



University Hospitals

SPRING 2018

LEGACY

ACHIEVEMENTS IN HEALTH CARE, MEDICAL SCIENCE AND PHILANTHROPY



INTEGRATING CARE FOR GREATER WELL-BEING

“UNIVERSITY HOSPITALS IS PREPARED TO MARCH FORWARD WITH UNWAVERING COMMITMENT TO PROVIDE EXPERT, HIGH-QUALITY, COMPASSIONATE CARE CLOSE TO HOME.”



Thomas F. Zenty III
Chief Executive Officer
University Hospitals

Dear Friend of UH:

The quality of any organization is a direct reflection of its people – whether board members, physicians, employees, volunteers or philanthropic supporters. We are the ambassadors who advocate for the institution, capturing the hearts and minds of those we serve. By all measures, University Hospitals is a thriving, quality organization due to the excellent care provided by our physicians and caregivers, the intellectual power encompassed within the halls of our great institutions, and the outstanding support from our volunteers and benefactors.

On the following pages, we feature acts of great generosity and innovation, stories inspired and made possible by the same people that define UH. Their collective contributions to our health system are helping us execute on our vision: **Advancing the Science of Health and the Art of Compassion.**

- Sara and Chris Connor, with an extraordinary \$6.5 million gift, furthered their commitment to the UH Connor Integrative Health Network in 2017. Their support is helping UH lead the way in approaching health and medicine in a more comprehensive and holistic way.

- Sally and Sandy Cutler, who recently established the Alexander and Sara Cutler Chair in Men’s Health, are building awareness around men’s health issues in our community and fueling clinical innovation in the Department of Urology.
- Ida and Irwin Haber, ardent supporters of radiologic medicine at UH, led a collective effort to increase visibility and funding for radiology and diagnostic imaging. With four other couples, they recognized the work of Pablo Ros, MD, and created the Ida and Irwin Haber and Wei-Shen Chin, MD, Chair in Radiology.

For more than 150 years, dedicated people have transformed our organization from a small charity hospital operating out of a house in Cleveland into a super-regional healthcare system. As the industry evolves, UH is prepared to march forward with unwavering commitment to provide expert, high-quality, compassionate care close to home. On behalf of UH, thank you for the vital role you play in furthering our mission: **To Heal. To Teach. To Discover.** 🍷

Sincerely,

A handwritten signature in black ink that reads "Thomas F. Zenty III". The signature is fluid and cursive, with a small flourish at the end.

contents



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DEPARTMENTS

- From the Chief
Executive Officer
Advancing the Science
of Health and the Art
of Compassion
- 2 Highlights
- 8 Science & Compassion
- 14 Advances
- 20 Diamond
Retirement Plan Assets
- 24 Philanthropic Spirit
- 29 Reflections
The Evolving Role
of Technology in
Healthcare Delivery

FEATURES

- 4 Integrating Care for Greater Well-Being
Growing the UH Connor Integrative
Health Network
- 10 A New Vision for Men's Health
Advancing Innovation and Access
at UH Urology Institute
- 16 Shining a Light on Radiology
The Importance of Imaging in Patient Care

on the cover
SARA AND CHRIS CONNOR
LOCATION: LONGBOAT KEY, FLORIDA/PHOTO: MICHELLE REED

WILLIAM W. BRIEN, MD, NAMED CHIEF QUALITY AND MEDICAL OFFICER

An extensive national search for a Chief Quality and Medical Officer has resulted in naming an established leader to further UH's reputation for medical staff excellence and patient safety. William W. Brien, MD, now oversees provider initiatives, including high-reliability medicine, quality and safety, patient advocacy, physician relations, and case management. Dr. Brien began his position in December, succeeding William L. Annable, MD, who retired in early 2018.



William W. Brien, MD

Dr. Brien is a renowned physician, researcher and administrative leader with three decades of experience as an orthopedic surgeon. He comes to UH from Baylor St. Luke's Medical Center in Houston, where he served as Sr. Vice President, Medical Operations and Chief Clinical Officer since 2015. He was also a Clinical Professor of Orthopedic Surgery at Baylor College of Medicine. Prior to that, Dr. Brien held numerous clinical and leadership positions at Cedars-Sinai Medical Center in Los Angeles for 21 years.

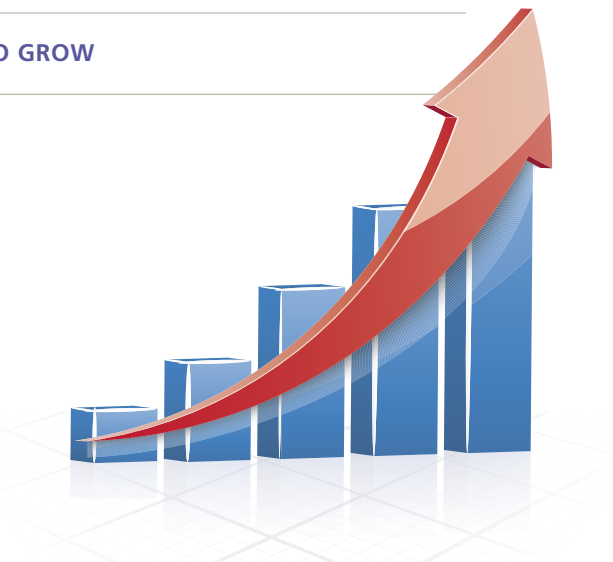
Dr. Brien's leadership and clinical experience will advance UH medical staff and clinical care quality objectives in the years to come.

UH'S ECONOMIC IMPACT CONTINUES TO GROW

UH continues to be a major economic engine, according to a recent economic impact report conducted by Silverlode Consulting Corp. The firm measured the health system's economic impact for calendar year 2016, enabling comparisons to a similar 2013 study.

The report concluded that UH contributed almost \$8 billion to the regional economy in 2016, with more than \$4 billion of labor income throughout Ohio. UH medical and health centers generated more than 63,000 direct and indirect jobs supporting nearly 44,000 households.

UH has been improving the health and well-being of those across Northeast Ohio for more than 150 years. As the health system has grown and matured, its commitment to the community and



its overall impact has also expanded.

UH is now recognized as a dynamic force for spurring economic growth and development.

In all, UH's total economic output increased 64 percent and households supported increased 25 percent since 2013.

EXPANDING OUR COMMITMENT TO THE COMMUNITY

Since 1866, UH has looked after those in this community who needed help the most but could afford it the least. To further reinforce UH's dedication to deliver quality outpatient care services to underserved residents of Cleveland's Fairfax and surrounding communities, UH Otis Moss Jr. Health Center will soon be expanded in collaboration with Olivet Institutional Baptist Church and Olivet Community Development Corporation.

The expansion will dramatically transform the center, enhancing health education and wellness with "on-demand" primary care,

obesity/diabetes prevention and treatment, cancer and cardiovascular screening, and mental health and addiction services. The center will also be home to an innovative program to help patients with chronic conditions obtain healthy foods more conveniently.

In addition to personalized clinical services, the center will become a hub of integrated social and economic services. UH is currently exploring programs focused on employment, community engagement, computer education and literacy.



UH Otis Moss Jr. Health Center

50 YEARS OF TRANSPLANT SUCCESS AT UH

1968 | 
First Kidney Transplant

1986 | 
First Pancreas Transplant

1988 | 
First Heart Transplant

1989 | 
First Liver Transplant

1999 | 
First Lung Transplant

2018 marks 50 years of success in solid-organ transplantation at UH and the UH Transplant Institute plans to celebrate in style. Patients will share their stories, staff photos and biographies will be displayed prominently at UH Cleveland Medical Center, and a commemorative event is scheduled in August with patients, current and former physicians and staff, community partners and leaders.

The first adult kidney transplant at UH took place in 1968 and, during the 1980s, the program expanded to include pancreas, heart and liver procedures. In the 1990s, lung transplants were introduced, and Ohio's first triple-organ procedure – liver, kidney and pancreas – was performed at UH.

UH increased its transplant volume in 2017 by 23 percent. Future growth is expected through initiatives such as a collaboration with Lifebanc to establish an Organ and Tissue Recovery Center, increasing education and outreach, and expanding pediatric transplant services at UH Rainbow Babies & Children's Hospital.

Just 54 percent of U.S. adults sign up to be organ donors, so a critical shortage of organs remains for those needing life-saving transplants. 🇺🇸

Please consider becoming an organ and tissue donor by registering at organdonor.gov.

INTEGRATING CARE for Greater Well-Being



Sara and Chris Connor

Sara and Chris Connor appreciate the profound impact of integrative medicine, a practice that focuses on the whole person and empowers patients to partner with their healthcare team to take charge of their well-being. In 2011, their generosity and vision launched the UH Connor Integrative Health Network led by program director Francoise Adan, MD.

“Integrative medicine has been shown time after time to make a huge difference in people’s lives.”

– Sara Connor

Last December, the Connors reinforced their commitment with a new gift – \$6.5 million to strengthen and expand the program. The Connors’ contributions, totaling \$8.5 million, are among the largest in the nation for integrative health and are positioning UH to become the nationally recognized model for clinical integration of evidence-based nonpharmacologic therapies.

College sweethearts at The Ohio State University, Sara and Chris Connor have been together for more than four decades. In that time, they have raised three children and led extremely gratifying careers – Sara, as an occupational therapist and Reiki master, and Chris, as the former CEO of The Sherwin-Williams Company. Within the last year, the couple happily welcomed their first, and then their second, grandchild. Through it all, health and wellness have remained a priority.

“In our house, we’re all patients,” said Chris. “Sara has long advocated for the power of healing treatments and, because of her, I’ve seen how music therapy has helped relax family members in pain and how acupuncture can restore mobility. As a CEO, I experienced firsthand the stress relief that integrative medicine can bring.

“I’m not close enough to the disciplines to appreciate all the benefits integrative health can bring, so when considering our recent gift, I looked to those that are,” he continued. “I saw the passion in my wife’s eyes and the uncontainable excitement in Dr. Adan and knew that we could really make a difference.”

The Need for a New Model

Sara’s passion may have led to the Connors’ initial support, but Chris quickly saw the need for more comprehensive, holistic care. “There are many that don’t believe that integrative health is real medicine,” said Chris. “It took courage to launch this program, and I give UH credit for making it part of their overall wellness strategy.”

Since established, UH Connor Integrative Health Network has grown significantly, serving more than 17,000 patients in 2017 with therapies ranging from acupuncture, massage therapy and meditation to osteopathic manipulative treatments, recommendations on supplements and nutrition, and more.

“Chris and Sara’s extraordinary generosity will allow us to accelerate our growth, expanding our services into more institutes and departments,” said Dr. Adan. “It will support recruitment



Francoise Adan, MD

and help us train current UH physicians and staff to be internal champions. And it will also benefit our research arm, enabling us to provide further evidence of the benefits of these modalities.”

In 2015, Dr. Adan was named the inaugural Christopher M. and Sara H. Connor Master Clinician in Integrative Health. Part of the Connors’ new gift will be used to elevate that position to an endowed chair.

“Creating a chair signifies, on behalf of the hospital and the donor, that a discipline is really important and will be there forever,” said Chris.

“Francoise has a brilliant mind and is active on the international level in her field. She’s already sitting at those tables, but we’re proud to give her a title to take with her. It shows others that integrative medicine is a critical part of UH and that the entire health system stands behind her.”

For Dr. Adan, support from the Connors has meant much more than a financial transaction. “Chris and Sara have been true mentors and guides. They have impacted my life and those of so many people through their gift. They both are givers – Sara gives of her heart and her compassion, and Chris shares his incredible leadership and strategic business mind.”

A Powerful and Impactful Undertaking

Philanthropy is important to the Connors but, overwhelmingly, their ongoing support of UH Connor Integrative Health Network is because of people. “Friends, neighbors and residents throughout Northeast Ohio have made an incredible difference,” said Chris. “Complete strangers have shared their stories with us because they recognize our name. To hear how the program impacted their lives is humbling. Those stories lift us up and confirm that this is absolutely a powerful and impactful undertaking.”

One such story is that of Leesa Kurdziel, a former social worker who, five years ago, found herself perpetually exhausted. Sleeping poorly and losing weight, she began to suffer headaches as well as back and joint pain. To Leesa, it felt like having a never-ending flu. Some days, she didn’t feel like getting out of bed.

After tests failed to pinpoint a cause, Leesa was referred to Dr. Adan. There, Dr. Adan reviewed Leesa’s health records and asked her questions about her day-to-day life. She learned that Leesa had been dealing with issues familiar to many Baby Boomers, including the care of aging parents and preparing for weddings for two of her children in one year.

“ I realized that I had to be a partner in my own wellness to get better.”

– Leesa Kurdziel



Leesa Kurdziel

“Dr. Adan helped me see how my personal life was impacting my physical health,” said Leesa. “She explained that I was depleted after taking care of others for so many years. She gave me permission to take care of myself and offered me a path forward.”

Dr. Adan prescribed yoga, massage therapy, acupuncture, acupressure and meditation, along with a few traditional medications. Today, Leesa is feeling better than ever and she continues to incorporate UH Connor Integrative Health Network services into her ongoing plan for wellness. “Yoga has taught me so much, including how to breathe; and acupuncture has restored my inner balance. This new path has been life-changing.”

The Future of Healthcare

The idea that hospitals should care for patient health and wellness is a departure from the long-held mindset that a hospital’s purpose is to care for the sick. The United States, however, continues to face a growing prevalence of chronic diseases. According to the Centers for Disease Control and Prevention, 50 percent of adults have a chronic disease such as diabetes, heart disease or obesity.

This reality has sent the demand for preventive care on the rise. Seeking to enhance total well-being and improve their overall health, more patients are turning to integrative medicine. “Research shows that patients who incorporate these kinds of therapies have shorter recovery times, less pain and better outcomes,” explained Dr. Adan. “Forty percent of Americans are now using these modalities to take

greater control of their own mental and physical wellness.”

Sara views complementary therapies as a critical component of a patient’s journey. “Sometimes people use integrative health as a last resort,” she said. “But it isn’t an either/or situation. You can’t isolate one thing and say that will make the difference. A combination of treatments and therapies is needed, and it’s often a different combination for each person.”

Dr. Adan agrees. “At UH, we define integrative medicine as the blending of both worlds, taking conventional medicine and weaving evidence-based modalities into patient treatment plans,” she said. “We never want a patient to have to choose between treatment plans so our clinicians work together at UH.

“Integrative medicine is here to stay,” she continued. “It is being embraced by the medical community and, because of the Connors, UH is a nationally recognized leader in the field.” 🌱

To schedule an appointment, or for additional information about UH Connor Integrative Health Network services, call 216-285-4070.



Inspiring Ongoing Support

To help further advance UH Connor Integrative Health Network, a portion of the Connors’ gift will be used to match future donations.

“Many people are seeking out new ways to relieve pain and find healing,” said Chris. “We’ve met a number of people that want to support that type of programming but worry that they can not give at a level that will make a difference. But we know each and every gift matters, so we included a matching grant as part of our gift to help others feel that their support and dollars can go a little bit further.”

For more information, visit UHGiving.org or call the Department of Institutional Relations & Development at 216-983-2200.

IMPROVING PATIENT OUTCOMES WITH JOINT RESEARCH

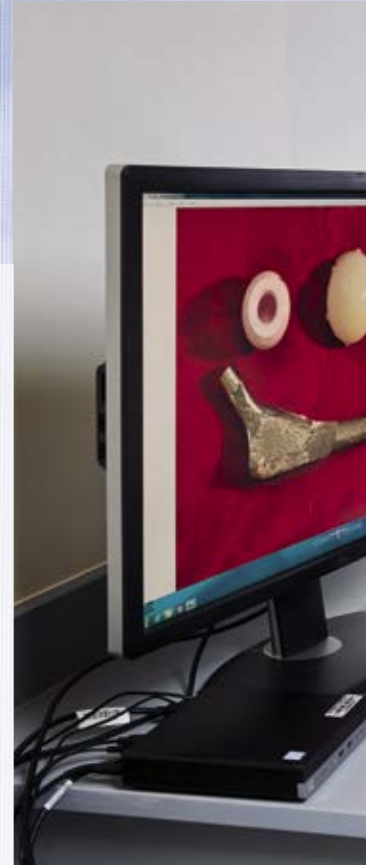
The Department of Orthopedics at UH Cleveland Medical Center is one of the oldest of its kind in the nation. Established in 1907, it has a longstanding tradition of excellence in patient care, research and education. UH orthopedic surgeons were among the first in the world to perform total hip replacement surgery in 1969 and today, the Total Joint Replacement Division consistently ranks as one of the nation's best. Across the healthcare system, UH board-certified orthopedic surgeons perform over 4,100 joint replacements annually.

"Right now, you can expect a total knee replacement to last at least 15 to 20 years and hip replacements to last even longer," said Matthew J. Kraay, MD, MS, Director, Joint Reconstruction and Arthritis Surgery; Director, Center for Joint Replacement and Preservation; and Kingsbury G. Heiple, MD, and Fred A. Lennon Chair in Orthopedics, UH Cleveland Medical Center. "But Americans over the age of 65 are currently the most rapidly growing segment of our population. As life expectancies grow, it is possible that a patient's joint replacement will fail, requiring a second replacement, commonly known as a revision."

To address this, Dr. Kraay and his laboratory team at the UH Center for Evaluation of Implant Performance are working to more fully understand how joint replacements fail, identify innovative ways to produce more durable and longer-lasting devices, and improve long-term outcomes for patients at UH and around the world.

"This program began in the 1980s as an implant registry, with notes on loose-leaf paper in binders," said Dr. Kraay. "In collaboration with world-renowned materials scientist and engineer, Clare M. Rimnac, PhD, from the School of Engineering at Case Western Reserve University, UH has developed an award-winning lab with an international reputation for analysis of retrieved orthopedic implants. Today, our joint retrieval lab has one of the largest, most comprehensive collections of devices in the nation."

Employing a sophisticated archiving system, the lab is home to joint replacement implants retrieved from sites throughout the healthcare system. The implants are cleaned, evaluated and cataloged before being stored for future research and study. "Our goal is to determine why each individual implant failed," said Dr. Kraay. "If we see unusual or recurring patterns of how a particular implant is failing – wearing in the same way, corroding after a certain length of time, etc. – we will initiate an in-depth engineering and materials analysis to try and identify and correct the root cause of the failure."





Matthew J. Kraay, MD, MS, and Clare M. Rimnac, PhD

Appointed the inaugural Heiple Lennon Chair in 2006, Dr. Kraay describes his endowed chair as a critical resource to support his work. “Endowed chairs date back to the days of Sir Isaac Newton, serving as both a monumental recognition of academic accomplishment and an important asset to promote further scientific advancement,” he said. “Federal funding and external support for research is shrinking and becoming increasingly competitive. The Heiple Lennon Chair allows me to spend focused time on research, while also providing a flexible source of funding to support the work of students, residents and young physicians, obtain necessary equipment for the lab, and promote clinical innovation to advance our understanding of joint replacement surgery.”

One advanced technology Dr. Kraay is starting to explore is the application of 3D printing and the possibilities it affords for managing the complex problems he and his colleagues often see in the operating room. “When joint replacements need to be revised, one of the most challenging problems we face is how to most effectively replace a bone that has been severely damaged by the implant failure process. With 3D printing, we expect that someday soon we will be able to rapidly manufacture a custom-designed implant that will fit the patient perfectly and restore these bone defects – perhaps even while the patient is undergoing surgery.” 🍷

Generous support from the Heiple Lennon Chair has had great impact, helping to advance new procedures and technologies for the benefit of our patients.” – Matthew J. Kraay, MD, MS

**KINGSBURY G. HEIPLE, MD,
AND FRED A. LENNON CHAIR
IN ORTHOPEDICS**

Created in tribute to Dr. Kingsbury Heiple, an innovative surgeon and past chair of the UH Department of Orthopedics, and Fred Lennon, a distinguished Ohio engineer and founder of the Swagelok Company.

Established on May 17, 2005

Funded by the Fred A. Lennon Charitable Trust

Held by inaugural appointee Matthew J. Kraay, MD, MS, since 2006



Sandy and Sally Cutler

A NEW **Vision** FOR MEN'S HEALTH

In the spring of 2016, Alexander "Sandy" Cutler was preparing for his upcoming retirement as chairman and chief executive officer of Eaton Corporation LLC after a 41-year tenure at the power management company, the last 16 as its leader. He and his wife of more than three decades, Sally, were enjoying a visit at their vacation home in Arizona when their lives suddenly shifted. After spending the afternoon riding his horse, Sandy experienced unusual symptoms that sent him home to Ohio for evaluation at UH Cleveland Medical Center.

There, the Cutlers received life-changing news from physicians at UH Urology Institute – Sandy was suffering from bladder cancer. "We were shocked and frightened," Sally recalled. "Sandy is a man with no vices. His health has always been excellent."

On the day in May 2016 when he was meant to retire from Eaton, Sandy underwent surgery to remove a mass from his bladder. A day laden with significance for Sandy professionally, it marked the beginning of his return to health as well as the genesis of an alliance that would shape the future of UH Urology Institute.

A Vision Takes Shape

Over the course of his treatment, Sandy and Sally established strong relationships with those involved in his care. "My physician team was outstanding. They were very accessible to Sally and me, at times answering our calls when they were out of the office or on vacation to ensure my needs as a

patient were met," said Sandy.

"It is this patient-centered model of care that differentiates UH from other health systems."

Sandy forged a particularly close connection with Christopher M. Gonzalez, MD, MBA, FACS, Chair, Department of Urology, UH Cleveland Medical Center, and Director, UH Urology Institute. As Sandy's health improved, he and Dr. Gonzalez began to formulate a concept for a clinical center dedicated to the health and well-being of men.

"Through his own patient experience, Sandy became a partner to our institute and advocate of men's health," said Dr. Gonzalez. "He continues to lend his leadership, expertise and support to our efforts to ensure others in our community have access to the same comprehensive, personalized care he received."

This past November, Sandy and Sally furthered their commitment to the

“MY PHYSICIAN TEAM WAS OUTSTANDING. THEY WERE VERY ACCESSIBLE TO SALLY AND ME... IT IS THIS PATIENT-CENTERED MODEL OF CARE THAT DIFFERENTIATES UNIVERSITY HOSPITALS FROM OTHER HEALTH SYSTEMS.” – Sandy Cutler



cause with a gift of \$1.5 million, establishing the Alexander and Sarah Cutler Chair in Men's Health. Funds from the endowed position will be used to drive innovation and research and help to establish a men's health center within UH Urology Institute. In recognition of his strength as both a gifted clinician and promising physician leader, Dr. Gonzalez was named the inaugural recipient of the chair.

“Chris has a powerful vision for advancing men's health in our community,” said Sandy. “He's enormously talented as a physician and department chair, and Sally and I are delighted to invest in

his efforts while building on the health system's decades-long legacy of attracting and retaining the top urologists in the nation.”

“I am extremely honored to be the first physician to hold the Cutler Chair,” said Dr. Gonzalez. “I'm committed to being a good steward of Sandy and Sally's generosity, and to realizing the vision we share for the men's health center.”

At the start, the new center will operate virtually within the existing infrastructure of UH Urology Institute, according to Dr. Gonzalez. Employing a patient-centered care model, the center will deliver a highly personalized approach that enables physicians to evaluate the symptoms of individual male patients against their comprehensive patient profile. Physicians will consider all aspects of a patient's health, including age, genetics and other risk factors, and then develop a treatment plan in collaboration with other specialists, particularly clinicians from UH Digestive Health, Harrington Heart & Vascular and Primary Care institutes, UH Seidman Cancer Center and the Departments of Dermatology and Psychiatry.

“The life expectancy of the average American male is five years less than that of the American

woman,” said Dr. Gonzalez.

“The leading causes of death in men are cardiovascular disease, cancer and unintentional injuries. It is imperative that we collaborate with our colleagues to identify innovative clinical solutions for closing this gap so that men enjoy longer, healthier, higher-quality lives. This new center and the support of the Cutlers will help us make great strides toward this goal.”

The Future of Men's Health

Lee Ponsky, MD, FACS, Division Chief, Urologic Oncology, UH Urology Institute and UH Seidman Cancer Center, is currently leading initiatives to transform care for male patients. The Leo and Charlotte Goldberg Chair of Advanced Surgical Therapies and Master Clinician in Urologic Oncology, Dr. Ponsky is driving the development of technologies to deliver the earliest and most precise diagnoses of male urologic cancers.

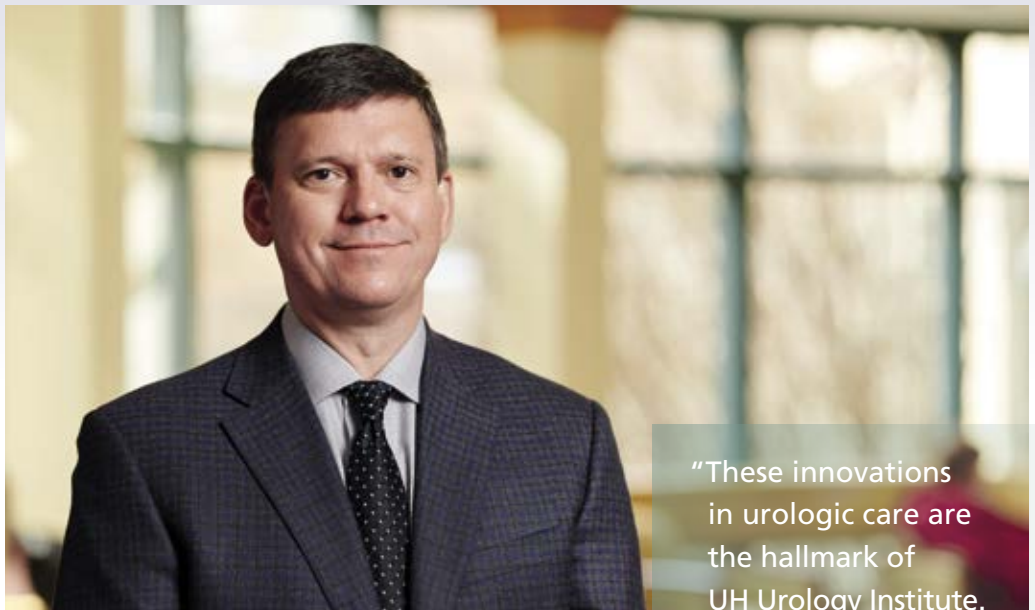
With physicians from UH Diagnostic Institute, Dr. Ponsky is exploring the use of magnetic resonance imaging fingerprinting in the identification of prostate cancer, the cancer most frequently diagnosed in men. This patented, leading-edge diagnostic tool, developed

by Vikas Gulani, MD, PhD, Director, Magnetic Resonance Imaging, and his colleagues at UH Cleveland Medical Center, uses unique combinations of images to provide the most accurate detection and characterization of prostate cancers. UH is currently the only institution known to offer this imaging technology.

“Incorporating such unique imaging modalities will allow us to better differentiate various forms of prostate cancer and develop personalized treatment plans that are tailored to each patient’s diagnosis,” said Dr. Ponsky. “We plan to explore expanding their use in identifying and treating other cancers.”

“The work Dr. Ponsky and our colleagues are leading is tremendously important, particularly for patients like Sandy who are not displaying symptoms and feel as if they are in good health,” shared Dr. Gonzalez. “Using this advanced technology, we can detect abnormalities much earlier, which leads to a better prognosis and a more tailored treatment plan.”

Another advancement underway in the institute is a pilot for the new Same Day Diagnosis initiative, which strives to collapse the time



Chris M. Gonzalez, MD, MBA, FACS

it takes to identify, diagnose and develop a treatment plan for prostate cancer, reducing it from two to three months to just one day. UH is the first and only healthcare institution in the world to offer this innovative protocol.

“These innovations in urologic care are the hallmark of UH Urology Institute,” said Dr. Gonzalez. “Support from the Cutlers and others in the philanthropic community strengthen this culture of pioneering progress.”

To raise awareness of the institute’s leadership in men’s health and the groundbreaking care initiatives currently in development, the Cutlers hosted an intimate event at their home last fall during which Drs. Gonzalez and Ponsky presented on the institute’s work.

“These innovations in urologic care are the hallmark of UH Urology Institute,

Support from the Cutlers and others in the philanthropic community strengthen this culture of pioneering progress.”

– Chris M. Gonzalez, MD, MBA, FACS

The most impactful moment of the evening came when Sandy discussed his patient experience.

“I commend Sandy for sharing his story and inspiring others in our community to come to us for evaluation,” said Dr. Ponsky. “His advocacy will help us save lives through early detection.” 🍷

To make an appointment, call UH Urology Institute at 216-844-3009 or visit UHHospitals.org/Urology to learn more.

Advances

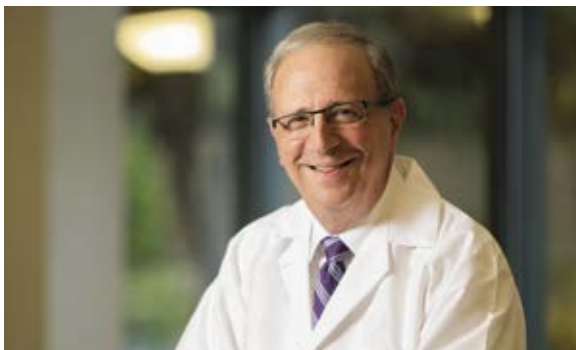
NEW FINDINGS OFFER HOPE AS DEMAND FOR CORNEAL TRANSPLANTS RISES

New national research led by UH Eye Institute ophthalmologist Jonathan H. Lass, MD, has found that corneal donor tissue can be safely stored for 11 days before transplantation surgery to correct swelling conditions like Fuchs' corneal dystrophy, the most common condition requiring corneal transplantation in the U.S. This is four days longer than the current conventional maximum of seven days.

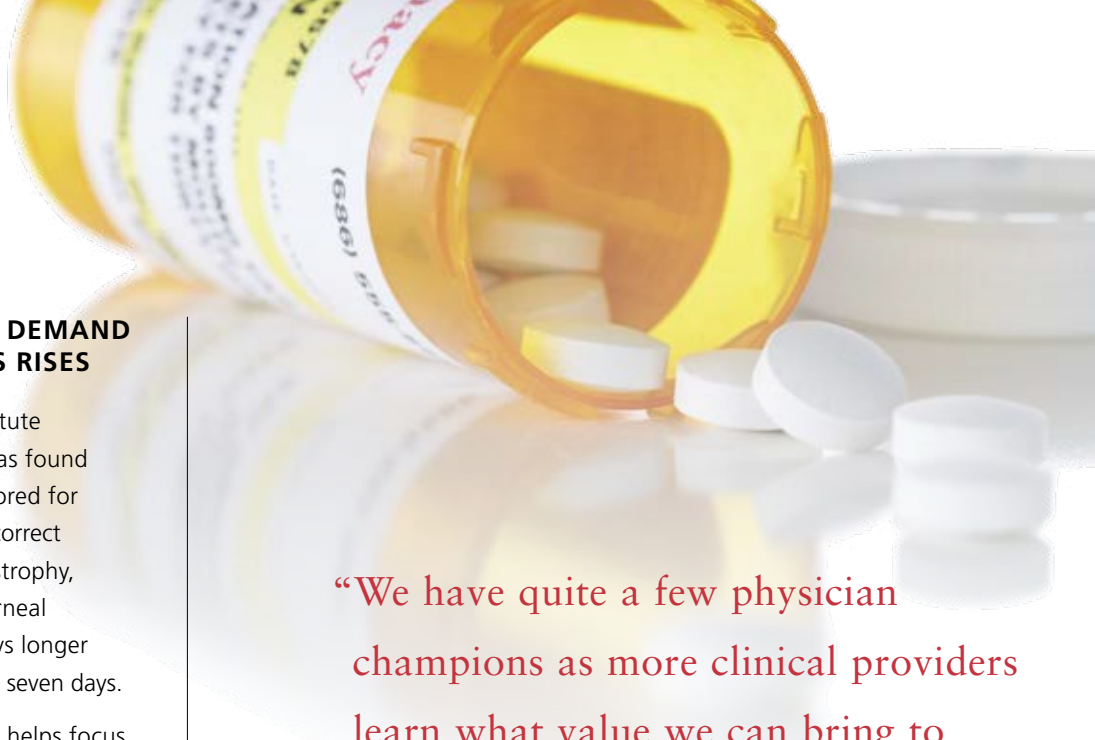
The eye's clear outer covering, the cornea helps focus light. When the cornea is damaged, whether by injury, infection, corneal ulcers or inherited diseases, incoming light can become distorted, harming the quality of vision and often resulting in blindness.

Corneal transplants are most common in patients ages 50 and older, a population that will grow from about 109 million currently to approximately 133 million by 2030, according to projections by the U.S. Census Bureau. Having three to four extra days will give eye banks more time to evaluate the donor and tissue for safety and quality, and improve efficiency in tissue distribution.

"These findings will help us meet the expected future demand for corneas in this country as well as in patients overseas today," said Dr. Lass, explaining that more than one-third of corneas donated in the U.S. are sent to patients internationally. "In 2015, 28,000 corneas went overseas, but there are 10 million cornea-blind individuals worldwide. And that number is only going to grow."



Jonathan H. Lass, MD



"We have quite a few physician champions as more clinical providers learn what value we can bring to their patients' experience."

– H. Champ Burgess, III, PharmD, MBA

OFFERING SOLUTIONS FOR COSTLY MEDICATIONS

Specialty pharmacies are a novel approach to filling costly prescriptions for complex or rare diseases. UH now offers this service, improving efficiency and access to uncommon medications and helping to ease the financial burden on patients.

Started in 2016, UH Specialty Pharmacy is enhancing both patient and provider satisfaction. Patients no longer have to grapple with locating the right pharmacy, juggle insurance questions or appeal denied claims – the Specialty Pharmacy team handles all administrative responsibilities. "Our onsite clinical pharmacists also counsel patients on their medications and follow-up with them before they run out," said H. Champ Burgess, III, PharmD, MBA, Vice President, UH Specialty Pharmacy. "We have quite a few physician champions as more clinical providers learn what value we can bring to their patients' experience."

In 2017, UH Specialty Pharmacy experienced an increase in patient volume of more than 300 percent, dispensing 400-500 prescriptions each month. The team ultimately saved patients more than \$1 million by coordinating financial assistance to minimize out-of-pocket expenses.



Jackson T. Wright, Jr., MD, PhD

BLOOD PRESSURE GUIDELINES REVISED

Jackson T. Wright Jr., MD, PhD, Director, Clinical Hypertension Program, UH Cleveland Medical Center, was among a panel of prominent cardiovascular experts that recently redefined what it means to have high blood pressure.

In 2017, the American Heart Association and the American College of Cardiology announced the first comprehensive revision to blood pressure guidelines in 14 years. The new guidelines define high blood pressure as 130/80, down from the old definition of 140/90.

Given the change, the panel estimates that 14 percent more Americans will be diagnosed with high blood pressure, increasing the portion of adults diagnosed with the condition from about one-third to almost one-half. The impact is expected to be greatest among younger people – the number of men aged 45 and under diagnosed is expected to triple while the number of women in the same age bracket is expected to double.

“There will only be a small increase in the number of patients prescribed blood pressure medication,” said Dr. Wright. “But these guidelines present a new opportunity for clinicians and their patients to improve overall health.”

Recipient of the 2017 UH Distinguished Physician Award, Dr. Wright has played a critical role in establishing blood pressure treatment strategies for the benefit of patients worldwide.

IMPROVING THE CARE EXPERIENCE FOR BREAST CANCER PATIENTS

Patient experience is paramount for breast surgeon Jill R. Dietz, MD, Director, UH Breast Center Operations, who is leading several new initiatives designed to increase convenience and support while reducing anxiety for women with breast cancer.

UH is the first healthcare provider in the region to move to the Sentimag®+Magseed® system for localizing breast cancer pre-operatively. Unlike traditional guide wires placed the day of surgery, which can take several hours and leave the patient uncomfortable and even more anxious, a Magseed is an implantable magnetic lesion marker the size of a grain of rice that can be placed using image guidance up to 30 days before surgery.

“This technology has a lot of benefits,” said Dr. Dietz. “It eliminates exposure to radioactive materials and offers a less invasive, more accurate way of localizing the cancer. It’s also much more convenient because it can be implanted in advance, perhaps during the patient’s consultation with the surgeon or when she comes in for a patient education visit.”

During surgery, the Magseed and the cancer it marks are detected by the Sentimag device, a metal-detector-like wand that gives audio feedback.

Currently, Magseed technology is available at UH Cleveland Medical Center and UH Ahuja Medical Center and will soon expand to UH St. John Medical Center and Southwest General Health Center. 🍷



Jill R. Dietz, MD



Shining a Light on **Radiology**

In 2013, Cleveland philanthropists Ida and Irwin Haber made a generous gift to UH's Discover the Difference campaign, which was recognized with the naming of the Ida and Irwin Haber Imaging Suite at UH Ahuja Medical Center. "In our professional lives, we lead a business, and we need a clear vision to lead successfully," said Irwin, who serves as Chairman of The PDI Group, a Solon-headquartered manufacturer of weapons support equipment, of which his wife is Vice President. "The concept of radiology giving a physician the vision or picture they need to successfully care for their patients resonated with us."



(from left, standing): Terry Fergus; Mike and Laura Heuer; Lynn Thi Le, MD, and Wei-Shen Chin, MD; Lisa and Kevin Chernikoff
(from left, seated): Irwin and Ida Haber; Pablo Ros, MD, MPH, PhD, FACR

What began as a meaningful analogy has since evolved into a powerful calling for the couple. "Even the most brilliant physician can't see what's inside the human body," said Ida. "Radiologists are the shadow warriors of healthcare, gathering the data and delivering the diagnoses every specialist in the health system needs to do their best work. We're passionate about supporting their contributions to medicine."

A Historic Gift to Radiology

The Habers set out to educate and recruit others to their cause and were soon joined by fellow philanthropists Wei-Shen Chin, MD, and Lynn Thi Le, MD; Kevin and Lisa Chernikoff; Terry and Mary Fergus; and Mike and Laura Heuer of the Andrews Foundation. Collectively, the group contributed

\$1.5 million to establish the Ida and Irwin Haber and Wei-Shen Chin, MD, Chair in Radiology, UH's first endowed position to be created in the Department of Radiology. Pablo R. Ros, MD, MPH, PhD, FACR, who has served as Department Chair since 2009, was named the inaugural Haber Chin Chair in December.

"Endowed positions recognize the best physicians in the nation, and Pablo is the best of the best," said Ida. "He is a tremendous asset to UH and we're proud to support his vision for making the Department of Radiology a national leader in imaging innovation."

"Pablo is a great ambassador of our field, here in the U.S. and around the world," said



Ida and Irwin Haber

“Radiologists are like shadow warriors, working behind the scenes. We want to shine a light on them and the impact they have on the entire health system.” – Ida Haber

Dr. Wei-Shen Chin who, with his wife, Dr. Lynn Thi Le, joined the Habers in making a lead gift to establish the position. President of MCRG, the largest private practice radiology group in Orlando, Florida, Dr. Chin was once a resident of UH’s Department of Radiology and is the former Director of Imaging at the University of Florida Orlando Cancer Center. “It’s a privilege to support his efforts to move radiology from an X-ray-centered specialty to a clinically centered specialty where radiologists are recognized as partners in the care process.”

To Dr. Ros, the chair carries profound meaning. “For decades, radiologists have worked in the shadows of healthcare, in the basements of hospitals across the country, earning little recognition for the crucial role imaging plays in patient care,” he said. “This group of donors understands and wants others to know the impact UH radiologists have across all disciplines in our health system. We are honored that they established this chair.”

The creation of the endowed position coincides with the establishment of the UH Diagnostic

Institute, a newly formed institute that aligns UH’s nationally recognized services in radiology, pathology and genetics. In addition to serving as Chair of the Department of Radiology, Dr. Ros was named Director, UH Diagnostic Institute.

“UH Diagnostic Institute brings together, for the first time, the three service lines dedicated to diagnosis,” said Dr. Ros. “In the past, we have worked in parallel, not in collaboration. Our innovative model enables us to fully coordinate care and share patient data through a first-of-its-kind, integrated diagnostic tool that merges digital images in radiology and pathology with genetics clinical data.”

Individual Giving, Shared Purpose

The establishment of UH Diagnostic Institute was an integral part of Laura and Mike Heuer’s decision to join the Habers in advancing imaging philanthropy. Laura and Mike lead the Andrews Foundation, serving as President and Vice President, respectively. The private family foundation has supported a wide range of Northeast Ohio institutions – including UH – since it was established in 1951 by Laura’s great-grandmother, Mabel Shields Andrews. A gift of \$300,000 from Mrs. Andrews established a pathology wing at UH in 1968.

“When we learned that the UH Diagnostic Institute combined radiology and genetics with pathology, we realized our foundation had a fascinating connection with this project,” said Laura. “Our latest gift is an ideal way to support Pablo while honoring our foundation’s legacy of giving.”

“The marriage of these three service lines is truly unique,” added Mike. “We believe the creation of the Institute and establishment of the chair together will raise the profile of the work being done

Approximately **90** radiologists, **40** diagnostic radiology residents and **9** clinical fellows interpret more than **1.3M** scans annually, delivering a diagnosis for each.

in imaging and diagnostics at UH and lead to additional support from the philanthropic community.”

For Mary and Terry Fergus, contributing to the Chair in Radiology has personal significance as well. The Fergus’ relationship with UH began decades ago when Mary worked as a neonatal nurse at UH Rainbow Babies & Children’s Hospital. Terry, President of FSM Capital Management and an active member of the UH Board Development Committee, St. John Medical Center Leadership Council and Diamond Advisory Group, honored her service to the health system in 2010 with the Mary D. Fergus Endowed Chair in Maternal and Fetal Medicine. Their decision to help support a second chair was inspired by the professional experience of another family member, their eldest son, Nathan.

According to Terry, Nathan had already completed a residency in pediatric medicine at a medical center in North Carolina when he realized his affinity for radiology. Dr. Ros was among those who advocated for Nathan’s admission to the program at UH and became one of his most influential mentors. “Nathan was chief radiology resident two years in a row, which was a first in the history of the department,” said Terry. “After his residency, he joined a practice in Hilton Head and recently accepted an offer to become partner. Nathan loves radiology, and Pablo helped make it possible for him to pursue that passion.”

Funds generated by the Ida and Irwin Haber and Wei-Shen Chin, MD, Chair in Radiology will support education and training for physicians and residents like Nathan who answer the call to serve the field of radiology. Additional income from the chair will be used to purchase new imaging equipment and technology and fuel research and innovation that enhance the quality and accuracy of diagnoses delivered by the radiology team.



Lynn Thi Le, MD, and Wei-Shen Chin, MD

“Imaging specialists have long lived in the shadows, but they’re integral partners in clinical care. We are proud to help UH bring them into the light.” – Wei-Shen Chin, MD

Throughout 2017, the Habers facilitated a series of gatherings with Dr. Ros and their fellow benefactors so that each could learn about the critical services the radiology team provides, and to personally tour the areas on UH Cleveland Medical Center’s campus where services are delivered. It was meeting Dr. Ros and participating in one of these tours that inspired Kevin Chernikoff, President of Ticknors Men’s Clothier, and his wife, Lisa, to help make the new chair a reality.

“Through this process, Lisa and I learned that radiology is the backbone of the health system, and this alone made us want to give,” said Kevin. “But when we toured the Department of Radiology and saw how much respect Pablo commands from all those around him, we knew we had to step up – we had to honor him and the work of all UH radiologists. We hope our commitment inspires others to do the same.” 🍷

DIAMOND

CHARITABLE GIFT PLANNING



Gert and Homer Chisholm

A New Generation of Philanthropists

“This generation of the Chisholm family has strong emotional ties to UH, and we are so happy to give back to this wonderful institution in our community.” – Gert Chisholm

The Chisholm family and University Hospitals are bound by history and passion, with a relationship that dates back to the hospital’s founding. Henry Chisholm, family patriarch and one of the founders of Cleveland’s first steel mill, was on the hospital’s first board in 1866. Over the course of more than 150 years, the Chisholm family has served as board members, volunteer leaders, benefactors and advocates. This now includes Henry’s great-great-grandson, Homer D. W. Chisholm and his wife, Gertrude Kalnow Chisholm, who are continuing the Chisholm connection to UH.

In keeping with the family’s long-standing philanthropic spirit, Homer and Gert have made generous contributions to UH that are making an impact today and are also leaving a personally meaningful legacy. “This generation of the Chisholm family has strong emotional ties to UH, and we are so happy to give back to this wonderful institution in our community,” said Gert.

In 2011, Homer was diagnosed with throat cancer and underwent surgery, chemotherapy and radiation. He praised head and neck surgeon Chad A. Zender, MD, UH Ear, Nose & Throat Institute, UH Cleveland Medical Center, and the staff at all levels for their expertise and positive attitudes.

Soon after, their son, Reid, experienced a traumatic esophageal injury and benefitted from the compassionate and personalized attention of Pierre Lavertu, MD, Director, Head & Neck Surgery and Oncology, UH Cleveland Medical Center. In gratitude, the Chisholms established the Reid Chisholm Esophageal Research Fund in honor of their son.

“Our family had two major health problems with successful outcomes,” said Homer. “We feel blessed and fortunate that we can provide critical support to Drs. Lavertu and Zender to help others now and in the future.”

The Chisholms have joined the Ear, Nose & Throat Institute Leadership Council at UH, and recently have become members of the Diamond Legacy Society by designating UH as a beneficiary of their IRA.

Smart Saving, Smart Giving with Retirement Plan Assets

We are all encouraged to save for retirement from an early age. Today, more people participate in qualified retirement plans or IRAs than ever before. The plans are attractive because contributions and growth of the assets are not taxed.

However, few have planned for the tax consequences associated with retirement plan distributions – a tax of 37 percent at the top rate. Unlike other savings and investment options that have already been taxed, these funds cannot be transferred to heirs on a tax-free basis.

Without question, tax-favored retirement plans can help build your nest egg. Still, there are also good reasons to consider donating these funds. If you were fortunate enough to accumulate sufficient wealth and resources before retiring, you may not need to rely on funds in a dedicated retirement plan. This provides a great opportunity to make a charitable gift to a tax-exempt organization like UH. In addition, donating retirement plan assets may allow you to maximize the amount of your gift *and* the amount you leave to family through other assets, such as appreciated stock and real estate – with the bonus of a step-up in basis. The key is integrating charitable giving with your overall financial and estate planning.

Donate Retirement Plan Assets Now

The tax-free IRA Charitable Rollover allows donors age 70½ or over to directly transfer up to \$100,000 each year to UH and count it toward their required minimum distribution. Although there is no tax deduction, the distribution is excluded from income for federal tax purposes.

There is no direct transfer option for other types of retirement plan assets. You can, however, receive a distribution and then make a gift to UH, which qualifies for a charitable tax deduction. This deduction may offset part or all of the tax payable on the distribution.

Donate Retirement Plan Assets in the Future

The most straightforward way to donate retirement plan assets is to designate UH as a beneficiary. Simply contact your plan administrator who will guide you through the process. You have considerable flexibility when you designate UH as a beneficiary. For example, you can specify an amount or percentage that UH will receive, leaving the remainder to other beneficiaries. You can also name your spouse as the primary beneficiary and UH as the secondary beneficiary.

The key is integrating charitable giving with your overall financial and estate planning.

Smart Saving, Smart Giving with Retirement Plan Assets *(continued)*

Another option is to have your retirement plan assets transferred at death to a charitable remainder trust. If your spouse is the lifetime beneficiary of the trust, it's possible (by combining this strategy with the unlimited marital deduction) to eliminate all federal estate taxes attributable to the retirement account. Upon the death of your spouse, the remainder of the trust would then be distributed to UH.

Additionally, by naming a charitable remainder trust as the beneficiary of an IRA, there may be no income tax due on the funds transferred to the trust since the trust is a tax-exempt entity.

The trustee could then invest the funds in income-producing assets without the need to follow complex IRA distribution rules.

Working Together

When deciding how to use retirement plan assets to meet your personal and philanthropic goals, there is often much to consider. The Gift Planning Team at UH is happy to work with you and your advisors to answer any questions you may have or to explore gift planning strategies to support UH.

Call 216-983-2200 or visit UHGiving.org/GiftPlanning.

THE NEW TAX LAW *and* Charitable Giving

The Tax Cuts and Jobs Act makes significant changes in tax rates and deductions. Fortunately, provisions in the new tax code impact charitable giving in favorable ways for our friends and supporters who will continue to enjoy important tax benefits. We would encourage you to contact your advisors to help identify opportunities or to answer any questions you may have that relate to your specific tax situation.

- Charitable cash contributions that can be deducted in any particular year have increased from 50 to 60 percent of adjusted gross income. This is especially helpful for those making a large legacy gift or using the five-year carryforward.
- Gifts of appreciated property held for more than one year continue to have a double tax benefit for those who itemize. If not itemizing, there is still the benefit of avoiding capital gains tax on these gifts.
- The standard deduction increases substantially under the new tax law. In recent publications, some advisors suggest that donors may want to double up on charitable giving in a single year by accelerating pledge payments or maximizing gifts directly to charity or into a donor-advised fund in order to itemize deductions in that year, then use the standard deduction in the following year.
- Retirement plan assets and life-income gifts continue to be attractive charitable giving options. This includes IRA Charitable Rollover distributions for those age 70½ or over, as well as charitable gift annuities and charitable remainder trusts that offer an added benefit if funded with appreciated property.

“More people should look at their IRAs as a way to give.”

– Gene Faubel

Marion and Gene Faubel
with their dog, Daisy



Gifts in Gratitude for High-Quality Care

This year, Gene and Marion Faubel of Gates Mills will celebrate their 55th wedding anniversary. “We were both juniors at Rollins College when we were married,” said Gene, the retired executive vice president of The Astrup Company, the Cleveland-based distributor of industrial fabrics founded by his great-grandfather in 1876.

The milestone is a testament to the Faubel’s shared values and commitment to home, family and community. Their two children, Jill and Scott, continue to be ultimate sources of joy for the couple, as are their three grandchildren – Julia, Kyle and Caroline.

“Our family is incredibly important to us,” explained Marion. “And that means their health, as well as our own, is a top priority.”

From primary care to minor surgery to pediatric cancer treatments, the Faubel family has turned to UH for their care time and again. “UH is a phenomenal hospital and we appreciate everything they’ve done for us,” said Gene, who recently underwent surgery on his foot. “We decided to give back because they have a great health program for all of us.”

UH is just one of several charities that Gene and Marion, Diamond Legacy Society members, support through an annual IRA Charitable Rollover.

“We’ve found that IRA contributions are a good vehicle for us,” said Gene. “It allows us to show our support now while also taking advantage of certain tax incentives. As far as we’re concerned, it’s a good deal for the charity and for us.”

YOUR LEGACY CAN MAKE A DIFFERENCE

The Diamond Legacy Society recognizes and celebrates the generosity of friends and supporters who have made an estate, endowed or other planned gift to UH. Working with the Gift Planning Team and your advisors, there are many ways you can leave a meaningful legacy and make a difference.

- Name UH as a beneficiary in your will or trust
- Establish a life-income gift with UH, such as a charitable gift annuity
- Create a charitable trust or other deferred gift arrangement naming UH as the beneficiary
- Establish a charitable lead trust that provides annual contributions to UH prior to distribution to your family
- Designate or transfer your life insurance policy or other financial assets to UH
- Designate retirement plan assets or make a direct distribution from your IRA to UH
- Establish an endowed position, lecture or named fund at UH
- Gift the remainder interest in your home or farm to UH. 🏡

Philanthropic Spirit

A Lifelong Commitment Lives On

The greatest compliment you can ever get is when one of your patients brings you their loved one to take care of.” – Arthur E. Burns, MD

In 2016, UH said goodbye to one of its most beloved and dedicated pediatricians, Arthur E. Burns, MD, when he passed away at the age of 95. His legacy at UH, however, will never be lost.

During his five-decade career, Dr. Burns treated thousands of patients and cared for up to five generations of Cleveland families until his retirement in 2004. Many of his early patients recall a young Dr. Burns making house calls, coming at a moment's notice even in the middle of the night. One patient remembered having an earache as a child and how Dr. Burns came to his family's home to treat him, giving him chocolate-flavored medicine and comforting his sister with a retelling of *The Night Before Christmas* while he examined her as well.

Patient-centered care was always Dr. Burns' first priority, but his interests in pediatric research in lead poisoning and other childhood toxicities, as well as diversity in the medical field, were a close second. Working with low-income populations



The late Edwina and Arthur E. Burns, MD

at UH Otis Moss Jr. Health Center, he witnessed firsthand the devastating effects of toxicities on children and recognized the need to eradicate lead from the city's old homes and buildings. He also saw the lack of diversity in the medical field and tirelessly supported and mentored students and young physicians of color.

Dr. Burns' wife of 73 years, Edwina, passed away in 2014, but not before they decided to include UH in their estate plans. Their generosity and commitment to these causes created the Dr. Arthur and Edwina Burns Lectureship in Diversity and the Dr. Arthur and Edwina Burns Pediatric Research Fund at UH.

“Dr. Burns was one of UH's most passionate, caring physicians,” said Margaret Larkins-Pettigrew, MD, MEd, MPPM, Director, UH Center for Clinical Excellence and Diversity and Edgar B. Jackson, Jr., MD, Chair of Clinical Excellence and Diversity. “He was committed to this community and these important lecture and research funds pay tribute to both Arthur and Edwina's legacy as champions for diversity and high-quality pediatric care in Cleveland.”

“Meeting the health needs of a diverse region requires a health system that is equally diverse,” continued Dr. Larkins-Pettigrew. “Dr. Burns knew this and, with the support of his funds, UH will continue to build a health system that reflects a comprehensive cultural understanding of the people it serves.”



From left: Ned Hyland, honoree Dennis P. Gallagher and Sean Hennessy

Celebrating a Decade of Miracles

Nearly 400 guests marked the 10th annual Miracles Happen Celebration on November 10 at Shaker Heights Country Club. Co-chairs Mary McKenna, Mary Patton and Bridget Vaughn, with honorary chairs Sean Hennessy and Ned Hyland, hosted an evening of friendship and hope to benefit the Diana Hyland Miracle Fund and advanced breast cancer research at UH Seidman Cancer Center.

Fund co-founder and longtime friend of the Hyland family, Dennis P. Gallagher was honored with the 2017 Champion Award. "Throughout her battle, Diana, Ned and I had many conversations," said Dennis. "We agreed we did not want our daughters, mothers or sisters to experience the tough path that Diana went down. I promised her I would donate the seed money to start the Miracle Fund to combat this ugly disease."

Since its inception in 2008, the Miracle Fund has raised more than \$4.5 million to support clinical research and treatment options for advanced breast cancer.

"I am immensely proud to see that 10 years and millions of dollars later, the fund has had such a meaningful impact in our community."

– Dennis P. Gallagher

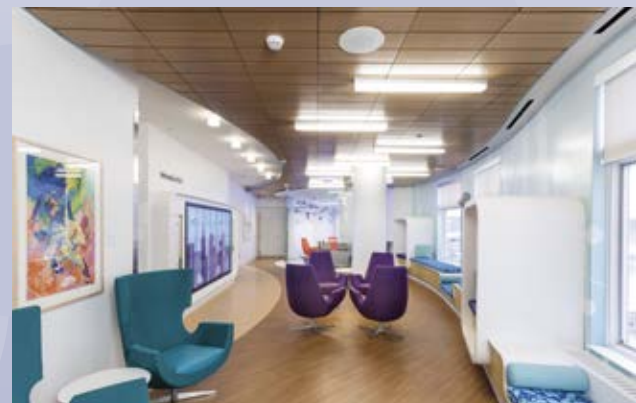
Match Doubles the Impact of Lincoln Electric Gift to Angie's Institute

Global company Lincoln Electric, headquartered in Cleveland, Ohio, has a long tradition of innovation and technological leadership. This, combined with a commitment to the community, led Lincoln Electric Foundation to support the Angie Fowler Adolescent & Young Adult Cancer Institute at UH Rainbow Babies & Children's Hospital. Their generosity will help expand Angie's Institute to include a dedicated inpatient unit on the 7th floor of Horvitz Tower.

"We are so grateful to those who support our vision to create a state-of-the-art inpatient unit for young patients facing cancer," said John J. Letterio, MD, Jane and Lee Seidman Chair in Pediatric Cancer Innovation; Director, Angie Fowler Adolescent & Young Adult Cancer Institute; Division Chief, Pediatric Hematology Oncology, UH Rainbow Babies & Children's Hospital. "We're especially pleased when it's a company like Lincoln Electric, with its hometown pride and ideals of innovation and technology leadership. It is our own dedication to these

principles that enables us to provide the highest-quality care to our patients and families."

Lincoln Electric's recent gift of \$150,000 will be matched 1:1 by an anonymous donor. Combined with their previous giving, Lincoln Electric will have a total impact of \$500,000 to Angie's Institute. Their generosity will be recognized with a plaque on the raised green space patio in Angie's Rooftop Garden.



Angie's Institute at UH Rainbow Babies & Children's Hospital



Judith A. Mackall, MD

Support from Medtronic Benefits Medical Education and More

Medtronic, a global leader in medical technology, has been a long-time supporter of UH, contributing to a variety of areas of medicine including heart and vascular, orthopedics, surgery, neurology and pain management. In 2017, cumulative support from Medtronic exceeded \$1 million, elevating the company to membership in the Samuel Mather Society, UH's highest donor recognition group.

A focus of Medtronic's support to UH has been medical education, including the Clinical Cardiac Electrophysiology

Fellowship led by Judith A. Mackall, MD, Program Director and Irving B. and Virginia Spitz Master Clinician in Cardiology, UH Harrington Heart & Vascular Institute.

"Training the next generation of physicians is a critical part of the UH mission," said Dr. Mackall. "We are grateful for Medtronic's commitment in providing a comprehensive learning experience for our fellows. The future of medicine depends on investment in high-quality training and education that brings together research and clinical practice."

UH and Medtronic's Integrated Health Solutions business line also made the first-ever integrated health solutions agreement in the United States. Together, the organizations will implement innovative operational models to optimize workflow and efficiency for catheterization and electrophysiology laboratories at UH Cleveland Medical Center.

Promoting a Culture of Giving

In December, team members from the Beachwood-based accounting firm Zinner & Co. LLP once again worked the phone lines during the 15th annual Rainbow Radiothon, presented by Petitti Garden Centers. Hosted by Cleveland's STAR 102 morning show personalities Jen Toohey and Tim Richards, the event was broadcast live from UH Rainbow Babies & Children's Hospital, where the Zinner team joined countless other volunteers in helping to raise nearly \$300,000 to benefit Rainbow patients and their families.

"As President of Rainbow Babies & Children's Foundation, I am proud to have members of my team participate in such a great event," said Robin L. Baum, CPA, who has served as

From left: Zinner & Co. volunteers Mitchell Baum, Susan Licate, Yvette Yancy, Matt Szydowski and Susan Krantz



Managing Partner at Zinner & Co. since 2003. "It provides our staff with an opportunity to be involved and to help demonstrate that the greatest asset is community, while also celebrating the wonderful work being done at Rainbow."

Zinner and Co. has a long history of giving back to Rainbow. In addition to Rainbow Radiothon, the firm has

supported the biennial Ride the Rainbow event and made generous contributions to UH Rainbow Babies & Children's, benefitting pediatric cancer clinical trials, the Angie Fowler Adolescent & Young Adult Cancer Institute and more.



Grateful patient Barry Chiron

“MY QUALITY OF LIFE NOW IS OFF THE CHARTS. AS THE LAST OF OUR FAMILY TO CARRY THE CHIRON NAME, IF MY LEGACY CAN BE THAT I ASSISTED SOMEONE ELSE IN GETTING THE QUALITY LIFE-SAVING CARE I HAD, I WANT TO DO JUST THAT.” – Barry Chiron

Paying It Forward

Three years ago, Barry Chiron was diagnosed with lumbar spinal stenosis, a painful and debilitating condition caused by compression of nerves in the lower back. To ease his daily discomfort, he participated in UH’s pain management program. By mid-2016, however, treatment was no longer working. To find lasting relief, Barry visited UH orthopedic spine surgeon Zachary Gordon, MD, and underwent complex back surgery.

After nearly six months of recovery, a follow-up MRI showed great improvement in Barry’s back, but revealed deterioration in his neck that would require another surgery. The MRI also showed something else – an abdominal aortic aneurysm, a potentially deadly condition that often shows no symptoms until it ruptures and leads to sudden death.

Dr. Gordon immediately connected Barry to Vikram Kashyap, MD, Division Chief, Vascular Surgery, UH Cleveland Medical Center; Co-Director, UH Harrington Heart & Vascular Institute; and Alan H. Markowitz, MD, Master Clinician for Cardiac and Vascular Surgery. Repairing

the life-threatening aneurysm was paramount and, thankfully for Barry, the operation was successful. Everything went so smoothly, in fact, that just 12 days later, Barry was strong enough to undergo extensive neck surgery with Dr. Gordon.

Today, the pain in Barry’s back and neck is manageable and his aneurysm has healed beautifully. “Dr. Gordon and Dr. Kashyap are remarkable people,” he said. “Both men are very accomplished surgeons and they also have incredible people skills. Dealing with all of this was not easy, to say the least, but they were so reassuring during the entire process.”

Grateful for his second chance, Barry inquired about what he might do to give back. “My quality of life now is off the charts. As the last of our family to carry the Chiron name, if my legacy can be that I assisted someone else in getting the quality lifesaving care I had, I want to do just that.”

Inspired by Dr. Kashyap’s passionate vision for the future of vascular care at UH, Barry made a generous gift to ensure current and future vascular residents and physicians have the educational resources they need to succeed. In recognition, the Barry G. Chiron Vascular Library at UH Cleveland Medical Center will be dedicated later this spring.



Healthy Philanthropy, Healthy Community

Serving the people in and around Ashland County, UH Samaritan Medical Center provides the highest-quality care with compassion, respect and dignity. Particular credit for the hospital's continued growth, excellence in patient care and medical advancement can be attributed to Samaritan Hospital Foundation and its history of unparalleled support.

Samaritan Hospital Foundation exists to continue the legacy of care begun in 1912, when Samaritan Hospital was founded on the principle that no sick person should ever be refused care. Today, the Foundation affords leaders the means to continue that longstanding commitment to health and wellness. Annually, Samaritan Hospital Foundation provides philanthropic support of new programs and services designed to meet changing public need.

Samaritan Hospital Foundation grants greatly elevate the medical service and patient care throughout UH Samaritan Medical Center. Total giving from the foundation in 2016 and 2017 surpassed \$3.4 million and supported 93 different projects, including



UH Samaritan radiology technicians Michael L. Leasure, RT(R)(CT) and Sherry Blankenship, RT(R)(CT)MR

“Every dollar raised by Samaritan Hospital Foundation benefits our community.”

– Richard L. Beal, President, Samaritan Hospital Foundation

the purchase of an Intrapulmonary Percussive Ventilator for patients who have difficulty breathing, fetal monitoring equipment, a 4-D ultrasound machine, 3-D mammogram machine and a state-of-the-art CT scanner capable of producing cross-sectional, detailed images of the body. Foundation funds also renovated and expanded Samaritan's Emergency Department, Birthing and Women's Unit, Seidman Cancer and Infusion Center and Acute Medical Surgical Unit.

Richard L. Beal, President, Samaritan Hospital Foundation since 1999, reflected on the Foundation's considerable support over the years. “Every dollar raised by Samaritan Hospital Foundation benefits our community,” he said. “The

Foundation makes sure critical healthcare services are available when the greater Ashland community needs them, and it provides donors the opportunity to build their legacy of compassion and care for future generations.”

Nearly a century has passed, but the goal of Samaritan Hospital Foundation remains the same – providing the Ashland community an opportunity to live the healthiest lives possible. 🇺🇸

reflections



Cynthia B. R. Zelis, MD, MBA, Vice President,
Ambulatory Operations, University Hospitals

The Evolving Role of Technology in Healthcare Delivery

Perhaps you remember the crackle of a 45 record playing on your turntable, or recall the shift to cassettes, which meant walking with music on your Walkman. Today, the music you choose is instantly accessible on your smartphone.

Just as the ways we listen to music, watch movies and connect to each other have evolved with great velocity, so too have the ways we deliver healthcare. Technology makes these changes possible, allowing us to meet the needs of the modern healthcare consumer for whom access and convenience are of the highest importance.

At UH, we are using telehealth to expand care without thought of the limitations imposed by geography and time. That means giving patients the ability to seamlessly schedule an appointment through an app or online, or enabling a specialist and provider to consult with each other between locations.

You may be familiar with UH Virtual Visit, which gives patients access to a physician, 24/7, by phone or through video conferencing on a laptop, tablet, or smart phone. Through virtual care, our doctors can diagnose, recommend treatment and prescribe medication for non-emergency medical issues.

Telehealth encompasses more than just primary care. Patients across all UH Emergency Departments can be efficiently evaluated through our telepsychiatry and telestroke programs. Additionally, UH Samaritan Medical Center now has “virtual integration” with UH Cleveland Medical Center, allowing patients in Ashland to receive outpatient specialty care via telehealth.

While nothing can replace the skillful touch of the surgeons in our medical centers, virtual care is predicted to outpace in-person visits within 10 years. A recent article in the New England Journal of Medicine even suggested that in-person healthcare could become ‘Option B.’

Albert Einstein said, “We cannot solve problems by using the same kind of thinking we used when we created them.” Our consumers and patients look to UH to advance the delivery of new healthcare, which is why the guiding mission of UH Telehealth is to provide seamless access and delivery of UH healthcare to all those we serve, through digital platforms.

How beautiful it is to experience so many of our employees thinking and working together to compose and deliver the next verse of healthcare in our growing area of UH Telehealth. 🎵

Produced by University Hospitals Institutional Relations & Development in partnership with University Hospitals Marketing & Communications Department.



Science & Compassion

At University Hospitals, science and compassion converge to create new ways to cure and better ways to care. From innovative cancer treatments like proton therapy or genomic medicine to over 300 clinical trials to help patients beat cancer. Every day, every one of us is working together with one goal in mind – to improve the health and life of every person who needs it.

See how UH Seidman Cancer Center and the rest of UH are working to improve people's lives with new medicines, therapies, and trials at uhhospitals.org.

The science of health. *The art of compassion.*



University Hospitals

To make an appointment:
Uhhospitals.org | 1-844-499-1700