

TO REALIZE MEDICINE'S PROMISE

The Campaign for NewYork-Presbyterian

C A M P A I G N P R O G R E S S R E P O R T

Spring / Summer 2009

RONALD P. STANTON CLINICAL CANCER PROGRAM: *Setting a New Standard of Excellence*

Last November the American Cancer Society reported news that gave everyone in the country an extra reason to be thankful: cancer rates fell for the first time since the 1930s. The drop, which is credited to a combination of enhanced treatment and prevention measures, underscores the incredible progress we've made in the fight against this disease. And thanks to recent advances in computer imaging and minimally invasive surgical techniques, oncology patients are experiencing shorter recovery times, decreased need for post-operative pain relief and significantly fewer complications.

Still a devastating disease

But despite this progress, according to the Centers for Disease Control and Prevention, cancer remains the second leading cause of death in the United States, with approximately 1.4 million Americans newly diagnosed every year. At NewYork-Presbyterian Hospital, we understand how devastating this disease can be for patients and their families, but advances in technology – particularly in minimally invasive radiation therapy – have made cancer treatment much less onerous. And thanks to the exceptional generosity of Ronald P. Stanton, Founder and Chairman of Transammonia, Inc. and a longtime Hospital Trustee, NewYork-Presbyterian will soon be able to offer this latest technology even more often to our patients.

Ronald's \$50 million commitment will establish the Ronald P. Stanton Clinical Cancer Program at NewYork-Presbyterian Hospital/Weill Cornell Medical Center. His philanthropy will allow for the purchase and installation of state-of-the-art image-guided linear accelerators, allowing real-time precision radiotherapy and the creation of a cutting-edge infusion center with such technologies as "fast-track" chairs for injections and apheresis chairs for whole-blood donations. These state-of-the-art facilities will help alleviate the current overcrowding while preparing the Hospital to proactively meet the projected demand for outpatient chemotherapy.

"A diagnosis of cancer can be devastating for patients and their families," adds Dr. Herbert Pardes,



Ronald Stanton (in the white doctor's coat presented to him) with his family including (rear) son Oliver and daughter-in-law Elizabeth, daughter Hedi (far left front), granddaughter Alexandra, grandson Bradley and son Philip

President & CEO of NewYork-Presbyterian Hospital. "But we will never stop fighting the war against cancer until it is won. And the Ronald P. Stanton Clinical Cancer Program will help tremendously in that battle while also advancing our mission to always put patients first."

The Ronald P. Stanton Clinical Cancer Program is also expected to build on the Hospital's reputation for attracting the brightest minds in oncology, which will likely lead to the further expansion of clinical programs and research initiatives. This combination of distinguished physician-scientists and talented young oncologists will promote multidisciplinary collaboration and enhance the program's reputation. Simply stated, it will both strengthen and expand the Hospital's ability to provide our patients with the very best cancer care.

Legendary commitment

Ronald Stanton's commitment to multidisciplinary, individualized care is legendary, points out Dr. Orli Etingin, Director, Iris Cantor Women's Health Center at NewYork-Presbyterian/Weill Cornell. "Ron knows when patients are in comfortable surroundings the healing begins. I look forward

to collaborating with the staff of the Ronald P. Stanton Clinical Cancer Program to ensure our patients receive the highest possible level of cancer care. I know it will help set a new standard of excellence."

In fact, his legacy, which includes support of the construction of the Greenberg Pavilion at NewYork-Presbyterian/Weill Cornell, the recruitment of cancer-related clinicians and the establishment of an endowment for the Hospital's Lung Cancer Center, was recently honored at a public reception announcing the creation of the Ronald P. Stanton Clinical Cancer Program. The guest of honor was characteristically modest.

"NewYork-Presbyterian Hospital is an enormous asset to the greater New York community with its outstanding staff and leadership," said Ronald at the celebratory reception emceed by Trustee David Koch and attended by fellow Trustees Frank Bennack and Michael Tusiani. "I hope my contribution will encourage others to offer their financial support to the Hospital. It has been a pleasure to help it carry out its mission."

NEWS BRIEFS...



Angela Giguere-Kumble (far left) and Steven Kumble (far right) seen here with Dr. Herbert Pardes, President & CEO, NewYork-Presbyterian Hospital, and Dr. Nancy Wexler, Higgins Professor of Neuropsychology, Columbia University's College of Physicians and Surgeons

Gala a Smash

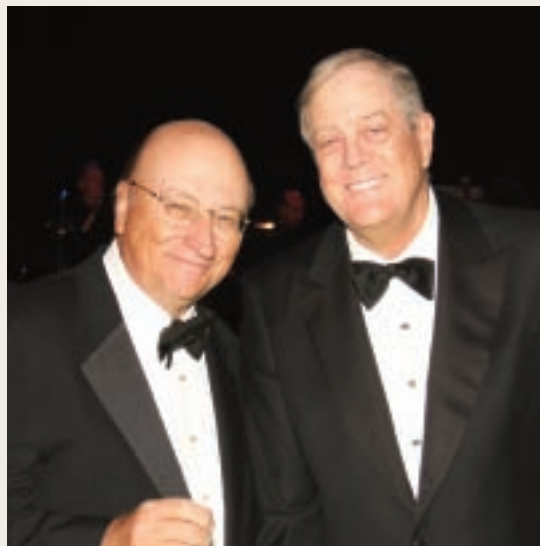
NewYork-Presbyterian Hospital's Annual Gala was held on April 16 at the Waldorf=Astoria. The event, featuring singer Natasha Bedingfield, brought in over \$2.2 million to support neuroscience and neurosurgery at the Hospital. Trustee John K. Castle and his wife, Marianne, Trustee Ivan Seidenberg and his wife, Phyllis, and Trustee Howard Solomon and his wife, Sarah, were the co-chairs along with Drs. Matthew Fink, Acting Chair, Department of Neurology and Neuroscience, NewYork-Presbyterian/Weill Cornell, Timothy A. Pedley, Chair, Department of Neurology, NewYork-Presbyterian/Columbia, Robert A. Solomon, Chair, Department of Neurological Surgery, NewYork-Presbyterian/Columbia, and Philip Stieg, Chair, Department of Neurological Surgery, NewYork-Presbyterian/Weill Cornell.



Entertaining Gala attendees was performer Natasha Bedingfield, a Grammy-nominated artist



Other Gala guests included Sandy Frankel of the Leona M. and Harry B. Helmsley Charitable Trust, seen here with NewYork Weill Cornell Council member Sue Ann Weinberg



Pictured here are Gala co-chair Trustee John K. Castle (left) and Trustee David Koch



Trustee Sy Sternberg with his wife, Laurie (left) with Trustee Shelly Lazarus and her husband, Dr. George Lazarus

Pollin Prize Awarded



Pictured here are (from left to right) Ilene Ellenbogen, Irene Pollin's niece; Dr. Herbert Pardes, President & CEO, NewYork-Presbyterian Hospital; Irene Pollin; Awardee Dr. Basil Hetzel; his daughter, Katherine; and his wife, Anne

Nearly 150 people attended the 7th Annual Pollin Prize Symposium and Luncheon Award Presentation at the Morgan Stanley Children's Hospital's Wintergarden on April 24. The annual \$200,000 Pollin Prize, the largest international award for pediatric research, recognizes outstanding achievement in biomedical or public health research resulting in important improvements in the health of children. The award this year was presented to Dr. Basil S. Hetzel, Professor Emeritus of Medicine at the University of Adelaide and Chairman Emeritus of the International Council for the Control of Iodine Deficiency Disorders. Dr. Hetzel discovered that maternal iodine deficiency causes brain damage in newborns.

Greenberg Distinguished Service Award Presented



Dr. Daniel Knowles (left) with Hospital Trustee Maurice R. Greenberg

On May 7, physicians and friends of NewYork-Presbyterian Hospital/Weill Cornell Medical Center gathered at the Pierre to honor a member of the faculty with the acclaimed Maurice R. Greenberg Distinguished Service Award. This year's honoree was Daniel Knowles, M.D., the David D. Thompson Professor and Chairman of the Department of Pathology at Weill Cornell Medical College and Pathologist-in-Chief at NewYork-Presbyterian Hospital/Weill Cornell Medical Center. The award consists of a \$50,000 grant made possible through an endowment from Maurice R. Greenberg and the Starr Foundation. The Co-Chairs of the event were Bernadette Castro and Dr. Peter Guida and Myra and Arthur Mahon.

NEWS BRIEFS...

Palm Beach Symposium Focus: Brainy Matters

March 6–9 marked NewYork-Presbyterian’s 10th Annual Palm Beach Weekend. Various engagements were organized including a reception hosted by Trustee Peter Kalikow and his wife, Mary, at their home in Boca Raton, and cocktails and dinner were held at the Palm Beach home of Trustee David Koch and his wife, Julia. Additionally, nearly 155 people attended the symposium held at the Henry Morrison Flagler Museum. This year’s topic was “Frontiers in Medicine: Protect and Maximize Your Brain,” which featured guest speakers Drs. Stephan Mayer (see page 4), Director of the Neurological Intensive Care Unit at NewYork-Presbyterian/Columbia, Matthew Fink, Acting Chair of the Department of Neurology and Neuroscience and Neurologist-in-Chief, NewYork-Presbyterian/Weill Cornell, Claire Henchcliffe, Director of the Parkinson’s Disease and Movement Disorders Institute at NewYork-Presbyterian/Weill Cornell, and Philip Muskin, Chief of Consultation-Liaison Psychiatry at NewYork-Presbyterian/Columbia.



Mary and Peter Kalikow



Julia and David Koch

Save-A-Life Dinner Honors Dr. Pardes



Seen here are (from left to right) Save-A-Life Dinner Co-Chair Pat Dunnington, Circle Committee Co-Chair Collette Kean, Save-A-Life Dinner Co-Chair Ethel Lipsitz and Circle Committee Co-Chair Ethel Allen

The Circle of NewYork-Presbyterian Hospital hosted its 5th Annual Save-A-Life Dinner at Guastavino’s on April 1. The Save-A-Life program helps ensure that cutting-edge medical procedures and treatments are available to those in need. Over 200 guests were present including committee Co-Chairs Ethel Allen and Collette Kean along with Save-A-Life Dinner Co-Chairs Pat Dunnington and Ethel Lipsitz. The evening, which included a live and silent auction, raised over \$150,000. Dr. Herbert Pardes, President & CEO, NewYork-Presbyterian Hospital, who created the Save-A-Life program, was this year’s honoree.

Sloane Luncheon’s Focus: A Healthy You

Over 150 people attended the seventh in a series of luncheons benefitting the Sloane Hospital for Women of NewYork-Presbyterian on April 15. Dr. Mehmet Oz, Director of the Cardiovascular Institute at NewYork-Presbyterian/Columbia, presented a lecture titled “It’s All About YOU,” which offered useful and practical tips on how to stay healthy. Attendees included Sloane Advisory Committee members Beth Andrews, Phylis Esposito, Doreen Mogavero, Joan Steinberg and those pictured at right.



Committee members Audrey Schein (left) and Lisa Black Cohen



Committee member Lori Pines (left) with Dr. Mary D’Alton, Director, Sloane Hospital for Women

GIFT BRIEFS...

◆ **The Edna Edison Estate contributed \$1.1 million to the Vivian and Seymour Milstein Family Heart Center at NewYork-Presbyterian/Columbia.**

Giving Back: A Lesson Learned

A recent family tour of the David and Phyllis Komansky Center for Children’s Health made quite an impression on Sarah Rodriguez, 13-year-old daughter of Trustee Marcos Rodriguez. Following the tour, led by Dr. Laura Forese, Senior Vice President, Chief Operating Officer and Chief Medical Officer, NewYork-Presbyterian/Weill



Sarah (left) presenting pediatric comfort kits to Child Life Specialist Tara Cook and Dr. Gerald Loughlin, Pediatrician-in-Chief, NewYork-Presbyterian/Weill Cornell

Cornell, and Dr. Gerald Loughlin, NewYork-Presbyterian/Weill Cornell Pediatrician-in-Chief, Sarah decided to ask attendees of her recent bat mitzvah to make Hospital donations in lieu of gifts to her. Her sentiment clearly resonated with others – Sarah raised over \$4,000 for the Hospital. Additionally, Sarah and her friends made nearly 75 comfort kits filled with bubbles, stickers, crayons and other fun playthings. The kits were then distributed to pediatric patients at the Komansky Center via the Hospital’s Child Life Program. And more long term, young Sarah has identified pediatrician as her career goal.

LISA PERRY EMERGENCY CENTER

Spring is traditionally a time for renewal, but at NewYork-Presbyterian Hospital spring is also a time for celebration! April 2 marked the dedication of the Lisa Perry Emergency Center, a celebration emceed by Hospital Trustee Frank Bennack. Lisa, a Hospital Trustee who is also owner of a women's clothing design company, clearly has a keen eye and instinctively sees space as a canvas onto which she can add her special and unique flair.

A Hospital volunteer for many years, including time spent in the emergency department, "I learned from that vantage point just how important the emergency department is because for so many people it's their entrée to a hospital," Lisa points out. Over the years "I also had the opportunity to develop relationships with the most incredible people and I saw how they spent their days and nights devoted to others. It made me want to help ensure the Hospital had a state-of-the-art emergency facility."

Lisa admitted she never expected to see her name on the outside of any hospital, but reports that she is deeply honored nevertheless. She was also thrilled her good friend and fellow Trustee, Charlotte Ford, participated in the celebration.

Other supporters of the emergency department expansion at NewYork-Presbyterian Hospital/Weill Cornell Medical Center include Pam and Richard



Lisa Perry, in the doctor's coat presented to her, with her husband, Richard

Ader, W. P. Carey, Alice and Nathan Gantcher, Judie and Howard Ganek (who also spoke at the event), Danielle and David Ganek, Peggy and Al Kelly, Joachim Silbermann, Fern and Lenard Tessler as well as the American Express Foundation and MEDSTAR.



(Left to right): Dr. Herbert Pardes, President & CEO, NewYork-Presbyterian Hospital; Hospital Trustee Frank Bennack; Howard Ganek; Dr. Neal Flomenbaum, Emergency Physician-in-Chief, NewYork-Presbyterian Hospital/Weill Cornell Medical Center; and Dr. Laura Forese, Senior Vice President, Chief Operating Officer and Chief Medical Officer, NewYork-Presbyterian Hospital/Weill Cornell Medical Center



Fern and Lenard Tessler were among the emergency department supporters in attendance

DR. STEPHAN MAYER: Working on the Frontier of Medicine



Dr. Stephan Mayer

Stephan A. Mayer, M.D., is the Director of the Neurological Intensive Care Unit at NewYork-Presbyterian Hospital/Columbia University Medical Center. A graduate of Brown University, Dr. Mayer received his medical degree from Weill Cornell Medical College and did post-graduate training in neurology and neurological intensive care at NewYork-Presbyterian's Neurological Institute. Dr. Mayer is considered a world leader in the field of neurological intensive care. He has co-authored several textbooks, written many scientific articles and is the principal investigator of several clinical trials. He is also the co-founder and president-elect of the Neurological Care Society.

Dr. Mayer, you call yourself a neurointensivist. What exactly is that?

I'm glad you asked because even my father thinks I'm a neurosurgeon, but I'm not. Neurointensivists are a relatively new breed of medical specialists that combine neuroscience expertise with critical care medicine.

What is the chief objective of neurointensivists?

Our mission is to address what was once thought of as hopeless or impossible and to make it possible. We take people suffering from severe brain injuries and try not only to save their life but to restore as much function as possible. We are a multidisciplinary team caring for the very unique needs of neurocritically ill patients. We do this by integrating and balancing the management of the brain along with the rest of the body.

Celebration

GREENBERG 14

March 23 marked the opening and ribbon-cutting of Greenberg 14, a spectacular 54,000 square foot floor atop the Greenberg Pavilion at NewYork-Presbyterian/Weill Cornell. The 28-bed unit on the floor's north side offers specialized treatment for gastrointestinal cases.

The south side of Greenberg 14 features a Patient Care Center with 20 oversized, luxurious single-bed patient rooms offering the ultimate in personalized services including a business center, chef-prepared meals and designer furniture. And the majestic East River views will no doubt support the healing process for patients and provide comfort to their visitors. It will also help us meet the increasing demand for private rooms and truly offer a first-class experience in keeping with the trend among premier health care facilities.

Trustee Peter Kalikow emceed the event, which was also attended by Sandy Frankel and John Codey of the Helmsley Charitable Trust as well as numerous other Hospital Trustees including Frank Bennack, Lisa Perry, Marifé Hernandez and Brenda Neubauer Straus.



(Left to right): Dr. Laura Forese, Senior Vice President, Chief Operating Officer & Chief Medical Officer, NewYork-Presbyterian/Weill Cornell; Trustee Frank Bennack; Abby Jacobson-Friend, Director, Clinical Services, NewYork-Presbyterian/Weill Cornell; Trustee Lisa Perry; Trustee Marifé Hernandez; and Dr. Steven Corwin, Executive Vice President & Chief Operating Officer, NewYork-Presbyterian Hospital



Sandy Frankel (left) and John Codey (right), Trustees of the Helmsley Charitable Trust, flanking Dr. Herbert Pardes, President & CEO, NewYork-Presbyterian Hospital



Drs. Jian Shou and Philip Barie walking past a Patient Care Center lounge

What new techniques are available to neurointensivists today versus when you trained?

Neurological intensive care units today really are the land of innovation. We are widely recognized as pushing the envelope and helping patients make huge strides in recovery. Some new treatments include the application of sophisticated brain monitoring of coma patients that give us dramatic new insights by looking into the 'black box' and boosting our ability to see what we couldn't possibly see before. We are also cooling patients, lowering the brain temperature to temporarily reduce its need for oxygen, glucose and other metabolic demands. It's like throwing cold water on a fire – it calms down secondary events.

What are the patient benefits of these treatments?

It's simple — better outcomes and saving more lives. Cooling a comatose patient after a cardiac arrest, for example, can double or even triple the chance for survival. It's so exciting today because we can help people recover from injuries that very recently were thought to be beyond hope.

How widely available are these innovative treatments?

Getting these treatments available to everyone at all hospitals is the key, and that's not the case yet. But NewYork-Presbyterian is leading the way in teaching other hospitals how to provide some of these treatments. We helped create a grassroots organization, NYC Project Hypothermia, in conjunction with the Greater New York Hospital Association and the Fire Department of New York to educate physicians and medical staff at other NY metro area hospitals. In fact, we are setting an example for hospitals all around the nation, and it's very exciting to be at this forefront.

Dr. Mayer, who spoke about the latest advances in neurological intensive care at the 2009 Palm Beach Symposium, receives research and programmatic support from the National Institutes of Health, the Dana Foundation and the State of New York, among other sources.

PAULA ISACOFF: *She Paid Attention*

Life has been good to 60-year-old Paula Isacoff. She plays a little tennis, golfs and also paints. An interior designer by profession, she instinctively sees the rich and diverse tapestry of life and admits to always trying to experience all she can. These days Paula winters in Palm Beach, Florida, and resides in Providence, Rhode Island, the balance of the year.

At one time, however, Paula lived in Manhattan, where she built lifelong medical connections to many of our physicians. She also resided for a while in Villanova, Pennsylvania, “but even then I commuted to New York City for medical checkups,” Paula confesses.

“I was always in perfect health,” Paula recalls. “I had two cesareans to deliver my son, Oren, and daughter, Tania, but otherwise I had never been in the hospital.” Paula had a sonogram and mammogram in September 2005 that were normal, despite her concerns about a lump she had felt in her right breast for the prior two years. But when her then 64-year-old sister, Brenda, was diagnosed with stage four breast cancer that same month, Paula grew even more alarmed and called her doctor again.

A new sonogram revealed pictures that now concerned Paula’s doctor. Luckily Paula was referred



Paula (far right) with her daughter, Tania, and husband, Jay

to Dr. Alexander Swistel, Director, Weill Cornell Breast Center at NewYork-Presbyterian Hospital. “He did an aspiration and thought there was likely nothing to be concerned about,” Paula recalls. But for safe measure Dr. Swistel wanted to do a biopsy. “I questioned why I needed to undergo the procedure but thank goodness I did,” remembers Paula. “Dr. Swistel saved my life. It turned out the biopsy was positive for cancer. That also raised concerns about my other breast so then I had a breast MRI as well as a lymph node assessment.”

Thankfully Paula’s left breast and nodes were cancer-free and there was no need for chemotherapy.

Dr. Mary Katherine Hayes, Clinical Director, Radiation Oncology, NewYork-Presbyterian Hospital/Weill Cornell Medical Center, determined that Paula was an excellent candidate for a radiation implant, otherwise known as MammoSite® radiation. The implant stayed in five days, delivering two treatments a day into the cancerous tissue. “I am so grateful NewYork-Presbyterian offered this cutting-edge, life-saving radiation treatment. Not all hospitals do, and I know I owe my life to it,” says Paula.

All this transpired in less than one month but it likely felt like an eternity to Paula. But she cites her care at NewYork-Presbyterian as superb. “From the nurses to the doctors and everyone in between – orderlies, technicians and the staff who changed my bandages – everyone was great, prompt and polite,” Paula says. “I felt like they really cared about me.”

As for life today, Paula reports she “really has no complaints.” She recommends that people not be afraid and not put things off, and her new life philosophy is “do today what you can and follow advice you are given,” says Paula.

For more about NewYork-Presbyterian Hospital’s ability to deliver state-of-the-art cancer care, see story on page 1.

CARMEN AND JOHN THAIN LABOR AND DELIVERY UNIT: *It’s Five Years Old!*

Mothers have trusted the Sloane Hospital for Women of NewYork-Presbyterian with the delivery and care of their newborns since it was established in 1887. It has a long-standing history of shaping women’s health care. The first hospital to link obstetrics with gynecology and provide small wards for patients, Sloane Hospital has consistently fostered a culture of innovation and advancements. Moreover, what further distinguishes Sloane Hospital from other hospitals is its mission to provide exceptional, compassionate and individualized health care to all of its patients, including underserved women.

But in January 2004, the opening of Sloane Hospital’s Carmen and John Thain Labor and Delivery Unit set a new standard for patient-sensitive care. The combination of the unit’s comfort and advanced technology provides a comprehensive, first-rate delivery experience for parents and their newborns. Mothers and families who experience the unit say they feel “right at home” and appreciate both its physical and emotional comfort.

The Thains’ generous contribution affords the unit many notable features including ten spacious and light-filled delivery rooms, three state-of-the-art operating rooms, a transitional nursery, triage and recovery units and six high-risk antepartum beds. Additionally, the comprehensive services the unit is able to provide, from routine screening tests to the most advanced diagnosis and management of high-risk births, build on our century-long tradition of excellence in specialized obstetric and gynecologic care.

Addressing pregnancy trends

Equally important, thanks to the unit we are now more capable of addressing the shifts in pregnancy trends and the increase of women giving birth later in life, which create a greater need for specialized services and facilities. In fact, since the opening of the unit, over half of the more than 20,000 babies born there have been high-risk births and over 1,000 represent multiple births (twins, triplets or quadruplets). This success rate is largely due to the unit’s state-of-the-art facilities that provide safer deliveries for even the most vulnerable patients.

We are delighted to mark the unit’s fifth birthday, in part because it so directly contributes to the Hospital’s overall mission of putting patients first. Or as one new mom recently put it: “Never in my life did I imagine I would be treated with so much



Triage rooms offer complete patient privacy and space for discussing sensitive issues

respect, consideration, love and professionalism. It allowed me to fully enjoy the birth of my child.”

Standard-setter

Staff love the unit too. “The Thain Labor and Delivery Unit set the standard for innovative, interdisciplinary care for women and helped solidify our national reputation as the hospital of choice for women facing pregnancy complications,” points out Dr. Mary D’Alton, Director, Sloane Hospital for Women. Other staff members cite the increased ability to collaborate as a team and across departments and between physicians and families.

As we look forward to many more births – perhaps the most spectacular joy in life – in the Thain Labor and Delivery Unit, we thank Carmen and John Thain for their vision, generosity and commitment to women, children and NewYork-Presbyterian.



Spacious patient rooms receive “wow” reviews from families

MISSION-DRIVEN CARDIAC CARE

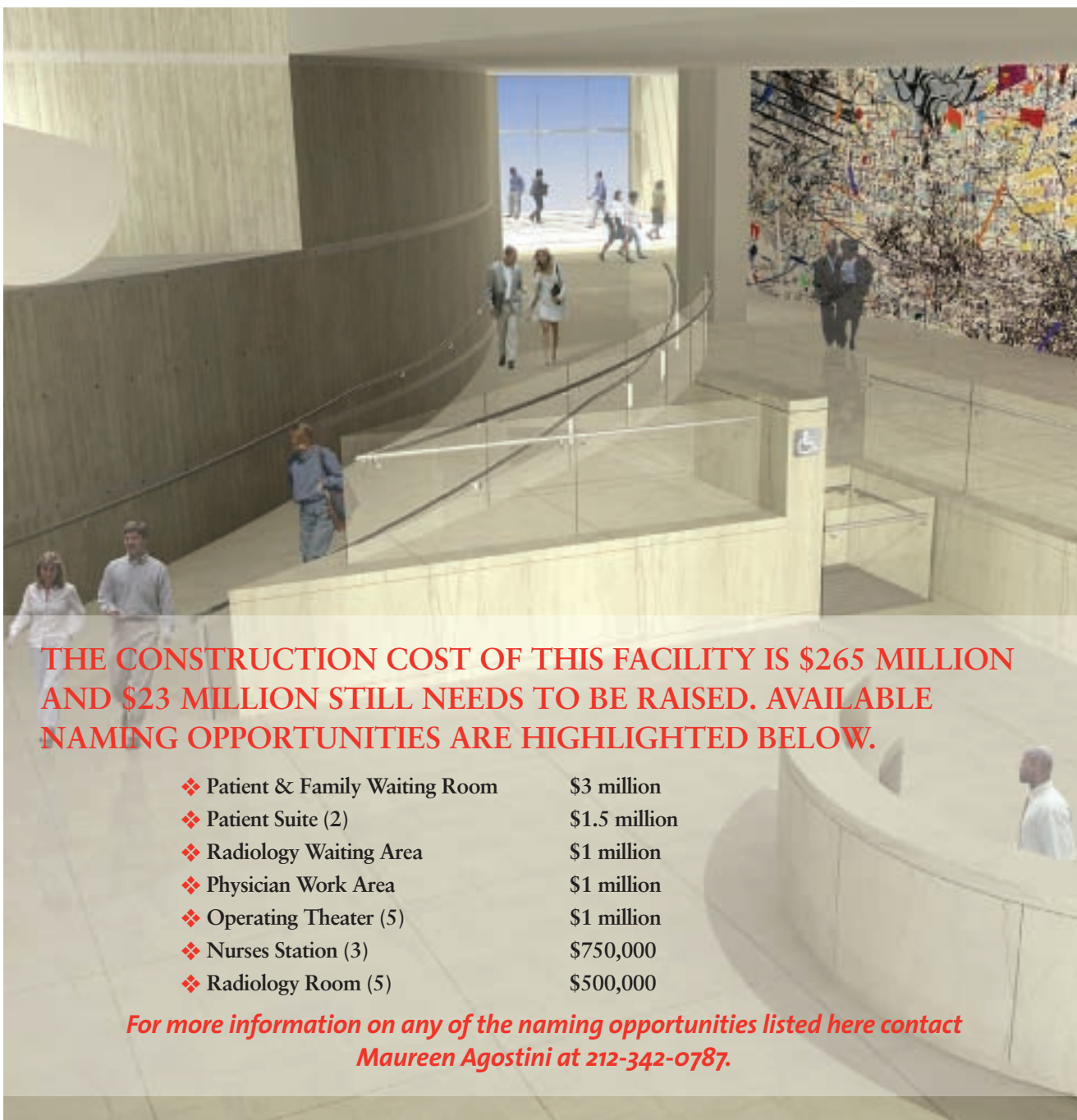
Ground was first broken for the Vivian and Seymour Milstein Family Heart Center in 2006, and its construction is nearing completion and on track for its February 2010 opening. The Milsteins' generous \$50 million gift will help give life to an important six-level, 142,000 square foot facility that will deliver comprehensive, seamless and interdisciplinary care for cardiac patients at NewYork-Presbyterian/Columbia – all conveniently under one roof.



Waiting room guests will be treated to a majestic Hudson River view

The Heart Center will also welcome the highest-risk cardiac cases cared for in 20 new cardiac ICU beds. An entire floor will be dedicated to pioneering and performing less-invasive procedures resulting in faster and less painful patient recoveries. It will also feature a new, dedicated heart transplant center – we do more heart transplants than any other hospital – and a unique Diabetes-Heart Center of Excellence to educate patients and promote clinical research. And to foster our teaching mission, the Vivian and Seymour Milstein Family Heart Center will feature a state-of-the-art conference/education center.

Rendering of the entryway to the Vivian and Seymour Milstein Family Heart Center

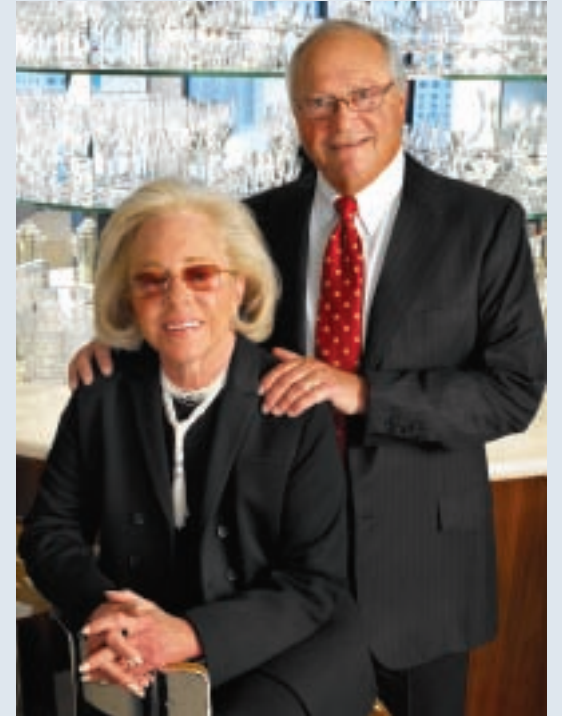


THE CONSTRUCTION COST OF THIS FACILITY IS \$265 MILLION AND \$23 MILLION STILL NEEDS TO BE RAISED. AVAILABLE NAMING OPPORTUNITIES ARE HIGHLIGHTED BELOW.

❖ Patient & Family Waiting Room	\$3 million
❖ Patient Suite (2)	\$1.5 million
❖ Radiology Waiting Area	\$1 million
❖ Physician Work Area	\$1 million
❖ Operating Theater (5)	\$1 million
❖ Nurses Station (3)	\$750,000
❖ Radiology Room (5)	\$500,000

For more information on any of the naming opportunities listed here contact Maureen Agostini at 212-342-0787.

GIFTS FROM THE HEART



Richard and Gail Siegal

“My father, who was a doctor, always told me that without question NewYork-Presbyterian was the finest hospital in New York,” says Richard D. Siegal, Founder of Palace Exploration Company and a Hospital Trustee since 2005. He and his wife of 46 years, Gail, have long been supporters of medical research and clinical care, funding ophthalmology programs at MIT, Harvard, Yale and the University of Tennessee as well as at NewYork-Presbyterian Hospital. Gail also supports breast cancer causes and Jewish organizations that benefit children in Israel.

Yet, the couple is especially grateful to NewYork-Presbyterian for providing life-saving care to Richard, who had an aortic valve replaced here a few years ago. When they learned a new state-of-the-art Heart Center was being built here, they enthusiastically lent their support with a major gift. And when Gail was planning a surprise birthday party for Richard this past winter, she requested donations to NewYork-Presbyterian/Columbia in lieu of gifts.

She chose an institution very close to both their hearts. “The care Richard received from the people in the ICU was incredible,” Gail recalls. “It was then that I fell in love with NewYork-Presbyterian Hospital.”

The outpouring of generosity from the Siegals' friends and family raised close to \$100,000 for the new Heart Center, an outstanding amount inspired no doubt by Richard and Gail and their own gifts from the heart. “Our giving is all about giving back because we are so grateful we are still here,” concludes Gail.

IN GRATITUDE TO OUR LEADERSHIP BENEFACTORS

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The above replica of the PRINCIPAL BENEFACTOR WALL is currently on display in the 68th Street and Milstein Hospital Building lobbies. The next update will be in December 2009. At the conclusion of the Campaign, identical signs will be made permanent.

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