



Developing New Diagnostics and Treatments for Glaucoma

Glaucoma is a group of potentially blinding diseases that can damage the optic nerve and the retinal ganglion cells (RGC's) that give rise to it. The optic nerve is the conduit that sends visual signals from the eye to the brain. Often associated with increased intraocular pressure, glaucoma affects approximately 2.2 million Americans over the age of 40. Present testing methods may not detect optic nerve damage from glaucoma until more than 30 to 40 percent of the visual function is lost permanently. Current treatments for glaucoma are limited to drugs and surgical intervention that lower the pressure of the eye, slowing the progression of the disease. Future therapies may protect the optic nerve and RGC's from injury directly.

FLAUM EYE INSTITUTE

As our population ages and the prevalence of blinding disease continues to grow, the need for better treatments and earlier detection is more important than ever. Recent estimates indicate blindness or low-vision affects 3.3 million Americans age 40 and over. By 2020, the number is expected to climb to 5.5 million as our population ages.

The Flaum Eye Institute is a world leader in preserving and restoring vision, offering compassionate, multidisciplinary patient care, education, and vision research. Flaum has more than 200 ophthalmologists, optometrists, scientists and support staff who collaborate to conduct cutting-edge, National Institutes of Health-funded research to discover new diagnostics and treatments to help preserve vision.

At the Flaum Eye Institute, research in glaucoma is aimed at understanding the genetics and cell biology that underlie this complex disease. Efforts are also underway to develop novel and sensitive imaging technologies for earlier diagnosis, monitoring and control of glaucoma, and evaluating the effectiveness of new therapies.

Reaching Out to Help the Rochester Community

The Flaum Eye Institute routinely conducts glaucoma screenings in some of Rochester's most impoverished neighborhoods. Unfortunately, because of suspected genetic factors, African Americans and Hispanics are more prone to glaucoma. For these groups the disease occurs earlier and more frequently. Making the problem worse is poor access to routine eye care, resulting in individuals developing glaucoma and leading to blindness that could be prevented.

Volunteers from the Flaum Eye Institute—including faculty, residents, staff and University of Rochester medical students—reach out to these communities, providing education through screenings to raise awareness about glaucoma and improve health in these neighborhoods.

The
MELIORA
CHALLENGE

THE CAMPAIGN *for the*
UNIVERSITY OF ROCHESTER

Your gift helps us *make an impact in eye care and research*

At the Flaum Eye Institute, every gift we receive—large or small—is appreciated and will make an impact. The following is a sampling of how you can help.

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

Funding a permanent, named professorship at the Flaum Eye Institute will have a lasting impact on restoring and improving vision by supporting today's and tomorrow's leaders in research, education, and patient care. Endowed professorships (\$1.5 - \$2 million) are among the most prestigious honors a faculty member can receive. The endowed directorship (\$2.5 million) permanently names the position and enables the director to continue his own scientific research, recruit the most brilliant and promising clinicians and scientists, and ensure the Flaum Eye Institute remains a leader in ophthalmology and vision science.

BREAKTHROUGH FUNDS: ENDOWED EDUCATION, RESEARCH AND PROGRAMMATIC SUPPORT—\$250,000 to \$750,000

We are on the threshold of making significant discoveries to enhance our ability to diagnose and treat threats to vision. We need to advance key technologies related to glaucoma and other vision diseases to the next stage of commercialization where they will benefit society. Your support could be the catalyst for instrumentation and therapies used by vision care professionals around the world. There is also a need for support of educational programs, including community outreach and patient education programs, health screenings and support groups. Your gift can name a permanent fund, the earnings from which, each year, can support education, research or specific programs.

FACILITY PROJECTS—\$75,000 to \$3,500,000

Over the past 12 years the Flaum Eye Institute has seen tremendous growth. However, there is a critical need to expand our facilities dedicated to research, education, and patient care and we need your support with these many opportunities. We need to renovate space for a faculty/administrative center to bring all of our doctors from across the Medical Center together into one space. This will make it easier for them to collaborate when treating patients with complex eye disease. The construction of a new tower above our translational eye research laboratories will create an educational center dedicated to the needs of our medical students, residents, and community eye care specialists. We also need to upgrade and expand the very limited space for our library and lecture and seminar rooms.

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

The George Eastman Circle is the University's leadership annual giving society. It recognizes those who make a five year unrestricted pledge of \$1,500 or greater annually. Your gift supports areas of greatest need or promise for the Flaum Eye Institute, making it possible for us to build programs and facilities of national excellence, accelerate the pace of discoveries, train future leaders, attract and retain the best and brightest researchers, and care for our patients in the best way possible.

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