

HIGHLAND HOSPITAL CARDIOLOGY

Our cardiac care includes round-the-clock, seven-days-a-week cardiology inpatient services, outpatient consultative services that include the full range of cardiology imaging methods, individualized treatment plans, care coordination and monitoring at home, as needed, and mobile technology to help heart patients across Upstate New York.



Saving Lives with State-of-the-Art Care

Heart failure. Stroke. Helping student athletes. And providing the latest in cardiac diagnostic and mobile technology. These four areas highlight just a portion of the excellence that is heart care at Highland Hospital.

More people are hospitalized for **heart failure** than for any other medical condition—and generally 20% to 25% of these patients return to the hospital within thirty days. At Highland Hospital, we are leading the nation with a heart failure readmission rate of less than one percent. Why? Because we take a comprehensive approach to hospital care that extends to our patients' homes. Nurses from Highland and Visiting Nurse Service (VNS) work together to give patients the tools they need to manage their disease at home before they leave the hospital, and to enroll them in Telehealth—a tool to help patients share information remotely with their care team. They also follow up with patients to be sure they eat properly and take their medications, and with primary care physicians for proper monitoring.

Stroke is one of the nation's top five leading causes of death and is the leading cause of serious long-term disability. Up to 80% of strokes are caused by atrial fibrillation, an irregular heart rate that causes poor blood flow to the body. Researchers believe there may be a connection between heart patients who lose consciousness

during a fibrillation (syncope) and neurology patients with mini-strokes known as transient ischemic attacks (TIAs). We are now only one of a small handful of hospitals in the country that are using monitors, the size of a pack of gum, that are implanted under the skin to gather data on a-fib episodes in TIA patients.

At the other end of the heart spectrum, Highland conducts free screenings for **young athletes** aged thirteen and older, checking their height, weight, blood pressure, and heart activity. To date, we have screened more than 700 of the nearly 4,000 students in our area who play competitive sports. Our tests have revealed hypertension in a number of students, and two with congenital heart problems that could have led to a collapse on the field.

As our population ages at an increasing rate, we must provide care for the older patients in Rochester and across the region who may find it difficult to get to and from cardiology appointments. In our **mobile consultative program** we partner with 58 facilities, focusing on three area adult facilities, to conduct complete heart examinations using portable technology, like hand-held ultrasounds and electrocardiograms performed on iPhones.

With your support, we can save more lives from the deadly effects of heart disease.

Your gift helps us *achieve better heart health for our patients.*

Our goal is to help heart patients retain their health, reduce their hospital stays and improve their quality of life. But we can only achieve success by expanding programs that work, bringing early detection methods to more patients, and providing new treatments. Here is a sampling of how you can help. Every gift we receive makes a difference.

ENDOWED CHIEF OF CARDIOLOGY—\$3,000,000

An endowment in honor of the Chief of Cardiology at Highland Hospital will provide permanent support across a broad spectrum of innovative cardiology programs as identified by the Chief of Cardiology at Highland.

ENDOWED PROFESSORSHIPS IN CARDIOLOGY—\$1,500,000

Professorships honor acclaimed leaders who perform groundbreaking research, mentor Ph.D. candidates and junior faculty, and attract talented medical students and residents. They are among the most coveted and defining rewards that a faculty member can receive, recognizing and fostering excellence. Your professorship support for Highland cardiologists will have a lasting effect on the compassionate care provided for our heart patients.

TECHNOLOGY TO IMPROVE PATIENT CARE—\$50,000 to \$500,000

Today's health care requires a combination of modern diagnostic strategies, clinical laboratories, and new technologies that help health care providers determine better therapies and treatments for heart patients, and help prevent heart disease. Your support of technology, like in the examples below, will help provide care that is minimally-invasive and improves patient health and healing.

- Cardiac imaging and echocardiography equipment
- Mobile, hand-held, and other cutting-edge health devices

PATIENT- AND FAMILY-CENTERED CARE—\$7,500 to \$50,000

Highland Hospital is committed to giving every patient and family the best experience possible. We truly believe that the best medical care happens 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
- Additional care givers, technicians, and staff to expand services to more heart patients and student athletes at Highland and across upstate New York

STATE-OF-THE-ART CARDIOLOGY FACILITIES—STARTING AT \$15,000

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 accommodate increasingly complex medical procedures, control infection, and provide multidisciplinary, patient- and family-centered care. You can help us by naming spaces such as cardiology patient rooms, nursing stations, operating rooms, intensive care units, exams rooms, and conference rooms to help ensure state-of-the-art care.

The
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CHALLENGE

**THE CAMPAIGN
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