



K. RAO PODURI, M.D.

*Professor and Chair, Department of
Physical Medicine and Rehabilitation*

Residency Program Director

Medical Director, Rehabilitation

Dr. Poduri has extensive experience in the treatment of stroke, spinal cord injury, and chronic pain.

“Our future is bright. We are dedicated to making Physical Medicine and Rehabilitation at URMC a nationally-recognized residency program and produce the physiatric leaders of tomorrow. Your support can lead the way.”

-K. RAO PODURI, M.D.

The
MELIORA
CHALLENGE

THE CAMPAIGN for the
UNIVERSITY OF ROCHESTER



*Educating experts in spinal cord injury,
stroke & general rehabilitation*

As a graduate of the residency program in the Department of Physical Medicine and Rehabilitation at the University of Rochester Medical Center, you know how important a biopsychosocial, multi-disciplinary approach is to providing the very best care for inpatients and outpatients with physical, neurological, and post-traumatic medical problems.

Physiatry is now one of the fastest growing specialties in the country. Our residency program has grown to include 12 residents, and to be one of a handful of programs in the country to focus on research. **Our goal is to become a national model for physiatric education by leading the way in conducting research** to develop future treatments that improve function and quality of life.

The department seeks to create an endowment devoted to the advancement of educational and research programs for our teams to continue to provide outstanding and innovative clinical care. Our residents, nurses and therapists would gain an advantage from an endowment used to promote education and support research.

With your support, we can provide the best facilities, equipment, and diagnostic tools for the patients we serve, and educate tomorrow's physiatrists and our team of health-care professionals.

Your gift helps us *provide state-of-the-art rehabilitation care*

Our goal is to provide the latest in rehabilitation care for our patients with stroke, spinal cord injury, traumatic brain injury, and other neurological conditions. Through your generous support, we can achieve our goals to provide ground-breaking treatments and services to our patients. Accomplishing these goals requires attracting and retaining the best and brightest faculty, residents, and staff to continue our mission. Here is a sampling of how you can help. Please join us.

ENDOWED PROFESSORSHIPS IN PHYSICAL MEDICINE AND REHABILITATION—\$1,500,000 to \$2,000,000

Professorships honor acclaimed leaders who perform groundbreaking research, mentor junior faculty, and attract and train talented residents and medical students. They are among the most coveted and defining rewards that a faculty member can receive, recognizing and fostering excellence. Your professorship support for physical medicine and rehabilitation specialists will have a lasting effect on the innovative care provided by our faculty and trainees to our patients.

ENDOWED RESEARCH AND EDUCATION FUND—\$500,000 to \$1,000,000

Our physicians, residents, nurses, and therapists have a legacy of working collaboratively across disciplines and conducting clinical research to improve people's health. Your support will provide continued access to cutting-edge educational and research endeavors.

STATE-OF-THE-ART PHYSICAL MEDICINE AND REHABILITATION FACILITIES—\$50,000 to \$250,000

Traditionally, health care facilities were built with an emphasis on the functional delivery of health care. Today, we must provide the most advanced health care environments to improve rehabilitation care. You can help us by naming spaces such as the therapeutic gym, patient and family lounges, a conference room, a patient apartment, the nursing station, patient rooms, and/or a speech therapy room.

PATIENT- AND FAMILY-CENTERED CARE—\$15,000 to \$50,000

We are committed to giving every patient and family the best experience possible. We truly believe that the best medical care is delivered when patients and family members feel like full partners in their health care. Your gift for our programs can help fund: continuing education opportunities for our nurses and care givers; or a community partnership to bridge the gap in services for our patients.

TECHNOLOGY TO IMPROVE PATIENT CARE—A WIDE RANGE OF OPPORTUNITIES ARE AVAILABLE

The latest advancements in in rehabilitation require a large spectrum of state-of-the-art equipment and technology to help patients retrain their movement and regain strength and function. Your support of technology-based equipment such as body-weight supported gait training devices and robotic equipment will improve patient mobility and enhance independence.

For more information about how your gift can make an impact, please contact Jennifer Richardson at: (585) 273-5472 · jennifer.richardson@rochester.edu



UR
MEDICINE

MEDICINE of THE HIGHEST ORDER