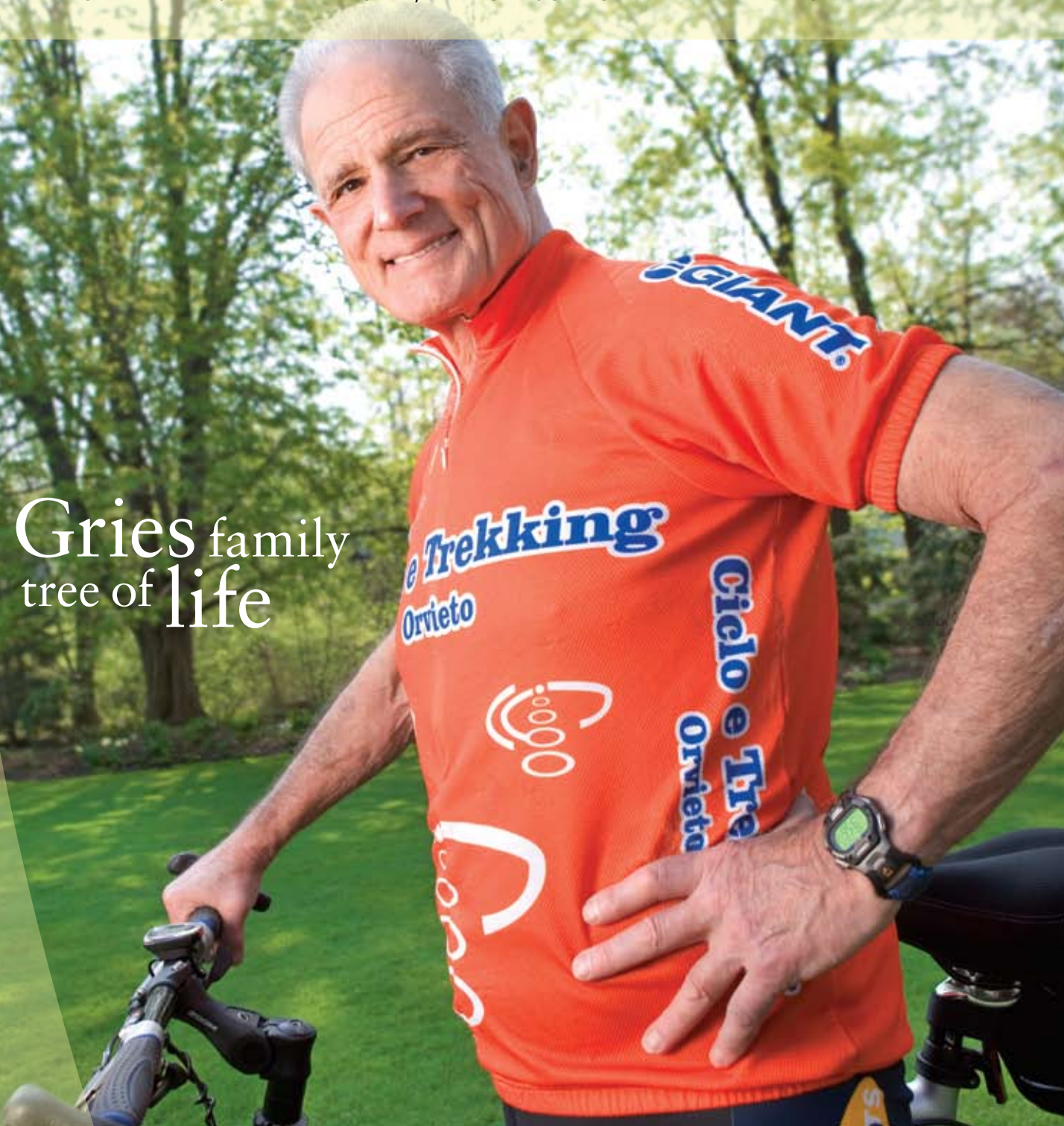


LEGACY

ACHIEVEMENTS IN HEALTH CARE, MEDICAL SCIENCE AND PHILANTHROPY

Gries family
tree of life



Because of UH Doctors, I help others.



*Toni Zemaitis, UH Patient
Neurological Institute*

On March 16 of last year, Toni Zemaitis was up most of the night studying for nursing school. In the morning, she suddenly collapsed. The paramedics rushed her to University Hospitals Geauga Medical Center. Her primary care physician, a UH Doctor, recognized the severity of her condition and sent her via MedEvac to University Hospitals Stroke & Cerebrovascular Center. There, UH Doctors used specially developed brain mapping to pinpoint the cause — a ruptured aneurysm near her brain stem. The surgeon then used a small titanium clip to stop the hemorrhaging. It's called "microsurgical clipping." Groundbreaking procedures like this are why the UH Neurological Institute was Ohio's first designated institute for comprehensive neurological care. In just a few months, Toni was back to studying. Today, she's looking forward to graduating so she can help people the way those at UH helped her.

What will having a UH Doctor mean to you? Call anytime, day or night, to arrange an appointment at 866-UH-4-CARE (866-844-2273). Or visit uhhospitals.org/docfinder.



UH Doctors make the Difference.

UNIVERSITY HOSPITALS
LEGACY

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SUMMER 2008

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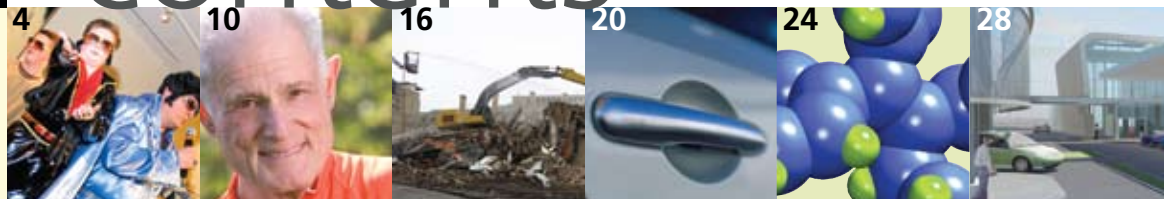
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contents



DEPARTMENTS

- 2 From the Chief Executive Officer
We are one with our community.
- 3 Mail Call
- 4 Highlights
- 24 Advances
- 28 The Philanthropic Spirit
- 33 Reflections
Nursing staff draws on patient feedback to design unique patient-centered care model.

FEATURES

- 10 Gries Family Tree of Life
Staying healthy and giving back are the roots of Bob Gries' philosophy.
- 16 Vision 2010 Update
University Hospitals' vision to deliver the best cancer care in the world is coming to fruition with the new Cancer Hospital.
- 20 Driven to Help Others
Norma and Albert Geller have donated to University Hospitals for something most people take for granted.

on the cover **BOB GRIES** / photo **KEITH BERR**

a message

from Thomas F. Zenty III, Chief Executive Officer, University Hospitals



WE ARE ONE WITH OUR COMMUNITY...AND ALWAYS HAVE BEEN

For the past 142 years, University Hospitals has fulfilled the vital role of ensuring the health and well-being of the patients and families of Northeast Ohio, an accomplishment made possible through the sustained support of our community. In this issue of "Legacy" magazine, we acknowledge and celebrate the spirit of collaboration that has propelled University Hospitals to the forefront of the nation's academic medical centers and established us as Northeast Ohio's preferred provider of high-touch, high-quality care.

- We are proud to honor the contributions of our philanthropic community in our profile of Bob and Sally Gries, who have extended the Gries family's multigenerational support of University Hospitals with a significant gift to support the Sally Gries Nursing Fund in our Neurological Institute, and an endowed chair at Ireland Cancer Center.
- We recognize the extraordinary support of the hundreds of volunteer leaders who serve on our Vision 2010 leadership councils – committed supporters and UH physicians – who are lending their expertise and strategic counsel to help guide the implementation of our Vision 2010 plan.
- We acknowledge the steadfast commitment of the Rainbow Circle of Friends, a dedicated group of Northeast Ohio individuals and organizations who in 2007 committed their time, talents, and resources to raising a record-breaking \$500,000 in support of our nationally renowned Rainbow Babies & Children's Hospital.

- We recognize our vital relationships with elected officials on both the local and national levels, including Mayor Frank Jackson of Cleveland, U.S. Sen. Sherrod Brown and U.S. Rep. Stephanie Tubbs Jones. Their collective advocacy and support have enabled us to implement an unprecedented labor agreement that ensures the timely and seamless completion of our Vision 2010 projects and supports the City of Cleveland's inclusion and regionalism goals.
- Finally, we celebrate the support of the Ohio State Legislature, which in May awarded University Hospitals \$4 million from the 2008 Capital Budget to help fund construction of our new Cancer Hospital and realize our Vision 2010 plan.

Nearly a century-and-a-half ago, a small group of Cleveland philanthropists and individuals like those we highlight in this Summer 2008 issue of "Legacy" magazine came together to found University Hospitals and ensure that families of Northeast Ohio received the health care they needed. Their rich philanthropic legacy endures today with the unparalleled support of our community. We are honored to highlight the deep and historic collaboration among our donors, our volunteers, the City of Cleveland, our elected officials, and our dedicated team of physicians and employees that has defined the history of University Hospitals in decades past and will help to shape our future in 2010 and for years to come. Thank you for being part of this powerful partnership. UH

A handwritten signature in black ink that reads "Thomas F. Zenty III". The signature is fluid and cursive, with a stylized "Z" and "I".

mail call

Praises for University Hospitals innovative labor agreement from Cleveland Mayor and School District CEO

A historic agreement between University Hospitals and local labor unions was praised by Cleveland Mayor Frank G. Jackson and Eugene T. W. Sanders, PhD, CEO of the Cleveland Metropolitan School District, because of its long-term impact on the economy of Greater Cleveland.



To the Editor:

As Mayor, I am always working to create opportunities for Cleveland residents and businesses. University Hospitals is helping me achieve this goal with its project labor agreement and its commitment to hiring minority and female-owned businesses, putting Clevelanders to work on construction sites and helping to create career paths for our young people graduating from Max Hayes Vocational High School. This is the kind of outcome we need for our city and our residents.

I applaud the commitment of the leadership of University Hospitals as it sets into action its Vision 2010 plan. You are making a difference in the lives of Clevelanders now and for generations to come.

Mayor Frank G. Jackson
City of Cleveland



To the Editor:

This is a wonderful partnership for our students. An apprenticeship is an innovative, yet time-tested way for our students to receive quality, on-the-job training. It will help us meet our primary goal of becoming a premier school district in the United States.

Eugene T. W. Sanders, PhD
CEO, Cleveland Metropolitan School District

For related story, turn to Page 17.

Address your comments about UH, "Legacy" magazine or topics therein to:

Letters, "Legacy" Magazine, University Hospitals, Marketing and Communications, 11100 Euclid Avenue, Cleveland, OH 44106-5000

Letters selected may be edited for length (350 words or less). Please include a daytime phone number where we may reach you if we have questions on your submission.

Highlights

RAINBOW NEUROSURGEON "ROCKS" ON GOOD MORNING AMERICA



Alan R. Cohen, MD, as Dr. Elvis.

What do you get when you cross a nationally renowned pediatric neurosurgeon and an international rock icon? Dr. Alan R. Cohen.

Dr. Cohen ("Big Al" to most people) is the surgeon in chief and division chief of pediatric neurosurgery at Rainbow Babies & Children's Hospital, and is co-director of The Jennifer Ferchill Pediatric Brain Tumor Center. He is also an avid Elvis Presley fan. His office is filled with memorabilia and Elvis-themed gifts from grateful patients and families. Every year on Jan. 8, Dr. Cohen celebrates "The King's" birthday with a rock-style concert and party with his patients.



Diane Sawyer

This year, a touching story about Dr. Cohen and his close relationships with his patients aired on ABC's "Good Morning America." The morning show segment, titled "Dr. Elvis," was introduced by Diane Sawyer and reached an estimated 3.5 million viewers across the country. It showcased both the seriousness of pediatric

brain tumors (now the #1 cause of cancer death in children) and the fun side of Dr. Cohen's Elvis Day celebration.

"Good Morning America" producers spent all day celebrating Elvis's birthday at Rainbow, interviewing several patient families and spending time getting to know Big Al. Their trip to Cleveland was spurred by the UH media relations team, which shared Dr. Cohen's story and the significance of The Jennifer Ferchill Pediatric Brain Tumor Center with producers in New York City.

The response to the segment was overwhelming, and Dr. Cohen has received phone calls and e-mail messages from across the country. "The real heroes of this story are the courageous kids and their families, who have spent most of their time at Rainbow grappling with life-threatening illnesses," he said. "Elvis Day gave us all a chance to take a break, let our hair down and have some fun."



Patients from Rainbow got into the act with Dr. Elvis (Alan R. Cohen, MD).

The "Good Morning America" team was impressed by Rainbow Babies & Children's Hospital, among the top children's hospitals in the country, and said they are eager to return to Cleveland to cover more stories. In 2008, more national news will be emanating from UH as the marketing and communications department

pursues its 2008 initiative to enhance its national reputation, with a dedicated team focused on reaching out to national media contacts, increasing all national outreach efforts.

For an appointment at Rainbow Babies & Children's Hospital, call toll-free 866.UH4.CARE (866.844.2273).

UH NAMED A TOP TEACHING HOSPITAL THIRD YEAR IN A ROW

A world-class hospital maintains the highest balance of performance in quality, efficiency and financial stability, while providing patients with exceptional care. For the third year in a row, University Hospitals Case Medical Center, was recognized as such.

The study, by Thomson Healthcare Trends in Patient Safety Adverse Outcomes and 100 Top Hospitals Performance

2000-2005, examined changes in patient safety scores of Medicare populations across eight patient safety indicators. The reviewed clinical and financial areas include risk-adjusted death rates, a patient safety composite, patient severity-adjusted average length of stay, expense per adjusted discharge and profit from operations.

Thomson Healthcare works with hospitals, doctors, employers, insurers and health care companies in offering databases and research services.

"We are proud of all our employees who work to make sure that our patients receive the exceptional care exemplified by this recognition," said Fred C. Rothstein, MD, Executive Vice President of University Hospitals.

**RAINBOW'S NICU RANKS #2 IN COUNTRY;
RAINBOW IS TOP 5 CHILDREN'S HOSPITAL AGAIN**



Rainbow Babies & Children's Hospital at University Hospitals Case Medical Center is once again ranked as a top five children's hospital (#5) by "U.S. News & World Report." This year, the first time the publication ranked pediatric subspecialties, Rainbow ranked #2 in neonatal care/NICU and among the top 10 in the country for neurology/neurosurgery and respiratory disorders. Rainbow is in the top 25 for all six subspecialties.

"We are so pleased and proud to be ranked so highly among our peer pediatric institutions," said

Michael Farrell, President of Rainbow Babies & Children's Hospital and MacDonald Women's Hospital. "This year, U.S. News evolved their methodology to look at subspecialties, in an effort to show where parents should turn for the best care for their children. These rankings are really an honor and tribute to the dedication of our talented and caring staff, and the NICU ranking is especially exciting for our team."

"Rainbow's division of neonatology has long been revered as the pioneers of the specialty, and with some of the best outcomes in the country for decades and a new state-of-the-future NICU under construction, we are thrilled to be near the top of this prestigious list," said Avroy A. Fanaroff, MD, neonatologist and Chairman of Pediatrics at Rainbow.

As part of UH's Vision 2010 strategic plan, Rainbow's new Quentin & Elisabeth Alexander Neonatal Intensive Care Unit will open in early 2009. The new 40-bed unit will be connected to the current neonatal transitional care unit, and will unite advanced technology, research and clinical services in a home-like environment with private space for parents to sleep at their child's bedside.

"Although Rainbow has a rich history of excellence in neonatology, we are always looking toward the future, and how we can continue to enhance the care we provide to our babies," said Michele Walsh, MD, Medical Director of the NICU. "Our team approach and family-centered philosophy is at the heart of every decision we make. Whether it is a patient care decision or something related to the design of the new unit, we are always working together to do what is best for the baby and striving to advance neonatal medicine. We are very proud to be ranked so highly."

In 2007, Rainbow also ranked as the #5 best children's hospital in the country in the inaugural best children's hospital issue of U.S. News & World Report. Previously, pediatrics was ranked (solely on reputation) as a subspecialty in the best hospitals issue every July. In 2008, the magazine expanded the children's hospital issue, conducted a thorough survey of outcomes and volumes at the children's hospitals and ranked six subspecialties within pediatrics – cancer, digestive disorders, heart and heart surgery, neonatal care, neurology and neurosurgery, and respiratory disorders.

Rainbow ranked #5 overall and as follows for additional specialties:

- #9 Neurology/Neurosurgery
- #10 Respiratory Disorders
- #21 Digestive Disorders
- #23 Cancer
- #24 Heart & Heart Surgery

**SIGNIFICANT GRANT CREATES
MATERNAL AND FETAL CARE CENTER**



A \$500,000 grant from the Cleveland Foundation has been awarded to University Hospitals (UH) to establish a

comprehensive maternal and fetal care center.

UH's MacDonald Women's Hospital Division of Maternal-Fetal Medicine has a long tradition of excellence and a national reputation for providing the highest quality of medical care for women experiencing complicated pregnancies. Skilled diagnosis and care have always involved a multi-disciplinary approach in conjunction



with pediatric specialties of neonatology, cardiology, neurology, surgery, and genetics. This grant will further expand and integrate services between MacDonald and Rainbow Babies & Children's Hospital.

A woman should seek care from the highly trained maternal-fetal medicine specialists at this new center:

- If she suffers from a condition such as diabetes, high blood pressure, obesity or cancer that may put her health at risk during pregnancy;
- If her regular obstetrician detects a problem with the unborn baby;
- If she wants to get pregnant but has a pre-existing condition or had a previous high-risk pregnancy;
- If she is concerned about her child having a genetic disorder that is common in her race or ethnic background.

For an appointment with a maternal-fetal specialist, call toll-free 866.UH4.CARE (866.844.2273).

Highlights

UH HOME CARE SERVICES EARNS HOMECARE ELITE DESIGNATION

Patients who leave the hospital can expect the same UH quality care in the comfort of their own home. University Hospitals Home Care Services was recently designated a 2007 HomeCare Elite provider by OCS, a leading post-acute health care information company, and Decision Health, a leading provider of consulting and information services for health care providers nationwide.



The award comes on the heels of UH Home Care Services' recommendation-free Medicare survey and scoring 100 percent on publicly reported quality measures that are at or above the state of Ohio benchmarks in all quality categories.

UH Home Care Services is one of the largest home care agencies in Ohio, serving more than 15,000 patients annually. UH Home Care's wide range of services includes home intravenous medication therapies; skilled nursing; physical, occupational and speech therapy; social services; and home health aide services. Integrating these services with hospital, outpatient and physician services produces superior clinical outcomes and customer satisfaction, and significantly reduces the risks associated with fragmented care delivery.

To reach UH Home Care Services, call toll-free 866.UH4.CARE (866.844.2273).

UH DOCTORS MAKE THE DIFFERENCE... AND THAT'S THE MESSAGE

Because of UH Doctors, we made it.



Maureen Paton's pregnancy with her third son, Tommy, was going along as expected. But in her fourth month, she was diagnosed with breast cancer. The cancer specialists at the University Hospitals Inland Cancer Center worked in unison with her OB-GYN team at Ohio's only dedicated women's hospital—UH Macdonald Women's Hospital. Together, they moved forward with a plan that was both safe and extraordinary. First Maureen underwent a mastectomy. Then her baby was delivered five weeks early. This moment meant could not only signify Maureen's recovery, but also her hope. Tommy, through premature, thrived under the watchful care of nationally recognized newborn specialists at the National Intensive Care Unit at Rainbow Babies & Children's Hospital. Today, Tommy is a happy, healthy six-year-old with a happy, cancer-free mom.

What will having a UH Doctor mean to you? Call anytime, day or night, to arrange an appointment at 866.844.CARE (866.844.2273). Or visit uhhospitals.org/legacymag

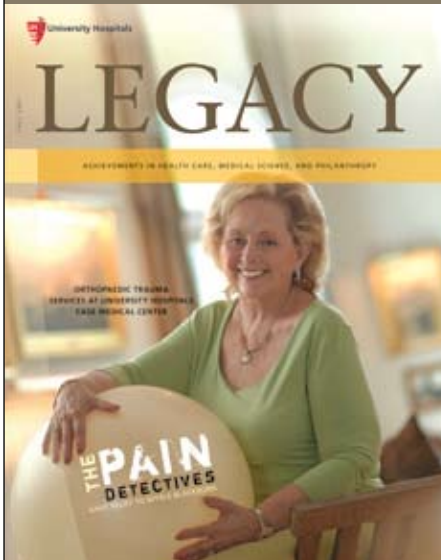


UH Doctors make the Difference.

A new advertising campaign spotlights the world-class care UH doctors provide to patients and families.

"UH Doctors Make the Difference" is based on consumer studies in which patients said they are attracted to the first-rate UH care because of the physicians whom they view as the finest in their field. This unique campaign uses actual patient testimonials to demonstrate the tangible impact UH doctors have had on real people and their families. From life-saving surgery to early diagnosis from a primary care physician to a referral to just the right specialist, UH doctors are the reason patients say they choose UH. Under the direction of Senior Vice President of Marketing and Communications Nancy E. Paton, the campaign also harnesses the dedication, devotion and drive of employees as ambassadors of the hospital.

"LEGACY" MAGAZINE NAMED BEST IN OHIO



"Legacy" magazine, the flagship publication of University Hospitals, has been recognized for editing excellence. The Fall 2007 issue was named best institutional magazine in the state of Ohio by the Ohio Professional Writers (OPW) Assn. The award was presented at the OPW June annual meeting.

To view current or archived issues of "Legacy" magazine online, visit the Web site: www.uhhospitals.org/legacy.

DR. JACKSON HONORED WITH CRYSTAL STAIR AWARD; HIGHEST RECOGNITION GIVEN BY OHIO COMMISSION ON MINORITY HEALTH



Edgar B. Jackson, Jr. MD

Minority-health advocate, esteemed physician and beloved educator Edgar B. Jackson, MD, of University Hospitals Case Medical Center, received the Crystal Stair Award, the highest recognition given by the Ohio Commission on Minority Health, in March.

Dr. Jackson was the fourth recipient ever of this award designed specifically for the commission. The Crystal Award recognizes his significant accomplishments in the field of medicine and the uplifting of minority people.

"You have walked with kings and kept the common touch. The respect of your colleagues and the community serve as testimony to your expertise, compassion, dedication and commitment," wrote Cheryl A. Boyce, M.S., Executive Director of the Commission on Minority Health, in a letter informing Dr. Jackson of the award. The Ohio Commission on Minority Health was established in 1987 to fund innovative, culturally sensitive projects designed to reduce the incidence and severity of diseases or conditions impacting minority populations.

Dr. Jackson has been a champion of diversity initiatives for more than 35 years, particularly wrestling with issues of health disparities. In 1997, Dr. Jackson helped to found University Hospitals Otis Moss, Jr. Health Center in Cleveland's Fairfax neighborhood.

The center strives to meet both the physical and spiritual needs of its patients. Dr. Jackson also created the David Satcher Clerkship, named after the former U.S. Surgeon General, to introduce visiting fourth-year minority medical students to University Hospitals with the hope of attracting them as residents.

He is one of just 1500 physicians in the United States who has been elected to the prestigious Institute of Medicine of the National Academies.

Dr. Jackson is Senior Advisor to the Chief Executive Officer of UH and the Presidents of UH and UH Case Medical Center. The UH Board of Directors established an endowed chair to honor Dr. Jackson's devoted service to the hospital, the community and to medical education ensuring that the next generation of health care leaders embraces the diversity of the population. This is the only endowed chair of its kind in the nation.

"Dr. Jackson is truly deserving of this award," said Thomas F. Zenty III, CEO of University Hospitals. "He exemplifies all of the qualities to be found in a tireless proponent of improving access to health care in the minority community and is a highly respected educator who seeks to achieve diversity in the health care professions. Diversity is a critical element in the overall success of our work here at University Hospitals, and we will continue to measure our success in this area."

"CLEVELAND MAGAZINE" ELEVATES 177 UH PHYSICIANS TO TOP DOCS LIST



Hani Hennein, MD

James Liu, MD

Anne Lyren, MD

Brian N. Victoroff, MD

For an appointment with a UH physician, call toll-free 866.UH4.CARE (866.844.2273).

University Hospitals physicians continue to be recognized for their excellence. The March 2008 Top Docs issue of "Cleveland Magazine" named 177 UH doctors on the Top Docs list, 20 percent more than in 2007. Four doctors - James Liu, Obstetrics & Gynecology; Anne Lyren, UH Rainbow Babies & Children's Hospital; Hani Hennein, Pediatric Cardiothoracic Surgery; and Brian N. Victoroff, Orthopaedics - were featured in special profiles as examples of the outstanding qualifications of all the profiled UH physicians. The Top Docs list is excerpted from The Best Doctors in America database, which is compiled through physician surveys.

Highlights

DR. SANFORD MARKOWITZ'S SIGNIFICANT DISCOVERIES IN CANCER RESEARCH WIN HERO OF HOPE AWARD



Hero of Hope plaque

Internationally recognized cancer researcher Sanford D. Markowitz, MD, PhD, was awarded the American Cancer Society's Hero of Hope Research Medal of Honor in the area of Clinical Research for 2008 on June 2.

Dr. Markowitz was chosen for his highly significant discoveries that have led to a better understanding of the genetics of colon cancer. Recently, Dr. Markowitz and his team discovered evidence of a new and common family cancer gene that causes

colon cancers to develop in 50-year-olds. He is the Ingalls Professor of Cancer Research at the Ireland Cancer Center and Case Western Reserve University.

Another recent advance from Dr. Markowitz's group is the development of a new test that detects colon cancer in its earliest stages, based on analysis of stool DNA. Dr. Markowitz's test directly contributed to the American Cancer Society's new guidelines that endorse stool DNA testing as an alternative to colonoscopy. The Markowitz team's test is the first new screening test for any cancer to win endorsement by the American Cancer Society in more than 10 years.

"The work of Dr. Markowitz and his team at the Iris S. and Bert L. Wolstein Research Center has long been on the cutting edge and has contributed to making Ireland Cancer Center a leader in the field," said Fred C. Rothstein, MD, Executive Vice President of University Hospitals. "We applaud the American Cancer Society for honoring such an accomplished physician-scientist and for recognizing his tremendous contributions in the area of colon cancer research."



left to right: Don W. McClure, CEO, American Cancer Society, Ohio Division, Inc.; Fred C. Rothstein, MD, Executive Vice President, University Hospitals; Sanford D. Markowitz, MD, PhD, Hero of Hope winner; Stanton L. Gerson, MD, Director, Ireland Cancer Center.

HIGHEST QUALITY DIABETES CARE RECOGNIZED ACROSS UNIVERSITY HOSPITALS MEDICAL PRACTICES



Michael L. Nochomovitz, MD

Diabetes has reached epidemic proportions in the United States, and Northeast Ohio has not been spared. The disease can contribute to other life-threatening issues such as stroke and heart disease if left unchecked.

University Hospitals' region-wide commitment to diabetes treatment and prevention was recently recognized by The National Committee on Quality Assurance (NCQA), a private, non-profit organization dedicated to improving health care quality. The NCQA recognized 34 University Hospitals Medical Practices' (UHMP) physicians across 17 practices for providing the highest level of diabetes care as part of the voluntary NCQA's Diabetes Physicians Recognition Program (DPRP).

"This honor highlights our region-wide commitment to diabetes treatment and prevention," said Michael L. Nochomovitz, MD, President and Chief Medical Officer of UHMP. "And, it acknowledges the dedication that our physicians have to their patients."

NCQA, in partnership with the American Diabetes Association, developed the DPRP to distinguish physicians who use evidence-based measures and provide excellent care to patients with diabetes. Evidence-based measures refer to processes of care or practice guidelines that are based on scientific evidence. By complying with evidence-based processes of care, the complications of diabetes such as stroke, heart attack and visual loss often improve.

For an appointment with a doctor specializing in diabetes, call toll-free 866.UH4.CARE (866.844.2273).

THE VERY BEST FOR THE CLEVELAND GLADIATORS: UH ORTHOPAEDIC SERVICES



left to right: Reuben Gobezie, MD; Donald B. Goodfellow, MD; Matthew E. Levy, MD; Shana N. Miskovsky, MD; Michael A. Retino, DO; William E. Saar, DO; Scott M. Zimmer, MD.



Playing football takes a toll on all athletes, but particularly professional players. They require world-class care. Cleveland's new arena football team, the Cleveland Gladiators, has signed a contract with UH Corporate Health for the services of UH orthopaedic surgeons. The physicians will provide physicals, orthopaedic care and training services to the team at all Gladiator games and practices.

Seven UH physicians have been designated as the Gladiators' official orthopaedic surgeons. The group includes Reuben Gobezie, MD; Donald B. Goodfellow, MD; Matthew E. Levy, MD; Shana N. Miskovsky, MD; Michael A. Retino, DO; William E. Saar, DO; and Scott M. Zimmer, MD.

All Gladiators home games are played at Quicken Loans Arena in Cleveland, where spectators can look for UH signage in the endzone. The UH orthopaedists will also be recognized in the game program.

In addition, the UH Sports Medicine division of orthopaedics treats patients and offers outreach programs to local high schools and colleges, provides trainers to sports teams and also offers training services. UH physicians provide cutting-edge diagnosis and treatment of sports-related conditions and injuries throughout northeastern Ohio.

For an appointment in Orthopaedics, call toll-free 866.UH4.CARE (866.844.2273).

FEDERAL GOVERNMENT CHOOSES UH TO JOIN ELITE DISASTER TREATMENT NETWORK



Because of its expertise in stem cell transplantation and immune deficiencies, the Ireland Cancer Center has been chosen by the federal government to join an elite group of hospitals to rapidly evaluate and treat potential victims of radiological and chemical attacks. The Ireland Cancer Center is the only adult site in Ohio to be part of the Radiation Injury Treatment Network (RITN), created by the Federal Emergency Management Agency and the Department of Homeland Security.

The Ireland Cancer Center will be one of 52 centers across the country to respond to victims exposed to radiation or other bone marrow injuries. RITN, a joint project of the National Marrow Donor Program and the American Society for Blood and Marrow Transplantation, was formed so that when disasters strike, these centers can triage and treat patients.

Examples include chemical (mustard gas), nuclear devices or dirty bombs.

"The Ireland Cancer Center has been a leader in stem cell and bone marrow transplantation for more than 30 years and has done seminal work to advance this field," said Hillard M. Lazarus, MD, Director of the Blood and Marrow Trans-



Hillard M. Lazarus, MD

plant Program at University Hospitals Case Medical Center (UHCMC), as well as Medical Director of UHCMC's RITN program. "We already have plans in place to deal with such disasters and are prepared to share our expertise with the public if called upon."

Dr. Lazarus and his team are preminent in research related to blood stem cell transplantation. They were pioneers in the use of umbilical cord blood stem cells to treat leukemia and developed mesenchymal stem cells to treat blood cancers. His team is currently developing multipotential adult progenitor cells and using them to improve engraftment in transplant patients and prevent graft versus host disease.

For an appointment at the Ireland Cancer Center, call toll-free 866.UH4.CARE (866.844.2273).

Gries family tree of life

Staying healthy + giving back
are the roots of Gries philosophy

By Catherine Gabe



1969

Lucile D. and Robert H. Gries Fund in Cancer Research established by Bob and his sister Ellen Cole, in memory of their parents.

1977

Bob Gries appointed to the University Hospitals board. He has served on the board for 31 years.

1988

Sally Gries Nursing Endowment Fund established by Sally and Bob Gries. It recognizes individual nursing achievement, initiative and performance in neurological patient and family care.

2007

Bob and Sally commit significant additional funding to the Sally Gries Nursing Endowment Fund and to the Neurological Institute.

2007

The Lucile and Robert H. Gries Endowed Chair in Cancer Research and Education is made possible through additional gifts from the Lucile D. and Robert H. Gries Charity Fund.

“I grew up hearing about philanthropy *at a very young age.*”

Bob Gries, on his lifelong motivation to contribute so generously to UH and to society.

Bob Gries not only believes in tradition, he lives it.

During his 70s, he has averaged three hours of daily exercise, such as biking, hiking and weight lifting. His day begins with an hour or two of exercise before he goes to his office where the retired venture capitalist spends most of his time on philanthropy and civic involvement. Late afternoon or evening then provides time for a second workout. This 79-year-old has completed 75 worldwide adventures including a one-week running event in the Sahara desert, a 1,000 mile bike ride across the Gobi desert and climbs of the highest mountains in Antarctica, the Arctic and the Andes.

Bob's fitness regimen has become a way of life. The Gries' family philanthropy is also a tradition and a passion. As a fifth-gener-

ation Clevelander, he comes by it naturally. His family tree reads like a “Who’s Who of Cleveland,” starting with his great-great grandfather, the first Jewish settler in Cleveland in 1837.

“I grew up hearing about philanthropy at a very young age,” said Bob, who has been a member of the University Hospitals board for over three decades. His grandfather grew and headed The May Company department store for 50 years; his father co-founded the Cleveland Rams and the Cleveland Browns. His father, mother and grandfather taught him philanthropy and what was expected for him to carry on the family traditions.

Bob and his wife, Sally, who is president of Gries Financial LLC and a member of UH Diamond Advisory Group, have carved out active lives being involved in dozens of fundraising campaigns in



Sally and Bob Gries

www.uhgiving.org

New Team Neuro Fosters Medical Miracles

NEUROLOGICAL INSTITUTE BUILDS WORLD-CLASS COLLABORATIVE TEAM

Twenty years ago, Sally Gries was already convinced that collaboration, which is the hallmark of the new University Hospitals (UH) Neurological Institute, was the keystone to medical miracles. After all, it helped save her life back then.

Her medical problem was stealthy. The culprit, an arteriovenous malformation – a brain bleed – nearly killed her. It came without warning or symptoms. During an important meeting she noticed a shooting pain and a warm sensation running down her arm.

Suddenly, she couldn't understand what was being said. “It’s my brain. I’m either going to die, get better or stay the way I am and need help,” she recalled. Never the alarmist, she managed to get through the meeting, even understanding questions at the end. With a friend, she walked back to her office, blocks away. Then she called a University Hospitals doctor who immediately told her to get to the emergency room. After thorough evaluation, surgery was performed by Robert A. Ratcheson, MD.

After months of recuperation and physical therapy, she experienced a full recovery. She has never forgotten how UH doctors collaborated by swiftly diagnosing her problems, operating and aiding her recovery. And, today, Sally Gries is one of the biggest cheerleaders for UH’s newly formed Neurological Institute, which offers the

“The nurses were so amazing and I was so impressed with how they helped me.”

Sally Gries, explaining the impetus behind the Sally Gries Nursing Endowment Fund established at UH after her treatment there.

the Cleveland area in health, education, social service, arts, and civic affairs. Significant gifts are made annually to dozens more.

But University Hospitals is especially close to the Grieses' hearts. Bob Gries and his three siblings were all born at University Hospitals (UH). And both of his parents received comprehensive cancer treatment (surgery, radiation and chemotherapy) at UH in the 1960s. Sally's parents also received their cancer care at UH.

In 1969 after his parents' deaths, the Gries family established the Lucile D. and Robert H. Gries Fund for Cancer Research at UH. In 1977, Bob began serving on the UH Board, becoming the second leader from the Jewish community to serve in that capacity.

In 1988 Sally suffered a life-threatening brain bleed. The Grieses attribute her full recovery to the coordinated efforts of Robert B.



left to right:
Robert B. Daroff, MD, and Robert A. Ratcheson, MD

Daroff, MD, and Robert A. Ratcheson, MD, who then headed neurology and neurosurgery. Bob never left Sally's side. Always the adventurer, he nestled his sleeping bag beneath her hospital bed in the cramped intensive care unit.

They were so grateful for her care that they created the Sally Gries Nursing Endowment Fund recognizing individual nursing achievement and performance in neurological patient and family care.

first comprehensive center in Northeast Ohio designated for patients with diseases affecting the nervous system.

The Institute's integrated network comprises 14 centers of expertise to assist patients in getting the best care with specialists in stroke and cerebrovascular disease, epilepsy, psychiatry, movement disorders, memory and cognitive disorders, brain tumors, spinal surgery and more. Patients will find world-class physicians who deliver the best in care and make the complex understandable and accessible, often in their own backyard.

Sally can testify that the Neurological Institute builds on the long-standing tradition of excellence in the neurosciences at UH. "They have always had outstanding capabilities, but now they can more easily tell the story of what exists; and what exists is an extraordinary level of competence in neurology, neurosurgery and related disciplines that, I think, have not been recognized to the fullest," she said.

As aging baby boomers demand help for ailments ranging from Alzheimer's, memory loss and dementia to Parkinson's disease and other movement disorders, topnotch medical experts will be at the



Anthony J. Furlan, MD

ready with one of the strongest stroke teams in the country. The team includes Anthony J. Furlan, MD, an international stroke expert and co-director of the Institute and Cathy A. Sila, MD, newly named as Stroke Center Director. Dr. Furlan and his team are working under the motto "time is brain," to increase the treatment window of patients with stroke. Like Sally's experience, getting to the hospital in a timely fashion can mean all the difference in recovery and, sometimes, between life and death.

Under the Institute's director, Warren R. Selman, MD, integrated assessments are made across all neurological disciplines. This collaborative team approach, much like what was used when Sally needed help 20 years ago, continues as the standard for patient care at UH and nationally.

UH's Neurological Institute has also been making history with its nationally prominent program in Amyotrophic Lateral Sclerosis (ALS),

Revolutionary Surgeons Wield Revolutionary Tools

Brain tumors and spinal lesions are up for a battle against young surgeons like Andrew E. Sloan, MD, wielding the CyberKnife – the only one of its kind in Ohio.

And this revolutionary technology is advancing radiosurgery by allowing Dr. Sloan, a neurological surgeon with University Hospitals (UH) Neurological Institute, to aim more accurately at tumors – even when they are moving.

The Cyberknife allows Dr. Sloan to maneuver around delicate structures and adjust for patient movements during surgery. The Gamma Knife, which has been used since the 1990s at UH, requires that the patient be immobilized in a frame and thus can only be used for tumors in the head.



The CyberKnife

“The CyberKnife is an industrial robot that delivers a precisely focused beam of high dose radiation from any one of 1,200 different positions” Dr. Sloan said. “The surgeon and the radiation oncologist craft a very precise plan and just before the beam turns on, an X-ray provides instant feedback so if the patient moves at all – by breathing or coughing – the CyberKnife can easily and readily adjust.”

“What it allows us to do is fractionate treatment,” said Dr. Sloan, just one of the most recent contingent of young doctors recruited to ensure that the Neurological Institute continues having the best and brightest expertise nationally.

Dr. Sloan is convinced a remarkable tool like the CyberKnife has helped him become a better, more precise surgeon and improve patient outcomes.

“We are redefining surgery,” he said.

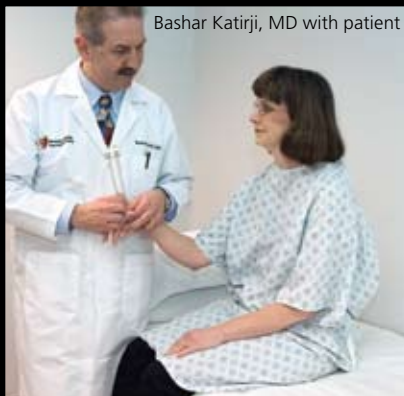
For an appointment with the Neurological Institute, call toll-free 866.UH4.CARE (866.844.2273)

“The nurses were so amazing and I was so impressed with how they helped me,” recalled Sally who now serves on the Leadership Council of UH’s newly formed Neurological Institute. “They were the best. Just exceptional, so caring and with a sense of humor.”

And the story doesn’t end there.

With UH’s Vision 2010 renovation and construction plan, the Grieses added resources to elevate his parents’ cancer research fund into an endowed chair. They have also committed additional support to the Sally Gries Nursing Fund and the newly created Neurological Institute.

Bob Gries believes people need to find their own direction when it comes to giving and being philanthropic. “If they pick the



Bashar Katirji, MD with patient



Raymond P. Onders, MD, (center) and colleagues in surgery



the late actor Christopher Reeve

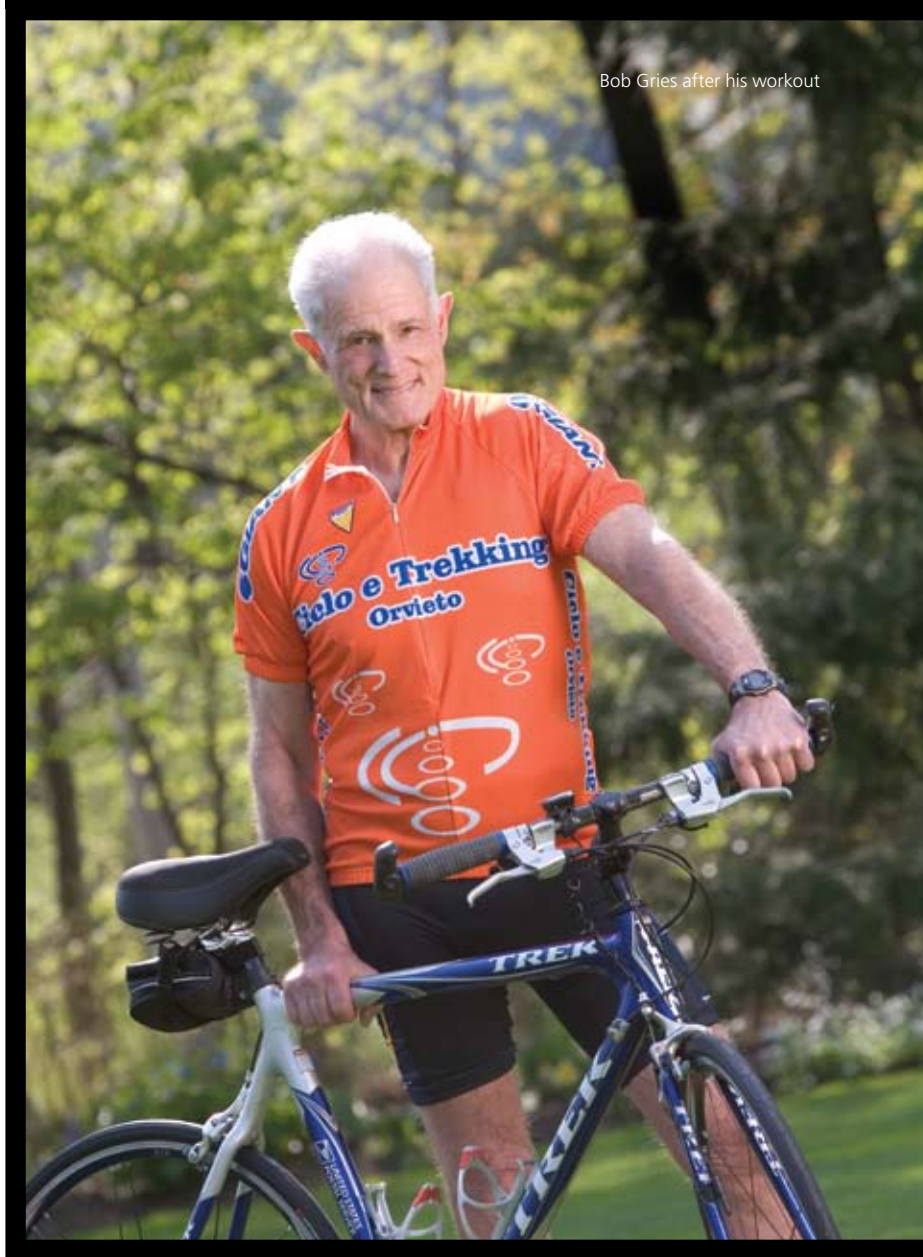
also known as Lou Gehrig’s disease. The program, run by Bashar Katirji, MD, has received national recognition for placing electronic diaphragms in patients, assisting them in breathing on their own without relying on cumbersome ventilators.

The technique, first used on patients with spinal cord injuries similar to the experience of the late actor Christopher Reeve, was later found to be applicable for those with other neuromuscular diseases

like ALS. “Some of our patients actually went to the theater for the first time after they’d been implanted because the noise from the mechanical ventilators is removed,” said Raymond P. Onders, MD, who specializes in diaphragm pacing and holds the Margaret G. and Walter K. Remen Chair in Surgical Innovation. Mr. Reeve was Dr. Onders’ second patient to receive the pacing stimulator. “They can sleep better. It’s allowed them to interact more with society, go to

“If they pick the thing they are *most passionate* about, they will be more generous and steadfast.”

Bob Gries’ thoughts on finding direction in philanthropic giving.



Warren R. Selman, MD

school,” said Dr. Onders. The device, created and locally produced in Northeast Ohio, greatly improves the quality of life and patient longevity, ultimately decreasing health care costs, he added.

The diaphragm pacing program is just one example of interdisciplinary communication that is the Institute standard. “Our team involves pulmonologists, neurologists, nurse practitioners, respiratory therapists, and speech pathologists,” Dr. Onders elaborated.

Innovative technology and sound research methodology are also the norm in all disciplines, according to Dr. Selman. “The

Neurological Institute, in conjunction with the hospital’s Ireland Cancer Center, has the only regional program offering both the Gamma Knife for brain tumors and the CyberKnife to kill tumors throughout the body with pinpoint accuracy,” said Dr. Selman. The Institute is also establishing a NIH-supported Neurological Outcomes Center to demonstrate how innovative patient care, education and research are leading to improved outcomes in patients with neurological conditions.

The Institute’s collaborative approach to patients, disease and recovery builds on what began more than 20 years ago, said Sally.

For an appointment with a Neurological Institute doctor, call toll-free 866.UH4.CARE (866.844.2273).



Neurological Institute Care is Close to Home

If you want to access care at University Hospitals (UH) Neurological Institute, it could be in your own neighborhood. Services from the Institute that's the only one of its kind in Northeast Ohio can also be found at one of UH's community hospitals: UH Bedford Medical Center, UH Geauga Medical Center and UH Richmond Medical Center.

"We bring phenomenal expertise to a community hospital and to people who don't want to, or don't need to, travel into the city," said Rose M. Dotson, MD, Director of Neurosciences at UH Geauga Medical Center.

Convenience and connectivity make UH's experts available at the touch of a button. With the Institute's collaborative care, many complex medical tests can be completed at various hospital and ambulatory sites and easily accessed via computer from UH's Case Medical Center main facility. "In today's world," Dr. Dotson said, "doctors must find ways to combine expertise with patient convenience."

"Patients can stay in the setting they're most comfortable with," said Dr. Dotson, who is also a Clinical Associate Professor of Neurology at Case Western Reserve University Medical School. "Think about gas prices today. Not having to drive a great distance is something that is very appealing to our patients."

Dr. Dotson's expertise and subspecialty interests include headaches; migraines; nerve pain; neuromuscular disease; and peripheral neuropathy, a diagnosis common in patients with diabetes that can cause tingling and numbness in hands and feet. She also works closely with patients who have autonomic disorders including problems with low blood pressure, fainting and sweating abnormalities.

"This medical center is a place where a lot of people come in to get their general medical care," Dr. Dotson said. "Now they can get their neurological care and access to this world-class Neurological Institute once they walk in the door of the Geauga Medical Center."

At UH's other community hospitals, the same convenient appeal can be found for treatment and follow-up.

For an appointment with a doctor at one of the UH medical centers, call toll-free 866.UH4.CARE (866.844.2273).



UH Bedford Medical Center

UH Geauga Medical Center

UH Richmond Medical Center

thing they are most passionate about, they will be more generous and steadfast," he said.

He has used that same steadfastness in his fitness life. A life-long asthmatic, he was told he would never be able to exercise vigorously by middle-age. But when portable inhalers came out, Bob, then 51, was off and running. Literally. And he hasn't stopped since. At age 62 he began mountain climbing; at age 65 he began bicycling.

Whenever he was told "No, it can't be done," he asked for the supporting medical study. When none could be cited, Bob devoted his mind, body and soul to focus in on his end goal. "I respect medical science a great deal, but conventional wisdom doesn't mean certain things aren't possible." He's overcome bad genes – three of his four grandparents died by age 57; his parents in their mid-60s. Now he says he's addicted to exercise. "I could just tell you I like a challenge, but I have an ulterior motive: I like staying alive," he said.

When he hits 80, however, he's giving himself a gift. He's cutting back his exercise regimen to two-and-a-half hours a day.

Last May, it looked like he might not ever get there. Bob was bicycling along some of his favorite Cleveland roadways. A bad spill on a hill nearly killed him. His pelvis was shattered, lung punctured and five ribs and clavicle cracked. After surviving an operation, he was told it should take a year to recuperate. "At my age, I don't have that kind of time; give me six months," he recalled saying. "I beat that by a week," he said.

Now he's back to five adventure trips per year and hopes to reach his 80th adventure by his 80th birthday and his 100th adventure by age 85.

For more adventures in fitness and philanthropy, stay tuned. UH

UPDATE

CONSOLIDATING PATIENT-CENTERED CANCER CARE



University Hospitals' vision to deliver the best cancer care in the world is coming to fruition with the new Cancer Hospital.

In March, the Ireland Cancer Center's National Cancer Leadership Council viewed the site of the future \$232 million, 375,000-square-foot Cancer Hospital, which will house the Ireland Cancer Center. They found that the current world-class care will be enhanced in the new facility which will open in December 2010. Foundation work began on April 1.

Ireland Cancer Center consistently ranks among the top 25 cancer centers in the United States, attaining the National Cancer Institute's highest distinction as a Comprehensive Cancer Center. The new Cancer Hospital will triple the square footage that cancer services currently occupy at seven different locations at University Hospitals Case Medical Center. With 120 beds and a capacity for 150, the free-standing hospital will house diagnostic, inpatient and outpatient treatment, and surgical and research facilities devoted entirely to cancer.

The design concept places the best interests of patients first. Private rooms will accommodate overnight stays by family members. Inpatient exercise rooms, green space, natural lighting and a healing garden - funded by a \$2.75 million gift from Cindy and Bob Schneider - will address the spiritual and wellness needs of patients and their families. Clinical care areas will be organized to treat specific patient populations.

The design also incorporates space for clinical trials; patient education programs; Intensity-Modulated Radiation Therapy and conventional treatment planning; infusion therapy and clinic; teaching and conference space; and space for future diagnostic and treatment advancements.

Within the Cancer Hospital will be an area dedicated to clinical research called the Goodman Discovery Center, named after the late Ruth and Donald J. Goodman, DMD, among the most generous donors in UH's history. The Goodmans donated \$25 million in 2006 for research and patient care in cancer and cardiovascular disease, as well as physician/scientist recruitment.

The 3,700-square-foot Goodman Center will be one of only a few on-site cancer research centers in the country. The three major components to the clinical research center include a four-bed patient care unit, a research nursing team area and state-of-the-art laboratory space. The design will allow the clinical research team to support double the number of currently active clinical trials.

The Goodmans' gift is complemented by \$3 million in gifts from the Coleman family to advance cancer research and leading-edge cancer therapies in the region. A \$1.5 million gift will establish a dedicated space in the new Cancer Hospital - the Kathleen A. and Dr. Lester E. Coleman Clinical Research Suite - to conduct clinical trials. Ireland is one of only eight cancer centers in the country to have access to a pipeline of new drugs through the National Cancer Institute for early phase clinical trials. The Coleman Suite will be a one-of-a-kind clinical trials center featuring inpatient and outpatient

above, top: The late Lester E. Coleman, PhD, and Kathleen A. Coleman

above, bottom: The late Donald J. Goodman, DMD, and the late Ruth Goodman

above, right: rendering of the future Ireland Cancer Hospital at University Hospitals Case Medical Center.

Vision 2010, the single largest endeavor that University Hospitals has undertaken in its 142-year history, is progressively changing the health care landscape in Northern Ohio, establishing University Hospitals as a national leader committed to its community. Launched in 2005, this \$1.2 billion investment over five years encompasses new and enhanced facilities and services to provide the highest-quality, most personalized care available.

LABOR AGREEMENT LAUDED AS MODEL FOR THE REGION

UH Strengthening the community through a unique plan

A historic agreement that University Hospitals (UH) reached with local labor unions will have a significant, positive and long-term impact on the economy of Greater Cleveland. The arrangement is so significant that Cleveland Mayor Frank Jackson cited it in his annual State of the City address, praising the hospital for its leadership and urging other organizations to follow the lead of UH.

What makes the arrangement unique is that it calls for union and non-union companies to form partnerships large enough to tackle projects they couldn't do on their own and it promotes diversity. The Cleveland Building and Construction Trades Council agreed to support UH in its inclusion goal of contracting with 5 percent women-owned businesses and 15 percent minority-owned businesses, and that 20 percent of Vision 2010 construction jobs in Cuyahoga County will be held by Cleveland residents.

The UH extraordinary pact also offers career hope to Cleveland students with collaboration between the hospital and an apprenticeship program at the Max S. Hayes Career and Technical High School. The Building and Construction Trades Council will accept Max S. Hayes graduates into its pre-apprenticeship course after which graduates will be guaranteed jobs on UH work sites.

"This is a wonderful partnership for our students. An apprenticeship is an innovative, yet time-tested way for our students to receive quality, on-the-job training," said Eugene T. W. Sanders, PhD, CEO, Cleveland Metropolitan School District.

Steven D. Standley, UH Senior Vice President of System Services, said the entire package benefits the community because all participants – unions, contractors, employers, and business owners – are working together to create a positive, long-term impact on the local economy.

"We're all joined together to try to keep things local; to try to grow the industry and feed it ourselves," Mr. Standley said. "We want to help small businesses stabilize and grow and help them do business here in Northeast Ohio."

Mayor Jackson praised the commitment of University Hospitals to "local procurement for its \$730 million construction project. The hospital's goal is to buy 80 percent of its construction equipment, furnishings, fixtures and labor locally. That means more than \$580 million will be spent in our local economy rather than going somewhere else." He urged organizations to emulate UH. [UH](#)

beds for clinical trials, along with a central control room for cell processing and diagnostics.

The new Cancer Hospital also incorporates the family-centered care model, which recognizes that the family also is impacted by the disease and participates in decisions about patient care.

"It's critical to understand from a patient and family perspective what issues they're going through and how to make their lives a little easier," said John D. Nash, Ireland

Cancer Center Senior Vice President. "In the process of designing the new Cancer Hospital, we received significant positive input from family members and patients to guide us in creating an environment that works as best as possible for patients and families."

Along with providing high-quality patient care by consolidating services, the new facility also will augment recruitment efforts of the best and brightest faculty and staff. This will position Ireland as a premier comprehensive Cancer Center both nationally and internationally. [UH](#)



VOLUNTEER LEADERS SHARE UNIVERSITY HOSPITALS' VISION WITH THE WORLD

More than 150 friends of UH gathered at the April Volunteer Leadership Summit at the Park Lane Villa in University Circle.

Community leaders in University Hospitals' (UH) Leadership Councils are an integral component of Vision 2010. By providing their business acumen and patient experiences, these Leadership Councils impart their energy, thoughts and vision to the hospital system and serve patients and their families through advocacy and outreach. The inaugural Volunteer Leadership Summit in April drew more than 150 leadership volunteers.

University Hospitals (UH) seeks volunteer leaders from across the United States who have a passion for the hospital, a desire to see UH thrive and a commitment to fiercely advocate for patient care, according to UH President Achilles A. Demetriou, MD, PhD.

Leadership councils include the Rainbow National Leadership Council, the National Cancer Leadership Council, the Center for Emergency Medicine Leadership Council, the Neurological Institute Leadership Council, the Heart & Vascular Institute Leadership

Council, the Jennifer Ferchill Brain Tumor Center Cabinet, the Ahuja Medical Center Leadership Council, the MacDonald Women's Health Leadership Council, the Psychiatry Advisory Committee, the Diamond Advisory Group and the National Art Leadership Council.

Volunteers are asked to draw on their professional and health care experience to provide vision affecting the future of UH, to help sustain the organization's preeminent role in medical care and to help propel the hospital system to new levels through research and education.

"These hardworking, committed volunteers offer constructive ideas, and act as resources to physicians and hospital leadership," Dr. Demetriou said. "They communicate UH's strengths and opportunities as ambassadors, communicate information and ideas from outside sources, and help UH improve its performance. We are truly indebted to these leaders who help us in our mission: To Heal. To Teach. To Discover." UH

DEMOLITION MAKES WAY FOR UH'S FUTURE

With the demolition of several buildings on the University Hospitals campus, one chapter in innovative health care history draws to a close as a new chapter of leading-edge medical care advancement is begun.

Buildings that were part of the fabric of Lakeside Hospital – now University Hospitals - came down with a lot of sentiment and emotion, according to Margaret Hewitt, Vice President, Construction Services. The nursing dormitories - Mather, Robb, Lowman and Harvey - which were razed in February, served a variety of purposes over the years, including training, conference rooms and administrative offices. In their place will rise the new Center for Emergency Medicine, the Marcy R. Horvitz Pediatric Emergency Center, and a new beautifully landscaped garden along Euclid Avenue.

A time capsule found in the cornerstone of the Mather Building was delivered to the Frances Payne Bolton School of Nursing. The nursing school will open the time capsule and announce the contents at a ceremony later in the year.

The Hanna Perkins building, which housed various administrative services, was demolished in May to make way for a new service building. Other buildings slated to come down include Hanna Pavilion, which will be emptied by the end of the year with demolition beginning in January 2009, to be replaced with a new patient parking garage; and the Cleveland Hearing and Speech Center, which will be relocated in 2009 to 117th Street and Euclid Avenue to make way for the new Cancer Hospital and its Healing Garden.

Construction for the relocated Quentin & Elisabeth Alexander Neonatal Intensive Care Unit in Rainbow Babies & Children's Hospital began in April and will be completed by the end of 2008. UH



The nursing dormitories, which were built in 1927 as the result of a successful fundraising campaign, were razed in February to make way for the new Vision 2010 construction.



Driven to help

Norma and Albert Geller have donated to University Hospitals for something most people take for granted: patient transportation for radiation treatments.

Established in 1999, the Ireland Cancer Center Geller Transportation Fund pays for the transportation of financially challenged individuals who need to travel to and from the hospital several times a week for extended periods. They have the option of being driven by Rural Metro, a community van service, or using cab vouchers for residential areas not covered by Rural Metro.

Having transportation paid for means they don't have to scramble to find a ride every day or stand in the rain and snow waiting for buses at a time when they are extremely ill. Essentially, the Gellers realized these patients can't get cancer care if they can't get there.

"We know there are a lot of folks who for one reason or another, mostly lack of funds, can't get to the hospital for their treatments," said Mrs. Geller. "They're probably dealing with a lot of other issues, too, so a cancer diagnosis for someone like that is an even greater burden."

others

By Christopher Johnston



Mrs. Geller witnessed all of the challenges facing these patients firsthand while volunteering in the radiation therapy department for eight years. (She volunteered at University Hospitals for more than 20 years overall.) During that time, she returned to college and then went on to graduate school so that she could acquire the professional skills to help patients as an oncology social worker.

As a social worker at Mt. Sinai Hospital, Mrs. Geller enriched her long history as an advocate for the impoverished. There, she took on one of the utility companies that was threatening to shut off its service to a woman with cancer.

"I said, 'Do you realize that you could potentially be contributing to this person's death? Is this the reputation that you want to have?'" she recalled. "It's different when the call comes from a hospital social worker on behalf of an inner city person." As a result, the company turned the heat back on.

Shortly after completing graduate school in May of 1991, Mrs. Geller had one more less fortunate experience that would increase her sensitivity to what a person must endure while going through radiation treatments: she was diagnosed with ovarian cancer. She had her surgery in Pittsburgh, where her son is a surgeon, but then returned to take 10 months of chemotherapy treatments at the Ireland Cancer Center.

"The transportation fund is really near and dear to my heart," said Mrs. Geller, who has worked primarily for her family's business, Fish Furniture, since then. "I know what it is to face a cancer diagnosis, so I get goose bumps when I hear about how the fund is helping people."

In addition to their ongoing support of the transportation fund, Norma and Albert, who have been married for 55 years, have made a future significant estate commitment and through

GREAT TOOL FOR PREDICTING CANCER



Wouldn't it be wonderful if a person's risk for cancer could be assessed in enough time to allow for further testing or preventive measures?

A new online tool to help physicians and patients understand a person's risk for cancer has been developed by University Hospitals Case Medical Center physician researchers.

The Genetic Risk Easy Assessment Tool (GREAT) is a web-based program being piloted in the MacDonald Women's Hospital Breast Center to save time and provide more accurate information to physicians. The yearlong exploratory study began in December and is funded by a two-year research grant from the National Cancer Institute.

Women undergoing mammograms or consultations at the hospital's main campus are given the option of logging into the system and answering a series of questions about their family

this, are now members of the University Hospitals Diamond Legacy Society.

"Both of us came from very humble beginnings, so when we see a need, we act," Mrs. Geller said of their community advocacy.

"It's wonderful for families to remember the hospital in their estate plans, and particularly impactful when friends like the Gellers give during their lifetimes," said Thomas F. Zenty III, CEO, University Hospitals.

"The Gellers are the perfect example of a couple who has made an estate provision and let us know so that we can thank and acknowledge them through the Diamond Legacy Society," Mr. Zenty said.

from left: Louise S. Acheson, MD, and Georgia L. Wiesner, MD

history, demographics and common diseases. GREAT creates a pedigree drawing, or family tree, that highlights cancers and generates a report assessing the woman's risk for breast cancer.

"We're trying to automate the collection of family history to highlight who needs to come in for further discussion and testing, or who needs to be followed more closely by their physician," said Georgia L. Wiesner, MD, Director of the Center for Human Genetics and one of the key architects of GREAT. She added that some cancer susceptibility genes can lead to more than one form of cancer.

Louise S. Acheson, MD, professor of Family Medicine, Oncology and Reproductive Biology, said as of early March, about 60 patients logged on to volunteer for the study, and more than 30 completed a report.

"We will be very interested in what kinds of medical or personal questions come up once people have their family tree and some general information about how family history may affect the preventive measures needed to reduce the risk of breast, ovarian or colon cancer in their families," Dr. Acheson said.

The overall goal is to make GREAT available to every patient who uses any Ireland Cancer Center services. The pilot will gauge the program's ease of use, any hiccups in the process and data accuracy.

The advantage of GREAT over other cancer risk assessment tools is that it is updatable and transportable for the patient, and it provides a clear family tree and final report. Eventually, the program will allow patients to automatically forward their reports to their physicians via e-mail.

"This program puts it all together," Dr. Wiesner said. "It gets the information, makes the family tree and makes the report."

The Gellers receive an annual stewardship report that informs them of the impact of their gift and how the families benefited from their funds.

"As my husband said, we try to make this a better world in our own small way," Mrs. Geller concluded. "So it's very rewarding to know that we are truly making a difference." UH

A new Ireland Cancer Center study finds that only 25 percent of Medicare patients received recommended colorectal cancer screenings during a six-year period.

Colorectal cancer is the third leading cause of cancer death in the United States. The American Cancer Society estimated that in 2007, more than 147,000 new cases would be diagnosed and more than 57,000 people would die from the disease. Regular colorectal cancer screenings can prevent or detect early colorectal cancer in most cases.



Gregory S. Cooper, MD, Interim Chief of Gastroenterology at University Hospitals Case Medical Center, and Tzuyung Doug Kou, MPH, MA, assessed a population-based sample of 153,469 cancer-free Medicare beneficiaries identified in 1998, the first year in which colorectal cancer screenings were reimbursed under Medicare. The beneficiaries included 17,940 patients with one or more risk factors for cancer and 135,529 "average risk" individuals.

Their analysis shows that between 1991 and 1997, before colorectal cancer screenings were reimbursed under Medicare, screenings were performed in 29.2 percent of the studied population. This includes 76.7 percent of the increased risk group, but only 22.9 percent of "average risk" patients. In the years between 1998 and 2004, only about one in four beneficiaries (25.4 percent) received guideline-based follow-up screenings. Screenings were more commonly performed in younger individuals, Caucasians, men and residents of areas with higher income and educational level. They also found that patients who were screened between 1991 and 1997 were significantly more likely to receive subsequent screenings between 1998 and 2004.

The authors concluded that given the ability of screening tests to reduce cancer incidence and mortality, continued efforts to promote screening are clearly warranted.

The study was published in "Cancer," a peer-reviewed journal of the American Cancer Society.

It is recommended to have a colonoscopy screening at the age of 50. For information on how to schedule your colonoscopy, call (216) 844-2399 or (216) 844-2341.

CAB RIDE EASES TREATMENTS



Arthur Fifolt knows tough. This past December, the 75-year-old Euclid resident faced radiation treatments for the second time in 10 years.

Aimed at curing the cancer in his salivary glands (mucoepidermoid carcinoma), the half-hour treatments five days each week would last for more than a month.

"Going through that is very difficult," he revealed. "Since it's in the face, you have a lot of burning in the tongue. You can't eat after about two weeks. It makes it extremely difficult to function. You're very exhausted. You sleep a lot."

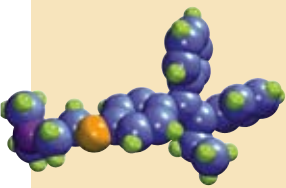
In fact, the treatments are so draining that Mr. Fifolt would not have been able to drive, and his health care insurance covered only 12 days of trips back and forth to the Ireland Cancer Center. As he quickly learned, finding a ride can be a difficult challenge. "You can ask a friend to take you somewhere once or twice," he said. "You can't ask them to take you to the hospital every day for 20 days. Not that distance."

Fortunately, Mr. Fifolt qualified for the Geller Transportation Fund. So, the Ireland Cancer Center gave him the number of cab vouchers that he needed to pay for the remaining days of his radiation treatment regimen, saving him a lot of frustration, since he had no other means of transport.

"The family who gave this money should be thanked, because I could not have gotten down there by myself, so it meant that I could complete my treatments," he said. "They deserve a lot of gratitude."

Stay abreast of cancer: continue treatment

Research from the Ireland Cancer Center (ICC), in collaboration with the Cancer Research Network, found the majority of older women with early stage breast cancer fail to adhere to the standard of treatment— five years of daily oral use of the chemo-prevention drug Tamoxifen.



Tamoxifen breast cancer drug molecule

As published in the February issue of the "Journal of Clinical Oncology," Cynthia Owusu, MD, MsC, and ICC colleagues

determined that premature Tamoxifen discontinuation is common and deserves closer attention.

"We in the medical community have long believed we were caring for these women appropriately and this study determines that these patients over age 65 are being woefully undertreated," said Dr. Owusu, who runs the ICC's geriatric oncology program and was lead author of the study.

The study looked at 961 women over age 65 who had early-stage hormone-positive breast cancer. Previous research showed five years of Tamoxifen is more effective than two years of use. Existing

information on Tamoxifen discontinuation is sparse, so Dr. Owusu and her group sought to identify factors that predict premature cessation.



Cynthia Owusu, MD

They found nearly 50 percent of the women in the study discontinued Tamoxifen before the completion of five years. The women most likely to stop taking the treatment were women over age

75, women who developed other medical illnesses during the first three years of follow-up and those who had their breast lumps removed but failed to receive radiation after their surgery. The discontinuation of Tamoxifen may result in earlier recurrences, and, ultimately, increased breast cancer mortality.

"These results remind us to educate our patients about the value of prompt diagnosis and complete treatment. Only through closer follow-up care for older women with breast cancer will we achieve optimal results and allow these women to lead healthy lives," said ICC Director Stanton L. Gerson, MD.

New vaccine fights brain tumors

Late-stage trials for an experimental vaccine to treat the most aggressive form of brain cancer, glioblastoma, are showing promising results according to researchers in the University Hospitals Case Medical Center (UHCMC), Ireland Cancer Center and Neurological Institute.



Andrew E. Sloan, MD

The new vaccine, CDX-110, attempts to use the power of the patient's immune system to fight against remnants of the tumor, which typically remain in the brain following surgery and radiation treatment.

Leading the study at UHCMC is neurosurgeon Andrew E. Sloan, MD, an associate professor of neurosurgery who is using a National Institutes of Health grant to study the use of vaccines in brain tumors.

Currently 14 patients have enrolled at UH, the only site in Ohio to have opened the study. At UHCMC, the vaccine is given after surgery and radiation treatments.

"Normally, vaccines are used to prevent disease, but in this case, the vaccine is used to jump-start an immune response against an existing tumor," Dr. Sloan said.

The vaccine is designed to teach the body's immune system to attack the tumor without attacking normal brain cells. Another advantage of the vaccine compared to other experimental treatments is that there are few side effects.

According to Dr. Sloan, early results, although not published, are encouraging. Half of the patients who received the vaccine survived for more than 30 months after treatment.

With the vaccination, 65 percent of patients were still alive after two years, Dr. Sloan said. Several patients have even survived for more than three years.

For an appointment, call toll-free 866.UH4.CARE (866.844.2273).



Older corneas may be acceptable for transplant



A first-ever study that bolsters findings of a national study confirms the viability of older corneas for transplant. A unique contribution to a five-year national study, called the Cornea Donor Study, was made by University Hospitals Case



Jonathan H. Lass, MD

Medical Center. Researchers analyzed 347 patient images from 80 sites across the United States of those patients who had not experienced graft failure after

corneal transplantation.

As a result of the study, the age pool for cornea donors – currently limited to donors 65 and younger – may be expanded by as much as 20 to 35 percent to include donors up to 75 years of age. This will help increase the number of corneas available for transplant around the world.

"Besides expanding the donor cornea pool, the scheduling of transplant procedures could become easier for both surgeons and patients, since there will be more corneas readily available," said Jonathan H. Lass, MD, Professor and Chairman of the Department of Ophthalmology and Visual Sciences at UH Case Medical Center and Case Western Reserve University, who led the study.

For an appointment with the Department of Ophthalmology and Visual Sciences, call toll-free 866.UH4.CARE (866.844.2273).



Stem cell gene therapy can help reduce chemo side effects

Ireland Cancer Center (ICC) researchers have transferred a new gene to cancer patients via their own stem cells that may eventually allow for the use of stronger chemotherapy treatments with less severe side effects.

Under this protocol, MGMT, a drug-resistance gene, is added to stem cells to protect the cells from damage from chemotherapy regimens.



Stanton L. Gerson, MD

In a presentation at the annual American Society of Hematology meeting, Stanton L. Gerson, MD, Director of the ICC and Case Comprehensive Cancer Center, and colleagues explained that

eight patients were enrolled in the trial and six were infused with their own stem cells, which were engineered to carry the MGMT gene. In three patients, gene-carrying stem cells were identified in the blood or bone marrow. In one patient, gene-carrying stem cells were detected up to 28 weeks after their administration.

This significant finding has never been previously reported using this gene and drug combination.

"This study is the first to show the success of treatment," said Dr. Gerson, who spearheaded the Phase I study along with a team of researchers. "These patients show the success of treatment with evidence that their stem cells now carry the new genes. This is a breakthrough, the first time selection with MGMT has been shown to occur in patients."

For an appointment at Ireland Cancer Center, call toll-free 866.UH4.CARE (866.844.2273).



Taking a fall shouldn't go untold



Tripping and falling may be funny in comedy, but not in reality. Seniors often won't mention a fall unless they're hurt, but new guidelines say that first tumble is a good predictor of who's at risk for another, more serious fall.



David E. Riley, MD

The government recorded more than 19,000 deaths from fall-caused injuries in 2005, according to the latest data available. Three-fourths were among people 65 and older.

Nonfatal falls trigger another half-million hospitalizations and almost 2 million emergency room visits. Data also showed one in three seniors falls every year.

At highest risk of falling, according to the guidelines published by the American Academy of Neurology, are people with gait or balance problems, dementia, Parkinson's disease or a history of stroke, weakness or nerve disorders in legs, impaired vision or those who use certain medications.

The guidelines are aimed at neurologists, but a specialist in falls says asking about earlier tumbles makes good sense for any physician.

"Don't pass it off as a natural part of the aging process, but see it as a symptom with many possible underlying causes, some of which are highly treatable," said David E. Riley, MD, of University Hospitals Case Medical Center.

Here is a simple test anyone can do to check if their leg muscles are weakening enough to worry about a fall.

It's called the "get up and go" test: Sit in a hard, straight-backed chair. Fold your arms across your chest. Try to stand. If you can't on the first try, tell a doctor so you can be checked for possible problems, Dr. Riley said.

For people already known to be fall-prone, specialists advise some commonsense precautions: Ask a doctor about exercises to improve balance and strength. Also, minimize slipping risks by removing rugs and adding stair rails and hand-grabs in bathrooms.

For an appointment with the Neurological Institute, call toll-free 866.UH4.CARE (866.844.2273).



Prostate cancer offers a host of treatment options

Prostate cancer is a disconcerting encounter and the multiple treatment options can further confuse patients.




Lee E. Ponsky, MD

"While having a choice of options is an advantage for the patient, it can sometimes create anxiety as he wonders which treatment is right for him,"

said Lee E. Ponsky, MD, Director of the Center for Urologic Oncology & Minimally Invasive Therapies at University Hospitals. "Patients are worried as soon as they hear the 'c' word. We try to calm them. Once they've reached us, we assure them, 'We'll take it from here.'"

Patients benefit not only from such a patient-focused approach, but also from the full spectrum of surgical, radiation therapy or hormone therapy treatments available. Access to the most innovative treatments is ensured, and UH offers several minimally invasive surgical options for prostate cancer.

For an appointment, call toll-free 866.UH4.CARE (866.844.2273).

 **Genetic differences in cancers discovered in new study**

Researchers from the Ireland Cancer Center (ICC) and Case Western Reserve University School of Medicine are part of a new national study that has analyzed more than 18,000 genes, including 5,000 previously unmapped genes, from breast and colorectal tumors.

The study, published online by the journal, "Science," shows a great number of genetic differences between breast and colon cancer tumors. Therefore, researchers conclude that new drugs must be developed that can hit these newly identified genetic targets in a manner specific to each individual's tumor.




Sanford D. Markowitz, MD

Sanford D. Markowitz, MD, PhD, the Ingalls Professor of Cancer Research at ICC and Case Western Reserve University, said, "The new insights gained are important in that

they indicate there is great genetic diversity from one tumor to the next.

Only a handful of genes are common targets for damage, and it will accordingly be necessary to develop a panel of drugs that target specific mutant genes in order to be able to provide individualized cancer treatment to different individual patients," he said.

 **Heiple-Lennon Chair awarded to UHCMC orthopaedic surgeon**

Renowned orthopaedic surgeon Matthew J. Kraay, MD, was recently named the holder of the prestigious Kingsbury G. Heiple, MD, and Fred A. Lennon Endowed Chair and Professorship in Orthopaedics. Dr. Kraay serves as Director of Joint Reconstruction and Arthritis Surgery at University Hospitals Case Medical Center (UHCMC) and as Professor of Orthopaedic Surgery at Case Western Reserve University (CWRU) School of Medicine.

The Heiple-Lennon Chair was created by the Fred A. Lennon Charitable Trust to support research and technology



Matthew J. Kraay, MD

advancements in orthopaedics at UHCMC and CWRU, while honoring Dr. Kingsbury Heiple, former chairman of the UHCMC Department of Orthopaedic Surgery, for his numerous contributions. Fred A. Lennon was the founder of the Swagelok Company, a privately-held company that designs, manufactures and delivers an expanding range of the highest-quality, fluid system products and solutions.

A national leader in his field, Dr. Kraay is a recipient of the Hip Society's 2006 Otto Aufranc Award and is consistently named among Consumers Research Council of America's "Best Doctors in America" and in Cleveland Magazine's annual "Top Docs." He is an investigator in numerous National Institutes of Health grants, including a \$2.4 million grant to study the mechanics and performance of hip replacements.

For an appointment with the Joint Reconstruction and Arthritis Surgery program, call 866.UH4.CARE (866.844.2273).

the Philanthropic Spirit

RAINBOW CIRCLE OF FRIENDS PROGRAM ENJOYS 5TH CONSECUTIVE RECORD-BREAKING YEAR



1. Paul Newman joined Rob Telecky (left), who heads the Comics for Kids Circle and is a UH employee, at the celebrity go-kart race during the Grand Prix of Cleveland to raise \$25,000 for Rainbow.
2. Ronnie Ryavec, son of Circle of Friends members Sue and Ron Ryavec, raised \$32 for Rainbow from his lemonade stand.
3. As a result of a fundraiser by the Bambini Circle led by Kim Diemert, craft carts were provided for Rainbow patients on Halloween. The volunteers working with the children included, from left, Charlene Matthews, Lynne Geisler, Kimberley Diemert, Maura Nagel, Sharon Klonowski, Toni Millar
4. Avroy A. Fanaroff, MD; Sally Stewart; Thomas F. Zenty, III; and Sharon Klonowski enjoyed the "Cool Nights, Hot Jazz" event at the grand opening of the Park Lane Villa Ballroom in University Circle. The event raised \$55,000 for Rainbow.

Since its founding in 1887, Rainbow Babies & Children's Hospital has benefited from strong, passionate support from its volunteers and community. Today, Rainbow's proud tradition of grassroots support is reflected in the popular Circle of Friends program.

Circle of Friends was founded in 2002 to provide the voice and structure for people who voluntarily commit their time, talents and financial assistance to benefit Rainbow. A circle can be a group of individuals or an organization that provides materials or volunteers to raise funds for important programs at Rainbow.

Circle of Friends continues to be a resounding success. In 2007, more than 60 Circle of Friends events raised well over \$500,000 for Rainbow, marking a fifth consecutive record-breaking year.

Circles ranged from a lemonade stand that raised \$32 and a Judson Retirement Community knitting group that made booties, caps and blankets for babies, to golf outings and the annual Grand Prix Charities Pro-Am/Celebrity Go-Kart Race, which raised \$25,000 for Rainbow.

Continued next page



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What's the secret of Circle of Friends' success?

"Circle of Friends is here to help people in our community who have been touched by Rainbow Babies & Children's Hospital, whether as a grateful patient, friend, family member or other loved one, support our mission in their own special way," said Sharon Klonowski, director of the program.

Mrs. Klonowski said the process for starting a circle is simple. The first and most important steps are to create and gather your own circle. Once those steps are completed, she will provide start-up materials and ideas, and provide assistance in project planning.

Geoff Masten, a Circle of Friends volunteer who helped organize Sips & Dips on 6th, a wine and food party at Studio Dino that raised more than \$4,000 for Rainbow in its first year, said the program allows individuals to join together to make a difference on a larger scale than if they acted alone.

"Helping to organize and plan a circle event was one of the most rewarding experiences of my life," he said.

Other volunteers, such as Kathy Ellsworth, draw support from Circle of Friends in both assisting Rainbow and remembering a loved one. Each year, the Ellsworth family holds a 3-day youth basketball tournament named in honor of their late son, Jared. In its fifth year, the Jared Ellsworth Celebration Basketball Tournament brought together over 800 children to support Rainbow.

"Rainbow Babies & Children's Hospital had given our son, Jared, and our family so much hope and support over many years," Mrs. Ellsworth says. "Even after our son's death, Rainbow continues to

support us through Circle of Friends. With this year's tournament, as always, Circle of Friends was right by our side, dedicating actual volunteer hours to our cause and providing extras so that the youth had a good time."

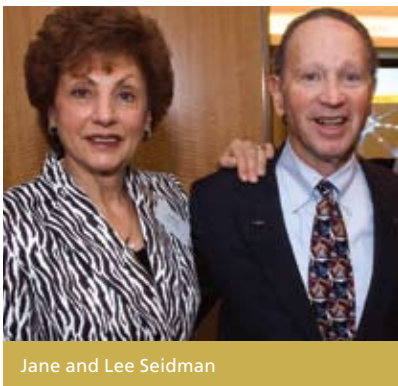
Other successful Circle of Friends events in 2007 included:

- Bambini Wine Tasting Circle, held at the Shoreby Club, which raised over \$48,500 to establish and supply the Rainbow Cart to promote artistic activities. Kimberly Diemert chaired this smashing event.
- "Runway for Rainbow: The Power of Fashion," a fashion show developed by a committee of individuals who partnered with Saks Fifth Avenue, The Club at Key Center and other groups to raise money for Rainbow.
- "Cool Nights, Hot Jazz," organized by Sally Stewart every year, which drew more than 200 friends to raise over \$100,000 for Rainbow. The 2007 event was held in conjunction with the grand opening of the newly restored Park Lane Villa Ballroom.
- Rainbow's involvement in the Cleveland Auto Show Charity Preview Gala, which raised \$82,000, making it the largest Circle of Friends event of the year.

Mrs. Klonowski said Circle of Friends' 2008 calendar is quickly filling up, setting the stage for yet another record-breaking year. Events for 2008 include bowling bashes, basketball tournaments, fashion shows, tea parties golf outings, benefit dinners, comedy shows, and more.

To start or join your own circle, contact Circle of Friends at 216.844.8728 or online at www.rainbowcircleoffriends.org.

NEW CHAIR IN PEDIATRIC CANCER ESTABLISHED



Jane and Lee Seidman

Jane and Lee Seidman of Cleveland have donated \$1 million to create the Jane and Lee Seidman Chair in Pediatric Cancer Innovation at Rainbow Babies & Children's Hospital. The Seidmans' gift honors John J. Letterio, MD, Chief of Pediatric Hematology/Oncology at Rainbow and the Case Western Reserve University School of Medicine, and was

matched by a \$500,000 grant from the Rainbow Babies & Children's Foundation.

The Seidmans are native Clevelanders, and over the last several decades have supported more than three-dozen local charities. In 2003, they shifted their focus to eight major philanthropic choices. Their latest gift expresses their affection for University Hospitals, where both of them were born.

Dr. Letterio's vision for Rainbow's Pediatric Cancer Center inspired Mr. and Mrs. Seidman to establish the chair, an opportunity for the couple to impact the lives of hundreds of young cancer patients in their own home town. Every year, about 13,000 children in the U.S. are diagnosed with cancer. Pediatric cancer

outcomes have improved markedly in recent years, with survival rates now between 70 and 80 percent. Rainbow's vision is to become an internationally recognized comprehensive cancer center devoted to developing novel therapies and providing leading-edge care to improve diagnosis, treatment and quality of life for patients.



John J. Letterio, MD

Dr. Letterio joined Rainbow in 2005 from the National Cancer Institute of the NIH, where he worked in the Center for Cancer Research's Pediatric Oncology Branch as a member of the senior staff and principal investigator in the Laboratory of Cell Regulation and Carcinogenesis. Under his leadership, the Pediatric Cancer Center offers top-notch care, the most promising new treatments, nationally known researchers and educators, and a dedicated, compassionate team of experts devoted to improving the lives of infants, children and teenagers with cancer. The Pediatric Cancer Center is a joint program of Rainbow and the Ireland Cancer Center, one of 41 comprehensive cancer centers as designated by the National Cancer Institute of the NIH, and also part of the Children's Oncology Group, the nation's largest consortium of medical centers for pediatric cancer therapy.

For an appointment with the Rainbow Pediatric Hematology/Oncology program, call toll-free 866.UH4.CARE (866.844.2273).



LINSALATAS GIVE \$500,000 TO RAINBOW EMERGENCY DEPARTMENT



The Marcy R. Horvitz Pediatric Emergency Center will be housed within the new Center for Emergency Medicine (CEM) as a separate entity.

A \$500,000 gift from Jocelyne and Frank Linsalata will create the endowed Jocelyne and Frank Linsalata Fund for Pediatric Emergency Medicine. The Linsalata Fund will support the clinical, research and educational priorities of the Marcy R. Horvitz Pediatric Emergency Center, which houses the Rainbow Babies & Children's Hospital Emergency Department at University Hospitals Case Medical Center (UHCMC).

The Linsalatas' gift helps secure Rainbow's excellence in pediatric emergency medical and trauma care and also advances UH's Vision 2010 plans for a new, larger emergency medical facility in response to a pressing community need. Built in the late 1970s to accommodate an annual census of 40,000 patients, the pediatric and adult emergency departments at UHCMC today struggle to serve a growing volume of 73,000 patients, many of whom are economically disadvantaged. In a given year, the Rainbow Emergency Department cares for more than 28,000 children,

including 700 pediatric trauma patients. Rainbow is one of only three Level 1 pediatric trauma centers in Ohio, as designated by the American College of Surgeons.

The Marcy R. Horvitz Pediatric Emergency Center will be housed within the new 50,000-square-foot, 58-bed Center for Emergency Medicine (CEM) at UHCMC as a separate entity. It will provide dedicated space for pediatric patients, with child- and family-friendly facilities, equipment and staff specific to their needs. The Horvitz Pediatric Emergency Center will also greatly enhance Rainbow's capabilities as a Level 1 trauma center and facilitate fast, efficient response to patient and family needs. A new, adjacent parking facility will ensure better access for visitors.

The Linsalatas are intimately involved in the CEM initiative. Mrs. Linsalata serves as co-Chair of the Center for Emergency Medicine Leadership Council, leading the pediatric efforts for the council, and is a member of the Rainbow National Leadership Council. Mr. Linsalata serves as Chairman of the Board of Trustees of Case Western Reserve University, University Hospitals' primary academic affiliate.



Gregg A. DiGiulio, MD, and Jocelyne Linsalata

Led by Gregg A. DiGiulio, MD, Division Chief of Pediatric Emergency Medicine at Rainbow, the Marcy R. Horvitz Pediatric Emergency Center will also host a pediatric emergency medicine fellowship and serve as the primary training site for pediatric residents to learn pediatric acute care medicine.

VISION 2010, HEART & VASCULAR INSTITUTE KEY TOPICS AT DIAMOND ADVISORY GROUP'S SPRING MEETING

More than 110 University Hospitals (UH) volunteers, guests, and leaders gathered at the new Progressive Field on March 13 for the Diamond Advisory Group's (DAG) spring meeting. The meeting was the largest ever, with a theme of "Runners in Scoring Position" to signify the ongoing progress of Vision 2010. Last year's theme was "Rounding Second."

DAG consists of legal, financial, real estate and insurance professionals in the community who work with the UH gift planning office to assist clients and donors in meeting their philanthropic and financial goals. At the meeting, Herb L. Braverman, Esq., was introduced as the new chair of DAG. He succeeds Marcia J. Wexberg, Esq., who was the founding chair of DAG and will remain an active member.



Daniel I. Simon, MD

Kevin Roberts, Chief Financial Officer at UH, updated members and guests on Vision 2010 and highlighted both the recent upgrade of UH's already-strong bond rating and the historic agreement with the Cleveland Building & Construction Trades Council to support the local economy. The agreement commits 20 percent of Vision 2010

construction jobs in Cuyahoga County to Cleveland residents, while also containing a goal of purchasing 80 percent of construction materials and equipment from suppliers in the region to help fuel economic growth.



COLEMAN \$3 MILLION GIFT WILL ADVANCE CANCER CLINICAL TRIALS



Kathleen A. Coleman

The Coleman family has donated more than \$3 million to further advance cancer clinical trials at the Ireland Cancer Center of University Hospitals Case Medical Center. In honor of her late husband, Lester, longtime UH leader and benefactor Kathleen A. Coleman has made a \$1.5 million gift commitment to Vision 2010 in support of the new Cancer Hospital. This gift is in addition to the \$1.5 million Mrs. Coleman gave in 2003 to establish the Dr. Lester E. Coleman, Jr. Chair in Cancer Research and Therapeutics.

The Kathleen A. and Lester E. Coleman Clinical Research Suite in the new Cancer Hospital will

be named in recognition of Mrs. Coleman's most recent gift.

Dr. Coleman, the former CEO of The Lubrizol Corporation, was a patient at the Ireland Cancer Center and participated in a clinical trial. "Les was grateful for the care he received at the Ireland Cancer Center and enjoyed greater quality of life thanks to the clinical trials program," said Mrs. Coleman, a member of UH's National Cancer Leadership Council, a group of volunteers who serve as advocates for the Ireland Cancer Center. "This gift honors his wishes, as a grateful patient and scientist, to support the advancement of clinical trials for patients. It is made with the deepest appreciation to the wonderful physician-scientists of Ireland Cancer Center, who have a profound impact on people's lives every day."

Scientific discovery was vital to Dr. Coleman and his leadership at Lubrizol reflected his enduring commitment to research and development. He began his career as a scientist and rose through the executive ranks without forgetting about the crucial role that research played in his industry. After his diagnosis with advanced lung cancer at the age of 69, Dr. Coleman remained steadfast in his determination to help researchers until his death on Oct. 21, 2000.

An integral part of the new Cancer Hospital, home to the Ireland Cancer Center, the Coleman Research Suite will be a one-of-a-kind clinical trials center featuring inpatient and outpatient beds for clinical trials, along with a central control room for cell processing and diagnostics.

"Kathy Coleman's gift to support our clinical trials program and all that she's done on behalf of Ireland Cancer Center patients and families is deeply appreciated and moving," said Stanton L. Gerson, MD, Director of the Ireland Cancer Center as well as the Case Comprehensive Cancer Center. "The Kathleen A. and Dr. Lester E. Coleman Clinical Research Suite will support a full spectrum of collaborative, patient-centered scientific inquiry, offering a supportive, efficient and comfortable environment."

The Coleman Research Suite will be the hub for clinical trials in the building, and will provide a centralized space for bringing the latest therapies to the patient bedside.

"The Colemans have done so much to advance cancer care, from Lester's participation in a clinical trial to Kathy's generosity and volunteer leadership at University Hospitals," said Nathan Levitan, MD, Chief Medical Officer at University Hospitals and a lung cancer expert. "Their more than \$3 million donation to Vision 2010 and commitment to cancer research will have a lasting impact on cancer patients now and in generations to come. They have brought us closer to achieving our most important mission – to cure cancer, and to get there, we need new innovative treatments."

For an appointment at Ireland Cancer Center, call toll-free 866.UH4.CARE (866.844.2273).

Also speaking at the DAG spring meeting was Jeffrey Ponsky, MD, Chairman of the UH Department of Surgery, Surgeon-in-Chief at UH Case Medical Center and one of the nation's leading endoscopic surgeons. Dr. Ponsky, whose sons, Lee and Todd, are also UH physicians, reflected on the legacies of Cleveland families who have impacted the UH mission.

Daniel I. Simon, MD, who joined UH in 2006 from Harvard Medical School and Brigham and Women's Hospital in Boston, highlighted the Heart & Vascular Institute's plans for growth and development. He captivated the audience with his passion and ambitious vision for the future of cardiovascular care, research and education at UH. Among the Heart & Vascular Institute's many strategic initiatives, Dr. Simon said, are continued recruitment of preeminent physicians, robust research programs and an expanded presence throughout the UH health system, including the future Ahuja Medical Center, to meet rising demand for services.

For more information on the Diamond Advisory Group, contact Institutional Relations & Development at 216.983.2200.



Members of the Diamond Advisory Group listen as Daniel I. Simon, MD, describes the work of the Heart & Vascular Institute.



NEW CHILD & ADOLESCENT PSYCHIATRY UNIT AT RAINBOW OPENS



left to right: , Michael J. Farrell, Robert L. Findling, MD; Dolores Baker, RN, BSN; Noah Miller, MD; Pamela Homsher; Lori Locke; Patti DePompei

University Hospitals leaders, supporters, staff members and others gathered on March 25 for the opening of the new Child & Adolescent Psychiatry Unit at Rainbow Babies & Children's Hospital. The state-of-the-art, 14-bed inpatient unit was made possible through a significant grant from The Elisabeth Severance Prentiss Foundation. At the time, the grant was the largest ever awarded by the Prentiss Foundation to UH.

The Child & Adolescent Psychiatry Unit integrates superior patient care, training of future mental health professionals and pioneering evidence-based clinical research to advance treatment outcomes. Offering diagnostic and treatment services to help stabilize acutely ill children and adolescents with serious mental disorders, the unit addresses three urgent needs in the community:

1. Enabling parents of a child experiencing a major psychiatric episode to focus on helping the child first, while guiding parents through the other necessary steps in the treatment process;

2. Providing critical access to psychiatric evaluation and care for children brought to Rainbow with general medical illnesses that are complicated by psychological and emotional difficulties;
3. Serving as a "zero tolerance" evaluation resource for parents whose children are suspended from school for making violent or threatening remarks while at school.

Specialized treatment programs are offered for children 12 and under and adolescents age 13-17. In the spirit of Rainbow's mission, a multidisciplinary, family-centered approach is used to assess each child's needs, with an emphasis on functioning within the family, school and community. Families, caregivers, schools, community agencies and case managers are encouraged to participate in the treatment process.

The unit is part of the Division of Child and Adolescent Psychiatry, directed by Robert L. Findling, MD, a preeminent authority in the field. Leading the unit are Noah L. Miller, MD, as Medical Director, and Dolores Baker, RN, as Clinical Nurse Manager. A team of professionals administers all services, which include medical and psychiatric assessment by physicians specializing in child and adolescent psychiatry; psychosocial assessment by licensed social workers; and rehabilitative therapy by occupational, music and art therapists. Behavioral therapy is conducted in peer groups and through a variety of other support measures.

Over the years, the Prentiss Foundation has provided major support to both UH and Rainbow, including recent support of the new Quentin & Elisabeth Alexander Neonatal Intensive Care Unit at Rainbow, named after two longstanding trustees of the Prentiss Foundation.

For an appointment with the Rainbow Child & Adolescent Psychiatry Unit, call toll-free 866.UH4.CARE (866.844.2273).



SAVE THE DATES!

Rainbow Golf Classic

The annual Rainbow Golf Classic will be held Aug. 25 at Kirtland Country Club in Willoughby. Now in its 25th year, the Rainbow Golf Classic supports Rainbow Babies & Children's Hospital and joins Rainbow physicians, corporate sponsors, individuals and families for one of the area's most successful golf charity events.

To sponsor, participate in or learn more about the 25th annual Rainbow Golf Classic, call the Rainbow development team at 216.983.2200.

Ride the Rainbow Gala

The Ride the Rainbow Gala will be held Nov. 15, 2008 at Cleveland Public Hall. Held for the first time in 2004, this biennial event celebrates the achievements of Rainbow Babies & Children's Hospital and serves as its largest fundraiser. The 2006 Ride the Rainbow, hosted at Great Lakes Science Center, drew 1,200 people and raised nearly \$800,000 to benefit Rainbow's neonatology, pediatric cancer and pediatric heart programs. Corporate and table sponsorships and tickets are available.

For more information about Ride the Rainbow, call 216.844.1513 or visit www.ridetherainbow.org.

reflections

Patient-centered care continues to be the foundation of our culture



Catherine S. Koppelman, Senior Vice President & Chief Nursing Officer, University Hospitals

In keeping with University Hospitals' longstanding reputation for delivering the superior personalized care experience, a new relationship-based model of care is being implemented. This relationship-focused approach to care insures that our nurses and medical staff further develop the type of close relationships with our patients and their families that enables the best care. The staff then works with one another to develop care plans and address patient needs collaboratively and in a manner that is unique to each patient.

As part of this important effort, University Hospitals nurses and members of our Patient Family Council have identified the vital information patients and their families need to fully participate in the relationship-based care process. This collaborative effort led to the creation of two important resources -- *The Partners in Care Guide* and *Daily Healthcare Journal*. These companion publications are now given to patients and families at the time they are admitted into our health system. A welcome page and commitment statement in our *Care Guide* let patients know we want them to be comfortable, treated with dignity, and cared for as a unique individual.

The Partners in Care Guide is used primarily as a quick reference guide for patients and families to obtain information about meals, pain management, medications and other topics related to the patient's stay. The *Guide* provides immediate access to the information patients need to understand and plan for their inpatient experience.

The Daily Healthcare Journal is a useful tool for helping patients identify members of their care team; track diagnostic tests they have undergone and record their results; list required medications; manage their unique care schedule; and note advice or special instructions provided by their care team. The *Journal* also provides an opportunity for

patients and their families to collect thoughts and questions for physicians and prepare to participate in rounds.

Under the best of circumstances, the hospital environment can be complex and difficult to navigate. Patients and families under the duress of illness are further challenged to understand and participate in the healthcare process.

It is our hope that *The Partners in Care Guide* and *The Daily Healthcare Journal* will serve as valuable tools in our efforts to identify and manage patients' concerns; to create the optimal healing environment for our patients and their families; and to reduce - and in some cases eradicate - the anxieties surrounding hospitalization.

All members of the University Hospitals community, including our patients, their families and our medical staff, are invited to send their comments and suggestions to www.partnersincare@uhhospitals.org. This feedback will help us to further enhance *The Partner's in Care Guide* and *The Daily Healthcare Journal* and ensure that each publication is pertinent to enhancing the patient experience and ensuring our care team, our patients and their families have the information they need to achieve a positive, healthy inpatient experience.



Bob Gries extends his boundaries both physically and in his philanthropic giving.
Turn to page 10 to learn more.

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