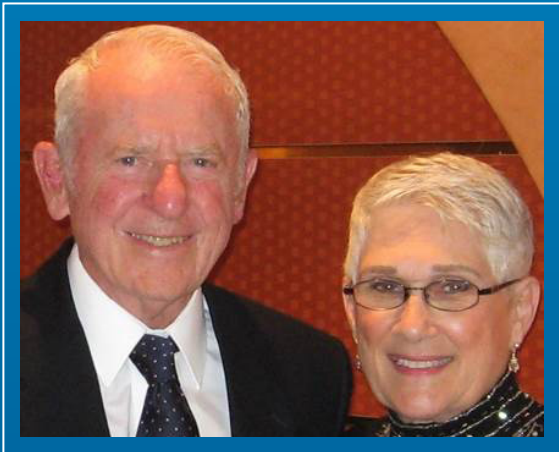


Passionate Supporters of Cardiac Research



**DAVID EISENBERG, M.D.
AND ANNA MAY EISENBERG**

Medicine has always been a large part of the Eisenbergs' lives. David Eisenberg, M.D. '56M (Res) met his wife, Anna '77N (MS), while working as an Internal Medicine and Gastroenterology resident at Boston VA Hospital. Anna was studying nursing and working at Beth Israel Hospital. David began his residency at the School of Medicine and is now retired from his successful medical practice. Anna received her master's degree from the School of Nursing. Both are avid supporters of cardiology initiatives that will uncover new treatments and ultimately prevent disease.

After a life-threatening event struck their youngest son, people in Rochester, Montreal, New York, and around the world poured out their hearts in prayer on his behalf as he was cared for at Strong Memorial Hospital.

"Medicine has been very good to us," said Anna. "We've been involved in medicine our entire adult lives and this is a way to give back."

On May 16th, 2004, David and Anna Eisenberg's youngest son, Dr. Baruch Eisenberg, a pediatrician, was teaching a class at a Rochester synagogue. As he was about to climb a flight of stairs from the basement, he suddenly collapsed. By the time an ambulance arrived, he had been unconscious for a dangerous amount of time. He was found to be in cardiac arrest and an EMT defibrillated Baruch's heart back to life. He was rushed to Strong Memorial Hospital where he was put into a medically induced coma. A relatively new concept at the time, Baruch's body was cooled to decrease brain swelling and bring the body's functions to a near-halt, helping prevent the cascade of events that can lead to irreversible brain damage.

There was still more to learn about what had caused Baruch to go into cardiac arrest. Initially Baruch's chances of recovery were questionable; however he made astonishing improvements the week after the event. He returned to his medical practice just three and a half months after the incident.

Through this experience, the couple gained a tremendous appreciation for the doctors and staff at Strong who treated their son. Today, the Eisenbergs remain passionate about supporting clinical and research activities in cardiology through the David & Anna May Eisenberg Hereditary Arrhythmia Clinical Fund so that other families may have an opportunity to identify their condition and be treated before any devastating events.

"We thought we were going to lose our son. As a doctor, you realize how much is involved," said David. "We feel fortunate and blessed. If our gift helps others, we are thrilled to help."

Your gift helps us *make advances in atrial fibrillation*

Heart rhythm disorders are often inherited, especially some of the more dangerous ones. If one person is diagnosed with an arrhythmia, other family members may be affected, too. More than 2.5 million people have atrial fibrillation in the United States, and more than 12 million will have it by 2050. Below is a sampling of how you can help make a difference.

HEREDITARY ARRHYTHMIA CLINIC—\$3,000,000

The Hereditary Arrhythmia Clinic at URMC is one of a handful of centers in the world that brings together groups of clinicians and scientists to provide comprehensive management of patients with hereditary rhythm disorders. This naming opportunity will not only have a significant and immediate impact on our current population of patients but it will affect and positively transform the lives of our children and future generations of individuals and families by putting us on a path to identify disease pathways and discover new lifesaving treatments.

ENDOWED AND DISTINGUISHED PROFESSORSHIPS—\$1,500,000 to \$2,000,000

The key to any heart and vascular program is the depth and quality of its faculty. Professorships are among the most coveted and defining awards a faculty member can receive. They provide a dependable, uninterrupted source of funding so that a scientist can spend more time actually doing science, including conducting clinical studies that are important but might not be in a research category that is garnering funding at the moment. Professorships also provide invaluable support above and beyond salary and professional activities, allowing the recipient to mentor Ph.D. candidates and junior faculty, and attract talented medical students and residents in order to promote a challenging, inspirational and innovative environment. An endowed professorship is a long-term commitment to excellence that links its donors to quality medical education, research, and patient care in perpetuity.

ENDOWED FELLOWSHIP—\$750,000

Your support of research fellows will help propel basic, translational and applied biomedical research, and inspire early-career scientists who have the imagination and drive to reach their highest potential. Clinical fellowships help our health care practitioners hone their clinical skills with patients, increase their knowledge of their chosen area of expertise, assimilate scientific evidence, and provide care of optimal value in a rapidly changing clinical environment. Your support will help improve the future of patient and family-centered care.

INNOVATIVE RESEARCH FUNDS—\$50,000 to \$500,000

This fund will be used to enhance the work of basic scientists studying the pathways of cardiovascular diseases. This fund will give the investigator the opportunity and flexibility to pursue promising new research directions. Pilot funding for new research initiatives plays a key role in the development of new therapies.

GEORGE EASTMAN CIRCLE—\$7,500 to \$50,000+

The George Eastman Circle recognizes those who make a five-year unrestricted pledge, of \$1,500 or greater annually, to any of the Medical Center's schools and programs. Your gift will support areas of greatest need or promise for the Division of Cardiology such as education, research, patient care or community health. Your support will honor the legacy of one of our greatest benefactors and give new hope to patients and their families.



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