

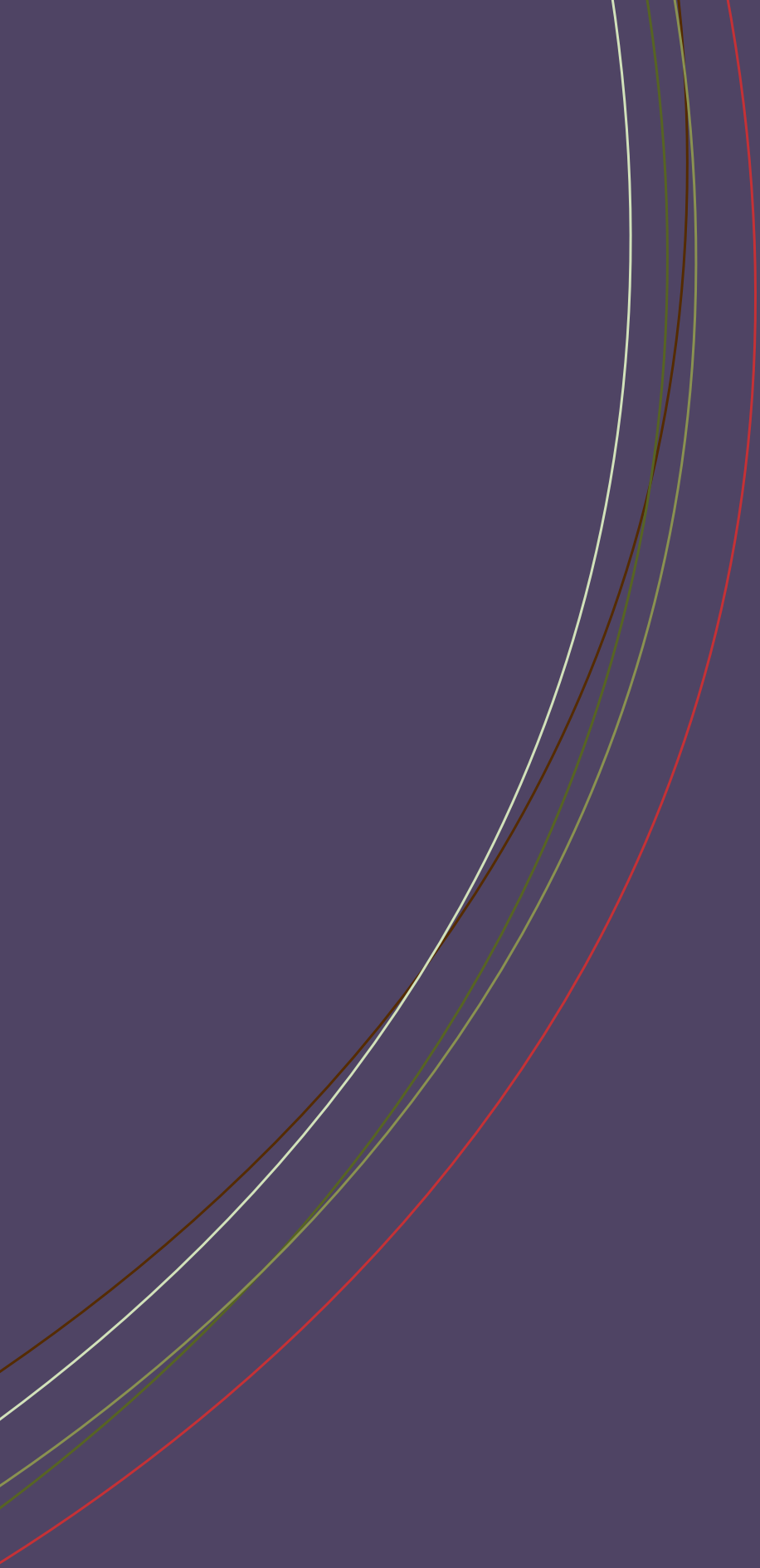


12

2012

**ANNUAL REPORT TO THE COMMUNITY  
AND REPORT ON PHILANTHROPY**





For nearly 150 years,  
University Hospitals  
and Northeast Ohio have  
enjoyed a very special  
relationship. These  
pages chronicle the  
achievements of one  
of the greatest of those  
years, and the ways  
UH is ready to lead its  
community forward.

We are proud to be  
your University Hospitals:  
National leadership,  
neighborhood care.



Visit the web for more information.



Watch a related video.

# MILESTONES ) MOMENTUM

AR2012.UHHOSPITALS.ORG



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## MILESTONES & MOMENTUM

The history of University Hospitals spans nearly 150 years, and 2012 stands among the greatest. It was a landmark year – one of **milestones and momentum** in pursuit of the finest in patient-centered care.

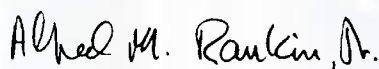
The milestones were memorable and many. Among 2012's first was the \$50 million gift from the Harrington family – the largest ever to UH – to establish the Harrington Discovery Institute at UH Case Medical Center. Rounding out the year in 2012 was the achievement on Dec. 12 of our \$1 billion goal for *Discover the Difference: The Campaign for University Hospitals*, thanks to a \$32.5 million gift from the Rainbow Babies & Children's Foundation.

These bookend milestones also epitomize new momentum for our health system, our patients and our future. The Harrington initiative will advance drug discovery for generations. And UH will meet even more of tomorrow's needs for advanced care by raising our development campaign target to \$1.5 billion.

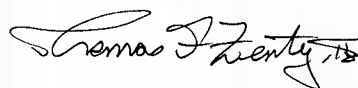
In between these two great milestones, 2012 brought many other momentous achievements. Among them:

- UH Case Medical Center earned one of health care's highest honors: the **American Hospital Association-McKesson Quest for Quality Prize** as the nation's top hospital for leadership and innovation in care quality and safety.
- UH Case Medical Center ranked among the nation's 50 best hospitals in every methodological specialty in the U.S. News & World Report "America's Best Hospitals" rankings. Only 3 percent of 4,800 hospitals reviewed ranked in even one category. Only UH and 12 others ranked in all 12 disciplines.
- UH Rainbow Babies & Children's Hospital ranked among the top 50 children's hospitals in every one of the 10 pediatric specialties in U.S. News & World Report's ranking of "America's Best Children's Hospitals."
- UH solidified its reputation as a national leader in health care reform by establishing two new federally endorsed **Accountable Care Organizations** – innovative patient-service models for a new era of integrated, value-driven care.
- Our **community-benefit contributions** in 2012 pushed our total for the past five years beyond **\$1.2 billion**.

We invite you to continue to share in our achievements and advances in 2013 and beyond as we strive together to fulfill our mission: **To Heal. To Teach. To Discover.**



**Alfred M. Rankin Jr.**  
Chairman, Board of Directors  
University Hospitals



**Thomas F. Zenty III**  
Chief Executive Officer  
University Hospitals



VIEW A VIDEO OF THE UH MILESTONES AND MOMENTUM  
OF 2012 AT [AR2012.UHHOSPITALS.ORG/LANDMARK](http://AR2012.UHHOSPITALS.ORG/LANDMARK).



Alfred M. Rankin Jr.

Thomas F. Zenty III

# \$1 BILLION AND BEYOND

60,000 DONORS STAND UP FOR UNIVERSITY HOSPITALS

## Discover the Difference

THE CAMPAIGN FOR UNIVERSITY HOSPITALS

When *Discover the Difference: The Campaign for University Hospitals* achieved its \$1 billion fundraising goal in 2012, all of Northeast Ohio had cause to celebrate.

After all, the milestone achievement represented the generosity – and the votes of confidence – of more than 60,000 individuals, corporations and foundations.

Propelled by that momentous support, and by the continually growing demand for advanced medical service, UH is now aiming even higher. We have expanded the campaign goal to \$1.5 billion – a goal we intend to reach by UH's 150th birthday in 2016.

"This campaign is one of the most ambitious in the nation by a health system," says UH Chief Executive Officer Thomas F. Zenty III. "We're committing to it on behalf of our patients, their families, and the communities that UH is so proud to serve."

The thousands who have supported *Discover the Difference* represent people from every income level and every walk of life. We're profoundly grateful to them all for stepping forward and contributing to our success.

(READ MORE ABOUT THE GENEROSITY OF THE UH DONOR COMMUNITY BEGINNING ON PAGE 30.)

*"Champions for Hope will give families like ours hope for the future."* JENI POTTER



### Jeni and Erin **Potter**

UH Rainbow Babies & Children's Hospital has been vital to the Potter family since 2007, when **Erin Potter**, then 3, was diagnosed with acute lymphoblastic leukemia. "We have been so supported, cared for, and loved that we wanted to give back," says Erin's mother, **Jeni**.

With Erin's help, Mrs. Potter created the **Champions for Hope** fundraiser at Severance Hall on Nov. 17, 2012. It raised \$125,000 toward creating two special inpatient rooms at UH Rainbow Babies & Children's Hospital with extra comforts for children undergoing the rigors of a bone-marrow transplant.

Erin has undergone two of those difficult and dangerous procedures and is finally cancer-free.



SEE A VIDEO ABOUT THE MOMENTUM BEHIND

DISCOVER THE DIFFERENCE AT [AR2012.UHHOSPITALS.ORG/DISCOVER](http://AR2012.UHHOSPITALS.ORG/DISCOVER).

## Dee Kleinman

Dolores “Dee” Kleinman of Pepper Pike thought she would spend her 80th birthday the way she has spent most other days since 1979 – volunteering at UH Case Medical Center.



Dee Kleinman

*“UH is my home away from home.”*

DOLORES KLEINMAN

On this special day, her daughter and son-in-law, Shelly and Mark Saltzman, shook up the routine. They surprised Mrs. Kleinman with an impromptu birthday party with a special guest – UH CEO Thomas F. Zenty III – and a special gift: a sizeable donation to the Harrington Discovery Institute at UH Case Medical Center from her family in her honor.

“It was such a wonderful day,” Mrs. Kleinman recalls.

The family gift in Mrs. Kleinman’s honor will help the institute provide two years of support to a physician-scientist’s work in developing a promising idea for a new drug therapy.



Linda Fried

## Cathy Battle

The 10th Annual Rainbow Radiothon attracted a new one-day record of nearly 1,000 donors. UH employee **Cathy Battle** was one of them – and one of thousands of UH physicians, employees and volunteers who have collectively given more than \$10 million to UH’s *Discover the Difference* campaign.

*“I lived what parents of Rainbow patients experience each day. I understand what they are going through. That is why I gave back.”*

CATHY BATTLE

Ms. Battle spent her first Mother’s Day in a pediatric intensive care unit. Her daughter, now 24 years old, was hospitalized seven times before her first birthday.

The Rainbow Radiothon raised more than \$335,000 for UH Rainbow Babies & Children’s Hospital in 2012, and \$3.3 million to date.

## Linda Fried

Linda Fried has never gotten used to the anxiety of waiting for her mammogram results, even after decades of good news. So when her clean bill of health arrived again in 2012, she celebrated as she has for many years – by giving to University Hospitals. Each year, her gift to UH Seidman Cancer Center grows larger.

*“I pay it forward for those who are battling the disease, and in hopes that one day there will be a cure.”*

LINDA FRIED



Cathy Battle



American Hospital Association—McKesson  
*Quest for Quality Prize*<sup>®</sup>  
Hospitals in Pursuit of Excellence

*“One of the most impressive results is that UH  
is focused on improvements that can be replicated  
industry-wide.”*

RICHARD UMBDENSTOCK  
AHA PRESIDENT





# NATION'S LEADER IN QUALITY

## Celebrating a **Great Honor**, Shouldering a **Great Responsibility**

More than 16,000 physicians and employees across the University Hospitals system celebrated in unison in 2012 when UH Case Medical Center earned the **American Hospital Association-McKesson Quest for Quality Prize**. The award is the hospital industry's highest honor for leadership and innovation in quality improvement and safety.

Now, UH is elevating quality nationwide by sharing lessons learned over a decade of continuous improvement with dozens of other hospitals around the country.

"The AHA award recognizes our journey to achieve and sustain the highest level of quality and patient safety," says **William L. Annable, MD**, Chief Quality Officer and Director of the UH Institute for Health Care Quality & Innovation. "Now we have an obligation and the pleasure to share what we did and what we learned with other organizations."

The award results from a systemwide commitment to achieve clear, measurable progress in six key areas: safety, patient-centeredness, effectiveness, efficiency, timeliness and equity. A wide range of stakeholders – UH's boards of directors, physicians, nurses, administrative employees, and patients and their families – contributed to many new processes and procedures.

One model: the systemwide surgical safety conference UH has conducted for the past four years. For one morning each year, operating rooms at all UH facilities close. Surgeons, nurses and other operating-room professionals immerse themselves in mandatory surgical quality and safety training via simulcast from the main campus.

Transparency and accountability drive superior outcomes, Dr. Annable says. So another model practice at UH is to actively encourage patients to insist on the highest care quality. "We invite patients to ask questions like 'Did you wash your hands before examining me?' or 'Will you please explain what you just said in layman's terms?'" he says.

The most urgent lesson UH can share with other institutions, Dr. Annable says, is one its clinicians and employees remind one another of every day: "We can never be satisfied." 🍷

## 2012 QUALITY AWARDS AND RECOGNITIONS

### **U.S. News & World Report Best Hospitals:**

UH Case Medical Center is among the nation's best in all 12 data-driven specialty rankings – one of only 13 hospitals out of 4,800 nationwide. UH Rainbow Babies & Children's Hospital ranks among "America's Best Children's Hospitals" in all 10 pediatric specialties for the second straight year, and in the top five in neonatology and pulmonology.

### **The Leapfrog Group Top Hospitals National Quality**

**Award:** UH Case Medical Center is among only 67 urban hospitals in the U.S., and the only one in Northeast Ohio, named a Top Hospital.

### **The Leapfrog Group "A" Hospital Safety Scores:**

More UH hospitals earn top ratings than any other Northeast Ohio health system: UH Case and UH Geauga medical centers; UH Richmond Medical Center, a campus of UH Regional Hospitals; and UH joint venture hospitals St. John Medical Center and Southwest General Health Center.

**Beacon Awards:** UH Case Medical Center's Neuroscience Intensive Care Unit achieves the American Association of Critical-Care Nurses' top honor. All four adult ICUs (Surgical, Medical and Neuroscience ICUs, and the Edna & Thomas F. Zenty Cardiac ICU) are Beacon Award Units. UH Geauga Medical Center's ICU also earns a Beacon Award.

**Joint Commission Top Performer:** UH Geneva Medical Center is a national top performer on key quality measures by The Joint Commission for the second consecutive year.

### **HealthGrades 2012 Patient Safety Excellence Award:**

For UH Case Medical Center, St. John Medical Center and Southwest General Health Center. UH Case Medical Center also earns HealthGrades' prestigious excellence awards for cardiac surgery and pulmonary care.

**Truven Health Analytics™:** St. John Medical Center is among the 50 Top Cardiovascular Hospitals in an objective, data-driven ranking.



LEARN MORE ABOUT UH LEADERSHIP IN CARE QUALITY AND SAFETY AT [UHHOSPITALS.ORG/QUALITY](http://UHHOSPITALS.ORG/QUALITY).



WATCH A VIDEO ABOUT THE QUEST FOR QUALITY AWARD AND UH'S LEADERSHIP IN QUALITY AT [AR2012.UHHOSPITALS.ORG/QUALITYAWARD](http://AR2012.UHHOSPITALS.ORG/QUALITYAWARD).

## FINNEGAN'S RAINBOW

Kevin and Nicole Born-Crow had been parents for only two weeks before they began to worry that something serious might be wrong with their newborn son, Finnegan. Several times a day, he would freeze and stare blankly, unmoving for minutes at a time, or twitch and cry uncontrollably, eyes jerking wildly.

At University Hospitals Rainbow Babies & Children's Hospital, they learned the sobering news: Tiny Finnegan had epilepsy. Then, over the coming months, bad news became worse news: Epilepsy drugs weren't working.

"It was heart-wrenching," Mrs. Born-Crow recalls. "He would try to sit up or crawl and he would fall over."

An interdisciplinary team of neurologists and epilepsy experts collaborated in his care, including **Ingrid Tuxhorn, MD**, Division Chief, Pediatric Epilepsy and **Asim Shahid, MD**, pediatric epileptologist, from UH Rainbow Babies & Children's Hospital; and **Jonathan Miller, MD**, Director of Functional & Restorative Neurosurgery Center at UH Neurological Institute and George R. and Constance P. Lincoln Master Clinician. The team scanned Finnegan's brain with the world's most advanced imaging technology. They traced the seizures to abnormally developed nerves in a large section of tissue. The condition threatened to stunt Finnegan's development, learning and memory, drastically and permanently. Doctors had to act quickly.

### The scan revealed hope

Finnegan looked perfect for a new surgical cure called temporoparietooccipital disconnection. It offered lower risk

of complications and faster recovery than the traditional surgical removal of large amounts of brain tissue.

### There was a catch

Finnegan's surgeons would be pioneering a novel technique that had apparently never been performed in the United States. The Born-Crows were scared. "But the doctors' confidence in the outcome was contagious," Mrs. Born-Crow recalls.

Finnegan's epilepsy team used the brain-scanning technology to determine exactly where to place "cuts" in brain fibers. Then, on March 1, 2012, the 10-month-old toddler underwent a 10-hour operation led by Dr. Miller.

After surgery, "Finnegan woke up normal, and he never had another seizure," his mother reports.

Today, Finnegan is a toddler-sized bundle of energy, running around the house, playing his pint-sized guitar and banging on his drums. And his parents are banging the drum for the exceptional care at UH that made it possible. 🎸

*"We're just so joyful to see how healthy and active Finnegan is now. We'll be grateful to University Hospitals forever."*

NICOLE BORN-CROW





LEARN MORE ABOUT FINNEGAN'S STORY IN A VIDEO



AT [AR2012.UHHOSPITALS.ORG/FINNEGAN](http://AR2012.UHHOSPITALS.ORG/FINNEGAN).



## CHAMPIONING CHILDREN RAINBOW'S NEW PRESIDENT:

*Is anything more important than the health of our children?*

UH Rainbow Babies & Children's Hospital has served Northeast Ohio families for 125 years. As it begins its next 125 years, its President, **Patricia DePompei, RN, MSN**, shares her vision for the revered community jewel.

### **On the future of pediatric health care:**

Rainbow is changing the health care delivery system through Rainbow Care Connection, the pediatric Accountable Care Organization we launched in 2012. Through it, Rainbow and a rich network of community care providers will reach out to 68,000 youngsters with a comprehensive system to deliver primary care, behavioral health services and other resources. Patients will receive care in their own homes and communities through electronic technologies that connect them to physicians and nurses, 24/7. If we can improve the physical and emotional health of these children – especially the ones with multiple complex chronic conditions – we'll achieve the so-called "triple aim": a healthier population, a better patient care experience and cost management.

**On the importance of delivering an exceptional patient experience:** Data show us that patients who enjoy better care experiences tend to have better clinical outcomes. Also, how well we fare on patient-satisfaction surveys and certain quantitative outcome measures will influence reimbursements under new health care reform provisions. We're so fortunate to have such a dedicated staff. Every day, I witness the profound effect our compassionate and talented caregivers have on the lives of patients and their families. I am humbled to be a part of that culture.



### **On intensifying the focus on childhood and young-**

**adult cancer:** We began creating our Angie Fowler Adolescent & Young Adult Cancer Institute in 2012, which will include a new dedicated outpatient treatment facility, and a new inpatient unit for both pediatric and young adult patients, along with a rooftop respite garden. We'll open our expanded outpatient unit in 2013, and the inpatient unit is projected to open in 2014. The institute will focus on a new environment that will benefit the field of pediatric oncology across the country. We will offer art and music therapy, quiet spaces and workout rooms, plus a range of age-appropriate diversions. The institute will leverage the strengths of Rainbow and UH Seidman Cancer Center to focus on early diagnosis and treatment of cancers in adolescents and young adults, and on researching new cures with Case Western Reserve University School of Medicine for patients in age groups that have seen little survival-rate improvements during the past three decades. Our patients will have the most talented researchers and caregivers, and more opportunities to benefit from breakthrough medicines in clinical trials.

### **On the community's continued philanthropic support:**

People naturally identify with the mission of Rainbow. Is anything more important than the health of our children? They are our most precious assets and our hope for the future. Our community recognizes that Rainbow offers a depth and breadth of quality care, and a culture of compassion, that are unsurpassed anywhere. The legacy of Rainbow would not be what it is today without the support of our community. 🍷

**Patti DePompei**, whose career at UH spans more than two decades, was appointed President of UH Rainbow Babies & Children's Hospital and UH MacDonald Women's Hospital in October 2012.



LEARN MORE AT [UHHOSPITALS.ORG/RAINBOW](http://UHHOSPITALS.ORG/RAINBOW).

Rainbow – an **inspirational monument** to a powerful truth



*Young people with vision, fortitude and love can change the world.*



**Hospital, Foundation Share a 125-Year Legacy Worth Celebrating**

More than 125 years ago, nine compassionate young women – some still in their teens – united in a social network they called the Rainbow Circle of King's Daughters. They resolved to change the world for Cleveland's poorest, sickest children. So, on Thanksgiving Day of 1887, they founded the institution we now know as University Hospitals Rainbow Babies & Children's Hospital.

Their selflessness inspired generations of women to carry on the vision of the Rainbow Circle of King's Daughters through the Rainbow Babies & Children's Foundation. In honor of its 125th birthday, the Foundation in December made the largest gift to UH Rainbow Babies & Children's Hospital in history: a \$32.5 million commitment that links past, present and future. The visionary gift brought the Foundation's cumulative support to \$118 million.

"We are giving to UH," Foundation President Dinah Kolesar said in announcing the gift, "so that our Foundation can deliver on its promise to the community: to provide outstanding health care to children in need." 🐣



# AWARDS REFLECT UH VALUES

## Cultivating Consciousness

University Hospitals earned numerous awards in 2012 for fostering a culture of diversity, inclusion and ethical business practices. These acknowledgements provide validation, motivation and inspiration – but not complacency. We are committed to continuous improvement. We find energy for the ongoing journey ahead of us in the following recognitions earned in 2012.

- No. 2 in the nation in DiversityInc “Top 5 Hospital Systems”
- “World’s Most Ethical Companies” recognition from the Ethisphere Institute
- “Leader in LGBT Healthcare Equality 2012” from the National Human Rights Campaign with a perfect score of 100 on its index equality criteria for lesbian, gay, bisexual and transgender patients and families
- The Corporate Equality Award from the Cleveland Human Rights Campaign for equity and access for LGBT patients and their families
- “Best In Class” award for Board diversity from the Commission on Economic Inclusion
- Practice Greenhealth’s “System for Change” award for achievement in sustainability

## 2012 UH LEADERSHIP ADVANCES

**Peter S. Brumleve, MBA**  
Chief Marketing Officer  
University Hospitals

**Patricia M. DePompei, RN, MSN**  
President  
UH Rainbow Babies & Children’s Hospital  
UH MacDonald Women’s Hospital

**John V. Foley**  
Chief Information Officer  
University Hospitals

**Benjamin M. Gaston IV, MD**  
Chief, Division of Pediatric Pulmonology  
Department of Pediatrics,  
UH Rainbow Babies & Children’s Hospital

**Heather M. Harmon, JD, PHR**  
Vice President  
Corporate Human Resources  
University Hospitals

**Susan V. Juris, MBA**  
President  
UH Ahuja Medical Center

**Maria H. Kamenos, CHAM**  
Vice President, Patient Access  
University Hospitals

**David P. Kosnosky, DO**  
Chief Medical Officer  
UH Geauga Medical Center

**Gregory E. Lakin, MD**  
Chief, Division of Pediatric Plastic Surgery  
Department of Pediatrics,  
UH Rainbow Babies & Children’s Hospital

**Cliff A. Megerian, MD, FACS**  
Chairman,  
Department of Otolaryngology –  
Head & Neck Surgery  
UH Case Medical Center

**Shawn M. Osborne, PharmD, MBA**  
Vice President, System Pharmacy  
University Hospitals

**Thomas J. Sferra, MD**  
Chief, Division of Pediatric  
Gastroenterology  
Department of Pediatrics,  
UH Rainbow Babies & Children’s Hospital

**Christopher S. Snyder, MD**  
Chief, Division of Pediatric Cardiology  
Department of Pediatrics,  
UH Rainbow Babies & Children’s Hospital

**Ken Turner, MSA**  
Vice President, Operational Effectiveness  
University Hospitals

**William A. Young Jr.**  
President and Chief Executive Officer  
St. John Medical Center

TOLL-FREE BRIDGES TO

# Brighter Futures

As a University Hospitals environmental-services worker for four years, **Roxanna Shelton** had an up-close view of UH's power to help patients get better.

Then she discovered UH empowers employees to get better, too.

Ms. Shelton found inspiration and hope in UH's Bridge to the Future program. The three-year-old literacy and life-skills course is a "bridge to college" program for employees who want to advance their careers. Open to employees systemwide, the program expanded in 2012 from UH Case Medical Center to UH Ahuja Medical Center.

The Bridge program taught Ms. Shelton math and reading skills that earned her a promotion to patient-care assistant and put her on a track to more promotions. And she is now a college student – something she had never imagined.

"I worked at my own pace and got through it, and I'm very proud of myself," she says. "I earned this, and nothing is stopping me now."

UH offers employees other free courses, programs and guidance ranging from GED training to graduate-level leadership development. The options aim to encourage employees at every level to stretch their capabilities and aspire to greatness.

Research and experience show this investment in employees is also an investment in better patient care and a stronger, healthier community.

"As employees learn, they get a huge amount of self-confidence in their ability, and their aspirations become higher as they see what's possible for them," says Human Resources Workforce Development Professional **Debbi Perkul, MEd, MA**. "People wind up much more engaged in their work and the world around them." 🍷

*"I worked at my own  
pace and got through it,  
and I'm very proud of myself.  
I earned this, and nothing  
is stopping me now."*

ROXANNA SHELTON



# Harrington Discovery Institute: Exploring New Horizons of Healing, Health

ONE FAMILY'S UNRIVALED GENEROSITY  
SIGNALS HOPE FOR PATIENTS WORLDWIDE

For physician-scientists and patients around the globe, the growing difficulty in getting new disease-battling drugs from research labs to the marketplace has been degenerating from worrisome trend to near-crisis.

University Hospitals and the Harrington family of suburban Hudson teamed up to reverse the trend. In February 2012, the Harringtons' historic \$50 million gift to UH established the **Harrington Discovery Institute** at University Hospitals Case Medical Center, an innovative way to empower and accelerate the translation of new therapies from laboratories to patients' bedsides. (READ MORE ABOUT THIS GIFT ON PAGE 32.)

"Our goal is to provide a powerful new vehicle to carry exciting, high-potential ideas for breakthrough drugs over the 'Valley of Death' that lies between concept and clinical trial," **Ronald G. Harrington** explains. "It's really an investment into humankind."

The nonprofit Harrington Discovery Institute provides seed funding to select physician-scientists nationwide who have high-potential drug ideas. Its Innovation Support Center offers guidance and mentoring to those pacesetters from a prestigious National Advisory Board of leaders in academic medicine and the pharmaceutical industry.

The Harrington Discovery Institute is part of a larger Cleveland-based national therapeutics-development initiative. The institute works with for-profit development companies, including one funded by UH, the Harrington family and other visionary investors – BioMotiv.

Within days of the gala unveiling of the \$50 million gift and the innovative concepts to which it gave birth, the scientific community was abuzz. By summer, 130 physician-scientists had applied to become one of 10 Harrington Discovery Institute Scholar-Innovators, positions that provide two-year research grants of up to \$200,000.

**Goutham Narla, MD, PhD**, was so impressed by UH's support of drug-development research that he moved to Cleveland from New York and its renowned Mount Sinai Hospital. He then became the inaugural recipient of a special Harrington Discovery Institute research award, the Harrington Distinguished Scholar (Early Career Award).

"The UH vision for combining rigorous research with its ultimate translation to medical practice is a breath of fresh air," says Dr. Narla, a medical geneticist at UH Case Medical Center who is known for identifying a mutant gene and deciphering its role in the spread of breast cancer. "Our model for applying and sharing intellectual and financial resources, a structured mentorship program, and commercial drug-development team is in a class all its own."

He is especially grateful to the Harrington family.



Goutham Narla, MD, PhD





*“Our goal is to provide a powerful new vehicle to carry exciting, high-potential ideas for breakthrough drugs over the ‘Valley of Death’ that lies between concept and clinical trial. It’s really an investment into humankind.”*

RON HARRINGTON

“Mr. Harrington is an incredibly thoughtful, well-informed and successful entrepreneur,” says Dr. Narla, an assistant professor in the Department of Medicine at Case Western Reserve University School of Medicine. “He and his family understand that having physician-scientists who treat patients can make the laboratory research more relevant.”

Harrington Discovery Institute Director Jonathan Stamler, MD, fully agrees. Dr. Stamler holds the Robert S. and Sylvia K. Reitman Family Foundation Distinguished Chair in Cardiovascular Innovation at UH Case Medical Center and the School of Medicine. He says Cleveland is becoming a global center for drug innovation – with patients as the biggest potential beneficiaries.

“You come to a great academic medical center,” he says, “because you believe that when the medicine we give you doesn’t work, we still have something up our sleeve.” 🍷



DISCOVER MORE ABOUT THE HARRINGTON DISCOVERY INSTITUTE AT [HARRINGTONDISCOVERY.ORG](http://HARRINGTONDISCOVERY.ORG).



SEE A VIDEO HIGHLIGHTING THE HARRINGTONS’ GIFT AT [AR2012.UHHOSPITALS.ORG/HARRINGTON](http://AR2012.UHHOSPITALS.ORG/HARRINGTON).

## 2012 Harrington Scholar-Innovators

### MARC DIAMOND, MD

Washington University

Alzheimer’s disease: Testing antibodies to create more effective methods for predicting the onset, and treating the progression, of Alzheimer’s and other neurodegenerative diseases.

### ROGER GREENBERG, MD, PHD

University of Pennsylvania

Cancer: Developing a promising approach for chemotherapy to treat breast and ovarian cancer, based on targeting DNA pathways to repair dysfunctional cancer cells.

### GEOFFREY GURTNER, MD, FACS

Stanford University

Wound healing: Developing a medicated transdermal patch to enhance blood vessel formation and reduce potential complications of wound healing in diabetic patients.

### RICHARD KITSIS, MD

Einstein College of Medicine

Myocardial infarction: Studying the mechanisms of cell death and creating a first-in-class drug to delay cardiac muscle damage during a heart attack.

### WOLFGANG LIEDTKE, MD, PHD

Duke University

Pain control: Developing a new class of drugs that inhibit the pain response in skin, with potential applications in many conditions including sunburn and wound pain.

### SANFORD MARKOWITZ, MD, PHD

Case Western Reserve University

Pulmonary hypertension and liver regeneration: Developing compounds that treat pulmonary artery hypertension, accelerate recovery after bone marrow transplants and regenerate liver tissue following injury.

### SCOTT OAKES, MD

University of California, San Francisco

ALS (Lou Gehrig’s disease) and multiple myeloma: Studying molecular events that control cell behavior and designing medications to protect against cell death in ALS, multiple myeloma and diabetes.

### JONATHAN POWELL, MD, PHD

The Johns Hopkins University

Diabetes: Developing a new class of drugs for treating type 2 diabetes, obesity and high blood cholesterol.

### LARRY SCHLESINGER, MD

The Ohio State University

Tuberculosis: Studying a new pathway in bacteria that translates into medications for treating tuberculosis.

### ROBERT WILSON, MD, PHD

University of Pennsylvania

Cancer: Identifying a new approach to treat all forms of cancer.

# Running Toward a New Starting Line

DENNIS ELLER DISCOVERS THAT UH LEADERSHIP IN CLINICAL TRIALS OFFERS NEW BEGINNINGS

Retail pharmacist **Dennis Eller** knows both personally and professionally that University Hospitals is invaluable to patients everywhere as a top-tier center of therapeutic clinical trials.

Throughout his professional career, Mr. Eller has seen global adoption of new wonder drugs that UH physician-scientists helped to develop. Mr. Eller's personal link is even more profound: If his UH physicians had not enrolled him in a clinical trial, he might not be alive.

An avid runner who routinely completed half-marathons, he usually felt great. But in mid-2009, Mr. Eller began feeling persistently bad. Then, one day that fall, his wife found him lying in their Bay Village home, unresponsive. The diagnosis was primary brain lymphoma, a rare form of cancer with a bleak prognosis: Six of every 10 patients die within five years. He was only 49.

"I was scared," says Mr. Eller. "I wanted to see my kids grow and graduate college. I thought I had years of life left to enjoy."

## A rare opportunity opened

UH was taking part in a pertinent clinical trial, and there was room for one last patient. Over the next three months, doctors supplemented Mr. Eller's intravenous chemotherapy regimen with a novel therapy: sending high doses of a medicine known as methotrexate directly to his brain tumor through a spinal tap. It worked: The tumor gradually disappeared.

After his treatment, Mr. Eller looked forward to putting his running shoes back on and hitting the pavement. First, he needed help from another member of the UH team: The chemotherapy had left Mr. Eller's feet cold and numb. **Lisa Rogers, DO**, Director of the Neuro-Oncology Program and professor of Neurology

at Case Western Reserve University School of Medicine, charted a rigorous course of therapy and exercise to get Mr. Eller to the finish line of his recovery and the starting line of his new life as a cancer survivor.

Finally, on Thanksgiving Day 2012, Mr. Eller and his family knew he had crossed both lines. Together, he and his wife and children started their holiday celebration early with a five-mile race running through downtown Cleveland.

Not long afterward, Dr. Rogers saw him wearing the Turkey Trot T-shirt he earned and smiled.

"In medicine," she says, "it's not just about treating the cancer. It's about the patient's quality of life. And in this case, we have a great success story to share." 🍷

*"My family and I are thankful every single day."* DENNIS ELLER



As the primary affiliate of Case Western Reserve University School of Medicine, UH Case Medical Center is a national leader in clinical trials. Physician-scientists led or participated in more than 2,500 clinical trials in 2012, developing and testing advanced therapies, techniques and technology on behalf of patients.



FOR A VIDEO ABOUT DENNIS ELLER'S RUN TO RECOVERY, GO TO [AR2012.UHHOSPITALS.ORG/ELLER](http://AR2012.UHHOSPITALS.ORG/ELLER).

University Hospitals Case Medical Center is the primary affiliate of Case Western Reserve University School of Medicine, a national leader in medical research and education and consistently ranked among the top research medical schools in the country by U.S. News & World Report. Through their faculty appointments at Case Western Reserve University School of Medicine, physicians at UH Case Medical Center advance medical care through innovative research and discovery that bring the latest treatment options to patients.

## Half a Century of Discovery

### A Proving Ground for Patients Reaches a Milestone

For half a century, the **W.T. Dahms Clinical Research Unit** at University Hospitals Case Medical Center has been raising standards of patient care worldwide by supporting innovation-driving clinical trials.

Today, the longtime fixture at UH's main campus is extending its clinical-research reach into community facilities, to provide more patients with opportunities to participate in, and benefit from, leading-edge science.

Physician-scientists conducting clinical trials at the Dahms unit have spurred advances in pediatrics, psychiatry, infectious diseases and cancer. Medicines developed there extend life for cystic-fibrosis patients and allow schizophrenia patients to live lives approaching normal, without debilitating side effects.

"Treatments we couldn't envision just a short time ago have become reality because of work that this unit enabled," says **Fred C. Rothstein, MD**, President of UH Case Medical Center.

The Dahms unit celebrated its 50th anniversary in 2012. It is a joint effort with Case Western Reserve University School of Medicine. Work there is funded primarily through the National Institutes of Health's \$64 million Clinical Translational Science Award grant to the School of Medicine.


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*"We're changing the face of medicine by bringing clinical research out of academia and into the community."*

PHILIP COLA

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In 2012, the Dahms unit began establishing satellite research facilities, starting at UH Bedford Medical Center, a campus of UH Regional Hospitals; and at the UH Otis Moss Jr. Health Center in Cleveland.

"As great as the unit's impact has been over the last 50 years, it stands to be even greater over the next 50," contends **Philip Cola**, Vice President for Research & Technology at UH Case Medical Center. "We're changing the face of medicine by bringing clinical research out of academia and into the community." 

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*"Treatments we couldn't envision just a short time ago have become reality because of work that this unit enabled."*

FRED C. ROTHSTEIN, MD

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**PATIENT-CENTERED CARE INTEGRATION  
MAKES UH BETTER AS IT GROWS BIGGER**

# Uniting Around You

At a time of urgent national need for leadership in health care reform, University Hospitals is standing up to provide it through innovative models of caregiving built around patients' needs.

UH is making health care safer, more effective and more convenient by unifying our providers and facilities around a shared goal: providing the right care, in the right place, at the right time.

Increasingly, the right place is right near home. We have expanded our network of hospitals, outpatient facilities and physicians across 15 Northeast Ohio counties. Our providers are in our patients' communities. At the same time, they are integrated more tightly than ever through a common culture and advanced technology.

The UH Seidman Cancer Center and our seven clinical-care institutes are examples of this integration. They bring UH Case Medical Center's highly specialized expertise and treatment protocols to patients and providers at UH community hospitals, health centers and affiliates across the region.

And our three Accountable Care Organizations (ACOs) are exciting and innovative models for this era of quality-focused, coordinated care. We launched our first, the

UH ACO, in 2010 for the 24,000 UH employees and dependents who receive their health benefits through UH. In 2012, we launched two more. Our Medicare ACO, called UH Coordinated Care Organization, will serve 42,000 Medicare beneficiaries. Rainbow Care Connection will serve 68,000 children with the help of an unprecedented \$12.7 million federal innovation grant. Together, these ACOs are unique in encompassing patients throughout all stages of life.

We built our ACOs on patient-provider relationships rather than responses. Instead of providing episodic care, ACOs foster long-term patient-provider engagement. Case managers and provider liaisons help patients, primary-care providers and specialists collaborate as an integrated team to help patients stay healthy and manage illnesses effectively.

An enticing side effect: cost control. According to a report from the Agency for Healthcare Research and Quality, 5 percent of American patients account for almost 50 percent of health care spending – an annual average outlay of \$36,000 each. ACOs aim to empower patients – especially those with complex conditions – with proactive outreach and ongoing support, to help them stay well and to coordinate their care throughout their treatment.

UHCare, our secure electronic medical record, also provides coordination. It ties UH providers together with comprehensive access to patient records and the latest evidence-based care guidance.

The result of all this coordination: Assurance to every patient, at every age, that when they need us most, UH will provide consistent care of the highest quality and safety – from Sandusky to Streetsboro and from Mentor to Medina.

That's integration. ) **That's UH.**





From left: Debbie Horan, RN;  
Jessie Murphy, RN; and Nancy Cossler, MD

## Taking Charge of Change

**CLINICAL SYSTEMS LIAISONS  
HELP COORDINATE PATIENT CARE**

*“We’re clinicians, too, so we understand  
and anticipate what doctors and nurses need.”*

DEBBIE HORAN, RN

Jessie Murphy, RN, and Debbie Horan, RN, are the human faces – and human interfaces – connecting UH clinicians to some of health care’s most advanced patient-care technology.

The two UHCare clinical systems liaisons teach physicians and nurses how to get the most out of UHCare, an electronic medical record system that coordinates and standardizes patient care across UH’s wholly owned medical centers.

Transitioning from paper records to UHCare promises patients better experiences and safer, more coordinated, more cost-effective care. Ten UH clinical systems liaisons help make the imposing change manageable. By using veteran caregivers instead of computer technicians to teach fellow clinicians, UH established a new industry best practice.

“We’re clinicians, too, so we understand and anticipate what doctors and nurses need,” says Ms. Horan, who works at UH Seidman Cancer Center.

In 2012, the liaisons helped UH achieve federal implementation milestones and earn \$16.1 million in incentive payments.

The doctors appreciate their guidance, says obstetrician/gynecologist **Nancy Cossler, MD**, Vice Chair for Quality and Patient Safety at UH MacDonald Women’s Hospital. “There has been a lot of need for education – and that will continue,” she says. “It’s incredibly valuable to us to have people like Jessie and Debbie to help us adopt the new technology.” 🍷

## Providing Help **Toward Health**

When University Hospitals legal assistant **Violet Truxal** wanted to improve her health, UH was ready to help her succeed.

In September 2012, the health system launched UH OptiWeight™, a 12-week weight-management program for employees, led by board-certified dietitians. In less than six months, Ms. Truxal lost more than 70 pounds by eating better and exercising. Her blood pressure and cholesterol levels reached normal levels, and she feels great.

“OptiWeight taught me about nutrition, and I learned to put my health and wellness first,” Ms. Truxal, 65, says.

Active outreach to help patients achieve positive lifestyle improvements is one fundamental goal of the UH Accountable Care Organization. **The idea:** Healthier patients need less health care – a great way to help contain health care cost inflation. 🍷

*“OptiWeight taught me about nutrition,  
and I learned to put my health and wellness first.”*

VIOLET TRUXAL

*“We have different strengths, but one thing in common: the UH standard of compassionate, patient-centered, highest-quality care.”*

CINDY ZELIS, MD



## A PHYSICIAN FAMILY

*At UH, meeting patients' needs helps doctors meet their own*

For years, pediatrician **Douglas Hackenberg, MD**, worked in private practice near major Akron hospitals. He joined University Hospitals in 2012 for two compelling reasons.

“For primary-care physicians like me in Northeast Ohio, aligning with UH is the best thing for our patients, and it’s the best thing for us,” Dr. Hackenberg says.

Dr. Hackenberg is among 21 premier Summit County primary-care physicians UH absorbed in 2012. Their addition reflects UH’s move toward a larger, yet more unified, family of physicians.

UH is evolving to meet the changing needs of our regional communities and the physicians who serve them, says **Michael L. Nochomovitz, MD**, President of University Hospitals Physician Services.

“On one level, medicine is focusing more on meeting the specific needs of individual patients by strengthening patient-physician relationships through better communication, education and technology,” Dr. Nochomovitz says. “On another level, our knowledge of human systems and subsystems continues to advance,

and UH is in the forefront of clinical innovation to bring new treatments to our patients. Our goal is to align these trends into a cohesive, patient-centered physician enterprise that offers patients the absolute best care.”

**Cindy Zelis, MD**, a UH-employed family-medicine physician in Strongsville, says this enterprise provides patients superior outcomes and experiences.

“As a community-based primary-care physician, I have strong relationships with my patients and with UH’s highly trained and skilled specialists,” Dr. Zelis explains. “Those relationships make all the difference when one of my patients needs specialized care. I have a rich patient history and knowledge base to share with the specialist. And the specialist keeps me consistently informed so that I can provide the most well-coordinated follow-up care. We have different strengths, but one thing in common: the UH standard of compassionate, patient-centered, highest-quality care.

“That,” Dr. Zelis concludes, “is what you get behind the red shield.” 🛡️

# NO PAIN BIG GAIN

## Pain Management Program Brings Relief

# NO PAIN BIG GAIN

**May Wykle** is back to doing the things she loves – teaching, traveling, dancing and enjoying her family. Her enjoyment reflects a transformation for Mrs. Wykle, a professor at Case Western Reserve University’s Frances Payne Bolton School of Nursing and its former dean. Not long ago, her arthritic back hurt so badly that she could barely get around. She worried it would force her to quit teaching.

“I love my work,” says Mrs. Wykle, “and I wasn’t ready to give it up.”

She hasn’t had to, because she found the Pain Management program at University Hospitals. Twice a year, pain-management specialist **Joshua Goldner, MD**, injects a long-acting anti-inflammatory steroid into her spine at UH Ahuja Medical Center, near her Solon home.

“When I started treatment, I was walking with two canes,” Mrs. Wykle says. “Now, I am proud to say I have no canes.”

UH Ahuja Medical Center has become a pain-management destination. In 2012, Dr. Goldner and his colleagues treated more than 2,000 patients.

Pain management is a fast-evolving field. Minimally invasive procedures provide quick and lasting relief, often with lower risk of side effects and addiction than prescription painkillers.

Mrs. Wykle’s injection takes only minutes and leaves her “feeling better right away,” she says happily. That makes Dr. Goldner feel better, too.

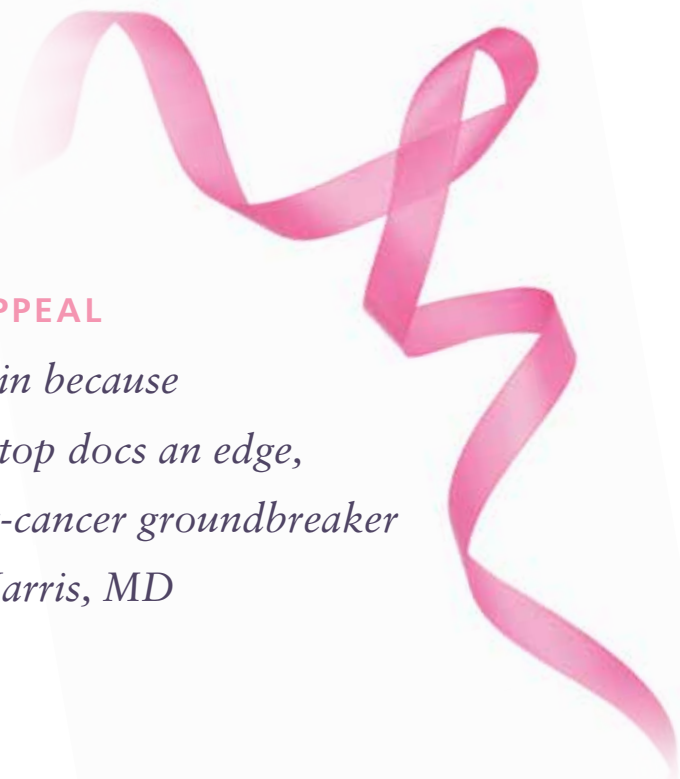
“My goal,” he says, “is to get people feeling better so they can get back to living their life.” 🍷



May Wykle and Joshua Goldner, MD

*“When I started treatment,  
I was walking with two canes.  
Now, I am proud to say  
I have no canes.”*

MAY WYKLE



## THE UH APPEAL

*Patients gain because UH offers top docs an edge, says breast-cancer groundbreaker Lyndsay Harris, MD*

University Hospitals attracts top talent from premier medical centers nationwide to provide UH patients with the finest leading-edge care. Case in point: **Lyndsay Harris, MD**, who came to UH Seidman Cancer Center in 2012 from Yale Cancer Center.

Dr. Harris earned international acclaim at Yale and, earlier, at Dana-Farber Cancer Institute. She now holds the Diana Hyland Chair for Breast Cancer and is Director of the Breast Program at UH Seidman Cancer Center. She is also a leader in developing a new Breast Cancer Research Program at the Case Comprehensive Cancer Center at Case Western Reserve University, where Dr. Harris is Professor of Medicine, Hematology and Oncology.

We sat down with Dr. Harris to learn why UH is so attractive to top-flight physician-scientists.

### Q WHY DID YOU DECIDE TO JOIN UH IN 2012?

**A:** After meeting with the leadership team at UH Seidman Cancer Center, I knew this was the right place for me. I was incredibly impressed with Nathan and Stan. *[Nathan Levitan, MD, is President of UH Seidman Cancer Center, and Stanton Gerson, MD, is Director of UH Seidman Cancer Center and the Case Comprehensive Cancer Center at Case Western*

*Reserve University.]* Their vision and commitment to excellence and innovation really set an exciting tone.

### Q WHAT SETS UH SEIDMAN CANCER CENTER APART?

**A:** For me, it's the people – the people who work here, and the people whose philanthropic support provides leading-edge resources. The compassion, and their passion for providing the absolute best cancer care, pervades every inch of the organization. That's why UH has such a great reputation. *[UH Seidman Cancer Center ranks among U.S. News & World Report's top cancer hospitals nationally.]*

### Q WHAT DO LEADING PHYSICIAN-SCIENTISTS LIKE YOU FIND SO APPEALING ABOUT UH?

**A:** A well-established clinical research program is very important. We have one of the country's most advanced clinical research programs which is a testament to the leadership of Dr. Neal Meropol. *[Dr. Meropol is the Dr. Lester E. Coleman Jr. Chair in Cancer Research & Therapeutics at*

*UH Case Medical Center and Division Chief, Hematology and Oncology, at UH Case Medical Center and at Case Western Reserve University School of Medicine, where he is also a Professor of Medicine.]* We offer patients access to promising new drugs and therapies through hundreds of clinical trials. The best doctors want to be part of developing the next generation of care.

### Q HOW IS UH LEADING THE WAY TOWARD THAT NEXT GENERATION OF CANCER CARE?

**A:** We're making great strides in personalizing treatments that will increase the likelihood of a cure. The individual genetic makeup of cancer is different for everyone. My own research focuses on the genetic sequencing of a person's tumor to allow for more effective, personalized therapy. 🍷

DR. HARRIS SHARES HER ENTHUSIASM FOR UH AND THE FUTURE OF CANCER CARE IN A VIDEO AT [AR2012.UHHOSPITALS.ORG/HARRIS](http://AR2012.UHHOSPITALS.ORG/HARRIS).



# Top-Tier Talent



University Hospitals nurses continue to draw national recognition for the patient-centered culture of excellence they share and foster.

The American Association of Critical-Care Nurses honored UH Case Medical Center Nurse Managers **Tina Greig, RN, BSN, CCRN**, and **Dianne Pearce, RN, BSN, CCRN**, in December 2012 with the association's prestigious 2013 Circle of Excellence Award. Ms. Greig works in the Medical Intensive Care Unit, and Ms. Pearce in the Edna & Thomas F. Zenty Cardiac Intensive Care Unit.

Ms. Greig and Ms. Pearce are among only 20 nurses in the nation to earn the award. They accepted the honor, they say, on behalf of UH colleagues systemwide. 🏆

*“This award is representative of all of nursing at UH and our holistic approach to patient care.”*

**TINA GREIG, RN, BSN, CCRN**

*“Patient-centered care has always been what we do at UH, long before it became a national trend.”*

**DIANNE PEARCE, RN, BSN, CCRN**



# Teaching Tomorrow's Healers

## NEW MEDICAL-TRAINING PROGRAMS MEET COMMUNITY, NATIONAL NEEDS

With the nation facing an acute shortage of primary-care physicians, University Hospitals is stepping up to fill the gap.

One in five Americans live in areas where they do not have adequate access to primary health care because of a shortage of providers – especially in rural and inner-city locations. The nation's current shortage of 16,000 primary-care physicians is expected to swell to 52,000 by the year 2025.

So in 2012, UH took steps to expand on its historic role of training future physicians, nurses, therapists, nutritionists, pharmacists, technicians and other professionals as part of the comprehensive teaching imperative embedded in our mission: **To Heal. To Teach. To Discover.**

In Cleveland, UH and Care Alliance Health Centers have developed a program, funded by the Saint Luke's Foundation, to provide family-medicine residents with hands-on training in Care Alliance's inner-city outpatient clinics. The program aims to attract to urban primary care a new generation of family physicians who are well-versed in the unique needs of underserved populations.

UH Geauga Medical Center and Lake Erie College in Painesville created a physician assistant (PA) program that will enroll its first class in 2014. PAs, practicing under a physician's supervision, can perform many essential primary-

care duties, including patient assessments, diagnosis and drug prescribing. UH Geauga Medical Center is helping design the college's PA curriculum, and will serve as a principal site for the hands-on training.

These new opportunities complement dozens of other UH health care-training programs. UH Case Medical Center is the primary affiliate of Case Western Reserve University School of Medicine. In postgraduate medical education, UH Case Medical Center and UH Rainbow Babies & Children's Hospital train more than 900 physicians each year in 76 specialty residencies and fellowships – residencies so competitive that nearly 11,000 new doctors applied for 155 openings in 2012.

UH Richmond Medical Center, a campus of UH Regional Hospitals, provides osteopathic medical education. And every year, UH provides hands-on clinical training to more than 2,000 aspiring nurses and to students of pharmacy and allied health professions such as physical therapy, speech therapy and medical assistant.

"We help prepare the next generation of health care clinicians for Northeast Ohio," says **M. Steven Jones**, President of UH Geauga Medical Center. "We see it as an investment in our future. It's great for us to be able to train and then hire the very best providers at UH." 🍷

*"It's great for us to be able to train and then hire the very best providers at UH."*

**M. STEVEN JONES**



# The Beauty of a Beat

## UH CARDIOLOGIST SMOOTHES OUT HEART RHYTHMS WITH INNOVATION

For many patients who suffer from the potentially deadly heartbeat irregularity known as atrial fibrillation, a high-tech treatment center at University Hospitals is an international destination.

There, about five times a week, UH cardiologist **Mauricio Arruda, MD**, settles in front of a video-game-like robotic console and grips a joystick. He sends four flexible metallic catheters the size of fishing line coursing through the veins of a wide-awake “A-fib” patient lying nearby, watching and guiding them through a high-definition digital map of blood vessels. Computer-controlled magnetic fields help Dr. Arruda steer the catheters’ tips until, finally, the most important catheter reaches its target: a miniature muscle adjacent to the heart, whose errant electrical impulses are the cause of a heartbeat gone haywire.



At Dr. Arruda’s command, the catheter zaps the offending muscle with heat in a tissue-killing process called ablation. The patient, wide awake, feels nothing. Yet the benevolent damage has been done: Within weeks, the resulting scar tissue will insulate the heart from the muscle’s scrambled signals. The A-fib fades away.

UH Surgeon-in-Chief **Jeffrey Ponsky, MD**, Chairman of the Department of Surgery at UH Case Medical Center and Oliver H. Payne Professor and Chairman, Department of Surgery, Case Western Reserve University School of Medicine, recently watched Dr. Arruda perform the minimally invasive procedure on a friend. “It’s the coolest thing I’ve seen in therapeutics in years,” Dr. Ponsky effuses.

About 2.5 million Americans suffer A-fib. It causes exhaustion, shortness of breath and chest pain – and it’s a leading cause of stroke and heart failure.

Dr. Arruda is Director of the Atrial Fibrillation Center at the renowned UH Harrington Heart & Vascular Institute; Director of its Electrophysiology Center; and an Associate Professor of Medicine at the School of Medicine. Few other places in the U.S. offer this advanced treatment, and Dr. Arruda’s patients come from across the country and overseas. His skill is such that NBC’s “Today” show once had him perform the procedure on live TV.

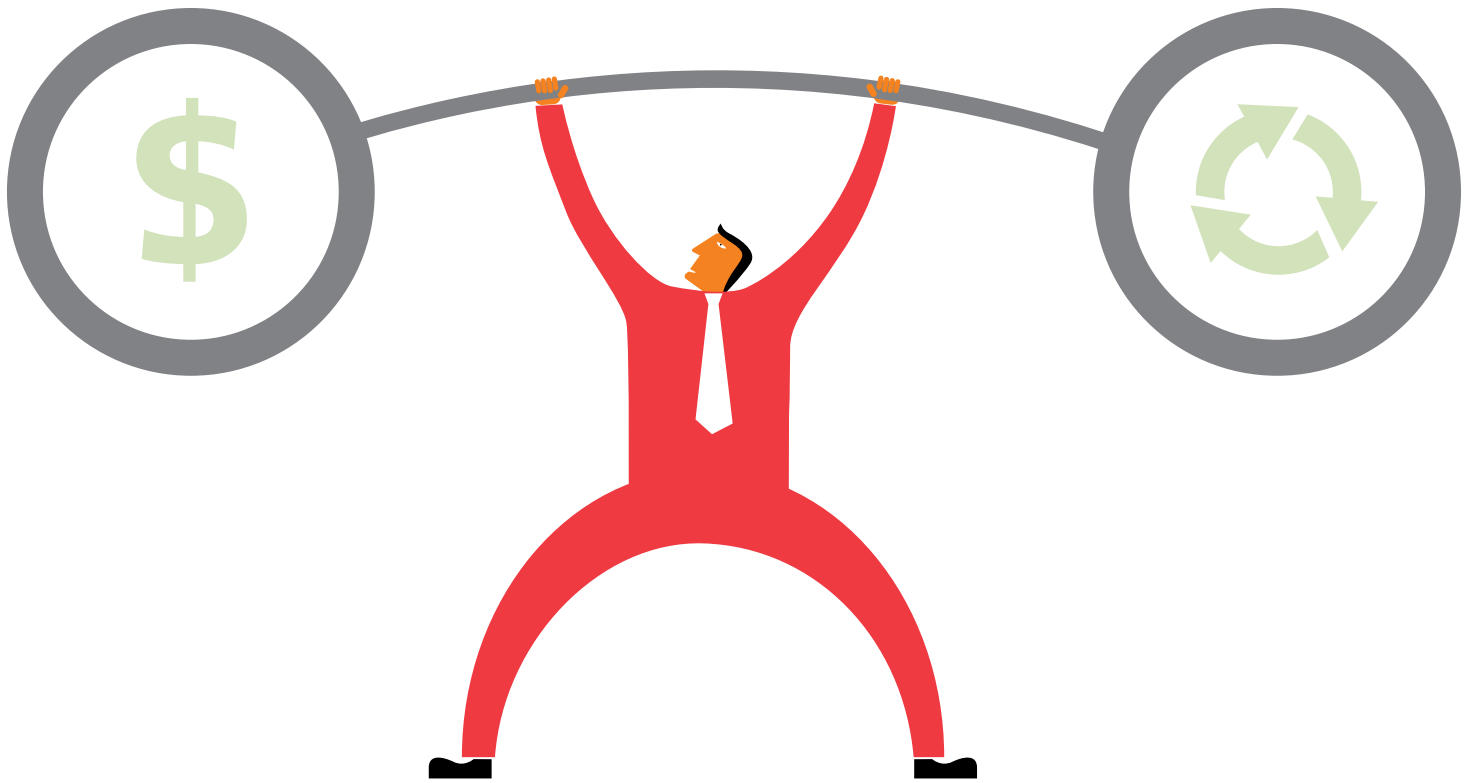
“For many A-fib patients, medicines just don’t work,” he says. “If not for this technique, they would face the unpleasant choice between open-heart surgery or high risk of stroke. So we’re improving lives – and saving them.” 🍷

## LEARN MORE ABOUT UH INSTITUTES

UH Harrington Heart & Vascular Institute is one of seven clinical-care-delivery institutes at UH that are making specialized care more accessible across Northeast Ohio. Institutes bring highly trained subspecialists from different disciplines together to collaborate on the best treatment for patients. Institutes also promote uniform, standard care protocols and the sharing of best practices – all driven by the latest advances from UH Case Medical Center.

- UH Digestive Health Institute  
[UHhospitals.org/Digestive](http://UHhospitals.org/Digestive)
- UH Ear, Nose & Throat Institute  
[UHhospitals.org/ENT](http://UHhospitals.org/ENT)
- UH Eye Institute  
[UHhospitals.org/Eye](http://UHhospitals.org/Eye)
- UH Harrington Heart & Vascular Institute  
[UHhospitals.org/Heart](http://UHhospitals.org/Heart)
- UH Neurological Institute  
[UHhospitals.org/Neuro](http://UHhospitals.org/Neuro)
- UH Transplant Institute  
[UHhospitals.org/Transplant](http://UHhospitals.org/Transplant)
- UH Urology Institute  
[UHhospitals.org/Urology](http://UHhospitals.org/Urology)

*UH institutes reflect the powerful affiliation between UH Case Medical Center and Case Western Reserve University School of Medicine, a national leader in medical research and education. Through their faculty appointments at the School of Medicine, our physicians advance medical care through innovative research and discovery that bring the latest treatment options to patients.*



# ACHIEVING FISCAL FITNESS

## Discipline and Innovation Streamline Care Costs

UH is shaping up for the challenges of a new age of health care like an athlete training for competition: by getting leaner and developing new muscles.

Our **UH Transformation** initiative is strengthening our bottom line and enhancing patient care by improving efficiencies and managing costs. Employees systemwide have contributed to the exercise by identifying opportunities to contain costs and increase revenues sustainably by a combined \$150 million over a three-year period. With great progress in 2012, UH Transformation had achieved 92 percent of its three-year goal.


This discipline is essential in an era of health care that is increasingly competitive and value-driven. Reimbursements are flattening while demand for advanced care is rising. Providers must shape up to do more with less.

**UH is prepared.** Our supply-chain operation, for example, is getting better by slimming down. It drew national attention in 2012 by using automation, process standardization and other tools to save \$25 million a year and improve service to our integrated network of hospitals and physicians.

*“What motivates us is finding new ways each day to make more resources available for patient care.”*

STEVEN D. STANDLEY

Energy conservation measures through the Greening UH initiative are another example of an emerging UH strength. Efficiency improvements all across UH Case Medical Center were so effective that in 2012, power costs were below 2010 levels – despite the addition of the 120-bed UH Seidman Cancer Center and the new Center for Emergency Medicine and Marcy R. Horvitz Pediatric Emergency Center.

“What motivates us,” says **Steven D. Standley**, UH Chief Administrative Officer, “is finding new ways each day to make more resources available for patient care. And when we see patients receive such great care from our clinical caregivers, it feels great to know we’re all on the same team.” 

# Strength in Numbers

Diligence, teamwork and a commitment to our mission drove University Hospitals to another solid year financially. Our system enjoyed gains in key patient volumes and in operating income, while meticulously containing costs. And UH again demonstrated its robust commitment to our neighbors in Northeast Ohio with an estimated \$245 million of community-benefit contributions.

	2011	2012
<b>PATIENT CARE</b>		
Outpatient procedures	5,455,190	5,823,480
Emergency Department visits	181,631	200,499
Urgent Care visits	62,260	62,657
Registered beds	1,752	1,752
<b>DISCHARGES</b>		
Acute	58,244	62,103
Post-acute	1,241	1,186
Newborns	4,995	5,050
Total	64,480	68,339
<b>SURGICAL CASES</b>		
Inpatient	15,778	16,230
Outpatient	39,548	41,171
Total	55,326	57,401

	2011	2012
<b>FINANCIAL HIGHLIGHTS</b>		
Total operating revenues <sup>1</sup>	\$2.1 billion	\$2.3 billion
Operating income <sup>2</sup>	\$46 million	\$65 million
Community benefit <sup>3</sup>	\$267 million	\$245 million
<b>EDUCATION</b>		
Residents and fellows in training	940	978
Residency training programs	109	100
<b>RESEARCH</b>		
Total sponsored research funding to CWRU School of Medicine, including NIH grants, awarded at the UH Case Medical Center campus only.	\$230 million	\$212 million
CWRU School of Medicine basic science research	\$106 million	\$108 million
CWRU clinical and translational research	\$124 million	\$104 million
Industry-sponsored research	\$41 million	\$41 million
<b>EMPLOYMENT</b>		
Total nonphysician employees	14,067	14,434
UH providers <sup>4</sup>	3,180	3,228
Independents <sup>5</sup>	917	826
Total UH providers	4,097	4,054
<b>JOINT VENTURES<sup>6</sup></b>		
St. John Medical Center	617	601
Southwest General Health Center	594	620

<sup>1</sup> 2011 operating revenues were restated to conform to the new net patient revenue presentation

<sup>2</sup> Excludes loss on disposal of equity investments

<sup>3</sup> Preliminary estimate for 2012

<sup>4</sup> Includes providers at UHMG, UHMP, residents and fellows, and Allied Health providers

<sup>5</sup> Includes CNP, CNS, MD, DDS, DO, PhD, DMD at the Medical Centers and UH Lyndhurst Surgery Center

<sup>6</sup> Joint Ventures providers may contain duplicate UH providers

## REPORT ON PHILANTHROPY



From left: Shelly Adelman, Jack Breen and Monte Ahuja

Since its inception, *Discover the Difference: The Campaign for University Hospitals* has received a remarkable level of community support. Gifts ranging in size from \$1 to \$72.6 million have supported the unprecedented growth of our health system, enabled the recruitment and retention of the very best physicians and physician-scientists in the nation, and benefited every department, institute and center of excellence. In 2012, UH reached what is perhaps our greatest philanthropic milestone to date: \$1 billion in philanthropic giving from a generous and supportive community, and the achievement of a very ambitious campaign goal *more than one year ahead of our projections.*

Two other important milestones in 2012 provided tremendous momentum as UH continues to grow within a complex landscape. The year in giving culminated with the extraordinary announcement that UH would continue the *Discover the Difference* campaign and pursue an expanded goal of \$1.5 billion, making UH one of only two health systems in the nation to engage in a campaign of this magnitude. Also, with great thanks once again to our generous donor community, 2012 was the most successful year for fundraising in UH history, with an astonishing \$159.6 million in support.

Nearly 12,000 donors made gifts to *Discover the Difference* last year. Every gift was important. Two were truly monumental in enabling us to deliver record-setting results. In February, the Harrington family made a gift of \$50 million – the largest single gift in UH history – to establish the Harrington Discovery Institute, bringing their total campaign giving to an unprecedented \$72.6 million. And in December, the Rainbow Babies & Children's Foundation announced its \$32.5 million gift to support a number of strategic initiatives at UH Rainbow Babies & Children's Hospital.

As the leaders of the UH Board Development Committee and the UH Campaign Cabinet, we are humbled by the breadth, pace and scope of the support UH has received from more than 60,000 donors who have contributed to the *Discover the Difference* campaign.

The extraordinary success of the *Discover the Difference* campaign is a tribute to all whose generosity of spirit has made UH a leading health system. Thank you for joining us as we pursue our \$1.5 billion goal in support of our timeless mission: **To Heal. To Teach. To Discover.**

**Sheldon G. Adelman**  
Chairman  
University Hospitals  
Board Development Committee

**Monte Ahuja**  
Co-Chair  
Discover the Difference  
Campaign Cabinet

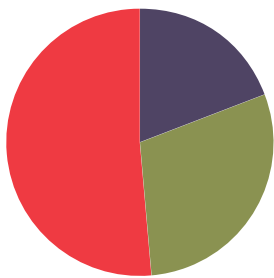
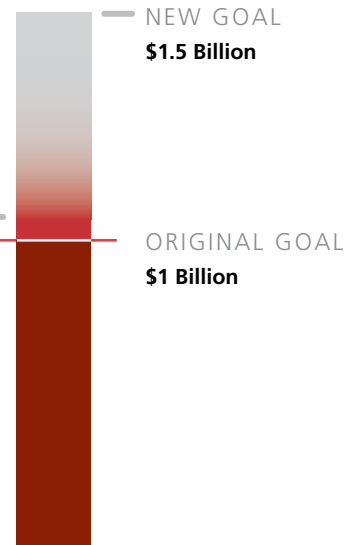
**John G. Breen**  
Co-Chair  
Discover the Difference  
Campaign Cabinet

AS OF DECEMBER 31, 2012, CAMPAIGN GIVING HAS HAD A POWERFUL AND MEASURABLE IMPACT ON OUR PATIENTS AND THEIR FAMILIES.

### The generous support of our philanthropic community:

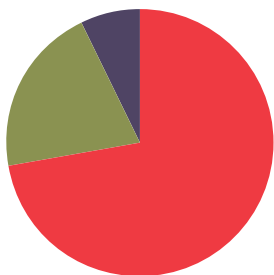
- Enabled significant investment in our institutes and centers of excellence
- Supported the recruitment and retention of highly sought-after physician talent
- Facilitated the unprecedented expansion of our health care delivery network across the region

2012 YEAR END  
\$1,009,038,825



### OUR SUPPORTERS

- Individuals \$518.3M
- Foundations/Other Organizations \$294.7M
- Corporations \$196.1M

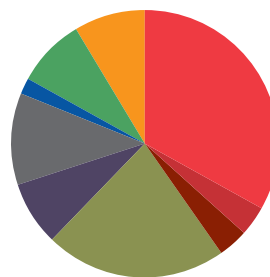
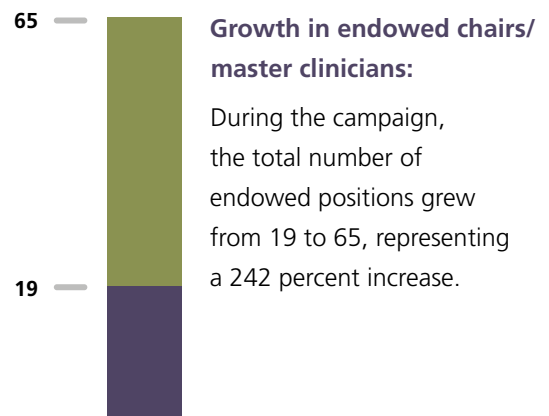


### CAMPAIGN GIVING IN CASH

- Restricted \$533.5M
- Unrestricted \$152.2M
- Endowment \$52.5M

### \$738 million of the just over \$1 billion support received has been given in cash.

- Restricted: Funds designated for a specific purpose; spent in accordance with donor wishes
- Unrestricted: Funds are immediately expendable; applied to areas of greatest need
- Endowment: Principal reserved; income spin-off spent in accordance with donor wishes



### Top supported initiatives:

Transformational gifts supported the creation, construction or enhancement of a number of key capital and programmatic initiatives.

- Rainbow Babies & Children's Hospital \$199.4M
- Angie Fowler Adolescent & Young Adult Cancer Institute \$20.5M
- Quentin & Elisabeth Alexander Level III Neonatal Intensive Care Unit \$22.0M
- Seidman Cancer Center \$131.8M
- Ahuja Medical Center \$46.0M
- Harrington Heart & Vascular Institute \$65.7M
- Center for Emergency Medicine and Marcy R. Horvitz Pediatric Emergency Center \$12.2M
- Harrington Discovery Institute \$50.1M
- Neurological Institute \$50.6M



*“We are very excited to support what we see as a national model that will bring new drugs to the market to help patients with heart disease, cancer and other health issues.”*


RONALD G. HARRINGTON

From left: Ronald G., Jill, Nancy, Lydia and Ronald M. Harrington

## HARRINGTON FAMILY GENEROSITY IS UNSURPASSED

The Harrington family of Hudson, Ohio, became the most generous philanthropic family in the history of University Hospitals on February 28, 2012. With their gift of **\$50 million** to create the innovative **Harrington Discovery Institute**, the Harringtons’ total giving surpassed **\$72.6 million**.

The Harrington Discovery Institute is a key part of a pioneering, Cleveland-based national initiative to accelerate the transformation of physician-scientists’ medical breakthroughs into life-enhancing and lifesaving new drugs. The institute aligns with a mission-driven for-profit enterprise to form a powerful system for drug development. The Harrington Discovery Institute addresses a major challenge in medicine today: a lack of resources and commitment to new drug development that has created a wide gap, known as the “Valley of Death,” in which promising research stalls. The result has been a serious decline in approved new medicines. (SEE STORY ON PAGE 16.)

“We are very excited to support what we see as a national model that will bring new drugs to the market to help patients with heart disease, cancer and other health issues,” says **Ron Harrington**, who along with his wife, **Nancy**; daughter **Jill**; and son and daughter-in-law, **Ron and Lydia**, made these generous gifts to UH. “Our family became humbled students of heart disease after I was diagnosed. During the process, we marveled at how physician-scientists play a pivotal role in advancing discovery, yet face so many obstacles throughout the process.” 

 SEE A VIDEO HIGHLIGHTING THE HARRINGTONS’ GIFT  
AT [AR2012.UHHOSPITALS.ORG/HARRINGTONGIFT](http://AR2012.UHHOSPITALS.ORG/HARRINGTONGIFT).





Eleven Rainbow Babies & Children's Foundation presidents attended the gala announcement.

**From left:** Dinah Kolesar, Beth Curtiss, Jane Meyer, Jane Wolf, Mary Herrick, Ann Pinkerton Ranney, Margaret Marting, Ann O'Brien, Patti DePompei (President, Rainbow & MacDonald hospitals), Sarah Robertson, Lynne Alfred and Julie Raskind

## Monumental Rainbow Foundation Gift Honors Hospital's 125th Anniversary



A historic \$32.5 million gift from the Rainbow Babies & Children's Foundation energized *Discover the Difference: The Campaign for University Hospitals*, helping to propel UH past its campaign goal of \$1 billion.

UH Chief Executive Officer Thomas F. Zenty III announced the gift to more than 700 benefactors, board members, volunteers, community leaders and UH physicians at a special celebration at Severance Hall on December 12, 2012.

The Rainbow Foundation made the remarkable gift in honor of the 125th anniversary of Rainbow Babies & Children's Hospital. Eleven Rainbow Foundation presidents attended the gala, including current President Dinah Kolesar.

The independent Rainbow Foundation was born on Thanksgiving Day in 1887 and organized in its current form in 1974 upon the merger of Rainbow Hospital and Babies & Children's Hospital. Rainbow Foundation has provided continual support at pivotal moments in the hospital's history.

The \$32.5 million gift will fund a number of key strategic initiatives, including the construction of the Angie Fowler Adolescent & Young Adult Cancer Institute, the Children's Heart Center, and the Maternal Fetal Medicine Center. The gift also will support Rainbow's nationally renowned Family and Child Life Services Program. This gift includes \$10 million in matching funds intended to encourage other donors to establish endowed chairs and master clinicians and support capital projects. 🇺🇸



Rainbow Babies & Children's Foundation President Dinah Kolesar, surrounded by past presidents, announces the Foundation's landmark gift.



FOR VIDEO HIGHLIGHTS OF THE HISTORIC GIFT ANNOUNCEMENT, GO TO [AR2012.UHHOSPITALS.ORG/RBCFOUNDATION](http://AR2012.UHHOSPITALS.ORG/RBCFOUNDATION).

SAMUEL  
MATHER  
SOCIETY

We gratefully acknowledge our distinguished members of the Samuel Mather Society for cumulative (lifetime) giving of \$1 million or more. Samuel Mather (1851 – 1931), a renowned Cleveland industrialist, philanthropist and former University Hospitals Board Chairman and patient, was one of the most generous benefactors in the history of University Hospitals.

**\$1 MILLION+**

- Anonymous (6)
- Sheldon G. ■ and Terry Adelman ♦
- Monte ■ and Usha Ahuja and Family ♦
- The Althans Foundation
- The Andrews Foundation
  - Mr.\* and Mrs.\* Matthew Andrews
  - Mrs. Laura S. Baxter-Heuer
  - Mr. Michael A. Heuer
- The Auxiliary of University Hospitals Case Medical Center
- Hudson D. Bishop, MD\* ♦
- Bolton Foundation
  - Julian C.\* and Fanny Hanna\* Bolton
- BP America, Inc./Standard Oil of Ohio
- Mary Jane and Jack Breen
- Donald P. Brestich\* ♦
- Brian & Joe Rainbow Radiothon
- William\* and Lois\* Briggs ♦
- Britton Fund
- Constance W. and James W. Brown Jr. ♦
- Centers for Dialysis Care's Leonard C. Rosenberg Renal Research Foundation
- Norma N. Chapman\* ♦
- Children's Miracle Network<sup>Δ</sup>
- Circle of Friends Events
- The Cleveland Foundation
- Rosalie\* and Morton A.\* Cohen ♦
- Kathleen A. Coleman ♦
- The Lester E. and Kathleen A. Coleman Foundation
- Duane E. and Barbara "Joyce" Collins ♦
- Mr. and Mrs. Christopher M. ■ Connor

- Harry Coulby\* ♦
- Mr. and Mrs. Thomas W. Cristal ♦
- Cystic Fibrosis Foundation
- Drs. William T.\* and Beverly B. Dahms ♦
- Lois and Larry\* Davis ♦
- Marti and Jeffrey Davis
- Corinne L. Dodero Foundation for the Arts and Sciences
  - William and Lorraine Dodero
- The Dolan Family
- Mr. and Mrs. Michael Drusinsky ♦
- Eaton Corporation
- Evergreen Philanthropic Fund
- John and Sharon Ferchill Family
- Mr. and Mrs. Terrence P. Fergus ♦
- Fidelity Charitable Gift Fund
- The Figgie Foundation
- Firman Fund
  - Mrs. Pamela Humphrey Firman\*
  - Mr. and Mrs. Royal Firman III
  - Mr.\* and Mrs. Robert C. Webster Jr.
- Five Star Sensation
- Dr.\* and Mrs.\* John A. Flower ♦
- Doris A. Flynn\* ♦
- Mr.\* and Mrs.\* Daniel B. Ford
- Foundation for Spine Research and Education
- Charlotte and Charles Fowler Family Foundation
  - Charlotte A. and Charles D. Fowler
  - Holley Fowler Martens and Robert F. Martens
  - Chann Fowler-Spellman and Edward F. Spellman

- The Sam J. Frankino Foundation
- Mr. and Mrs. Robert I. Gale III ♦
- Albert I. and Norma C. Geller ♦
- Dr. Donald J.\* and Mrs. Ruth W.\* Goodman ♦
- Sally and Bob ■ Gries ♦
- John A.\* and Marianne Millikin\* Hadden ♦
- Howard Hanna Choo Choo Chow Chow
- Howard Hanna Real Estate & Hanna Family
- Howard M. Hanna\*
- Howard Melville Hanna\*
- Leonard C. Hanna Jr.\* ♦
- M.A. Hanna Company/  
Hanna Mining Company
- Mr. Edward Stephen Harkness\*
- The Harrington Family Foundation
  - Mr. and Mrs. Ronald G. ■ Harrington ♦
  - Mr. and Mrs. Ronald M. Harrington ♦
  - Ms. Jill Harrington ♦
- Perry\* and Virginia\* Harrison ♦
- The John A. Hartford Foundation
- John C. Haugh ♦
- Sarah Cole Hirsh\* ♦
- Mr. and Mrs. Leonard C. Horvitz
- Mr. and Mrs. Richard Horvitz
- Virginia Hubbell\* ♦
- George M. & Pamela S. Humphrey Fund
  - Mr.\* and Mrs.\* John G. Butler
  - Mr. and Mrs. Stephen T. Keefe
- Frances W. Ingalls\* ♦
- The Louise H. & David S. Ingalls Foundation
- The Ireland Foundation
- Mrs. Barbara M. Jacobs\* ♦
- The Jewish Federation of Cleveland
- The Robert Wood Johnson Foundation
- Henri Pell Junod Jr. ♦
- Key Foundation
- Elizabeth King\* ♦
- Kohl's Department Stores
- Mrs. Carrie Rothenberg Kohn\* ♦
- Karen and Alan M. Krause ♦
- The Kresge Foundation
- Kulas Foundation
- Barbara Lazaroff
- Ruth Lederer\* ♦
- The Fred A. Lennon Charitable Trust
  - Fred\* and Alice\* Lennon ♦
- Mrs. Alfred Lerner ♦
- LGS Properties
- G. Russell and Constance P. Lincoln ♦
- Jocelyne K. and Frank N. Linsalata ♦
- LTV Corporation
- Maniglia Foundation for
  - Head & Neck Medicine & Surgery
- Elizabeth Ring Mather and William Gwinn Mather Fund
- Samuel L.\* and Flora Stone\* Mather
- Ruth S.\* and Charles W.\* Midelburg ♦
- Mr.\* and Mrs.\* Severance A. Millikin ♦
- The Margaret Clark Morgan Foundation
- Sally S. and John C. ■ Morley ♦
- Calvary Morris\* ♦
- The Mt. Sinai Health Care Foundation
- Mr. and Mrs. Thomas G. Murdough Jr. ♦
- Hoyt C. and Gail S. Murray ♦
- Mr. S. Darwin Noll\* ♦
- F.J. O'Neill Charitable Corporation
- Julia Clark Owen\* ♦
- Colonel Oliver Hazard Payne\* ♦
- Kathy and Jim Pender ♦
- Perkins Charitable Foundation
- The Thomas F. Peterson Foundation
- PNC Bank
- Mr. and Mrs. Richard W. ■ Pogue ♦
- PolyOne Corporation
- The Elisabeth Severance Prentiss Foundation
- Wolfgang Puck

- Rainbow Babies & Children's Foundation
- Rainbow Golf Classic
- Maggie A. Reimer\* ♦
- The Reinberger Foundation
- Robert S. and Sylvia K. Reitman Family Foundation ♦
- Mr. and Mrs. Walter K. Remen ♦
- Robert R. Rhodes\* ♦
- Mr. and Mrs. Kenneth C. ■ Ricci ♦
- Edith O. Richman\* ♦
- Ride the Rainbow Gala
- Bob, Eleanore and Kathy Risman ♦
- William B. Risman and Family ♦
- Barbara S. Robinson ■ ♦
- The Rockefeller Foundation
- Enid and Dr. David Rosenberg ♦
- Mr. and Mrs. Alan D. Rosskamm
- Mrs. Betty Rosskamm ♦
- Dr. Fred C. and Jackie Rothstein
- Joel S. Rube ♦
- Barbara P. Ruhlman ♦
- Saint Luke's Foundation of Cleveland, Ohio
- Cindy and Bob Schneider ♦
- The Harold C. Schott Foundation
- Harry\* and Eleanor Schwartz Family ♦
- Ellery\* and Elizabeth W.\* Sedgwick ♦
- Jane and Lee Seidman ♦
- The Lawrence C. Sherman Family Foundation, a supporting foundation of The Jewish Federation of Cleveland ♦
- Michael and Anita Siegal ♦
- The Kelvin and Eleanor Smith Foundation
- Vincent K.\* and Edith H.\* Smith ♦
- Speedway SuperAmerica LLC<sup>Δ</sup>
- Mr. and Mrs. Irving B. Spitz ♦
- Stanley Medical Research Institute
- STERIS Corporation
- Katharine Holden Thayer\* ♦
- Third Federal Foundation
- TRW Inc.
- Washington S.\* and Marion C.\* Tyler ♦
- United Way Services
- University Physicians, Inc.
- Mr. and Mrs. Lawrence Vassil
- Mr. and Mrs. Les C. ■ Vinney
- Dominic A. Visconti ♦
- Ellen Garretson Wade\* ♦
- Wal-Mart Stores, Inc./  
Sam's Club Foundation<sup>Δ</sup>
- WDOK Rainbow Radiothon
- James W. Wert ■ Family ♦
- The Marguerite M. Wilson Foundation
- The Bert L. Wolstein Legacy Golf Tournament
- Iris S. and Bert L.\* Wolstein
- Josephine\* and John A.\* Wootton ♦
- Thomas F. Zenty III ♦
- Zucker/Uhrman Philanthropic Fund of The Jewish Federation of Cleveland
  - Malcolm and Helene\* Zucker ♦
  - Hal and Ronna Uhrman ♦
  - Seth Uhrman

**KEY**

- \* Deceased
- ♦ Diamond Legacy Society
- Samuel Mather Society
- Board of Directors
- Δ Children's Miracle Network Sponsor
- § St. John Medical Center



## Society of 1866

Annual Celebration Honors  
**Fowler Family,**  
**Jane and Lee Seidman,**  
 and **Albert Waldo, MD**

**Front row from left:** Char and Chuck Fowler and Lee and Jane Seidman  
**Second row from left:** UH CEO Tom Zenty; Chann Fowler-Spellman and Ed Spellman; Rose and Albert Waldo, MD; Rob Martens and Holley Fowler Martens; and UH Case Medical Center President Fred C. Rothstein, MD

Every year, University Hospitals honors its most generous benefactors and friends at the elegant **Society of 1866 Celebration**. At the 2012 event in September, two exceptional philanthropic families received the prestigious **Samuel Mather Visionary Award**: **Jane and Lee Seidman**, and the **Fowler family** – **Char and Chuck Fowler** and their daughters and sons-in-law, **Chann Fowler-Spellman** and **Edward Spellman**, and **Holley Fowler Martens** and **Robert Martens**. **Albert Waldo, MD**, received UH’s **Distinguished Physician Award**.

The Seidmans’ momentous \$42 million gift in 2010 helped make **UH Seidman Cancer Center** a reality. It is the only freestanding cancer hospital in Northeast Ohio, and it demonstrates

UH’s leadership in pre-eminent cancer care locally and nationwide. A previous gift from the Seidmans established the **Jane and Lee Seidman Chair in Pediatric Cancer Innovation**.

The Charlotte and Charles Fowler Family Foundation’s \$17 million gift in 2011 created the **Angie Fowler Adolescent & Young Adult Cancer Institute** at UH Rainbow Babies & Children’s Hospital. It is the largest nonfoundation donation in Rainbow’s 125-year history. The Fowlers gave in honor of Char and Chuck’s daughter **Angie**, who lost her battle with melanoma when she was 14 years old. An earlier gift from the Fowlers established the **Angie Fowler Chair in Adolescent & Young Adult Cancer Research**.

Dr. Waldo’s 2012 Distinguished Physician Award recognizes his pioneering – and continuing – career in electrophysiology. Dr. Waldo, Associate Chief of Cardiovascular Medicine for Academic Affairs at UH Case Medical Center and Harrington Heart & Vascular Institute, Walter H. Pritchard Professor of Cardiology at Case Western Reserve University School of Medicine, is an authority on atrial fibrillation. He discovered entrainment, a seminal method for diagnosing and treating rapid heart rhythms. 🏆



FOR VIDEOS ABOUT OUR 2012 HONOREES, VISIT [AR2012.UHHOSPITALS.ORG/SOCIETY1866](http://AR2012.UHHOSPITALS.ORG/SOCIETY1866).



## 2012 Samuel Mather Society Inductees

### Row 1:

Betty Mulcahy, Harold C. Schott Foundation;  
 Diane Wish, Centers for Dialysis Care’s Leonard C. Rosenberg Renal Research Foundation;  
 Holley Fowler Martens; Robert F. Martens;  
 Mitch Balk, The Mt. Sinai Health Care Foundation

### Row 2:

Tom Zenty; James W. Wert, Sr.; Ray Murphy,  
 The Althans Foundation; Matt Urbin, Speedway;  
 Marc Krantz, The Mt. Sinai Health Care Foundation

### Row 3:

Michael T. Welsh, The Althans Foundation;  
 Russ Eckles, Centers for Dialysis Care’s  
 Leonard C. Rosenberg Renal Research Foundation;  
 Bud LaBillois, Speedway




# Physician & Employee Campaign

## PHYSICIANS & EMPLOYEES SHOW THEIR GENEROSITY IN THE CAMPAIGN

In addition to the extraordinary gift of service our physicians and employees provide our patients every day, their support of the *Discover the Difference* campaign has had a powerful and lasting impact on those who receive their care.

In 2012 alone, more than 2,000 physicians and employees made gifts totaling \$1.4 million to *Discover the Difference*. Over the course of the campaign, 3,000 individuals have contributed more than \$11 million. Their generosity amplifies the compassionate care they provide our patients and their families.

 FIND VIDEO STORIES HIGHLIGHTING OUR UH PHYSICIANS AND EMPLOYEES AT [AR2012.UHHOSPITALS.ORG/PECAMPAIGN](http://AR2012.UHHOSPITALS.ORG/PECAMPAIGN).

 SEE A LIST OF UH EMPLOYEES, NURSES AND PHYSICIANS WHO HAVE SUPPORTED DISCOVER THE DIFFERENCE AT [AR2012.UHHOSPITALS.ORG/PEHONORROLL](http://AR2012.UHHOSPITALS.ORG/PEHONORROLL).



Thomas F. Zenty III with his parents Edna & Thomas F. Zenty Sr.\*

### CEO TOM ZENTY HONORS FATHER THROUGH LEADERSHIP GIFT

University Hospitals CEO **Thomas F. Zenty III** was among the first of our employees to make a gift in support of the *Discover the Difference* Physician & Employee Campaign. Mr. Zenty's gift of \$1 million now honors the memory of his father, Thomas F. Zenty Sr., who passed away in March 2012 from complications of heart disease. In an effort to recognize and demonstrate his deep appreciation for the extraordinarily compassionate care physicians and nurses from the UH Harrington Heart & Vascular Institute provided his father, Mr. Zenty designated that his gift be used to establish the Edna & Thomas F. Zenty Cardiac Intensive Care Unit.

*Employees and physicians at UH locations all across our health system supported Discover the Difference in ways that were personal and meaningful to them. What follows are examples of the creative ways they responded to our call for support.*

### PHYSICIANS & EMPLOYEES SUPPORT CARE BEARS FOR KIDS PROGRAM



Ten-month-old Cordelia Willets with her new Care Bear, a gift from a UH employee.

Early in December, the physicians and employees of University Hospitals supported the annual **Rainbow Radiothon** in a unique way: by purchasing Rainbow edition Care Bears for Quentin & Elisabeth Alexander Level III Neonatal Intensive Care Unit patients and families at UH Rainbow Babies & Children's Hospital. American Greetings designed and donated the specially designed bears. About 425 individual donors gave \$5 or more to the *Discover the Difference* campaign to ensure NICU patients received a Care Bear during their stay. More than 100 Care Bears were delivered the day of the Radiothon. The remaining bears were later presented to patients like Cordelia (above). The Care Bears are part of an alliance between American Greetings and Rainbow to enhance the patient care experience and brighten the days for families.

# Discover the Difference

THE CAMPAIGN FOR UNIVERSITY HOSPITALS

## DRESSING DOWN TO GIVE BACK

Mary Eink, Vice President of Revenue Cycle for University Hospitals Physician Services, wondered how her team could support the campaign. Inspiration struck when Ms. Eink, with the help of her Executive Assistant, **Toni Butcher**, introduced “Dress Down Days” to the Euclid-based team.

In appreciation for their gifts to the campaign, Revenue Cycle employees enjoyed dressing down every Tuesday and Thursday from August through December. By the end of the year, every member of the 250-person team had contributed. “We’re very proud of our support of the campaign,” says Ms. Eink. “Our goal was to reach 100 percent participation from our team and we did. It feels great to be part of something that’s bigger than ourselves, bigger than our department. We know we’ve made a difference for our patients.”



UH Physician Services Discover the Difference Committee members, from left: Monica Black, Mary Eink, Shirley Gygli, Michael Fontanella, Toni Butcher, Sheryl Johnson, Sharmila Ball and Alma Rodriguez. Not pictured: Christina Chmielecki

## FUND ESTABLISHED BY NURSE EDUCATOR HONORS LATE HUSBAND’S MEMORY



The late **Geof Cave, RN, CCRN**, pictured above with his wife, was a critical care nurse at UH Case Medical Center for 32 years. In 2010, a rare bone-marrow disease claimed his life, but not before he and his wife, **Lucinda Cave, RN**, a nurse educator at UH Case Medical Center, established the Geof Cave Endowment for Cardiovascular Nursing Education at UH Harrington Heart & Vascular Institute.

Mr. and Mrs. Cave both knew firsthand how knowledgeable and caring UH cardiac critical care nurses are and wanted to do what they could to support their continuing education. “Our gift memorializes Geof and promotes the continued legacy of caring at UH,” says Mrs. Cave.

## ENT PHYSICIANS SUPPORT CAMPAIGN, HONOR PHYSICIAN LEADER



James E. Arnold, MD, former Chair, Department of Otolaryngology – Head & Neck Surgery and Julius W. McCall Professor of Otolaryngology at Case Western Reserve University School of Medicine

Several University Hospitals Ear, Nose & Throat Institute physicians wished to honor the contributions of **James E. Arnold, MD**, the longtime chair of the Department of Otolaryngology – Head & Neck Surgery, when he announced his retirement in early 2012. The 11-physician group made gifts totaling \$100,000 to the *Discover the Difference* campaign to establish the James E. Arnold, MD, Lecture in Pediatric Otolaryngology. The lectureship will enable the institute to invite guest lecturers to address advances in research and clinical care at the ENT Annual Residents Research Day.

“We wanted to honor Jim for his remarkable service to our department, to his patients and the hundreds of residents, fellows and medical students he has trained over the course of his career,” says Dr. Arnold’s successor as chair, **Cliff A. Megerian, MD**.

Dr. Megerian holds the Richard W. and Patricia R. Pogue Chair in Auditory Surgery and Hearing Sciences, and is Director of the UH ENT Institute; Chair of the Department of Otolaryngology – Head & Neck Surgery at UH and Case Western Reserve University School of Medicine; and Professor of Otolaryngology – Head and Neck Surgery at the School of Medicine. 🍷

BENEFACTOR

SOCIETY

We gratefully acknowledge the exceptional generosity of our Benefactor Society members, whose cumulative (lifetime) giving totals \$25,000 – \$999,999. The society recognizes individuals, family foundations, special events, associations, corporations and foundations.

**PLATINUM**  
**\$500,000 – \$999,999**

Anonymous (2)  
Academic Education, Inc.  
Mildred P. Bach\* ♦  
Leonard A.\* and Helen Russell\*  
Bretschneider ♦  
Carole ■ and David Carr  
Cascade Hemophilia Consortium  
The Edna McConnell Clark Foundation  
Gerald A. and Martine V. Conway ♦  
Covidien  
Mr. and Mrs. David A. ■ Daberko ♦  
Dairy Queen Corporation ▲  
Mr. and Mrs. Harold H. Davis  
Diamond Shamrock Corporation  
DJ Foundation  
*Mr. and Mrs. James S. Reid Jr.*  
Joan C. Edwards Charitable Foundation  
Mr.\* and Mrs.\* Raymond F. Evans ♦  
Samuel J. and Connie M. Frankino Foundation  
William O. & Gertrude Lewis Frohring  
Foundation  
Giant Eagle, Inc. ▲  
Gladys B. Goetz\* ♦  
Helen Wade Greene Charitable Trust ♦  
William Randolph Hearst Foundation  
John C. Heege\* ♦  
Mr. and Mrs. John F. Herrick  
Gilbert W. Humphrey Family  
*Mr. Gilbert W.\* and*  
*Mrs. Louise Ireland\* Humphrey*  
*Mr.\* and Mrs. George M. Humphrey, II ♦*  
Huntington  
Hyundai Motor America  
Mr. and Mrs. Theodore T. Jones  
Doris and Floyd Kimble Foundation  
Susan G. Komen for the Cure,  
Northeast Ohio Affiliate  
Eleanore M. Kosman\* ♦  
The Lincoln Electric Foundation  
The Lubrizol Foundation

Josiah Macy Jr. Foundation  
H. and R. Marcus Family Philanthropic Fund  
of The Jewish Federation of Cleveland  
*Herbert and Cookie Marcus*  
Lois and Martin Marcus Family  
Philanthropic Fund of  
The Jewish Federation of Cleveland  
*Mr. and Mrs. Martin H. Marcus*  
Isabel Marting\* ♦  
Mr. and Mrs. Stanley A. Meisel  
Mr. and Mrs. Henry L. ■ Meyer III  
Mt. Sinai Community Partners  
The Murch Foundation  
Northeastern Ohio Healthcare Foundation  
Dr.\* and Mrs.\* Frank E. Nulsen ♦  
William J. & Dorothy K. O'Neill Foundation  
*William J. ■ and Katherine T. O'Neill ♦*  
Jane and Jon Outcalt Foundation  
The Pew Charitable Trusts  
PNC Foundation  
Rainbow Kids Cards  
Constance H. Rebar  
Mrs. Patricia A. Redford ♦  
RE/MAX Crossroads Properties ▲  
Fannie E. Rippel Foundation  
LaVerne G. Rosenfeld\* ♦  
Dominic Ruggie\* ♦  
Ruth G. & Sam H. Sampliner Foundation  
Mr. and Mrs. Michael Sherwin ♦  
The Sherwin-Williams Company  
The Skirball Foundation  
The Kent H. Smith Charitable Trust  
The STERIS Foundation  
Robert L. Swanker\* ♦  
Mildred S. Taylor \* ♦  
The Triple T Foundation  
University Family Medicine Foundation  
Danielle Horvitz Weiner and Michael Weiner  
The S. K. Wellman Foundation  
Virginia T. Williams\* ♦  
Sandra and Tim Wuliger  
Audrey S. Zirke\* ♦

BENEFACTOR SOCIETY SPECIAL EVENTS

**PLATINUM**  
**\$500,000 – \$999,999**

American Girl Fashion Show  
Bratenahl Circle Wine Tastings  
Miracles Happen Benefit for Recurrent Breast Cancer Research

**GOLD**  
**\$250,000 – \$499,999**

At the Sea, Under the Stars in Naples  
Rainbow Jumper Challenge  
Save a Smile, Save a Child

**SILVER**  
**\$100,000 – \$249,999**

Champions for Hope  
Comics for Kids  
Cool Nights, Hot Jazz  
A French Country Picnic  
Greater Cleveland Auto Show Charity Preview Night  
Marilyn B. Gula Mountains of Hope/Miracle Fund "Golf for a Cure"

The Ron Kornblut Memorial Golf Outing  
Miracles Happen Hennessy Gala  
Once in a Blue Moon  
Palm Beach Circle of Friends  
Rainbow Charity Golf Classic  
Secret Service "Jukebox" Charity Golf Classic  
St. John Medical Center Top Chef  
Celebration for the Linda Trivisonno Endowment Fund

**BRONZE**  
**\$50,000 – \$99,999**

Awakenings – Transforming Down Syndrome  
Cleveland's Most Photogenic Baby Contest  
Driving Home a Cure for PKD  
Emily's Hopeful Holiday  
Emily's Rainbow Run  
The Lu-Jean Feng Clinic Beauty Benefit  
Jennifer Ferchill Foundation Mardi Gras Masquerade  
Great Lakes Theater Festival – A Christmas Carol  
Hinckley Hills Golf Course, Inc. – Open Heart Open  
IMAGINE – A Celebration of LIFE  
Katie's Rock and Roll Birthday Bash

**GOLD****\$250,000 – \$499,999**

Anonymous (2)  
 ABB Foundation Inc.  
 ABB Inc.  
 The Abington Foundation  
 Alliance Bernstein  
 Robert O. Alspaugh\* ♦  
 The Evenor Armington Fund  
 Helen R. Armstrong\* ♦  
 The Lance Armstrong Foundation, Inc.  
 AT&T  
 The Bach Family Foundation  
 Bank of America  
 Grace M. Benco\* ♦  
 Norman Bleiweiss\* ♦  
 Flora Blumenthal ♦  
 Samuel E. Bool\* ♦  
 The Brown Family  
 Eva L. and Joseph M. Bruening Foundation  
 William T.\* and Margaret R.\* Clark ♦  
 Bill D. Clem, MD\* ♦  
 The Cleveland-Cliffs Foundation  
 Mr. and Mrs. Ronald W. Clutter  
 Mr. and Mrs. Yu Chi G. Co  
 The George W. Codrington  
 Charitable Foundation  
 Costco <sup>Δ</sup>  
 Ruth S. Cowdery\* ♦  
 Louise Davis\* ♦  
 Dominion East Ohio  
 Donley's, Inc.  
 Dworken & Bernstein Co., L.P.A.  
 Doris J. Egle\* ♦  
 Ernst & Young LLP  
 Fairmount Minerals Foundation  
 Fifth Third Bank

Flight Options, LLC  
 Allen H. Ford  
 Margaret R. Frieberger\* ♦  
 Mrs. Ruth Garber Friedman\* ♦  
 The GAR Foundation  
 Mrs. Deborah W. Garson  
 Josephine H.\* and Joseph J.\* Geiger Sr. ♦  
 The Gerber Foundation  
 Frank Scott Gibson\* ♦  
 Gilbane Building Company  
 Phyllis L. Gilroy\* ♦  
 GlaxoSmithKline  
 Norma Green Family Foundation  
*Ms. Nancy G. Dickenson* ♦  
 Richard & Jane Green Family Foundation, Inc.  
*Mr. Richard D. Green\**  
*Mr. Steven A. Green*  
 The George Gund Foundation  
 Mrs. William Aubrey Hall\* ♦  
 H.J. Heinz Company Foundation <sup>Δ</sup>  
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 Hood-Meyerson Foundation  
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 Foundation  
 The Kuhn Family Foundation  
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*Elizabeth McMillan, MD*  
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 Nordic Air Incorporated  
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 Olympus Medical Charitable Foundation  
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 John Osher  
 Aurel F. Ostendorf\* ♦  
 Park Corporation  
 Parker Hannifin Corporation  
 Pfizer, Inc.  
 Rainbow Children's Council  
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 The Jewish Federation of Cleveland  
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 World Health Organization  
 Zimmer

**KEY**

- \* Deceased
- ♦ Diamond Legacy Society
- Samuel Mather Society
- Board of Directors
- Δ Children's Miracle Network Sponsor
- § St. John Medical Center

Killbuck Cystic Fibrosis Benefit and Auction  
 Miracles Happen Casino Night & Poker Fun Rally  
 Brynn Monahan Charity Open  
 One Night at the Boneyard  
 RBC Holiday Mocktail Party  
 Chuck Ricci Memorial Golf Outing  
 SafeKids Sporting Clay Charity Shoot  
 Shake, Rattle & Roll...For the Babies!  
 The Shining Light Charity Golf Scramble  
 Sips & Dips on 6th  
 A Spark of Hope – Keeping Dreams Alive  
 Spirit of Children  
 Judy Stricker Memorial Golf Tournament  
 Thompson Drag Raceway – Race for Rainbow  
 Brian Werbel Memorial Golf Outing  
 Whisker's Pub Annual Charity Chili Cook-Off

**BRASS****\$25,000 – \$49,999**

Auto Show Charity Gala – Miracles Happen  
 Bowling for Babies  
 Climb for the Kids: The Quest for Mt. Everest

Eastlake Go Kart Race  
 Jared Ellsworth Celebration Basketball Tournament  
 Fraternal Order of Eagles Miracles Happen Benefit  
 Gingerbread Angels  
 Grand Prix Charities – Go Cart Race for Rainbow  
 Lightning's Long May You Run Tour  
 Lisa's Legacy 5K Run/Walk  
 Miracles Happen 5K Run/Walk  
 Moonlighting Event  
 The Ohio Corporate Cup Golf Tournament  
 The Virginia Righter Walk for Women  
 Romeo's Pizza Holiday Delivery Drive  
 Saks Fifth Avenue Key to the Cure  
 Spring Into Style Fashion Show  
 Springtime on the Shore  
 St. John Medical Center Festival of the Arts  
 Sunset on the Rocks  
 Swim Strongsville – Splash Out Cancer  
 Tri-ling for Children's Triathlon  
 Tyrone's Memorial Run  
 UH Bedford Medical Center Senior Network Golf Outing  
 What's Up, Doc?

## SILVER

\$100,000 – \$249,999

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 Abbott Laboratories  
 Ace Hardware Corporation <sup>Δ</sup>  
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 Array Healthcare Facilities Solutions  
 Mary Ann Bagus\* <sup>◆</sup>  
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 Baker & Hostetler LLP  
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 The William Bingham Foundation  
 Mrs. Jeannette Bir  
 Art and Myrle Blackburn  
 Lawrence and Marilyn Blaustein  
 Charitable Fund  
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 Frances K.\* and George T.\* Bradner <sup>◆</sup>  
 Thelma K. Brickman\* <sup>◆</sup>  
 Bristol-Myers Squibb Company  
 Willard W. Brown\*  
 Ruth E. Bueschlen\* <sup>◆</sup>  
 John G.\* and Carol H.\* Butler  
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 Paul <sup>■</sup> and Sherry Carleton <sup>◆</sup>  
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 Case Western Reserve University  
 Case Western Reserve University –  
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 Circle K – Great Lakes Region <sup>Δ</sup>  
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*Meredith A. Cowden*  
 Mary Elizabeth Crabtree\* <sup>◆</sup>  
 Credit Unions for Kids <sup>Δ</sup>  
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 CVS/pharmacy <sup>Δ</sup>  
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 Jerome F. Daube\* <sup>◆</sup>  
 DDR Corp.  
 Ralph M. Della Ratta Jr. <sup>■</sup>  
 Achilles and Kristin Demetriou <sup>◆</sup>

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 Patrawadee Duangjak, MD <sup>◆</sup>  
 Eat 'n Park Restaurants <sup>Δ</sup>  
 John Elliott\* <sup>◆</sup>  
 Mrs. Frederick L. Emeny\* <sup>◆</sup>  
 Edith Virginia Enkler\* <sup>◆</sup>  
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 Ferro Corporation  
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 of Hope Foundation  
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 Charles J. Nock, MD  
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 Ohio District Kiwanis Foundation, Inc. <sup>Δ</sup>  
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 Ozanne Construction Company, Inc.  
 Elsa U. Pardee Foundation  
 The Payne Fund  
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 The Michael Pender Memorial Fund  
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*Kathy and Jim Pender* <sup>◆◆</sup>  
 Steve L. Penko\* <sup>◆</sup>  
 Grace L. Pennington\* <sup>◆</sup>  
 PEPCO  
 Michael and Shari Perlmutter <sup>◆</sup>  
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 Charlene Phelps, MSN, RN, FAAN <sup>◆</sup>  
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 PricewaterhouseCoopers LLP  
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 Julie <sup>■</sup> and Peter Raskind <sup>◆</sup>  
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 Reserve Management Group  
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 Rockefeller Brothers Fund  
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 Samuel Rosenthal Foundation  
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 Sandoz Pharmaceuticals  
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**KEY**

- \* Deceased
- ♦ Diamond Legacy Society
- Samuel Mather Society
- Board of Directors
- △ Children's Miracle Network Sponsor
- § St. John Medical Center

The Centers for Dialysis Care (CDC), through its **Leonard C. Rosenberg Renal Research Foundation**, has given more than \$5 million to University Hospitals in support of kidney disease research and care. In 2012, the center created the second **Centers for Dialysis Care Leonard C. Rosenberg Renal Research Foundation Master Clinician in Nephrology** with an endowment of \$1.25 million. That master clinician is held by **Thomas H. Hostetter, MD**, Vice Chair of Research Services at UH Case Medical Center and Professor of Medicine at Case Western Reserve University School of Medicine. The first CDC master clinician is held by **Donald Hricik, MD**, Chief, Division of Nephrology & Hypertension, and Medical Director, Kidney & Pancreas Transplant Program, UH Case Medical Center and Professor of Medicine at the School of Medicine. This honor was jointly established with a \$1.25 million gift from the CDC and through the efforts of the Department of Medicine at UH Case Medical Center. The CDC, a not-for-profit provider of dialysis services, has a long legacy of serving those with kidney disease in our community, and UH is grateful to receive its generous support. 🇺🇸

## Centers for Dialysis Care Endows Second Master Clinician



**From left:** Richard Walsh, MD, UH Physician-in-Chief; Donald Hricik, MD, CDC Master Clinician; Diane P. Wish, President and CEO, Centers for Dialysis Care

**BRONZE**

**\$50,000 – \$99,999**

Anonymous (5)  
 ABC Supply Company, Inc.  
 Able Body Labor  
 Peter and Anne Adams ♦  
 Jodi and Joel ■ Adelman Family  
 The Alcoa Foundation  
 Mr. Mohamed A. Al-Zamil  
 American Cyanamid Company  
 American Endowment Foundation  
 American Lung Association  
 Dr. Paul and Veronica Anderson  
 Anthem Foundation  
 Archway Cookies, LLC ▲  
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 Stefanie A. Arena ♦  
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 Associated Estates Realty Corporation  
 The Association of Health Opportunity  
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 Austin Memorial Foundation  
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 Dr. Stephen G. Noffsinger  
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 Northern Ohio Golf Charities  
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**KEY**

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- Board of Directors
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- § St. John Medical Center



Russ and Connie Lincoln

## Lincolns' Gift Creates Master Clinician in Neurological Institute

A \$1.25 million gift from longtime University Hospitals benefactors Russ and Connie Lincoln established the **George R. and Constance P. Lincoln Master Clinician in Memory Loss and Behavioral Outcomes in the UH Neurological Institute**. Through their generous gift, the couple is supporting innovative clinical discovery and treatment of traumatic brain injury (TBI), a disorder that affects millions, including Mr. Lincoln. Six years ago, he was struck and severely injured by a car and experienced mild TBI. Mr. Lincoln is doing very well, but he is anxious to help find better treatments for this disorder, which he says feels like having "broken wires." **Jonathan Miller, MD**, Director of the Functional & Restorative Neurosurgery Center at UH Case Medical Center and Assistant Professor of Neurological Surgery at Case Western Reserve University School of Medicine, is the first Lincoln Master Clinician. The funding supports a physician-investigator to focus on new technology in neurostimulation that has great potential to improve function for those with TBI, including veterans and victims of car and sports accidents. 📺

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# A FOUNDATION OF FRIENDS

**Aadel Askari's** friends liken his battle with cancer to that of a prizefighter in the ring. When cancer knocked him down, Aadel got up and fought back with everything he had. **"No pain, no gain"** was his much-repeated mantra, whether he was encouraging his teammates as captain of the Orange High School freshman wrestling team or recovering from brutal chemotherapy treatments. Sadly, Aadel passed away in 1984, while friends held vigil in the waiting room at University Hospitals Rainbow Babies & Children's Hospital. He was 15 years old.

Nearly 30 years later, **Aadel's classmates** still swap stories and keep alive precious memories of their pal with the mischievous smile, infectious laugh and legendary courage. They honor his legacy through the **Aadel Askari No Pain No Gain Foundation**, a small nonprofit that gives exclusively to pediatric cancer-related causes. The group's first three fundraisers, held at Greenville Inn in Chagrin Falls (the owner is a classmate), have resembled reunions, drawing friends and friends of friends who knew and admired Aadel. They come for the camaraderie and give generously to the foundation to help children fighting cancer.

"Our entire board is composed of professionals who have wonderful lives. Through the foundation, we're able to take the blessings that we have received in life and give back to those in need," says foundation co-founder **Andy Goldwasser**, an attorney with Ciano & Goldwasser in Cleveland and one of Aadel's closest friends.

The foundation solicits "wish lists" from individuals and institutions that care for kids with cancer. Gift requests are carefully considered by board members, including Mr. Goldwasser and Aadel's brother, **Arman Askari, MD**, a cardiologist. (Aadel's father, **Ali Askari, MD**, is Chief of the Division of Rheumatology at UH Case Medical Center and Professor of Medicine at Case Western Reserve University School of Medicine.)

Last year, Mr. Goldwasser and several other friends of Aadel were delighted to deliver 20 iPads to the Pediatric Hematology and Oncology Division at UH Rainbow Babies & Children's Hospital. On another visit to the hospital, they fulfilled a diverse wish list, including games for Wii™ and Xbox 360®, washable paints, a doll hospital play set, food-pantry staples and scrapbooking supplies to help patients' parents pass the time.

During their visit, Aadel's friends met with nurses who cared for Aadel three decades earlier and still remember his courage. They also visited with **Ethan Leonard, MD**, Associate Chief Medical Officer at Rainbow and a pediatrician specializing in infectious disease. Dr. Leonard was a student at Orange High School and knew Aadel.

"Our work for the foundation has been so rewarding," says Mr. Goldwasser. "Because of Aadel, I'm a stronger person with a better attitude and the ability to appreciate the things that really matter in life." 🍷



**From left, back row:** UH's John Letterio, MD; Molly Winterich, RN; Ethan Leonard, MD; Linda Winfield, RN; and Angela Locke, CCLS; with Jay Siegel, Michael Levine

**From left, front row:** Andy Goldwasser (kneeling) from the Aadel Askari Foundation; and sisters Krista and Holly Wright Fletcher

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- Samuel Mather Society
- Board of Directors
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## Cleveland Foundation Gift Advances Quality and Patient Safety



A \$500,000 gift from the Cleveland Foundation will improve the quality and effectiveness of clinical care delivery across the health system. The gift will support the **UH Institute for Health Care Quality & Innovation's Center for Clinical Informatics**, which organizes and optimizes myriad sources of clinical health information and data to streamline work flow and improve patient outcomes. Since 1914, the Cleveland Foundation has touched millions of lives with resources that have invigorated our community. The Cleveland Foundation is the largest community foundation donor in the hospital's history, with total giving of more than \$67 million. 🍷

## Althans Foundation's Closing Gift Creates Chair in Pediatric Ophthalmology

A gift of \$1 million from the Althans Foundation, matched with a grant of \$500,000 from the Rainbow Babies & Children's Foundation, established the **William R. and Margaret E. Althans Chair in Pediatric Ophthalmology**. Faruk H. Öрге, MD, Director, Center for Pediatric Ophthalmology & Adult Strabismus, was selected as the inaugural chair holder. Dr. Öрге is an internationally renowned expert in treating complex vision-threatening conditions affecting infants and children.

The Althans Foundation was created through the estate of longtime Greater Cleveland residents Bill and Maggie Althans. The couple ardently supported vision care and literacy programs in the Cleveland area. Since 2003, Althans Foundation Trustees Brian F. Murphy, Raymond M. Murphy and Michael T. Welsh disbursed nearly \$2 million to area agencies serving the needs of at-risk children. 🍷

*“Rainbow is truly the place and Dr. Öрге truly the person to carry out the Althans legacy to make a life-changing impact not only on our community, but for all visually impaired children of the world.”*

MICHAEL T. WELSH



**Althans Foundation, from left: Raymond M. Murphy, Cristin Slesh and Michael T. Welsh**

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## Samuel Mather Society Welcomes **Speedway**

Speedway District Manager Matt Urbin (left) and Bud LaBillois, Regional Manager wearing their new Samuel Mather Society white coats at the annual induction ceremony.

*“Our employees and customers alike have been involved with children whose lives have been helped by Rainbow Babies & Children’s Hospital.”*

**BUD LABILLOIS**

University Hospitals is proud to welcome **Speedway LLC** into the Samuel Mather Society. Speedway stores in Northeast Ohio have raised more than \$1 million for UH Rainbow Babies & Children’s Hospital through donations from customers and employees.

Speedway works with **Children’s Miracle Network Hospitals** each year to raise money for local children’s hospitals. Through this relationship, Speedway employees in Northeast Ohio conduct a variety of grassroots fundraising campaigns for Rainbow.

“In the Cleveland area, Speedway has 56 convenience stores and hundreds of employees,” says **Bud LaBillois**, Speedway Regional Manager, Cleveland. “Our employees and customers alike have been involved with children whose lives have been helped by Rainbow Babies & Children’s Hospital. We believe in supporting children’s hospitals in our own backyard, and we are honored to be involved in fundraising efforts for this wonderful place.” 🍷

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## 2012 ANNUAL SOCIETY SPECIAL EVENTS

### FOUNDERS \$25,000+

Alligators Amok in Palm Beach  
 At the Sea, Under the Stars in Naples  
 Awakenings – Transforming Down Syndrome  
 Champions for Hope  
 Comics for Kids  
 Howard Hanna Choo Choo Chow Chow  
 IMAGINE – A Celebration of LIFE  
 “It’s a Small World”  
 Miracles Happen Gala  
 Miracles Happen Golf Outing  
 The 29th Annual Rainbow Golf Classic  
 Rainbow Jumper Challenge  
 RBC Holiday Mocktail Party  
 Ride the Rainbow  
 Save a Smile, Save a Child  
 A Spark of Hope – Keeping Dreams Alive  
 Spirit of Children  
 St. John Medical Center Festival of the Arts  
 WDOK Rainbow Radiothon  
 The 9th Annual Bert L. Wolstein Legacy Golf Tournament

### PACESETTERS \$10,000 – \$24,999

Emily’s Hopeful Holiday  
 Emily’s Rainbow Run  
 Fore The Kids Golf Outing  
 The Ron Kornblut Memorial Golf Outing  
 The Race  
 Rainbow ‘Round the Zoo  
 Chuck Ricci Memorial Golf Outing  
 Sips and Dips on 6th  
 Spring Into Style Fashion Show  
 Springtime on the Shore  
 St. John Medical Center Hope Fund Golf Outing  
 SwimStrongsville – Splash Out Cancer  
 Thompson Drag Raceway – Race for Rainbow  
 UH Bedford Medical Center Senior Network Golf Outing  
 Versatile Dance Company – I, Alone Autism Benefit  
 Brian Werbel Memorial Golf Outing

### GRAND PATRONS \$5,000 – \$9,999

Mary Blaha Memorial Golf Outing  
 Brecksville-Broadview Heights  
 Preschool Mothers’ Club Spring Tea  
 Gen-X Give Back to Throw Back  
 Kick for the Cure  
 Kids Kicking Cancer  
 Lightnin’s Long May You Run Tour  
 Otto Orf Charity Golf Classic  
 SafeKids Sporting Clay Charity Shoot  
 Roy D. Schmid Memorial Golf Outing

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Ride the Rainbow 2012 Co-Chairs, from left: Julie Cristal, Laurel Conrad and Stacey Hanna

## Ride the Rainbow Draws Record Crowd

More than 1,000 friends attended the fifth **Ride the Rainbow**, the Rainbow Babies & Children's Foundation's signature biennial event in support of University Hospitals Rainbow Babies & Children's Hospital. The April 21 fundraiser, **Rainbow's largest philanthropic event**, raised more than \$1.1 million this year. Proceeds help Rainbow attract the best and brightest clinicians and care for patients and their families. **PNC**, which has been the presenting sponsor since the initial Ride the Rainbow, and signature sponsor **Howard Hanna Real Estate Services**, helped make this vital fundraiser a success. 🏡

### KEY

- \* Deceased
- ♦ Diamond Legacy Society
- Samuel Mather Society
- Board of Directors
- △ Children's Miracle Network Sponsor
- § St. John Medical Center

DIAMOND

LEGACY

SOCIETY

*"A Generosity of Spirit, Shining for Generations"*

**We gratefully acknowledge the following individuals who have made an estate, endowed or other planned gift to University Hospitals. Charitable gift planning provides an opportunity to make a meaningful commitment, maximize philanthropic objectives and receive important tax benefits.**

**Your legacy can truly make a difference.**

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- ◆ Diamond Legacy Society
- Samuel Mather Society
- Board of Directors
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# Briggs Family

## LEGACY GIFT BENEFITS NEONATOLOGY AT RAINBOW



An \$8 million gift from the estate of **Lois Ralls Briggs** to the **Cleveland Foundation** has established two endowed chairs and a discovery fund benefiting neonatology at University Hospitals Rainbow Babies & Children's Hospital.

Mrs. Briggs, a longtime Beachwood resident who passed away in 2009, was inspired by a tour of Rainbow's Neonatal Intensive Care Unit in the 1980s to support the neonatology division through annual giving. Her gift through the **William & Lois Briggs Funds** of the Cleveland Foundation establishes the **William and Lois Briggs Chair in Neonatology (I and II)**, as well as the **William and Lois Briggs Fund for Discovery in Neonatology**. The Rainbow Babies & Children's Foundation provided matching gifts.

**Michele Walsh, MD**, Chief of the Division of Neonatology at Rainbow, was appointed to the first chair. The endowed chairs and discovery fund honor Rainbow's legacy of innovation in neonatology by supporting leading-edge clinical discovery, recruitment and training in Rainbow's Quentin & Elisabeth Alexander Level III Neonatal Intensive Care Unit. 🏥

**Leave your legacy.**

Remember **University Hospitals** in your estate plans.

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## Miracle Fund Grows Through Successful Events

THE RACE  
 MIRACLES HAPPEN GOLF OUTING  
 MIRACLES HAPPEN GALA

Three fundraising events in 2012 garnered more than \$350,000 to benefit the Miracle Fund, which has raised more than \$2.2 million to date for advanced breast cancer research. Every dollar raised by The Race walk/run charity event, Miracles Happen Golf Outing and Miracles Happen Gala benefits clinical research at UH Seidman Cancer Center. The clinical research focuses on new theories, trials and treatments to manage metastatic breast cancer and extend lives. 🍷



The Diana Hyland Chair for Breast Cancer was made possible through gifts to the Miracle Fund.

**At the 2012 chair dedication, from left:** Paula Silverman, MD, Clinical Director, Breen Breast Center; Lyndsay Harris, MD, chair holder; Ned Hyland and his daughter Tara

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- ◆ Diamond Legacy Society
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## Seidman Cancer Center Debuts at St. John and Geauga Medical Centers



### Celebrating UH Seidman Cancer Center opening at St. John Medical Center, from left:

Robert Smith, St. John Medical Center Board Chair;  
 Paul Tait, UH Chief Strategic Planning Officer;  
 Sister Judith Ann Karam, CSA, President and CEO,  
 Sisters of Charity Health System; benefactors Lee and Jane  
 Seidman; William Young, St. John Medical Center President;  
 benefactor Kathleen Coleman; and Stan Gerson, MD, Director,  
 UH Seidman Cancer Center

University Hospitals Seidman Cancer Center is bringing unparalleled cancer care to an increasing number of patients with new facilities at **St. John Medical Center** in Westlake and **UH Geauga Medical Center** in Chardon. In July, a community-wide open house welcomed visitors and special guests **Jane and Lee Seidman** to celebrate the opening of expanded cancer services at St. John Medical Center. Located within the Family Medicine Center on the St. John Medical Center campus, Seidman Cancer Center brings advanced treatment and care to Cleveland's Westside. To the east, community leaders, residents and benefactors, including the Seidmans, attended the October opening of Seidman Cancer Center at UH Geauga Medical Center. The new center adds a \$5.5 million radiation oncology center with a state-of-the-art Elektra radiation unit to existing chemotherapy services. 🏥

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## Hyundai Brings New Hope to Rainbow

In September, officials from **Hyundai Hope On Wheels**, the united effort of **Hyundai Motor America** and its 800-plus Hyundai dealers across the U.S., presented two gifts totaling \$325,000 to benefit the **Angie Fowler Adolescent & Young Adult Cancer Institute** at University Hospitals Rainbow Babies & Children's Hospital. Young patients affected by cancer placed colorful handprints on a Hope On Wheels canvas. To date, Hyundai has contributed more than \$850,000 to Rainbow. 🇺🇸



Representatives from Hyundai regional management and local dealerships celebrate Hyundai Hope On Wheels' gift with Rainbow leaders and physicians.

**Center for Joint Replacement  
& Preservation Debuts**



**Front, from left:** Jack and Mary Herrick with Elisabeth Alexander  
**Back, from left:** Fred C. Rothstein, MD; Randall Marcus, MD;  
Bill Robertson and Matthew Kraay, MD

More than 80 guests attended the May 31 ribbon cutting for the **Center for Joint Replacement & Preservation** at University Hospitals Case Medical Center, including major benefactors **Elisabeth Alexander** and **William Robertson** from **The Elisabeth Severance Prentiss Foundation**, and **Mary and Jack Herrick**. Led by Director **Matthew J. Kraay, MD**, **Kingsbury G. Heiple, MD**, and **Fred A. Lennon Chair in Orthopaedics** and Professor of Orthopaedics at Case Western Reserve University School of Medicine, the center features 26 state-of-the-art patient rooms, a private family waiting room, a patient education center and a physical therapy unit with an accelerated rehabilitation program. 🏥



**From left:** Leadership Council members, Jeff Geisinger, Dick Pogue and Bob Reitman

**Summit Attracts Hundreds of UH Volunteer Leaders** Members of University Hospitals' 18 leadership councils and advisory groups gathered for a summit meeting May 15 that focused on engaging volunteer leaders to effectively advance UH's vision, mission and strategies. Organized by **Enid Rosenberg**, UH Volunteer Leaders Chair, along with UH Volunteer Leaders Vice-Chairs **Kathy Coleman** and **Bob Reitman**, the meeting sought to inspire and educate council members. Leadership councils include more than 700 supporters who advocate on UH's behalf and provide strategic advice and philanthropic support. 🏥

**Diamond Advisory Group Annual Meeting** More than 100 legal, financial, real estate and insurance professionals met in July for the Diamond Advisory Group annual meeting. **Maria E. Quinn**, founder of Maria E. Quinn Co., LPA, received UH's 2012 Distinguished Advisor Award. Guests learned about the Harrington Discovery Institute, UH's new initiative to support select physician-scientists nationwide in their development of lifesaving drugs. 🏥



Diamond Advisory Group Chair Terrence Fergus and 2012 Distinguished Advisor Award winner Maria Quinn



UH CEO Tom Zenty (center) with twins and former Quentin & Elisabeth Alexander Level III Neonatal Intensive Care Unit patients Nicholas and Noah Prusak and their parents at the 29th annual Rainbow Golf Classic.

**Golf Classic Supports Rainbow** The 29th annual Rainbow Golf Classic raised more than \$100,000 for University Hospitals Rainbow Babies & Children's Hospital. This brings the total raised by the tournaments since 1983 to more than \$3 million. More than 100 participants took part in this year's outing on Aug. 27 at Kirtland Country Club in Willoughby. The tournament, the longest-running charity event benefiting Rainbow, is a collaboration with the Rainbow Babies & Children's Foundation. 🏥

PHILANTHROPIC  
TRUSTS IN  
PERPETUITY

From as early as 1890, visionary benefactors established trusts in perpetuity that currently provide nearly \$8 million annually to support University Hospitals. These enduring gifts make a difference in the lives of our patients and families and will continue to support our mission for generations to come.

Lewis* and Ruth* Affelder	1905	Abby Kilfoyl*	1923
William David Bartlett*	1929	Eleanor C. Kirby*	1911
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Sarah Cole Hirsh*	1977		
Mary H. Hunter*	1936		
John Huntington*	1890		

*\*Deceased*

**Wolstein Legacy Golf Tournament**  
Supports Pediatric Cancer Research



**From left:** Monte Ahuja, Iris S. Wolstein and Shelly Adelman at the Bert L. Wolstein Legacy Golf Tournament

More than 250 golfers and guests participated in the ninth annual **Bert L. Wolstein Legacy Golf Tournament**, making this year's turnout the largest in its history. The event begins on Thursday evening with a casual dinner reception and continues through Friday with golf, spa, breakfast, lunch and commences in the evening with auctions and an elaborate dinner and cocktails. More than \$250,000 was raised to support collaborative

pediatric cancer research at UH Case Medical Center and at Case Western Reserve University School of Medicine's Iris S. and Bert L. Wolstein Research Building. The premier golf benefit, held at Glenmoor Country Club & Resort in Canton, Ohio, is organized by Iris S. Wolstein to honor the philanthropic legacy of her late husband, Bert. It has raised more than \$1.25 million to date. 🏌️‍♂️

2012

ESTATE

GIFTS

**We gratefully acknowledge the following individuals whose farsighted philanthropy benefited University Hospitals through their realized estates in 2012.**

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*Please note: Institutional Relations & Development has made every effort to ensure the completeness and accuracy of the 2012 Report on Philanthropy. Please call 216-983-2200 regarding any omissions or misspellings, and accept our sincere apologies. Thank you for your commitment to University Hospitals.*



## Rainbow Radiothon Inspires Callers to Give

University Hospitals Rainbow Babies & Children's Hospital and WDOK-FM, Cleveland's New 102, raised more than \$335,000 during the 10th Annual Rainbow Radiothon in December. Since 2003, Rainbow Radiothon has generated more than \$3.3 million for Children's Miracle Network Hospitals at Rainbow through call-in pledges and corporate partners such as ABB Inc. Donations benefit programs that make Rainbow special, including Family and Child Life Services, which helps children and their families understand and manage their hospital experience. 🍷



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# THE UNIVERSITY HOSPITALS SYSTEM

University Hospitals serves the needs of patients by delivering superior quality health care through an extensive network of physicians, hospitals, outpatient facilities and institutes showcasing our centers of excellence. UH and its flagship academic medical center are renowned for providing clinical research and innovations, and educating the next generation of physicians, nurses and health care professionals.

## University Hospitals Physician Network

Our physician network comprises 1,500 UH-employed physicians and 2,200 affiliated members of our medical staffs. The degree of collaboration and integration between our physicians is unsurpassed. This allows our patients to experience seamlessly coordinated care and the best possible outcomes.

## University Hospitals Medical Centers

UH Case Medical Center  
UH Rainbow Babies & Children's Hospital  
UH MacDonald Women's Hospital  
UH Seidman Cancer Center  
UH Ahuja Medical Center  
UH Bedford Medical Center,  
a campus of UH Regional Hospitals  
UH Conneaut Medical Center  
UH Geauga Medical Center  
UH Geneva Medical Center  
UH Richmond Medical Center,  
a campus of UH Regional Hospitals  
UH Joint Venture Hospitals  
St. John Medical Center (Westlake)  
Southwest General Health Center (Middleburg Heights)

## University Hospitals Institutes

UH Digestive Health Institute  
UH Ear, Nose & Throat Institute  
UH Eye Institute  
UH Harrington Discovery Institute  
UH Harrington Heart & Vascular Institute  
UH Institute for Health Care Quality & Innovation  
UH Neurological Institute  
UH Transplant Institute  
UH Urology Institute

## University Hospitals Outpatient Surgery Centers

*(Extensions of UH Case Medical Center)*  
UH Lyndhurst Surgery Center  
UH Mentor Surgery Center  
UH Westlake Surgery Center

## University Hospitals Outpatient Health Centers

UH Ashtabula Health Center  
UH Aurora Health Center  
UH Bainbridge Health Center  
UH Chagrin Highlands Health Center (Orange Village)  
UH Chesterland Health Center  
UH Concord Health Center  
UH Euclid Health Center  
UH Hudson Health Center  
UH Landerbrook Health Center (Mayfield Heights)  
UH Madison Health Center  
UH Mantua Health Center  
UH Mayfield Village Health Center  
UH Medina Health Center  
UH Mentor Health Center  
UH Otis Moss Jr. Health Center (Cleveland)  
UH Sharon Health Center  
UH Streetsboro Health Center  
UH Twinsburg Health Center  
UH University Suburban Health Center (South Euclid)  
UH Westlake Health Center

## University Hospitals Urgent Care Centers

UH Aurora Health Center  
UH Chagrin Highlands Health Center (Orange Village)  
UH Concord Health Center  
UH Medina Health Center  
UH Mentor Health Center  
UH Twinsburg Health Center  
24-hour emergency services  
UH Westlake Health Center

## Other University Hospitals Services

Connor Integrative Medicine Network  
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## What's Good for the Planet is **Good for UH** and **Our Patients**

University Hospitals is committed to sustainable business practices through efficient use of energy, conscientious purchasing practices and minimization of waste – including the use of recycled paper for this report.

This year, we have also developed a comprehensive Annual Report website, [AR2012.UHhospitals.org](http://AR2012.UHhospitals.org), that includes interactive and video components not available in the printed version.

If you received this report in the mail and would like to support our sustainability efforts, you can choose to opt out of next year's mailing and view the online version instead.

Simply email your request to [InternalCommunications@UHhospitals.org](mailto:InternalCommunications@UHhospitals.org). We'll be sure to notify you via email when our 2013 report is available online.

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

