

ALUMNI MAKING WAVES

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John Im, MSW '15

John Im is a specialist in the corporate responsibility department at Warner Bros. Studios, working in each of the department's sub-areas of philanthropy, social impact and sustainability.

His role is unique in that it spans many of the company's activities across strategic philanthropic campaigns, cause marketing initiatives and supporting green practices in its film and television productions. He also brings to it the distinct perspective of a social worker.

“Before I got my MSW, I was a graphic designer, but I felt that I wasn't doing enough good in the world. I decided to put that career on hold to explore where my passions were, and I ultimately found fulfillment in helping others,” he said.

“I got my social work degree and am able to do something I find more meaningful, and it turns out that my background in computing and media is still relevant to my work. It overlaps with my industry, to which I can contribute with more depth as a nontraditional social worker.

“Social work skills extend way beyond the therapy room,” Im said. “We have the ability to think holistically and work across populations, we are good navigators and connectors and we adapt quickly. Human connection is so important regardless of industry, and that is the underpinning of my career.”

Im added that for him, “it's not just about doing business—it's about *how* a company does business. My company knows that consumers and audiences are paying close attention to that now, and that's why I am dedicated to working here.”



Courtney Farr, BS '00

Courtney Farr is a nurse practitioner at the Department of Veterans Affairs and founder and CEO of HouseCallsMobile, a health care provider that delivers medical consultation and care to patients via video conference with expert medical practitioners. She was driven to develop the web-based service and mobile app by a desire to help improve access to health care for people struggling to afford it—something she has a personal connection to.

“I lost my mother to breast cancer, and she would have benefited from receiving medical advice about her early warning signs. If there had been a service like this available to her, she might have been able to consult with a medical provider earlier, and she might still have been alive today,” she said.

“Though I devote a large part of my time to providing care for veterans and their families, I also want to be able to make a difference in the lives of other people, including those who are uninsured or finding it difficult to afford medical expenses with insurance. HouseCallsMobile is a way to do that. For the cost of an insurance co-pay, patients can receive a virtual medical ‘house call’ without having to utilize an insurance plan.”

In developing the new service, Farr drew upon her clinical experience with Veterans Affairs, which regularly uses telehealth and video conferencing to provide patient care, and which uses small team-lets to manage care in a large health care system. HouseCallsMobile operates with practitioner teams of one physician and four nurse practitioners that serve designated groups, specialties or regions.