

*“Every day is a blessing.
I get up and don’t see my name
in an obituary, and hey,
it’s (my heart) beating.”*

— NORMAN BREEN



Norm Breen’s life was saved with a heart transplant. Just two and a half weeks later, Norm was discharged, and since then, he has achieved his goal of not returning to Strong Memorial Hospital—at least not as an admitted patient. He goes back as a volunteer to share his own experience with other patients awaiting transplants. He is also passionate about supporting heart research.

Saving Lives and Renewing Hope

Your heart is an amazing organ, responsible for pumping blood via a 60,000-mile-long network of vessels. It works ceaselessly, beating 100,000 times a day, almost 40 million times a year; up to three billion heartbeats over an average lifetime. Unfortunately, heart disease remains the leading cause of death for both men and women in our country—about 600,000 people each year. Thanks to the latest surgical procedures, medicines and research, the nature of heart disease is evolving—from an acute and fatal disease to a chronic disease that can be managed through medical and surgical treatment.

Our cardiac surgeons perform remarkable, life-saving procedures every day—including transcatheter aortic valve replacement (TAVR), ventricular assist devices (VADs), artificial heart transplants, and heart transplants. The number of patients requiring these services is growing rapidly, making UR Medicine one of the top institutions in the nation for the treatment of all forms of end-stage heart disease. URM is one of the most experienced VAD centers in the country, and is a national leader in VAD clinical trials. We also perform an innovative and less invasive heart-valve replacement procedure—TAVR—for individuals suffering with severe aortic stenosis who are too frail to undergo traditional open-heart surgery and have no other options.

We are the only Medical Center in upstate New York that performs heart transplants. In 2016, a milestone was reached with the 200th heart transplant, 15 years after the first one was performed. In 2012, we became the first in western New York to replace damaged valves with a total artificial heart—one of 40 sites in the nation, and one of just three locations in New York to offer life-saving artificial heart technology. We are proud to be at the forefront of cardiac surgery simulation education, preparing the next generation of cardiac surgeons to receive the skills needed to ensure patient safety, quality and care. Ours is one of only eight programs in the nation to utilize high-definition cardiac simulators to train and improve the skills of our residents in training.

Thanks to these advancements in treatments and procedures for cardiac patients is made possible through our nationally recognized research programs—vascular medicine, atrial fibrillation, ablation, hereditary arrhythmias and the use of artificial hearts for heart failure patients—we are working to bring the latest, most effective treatments to our patients, often years before they become available at other area hospitals.

Your gift will help us *save lives and give hope and second chances to patients*

Every gift we receive makes a difference and impacts our ability to attract and retain leading surgeons, develop promising new research initiatives, train future cardiac surgeons, and ensure excellence in treating and caring for our patients. With your philanthropic support now and in the future, we can continue to save lives and give hope and second chances to patients and their families in our community and around the world.

ENDOWED PROFESSORSHIPS—\$1,500,000 TO \$2,000,000

Professorships recognize and foster excellence, and are among the most coveted and defining rewards that a faculty member can receive. They honor acclaimed leaders who perform groundbreaking research, mentor PhD candidates and junior faculty, and attract talented medical students and residents. They also provide a dependable, uninterrupted source of funding for the work of our talented scientists, clinicians, and educators to focus on particular cardiac problems or issues, and spur advances in those areas. Support of an endowed professorship in the Division of Cardiac Surgery would further strengthen our strong commitment to leaders in the field, and allow us to continue to draw new students to the program.

INNOVATIVE CARDIAC RESEARCH FUND—\$500,000 TO \$1,000,000

This support will give our cardiac surgeons the opportunity and flexibility to pursue promising new research directions, including less invasive surgery techniques. Pilot funding for new research initiatives plays a key role in the development of new devices and therapies. Examples of such research include: developing an automated method for repair of the mitral valve with the goal to make this feasible in the beating heart; developing a small or percutaneous access to the left ventricle for the delivery of therapy for aortic valve disease and mitral disease; and conducting a randomized study of a long acting local anesthetic for pain control after heart surgery which will reduce or eliminate the need for narcotics.

CARDIAC EDUCATION AND SIMULATION FUND—\$100,000 TO \$250,000

Your gift will support ongoing and new research and simulation activities designed to help our students better understand the development of minimally invasive techniques used in heart surgery. Simulation training represents the most important change in traditional curricula that allows residents and nurse practitioners to work together to develop and master new skills outside the pressured environment of the operating room or Intensive Care Unit.

GLOBAL HEALTH MISSION TRIPS—\$150,000

Your support will allow our cardiac surgical team, including our cardiac surgical residents, to participate in a volunteer mission in the Dominican Republic in 2018—and other locations in future years—to help people who are dying from heart disease and have no surgical options. This influential program is an extension of our team's desire to help people live healthy lives regardless of where they live. With your support, we will be able to purchase dedicated equipment for these missions and perform minimally invasive surgery for patients who need our help.

GEORGE EASTMAN CIRCLE—\$10,000 TO \$50,000

Pledges to the George Eastman Circle, payable for five years, provide crucial, flexible support for Cardiac Surgery. Funds can help us take advantage of new opportunities in research, support post-doctoral fellows for one year, or allow our Master's and PhD students, and post-doctoral fellows to present their work at national scientific seminars and conferences, and learn from faculty mentors.

