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## Rossboroughs' Gifts to Heart Patients: A Tale of Two Chairs

Neil and Polly Rossborough have made generous gifts to Cleveland Clinic over the years, including two chairs.

One is a lucky chair for people awaiting heart transplants. It was Mr. Rossborough's favorite recliner, moved from the couple's Rocky River, Ohio, home to Cleveland Clinic so that he could await his new heart in comfort. Shortly after the chair arrived in 2004, so did his new heart, on Jan. 2, 2005. He then donated the chair to the transplant area to bring good luck to other patients.



Polly and Neil Rossborough

"So far, everybody who's used it has gotten a new heart," Mr. Rossborough says.

The couple's other chair is bringing even more good fortune to heart patients. The Polly and W. Neil Rossborough Term Chair in Heart Transplantation Research was established in 2007. Nicholas G. Smedira, MD, Surgical Director of the George M. and Linda H. Kaufman Center for Heart Failure and Director of the Cardiac Transplantation and Mechanical Assistance Program, is the first chair holder.

The chair supports Dr. Smedira's work in the Kaufman Center, which houses one of the largest heart transplant programs in the country.

"We wanted to see the work in heart transplantation go as far as it possibly can," Mr. Rossborough says. "Dr. Smedira is a wonderful surgeon who did my first heart bypass surgery in 1998. I was thrilled that he was on the team the day I got my transplant, which came off perfectly. We think the world of him. He's done a lot of good for patients."

Adds Mrs. Rossborough, "He also treats the patient's caregiver with a great deal of respect."

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See Cleveland Clinic's Supporter Honor Roll at [clevelandclinic.org/giving](http://clevelandclinic.org/giving).

## Helping Hearts Fund Assists Patients

While awaiting heart transplant surgery at Cleveland Clinic, Neil Rossborough was dismayed to learn that another heart transplant patient had to remain in the hospital for several weeks after her successful surgery. She could not go home because she could not afford her first month's prescriptions.

"I hate to see anybody in that situation," Mr. Rossborough says. When he and his wife, Polly, learned of plans to establish the Helping Hearts Fund, they remembered this patient's difficulty and that of other patients and launched the program with a generous gift. Other patients and transplant team members also have made gifts to the fund.

At Cleveland Clinic, heart transplants are offered to eligible patients, regardless of income or insurance. However, monthly medication costs following transplant can exceed \$3,500. Of the 70 to 75 heart transplant patients at Cleveland Clinic each year, about one-fourth lack adequate insurance coverage. These patients may have longer hospital stays because they are unable to obtain medications necessary for their survival.

The Helping Hearts Fund, established in 2007, assists these patients with obtaining medications so that they can be discharged, says Kay Kendall, MSW, LISW, Senior Social Worker with the heart transplant team. The fund also helps patients pay for medical supplies, such as blood-pressure cuffs.

"Mr. and Mrs. Rossborough have continued support of the fund, which has assisted more than 50 patients, easing their financial burden and extending their lives," Ms. Kendall says.

One patient who benefited is Patricia Petty of Euclid, Ohio. At the time of her transplant, she lacked healthcare coverage. The fund covered her heart and diabetes medications, and she was discharged from the hospital two weeks after her transplant surgery in January 2008. Several months later, she was able to obtain health insurance.

"When Kay Kendall said, 'You don't have enough insurance coverage, but we have a fund that can help with your prescriptions,' I said, 'Wow! You really help people do that?'" she recalls.

Ms. Petty says she is doing well and very much appreciates the assistance she received. "I'm young and used to being on the go," says the 22-year-old. "I was very excited to get home."

Continued from page 1

The Rossboroughs also helped start the Helping Hearts Fund to assist heart transplant patients with payments for prescriptions and medical supplies. (See sidebar to the left.)



Neil Rossborough and Nicholas G. Smedira, MD

"Mr. and Mrs. Rossborough are wonderful people who care a great deal about all the heart patients at Cleveland Clinic, especially those with financial limitations," says Dr. Smedira. "This summer, the Rossborough Chair will support the work of a medical student from Toledo who will spend time with us examining the outcomes of patients with hypertrophic cardiomyopathy. We couldn't do what we do without the generosity and kindness of the Rossboroughs and all the other individuals who support Cleveland Clinic."

Bonding with other patients and their families motivated them to help, Mrs. Rossborough says.

"Unless you go through this experience, you can't understand how you actually become a family there," she says. "When you have the ability to help someone else, it makes your life even better."

Mr. Rossborough, who is retired from Rossborough Manufacturing Co., his family's business in Avon Lake, Ohio, continues to lead an active life since his heart transplant surgery. He is an avid hunter and fisherman and enjoys playing golf.

"I feel super," he says.

**"Unless you go through this experience, you can't understand how you actually become a family there. When you have the ability to help someone else, it makes your life even better."**

– Polly Rossborough

## Adelsteins Champion New Environmental Initiatives

When newlyweds Hope and Stanley Adelstein bought their Pepper Pike, Ohio, home in 1959, only an apple tree and a beech tree grew on their acre of land. Over the years, the couple has planted 75 trees, including a dawn sequoia, a Chinese ginkgo and a Russian olive, as well as a variety of flowers, bushes and shrubs. Cuttings from their Rose of Sharon bush now flourish in many friends' yards.



Stanley and Hope Adelstein

"I married a tree-hugger," says Mrs. Adelstein, who smiles and adds, "I became a tree-lover, too. We planted every tree on this property, and we just finished planting hibiscus. I can't believe that, at our age, we're still planting."

Longtime advocates of local and national environmental causes, including the Sierra Club, the couple recently made a gift supporting the work of Cleveland Clinic's new Office for a Healthy Environment and its director, Christina Vernon Ayers. They say they hope that philanthropic support will grow, allowing the programs to be expanded.



The Office for a Healthy Environment is charged with raising environmental awareness among employees and patients and creating change to support healthy environments for healthy communities. For example, the office supports constructing environmentally friendly buildings, reducing waste and increasing energy efficiency. It fosters "green" buying habits and recognizes employees who are environmental champions and innovators.

It also is exploring the use of alternative energy sources and has expanded Cleveland Clinic's recycling program to more than 20 categories. Recyclables include usable medical supplies and equipment, which are donated to MedWish International, a humanitarian organization that distributes these items worldwide.

Cleveland Clinic's Food Initiative is another high priority of the Office for a Healthy Environment and includes a Farmer's Market on the main campus featuring produce from certified local farmers, which reduces the environmental impact of food transportation. The market attracts approximately 2,000 customers each week. In addition, two vacant downtown lots have been transformed into urban farms.

The Adelsteins' gift supports a new intranet site, important because it is the Office for a Healthy Environment's primary means of communicating with employees about its efforts and encouraging their ideas and participation.

"We can share information on our internal programs and community events, provide details regarding our commuter incentives for employees and offer updates on our farmer's market and other exciting programs," Ms. Vernon Ayers says. "The intranet site also provides access to public websites and other links that can help broaden employees' knowledge of environmental initiatives."

Mr. Adelstein says his interest in environmental issues began in 1943, when he was stationed in the Pacific Northwest while serving in the U.S. Coast Guard. It was the first time he had ever gone mountain climbing. In addition to being awed by the beauty of the mountains, he was alarmed by the heavy foresting he saw and, at the time, lack of logging regulation.

"They ruthlessly cut down trees," he says. "I was 23 or 24 at the time, and I saw the devastation. When I heard about the Sierra Club, I joined it." Years later, he was asked to join the organization's board.

The couple also is active in Cleveland-area environmental organizations and projects, including the Earth Day Coalition and Cuyahoga Valley National Park, as well as the Nature Center at Shaker Lakes, where both have been elected honorary trustees for life. They have created environmental programs at The School of Law of Case Western Reserve University, WVIZ/PBS ideastream®, the Cleveland Foundation and the Jewish Community Federation of Cleveland.





From left: Jon Outcalt, student Brian Fort, student Ciera Butts, Rosalind Strickland, student Shannon Cook, Jane Outcalt, and student Stephen Zhou

## Outcalts Support Innovative Program for Teachers

A major gift from Clevelanders Jane and Jon Outcalt will help shape how K–12th-grade students learn about science and health.

The gift to Cleveland Clinic’s Office of Civic Education Initiatives has established the Outcalt Scholars Program. The new program is a unique opportunity for outstanding teachers, who are selected for a 15-week sabbatical to learn in-depth about the medical field from Cleveland Clinic physicians and researchers in actual clinical and laboratory settings and apply their experience back in the classroom.

The program also teams the teachers with Cleveland Clinic mentors and a select group of young students in the Office of Civic Education Initiatives Innovative Scholars Program™. The program pairs high school students, and now teachers, with researchers, nurses and other healthcare professionals to immerse them in an intensive, hands-on educational experience in the medical field.

The Outcalts say they were inspired to support a new educational program for teachers when they attended a summer internship graduation ceremony.

“We loved the Summer Internship Program and saw the opportunity to do more with it,” Mr. Outcalt says. “We’re big believers in rewarding excellence. Cleveland Clinic is reaching out to the community, and we’re for making a good thing better.”

The immersion concept for the Innovative Scholars Program™ students will be applied in the Outcalt Scholars Program for teachers, says Rosalind Strickland, Senior Director of the Office of Civic Education Initiatives. After completing the program, teachers will develop new classroom curricula blending science, math, health and wellness, the arts, creativity and innovation.

“Teachers will take what they learn back to their elementary, middle-school or high-school classrooms, and their curricula will be shared and implemented in Cleveland schools and across the region,” Ms. Strickland says. “They will be creating a body of work that can be used across the country.”

Teachers who apply for the program must be motivated and innovative, Ms. Strickland says. They may be new, graduate student or mid-career teachers or seasoned science teachers ready to lead new programs in their schools. Two local science teachers recently were chosen as the first Outcalt Scholars, to work with mentors in Pediatric and Congenital Neurosurgery at the main campus and Spine Research at Lutheran Hospital.

The Outcalts consider their gift to Cleveland Clinic as a gift to the whole community.

“Our message is simple and straightforward,” Mrs. Outcalt says of the gift. “We were born and raised in Cleveland, have spent most of our lives here and love the city. We are pleased that Cleveland Clinic is doing well, and we believe that as large, successful and influential as it is, it has an obligation to serve the community. We are very happy that Cleveland Clinic has made that a part of its mission.”

Eleanore and Bob Risman were named Cleveland Clinic Distinguished Fellows in 2006. Conferred by the Board of Trustees, the honor is the highest lifetime recognition bestowed on individuals making extraordinary contributions of service and resources to further Cleveland Clinic's mission.



## Rismans' Gift to Hillcrest Hospital Helps Pediatric Patients

As the proud grandparents of young twins and longtime supporters of Cleveland Clinic, Bob and Eleanore Risman, with their daughter, Kathy, have made a major gift supporting Hillcrest Hospital's newly expanded Pediatric Emergency Department.

In honor of the family's gift, Hillcrest Hospital has named the Pediatric Emergency Department the Robert, Eleanore and Kathy Risman Pediatric Emergency Department.

"We wanted to show our support for a great hospital that serves and takes care of people in need," Mr. Risman says.

Hillcrest Hospital is adding to and renovating the adult Emergency Department, allowing for the adult and pediatric emergency departments to share equipment. The Robert, Eleanore and Kathy Risman Pediatric Emergency Department will continue offering a specialized pediatric staff and separate waiting and treatment rooms.

The Emergency Department's space will more than double, from 14,000 square feet to 32,000 square feet, providing capacity for more than 60,000 patient visits annually. A new observation unit and the addition of emergency treatment rooms will help improve patient flow and reduce waiting times.

"The Rismans are longtime members of the Hillcrest community," says Jeffery A. Leimgruber, President of Hillcrest Hospital. "Their gift represents a change and a trend among Cleveland's east-side residents supporting their local hospitals, including Hillcrest. We are there providing pediatric and emergency

care in their own neighborhoods. They are making a connection between supporting our project and supporting their own community."

The Rismans were among the first to make a gift to Hillcrest Hospital's Expanding Excellence program supporting the new construction and renovation. The Expanding Excellence project broke ground on May 8, 2008, and is on schedule to be completed by the end of 2010.

"We're extremely grateful for their support," Mr. Leimgruber says.

"{The Rismans} are making a connection between supporting our project and supporting their own community."

— Jeffery A. Leimgruber,  
President of Hillcrest Hospital

## Dr. Fazio Honored for Lifetime Achievements

During his 33 years as Chairman of Cleveland Clinic's Department of Colorectal Surgery, Victor W. Fazio, MD, pioneered innovative techniques that changed the practice of colorectal surgery worldwide. He also extended his influence through training future surgeons and becoming one of the most prolific authors of publications in his field.



Victor W. Fazio, MD

To celebrate his accomplishments and honor Dr. Fazio, now Chairman of Cleveland Clinic's Digestive Disease Institute, friends and colleagues gathered in November for tributes and an announcement of a surprise fundraising effort supporting a \$20 million project to create the Victor W. Fazio, MD, Center for IBD (inflammatory bowel disease) and the Victor W. Fazio, MD, Surgical Suites. Gifts to date have reached \$13 million.

"Very few physicians have accomplished as much as Dr. Fazio has in his career," says Feza Remzi, MD, colorectal surgeon with the Digestive Disease Institute and chair holder of the Ed and Joey Story Endowed Chair in Colorectal Surgery. "He has elevated a small colorectal surgery unit into one of the best departments in the world. He has won the affection of his patients and the respect of his colleagues with an approach that shows humility and modesty and always puts the well-being of his patients ahead of everything. I cannot describe a better chairman, mentor and friend than Victor Fazio."

The event took place during the 29th Annual Turnbull Symposium at Cleveland Clinic, the premier educational seminar for colon surgeons and specialists. The symposium is named after Dr. Fazio's mentor and predecessor, Rupert Turnbull Jr., MD.

"I was overwhelmed by the fundraising effort, which was basically unknown to me until that evening," Dr. Fazio says. "It reflected the joint efforts of many, especially Patrick Auletta, Norma Lerner, Bob and Mindy Rich, Sam and Maria Miller, Gail and Jim McCreedy, Robert and Suzanne Tomsich and many others, including my wife, Carolyn, former fellows, current staff and numerous patients and supporters of the Digestive Disease Institute."

The planned Victor W. Fazio, MD, Surgical Suites will become the core surgical facility for the Digestive Disease Institute, with upgrades to enhance laparoscopic and robotic surgery and other state-of-the-art procedures. In addition, plans include a new family lounge/patient receiving area and a room for teaching and observation of procedures.

"Our plans will make these operating suites among the best – I believe, the best – of their kind in the United States," Dr. Fazio says.

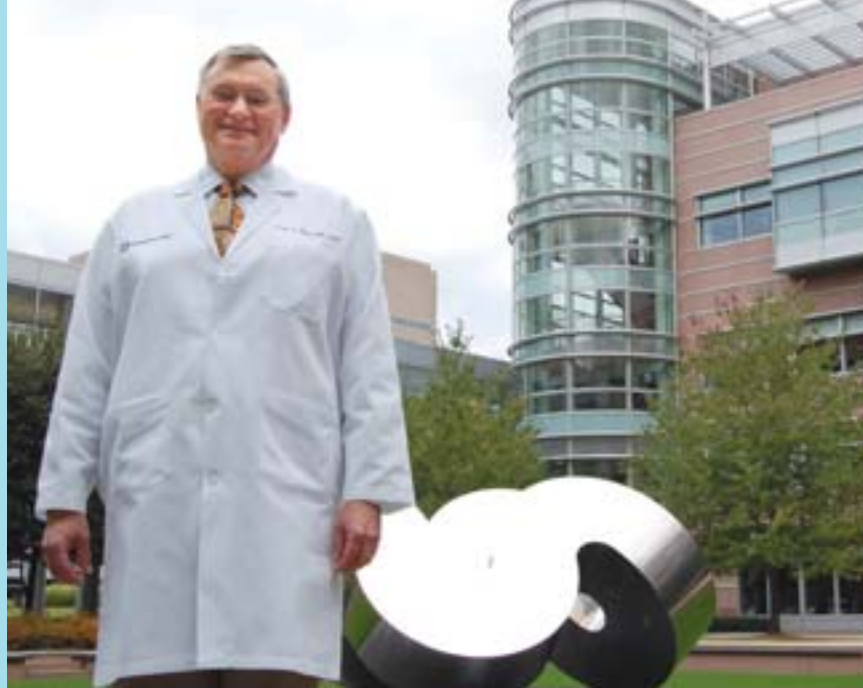
The Victor W. Fazio, MD, Center for IBD also will advance patient care and research through closer collaboration between the Colorectal Surgery and Gastrointestinal Departments and enhance the education and training of future IBD specialists who come to Cleveland Clinic from around the world, he says.

Dr. Fazio, who holds the Rupert B. Turnbull, MD, Chair in Colorectal Surgery, is passionately committed to his patients. In 2002, he was the inaugural recipient of the Alfred and Norma Lerner Humanitarian Award the year after being named the first recipient of Cleveland Clinic's Master Clinician Award. Of the many honors and awards he has received over the years, he says he is proudest of these two.

Dr. Fazio also is active in efforts to secure philanthropic support for research and education, resulting in one of the highest numbers of endowed chairs of any area at Cleveland Clinic and a consistent increase in philanthropic support for the Digestive Disease Institute.

He says he is impressed by the depth and breadth of support Cleveland Clinic receives. "Having seen philanthropic efforts in other countries, I continue to marvel at the generosity of our patients and their friends and families."

## Jones Day Gift Benefits Medical Education



Alan L. Hull, MD

A major gift from Jones Day endows the first chair at Cleveland Clinic's Lerner College of Medicine and supports a permanent full-time faculty position.

The Jones Day Endowed Chair in Medical Education helps further the 5-year-old medical school's mission of training physician investigators to advance medical research and patient care. Alan L. Hull, MD, PhD, the school's Associate Dean for Curricular Affairs and Director of the Center for Medical Education Research and Development, says he is pleased and honored to be the first chair holder.

"Our school has demonstrated some fantastic successes," Dr. Hull says. "We will have our first graduating class in May, and our curriculum and research are extremely strong. All of our graduating students have been matched with medical institutions of their choice for their residencies, and we're attracting highly qualified new students."

The Jones Day Endowed Chair allows Dr. Hull to concentrate on course development and student assessment. "It's the perfect job for me," says Dr. Hull, who says he is passionate about educating future physicians.



Dr. Hull teaching clinical presentation skills at Cleveland Clinic's Lerner College of Medicine.

Jones Day, a global law firm founded in Cleveland in 1893, "is pleased with this opportunity to help advance Cleveland Clinic's unique program in medical education and to support one of America's premier academic medical centers," says Jones Day Managing Partner and Cleveland Clinic Trustee Stephen J. Brogan.

Patrick McCartan, former Managing Partner for Jones Day and Chairman of Cleveland Clinic's Board of Trustees Research and Education Committee, says this is the first time his firm has endowed a chair in medicine.

"We were impressed by the unique mission of the school to train physician scientists who can be counted on to be innovative in the science and practice of medicine in the years ahead. Our hope is that the curriculum will be as current and relevant as possible. When you look at the extent to which effective research has improved science and medical practice, it is truly astonishing. Cleveland Clinic has played a major role in innovative medicine, and our hope is that this gift will allow these innovations to continue in the years ahead," Mr. McCartan says.

Jones Day is proud of its philanthropic history in the community, says Mr. McCartan. "Our firm, which today has more than 2,500 lawyers and offices throughout the world, always has been committed to this city and its institutions. And Cleveland Clinic is one of its finest institutions. We support the communities that have supported our firm over the years, and no community has supported our firm more than Cleveland."

The generosity of organizations such as Jones Day is necessary in furthering the school's mission, Dr. Hull says. "It is critical to have physicians involved in research and interact with patients so that the research can be translated directly into patient care. It is good to have a philanthropic support base to ensure that we can meet the need for training physician investigators who have excellent clinical skills and research experience."

## Barbara Lupher Shows Gratitude for Gift of Life

Since her lung transplant five years ago, “I live for two,” says Barbara Lupher of Frazesburg, Ohio.

Mrs. Lupher, who is 69, says she takes excellent care of herself. She is mindful of the precious gift she received from Michael Waters, a 10-year-old Dayton boy who passed away on Dec. 29, 2003. In the same spirit, she has created a memorial to him on her property that features flowers, a wreath and a sign made by her son-in-law saying, “For the Love of Michael.”



Barbara Lupher

In gratitude for her successful lung transplant operation at Cleveland Clinic and continuing medical care, she supports the organization with annual gifts, which help Cleveland Clinic attract and retain top physicians and remain innovators in education and patient care.

“I try to give back what I can,” she says.

She also was able to thank Michael’s parents for their son’s gift because the couple, Jack and Tina Waters of Dayton, Ohio, gave their permission to hear from those whom Michael helped. The Luphers and the Waters family have become friends who share their love and admiration for Michael.

“Michael was a remarkable child,” his mother says. “Even though he had 80 percent hearing loss, he didn’t let that stand in his way. He played peewee football and soccer, had tons of friends and was a straight-A student.”

She recalls a day when Michael, then 8, watched her clean out her purse and noticed her organ-donor card. He asked her about it. “I explained what it was, and he said, ‘If anything happens to me, Mommy, make sure you do that.’”

Two years later, while playing at a friend’s house, Michael stepped out into the street. He never heard his friend’s warning shout or the approaching car that struck him.

Because she knew Michael’s wishes, “when the nurse at the hospital asked us about organ donation, it was the easiest thing we dealt with that night,” Mrs. Waters says.

Within hours of the accident, Mrs. Lupher, who had been on the lung transplant waiting list for more than a year, was called to Cleveland Clinic. “Michael and I were a perfect match,” she says.

More than 50 people were helped by organ and tissue transplants when Michael passed away, Mrs. Waters says. However, only a handful of recipients gave permission for the family to contact them, and so Mrs. Waters says, she, her husband and Michael’s siblings, Noah, 9, Joseph, 11, and Kristina, 20, are especially glad to have gotten to know the Luphers.

Since her transplant, Mrs. Lupher has led a full and active life, spending time with her husband, Bill, and her children, grandchildren and great-grandchildren. She has enjoyed watching one granddaughter prepare to enter medical school and a great-granddaughter start preschool.

And every season, she hangs a new wreath and plants fresh flowers at Michael’s memorial.



A school photo of Michael Waters; Mrs. Lupher’s memorial to Michael on her property, with seasonal wreaths.



## Tomsich Chair Honors Longtime Cardiologist

Cardiologist Mehdi Razavi, MD, treats patients from all walks of life, from Northeast Ohio residents to visiting dignitaries and heads of state. He has an international reputation for innovative treatment and research, but he finds the day-to-day patient care most rewarding.



Mehdi Razavi, MD

“I like to be known as a doc who listens to my patients, comes up with the right diagnoses and provides the best possible care,” he says.

For more than 40 years, Dr. Razavi also has traveled the world to deliver lectures on cardiology and serve as an ambassador for Cleveland Clinic. His administrative positions at Cleveland Clinic have included Director of Education in the Department of Cardiology, member of the Board of Governors and Vice Chairman and Chairman of the International Center, which he helped launch.

In recognition of Dr. Razavi’s accomplishments, longtime Cleveland Clinic supporters Robert and Suzanne Tomsich have established an endowed chair. Dr. Razavi is the first to hold the Robert and Suzanne Tomsich Distinguished Chair in Cardiovascular Medicine.

“Throughout his career, Dr. Razavi has made significant contributions to the field of cardiovascular medicine and to Cleveland Clinic’s international reputation,” Mr. Tomsich says. “By endowing this chair, we are supporting his work in providing innovative care that will extend the lives of patients and enhance their quality of life.”

Suzanne and Robert Tomsich  
with Mehdi Razavi, MD

Mr. Tomsich also established the Medallion Society, which supports heart care at Cleveland Clinic. The Medallion Society has contributed more than \$313 million toward advancing research, education and treatment. In addition, Mr. Tomsich is Chairman of this society and of the Sydell and Arnold Miller Family Heart & Vascular Institute Leadership Commission. He also serves on Cleveland Clinic’s Board of Trustees Executive Committee.



“Mr. Tomsich is a very wonderful person whom I have known for many years as a patient and a friend,” Dr. Razavi says.

The endowed chair will support three new initiatives, Dr. Razavi says.

- The Razavi Cardiovascular Annual Lecture, which will be attended by physicians, nurses and fellows
- Annual prizes to one or two fellows in the Miller Family Heart & Vascular Institute who have the best published article or best paper presented as a result of their research
- Research awards to Miller Family Heart & Vascular Institute fellows, who would submit applications for consideration

“Philanthropy is extremely important, especially with the cost of medicine rising and government funding for research shrinking,” Dr. Razavi says. “This chair that Mr. and Mrs. Tomsich are supporting because of their belief in helping patients and communities will go a long way in allowing our physicians and fellows to continue their work.”

# The Year in Philanthropy 2008

## Dear Friends: Thank you!

Your gifts to Cleveland Clinic made 2008 a record-setting year. Despite a troubled economy, your generosity continued unabated, supporting new approaches to patient care, advancing research of diseases and making possible innovative treatments and technology. Nearly 28,000 donors contributed a record high \$183 million, bringing us closer to our *Today's Innovations, Tomorrow's Healthcare: Campaign for Cleveland Clinic* goal of \$1.25 billion. By the end of 2008, campaign contributions totaled \$1.08 billion.

This generosity helps us remain strong. Philanthropy fueled the openings of the Sydell and Arnold Miller Family Pavilion, the Glickman Tower, The Lerner School for Autism at Cleveland Clinic and the Debra Ann November Wing on the Children's Hospital Shaker Campus. Philanthropy assisted the Cleveland Clinic Lerner College of Medicine in going tuition free, and it established an education center for nurses. It helped researchers investigating genetic causes of life-threatening illnesses, including heart disease and cancer, and debilitating illnesses such as Crohn's disease. And philanthropy supported exploration of new treatment approaches, including in the specialty areas of epilepsy and endocrinology.

One of Cleveland Clinic's major efforts, which also received philanthropic support last year, is environmental stewardship through green initiatives, including recycling, energy efficiency, green construction and building operations. Cleveland Clinic's recycling program of consumer, clinical and construction waste was recognized with 13 national sustainable healthcare awards by Practice Greenhealth. In the first half of 2008, 134,000 pounds of equipment and supplies at Cleveland Clinic were diverted from local landfills and given to people in need through MedWish International, a Cleveland-based nonprofit organization dedicated to humanitarian aid.

Also, as part of these green efforts, our supporter honor roll now can be viewed online. Please go to [clevelandclinic.org/giving](http://clevelandclinic.org/giving), and click on the "Supporter Honor Roll" link to find this new feature, a listing of distinguished friends and volunteers that can be accessed electronically from around the world.

To conclude where I began: **Thank you.** Your philanthropy demonstrates optimism about the promise of medicine and a commitment to the future, where thousands of lives will be saved.



Sincerely,

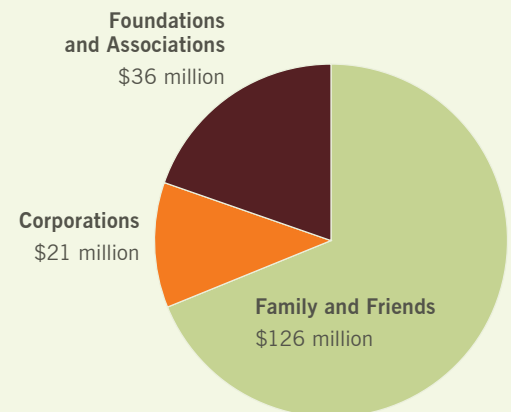
**Robert E. Rich Jr.**

*Chairman, Board of Trustees*

*Development Committee*

*Chairman, Campaign Executive Board*

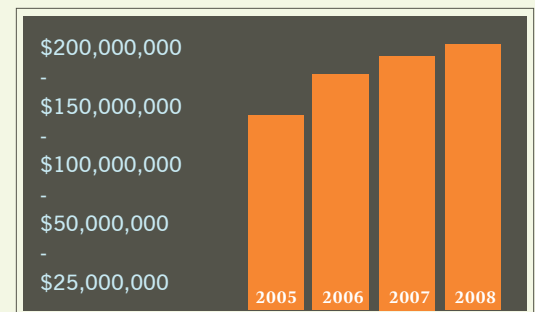
Philanthropic giving from Cleveland Clinic's loyal supporters increased in 2008, taking us closer to our \$1.25 billion goal for *Today's Innovations, Tomorrow's Healthcare: Campaign for Cleveland Clinic*. The five-year campaign, which began in 2006, continues to benefit four cornerstone areas: patient care, basic and clinical research, medical education and the campus master plan. Individuals, corporations and foundations are helping us improve the health of our patients, our community and future generations through their kind generosity.



## 2008 New Gifts and Pledges

Philanthropic supporters broke their total giving record for the seventh consecutive year at Cleveland Clinic.

Total: \$183 million

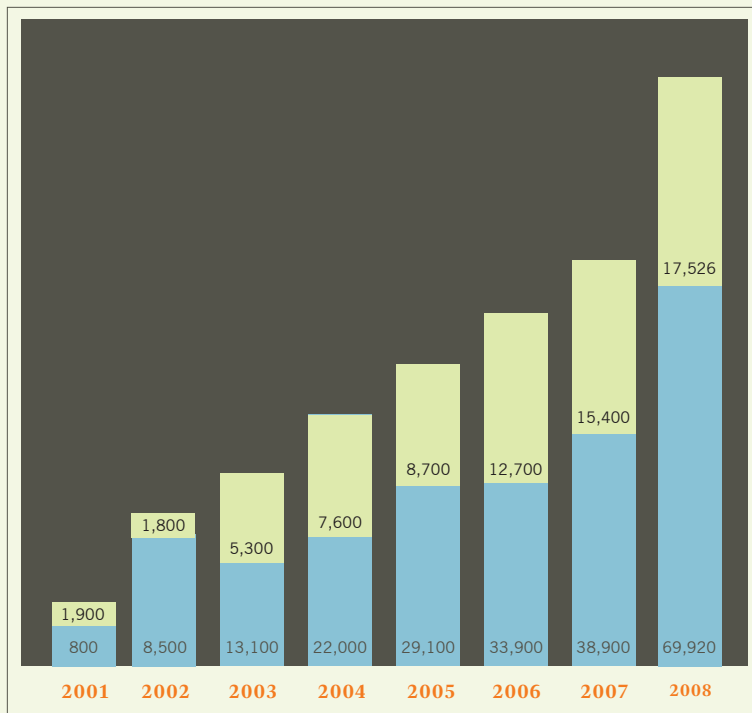


## Record High

Giving reached a record high of \$183 million in new gifts and pledges.

4-year Attainment / New Gifts and Pledges  
Includes signed and verified estate plans

## Campaign Donors



■ New Donors    ■ Cumulative Campaign Donors  
 (includes Securing the 21st Century Campaign)

## Campaign Support

All of Cleveland Clinic's medical specialties benefit from the kindness of our trusted supporters. Their gifts create a wide range of research and education initiatives, patient care improvements and building expansion projects. We are extremely grateful that each year the number of supporters grows, and with it, so do Cleveland Clinic's opportunities to shape the future of healthcare. As of the end of 2008, 87,446 supporters had made a commitment to Cleveland Clinic since the campaign began three years ago.

## Cornerstone Collaboration

Visionary philanthropy has helped make it possible for Cleveland Clinic always to put patients first, bringing good health to more people than ever before. Supporters' gifts have a direct impact on advancing patient care, research and educational initiatives. Philanthropy also is changing our campuses in Cleveland and Florida.

**Campus Master Plan** The Sydell and Arnold Miller Family Pavilion and the Glickman Tower on Cleveland Clinic's main campus were completed in September, thanks to thousands of supporters. Likewise, The Lerner School for Autism at Cleveland Clinic and the Debra Ann November Wing opened on the Children's Hospital Shaker Campus. Philanthropy also allowed us to open the Florida Health and Wellness Center for residents in the Palm Beach, Fla., area.

**Basic and Clinical Research** Campaign gifts continue to help physicians and researchers translate laboratory discoveries into improved healthcare. Last year, supporters gave \$35.3 million toward various research efforts, advancing medical care and offering hope to future generations.

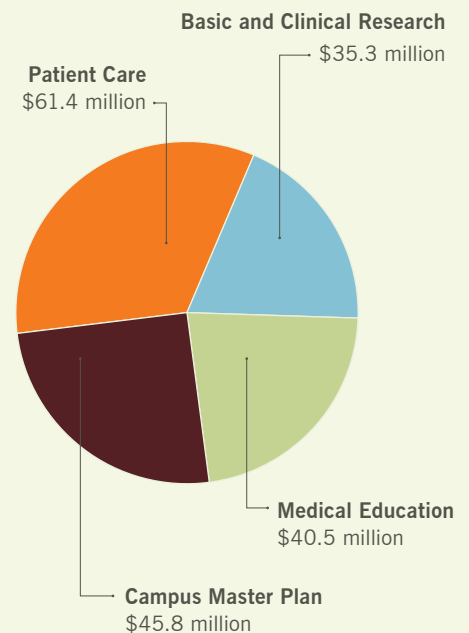
**Patient Care** Patients are at the core of everything we do. New patient programs with a strong emphasis on the patient experience and high-quality outcomes are transforming Cleveland Clinic. More than \$61 million in campaign funds directly enhanced patient care in 2008.

**Medical Education** Through gifts to medical education, Cleveland Clinic supporters are helping us produce tomorrow's innovators and contribute to a healthier, informed community. In 2008, campaign gifts totaling more than \$40 million benefited medical and patient education.

## Total attainment for 2008

**\$183 million**

Includes signed and verified estate plans.



# New(s) at Cleveland Clinic

## Palm Beach Event Supports Health and Wellness Center

Three hundred Cleveland Clinic supporters in West Palm Beach, Fla., enjoyed a memorable night of dining and dancing on Feb. 26 at BREAKTHROUGH!, a fundraiser for Cleveland Clinic in Florida's new Health and Wellness Center. The event generated commitments of more than \$1 million.

Mickey Beyer, Minnie Pulitzer McCluskey, Diann Scaravilli and K.K. Sullivan served as event Chairmen. Vice Chairmen included Gay Hart Gaines, Frances Scaife, Sally Soter, Mickey Tracy and Bunny Whitaker.

Sydell Miller was Grand Honorary Chairman, Lilly Pulitzer Rousseau was Honorary Chairman and Patrick Park was Honorary Vice Chairman.

Toby Cosgrove, MD, President and CEO of Cleveland Clinic, welcomed guests, thanked them for their support and invited them to visit the permanent home of the Health and Wellness Center at City Place Tower in West Palm Beach, Fla.

An overview of the specialties and services offered at the Health and Wellness Center in West Palm Beach and at the hospital in Weston, Fla., was provided by Bernardo Fernandez Jr., MD, CEO, of Cleveland Clinic in Florida. He noted that the Health and Wellness Center and the hospital's combined staff of 150 physicians provide expertise in 35 medical areas. The 24,000-square-foot Health and Wellness Center also features a leading-edge diagnostic imaging area.

The event was so successful that BREAKTHROUGH! is planned again next year.

## Global CARE Program

Cleveland Clinic has launched its Global CARE Program for critical care air rescue and evacuation. The program offers specialized healthcare to domestic and international patients through a mobile intensive care unit, helicopter and fixed-wing jets. AirMed International provides aviation and logistical support. The new program gives patients access to superior medical care no matter their location, offering uninterrupted service. For more information, please visit [clevelandclinic.org/cct](http://clevelandclinic.org/cct).

## Partnership with Lou Ruvo Brain Institute in Las Vegas, Nev.

On Feb. 17, Cleveland Clinic signed an agreement with the Lou Ruvo Brain Institute in Las Vegas, Nev., to collaborate in creating a highly specialized clinical center for advancing the research, early detection and treatment of neurological diseases including Alzheimer's, Huntington's, Parkinson's and amyotrophic lateral sclerosis (ALS). The goal of the Cleveland Clinic Lou Ruvo Center for Brain Health is to prevent disabling symptoms of chronic brain diseases and to prolong healthy, vital aging in people at risk for dementia or cognitive disorders.

## Chief Quality Officer Appointed

J. Michael Henderson, MD, has been appointed Chief Quality Officer. He served as Chairman of the Quality & Patient Safety Institute since 2006. Nationwide, there is a growing trend in healthcare organizations to use Chief Quality Officer as the formal title for individuals who provide leadership, direction and oversight to clinical quality, quality performance improvement and patient safety programs.

## Supporters Help Advance Medical Progress

Through their gifts to *Today's Innovations, Tomorrow's Healthcare: Campaign for Cleveland Clinic*, generous supporters are contributing to new construction and advances in patient care, research and education, all of which will help shape the future of healthcare. Supporters can view their names in the new online honor roll at [clevelandclinic.org/giving](http://clevelandclinic.org/giving).

### Campaign attainment as of April 28, 2009: \$1.17 billion

Campus master plan: \$499.9 million

Medical education: \$177.4 million

Innovative patient care: \$227.4 million

Basic and clinical research: \$268.3 million

For information on giving, go to [clevelandclinic.org/giving](http://clevelandclinic.org/giving) or call 216.444.1245.

**Correction:** In the most recent issue of *Catalyst*, the name of Imad Najm, MD, Director of Cleveland Clinic's Epilepsy Center, was misspelled in the cover story concerning the Karen and Richard Shusterman Family Endowed Chair. We regret the error.



## Catalyst

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