

LEGACY

ACHIEVEMENTS IN HEALTH CARE, MEDICAL SCIENCE AND PHILANTHROPY



UH Ahuja Medical Center: A Jewel from the Ahuja Family

a message

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



Discover the Difference
THE CAMPAIGN FOR UNIVERSITY HOSPITALS

UH SUPPORTERS TRANSFORM THE PATIENT EXPERIENCE, IMPROVE PATIENT LIVES

The year 2010 proved to be an incomparable moment in the history of University Hospitals. We neared completion of our Vision 2010 plan while earning elevated recognition – both nationally and globally – for our quality outcomes and innovative medical institutes. Yet, it was the awe-inspiring generosity and consummate support of our donors that made this past year truly exceptional.

This fall, Jane and Lee Seidman bestowed an astounding gift of \$42 million in support of Vision 2010, the largest private donation in the history of University Hospitals. We shared the news of the Seidmans' decision with 1,200 guests at Severance Hall this past November. In this issue of *Legacy*, you will learn what inspired the Seidmans to make this gift, which will be used to transform cancer care at the newly named University Hospitals Jane and Lee Seidman Cancer Center.

The announcement of the Seidman family support also provided the impetus – and the backdrop – for the launch of the public phase of our bold, new \$1 billion community-wide initiative, *Discover the Difference: The Campaign for University Hospitals*. After raising more than \$685 million during the first phase of the campaign, we are bringing our message to the community, whose continued philanthropy will enable us to extend our nearly 150-year legacy of caring for the patients and families of Cleveland. The comprehensive campaign will be led by two of our staunchest advocates, Chairman of the UH Board, Monte Ahuja, and Lifetime Board Member, Jack Breen.

The Severance celebration came on the heels of yet another watershed moment for our health system – the dedication of the University Hospitals Ahuja Medical Center, which will open to patients early this year. In November, our extraordinary benefactors, Monte and Usha Ahuja and their family, joined our leadership team and 1,000 special guests at UH Ahuja Medical Center celebrating its completion. In these pages, you will hear the Ahujas' thoughts on the facility that was born of their vision and passion for health care.

Finally, we are privileged to share with you the story of long-time UH champions, Eleanore and Robert Risman and their daughter, Kathy Risman. In honor of their enduring support of UH – which includes one of the largest single gifts in our history – we have named a three-story outpatient medical building at the new UH Ahuja Medical Center the Kathy Risman Pavilion. The space will be a vital part of the UH Ahuja Medical Center campus and will endure as a lasting legacy to the great generosity of the Risman family.

On behalf of the entire UH community, I wish to express my gratitude to the Seidmans, the Ahujas, the Rismans and to each of you, our steadfast supporters, for your magnanimity and for your faith in our mission – To Heal. To Teach. To Discover. Together, we are transforming the way we deliver health care – and the lives of the patients we serve – today and for decades to come. **UH**

A handwritten signature in black ink that reads "Thomas F. Zenty III". The signature is written in a cursive, flowing style.

UNIVERSITY HOSPITALS
LEGACY

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USHA and MONTE AHUJA in the new UH Ahuja Medical Center / photo **KEITH BERR**

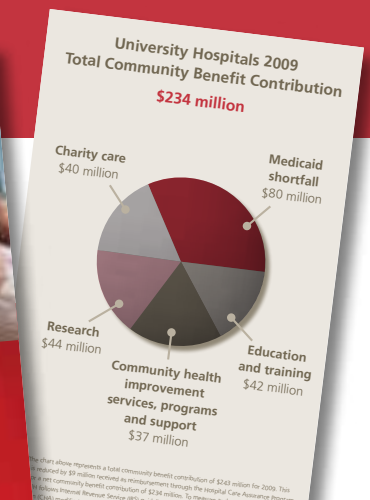
Highlights

EXCEPTIONAL CARE BY UH NURSES EARNS HIGHEST AWARDS FROM NATIONAL ORGANIZATIONS

University Hospitals Case Medical Center's Reinberger Neuroscience Intensive Care Unit (NSU) has earned the prestigious **Beacon Award for Critical Care Excellence**. This is a top honor awarded by the American Association of Critical Care Nurses recognizing nursing excellence.

The NSU joins four other intensive care units at University Hospitals Case Medical Center which have been recognized with Beacon Awards: Medical Intensive Care Unit (MICU); UH Harrington-McLaughlin Heart & Vascular Institute's Cardiac Intensive Care Unit (CICU); Surgical Intensive Care Unit (SICU); and University Hospitals Rainbow Babies & Children's Hospital's Pediatric Intensive Care Unit (PICU). The MICU is the only ICU in the nation to have received this honor consecutively for five years while the SICU has received it three times.

"Having five intensive care units recognized with this award is truly a national distinction and high praise for the excellence of our nurses," said Fred Rothstein, MD, President of UH Case Medical Center. "Exceptional nursing care has always been a cornerstone of UH Case Medical Center, and we're proud to see a national organization validate this superior work."



UH PROVIDES \$234 MILLION IN ANNUAL COMMUNITY BENEFIT CONTRIBUTIONS

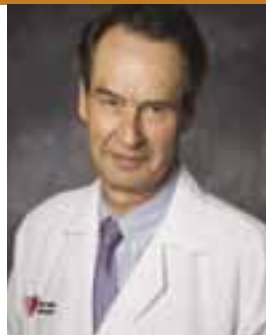
Providing free mammograms and breast exams are just some of the many ways UH serves Northeast Ohioans through community benefit programs – clearly more important than ever during tough economic times. Obesity prevention, safety programs for kids, medical research, health care education, and assistance in paying medical bills are all part of UH's contribution to communities it serves in Northeast Ohio.

To learn more about UH's \$234 million in annual community benefit contributions, visit UHhospitals.org/communityLegacy2011.

NEW PEDIATRIC EPILEPSY DIVISION OFFERS INNOVATIVE SOLUTIONS TO CHILDREN



Ingrid Tuxhorn, MD



Hans Lüders, MD, PhD

Epileptic seizures for children are unsettling for both the child and his or her parents, and no one knows that better than Ingrid Tuxhorn, MD, Chief of the newly created Division of Pediatric Epilepsy at UH Rainbow Babies & Children's Hospital and Professor of Pediatrics at the Case Western Reserve University School of Medicine. Dr. Tuxhorn and world-renowned epilepsy specialist Hans Lüders, MD, PhD, lead an interdisciplinary team of experts in offering specialized medical and surgical solutions for a full range of pediatric, adolescent and adult seizure disorders. Dr. Lüders is Director of the Epilepsy Center at the UH Neurological Institute at UH Case Medical Center and Professor of Neurology

at the Case Western Reserve University School of Medicine.

As a comprehensive level IV pediatric epilepsy center, the new division serves as a regional and national resource. "The UH epilepsy team is one of the most experienced in the country and uses the most advanced medical and surgical diagnostic treatment options to diagnose and localize complex seizure disorders and plan their treatment," said Dr. Lüders.

According to Dr. Tuxhorn, one recent innovation involves early selection of children who are expected to respond well to surgical procedures that can positively impact the child's future.

For more information about the Pediatric Epilepsy Program at UH Rainbow Babies & Children's Hospital or to schedule an appointment, visit UHhospitals.org/epilepsyLegacy2011 or call 1-866-UH4-CARE (1-866-844-2273).

UH FASTCARE CLINICS CAN SAVE YOU TIME

The success of the region's first University Hospitals FastCare walk-in retail health clinic has resulted in the opening of two more UH FastCare locations with another slated for this month. Already open in Giant Eagle supermarkets at Legacy Village in Lyndhurst; 5275 Mayfield Road, South Euclid; and 351 Center Street, Chardon, the next one will open in the Giant Eagle at 36475 Euclid Avenue, Willoughby Commons. The clinics are staffed by UH nurse practitioners who provide high-quality diagnosis and treatment of many minor episodic health conditions such as sore throats, ear and sinus infections, flu and colds, and allergies. UH FastCare clinics are open seven days a week, including evenings and weekends, offering convenience as well as a low-cost alternative to an emergency room visit for minor ailments.

"University Hospitals is proud to work with Giant Eagle to create these clinics where patients have access to high quality, convenient and affordable care," said Michael Nochomovitz, MD, President of University Hospitals Physician Services. "The UH FastCare clinics are yet another extension of University Hospitals' integrated health system. UH now offers the full continuum of care with services ranging from retail clinics to urgent care, corporate health, ambulatory and hospital services as well as nationally renowned Centers of Excellence based at UH Case Medical Center."

THE EYES HAVE IT

Fewer needle sticks and injections may await patients with wet macular degeneration, thanks to the use of a new diagnostic imaging technology to observe blood vessels inside the retina. Optical Coherence Tomography (OCT) is a novel noninvasive method for evaluating and measuring important retinal characteristics. Its use has resulted in the decreased need for fluorescein angiography and the dye injection that is needed for this procedure. OCT is a very precise way of looking at the retina and augments other well-established tests of retinal health.

Macular degeneration is a chronic eye condition that causes vision loss in the center of the field of vision and sometimes causes swelling due to blood vessel leakage near the macula, located at the back of the retina.

For more information about macular degeneration or to schedule an appointment, visit UHhospitals.org/eyeLegacy2011 or call 1-866-UH4-CARE (1-866-844-2273).



RONALD MCDONALD CARE MOBILE HITS THE ROAD

Thanks to gifts totaling over \$900,000, Ohio's first Ronald McDonald Care Mobile® hit the road in May. Generous support from Ronald McDonald House Charities®, Inc.; Ronald McDonald House Charities® of Northeastern Ohio, Inc.; McDonald's Owner/Operators Allen D. and Mary Jo Smith; Charter One; and Paul and Cookie Joseph made this mobile dental clinic a reality, bringing dental care to inner-city children.



UH Ahuja Medical Center: the Ultimate

University Hospitals' newest health care jewel, the UH Ahuja Medical Center, was dedicated with more than 1,000 celebrants present at an event on Saturday, November 13. U.S. Sen. George Voinovich praised the Ahujas for their generosity and continued support of UH and the entire region.

The event was followed by a public open house on Sunday, November 14, where 11,000 visitors enjoyed hospital tours, health screenings, children's activities, refreshments, and a chance to meet physicians and staff. All were part of the community excitement generated by the opening of the facility and the celebration to honor the family for whom the building is named. Monte and Usha Ahuja and their family are the visionary philanthropists whose transformative gift of \$30 million led to the development of the \$298 million 53-acre health care campus.

With the official opening to patients of the UH Ahuja Medical Center in Beachwood in early 2011, University Hospitals will give the community a comprehensive healing environment for patients and their families. Distinguished by its commitment to exceptional, personalized patient care, harmonious healing environment and leading-edge medical technology, the medical center will set a higher bar for health care delivery in the US.

"We will be considered a national leader in quality, patient satisfaction and physician





The Ahuja family from left: Daughter Ritu, Monte and Usha Ahuja, daughter Manisha and her husband Neil Sethi with their children Raina and Rohan

Healing Environment

satisfaction for a long time to come," said Alan Hirsh, MD, Chief Medical Officer for UH Ahuja Medical Center.

Nestled on a beautifully landscaped 53-acre campus conveniently located near the intersection of I-271 and Harvard Road at Chagrin Highlands, the 432,000-square-foot facility houses a 144-bed, seven-story hospital, and attached 60,000-square-foot outpatient medical building. To recognize the extraordinary generosity of Eleanore and Robert Risman and their daughter Kathy to UH, the three-story outpatient medical building has been named the Kathy Risman Pavilion. (See related story on Page 24).

The UH Ahuja Medical Center's award-winning design focuses entirely on providing the finest health care available when patients are sick or injured and fosters individual and family wellness year-round. The design ensures that visitors will find easy navigation and convenient access throughout the building to medical services and the wellness facilities. They also may relax at the restaurant, where

(continued on Page 6)

Ahuja Family Gift Is a Magnificent Legacy

The story of Monte and Usha Ahuja is the story of the American dream. Each emigrated from India – Usha in 1968 and Monte in 1969 – with empty pockets and hopeful hearts. He earned a master's degree in mechanical engineering at The Ohio State University and an MBA at Cleveland State University.

"It was in my adopted country that I had the great fortune to meet my brilliant and talented wife, Usha," he said. A mathematics gold medalist in India, Usha was also studying at Ohio State, where she earned her PhD in math. For nearly 20 years, while raising two children and helping her husband build his business, Usha taught at the university level.

It was at Cleveland State that Monte developed a daring business plan as his MBA thesis. Just two weeks after graduation in 1975, he implemented that plan. The business he founded, Transtar Industries, is now the leading worldwide distributor of original equipment quality transmission parts to the motor vehicle repair industry and one of America's great business success stories.

Today, their generous gift of \$30 million, one of the largest ever made to University Hospitals, has resulted in one of the premier medical centers in the US. Their dream fulfilled, the Ahuja family has reason to celebrate.

"It's a great tribute to this country that we were able to come here, build a great life for ourselves, and have the opportunity to give something back," Monte said.

Involved from site selection through design, the Ahujas have watched with great anticipation and delight as the University Hospitals Ahuja Medical Center was built. "I have always said this was going to be the Ritz-Carlton of hospitals," declared Monte, who serves as Chairman of UH's Board of Directors. "The final outcome is far greater than my expectations."

Usha is equally pleased with the remarkable facility that will provide comprehensive, personalized care: "Any patient who comes to this hospital will be treated as if he or she is the most important person here," she said.

But this gift is the beginning of another dream of the Ahujas, along with their daughters Ritu and Manisha and son-in-law Neil Sethi. Their hope is that their contribution will underscore the importance of giving for other families throughout Northeast Ohio.

"This is a legacy that we believe will motivate not only our family to stay charitable, but also will encourage other people to give," Monte concluded.

“The patients and the physicians in the community will have direct, convenient access to these world-class physicians, their quality programs and state-of-the-art technology at the center.”

– Alan Hirsh, MD, Chief Medical Officer, UH Ahuja Medical Center



More than 1,740 people received free health screenings at the community open house.

UH Ahuja Medical Center

diners will savor healthy, delicious cuisine and expansive views of the natural settings through the windows or from a seasonal, *al fresco* patio dining area.

Upon entering the hospital's main lobby, floor-to-ceiling windows and a second floor balcony welcome visitors to an open, inviting space. Numerous windows take full advantage of the lovely vistas surrounding the medical center, filling it with natural light. A welcoming gas-burning hearth anchors one end of the lobby. Soft floor finishes and 250 works of art, including a magnificent 36- by 10-foot glass installation by internationally known Dale Chihuly, complement the interior, making it a place for hope and healing for visitors in their time of greatest need.

Outside, the gently rolling terrain offers a healing garden, four ponds, trees and landscaped areas that create a calming environment to enhance comfort and promote stress recovery.

“The green space design throughout the medical center is a unique feature in terms of the amenities such as natural light, art, music and environmentally conscious landscaping that will all come together to create a special experience for the patients and families we will serve,” said James Benedict, President of UH Ahuja Medical Center.

He added that patients also will benefit from the team approach and camaraderie of the physicians and staff working together at the medical center. “We are doing a lot to foster an esprit de corps for the staff that provides care within the facility,” added Dr. Hirsh. “Our strong



team concept and interdisciplinary model will result in better outcomes for patients.”

The seven-story facility features all single-patient rooms, a comprehensive imaging center, inpatient and outpatient surgical suites with leading-edge technology, catheterization labs, an outpatient medical building, and adult and pediatric emergency services.

Patients and visitors will enjoy a number of other amenities, including private rooms with sweeping outdoor views, in-room refrigerators, flat-screen TV, wireless Internet access, private bathroom, sink for caregivers, convertible daybed for overnight visitors and beautiful art. UH

To support the work at UH Ahuja Medical Center, visit UHAhuja.org/givingLegacy2011 or use the envelope inserted in this issue and mark it “UH Ahuja Medical Center.”

from left: UH Ahuja Medical Center President James Benedict, Beachwood Mayor Merle Gorden, Manisha and Neil Sethi, Ritu, Usha and Monte Ahuja, Sen. George Voinovich, UH CEO Thomas Zenty III, and UH Chief Administrative Officer Steven Standley.



10,000 people attended the open house.

Institutes at UH Ahuja Medical Center provide answers to the most complex problems

Four of the major specialty institutes at University Hospitals Case Medical Center will maintain a complete presence at the new UH Ahuja Medical Center in Beachwood. An institute is comprised of a number of Centers of Excellence (see *related story on Page 25*). These centers are specific subspecialty areas in which University Hospitals provides experts to deal with complex medical issues within the framework of the institute. These institutes include the following:



Fabio Cominelli, MD



Conor Delaney, MD

UH Digestive Health Institute

Directed by Fabio Cominelli, MD, Chief, Division of Gastroenterology & Liver Disease, and Conor Delaney, MD, Chief, Division of Colorectal Surgery, the UH Digestive Health Institute stands as a national leader in the prevention, diagnosis and treatment of digestive and liver diseases. U.S. News & World Report consistently ranks the program as one of the best in the country. The endoscopy suite is the first hospital unit in Ohio recognized by the American Society for Gastrointestinal Endoscopy.



Daniel Simon, MD

UH Harrington-McLaughlin Heart & Vascular Institute

As a premier cardiovascular care center, the institute provides complete diagnostic and therapeutic patient services, and pursues leading-edge research to develop new treatments. Under the leadership of Daniel Simon, MD, Chief, Division of Cardiovascular Medicine, it offers patients access to premier facilities staffed by some of the country's foremost experts in cardiac and vascular surgery, electrophysiology, cardiovascular imaging, minimally invasive interventions, heart failure treatment and transplantation, atrial fibrillation and other arrhythmias, stem cell regeneration and prevention strategies.



Warren Selman, MD



Anthony Furlan, MD

UH Neurological Institute

As the only Neuroscience Center of Excellence in Ohio with a Stage 4 Institute designation, which is the highest rating available, the institute provides innovative, integrated and individualized care for patients with a complete range of neurological disorders. Directed by Warren Selman, MD, Chairman, Department of Neurological Surgery, and Anthony Furlan, MD, Chairman, Department of Neurology, it offers the full range of neurological and neurosurgical services at the primary location at University Hospitals Case Medical Center, as well as several community medical and health centers, including UH Ahuja Medical Center.



Firouz Daneshgari, MD

UH Urology Institute

Under the direction of Firouz Daneshgari, MD, the institute offers field-leading expertise, clinical research and innovative treatments in all areas of adult and pediatric urology. Because of these specialized services and a compassionate team of surgeons and physicians, the institute delivers the best care possible to each and every patient through six centers, which focus on female pelvic medicine and surgery, men's health and stones, pediatric urology, pelvic pain, urologic oncology, and robotic and minimally invasive surgery.

For more information or to make an appointment, visit UHAhuja.org/Legacy2011 or call 1-866-UH4-CARE (1-866-844-2273).

DISCOVER THE **Difference:** THE CAMPAIGN FOR UNIVERSITY HOSPITALS

One **BILLION**

Discover the Difference: The Campaign for University Hospitals

has already raised \$685 million. More than 50,000 individuals, foundations and corporations have supported the campaign including children sending money earned from lemonade stands. There has been an unprecedented number of transformational gifts, seven of which were more than \$10 million. Every gift matters as this campaign works toward the goal of transforming the future of health care.

Quentin and Elisabeth Alexander



The Elisabeth Severance Prentiss Foundation, of which Quentin and Elisabeth Alexander are trustees, made a historic \$17.25 million gift in support of UH's Vision 2010 strategic plan.

Campaign co-chairs are longtime leaders

Monte Ahuja and John (Jack) Breen will serve as campaign co-chairs. Monte is Chairman of the UH Board of Directors and a longtime, generous supporter of UH. He, along with his wife, Usha, and family, donated \$30 million to UH in 2006 and the new UH Ahuja Medical Center is named in their honor. Jack, a member of the UH Board of Directors for 30 years, was named a UH Lifetime Board Member in December 2009. He and his wife, Mary Jane, donated \$5 million to UH in 2009 and the new Breen Breast Health Pavilion at UH Case Medical Center, opening in spring 2011, is named in their honor.

"The community's abiding support of University Hospitals has enabled us to become one of the finest health care organizations in the country and the world," said Monte. "This ambitious campaign, *Discover the Difference*, will make an enormous impact on the lives of everyone touched by UH. Additionally, I am honored to serve with my friend Jack Breen, a steadfast and devoted UH leader, whose insight, leadership, business acumen and generous contribution of his time and energy have played an integral role in our health system's growth and success."

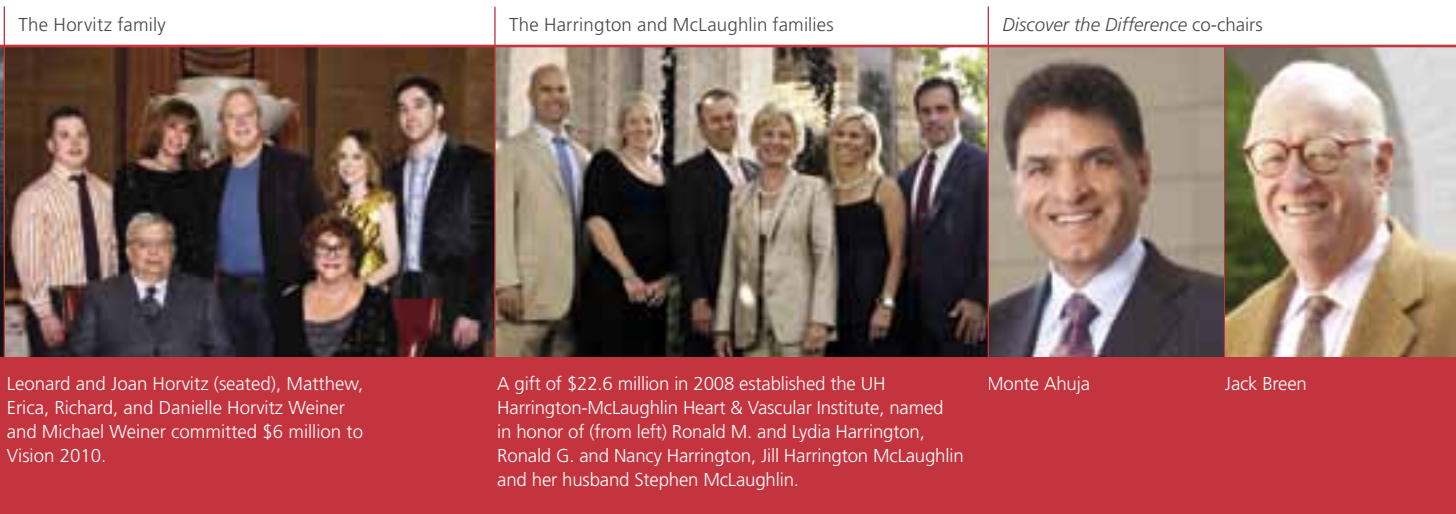
"I am so proud to lead this important next phase in UH's history with Monte because I have personally discovered the difference that University Hospitals makes in the lives of patients every day," added Jack. "University Hospitals has been vitally important to my family for generations. We have benefited from its pre-eminent medical care and been touched in so many ways by UH throughout our lives. We are privileged to be among the many individuals and families who have given to University Hospitals and hope that *Discover the Difference* will inspire many others."

By far the largest comprehensive fundraising campaign in UH's nearly 150-year history, *Discover the Difference* will build upon the success of Vision 2010 and its new capital projects which, in spite of difficult economic times, moved forward in the past five years supporting the economy and creating thousands of jobs.

Five New Facilities Are Already Open and Serving the Public and Two Will Open Soon

The 38-bed Quentin & Elisabeth Alexander Neonatal Intensive Care Unit at UH Rainbow Babies & Children's Hospital opened to the most fragile patients in 2009, combining technical sophistication with a homelike environment for newborns and family members. In this extraordinary environment, with the expertise and compassion of a nationally recognized staff, miracles are taking place every day.

The November 29 event at Severance Hall for 1,200 invited guests announcing the extraordinary \$42 million gift from Jane and Lee Seidman honored the couple and also launched the public phase of University Hospitals' \$1 billion comprehensive fundraising campaign, "*Discover the Difference: The Campaign for University Hospitals.*"



The Horvitz family
Leonard and Joan Horvitz (seated), Matthew, Erica, Richard, and Danielle Horvitz Weiner and Michael Weiner committed \$6 million to Vision 2010.

The Harrington and McLaughlin families
A gift of \$22.6 million in 2008 established the UH Harrington-McLaughlin Heart & Vascular Institute, named in honor of (from left) Ronald M. and Lydia Harrington, Ronald G. and Nancy Harrington, Jill Harrington McLaughlin and her husband Stephen McLaughlin.

Discover the Difference co-chairs
Monte Ahuja
Jack Breen

UH health centers in Twinsburg and Concord are also open and exceeding expectations in the communities they serve by providing primary and specialty services along with ready access to nearby UH medical centers. UH Medina and UH Sharon health centers offer an expanded University Hospitals presence in the rapidly growing Medina County region.

Looking ahead, the UH Ahuja Medical Center in Beachwood will open early this year. The UH Seidman Cancer Center at UH Case Medical Center campus and the UH Center for Emergency Medicine and Marcy R. Horvitz Pediatric Emergency Center will open in mid-2011, signaling the culmination of the largest building campaign in UH history. These state-of-the-art facilities will successfully blend advanced technology with thoughtful personal touches to deliver incomparable patient experience in environments that are inviting and promote healing.

Great Medicine Requires More Than Just Great Facilities

"As we celebrate the near completion of Vision 2010, which has unequivocally transformed our nationally recognized health care organization, we turn an eye toward our exciting future," said UH Chief Executive Officer Thomas Zenty III. "It is the long history of providing the highest-quality patient-centered care for nearly 150 years that makes UH what it is today. Looking to the next step in our upcoming three-year strategic plan, we will build on the success of the newly accomplished capital projects and now shift the focus to supporting the unparalleled patient-centered care that defines the difference and sets UH apart."

As more of the doors of the Vision 2010 projects open to the community, the caring touch that has been the hallmark of UH for generations will be extended. The priorities in *Discover the Difference* will be to support the flagship hospitals within UH and some major initiatives (listed at right).

"This is perhaps the greatest moment in UH's history," he added, "as we celebrate the completion of this building expansion and embark upon the next chapter in delivering our mission: To Heal. To Teach. To Discover." UH

To contribute to this important undertaking, use the envelope inserted in this issue and mark it *Discover the Difference*, call 216-983-2200 or visit UHhospitals.org/discoverLegacy2011.

Some Major Initiatives Include:

Hospitals

- UH Ahuja Medical Center
- UH Case Medical Center
- UH MacDonald Women's Hospital
- UH Rainbow Babies & Children's Hospital
- UH Seidman Cancer Center

Institutes

- UH Digestive Health Institute
- UH Eye Institute
- UH Harrington-McLaughlin Heart & Vascular Institute
- UH Neurological Institute
- UH Urology Institute
- UH Transplant Institute
- UH Center for Emergency Medicine & Marcy R. Horvitz Pediatric Emergency Center



“Cancer has affected our family since my maternal grandfather died in 1902. So, Jane and I are overjoyed to make this gift that may lead to finding cures for cancer.” – Lee Seidman



JANE AND LEE SEIDMAN'S
Unsurpassed Gift
TRANSFORMS CANCER CARE

Lee and Jane Seidman gave a magnificent gift of \$42 million to Vision 2010 with their usual great generosity, compassion and *joie de vivre*. But the largest private donation in the history of University Hospitals also came from personal experience: the loss of several beloved family members to cancer.

"Cancer has affected our family since my maternal grandfather died in 1902," Lee said. "So, Jane and I are overjoyed to make this gift that may lead to finding cures for cancer."

Named in their honor, the \$260 million, 375,000-square-foot UH Jane and Lee Seidman Cancer Center will consolidate and triple the square footage that cancer services currently encompass at UH Case Medical Center. The combination of the latest treatment protocols and most advanced imaging, therapeutic and information technologies with an extremely comforting and healing experience for patients and their families will place the new freestanding building at the national forefront of cancer care.

"Lee and Jane have given us a remarkably generous gift," said Nathan Levitan, MD, President of UH Seidman Cancer Center. "It will have an immense impact on the quality of medical care, along with the experience and environment of care that we can provide for patients and their families."

"We are so pleased by Jane and Lee's magnanimous support of Vision 2010 and our cancer hospital," added Fred Rothstein, MD, President of UH Case Medical Center. "Their commitment to UH will change the face of cancer care for our patients as well as the next generation of patients. We are extraordinarily proud that our cancer center and all nine outpatient cancer programs in UH's regional network will bear the Seidmans' name."

Two years ago, the Seidmans demonstrated their dedication to pediatric cancer care by giving

\$1 million to UH Rainbow Babies & Children's Hospital to establish the Jane and Lee Seidman Chair in Pediatric Cancer Innovation. John Letterio, MD, UH Rainbow Babies & Children's Hospital's Chief of Pediatric Hematology-Oncology, became the first holder of the chair in 2008. He recalled a recent conversation with Lee that revealed what an extraordinary person he is and how deeply he and Jane care about their community.

"We were enjoying the view of the cancer center construction site from the Ruhlman Conference Room on the 11th floor of Lerner Tower," Dr. Letterio said. "Everyone was commenting on how gorgeous the building was and so on, and Lee said, 'Think about how many individuals will be touched by what goes on in that building.'"

After making their gift toward the endowed chair, the Seidmans decided that they wanted to do something on a larger magnitude. "The more we saw of the plans for the cancer hospital, and the more we talked about it, the more enthusiastic we got about giving a gift to help build it," Jane said.

Jane and Lee each have a long history of philanthropy. Both were inspired by their parents' example of generosity and concern for supporting health care. At night while he did his homework, Lee's mother transcribed books into Braille. His interest in giving back to his community started with his first business: a Cleveland Press paper route when he was 9 years old. He decided to give \$1.50 or 1 percent of his annual earnings to Community Chest, which is now known as United Way of Greater Cleveland.

Jane, whose mother was a hospital volunteer most of her life, got her first experience in charitable giving at 18, when she joined her mother to help Danny Thomas raise money for what became St. Jude Children's Research Hospital in Memphis.

“We are far from the wealthiest people in Cleveland, but



Unsurpassed Gift

To celebrate her 60th birthday, Jane set up an endowment fund at St. Jude.

Lee founded The Motorcars Group in 1958, and led the company to become one of the largest auto dealership networks in the US. During his 51-year career in the field, he had owned 36 franchises. He met Jane when she was working as a lease manager at Motorcars, and they married in 1984.

After retiring, the couple became even more focused on their philanthropic endeavors. Lee attended a weekend gathering hosted by a non-profit organization, the Wealth & Giving Forum, which instructs individuals interested in distributing their wealth to treat philanthropy as a business. The course helped the Seidmans, who had given regularly to more than four dozen worthy causes, hone their philanthropic impact by concentrating their donations to a few health care institutions and the Jewish Community Federation of Cleveland.

Today, in addition to their gift toward this state-of-the-art new cancer hospital that will shape cancer care far into the 21st century, the Seidmans stand as a shining inspiration to give whatever one can to help people in need. “We are far from the wealthiest people in Cleveland, but we give beyond proportion from our net worth,” Jane said. UH

To contribute to this important work, use the envelope inserted in this issue and mark it “Curing Cancer” or visit UHSeidman.org/Legacy2011.



The University Hospitals Seidman Cancer

The unprecedented gift of Jane and Lee Seidman to Vision 2010 will have an impact on all patients and visitors who enter University Hospitals Seidman Cancer Center. When it opens in 2011, it will be the only freestanding cancer hospital in the region and only one of two in Ohio. The beautifully designed, nine-story, 150-bed facility will combine the latest, state-of-the-art cancer treatment technology with remarkable amenities and design features to enhance the patient experience.

“I am delighted with every element of this building, because it captures all of the critical components of a coordinated cancer care program,” said Stanton Gerson, MD, Director of UH Jane and Lee Seidman Cancer Center.

University Hospitals’ decision to build this hospital was primarily to address the fact that the cancer rate in Northeast Ohio is increasing as its population continues to age. Already known as one of the premier cancer centers in the US, UH will now centralize all of its cancer care programs, which had been located in different areas, under one roof.

The goal of the design is to provide cancer patients with: 1) the most advanced treatment available; 2) the latest in cancer care innovations and technology; and 3) the best, most compassionate experience for them and their families.

we give beyond proportion from our net worth.” – Jane Seidman



The University Hospitals Seidman Cancer Center will be the only freestanding cancer hospital in Northeast Ohio when it opens in the spring.

Center Will Focus on Premier Care

To ensure that the design features a patient-friendly setting, UH assembled a group of patients and families to offer the perspective of someone who had been through treatment. “One result of their suggestion is that the building features huge glass areas so that there is a sensation of light and an uplifting, comfortable environment,” said Nathan Levitan, MD, President of UH Jane and Lee Seidman Cancer Center.

Other deluxe features include large, private patient rooms that have couches with a pull-out bed so that family members can sleep comfortably if they stay overnight; family lounges on all patient floors; an exercise room on the long-term patient floor; and an inviting café on the first floor that will tempt diners with its delicious Wolfgang Puck cuisine.

The design has certainly pleased the chief donors. “We think it’s gorgeous,” said Lee Seidman. “This building will stand as a legacy gift from our family to the community for generations and we hope that it will inspire others to be charitable.”

UH Ireland Cancer Center now UH Seidman Cancer Center

University Hospitals has long been at the forefront of cancer research and treatment and its physician-scientists have contributed major clinical and scientific discoveries to advance the field of cancer care.

Since 1982, the UH cancer program has been known as UH Ireland Cancer Center, named by University Hospitals in tribute to the UH board member R. Livingston (Liv) Ireland Jr. who was instrumental in securing \$14 million in state funding with the leadership support of Scott Inkley, MD, who was then the CEO of UH. Mr. Ireland, who was ill with cancer, wrote a letter to his good friend Gov. James Rhodes to support funding for a cancer center at UH. In response, Gov. Rhodes requested the Ohio Legislature approve \$14 million for the cancer center. The state funding was used for capital renovations to an existing building on the University Hospitals Case Medical Center campus.

The UH Ireland Cancer Center has thrived since its inception and is a member of the Case Comprehensive Cancer Center at Case Western Reserve University, one of only 40 programs in the United States to receive the National Cancer Institute’s highest designation as a Comprehensive Cancer Center. Over the years, UH Ireland Cancer Center has continued to expand its impact and capabilities with leading edge research, innovative treatments and distribution of new discoveries into the community to improve detection and treatment of cancer.

“We are so grateful to Liv Ireland for his impact in helping to secure funding which was catalytic in advancing our nationally ranked cancer center,” said Nathan Levitan, MD, President of UH Jane and Lee Seidman Cancer Center. “We will honor his pivotal role in shaping the history of cancer care through a lasting tribute in our cancer hospital lobby. We are honored and

pleased that the Seidmans are building on that foundation with the largest gift in our history. The UH Seidman Cancer Center will truly transform cancer care in Northeast Ohio and beyond, and will have a tremendous impact on achieving our goal: Curing Cancer Every Day.”



Portrait of Cleveland businessman Robert Livingston (Liv) Ireland Jr.



Rehabilitating Your Way to Better Vascular Health

When people with pain, cramping and tiredness in the legs search for the reasons behind these symptoms, vascular disease may be overlooked as a potential cause. But peripheral arterial disease, or PAD, can make it difficult to walk even small distances and affects an estimated eight million Americans. The degree of disability for patients with PAD is equivalent to that of individuals with heart failure, according to Teresa Carman, MD, Director, Vascular Medicine, University Hospitals Case Medical Center and Assistant Professor of Medicine, Case Western Reserve University School of Medicine.

The UH Harrington-McLaughlin Heart & Vascular Institute has introduced a new vascular rehabilitation program to focus on all aspects of vascular health, including nutrition, smoking cessation, behavioral interventions and individualized exercise programs. A supervised walking program,



Teresa Carman, MD

with motivation and coaching provided by UH rehabilitation staff, is often the first piece of a therapeutic regimen to improve muscle tone, function and walking distance.

“Our goal is to achieve success through conservative care,” said Dr. Carman. “If symptoms continue to limit the patient’s lifestyle, we provide the best care with the most advanced catheter-based therapies and surgical procedures to improve their walking ability.”

For more information about the vascular rehabilitation program at UH Harrington-McLaughlin Heart & Vascular Institute or to schedule an appointment, visit UHhospitals.org/vascularLegacy2011 or call 1-866-UH4-CARE (1-866-844-2273).



Global Advanced Imaging Innovation Center Impacts Patient Care

What could be better than having one of the nation’s top academic medical centers, a highly acclaimed research university and a worldwide leader in medical imaging in the same town? How about having them all work together toward a common goal?

That’s exactly what’s happening at the new Global Advanced Imaging Innovation Center at UH Case Medical Center. In partnership with Case Western Reserve University and supported through \$5 million in grant funding from the Ohio Third Frontier and a \$33.4 million investment from Philips Healthcare, the new center creates a pipeline to move innovative technologies more quickly into patient care, allowing for more accurate diagnoses of cancer, heart disease and neurological conditions.

Physicians, scientists and students at UH Case Medical Center will be able to test emerging medical imaging technologies – such as one of the world’s first PET/MRI machines – and provide feedback directly to research and development engineers at Highland Heights-based Philips. The potential economic impact of this partnership for Northeast Ohio is tremendous, but the biggest beneficiaries are patients with advanced medical conditions who rely on the latest technologies to guide their course of treatment.



Telehealth Home Monitors Link UH Patients to Experts

UH Home Care has expanded its number of Telehealth monitors available for use by patients at home, thanks to a grant by Intel Corporation and the American Heart Association. Telehealth monitors are small, portable boxes that plug into telephone lines and help the patient measure vital signs such as blood pressure, heart rate, oxygen levels in the blood and body weight on a daily basis. The information is transmitted to UH Home Care every day, 365 days per year, where registered nurses monitor the patient's condition.

If the UH Home Care nurse identifies an area of concern, the patient's physician and/or nurse is promptly notified for appropriate follow-up.

The grant provides 25 state-of-the-art monitors, patient education materials and additional research support to help determine the impact that home Telehealth monitoring may have on the management of chronic illnesses, particularly heart failure. Research data will be collected from patients, caregivers and clinicians before, during and after telemonitoring to determine the benefits of such monitoring in the patient's home.

For more information about chronic disease management for heart conditions, contact UH Harrington-McLaughlin Heart & Vascular Institute at 1-866-UH4-CARE (1-866-844-2273), or UH Home Care at 216-844-4663.



example, as physicians enter their orders directly into the system, all prescriptions are cross-checked with existing patient medications to alert clinicians to any possible drug interactions.

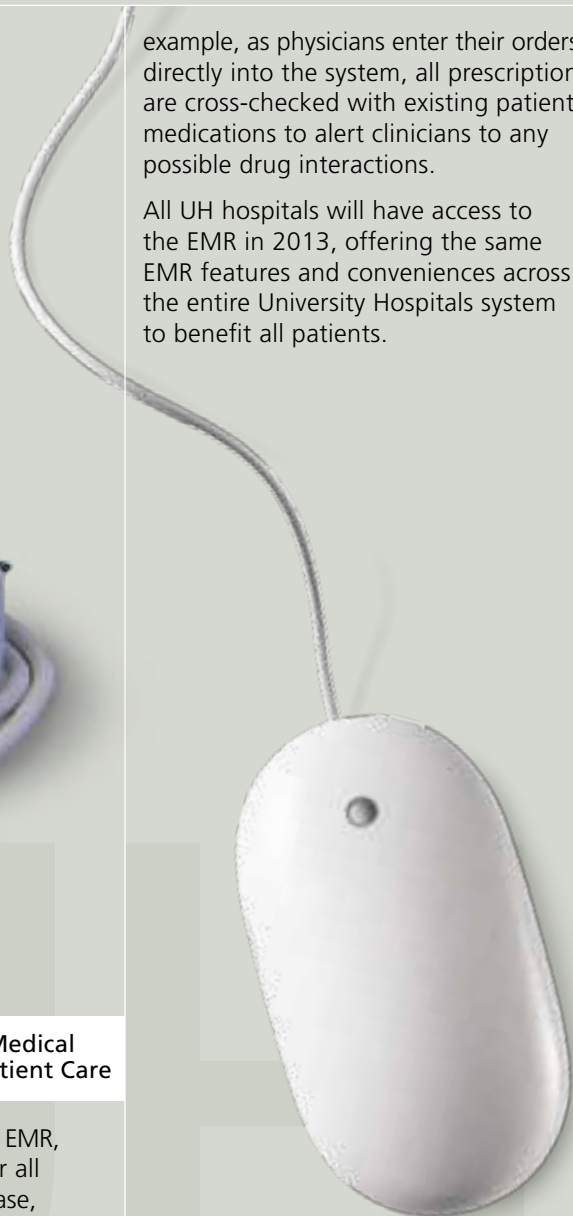
All UH hospitals will have access to the EMR in 2013, offering the same EMR features and conveniences across the entire University Hospitals system to benefit all patients.



Launch of Electronic Medical Record Streamlines Patient Care

UH's electronic medical record, or EMR, has currently been activated for all inpatients at UH Bedford, UH Case, UH Geauga, UH Geneva, UH Conneaut and UH Richmond medical centers. The EMR is a real-time electronic exchange of information among physicians, nurses and other care providers, and it stores all of a patient's medical history electronically.

In addition to its abilities for maintaining a storehouse for all patient records for quick and efficient retrieval, the EMR helps provide the safest environment possible for UH patients. For



HEALTHY

KIDS

HEALTHY

WEIGHT

PROGRAM



“I



feel better than ever.”

– Logan Goldberg

There's less of Logan Goldberg (pictured here) these days, but thanks to the Healthy Kids, Healthy Weight™ program, there's so much more.

He and his family have learned about lifestyle changes, healthier eating, setting goals and, yes, losing weight. A year ago, Logan joined the program through University Hospitals Rainbow Babies & Children's Hospital. His mother, Mindi, had heard great things about the program and she was looking for something to promote healthier eating and weight loss for Logan.

Since then, the fifth grader has lost 15 pounds and significantly lowered his body fat. He can whip up a healthy batch of trail mix and is – if not the youngest member of the Jewish Community Center – certainly one of the most eager. He's there three days a week – at 5:25 a.m. sharp – ready to exercise vigorously.

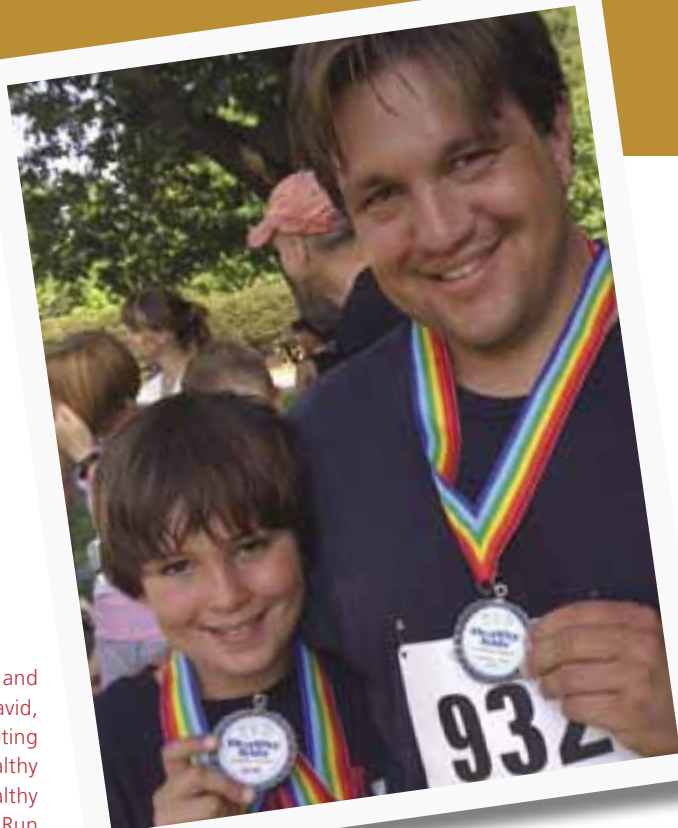
Logan isn't alone in his struggle to lose weight. In fact, childhood obesity is on the rise and nearly reaching epidemic proportions. The number of overweight children has tripled in the past 30 years. Today, childhood obesity is the cause of numerous health problems including hypertension, type 2 diabetes and an increasing risk of coronary artery and heart disease. Being overweight can also impact self-esteem, body image and relationships with friends.

That's the reason UH Rainbow Babies & Children's Hospital launched the comprehensive program – one of the first of its kind in the country – in 2005 for children, ages 4 to 18, struggling with being overweight. Since then, more than 650 young people have been screened, resulting in nearly 400 participating in the program.

“Obesity is a vicious cycle for children,” said Sumana Narasimhan, MD, Co-Director of the program. “Because of obesity, we are seeing children as young as 10 or 11 with type 2 diabetes. They may have hypertension or the beginnings of heart disease. Many have sleep apnea. And it is heartbreaking because you know that, without intervention, they are unlikely to live long, healthy lives.”

UH Rainbow Babies & Children's Hospital was recently awarded a federal grant by the Center for Disease Control to establish a comprehensive Center of Excellence in childhood diabetes and obesity. This center is instrumental in expanding the Healthy Kids, Healthy Weight program. Leona Cuttler, MD, Chief of the Division of Pediatric Endocrinology, Diabetes and Metabolism at UH Rainbow Babies & Children's Hospital, called

Healthy Kids, Healthy Weight™: The family-focused program is multidisciplinary and



Logan and his dad, David, after completing the 5K Healthy Kids, Healthy Weight Run



Naveen Uli, MD, Co-Director, Healthy Kids, Healthy Weight

it "one of the most successful programs to kids in combating obesity – a common precursor for diabetes."

The family-focused program is multidisciplinary and includes exercise, nutrition and behavior – all keys to making lifestyle changes. During the program, Logan met with his group two hours a week for 12 weeks and learned to develop appropriate food plans. He kept a journal chronicling his thoughts, feelings and food intake. He worked on setting goals and being accountable.

At the same time, health professionals taught his parents about healthy shopping, meal planning and the importance of exercise. Less emphasis is placed on how much weight youth are losing, than how they are losing the weight. Logan, for instance, doesn't even know how much weight he's lost; his focus is on feeling better. A payoff is that he can

now wear button-fly designer jeans. No more of those stretch waistbands. "I look at that photo of myself," he said pointing to one that showed a larger Logan. "That's not me. I know I have a different haircut, but I look different. My clothes fit differently."

Mindi said the program "helped Logan develop strategies to be around food that used to be a stressor. It taught him how to socialize and indulge appropriately and then stop...and it made us rethink everything we do." Logan nodded.

"I save my 'sometimes foods' and increase my activity when I know there's going to be an extra dessert," he said.

Logan's persistence has influenced the whole family. This past summer, Logan and his father, David, participated in the Healthy Kids, Healthy Weight Run. They finished the 5K run in 45 minutes; Logan won fourth place in his age group while his father snagged third place in his. When David crossed the finish line, he said, "Thank you, Logan."

"I gave him the energy and support to do that," Logan said proudly.

"The run is a celebratory thing," said Jonathan Hendrix, Vice President of Sales and Marketing for Aetna, which co-sponsored the race. "It's sort of an analogy that life is a race that doesn't end, you just keep working on it." The program impacts the youth, the family, the doctors, he said.

All members of the Goldberg family have made changes. They don't sit in front of the television with bags of snack foods. Instead, they nibble on healthy snacks like carrots and strawberries and, more often than not, forgo television. Mindi, a first grade teacher at Logan's school, Agnon School in Beachwood, has made it her mission to improve the

includes **exercise**, **nutrition** and **behavior** – all keys to making lifestyle changes.



Leona Cuttler, MD, Chief of the Division of Pediatric Endocrinology, Diabetes and Metabolism



Sumana Narasimhan, MD, Co-Director, Healthy Kids, Healthy Weight

food at the school cafeteria. More fruits, vegetables, roasted not processed meats and whole grain breads are now standard fare.

“Family exercise decreases the risk for obesity, heart disease, diabetes and high blood pressure for all age groups,” said Naveen Uli, MD, Co-Director of the program. “And no matter what the activity is, your time together in the great outdoors is also a chance to reconnect.”

Sticking to a program is difficult for both adults and children. That wasn't the profile for 10-year-old Logan. He looked forward to each week's meeting. He has just completed the “Power Up” part of the program – a monthly maintenance. The program includes incentives like jump ropes, pedometers, food journals and water bottles.

Logan doesn't need incentives; his success is reward enough. He actually wants to stay in the program, though admitted he's happy and proud to graduate, which means coming back on just a yearly basis for a check-up. And he's got a few words for adults who may be sitting on the sidelines wishing they weighed less. “I feel better than ever,” he said, encouraging everyone to get out and exercise and watch what they eat. His recipe for success? Take it slow, make realistic changes, and persist. “It's really not hard and it gets easier,” he said. UH

To enroll in the program, visit UHhospitals.org/healthyLegacy2011 or call toll-free 1-866-UH4-CARE (1-866-844-2273).

5.2.1.0

PLAN FOR HEALTHY LIFESTYLE

5

Eat at least 5 servings of fruit and vegetables a day. Limit juice.

- Add fruit to cereal
- Eat fruit at breakfast
- Eat as snack
- Eat vegetable at every dinner
- Eat 1-2 servings at lunch
- Eat vegetable with low-fat dip or dressing
- Try new fruits and vegetables

2

Limit screen time to 2 hours or less a day

- Take TV out of bedroom
- Don't eat while watching TV or on computer
- Plan when to watch TV or use computer
- Exercising while watching TV doesn't count

1

Be involved in at least 1 hour of physical activity a day

- Plan your activity
- Do something you enjoy
- Get other family members involved
- Make time for your activity

0

Limit sugary drinks, pop, sports drinks and fruit drinks. Drink water and low-fat milk.

- No regular intake of pop
- Switch to water and low-fat milk as everyday drinks
- Watch portion sizes of sugary drinks
- These calories add up, so limit them as much as possible

the *Philanthropic Spirit*

ROSENBERGS' \$1 MILLION GIFT BENEFITS UH AHUJA MEDICAL CENTER

A \$1 million gift to University Hospitals from Enid and David Rosenberg, MD, will advance the strategic plan for Vision 2010 and UH Ahuja Medical Center. The couple's generous gift and longtime friendship with the health system will be recognized with the naming of the Enid B. and David M. Rosenberg, MD, Conference Suite at UH Ahuja Medical Center.

The Rosenberg Conference Suite is a key component of the UH Ahuja Medical Center campus, scheduled to open in Beachwood in early 2011. Located in the Kathy Risman Pavilion, an outpatient medical building adjacent to the hospital, the 1,300-square-foot conference suite will serve as a meeting place for executive and clinical leadership, medical staff and members of the community. With state-of-the-art wireless and audiovisual capabilities, the Rosenberg Conference Suite will play host to a range of community education and staff training programs.



Dr. David and Enid Rosenberg

"We truly hope that this gift will be a small step for UH to achieve its goals into the future," said Dr. Rosenberg. "As a longtime UH physician, I know this marvelous new hospital will be a significant addition to our community, bringing patient-centered care even closer to home for our patients."

Dr. Rosenberg has been on the staff at University Hospitals for 20 years, with an appointment to the Division of Pulmonary and Critical Care Medicine. Currently, he serves as Medical Director of Corporate Health for University Hospitals, leading the development of wellness programming for the health system and its corporate clients. Mrs. Rosenberg is co-chair of the UH Ahuja Medical Center Leadership Council and serves on the newly formed UH Ahuja Medical Center Board of Directors.

"David and I have both been involved with UH Ahuja Medical Center since it was just a concept and are so thrilled to watch it rise and open its doors," said Mrs. Rosenberg. "It will be such an important part of our community and we are so pleased to be able to support it in this special way."



from left: Thomas and Joy Murdough; Fred Rothstein, MD, President, University Hospitals Case Medical Center; Barbara Ruhlman; Thomas Zenty III, CEO, University Hospitals



Henry Bohlman, MD, was honored posthumously with the Distinguished Physician Award.

BARBARA PETERSON RUHLMAN, JOY & THOMAS MURDOUGH JR. AND HENRY BOHLMAN, MD, HONORED AT SOCIETY OF 1866 CELEBRATION

Friends and benefactors gathered at Cleveland's Renaissance Hotel on September 1 for the Society of 1866 Celebration. This annual event, celebrating exceptional generosity and the success of Vision 2010, honored Barbara Peterson Ruhlman and Joy and Thomas Murdough Jr. with the prestigious Samuel Mather Visionary Award.

Mrs. Ruhlman has helped advance UH as a tireless volunteer for more than 50 years and is a lead philanthropic supporter of the UH Vision 2010 strategic plan. Mr. and Mrs. Murdough helped create the nation's first multidisciplinary center for the study and treatment of psoriasis with a gift in 2006 that established the Murdough Family Center for Psoriasis. Henry Bohlman, MD, internationally recognized as a pioneer in the field of spine surgery, was honored posthumously with the Distinguished Physician Award. UH was honored that his wife, Amanda, was present to accept the award.

SAVE THE DATE FOR FLORIDA EVENT

In February, top surgeons from University Hospitals will visit two Florida cities to discuss advances in health care and technology. Mark your calendars for these coast-to-coast gatherings as leading physicians bring the UH Difference south this winter.

Monday, February 21, 2011

6 p.m.
Ritz-Carlton Beach Resort
280 Vanderbilt Beach Road
Naples, Florida

Wednesday, February 23, 2011

6:30 p.m.
Norton Museum of Art
1451 S. Olive Avenue
West Palm Beach, Florida

*For further information, contact
216-983-2200.*





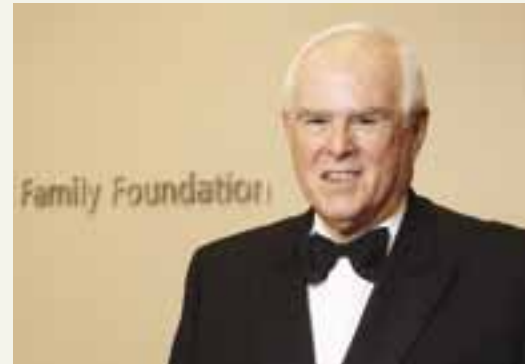
SHERMAN FAMILY'S GENEROUS GIVING BENEFITS UH AHUJA MEDICAL CENTER

Lawrence Sherman, a member of the University Hospitals Case Medical Center Board of Directors, and his family recently gave \$1 million to University Hospitals in support of Vision 2010 and UH Ahuja Medical Center. The gift was made possible through The Lawrence C. Sherman Family Foundation, a supporting foundation of the Jewish Community Federation of Cleveland.

A portion of the gift is designated for art acquisition and the UH Fine Arts Fund in honor of Mr. Sherman, who has a long-held passion for the arts and is co-chair of the UH National Art Leadership Council. The UH Art Collection is prominently and strategically displayed throughout all of University Hospitals' facilities to help create an environment of serenity, contemplation and joy.

"I am pleased to play a role in the opening of UH Ahuja Medical Center, where art is valued for its meditative and healing qualities," said Mr. Sherman.

The family's gift will be recognized with the naming of the Lawrence C. Sherman Family Foundation Patient Registration Area. Located on the first floor of the UH Ahuja Medical Center, the registration area will serve as the primary check-in point for the facility. Visitors will be met with soothing décor, tasteful artwork and comfortable lounge furniture in warm colors. Friendly and efficient registration staff, modern computer equipment and a state-of-the-art database will ensure a timely and seamless check-in experience.



Lawrence Sherman



WERT GIFT HONORS LATE WIFE'S LEGACY, BENEFITS BREAST HEALTH FOR WOMEN

A gift of \$1 million from James Wert Sr. will help advance breast health care at University Hospitals. Mr. Wert's generosity honors his late wife, Candace Wert, whose legacy will be recognized with the naming of the Candace C. Wert Communications Station in the Breen Breast Health Pavilion at UH Case Medical Center.

Integrated with the new UH Seidman Cancer Center, the Breen Breast Health Pavilion will offer a full range of outpatient breast health services in a comfortable, soothing environment designed especially for women. The pavilion is designed to make services highly accessible and convenient to patients, which helps alleviate anxiety and stress for patients on appointment day. The Candace C. Wert Communications Station will be an important part of this design facilitating efficient patient care.



UH CEO Thomas Zenty III, Iris Wolstein and her son Scott and grandson Harrison.

GOLF OUTINGS RAISE OVER \$400,000

Nearly 200 golfers participated in the seventh annual Bert L. Wolstein Legacy Golf Tournament at Glenmoor Country Club & Spa, raising over \$200,000 to support pediatric cancer brain tumor research. Organized by generous UH benefactor Iris S. Wolstein, the event honors her late husband's philanthropic legacy. Funds raised benefit leading-edge research at the Iris S. and Bert L. Wolstein Research Building at UH Case Medical Center and Case Western Reserve University School of Medicine. To date, the golf tournament has raised more than \$1 million.

The 27th annual Rainbow Golf Classic attracted 140 golfers and raised more than \$200,000 to support UH Rainbow Babies & Children's Hospital. The sold-out event, a collaboration between Rainbow Babies & Children's Foundation and UH's nationally acclaimed children's hospital, was held August 30 at Kirtland Country Club. Managing this year's event were Julie Tutkovics and Karen Dolan, Rainbow Babies & Children's Foundation co-chairs. Corporate co-chairs were Steve Knoop, Chairman and Chief Executive Officer of Specialty Products Holding Corp. for RPM International, and Clarke Jones, Senior Vice President and Global Director for golf clients for IMG Sports & Entertainment.



THIRD FEDERAL FOUNDATION RECEIVES CORPORATE LEADERSHIP AWARD

Nominated by University Hospitals for its commitment to the health and welfare of its community, The Third Federal Foundation received the 2010 Corporate Leadership Award from the Greater Cleveland Chapter of the Association of Fundraising Professionals. Through a \$1 million gift to University Hospitals Chronic Care Comes Home program, The Third Federal Foundation is increasing access to health care for homebound seniors in Cleveland's historic Slavic Village neighborhood.

An expansion of UH's successful Medical House Calls Program, Chronic Care Comes Home provides high-quality, compassionate care to seniors right in their own home. A dedicated team consisting of a board-certified physician, nurse practitioner and social worker focuses on prevention and early diagnosis of the patient so that health issues are addressed before they escalate and require hospitalization.

Founded in Slavic Village in 1938, Third Federal Savings & Loan remains committed to the Slavic Village Neighborhood and Greater Cleveland community. Since its creation in 2007, The Third Federal Foundation has donated more than \$8 million to support the economic health, education and welfare of its surrounding communities. The award was presented at the 27th annual National Philanthropy Day Luncheon held on November 5.



Marc Stefanski, Chairman and CEO, Third Federal Savings



OUTPATIENT MEDICAL BUILDING AT UNIVERSITY HOSPITALS AHUJA MEDICAL CENTER NAMED IN HONOR OF RISMAN FAMILY

In recognition of the extraordinary generosity of Eleanore and Robert (Bob) Risman and their daughter Kathy, the three-story outpatient medical building at the new UH Ahuja Medical Center has been named the Kathy Risman Pavilion.



Eleanore and Bob Risman, Monte and Usha Ahuja

The Risman family has a long tradition of giving back to the community. In 2008, the Rismans felt so positively about the care they received at UH that they made a visionary gift supporting UH's Vision 2010 strategic plan that is one of the largest single gifts in the health system's history.

"We believe strongly in University Hospitals' culture of high quality, personalized health care and want to recognize the physicians who have exemplified that care to our family," said Bob. "We are thrilled to support UH as they expand for the future on this spectacular new campus on Cleveland's eastside."

The Kathy Risman Pavilion is adjacent to the 144-bed UH Ahuja Medical Center, named in honor of UH Board Chairman, Monte Ahuja, his wife, Usha, and their children.

The 60,000-square-foot Kathy Risman Pavilion features outpatient primary and specialty care as well as a conference suite and executive board room. It has an independent patient entrance with a protective canopy, and an internal connection with the hospital for efficient coordination of medical care.

"The Kathy Risman Pavilion will be an important part of the UH Ahuja Medical Center campus for years to come," said James Benedict, President of UH Ahuja Medical Center. "We would not be able to complete projects like this one without the incredible support of people like the Risman family. Their generosity demonstrates their passion for health care and their commitment to our community."

UH ART COLLECTION RECOGNIZED WITH CLEVELAND ARTS PRIZE

Thomas Zenty III, CEO of University Hospitals, and Trudy Wiesenberg, Curator of the University Hospitals Art Collection, were awarded the esteemed 2010 Martha Joseph Prize for Distinguished Service to the Arts. This prestigious Cleveland Arts Prize recognizes individuals and organizations that have made a significant contribution to the vitality and stature of the arts in Northeast Ohio.



UH CEO Thomas Zenty III and Trudy Wiesenberg, Curator of the University Hospitals Art Collection

With the highly skilled eye of Ms. Wiesenberg and the support of Mr. Zenty, UH has assembled an impressive collection of artwork on display throughout the health system that aids in the healing process – providing comfort to patients, visitors and staff.

UH's nationally recognized collection consists of more than 2,000 original pieces ranging from paintings, works on paper such as prints, drawings and photographs to ceramics, glass, textiles and various sculptural media. The museum-quality collection includes works of art by regional, national and international artists.

In June, a special exhibit in the Humphrey Atrium Gallery at UH Case Medical Center featured selected works of art generously donated to the UH Art Collection. The opening celebration coincided with the annual meeting of the UH National Art Leadership Council and honored the many friends of UH who have recognized the importance of art as a healing medium.

reflections

University Hospitals Institutes Expand,
Elevate the Delivery of Patient Care



Achilles Demetriou, MD, PhD, FACS
Chief Operating Officer, University Hospitals

This past November, as we celebrated the completion of the University Hospitals Ahuja Medical Center, we also marked the significant expansion of our nationally recognized medical institutes into our eastside suburbs.

When UH Ahuja Medical Center officially opens to our patients early this year, University Hospitals will provide the families we serve comprehensive access to several of our premier service lines, right in their own community. In complement to the newly constructed hospital's imaging center, inpatient and outpatient surgical suites, catheterization labs, and adult and pediatric emergency services, UH Ahuja Medical Center will house the University Hospitals Harrington-McLaughlin Heart & Vascular Institute, the University Hospitals Neurological Institute, the University Hospitals Urology Institute, and the University Hospitals Digestive Health Institute.

The strong presence of our nationally recognized institutes at UH Ahuja Medical Center and in each of our medical centers has and will continue to enhance our ability to fulfill our mission, To Heal. To Teach. To Discover. Over the past five years, we have built a thriving network of institutes across our health system – a network that includes the University Hospitals Eye Institute and the University Hospitals Transplant Institute in addition to those mentioned above – that enables us to provide the world-renowned care we deliver at University Hospitals Case Medical Center at each of our medical centers throughout our system.

Our effort to establish and extend the reach of our institutes clearly reflects our deep and longstanding commitment to providing advanced care to our patients, close to home. It has

also allowed us to set a new standard for multidisciplinary medicine that is transforming health care in Northeast Ohio and across the nation.

Designed to help our dedicated team of experts deal with a range of complex medical issues, each UH institute is comprised of a number of Centers of Excellence. Physicians, nurses and an array of other highly trained health care professionals representing each center, or subspecialty, work as a team to provide our patients with the highest quality care. Their collaborative efforts enable our medical staff to identify and deliver the optimal course of treatment to each patient. This is particularly valuable in treating the most challenging cases. The institute care model also makes it possible for our physicians and scientists to work together to develop newer and better therapies and treatments.

As the institute model becomes the prototype for clinicians here at home and across the US, University Hospitals will continue to lead the way in training the next generation of caregivers to deliver the very best multidisciplinary care. Together, we will achieve outstanding results for our patients, for our health system and for our entire community while striving to transform the lives of all those we serve. **UH**

To make an appointment at a University Hospitals institute, visit UHhospitals.org/institutesLegacy2011 or call 1-866-UH4-CARE (1-866-844-2273).

LEGACY MAGAZINE

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Jane and Lee Seidman's extraordinary \$42 million gift to University Hospitals was announced on November 29 at Severance Hall. Turn to page 10 to find out what motivated the couple's generosity.

