

INSTITUTIONAL ADVANCEMENT FILM FESTIVAL

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April 23, 2026

 **AAMC**



The host

James A. Molnar, MBA

**Supervisor, Communications
& Digital Media**

The University of Toledo
College of Medicine & Life Sciences

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

We'd like to thank...

AAMC GIA

- **Jennifer L. Blanck & Melanie Whall**

Film Review Committee

- **Ashlie Brookhart McGill**, UT Southwestern Medical Center
- **Michael Buller**, Dana-Farber Cancer Institute
- **Jorge Castorena**, UK College of Medicine
- **Jay Gullixson**, University of Wisconsin – Madison
- **Ryann Monahan**, University of Illinois Urbana-Champaign
- **Carolyn M. Scofield**, Tulane University School of Medicine
- **Emsley Vázquez Colón**, Ponce Health Sciences University
- **Elena C. Wu**, Weill Cornell Medicine

Action!



Starting local





The Team Behind the Team

University of Florida Health

Great example of the power of a short promo.

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From Mississippi to Team USA: A bobsledder's comeback

University of Florida Health

The surgical animations are quite impressive, and having the voice of the doctor alongside the athlete's is a powerful narrative.

Link: https://www.youtube.com/watch?v=_u4DPDpaX9M



University of Miami's HR on the Move

Miller School of Medicine

A fresh take on the executive interview: pairing it with golf cart driving adds authenticity and approachability, with strong b-roll.

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Link: <https://vimeo.com/1046558464/712285a4fc?ts=0&share=copy>



A rare hernia surgery gives USF alumna a second chance

University of South Florida Health

What stands out is the genuine emotion from both the husband and the doctor, especially in the closing moments.

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Link: <https://www.youtube.com/watch?v=3-c2v4EZYRI&t=2s>

Top Tier Discovery: Morsani College of Medicine Powering Bold Ideas & Visionary Minds

University of South Florida Health

Excellent transitions with varied styles, and
standout lighting and cinematography across
labs, office shots, and b-roll.

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

Overview





School of Medicine and Public Health 2025 LCME La Crosse

University of Wisconsin Madison

A nice example of an About Us video
that is short and effective.

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Kickoff 2025 Opening Video

New York-Presbyterian

The hospital's story is presented as a place where its specialists show empathy in every patient's journey.

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NEOMED: The First 50 Years

Northeast Ohio Medical University

Nicely polished and enjoyed the use of the graphic timeline.

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The background features a tropical scene with palm trees and buildings, overlaid with a complex pattern of semi-transparent geometric shapes in shades of blue, purple, red, and orange. The word "Creative" is centered in a large, white, sans-serif font.

Creative





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Mission Impossible

Anne Burnett Marion
School of Medicine at
Texas Christian University

Creative use of the theme, along with showcasing a fun Match Day that involves the students appearing to pull their results out of a crackerjack box with their playing card inside. (Impressive turnaround!)

Advocacy





Dr. Klotman's Weekly Videos

Baylor College of Medicine

This video series is super informative and include the knowledge and honesty from Dean Klotman.

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Link: <https://www.youtube.com/watch?v=Dm61AE13aLA>



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I'm here today because of research funding that was invested in 35 years ago.

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Advocating through personal storytelling the impact of academic medicine.



A World Without Academic Medicine

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Showing tangibly how AAMC is advocating for the entire community of academic medical institutions.

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Link: <https://vimeo.com/1128867145/168e01635b?share=copy&fl=sv&fe=ci>



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The Vagelos Effect

Columbia University
Vagelos College of
Physicians and Surgeons

The story is so well developed that it really captures your attention, featuring valuable content and strong context about the scholarships awarded to medical students.

Link: <https://www.youtube.com/watch?v=1iX9S7EWkp8>

Patients





Bike helmet protects a young boy's brain

University of Washington (UW) Medicine

Well shot with effective narration on an important topic, assembled in a polished, news-style package.

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Link: https://www.youtube.com/watch?v=kXReW3O5_MA



First in Wisconsin: A Family, a Therapy and a Second Chance

Medical College of Wisconsin

Compelling storytelling and showcasing Rusty's successful journey as the first to be offered the drug for melanoma.

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Link: <https://www.youtube.com/watch?v=xCEae3KAoP8>



Walker Mims, Hodgkin's Lymphoma Survivor

University of Mississippi
Medical Center

The camera work enhances the
storytelling. Nice styling, too.

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Animation





Little Heart Warrior

Medical College of Wisconsin

The dramatic music, lightning sync and heartbeat are impeccable, and the transition to the upbeat, childlike animation works beautifully.

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Link: <https://www.mcw.edu/project-wonder/little-heart-warrior>

Research





SHE Center

Dana-Farber Cancer Institute

This video connects research with patient care and showcases the importance of academic medicine. It's visually interesting and features video specific to the subject matter

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Link: <https://youtu.be/rOZlevsdv1g>



Pursuing Beauty

Stanford University

The video was artfully done and captures the sentiment Pursuing Beauty.

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Link: https://youtu.be/F4HtHPFIYzw?si=_yGgf0desRYgW-ZX

Finale





The First Patient

Virginia Tech
Carilion School of Medicine

Exceptional storytelling, incredible editing and cinematography, highly polished and impactful.

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Link: https://news.vt.edu/videos/k/2024/09/1_f9kevbq1.html



Made Better By You: Ed Lueders

University of Utah Health

A lovely, on-theme story with varied visuals and a simple, effective approach that lets the narrative shine.

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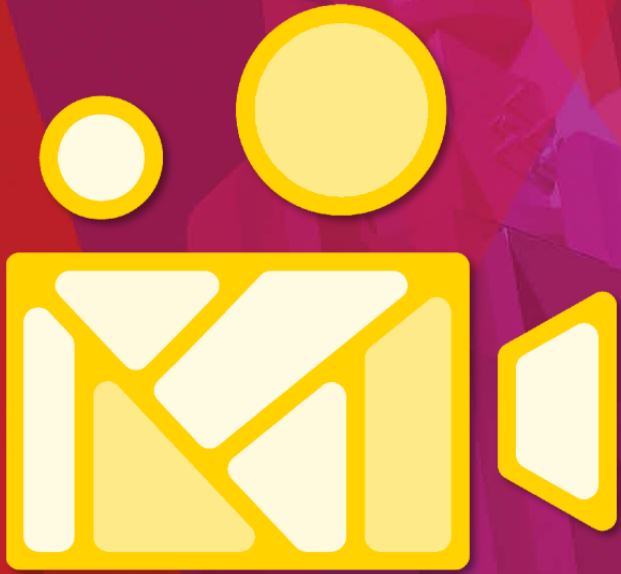
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Link: <https://uofuhealth.utah.edu/made-better-by-you/stories/ed-lueders>

Submit for next year!

We're looking for great video work for the next Film Festival in 2027! Submit your videos throughout the year to GIA@aamc.org.





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That's a wrap!