



EDWARD M. MESSING, M.D.,
WINFIELD W. SCOTT CHAIR IN UROLOGY

“I NEVER KNEW I HAD PROSTATE CANCER”

When Elton’s physician told him he had prostate cancer, he was caught off guard. He didn’t remember anyone in his family having prostate cancer, yet here he was receiving this diagnosis. He didn’t want to tell his wife because she was struggling with her own health issues. He didn’t want to tell his co-workers because he didn’t want to be pitied.

At UR Medicine, the staff—everyone from his urologist and radiologist, to the receptionists—gave him hope and confidence. From them he drew the faith that he was going to be okay. Now he’s not afraid to tell his story at work, in his neighborhood—to anyone who will listen. His story serves as encouragement for men to have their prostate specific antigen (PSA) tested to detect cancer or other prostate issues early on.

Elton’s story is not unusual. Prostate cancer may not cause any symptoms. That’s why it’s important to have regular prostate exams if you are a man over 50 or if you are part of a high-risk group—including men with a family history of prostate disease and African-American men, who have the highest rate of prostate cancer.

Elton is among the nearly one in seven men who will be diagnosed with prostate cancer during his lifetime. With your philanthropic partnership, we can provide state-of-the-art prostate cancer care for all of our patients, while we search for preventions and cures to help men around the world.

Dr. Messing leads our team of urologists who are known for major research advances and interdepartmental collaborations that lead to new treatments and preventions for prostate cancer. We have the most experienced prostate cancer surgeons in Western and Central New York. We were the first in the region to start a robotic prostatectomy program, and are pioneering new techniques for reducing side effects of prostate cancer treatment and for training in prostate cancer surgery, including revolutionary surgical simulation models. We also offer our patients clinical trials, providing access to leading-edge treatments not yet available anywhere else in the region.

As a busy clinician and a renowned urologic cancer surgeon, Dr. Messing has been funded by the National Institutes of Health for more than 25 years for his research in the underpinnings of urologic cancer, and his design and implementation of landmark clinical trials for these cancers.

Help Us Move *Urologic Research and Care Forward*

Every gift we receive—large or small—is appreciated, and impacts our ability to attract and retain world-renowned researchers and faculty, develop new urologic therapies, preventions, and cures, and ensure excellence in treating and caring for our patients. The following is a sampling of how you can help.

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

Endowed professorships are permanent funds that honor acclaimed leaders who perform groundbreaking research, mentor junior faculty, and attract and retain talented fellows, residents, and students. They are among the most coveted and defining rewards that a faculty member can receive, recognizing and fostering excellence. Professorships also serve as a powerful recruitment tool, drawing new faculty of established distinction from around the world.

ENDOWED FELLOWSHIPS—\$750,000

Attracting the highest quality trainees is essential to the mission of the Department of Urology. Top clinical fellows become the opinion leaders in urology. Even though external funds may be available for some of these individuals, the enhanced support and prestige of a named fellowship is a tremendous incentive for trainees to pursue urology at the University of Rochester Medical Center. A named fellowship also allows an overall expansion of the number of individuals we can afford to train. Your support will help us continually advance the quality and overall growth of the Department.

ENDOWED TECHNOLOGY FUND—\$500,000 to \$1,000,000

The field of urology is constantly evolving and changing to best suit patients' needs. Your support of an endowed technology fund will help us provide the latest technology to train our residents, and to provide comfortable care to the patients we serve.

RESEARCH INNOVATION FUNDS—\$100,000 to \$500,000

Funding to support research projects is vital to helping our urology residents and faculty find new, innovative methods for providing urologic care.

RESIDENT AND STAFF EDUCATION FUNDS—\$50,000 to \$100,000

Our residents must have opportunities to travel in order to teach, to network among peers at professional conferences, and to present at scientific meetings; simply, to broaden one's horizons. Finding funds to consistently support these opportunities is a challenge. Your support will allow our residents to travel to educational meetings and international electives, and to support other educational initiatives that could not be funded otherwise. And your support of staff education funds will ensure that our urology team sets best practices for excellence in patient care.

ANNUAL FELLOWSHIPS—\$25,000 to \$75,000

These fellowships support an aspiring clinician, for one year, while providing training and mentorship in the Department of Urology.

GEORGE EASTMAN CIRCLE—\$7,500 to \$100,000 OR MORE

The George Eastman Circle recognizes those who pledge unrestricted annual gifts of at least \$1,500 for five years, or more, to the Department of Urology. 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 urologic research and care.