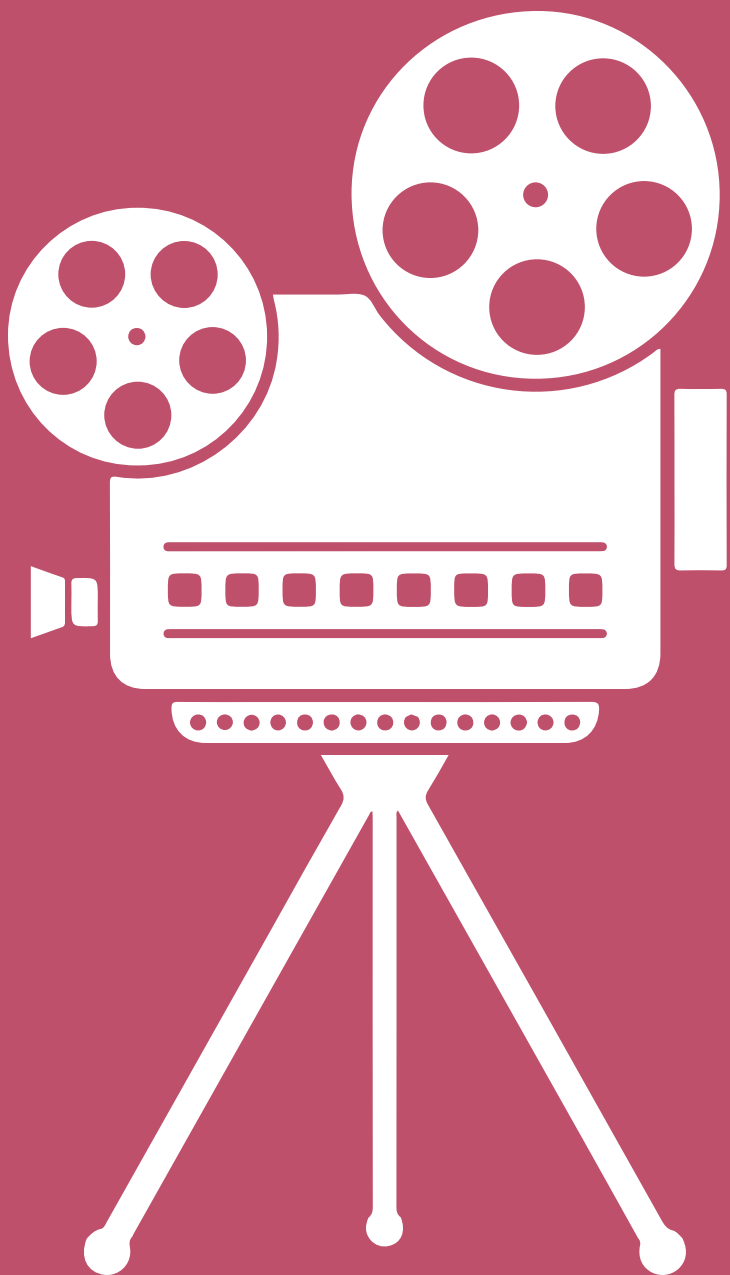
Advancing Together

UMass Chan Medical School

Slick promotion with great b-roll.



Link: <https://www.youtube.com/watch?v=vUWIHQtsqUg>



Large Digital Wall

David Geffen School of
Medicine at UCLA

Creative way to promote content and
social media channels.

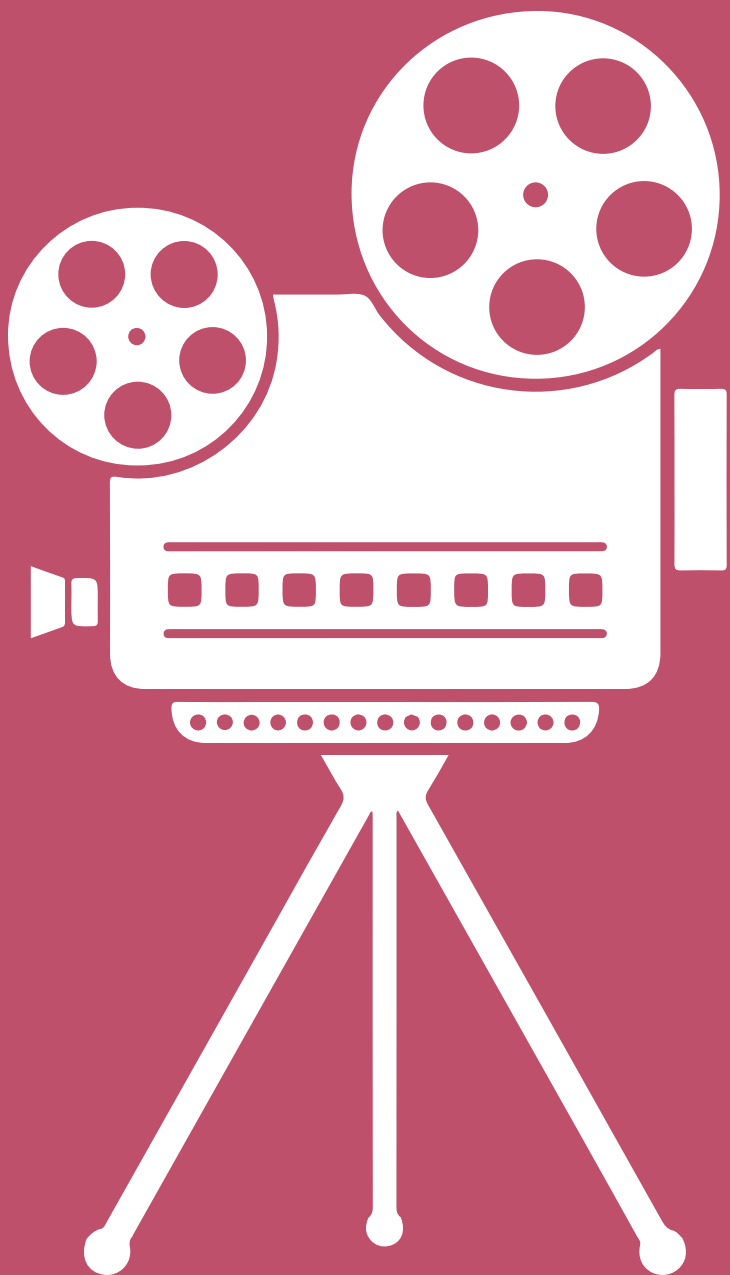
Timely

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Why NIH support matters: A Yale M.D. explains

Yale University

Powerful explanation
of timely issue.

The Grand Finale

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**GIA BEST IN
SHOW WINNER**

dêtetsi vo'i oninjakan Winding Path

**University of Utah
Health System**

Beautifully shot, nice sound design,
good color grading, and the edit keeps
the viewer engaged in the story.



Link: <https://uofuhealth.utah.edu/sundance/new-narratives/winding-path>

Submit for next year!

We're looking for great video work for the next Film Festival in 2026! Submit your videos throughout the year to GIA@aamc.org.

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A black film strip border with white sprocket holes runs horizontally across the top and bottom of the image.

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The background of the central panel is a collage. On the left, there are overlapping geometric shapes in shades of orange, red, and green. On the right, there is a photograph of a black, ornate street lamp in front of a building with large windows, all with a purple and blue color overlay.

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