Eva Pressman, M.D.

Henry A. Thiede Professor and Chair of the Department of Obstetrics and Gynecology

Dr. Pressman's demonstrated leadership in women's health, on both local and national levels, has prepared her to meet the challenges and seize the opportunities that lie ahead for the department. Under her leadership as director of the Division of Maternal Fetal Medicine, the Division flourished as a regional resource for high-risk pregnancy care as well as a training ground preparing new generations of experts in this important subspecialty.

Dr. Pressman has earned national and local awards for teaching excellence and has published extensively on high-risk pregnancy issues, including articles on the effects of maternal anxiety on immune responses in infants, simulation-based training to improve communication in the delivery room, and complications of obesity in pregnancy.

Redefining Women's Health Care

A new mother holds her baby after years of fertility struggles. A young woman beats ovarian cancer. An elderly woman no longer has to hide issues of incontinence. With your support, the faculty and staff of UR Medicine's Department of Obstetrics and Gynecology can continue to improve the health of women throughout the region and beyond.

The department is the region's only multidisciplinary, full-service program dedicated to women's health. We lead the region in fertility services—home to the longest-running in vitro fertilization program in upstate New York—but we must continue to find better ways to help individuals expand their families. In spite of improvements in treatment, ovarian cancer accounts for more deaths than all other gynecologic cancers combined. Research in this area will help us better understand this complicated disease. In addition, it is our hope that a focus on urogynecology will improve the quality of life for the more than 11 million American women who suffer from incontinence.

We have multidisciplinary teams of high-risk maternal-fetal medicine physicians, infertility doctors, cancer specialists, and urogynecologic experts. We are unique amongst other academic Ob/Gyn departments nationally; we have achieved a remarkable balance between full time and part time faculty, and between clinical care, education, community service, and research. This collaborative approach allows us to attract some of the best faculty, fellows and residents in the country and puts us at the forefront of our field.

Our goal is to care for patients in this ever-changing health care environment even better than the way we cared for them yesterday. With your help, we can redefine the way we care for women.

Your gift helps us *improve women's health*

It is our goal to remain dedicated to breakthrough discoveries, advanced training, and excellence in patient care to ensure that our Obstetrics and Gynecology department remains a leading provider of cutting-edge women's health care. But our success can be achieved only by continued investment in our people and programs. Here are some ways you can make an impact.

ENDOWED DIRECTOR OF UROGYNECOLOGY—$3,000,000

Approximately 30-65% of women in the United States experience urinary incontinence. It is our goal to encourage women to seek the treatment they need. An endowment in honor of the director of the division of Urogynecology will provide permanent support for the treatment of incontinence in women, an often undertreated problem. Recruiting a specialist with crucial expertise in pelvic floor dysfunction will help women live comfortably and enhance their quality of life.

ENDOWED AND DISTINGUISHED PROFESSORSHIPS IN GYNECOLOGIC ONCOLOGY CARE AND RESEARCH—$1,500,000 *to* $2,000,000

We seek the establishment of a professorship that will focus on ovarian cancer, the most fatal type of gynecologic cancer. This professorship will provide invaluable support that helps the recipient expand research projects, conduct clinical studies, and mentor residents and fellows in the critical field of gynecologic oncology care and research. Professorships are among the most coveted and defining rewards that a faculty member can receive, and serve as a long-term commitment to excellence that links its donors to quality medical education, research, and patient care in perpetuity.

STATE-OF-THE-ART FACILITIES AND TECHNOLOGY—$50,000 *to* $3,000,000

Whether a woman comes in for a routine exam, is preparing to give birth, or needs treatment for a disorder, our goal is to provide the most advanced health care environment. Your support of our facilities and technology will help provide vital care that improves patient health and outcomes. You can make an impact by providing funds for minimally-invasive equipment, or naming spaces such as exam rooms, labs, and conference rooms, as well as projects such as the planned Continence Center or Fibroid Center, or the existing Fertility Center or Perinatal Center.

ENDOWED PROFESSIONAL TRAINING AND EDUCATION FUNDS—$250,000 *to* $500,000

Our multidisciplinary team of health care professionals is dedicated to meeting the unique and changing health needs of women. Your support of professional training and continuing education opportunities for our faculty, fellows, and health care workforce will ensure that we encourage new ideas and lead the nation in better care, treatments, preventions, and potential cures for women's health.

SIMULATION TRAINING IN OBSTETRICS AND GYNECOLOGY—$2,000 *to* $100,000 (ANNUALLY)

Simulation training is becoming a tremendous complement to traditional Ob/Gyn training. The value of simulation is its ability to re-create events or scenes in clinical practice that are often rare, but considered important to know, perform, or understand. UR Medicine's Center for Obstetrics and Gynecology Simulation offers skill building and team training programs to educate faculty and students and develop a culture of patient safety. Gifts to support the Center will allow us to train even more residents, fellows, and faculty to maintain the level of professional competency required to provide the best care possible.

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MEDICINE *of the* HIGHEST ORDER