



PULSE

PHILANTHROPY in ACTION at the
UNIVERSITY of VIRGINIA HEALTH SYSTEM



The UVA Campaign for Health has touched almost every aspect of the Health System, providing vital resources for patients, as well as our faculty, staff, and students.

Expanding Possibilities

UVA Campaign for Health Looks to the Future

What does \$500 million make possible? At the UVA Health System, the successful completion of the Campaign for Health's \$500 million goal has advanced medical and nursing education, groundbreaking research, and lifesaving patient care.

"The Campaign for Health has touched almost every corner of the Health System," says Richard L. Sharp, chair of the UVA Health Foundation. "It helps provide resources for faculty and students, seed money for innovation and discovery, and the support our doctors and nurses need to pioneer new therapies for patients."

Specifically, the Campaign for Health so far has allowed the UVA Health System to:

- Establish 23 new professorships for outstanding faculty and teachers, and raise more than \$11.8 million for medical and nursing scholarships;
- Complete construction on the Claude Moore Nursing Education Building and the Carter-Harrison Research Building;
- Provide early support of novel research in cancer, diabetes, immunology, and pediatrics, as well as speed clinical trials across the Health System;
- Begin construction on the Emily Couric Clinical Cancer Center, the Claude Moore Medical Education Building, and the renovations of Nursing's McLeod Hall;

INSIDE THIS ISSUE . . .

- 3** Bringing Home a Cure
- 4-5** Preparing Tomorrow's Leaders
- 6-7** Redefining Patient Care

Continued on page 2

Expanding Possibilities

Continued from page 1

- Finalize plans for the Barry and Bill Battle Building at UVA Children's Hospital;
- Provide support for new education initiatives—including medical and nursing simulation—designed to prepare students for the challenges of 21st-century medicine;
- Establish a state-of-the-art Neonatal Intensive Care Unit at UVA Children's Hospital;
- Create an extraordinary endowment to fund innovative clinical and educational programs in the Medical Center;
- Foster palliative care and contemplative end-of-life programs.

Still More to be Done

While the end of a successful campaign might seem like the perfect time to scale back fund-raising efforts, the UVA Health System leadership is not slowing down. In fact, it is already laying the groundwork for a bridge campaign that will take the Health System through the end of the University's campaign, which is expected to end in December 2011. Read more about the Health System's Bridge Campaign in the section below.



A Bridge to the Future

I'm proud to report that—thanks to the generosity and support of the UVA Health System's benefactors, friends, and volunteers—we've reached our campaign goal 21 months ahead of schedule.

We celebrate this important milestone and are grateful to those who helped us reach this point. At the same time, we recognize that there is still much to do. In this time of steep budget cuts, private philanthropy continues to be essential—even critical—to the long-term success of the Health System. As a result, the UVA Health Foundation is now working closely with the leaders of the Schools of Medicine and Nursing and the Medical Center to identify future priorities of the Health System.

The resulting "bridge campaign" will advance several key areas. First, it will foster new strategic directions in translational research, education, and clinical care. It will support core needs, including programmatic funding and fellowships, scholarships, and professorships. And finally, the bridge campaign will complete fundraising for our ongoing capital projects and help us realize vital new facilities.

As always, we're honored by your belief in what the UVA Health System stands for and for your support of its many facets. Thank you again for your commitment and your partnership as we work toward bridging the gap between where we are today, and where we want to be in the future.

With best regards,

A handwritten signature in black ink, appearing to read "Karen".

Karen B. Rendleman

Executive Director, UVA Health Foundation

Associate Vice President, UVA Health System Development

Bringing Home a Cure

In 1995 a diagnosis of multiple sclerosis (MS)

changed Cheryl Zimmerman and her family forever. Undaunted by managing the challenges of daily life with MS, the Zimmermans used their situation as a catalyst for the creation of a foundation to support other families. Now the ziMS Foundation is partnering with UVA to advance research and specialty care for MS patients in the region.

Cheryl and her husband, Keith, were watching a baseball game with their son, Ryan, standout third baseman for the Washington Nationals baseball team, when the inspiration struck. “The idea of starting the foundation came to us almost all at once,” Cheryl Zimmerman explains. “We thought it would be great to help other families like ours.”

“It was trial and error at first,” recalls Keith Zimmerman, “but we quickly found a core group of volunteers and sponsors who come back year after year to help.”



Keith and Cheryl Zimmerman with their son Ryan.

Critical Care, Tailored to Specific Needs

This year the ziMS Foundation pledged \$200,000 to support the expansion of the UVA James Q. Miller MS Clinic, the only multi-disciplinary clinic in Virginia that offers advanced services to MS patients tailored to their needs. Myla Goldman, MD, director of the clinic, has fostered substantial growth of both UVA’s clinical and research programs. Her current NIH-funded research is focused on measuring walking function and motor fatigue that substantially limit MS patient’s mobility and quality of life.

“The Zimmermans are an inspirational story of what you can accomplish when you put your mind to it,” says Goldman. “Their foundation started out small, but in a short time they have found a way to make a lasting impact. Cheryl, Keith, and Ryan are an amazing team. I feel fortunate to have the opportunity to partner with them in this fight to improve the lives of persons living with MS.”

Philanthropy is crucial to a young and growing program like the UVA MS Clinic. The ziMS gift will support the training of MS physician experts and a nurse practitioner, and nurturing the expansion of MS-focused research, resulting in increased appointment access, education, continuity of care, therapeutic trials, and improved quality of life for individuals living with MS.

A Team Effort

“Nobody can do everything,” Ryan Zimmerman believes, “but everyone can do something. My family has given me the support to fulfill my dreams. I’m thrilled to help launch a foundation that will impact not only my family’s life, but other families as well.”

That gratitude is shared by Ryan’s parents. “Life isn’t always fair,” Keith Zimmerman sums up, “but Cheryl and I feel very fortunate. We have an incredible family and friends who stand beside us. We have the resources to help other people with MS. We can let them know they aren’t alone.”

JOIN US FOR A SPECIAL NIGHT

Field of Dreams
MS Gala

Friday, November 12th • 6 - 9 pm
ACAC Adventure Central, Charlottesville

Dinner • Silent Auction • Live Auction

with celebrity auctioneers, presented by

Phil Wendel and ACAC and the
ziMS Foundation to benefit the UVA MS Program.

For more information, call (800) 297-0102 or email FieldOfDreamsGala@gmail.com.

Medical School Scholarships Meet an Urgent Need

Across the country, the cost of medical school is on the rise. Most UVA medical students must borrow heavily to finance their education, resulting in an average debt at graduation of more than \$132,000. The numbers can be daunting, especially for students at the very beginning of their medical careers.

“When my wife and I visited UVA, I knew immediately that this was the right program and environment for me. The students were genuinely open and welcoming, as were the faculty and residents,” says second year medical student Andrew Crichlow. “But, I came to UVA with a family in tow—so when it came time to choose a program, financial considerations were important in making my decision.”

Shrinking Resources

Thanks to existing scholarships, the School of Medicine can award some measure of support to almost 65 percent of its students.

Yet, in the years ahead, several factors will stress the impact of the school's current resources.

- **A new curriculum**—Starting in fall 2010, students will begin clinical training on day one of medical school. This is better for future patients, but more expensive than teaching in a lecture format.
- **A growing student body**—In response to state mandates and a national physician shortage, UVA is increasing its class sizes, forcing existing scholarship support to stretch even further.
- **Rising tuition**—With less support from the state and increasing program costs, tuition will almost certainly continue to rise over the next several years.

A Plan for the Future

Currently, the School of Medicine can only meet 25 percent of the identified need of prospective students—our goal is to cover at least 33 percent of the cost of attendance of our neediest students. Increasing available scholarship funds is especially critical now as the School of Medicine's incoming class sizes are expanding rapidly.

For students like Crichlow, these funds will make a world of difference, allowing them to focus on their studies rather than on financial obligations. “I was not expecting the generous support that UVA granted, and I was ecstatic when my award letter arrived,” remembers Crichlow. “It made the transition to student life for me and my family much easier.”



Building a dynamic class of medical students requires strong scholarship support. Scholarships allow medical students like Andrew Crichlow to focus on their studies rather than on their financial obligations.



Nursing Fellowship Opens Doors in Southwest Virginia

When Jesse Begley (BSN '06, MSN '10) first arrived at the University of Virginia School of Nursing as a nurse practitioner student, she remembers, "I couldn't open my mouth without being asked 'where are you from?'"

The accent that caused comments now serves Begley well. She comes to UVA from Scott County in southwest Virginia. The healthcare needs in this rural, mostly agricultural, area are great, and the practical and cultural barriers to care are sometimes misunderstood. Many of the patients from this area are proud people with strong family values who are actually raised to not use the healthcare system, oftentimes due to financial concerns. Some patients view seeking professional healthcare as a weakness. Others in extreme rural areas may prefer to remain in the dark about diseases like cancer, since they don't believe they can access appropriate care and see no need to ruin their last weeks or months by worrying.

In this context, nurses can play an important role. "Many of my patients are much more comfortable receiving care from a nurse practitioner than from a physician," Begley says.

Alan Howard understands. His mother fought cancer for 20 years before she passed away. "She had very good doctors, but it was her nurses who always gave her the most comfort," he remembers. Now Howard, a former UVA professor who directed the American Studies program, wants to support the work of nurses in rural Virginia. He and his family created the Marguerite B. Howard Fellowship for students like Begley, who will be recruited from southwestern Virginia and will ultimately return to that region as family nurse practitioners.

"I'd like to develop education in, outside, and beyond classrooms," says Howard. "Improving online capacities would help increase professional development and certifications, which would ultimately lead to better patient outcomes."

Begley is grateful for the scholarship that is supporting her education, and sees a special role for herself in improving the lives of people in southwest Virginia. With the Howard Fellowship, she knows she has the support and resources to do just that.



Support from the Marguerite B. Howard Fellowship helps Jesse Begley pursue her dream of providing care to rural communities.

Dedication of the Claude Moore Medical Education Building October 9, 2010

The opening of this 58,000-square-foot facility will mark a new era for the UVA School of Medicine. The building is made possible by the extraordinary generosity of alumni and friends, as well as the Claude Moore Charitable Foundation, which provided lead gifts for the Claude Moore Health Sciences Library and the Claude Moore Nursing Education Building.

We hope you'll be able to join us in October! For more information, please call (434) 924-8432 or (800) 297-0102.

Beyond the Blueprints



Looking at the Future Impact of the Emily Couric Clinical Cancer Center

Less than one year away from opening its doors to patients, the Emily Couric Clinical Cancer Center is already generating excitement and bringing hope to patients and their loved ones. On a beautiful April night, more than 100 individuals joined hosts UVA President John T. Casteen III and CBS News Managing Editor Katie Couric (A&S '79) to reflect on the promise of the new facility.

Named in honor of the late Virginia State Senator Emily Couric, the center will be an invaluable resource for the Commonwealth, one that doesn't just meet the needs of cancer patients, but supports cancer *survivors*.

"We've spent a lot of time poring over blueprints," Vice President and Medical Center CEO R. Edward Howell said. Inside the Couric Center's walls, "doctors and nurses will deliver pioneering, compassionate care; students will learn the art of healing; and our patients and their families will find the resources they desperately need to fight their battles with courage."



The Future of Cancer Care

When the Couric Center opens its doors to patients in April 2011, we will have our first glimpse of a new era in cancer care.

The center will provide care for more patients, more efficiently, cutting wait times, especially in areas like infusion. It's designed specifically for the next generation of cancer treatment, integrating advanced diagnostic imaging technologies with innovative new therapies. The building increases focus on promising clinical trials, and includes a dedicated investigational pharmacy.

"After Emily's death, the Couric family stepped forward to push the University to dream bigger," explained President Casteen. The center will be "a place that helps us not only meet the physical, but the emotional and spiritual needs of cancer patients."



For Katie Couric—who serves as the honorary chair of the capital campaign for the building—the journey to this moment has been long but rewarding. "Emily would be proud of the center that bears her name," Couric shared. "She would be grateful that in the midst of all that advanced technology, UVA has remembered the patients, and the families who support them, first."

Construction is almost complete on the Emily Couric Clinical Cancer Center. Visit us online to learn more about the project at www.supportuvacancer.org.



Dreams Really Do Come True

Author Reception Highlights UVA Children's Hospital's Future

Former UVA Children's Hospital patient Joshua Sundquist remembers taking his last walk on two legs. Instead of riding to the operating room in a wheelchair, the 10-year-old chose to walk. He wanted to feel the floor beneath his foot one last time.

Now, 15 years after having his leg amputated to halt an aggressive cancer, Sundquist is a motivational speaker, Paralympic ski racer, and the author of a bestselling book, *Just Don't Fall: How I Grew Up, Conquered Illness, and Made it Down the Mountain*. Recently, he shared his personal story with a crowd of 140 donors and friends at a UVA Children's Hospital reception. Some of his former doctors and other caregivers were also in the audience.

For Patients...

"I am literally alive today because of UVA Children's Hospital," said Sundquist. "And UVA Children's Hospital is what it is because of people like you. You help make it possible for people like me not only to survive, but, sometimes, to see their dreams come true."

Sundquist shared his childhood dream of competing on a travel soccer team. After losing his leg, he learned to ski and competed with the 2006 U.S. Paralympic team in Turin, Italy.

... And for UVA Children's Hospital

"We can't take credit for making Joshua the champion that he is today," said R. Edward Howell, vice president and CEO, UVA Medical Center. "But it is our goal to help all children recover so they can follow their dreams."

According to Howell, the new Barry and Bill Battle Building at UVA Children's Hospital has been a long-held dream for many. It's also a giant step forward for children's healthcare. The new building will consolidate children's outpatient and rehabilitative care in a single convenient, family-friendly location and double the number of exam rooms available to care for kids.

More than 250 physicians, nurses, staff, former patients, community members, and others were involved in the Battle Building design process, Howell noted. The building will be physically connected to the UVA Children's Hospital, with access to all related inpatient services. This is an ideal model of care for children with cancer, heart defects, and many other illnesses, Howell added. It will also be designed for the most pleasant experience possible, with interactive play areas, healing garden spaces, and lots of natural light.



Take a virtual tour of the Barry & Bill Battle Building at UVA Children's Hospital. Visit www.uvachildrens.org.



PULSE

PHILANTHROPY IN ACTION AT THE UNIVERSITY OF VIRGINIA HEALTH SYSTEM ■ SUMMER 2010 ■ VOLUME 15, ISSUE 2



Teresa A. Sullivan Named Eighth President of the University of Virginia

Teresa A. Sullivan, the University of Michigan's provost and executive vice president for academic affairs and a leading scholar in labor force demography, will become the University of Virginia's eighth president on August 1. Sullivan will succeed John T. Casteen III, who announced last summer that he will step down as president at the end of his 20th year.

"The University of Virginia has enjoyed strong leadership in John Casteen for the past two decades,"

announced University Rector John O. Wynne. In Sullivan, "... we have found an excellent successor to lead the University as we work to elevate our teaching and research capabilities and to enhance our student experience. We are pleased to have attracted a person of Terry's integrity, experience, and vision."

Sullivan, who joined the University of Michigan in 2006, also serves as its chief budget officer. Prior to going to Michigan, Sullivan spent 27 years at the University of Texas at Austin. She was named executive vice chancellor for academic affairs for the university's system in 2002.

Amy Karr Named New Assistant Vice President for Development, School of Nursing

A 14-year veteran of the University of Virginia, Amy Karr assumed the role of assistant vice president for development in the School of Nursing on May 3rd.

She brings to her new role a wealth of experience. Karr has spent the past eight years at the UVA Health System Development Office, where she was integrally involved in planning for the Campaign for Health and in providing strategic direction and organization for the UVA Health Foundation. In addition, she provided leadership for the Health System Foundation and Corporate Relations program and helped manage a wide variety of complex initiatives. Throughout her tenure, Karr has worked closely with the Health System's leadership, faculty, donors, and volunteers.



UVA HEALTH FOUNDATION BOARD OF TRUSTEES

George A. Hurt, M.D. (Med '64, Res '71), *Chair*
Richard L. Sharp, *Immediate Past Chair*

Robert W. Battle, MD (Med '84); Charles B. Campbell III, MD (Med '76); James P. Craig III; Charles H. Ewald (A&S '82); Molly G. Hardie, MD (Med '00); Charles H. Henderson III, MD (BS '61, Fellow '72); James E. Manley; Paul B. Manning; Rebecca H. Ruegger (BSN '73); Michael B. Russell (Engineering '87); Madeline H. Sly (BSN '66); W. Keith Woodard (A&S '71, Darden '75)

Emeritus Trustees: Eleanor M. Goode (BSN '64); Mary H. Keevil; James C. Roberts; Randl L. Shure; E. Darracott Vaughan Jr., MD (Med '65, Res '71)

HEALTH SYSTEM DEVELOPMENT

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

David C. Black, *Assistant Vice President, Individual Giving*
Amy Karr, *Assistant Vice President, School of Nursing*
Tyler Gallik, *Senior Director of Development Services*
Lynn Woodson, *Senior Director of Communications*

Sherrill Berk, Angie Brannock, Kaye Forsman, Julie Goodlick, Allen de Guzman, Casey Hull, Scott Karr, Mary Beth Knight, Karol Kozak, Jocelyn Lewis, Jeff Moster, Cindy Reynolds, Nancy Scogna, Joshua Scott, Mike Terry, Amy Wicks Horn

Health System Development works on behalf of the Schools of Medicine and Nursing and the Medical Center to raise private support for needs tied to the missions of the UVA Health System.

Pulse is published two times a year. No public funds are used for its production.

Managing Editor: Lee Fleisher

Editorial Advisor: Lynn Woodson

Designer: Mary Michaela Murray

Writers: Anna Emery, Lee Fleisher, Lynn Woodson

Photographers: Tom Cogill, Coe Sweet

The University of Virginia does not discriminate in its programs, procedures, or practices against any person on the basis of age, citizenship, color, handicap, national origin, political affiliation, race, religion, sex, sexual orientation, or status as a disabled veteran or veteran of the Vietnam era. The University operates equal opportunity and affirmative action programs for faculty, staff, and students. The University of Virginia is an Equal Opportunity/Affirmative Action Employer.

Please write to us at our return address above to remove your name from the list to receive fund-raising materials supporting the UVA Health System.

© 2010 by the Rector and Visitors of the University of Virginia