

## Strong Memorial Hospital

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



**These are only four of the many ways your gift to Strong Memorial Hospital will help us create the best health care environment imaginable. Please join us.**



### TECHNOLOGY

Today's health care requires a combination of modern diagnostic strategies, clinical laboratories, and new technologies. Your support of technology will help us find new ways to provide care that improves patients' health and treatment outcomes.



### ART & AESTHETICS

Art serves not just as an important part of a patient's healing process, but as a commitment to patient- and family-centered care. Your support will help us provide works from renowned artists, as well as local and emerging artists, to create a calming, welcoming environment for our patients and their families.



### PATIENT- AND FAMILY-CENTERED CARE

We defined the future of medicine by creating the biopsychosocial model of education, linking science and humanism to care for people in a compassionate way. Your gift can help fund educational opportunities for nurses and care givers, and patients and families, as well as provide basic needs for our most vulnerable patients to ensure they continue their care.



### HEALING GARDEN

Following George Eastman's legacy, you can help improve the physical and spiritual health and well-being of our patients, faculty, staff, and students in many ways. Your support of the Courtyard Healing Garden will help us create an environment that serves as a therapeutic, beautiful gathering point for conversation and connection in a peaceful setting.

For more information, please contact Benjamin Ochrym at (585) 273-3182 or [bochrym@admin.rochester.edu](mailto:bochrym@admin.rochester.edu)