



A New Heart Recipient Gives Back

In 2007, Norm Breen got the call that would save his life. It was 3 a.m. when Dr. Leway Chen phoned to tell Norm a heart was available for transplant. By 10 a.m., Dr. Todd Massey arrived at Strong Memorial Hospital with the heart he had personally retrieved from the Midwest that morning, and Norm's transplant was under way. Just two and a half weeks later, Norm was discharged.

Now, Norm, and his wife, Phyllis, have become passionate about supporting the heart research being done at the Aab Cardiovascular Research Institute and strengthening the transplant program at the Medical Center. "I'm helping out of gratitude," says Norm. "People donated before me, so I could go through this process, have the transplant surgery, and be here for my family. Now I want to do the same and help others."

Through this experience, the couple gained a tremendous appreciation for the doctors and staff who treated Norm, including cardiologists Dr. Chen and Dr. Jeffrey Alexis. "The doctors and staff are all excellent, and we can't say enough about them," says Phyllis. "Norm is alive today because of them."

With your support, we can continue to provide state-of-the-art care and innovative research that saves the lives of heart patients around the world.



LEWAY CHEN, MD, MPH

Director, Advanced Heart Failure Program



JUAN M. LEHOUX, MD

Surgical Director, Advanced Heart Failure Program

Heart failure is a condition in which your heart can no longer provide enough blood to keep up with your body's needs.

Our Advanced Heart Failure Program ranks among the top in the United States, incorporating heart failure, heart transplant, and mechanical circulatory support care. We were the first team in upstate New York to implant a total artificial heart, and we have the fifth largest ventricular assist device program in the country. We also remain one of the world's leading research centers on implantable defibrillators and cardiac resynchronization therapy. We offer patients all of the most leading-edge treatments from personalized medications to devices such as implantable defibrillators, ventricular assist devices and systems, to cardiac resynchronization therapy, and heart transplant. Our Heart Research Follow-up Program set the international standard for preventing cardiac deaths. Through our advanced approaches, we are able to give heart failure patients greater hope than ever before. UR Medicine is the only comprehensive heart failure and transplant center in upstate New York, serving the vast majority of the state. UR Medicine Heart & Vascular reached a milestone 15 years in the making, performing their 200th heart transplant in 2016.

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 2% of all Americans have congestive heart failure, and 50% of individuals with heart failure die within five years of diagnosis. UR Medicine cardiovascular scientists and clinicians have tremendous strengths in the field of heart failure. You can help us make a tremendous difference in the lives of patients here in Rochester and around the world. Please join us.

ENDOWED PROFESSORSHIPS IN HEART FAILURE—\$1,500,000 to \$2,000,000

Professorships recognize and foster excellence among faculty who perform groundbreaking research, mentor junior faculty, and attract and train talented medical students and residents. They are among the most coveted and defining rewards that a faculty member can accomplish. Professorship support for heart failure specialists will have a lasting effect on the innovative research and care provided to heart patients. These funds support the salary, benefits, research stipend, and programming for the individual who holds the professorship.

ENDOWED 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 RESEARCH AND EDUCATION FUND—\$500,000 to \$1,000,000

You can support the contributions of our entrepreneurial, innovative heart failure teams who care for patients in the Rochester area's only heart failure program, or our mid-career scientists who have not yet attained the rank of full professor, but whose work has distinguished them from their peers.

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, supporting patients with advanced heart failure by implanting these devices at a rapidly increasing pace. We have already developed a large Ventricular Assist Device (VAD) research database that allows us to study many aspects of VAD therapy and can improve the quality of clinical care for patients with LVADs.

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

Gifts for seed funding are “risk capital.” They 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. 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 or funds to ensure that families of patients get the assistance they need while their loved ones are in the hospital

ANNUAL PHILANTHROPIC SUPPORT—\$7,500 to \$100,000

Pledges—to the George Eastman Circle—of \$7,500 to \$100,000, payable for five years, provide crucial, flexible support for UR Heart & Vascular. Your gift will support areas of greatest need or promise such as education, research, or patient care.



HEART & VASCULAR

For more information contact Jodi Revill · (585) 276-4978
jrevill@ur.rochester.edu · www.urmc.rochester.edu/cardiology