



PULSE

PHILANTHROPY in ACTION at the
UNIVERSITY of VIRGINIA HEALTH SYSTEM



Family and friends of the Birdsongs have united to support UVA Children's Hospital, and honor the memory of Dr. McLemore Birdsong. Pictured above (left to right): former UVA faculty member Dr. Jacob Lohr, UVA physician Dr. Sharon Hostler, Mac Birdsong Jr., his son Mac Birdsong III, and UVA physician Dr. Karen Rheuban.

For Birdsongs, Battle Building is a Family Affair

The name "Birdsong" has echoed through the halls of the UVA Department of Pediatrics for years. Dr. McLemore Birdsong Sr. (Med '37) served as department chair from 1960-75. After he passed away in 1977, a departmental professorship and lectureship were created in his honor. Now, thanks to the generosity of family and friends, a 5,600-square-foot pediatric healthcare clinic in the new Barry and Bill Battle Building at UVA Children's Hospital will also bear the Birdsong name.

"I cannot imagine a Children's Hospital building at UVA that doesn't have McLemore Birdsong's name on it," says Dr. Birdsong's son, Mac Birdsong Jr. "For many years, dad was a driving force in the UVA Department of Pediatrics."

When it came to raising funds to name a space in the Battle Building, Mac Jr. and his brothers Spencer and Harvard became driving forces themselves. They made their own gifts and presented the opportunity to the family-owned Birdsong Peanuts Division of Birdsong Corporation, which resulted in a generous and enthusiastic commitment. Other family friends have also come forward. So far, the Birdsongs have raised more than \$400,000. They have their sights set on \$500,000.

A grateful son—and father

The three Birdsong brothers have a great admiration for their father, but Mac's interest in the Battle Building also stems from his experiences as a parent.

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School of Medicine Dean Steven DeKosky pointed out some of the features of the new building to guests.



Claude Moore Charitable Foundation Trustee Leigh Middleditch



The Claude Moore Medical Education Building

A New Era in Medical Education Begins at UVA

In October, more than 250 medical alumni, faculty, and friends of the UVA School of Medicine celebrated the dedication of the Claude Moore Medical Education Building.

The facility—the most technologically-advanced medical education building in the nation—will help foster the groundbreaking Next Generation Curriculum, which more deeply integrates basic sciences into clinical medicine and imparts the increasingly complex skills medical students need to become effective, innovative,

and compassionate physicians.

The building was made possible through the generosity of the Claude Moore Charitable Foundation, which provided the lead gift, along with School of Medicine alumni, faculty, and friends who together committed more than \$40.3 million toward its construction. For more information on the new facility and how it will impact the way medical students are taught at UVA, please read the cover story in *PULSE Online* at <http://news.clas.virginia.edu/pulse>.



An Important Moment in Time

Everywhere you look, new and exciting things are happening around the UVA Health System. In October, we celebrated the dedication of the Claude Moore Medical Education Building. Following record-setting attendance at the dedication for the Emily Couric Clinical Cancer Center, our new facility will open its doors to patients on April 4th. Soon, we'll turn our attention to the groundbreaking of the Barry and Bill Battle Building at UVA Children's Hospital—another state-of-the-art clinical facility that will put patients and their families at the center of care.

These wonderful new buildings support what is truly special at UVA: our people. Our students, who are learning the art and science of nursing and medicine. Our researchers, who are making groundbreaking discoveries in the labs. And our doctors, nurses, and staff who provide compassionate care every day. These are the people who bring these new buildings to life—for patients and their families now, and in the future.

As our new facilities come online, we continue to look for ways to support our people. Funding for translational research will lead to new treatments and new ways to diagnose disease earlier. Programmatic support will spur new initiatives in education. And commitments for scholarships and professorships will bring the best people to UVA and give them the resources they need to succeed.

Each celebration is a chance for us to reflect on the generosity of our benefactors, friends, and volunteers. Our people—near and far—help us excel. Thank you for the role you play in this shared effort.

Karen B. Rendleman
Executive Director, UVA Health Foundation
Associate Vice President, UVA Health System Development

Remaking McLeod

Alumni and friends join forces to redefine teaching and research

School of Nursing assistant professor Beth Epstein, PhD, RN, wants to improve parents' experiences within the neonatal intensive care unit (NICU). This fast-paced environment where multiple healthcare professionals care for premature and often seriously ill infants is demanding on anxious and sometimes grieving parents.

In a recent study, Epstein found an association between the number of providers caring for an infant and the parents' and providers' perceptions of care. Her research explores the importance of coordinating care as a way to improve the experience of NICU families. Epstein is just one of a handful of innovative researchers in the School of Nursing who are developing new ways to improve the health of patients, families, and communities.



Reconfigured space in the School of Nursing's McLeod Hall will support innovative researchers like Beth Epstein.

A bold new design for nursing research

When the School of Nursing's McLeod Hall was built in 1972, the discipline of nursing research was in its infancy. Today, nursing research focuses on advancing new approaches to healthcare by developing a better understanding of what patients and communities need and by designing new tools, techniques, and systems to help them.

The renovation of McLeod Hall will allow the School of Nursing research enterprise to grow significantly, and the school's alumni are taking notice.

Teresa DiMarco (BSN '77), Rebecca Ruegger (BSN '73) and her husband Peter, and Pat Woodard (BSN '69) and her husband Keith all have a long history with the UVA School of Nursing. But it's the future, not the past, which interests them the most. For that reason, this group has come together to make a combined commitment of \$450,000 toward the renovation of McLeod Hall. They are challenging other school alums and friends to join them, with the goal of raising at least \$1 million toward the next phase of the renovation.

"I am thrilled that our alumni are stepping forward to support the renovations," says School of Nursing Dean Dorrie Fontaine, RN, PhD, FAAN. "In the new McLeod Hall, 21st-century technology will exist side-by-side with archives dedicated to the history of nursing. It will reflect the excellence of UVA's nursing faculty research and offer the best possible research and educational opportunities for students."

Place matters

With dedicated space in McLeod Hall, Epstein is able to integrate her research into an ethics class she teaches to nursing students, and she frequently discusses her insights with faculty members. As part of the NICU Coordination of Care group, whose aim is improving care for the tiniest premature infants and their parents, she puts her research into practical action every day.

A reconfigured McLeod Hall will support researchers like Epstein and foster productive collaborations—collaborations that will impact us all, from our students to our smallest patients.

For more information on supporting McLeod Hall, please contact Amy Karr at (434) 924-0097 or askarr@virginia.edu.

The Emily Couric Clinical Cancer Center Dedication

Dignitaries, benefactors, cancer patients, and friends lined up and down long hallways and stood in every available spot to be part of the dedication of the Emily Couric Clinical Cancer Center. The overwhelming turnout on February 26th was a testament to the community support behind UVA's newest clinical care facility.

"The Couric Center is unlike any other in the region," R. Edward Howell, vice president and CEO of the UVA Medical Center, explained to the almost 400 guests in attendance. "It will bring together the top cancer specialists, the most advanced medical technology, and thoughtfully chosen support services under one roof."

"On April 4th, we open our doors to patients, providing care in an environment that incorporates beauty, defines dignity, and celebrates the strength of the human spirit," he continued.

A new era for cancer care

Keeping the patient as the focus, hundreds of individuals from every discipline—from surgery and research to guest services and imaging to pharmacy and chaplaincy—served on work groups that met with architects to design an environment that is inviting, warm, and invigorating. From the natural elements such as stone and wood, to the large windows in treatment and common areas, each region of the Commonwealth is represented, surrounding patients with comforting, familiar sights during trying times.

"People frequently ask me if the UVA Cancer Center is a research enterprise, or a patient care center," said



Director Michael Weber, PhD. "I tell them we're focused 100% on patient care. We care for the patients who are here today, with compassion and cutting-edge expertise. And we care for the patients who will be here in the future, by performing groundbreaking research that will create the cures of tomorrow."

The Couric Center was built for collaboration and integrated care. Behind the scenes, physicians and health professionals will work side-by-side to plan, coordinate, and oversee care, while clinical researchers pioneer the next generation of cancer therapies.

UVA's team of specialized cancer experts will be supported by state-of-the-art treatment technology only available in a few U.S. cancer centers. UVA is the first cancer center in the U.S. to provide radiation oncology treatment with the TomoHD, which delivers more precisely targeted radiation treatments to patients and preserves more healthy tissue.

A legacy realized

The center was named for the late Virginia State Senator Emily Couric, who died of pancreatic cancer in 2001. She became an outspoken advocate for other cancer patients during her lifetime. After her death, her family worked tirelessly to carry forward Emily's ideas—building a center that would provide outstanding care to patients and easy access to clinical trials, a place that would nurture the spirit as well as the physical needs of the body.

In 2005, the General Assembly authorized \$25 million for the center, a tremendous commitment on behalf of all Virginians to the project. Other private benefactors stepped forward, among them Sherry and Rick Sharp, Alice and Bill Goodwin, Leslie and Richard Gilliam, trustees from the Ivy Foundation, and members of the Cancer Center Board.

"In the throws of her own illness, she was consumed, not by self pity, but a burning desire to improve the lives of cancer patients and their families," explained Katie Couric, CBS News managing editor



The women's oncology clinic in the new building is named for Dr. Peyton Taylor (3rd from right), thanks to the generosity of Sherry and Rick Sharp (3rd & 4th from left) in honor of their family.

and Emily's sister. "I am so thrilled this facility exists. I think it's such a beautiful reflection of my sister's spirit, and I think she would be pleased to know how many people she continues to help."

"On April 4th, the way cancer care is delivered in Virginia changes," explained UVA President Teresa Sullivan. "The Couric Center will help us deliver not only compassionate, state-of-the-art care to our patients, but something even greater: time. Time to spend with loved ones, time to make a difference in the world. Time to live."



Katie Couric and UVA President Teresa Sullivan



Emily Couric's family celebrated the culmination of many years hard work.

Building the Future of Cancer Care—Brick by Brick

Now is your chance to become a lasting part of the Emily Couric Clinical Cancer Center. Personalized, engraved bricks are being sold for \$250 each. Bricks will be placed at the corner of Jefferson Park Avenue and Lee Street, in a prominent and beautiful location.

By purchasing a brick, you can honor a doctor or nurse who provided compassionate care for you or a loved one. It may serve to remember someone who touched your life, or simply to acknowledge your personal commitment to cancer care. To learn more about the campaign, or to purchase your brick, please visit www.supportuvacancer.org.



Pediatric cardiologist Dr. Martha Carpenter continues to provide care to young patients.

A Family Affair, continued from page 1

“My son was treated at UVA for a heart condition from childhood up until a few years ago,” Mac explains. “He’s 39 now, but Drs. Carpenter and Rheuban in the pediatric cardiology department took care of him through multiple surgeries and other treatments.”

That kind of ongoing, comprehensive care is what the physicians and healthcare professionals strive to achieve for all of the children and families who come through the doors of UVA Children’s Hospital. The new Battle Building is another step in achieving that goal.

“It will be a wonderful thing to have a separate pediatrics building where kids are cared for,” says Mac. “For some illnesses, they have to be hospitalized, but for many treatments, they can come and go in the same day. The Battle Building should make everything run a lot more smoothly for children and families.”

In addition to the Birdsongs’ gift, a number of additional anonymous donors have recently pledged support for the Battle Building. Approximately \$10.8 million in support is still needed. The Battle Building will consolidate pediatric outpatient services across the UVA Health System in one, convenient, family-centered facility. Groundbreaking is planned for later this year.

A Legacy for Children

Future generations of young cancer patients at UVA Children’s Hospital will owe a debt to the Dunningtons of Lexington, Kentucky. Dr. James E. Dunnington Jr. (Med ’80) and his wife Lisa have made a significant commitment in their estate planning to support the hematology/oncology clinic in the new Barry and Bill Battle Building. The clinic will be named in their honor.

“I feel a deep sense of gratitude to the University and School of Medicine for the opportunities that have been presented to me and my family and that have allowed me to develop my career in medicine,” says Dunnington, who currently directs the pathology department at Taylor Regional Hospital in Campbellsville, Kentucky.

From his work, Dunnington has an interest in oncologic pathology and applications of molecular diagnostics and therapies. “Cancer diagnosis and treatment is now taking an enormous leap forward,” he says. “This will make a huge difference in all cancer care, especially in pediatric hematology/oncology.”

For Dunnington and his family, a planned bequest was a good way to give.

“I wonder if many practicing or retired physicians have not fully developed estate plans in ways that would benefit the University of Virginia, the School of Medicine, and UVA Children’s Hospital,” says Dunnington. “Financial commitments can be creatively structured to benefit UVA Children’s Hospital and the UVA medical school for future generations.”



Havana Nights Annual Gala Supports UVA Children’s Hospital

What happens when you bring together 450 people for Cuban-inspired music, food, dancing, and fun? At the Main Event 2011, \$134,000 was raised for the Barry and Bill Battle Building at UVA Children’s Hospital. This year’s gala will fund a play/learning center in the future building, full of special interactive elements to encourage reading, learning, and discovery.

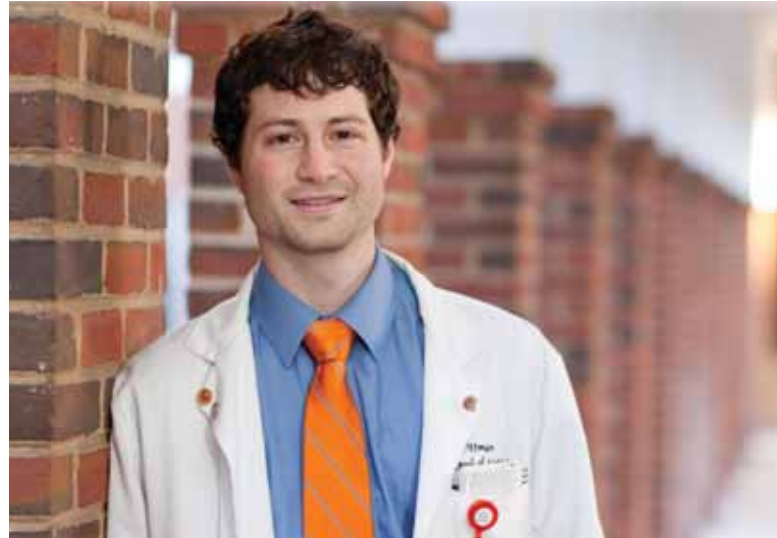
“The Main Event has become the signature event of UVA Children’s Hospital,” says Director of Development Kaye Forsman. “I am honored by the number of individuals and corporations who step forward to help sponsor the event. I also want to recognize the dedication, creativity, and enthusiasm of our Main Event committee, especially its chairs Maddy Deal and Liz Ratcliffe. Thanks to their efforts, proceeds from the gala will impact children’s health at UVA in real and lasting ways.”

Watch www.uvachildrevents.org for information on the Main Event 2012 and get ready to join the fun.

Accepting the Challenge: Calling on Medical Alums to Support Students

One medical alumnus from the Class of 1980 has a challenge for his fellow medical alumni: step up to support next year's entering class! Those incoming students will be some of the most qualified ever to be admitted to the school. That's why this alumnus, who prefers to remain anonymous, has made a personal pledge of \$10,000 a year over the next four years for medical scholarships. He is challenging other medical alumni to do the same.

"Thanks to our growing reputation nationally, UVA is becoming a 'destination school' for talented and ambitious medical students," says Steven T. DeKosky, MD, FAAN, FACP, vice president and dean of the School of Medicine. "We need significant scholarship support to ensure their success."



Next year's class will include 18 students who were accepted this year but agreed to defer admission until 2011. Their deferrals allowed the school to manage an unusually large acceptance rate on 2010 admission offers. As an incentive to defer admission, these students were offered the promise of scholarship funding of \$10,000 a year for four years.

"These are impressive students," says Randolph J. Canterbury, MD, senior associate dean for medical education. "They have diverse talents and interests. One co-founded an organization in Zimbabwe to address maternal and infant health issues. Another graduated with highest distinction from our neuroscience distinguished majors program. One is a concert violinist. They will form a strong core for the 2011 entering class."

To support these incoming students, the school has launched the Dean's Scholarship Initiative aimed at raising at least \$720,000 over the next four years. Gifts or pledges of any amount are welcome. Donors who pledge at least \$10,000 a year for four years will be able to "adopt" an entering student and receive annual updates on that student's progress.

"Our alumni and friends have generously helped us build important new facilities and fund vital research and teaching," DeKosky says. "Our need now is for scholarship support to help tremendously deserving, hard-working students graduate from medical school without a burdensome debt load."

For more information on supporting the Dean's Scholarship Initiative, please contact David Black at (434) 924-8432 or david.c.black@virginia.edu.



PULSE

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In The News

UVA Health System Takes Top Honors

Across the Health System, our people are being recognized for their excellent and pioneering work in patient care and education.

Seven medical specialties at the UVA Medical Center were ranked in *U.S. News & World Report's* 21st annual survey of "Best Hospitals." UVA specialties ranked in the guide include: diabetes and endocrinology (11); ear, nose, and throat (26); urology (31); cancer (32); gastroenterology (33); gynecology (37); and neurology and neurosurgery (41). And, recently, the listing of Best Doctors in America® 2010-2011 by Best Doctors, Inc., names 195 University physicians as among the best in the nation—the highest ever for UVA.

Meanwhile, the UVA School of Nursing PhD Program placed in the top 10 in a new national assessment of PhD programs by the National Research Council. The School of Medicine achieved a similar commendation—all eight of the School of Medicine's programs ranked in the top 20 percent when compared to similar programs across the nation.

These recognitions were echoed by the 2012 *U.S. News & World Report's* rankings for America's Best Graduate Schools. The School of Medicine is ranked 22nd in the nation for research (compared to 25th last year) and 20th for primary care (compared to 39th last year). The School of Nursing, whose graduate program was last ranked in 2007, rose from No. 19 to No. 15.

George Hurt Named Chair of the UVA Health Foundation

George A. Hurt, MD (Med '64, Res '71), has been named chair of the UVA Health Foundation. In his new role, he leads a diverse group of volunteers, grateful patients or their family members, medical and nursing alumni, parents, and community members who share an interest in health. These leaders from the private and public sectors work closely with Health System and University leadership to foster philanthropy for the Campaign for Health and ongoing Health System initiatives.



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