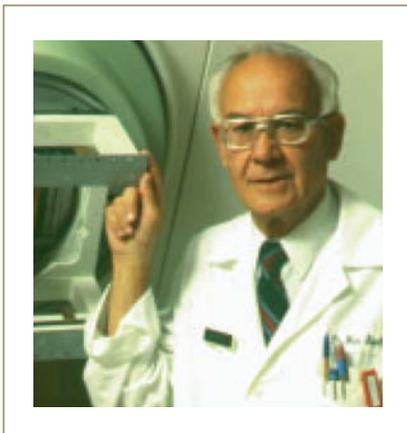
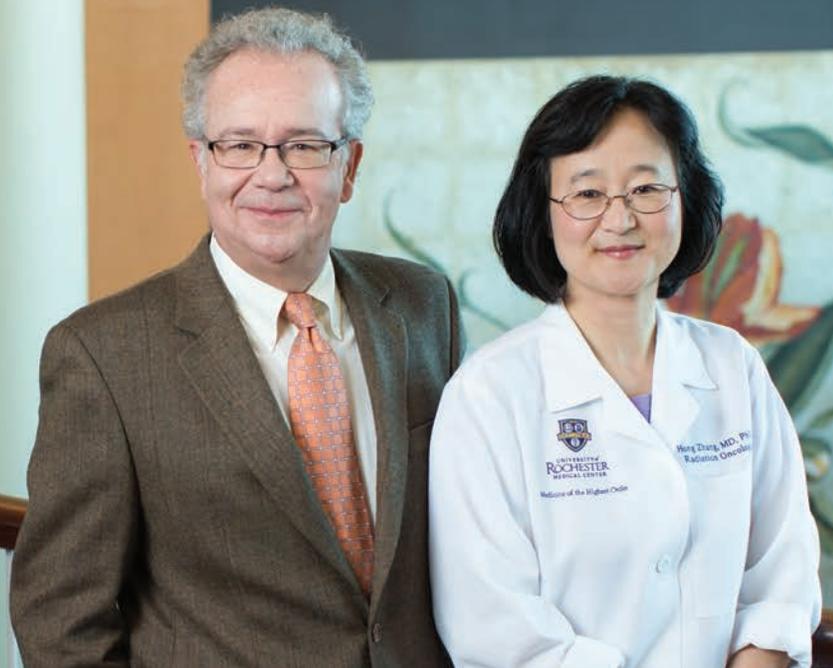


Highland Hospital Radiation Oncology

Dr. David Sischy '70, '74M (MD), son of Benjamin Sischy, M.D., Highland Hospital's first chief of Radiation Oncology, and current chief, Dr. Hong Zhang '06M (Res).



BENJAMIN SISCHY, M.D.

A pioneer in many new approaches to cancer treatment, Benjamin Sischy, M.D. was chief of radiation oncology at Highland Hospital from 1967 to 1988. During his career, he imbued the importance of quality patient care, innovative research and dedicated treatment, authored scores of articles on radiation treatment for cancer, and was credited with introducing endocavitary radiation, a procedure used for early-stage rectal cancer, to North America.

Specialists in Cancer. *Experts in Caring.*

Highland Radiation Oncology offers the best of both worlds—the compassion of a small-hospital atmosphere and the expertise of world-renowned medical faculty at the University of Rochester Medical Center's James P. Wilmot Cancer Center. The Cancer Center's emphasis on research gives patients access to clinical trials, the latest protocols, and expertise from the top minds in oncology as part of your care.

Our technology allows us to deliver precise radiation treatment tailored to you, while helping to preserve healthy tissue, shorten the period of treatment, and eliminate some of the side effects associated with traditional radiation therapy.

As one of the nation's top-ranked hospitals for women's services, Highland specializes in the diagnosis, treatment, and study of women's cancers. We also specialize in prostate cancer and prostate brachytherapy for men.

We are committed to providing a quality of care that combines state-of-the-art technology with compassion and emotional support during the most critical time in your life.

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

Our goal is to provide the latest in cancer care for you and improve your 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 RADIATION ONCOLOGY—\$3,000,000

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

ENDOWED PROFESSORSHIPS IN RADIATION ONCOLOGY—\$1,500,000 to \$2,000,000

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 radiation oncology specialists will have a lasting effect on the compassionate care provided for our cancer 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 cancer patients. Your support of technology, like in the examples below, will help provide care that is minimally-invasive and improves patient health and healing.

STATE-OF-THE-ART RADIATION ONCOLOGY FACILITIES—\$20,000 to \$100,000

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 your care. You can help us by naming spaces such as patient rooms, nursing stations, operating rooms, intensive care units, exams rooms, and conference rooms to help ensure state-of-the-art care.

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 cancer patients.

The
MELIORA
CHALLENGE

THE CAMPAIGN
for the UNIVERSITY
OF ROCHESTER

For more information contact Brad Pearson
(585) 341-0861 · brad_pearson@urmc.rochester.edu
www.urmc.rochester.edu/highland

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