

## Streamlining medical school admissions with Salesforce

Idaho College of Osteopathic Medicine (ICOM) is the state's first and only osteopathic medical school, offering a four-year Doctor of Osteopathic Medicine (DO) program. With a mission centered on preparing highly competent, compassionate physicians to serve rural and underserved communities in Idaho and beyond, ICOM's admissions and student operations play a critical role in shaping future healthcare access in the region.

As application volumes and institutional complexity grew, ICOM recognized that its existing systems and processes were no longer scalable. Disconnected platforms and manual workflows slowed application review, increased administrative burden, and limited visibility across the student lifecycle—prompting the need for a modern, unified digital foundation.



## CHALLENGES

### **Disconnected recruitment and admissions workflows:**

Siloed systems created fragmented visibility, slowing decisions and complicating cross-team collaboration.

### **Limited ability to deliver personalized engagement at scale:**

Without automation or centralized data, admissions staff struggled to communicate mission-aligned messaging to applicants efficiently.

### **Fragmented applicant data restricting collaboration and insights:**

Manual data reconciliation and lack of real-time access impeded workflow automation and prevented teams from making data-driven decisions.

**High administrative burden:** Staff had to maintain multiple systems and perform repetitive manual tasks, limiting time for strategic initiatives.

## SOLUTION

TELUS Digital implemented a unified Salesforce ecosystem to centralize applicant data, automate outreach, and streamline admissions workflows from prospect through post-matriculation.

- **Centralized applicant data with a 360° timeline view:** Leveraged Education Cloud to create a single source of truth, giving teams real-time access to applicant histories, improving collaboration, and reducing errors from fragmented systems.
- **Delivered personalized, mission-aligned outreach at scale:** Implemented Marketing Cloud Account Engagement (MCAE) and Digital Engagement to automate communications that reflected ICOM's focus on rural and underserved communities.
- **Automated workflows and improved insights with MuleSoft integrations:** Connected Salesforce to Student Success systems and AACOMAS's WebAdMIT to streamline admissions processes, reduce manual system maintenance, and provide actionable insights through automated notifications.

### **The outcomes of this project included:**

Significantly reduced administrative burden and manual data manipulation for admissions staff

Streamlined application review and recruitment workflows, improving speed and accuracy

Enhanced cross-team collaboration and real-time visibility into applicant engagement

Created a scalable, data-driven foundation to support enrollment growth and mission-aligned student recruitment