

Medicine of the Highest Order

At Strong Memorial Hospital, we're dedicated to building and nurturing a partnership with our patients and families to improve their well-being.

The **MELIORA** CHALLENGE

THE CAMPAIGN *for the*
UNIVERSITY OF ROCHESTER



Strong Memorial Hospital

Building Health Care Environments for the 21st Century



DENNIS AND LAURENCE KESSLER

Over two decades, the Kesslers have given generously to Strong to both expand the Emergency Department and the Kessler Family Burn and Trauma Intensive Care Unit, and to also fund burn and trauma services in the only Level One program in the region, the Kessler Burn and Trauma Center.

"Rochester is our community and we are thrilled to be able to support the families in our region," said Laurence Kessler. "My brother Dennis and I were taught that it is our obligation to 'give back.' We're proud to be able to impact lives in such a critical way."

Strong Memorial Hospital is the largest and most specialized of the hospitals within the western New York region. In addition to offering traditional and established medical care services, Strong is the only care center that has the personnel and facilities to provide advanced medical inquiries and treatments for 1.7 million people in the Finger Lakes region. So whether you are coming in for a routine or an extremely specialized procedure, or being seen in one of our 120 specialty clinics in a 14-county region, you will always benefit from our unique ability to quickly implement the newest discoveries and advancements in medicine.

As the primary teaching hospital of the University of Rochester, all of our medical clinicians are clinician scholars, with faculty appointments, who supervise residents and participate in the education of residents and students. The result is a learning environment immersed in research, education, community, and innovation.

Many of our specialty programs consistently rank among "America's Best Hospitals" and earned top honors in the first-ever "Best Regional Hospitals" 2010-11 ranking according to *U.S. News & World Report*. Devoted to providing compassionate, patient- and family-centered health care that transforms the patient experience, Strong Memorial Hospital defines and delivers "Medicine of the Highest Order."

Your gift helps us *create the best health care environment imaginable*

This requires programs and facilities that provide privacy and flexibility for patients and their families, and ready access to medical professionals, care methods and environments in which the patient, not the institution, is paramount. Your gift can help us achieve this important goal.

STATE-OF-THE-ART FACILITIES—\$50,000 to \$3,000,000

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. Your gift will help us create the facilities we need to ensure comfort and privacy for our patients as well as ample work room for our teams of care providers. However, you can also name spaces such as patient rooms, nursing stations, operating rooms, intensive care units, exams rooms, and conference rooms. Our four top projects are:

- Golisano Children's Hospital
- Emergency Department
- Memory Disorders Clinic & Rehabilitation Services
- Healing Gardens

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 patients, and help prevent disease as well. Your support of technology ranging from robotics to imaging sciences to hyperbaric oxygen therapy will help provide care that is minimally-invasive and improves patient health and healing.

PATIENT- AND FAMILY-CENTERED CARE—\$10,000 to \$50,000

We defined the future of medicine by creating the biopsychosocial model of education which considers multiple factors—biological, psychological, and social—in the underlying causes of diseases. Our model helped link science and humanism to care for people in a compassionate way. Your gift for humanistic, patient- and family-centered programs can help fund: continuing education opportunities for our nurses and care givers; support groups, educational programs and volunteer services for patients and families; and transportation or other basic needs of our most vulnerable patients to ensure they continue their care.

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 more annually to Strong Memorial Hospital. As a member, you will not only honor the legacy of one of our greatest benefactors and establish a new tradition to inspire others, but you will also provide the flexible programmatic support that allows us to take advantage of new opportunities in patient- and family-centered care.

For more information contact Benjamin Ochrym
(585) 276-5172 • benjamin.ochrym@rochester.edu
www.urmc.rochester.edu/strong-memorial/