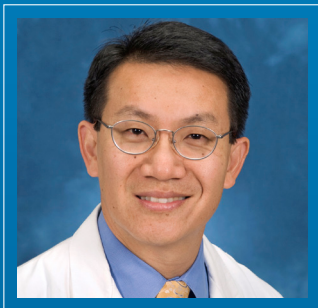


ADVANCED HEART FAILURE PROGRAM



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UR Medicine's Advanced Heart Failure Program is the only comprehensive heart failure and transplant program in upstate New York (serving the vast majority of the state). We are able to give heart failure patients greater hope than ever before.

We are one of the nation's top programs to incorporate heart failure, heart transplant, and mechanical circulatory support care. Our program reached a milestone—15 years in the making—with its 200th heart transplant in 2016. We were the first team in upstate New York to implant a total artificial heart, and we have one of the largest ventricular assist device programs in the country. Our Heart Research Follow-up Program set the international standard for preventing cardiac deaths. We also remain one of the world's leading research centers on implantable defibrillators and cardiac resynchronization therapy.



A New Lease On Life

In October 2010, Frank Pluta experienced sudden heart failure at a Buffalo area hospital and was transferred to Strong Memorial Hospital to receive care from the UR Medicine Advanced Heart Failure Program team. With his wife, Nancy, waiting concerned and anxiously nearby, Frank underwent a procedure to receive a Left Ventricular Assist Device (LVAD) that would keep his heart pumping, something it could no longer do on its own. After 28 days in the hospital, Frank was able to return home, but having the LVAD meant he could no longer work, or be left alone in case the device failed. Close friends and family who were trained in how to operate the LVAD were continually by Frank's side. To remain active, Frank had to constantly monitor the machine's battery charge. Though he was able to participate in the occasional round of golf, Frank's independence was limited.

The LVAD allowed Frank to continue living a fairly normal life, but, due to the device's limited lifespan of seven to 10 years, he would need to undergo additional surgeries to have it replaced with a new unit. He and Nancy decided it was best to explore the possibility of a heart transplant. Following tests to ensure he was a qualified candidate, Frank was put on the heart transplant list in November 2011. After four years, Frank received the life-changing call about a potential match on Thanksgiving Day in 2015. Through the work of his expert surgical team, the transplant was successful, and Frank woke up with a new, healthy heart. Four days later, he walked from the Cardiac Intensive Care Unit to his new room in the hospital. Today, Frank continues to lead a very healthy and active lifestyle—something he was accustomed to his entire life. He understands how lucky he was to receive a second chance at life through the benevolence of a heart donor, and approaches each day with renewed vigor.

In recognition of all that the Advanced Heart Failure Program team has done for them—particularly the nurses—Frank and Nancy have organized an annual golf tournament in Buffalo since 2012. The proceeds support continuing education for nurses in the program.

With your generosity, we can help many more patients, like Frank, live longer, fuller lives with their loved ones. Your gift is critical to helping us educate the next generation of cardiovascular specialists, test innovative therapies through clinical trials, and give second chances to countless patients and their families.

Your Gift Helps Us *Provide Advanced Care for Heart Failure*

The most common cause of death in America is heart disease, including heart failure. More than two percent of all Americans have congestive heart failure, and 50 percent of individuals with heart failure die within five years of diagnosis. At UR Medicine, our scientists and clinicians are leaders in the field of heart failure. Your support can make a tremendous difference in the lives of patients here in Rochester and across the nation. Please join us.

ENDOWED AND DISTINGUISHED PROFESSORSHIPS IN HEART FAILURE—\$1,500,000 TO \$2,000,000

Endowed professorships are permanent funds that honor acclaimed leaders who perform groundbreaking research, mentor MD and PhD candidates and early- and mid-career faculty, and help us attract talented fellows, medical students, and residents. They recognize and foster faculty excellence, and are both the highest distinction the University can bestow upon its faculty, as well as a vote of confidence in the faculty who receive them. Professorships also serve as a powerful recruitment tool, drawing new faculty of established merit from around the world.

ENDOWED RESEARCH/CLINICAL FELLOWSHIPS— \$750,000+

Young investigators are fundamental to advancing biomedical research and translating laboratory findings into the treatment of disease. Your support of research fellows will help propel basic, translational and applied biomedical research, and inspire early-career scientists who have the imagination and drive to reach their highest potential. Clinical fellowships help our health care practitioners hone their clinical skills with patients, increase their knowledge of their chosen area of expertise, assimilate scientific evidence, and provide care of optimal value.

ENDOWED CLINICAL RESEARCH FUND—\$500,000 TO \$1,000,000

Innovative research can revolutionize medical advances, turning scientific insights into medical breakthroughs to help people the world over. But for people to benefit, key cardiac technologies must reach the next stage of commercialization—which can be expensive. Your support will give our heart failure team the opportunity and flexibility to pursue promising new research directions and advance groundbreaking research to patients as quickly as possible. It could be the catalyst for new devices and therapies used by cardiology professionals around the world.

VENTRICULAR ASSIST DEVICE (VAD) RESEARCH DATABASE FUNDS—\$50,000 TO \$250,000

The University of Rochester Medical Center has one of the largest Left Ventricular Assist Device (LVAD) programs in the country to help patients with advanced heart failure. We are developing a Ventricular Assist Device (VAD) research database that allows us to study many aspects of VAD therapy to help improve the quality of clinical care and outcomes for these patients. Your support will accelerate the development of this database, and help us advance and publish our research findings.

PILOT PROJECTS/SEED FUNDS—\$50,000 TO \$100,000

Gifts for pilot projects/seed funds are “risk capital.” These crucial funds allow scientists to shift the direction of their research to follow promising leads or new ideas, propelling scientific discoveries in new ways. You can help give researchers the time they need to push the boundaries of science and allow innovative ideas to reach their full potential.

PATIENT- AND FAMILY-CENTERED CARE—\$25,000 TO \$75,000

We are committed to giving every patient and family the best experience possible. Your gift for our programs can help fund continuing education opportunities for our nurses and care givers. Your support can also ensure that families receive assistance through support groups, educational programs, or for transportation/basic needs while their loved ones are in the hospital for weeks or months at a time.

GEORGE EASTMAN CIRCLE—\$7,500 TO \$100,000

Pledges to the George Eastman Circle, payable for five years, provide crucial, flexible support for the Advanced Heart Failure Program. Funds can help the program take advantage of new opportunities in research, education, and patient care.

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