



One

It's a powerful number.







One

It's a powerful number...

One



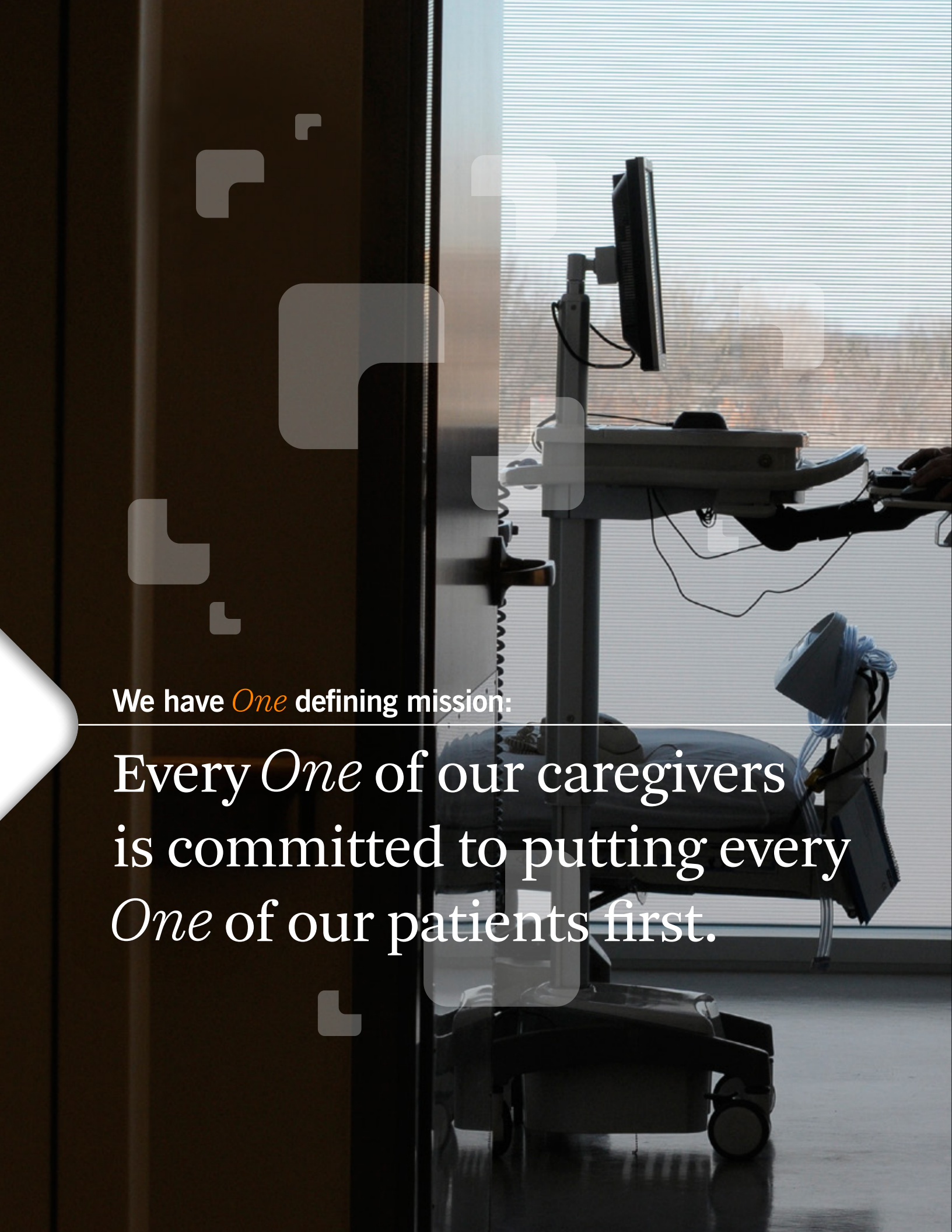


Every *One*

It's truly a **powerful** number.

Cleveland Clinic has been providing, reimagining and reshaping healthcare for almost *One* hundred years. Now, the Power of Every *One* will set our course for the next century.

One

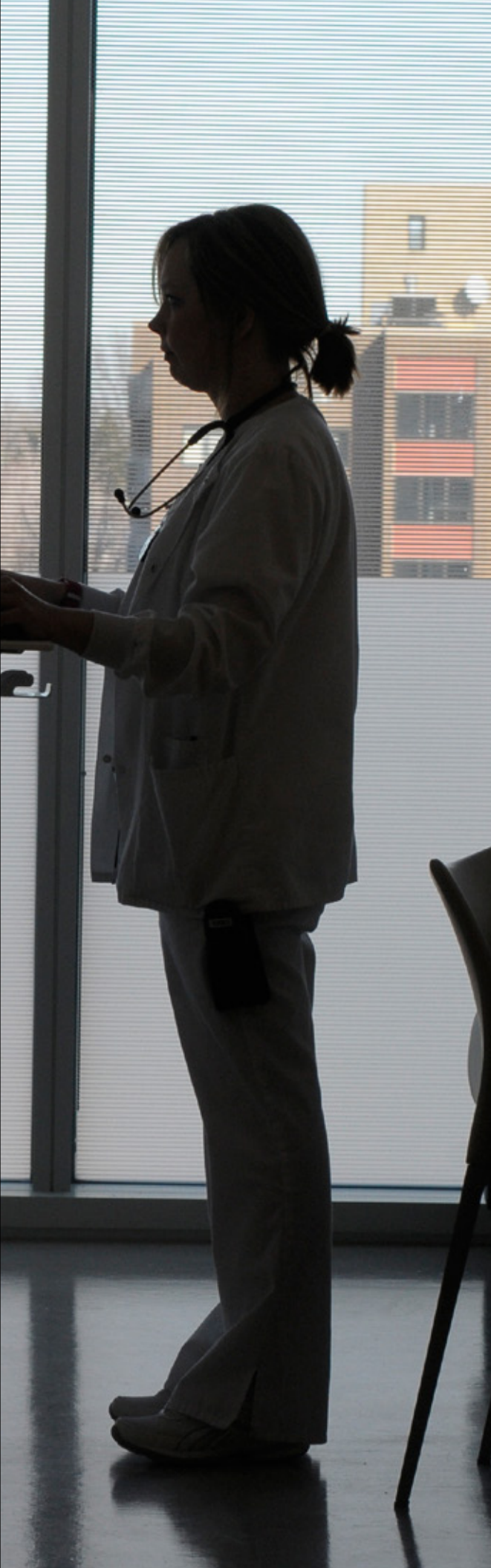
A photograph of a medical room, likely an emergency department or intensive care unit. In the center, a patient lies on a gurney, which is positioned in front of a large window. The window looks out onto a landscape with trees. To the left of the gurney, a medical stand holds a monitor and other equipment. The room is dimly lit, with light coming from the window. The text is overlaid on the left side of the image.

We have *One* defining mission:

Every *One* of our caregivers
is committed to putting every
One of our patients first.



The Power of Every *One*.
CENTENNIAL CAMPAIGN

A vertical photograph on the left side of the page shows the silhouette of a healthcare professional, likely a nurse or doctor, standing in profile and looking out a large window. The person is wearing a white lab coat and has a stethoscope around their neck. The window looks out onto a city skyline with various buildings.

One idea can create
a cure. *One* caregiver
can change countless
lives. And *One* gift can
make a difference.

At Cleveland Clinic, our caregivers and researchers—innovators all—have had a profound effect on healthcare and on millions of lives, *One* by *One*.

Now, as *One*, join us in boldly moving forward. There is much more to be done.

Be the power—be the next *One*.

One

One moment, your moment—our moment.

America's healthcare industry is in the midst of unprecedented change. More older adults. More chronic disease. Higher costs and more regulation, coupled with declining federal and corporate funding.

Caregivers nationwide are facing rising demand with limited resources. To best serve patients, we need new treatments, new cures, even a whole new approach to medicine.

The healthcare industry as a whole must abandon its costly, inefficient, doctor-centered model and move from “sick care” to “well care,” as Cleveland Clinic has done. The industry needs to teach and learn compassion. More than ever, it needs innovation.

In this complex environment, very few healthcare organizations are in a position to lead. Cleveland Clinic has a unique opportunity to leverage strengths and mobilize resources to become the *One* model of effective, efficient healthcare for the nation and the world.

To that end, we are embarking on the most ambitious philanthropic campaign in our history, with a goal of \$2 billion. We invite you to learn more about Cleveland Clinic and how you can make an impact here that you can make nowhere else.

“This is our time. I have never been more optimistic about the future.”

—Toby Cosgrove, MD, CEO and President



The Power of Every *One*.

CENTENNIAL CAMPAIGN



One

The Power of Every *One*
is the power of shared vision,
generosity and effort. We
can't do this without you.

Patients first—always and all ways.

“I remember taking one of my late-night walks during my recovery. As I walked around my floor, my cheering squad—which included the nurses and the janitor—encouraged me to keep going. Cleveland Clinic gave me my life back.”

—Sara Riahi, who had mitral valve repair surgery at age 26

Our founders—four physicians who were inspired by the teamwork and efficiency of military medicine—bucked tradition to adhere to a then-radical principle: Patients First. Their unwavering focus on patients, coupled with a culture of innovation, changed the way healthcare was delivered. They created what has become an extraordinary and internationally respected academic medical center.

Today, we continue to build on that legacy of healing, promoting innovation and teaching empathy. Cleveland Clinic treats the sickest patients of any American hospital, dealing with more highly complex cases than any other hospital our size.

With every *One* patient foremost, Cleveland Clinic strives for superior quality, clinical outcomes, innovation, comprehensive research and medical education. Our caregivers—physicians, nurses, technicians, researchers, administrators and support personnel—are completely committed to the comfort and dignity of our patients.

“We didn’t know what patient-centered care was until we came to Cleveland Clinic. This is the way medical care is supposed to be.”

—Jerry and Jill Wichtel of Rumson, New Jersey; Mr. Wichtel received a lifesaving liver transplant at Cleveland Clinic in August 2011

We began with *One* groundbreaking vision and *One* world-changing commitment. Today, the Power of Every *One* inspires healthcare innovation everywhere.



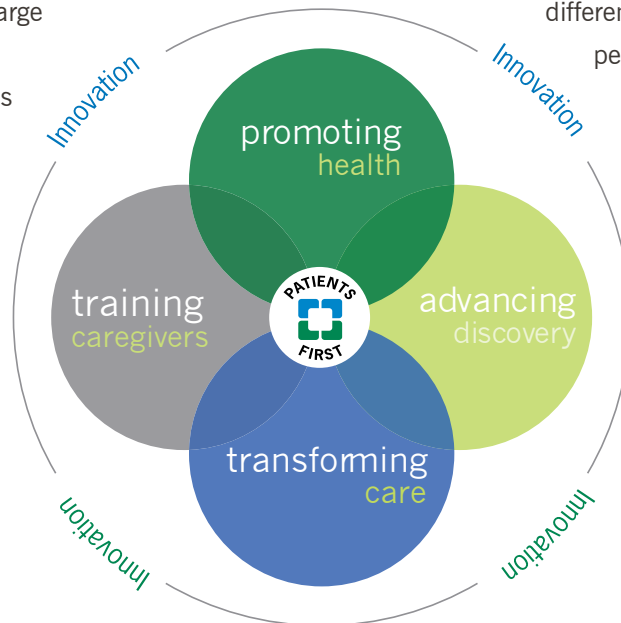
Better, smarter, bolder.

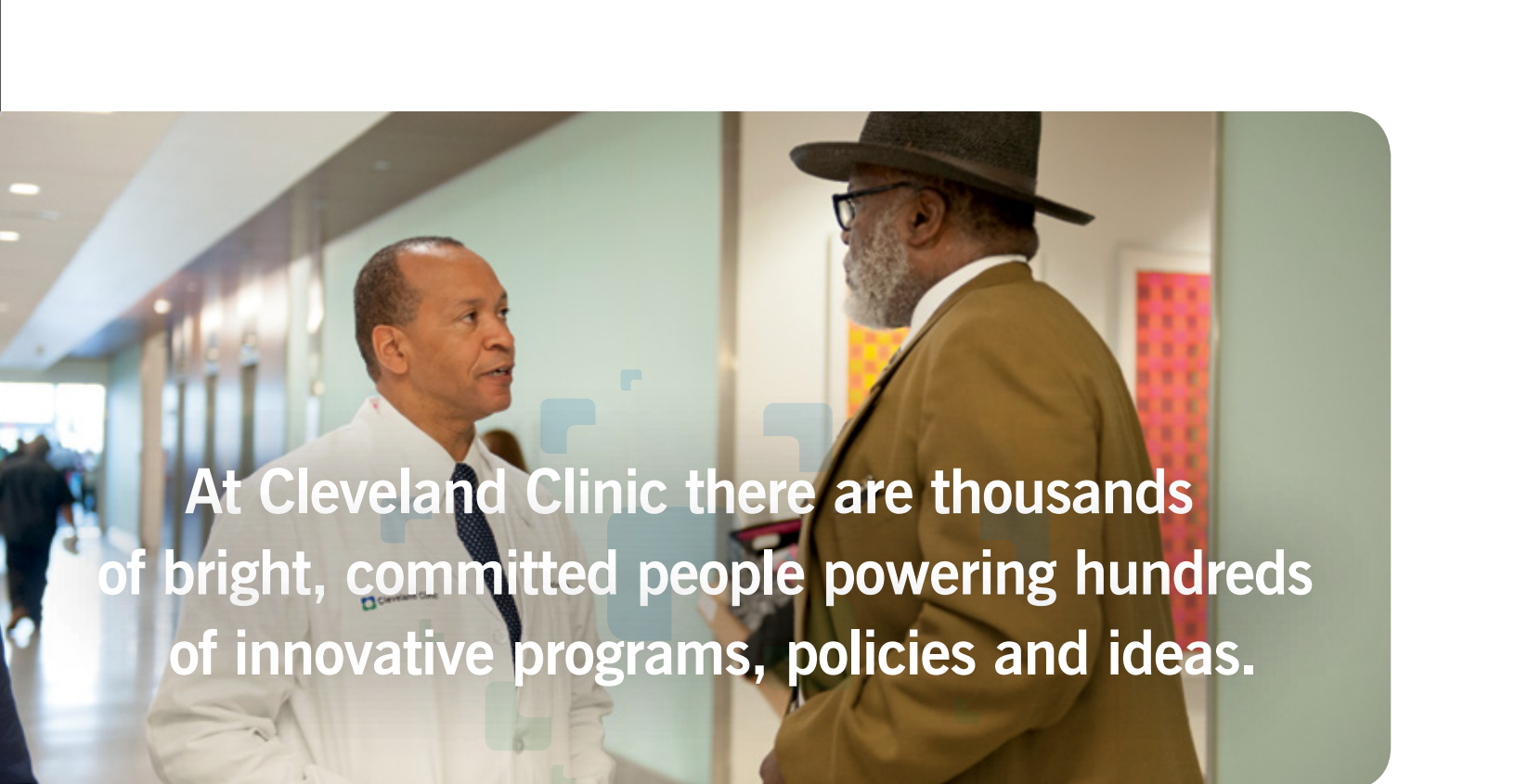
“As an organization, we believe that patients, and our relationship with them, are at the center of all that we do. We have a unique opportunity to enhance their lives, and in turn, they absolutely enhance ours.”

—Chief Experience Officer Adrienne Boissy, MD, MA, who led a team of fellow caregivers in creating an innovative training course to help all clinicians become more effective communicators with patients.

Our founders were propelled by *One* question: “How can we do this better?” We answer this question every day through collaboration and innovation, striving to improve healthcare delivery across the nation and around the world. From day one, Cleveland Clinic has placed physicians—not financial administrators—in charge of decisions about healthcare. This makes all the difference.

Every caregiver, from custodian to CEO, is encouraged to look for new ways to solve problems. When we found that a \$5 silk stitch could replace a \$400 surgical staple, we made the change. Instead of keeping 30 different heart valves on hand, Cleveland Clinic stocks two or three—making an enormous difference in a hospital that performs more valve surgeries than any other in the world.



A photograph of two men in a modern hospital hallway. On the left, a man in a white lab coat with a Cleveland Clinic logo is looking towards the right. On the right, an older man with a grey beard, wearing a brown suit and a fedora, is looking back at him. The hallway has large windows and a clean, bright atmosphere.

At Cleveland Clinic there are thousands of bright, committed people powering hundreds of innovative programs, policies and ideas.

We are lowering the cost of care while elevating its quality throughout our institutes. In many hospitals, a patient with cancer, for example, will interact with many departments: surgery, oncology, radiology, physical therapy, nutrition, and others. Here, all of those specialties combine in one organization, the Taussig Cancer Institute. This critical mass of expertise generates new solutions to complex issues—grounded in the real needs of real patients.

Technology developed by Cleveland Clinic is used on a global basis. Our insights are transforming public health. Even the way we

employ physicians is changing the way hospital administrators think. All of our physicians are salaried; there are no financial incentives to order extra tests or procedures. All of our doctors have one-year contracts, and they have annual professional reviews.

Cleveland Clinic Innovations, the entrepreneurial arm of our institution, facilitates pioneering inventions, turning the breakthroughs of our employees into medical products and launching new businesses that deliver our unique capabilities to the commercial market, improving patient care everywhere.

five

“Today, we surely know that healthy nations tend to be prosperous nations. As the health of a country improves, so does its wealth. Prosperous, healthy people cannot ignore their neighbors—global health has a profound impact on us all.”

—His Highness Sheikh Nahayan Mubarak Al-Nahayan, Chairman, Cleveland Clinic International Leadership Board

Healthcare reinvented.

The next decade will bring more changes in medicine than we have seen in generations, with formidable challenges: the implementation of the Affordable Care Act, our aging population—10,000 baby boomers reach retirement age every day—and the urgent need to deliver better healthcare at a lower cost.

These are the kinds of challenges that Cleveland Clinic already is addressing. Only a handful of medical organizations have the capacity and the will to take the lead in transforming medicine. Cleveland Clinic, with our focus on wellness, reducing chronic disease, promoting innovation, improving patient experience and delivering high-quality care at lower cost, is committed to transforming healthcare for our patients, our country and our world—which must be done *now*.

We are seeking philanthropic partners who can accelerate this important work. We have identified four strategic areas in which to invest resources and talent:

- Promoting health
- Advancing discovery
- Training caregivers
- Transforming care

The Power of Every *One*, and the success of this bold campaign, will make it possible for us to move forward faster. Investing in Cleveland Clinic will have a direct impact on patients, researchers, future doctors and other caregivers, and on healthcare worldwide.





**With the Power of Every One, we
will overcome today's challenges and
create a better tomorrow.**



The Power of Every *One*: Promoting Health

“Dr. [Tracy] Hull is why I’m still here. She was wonderful. I always felt that, no matter what, she was looking out for me, and I was never given a gloom-and-doom report. She was always very upbeat.”

—Nancy Comfort of Buchanan, Michigan, who had successful surgery for colorectal cancer

The transformation of medicine has to begin with *Patients First*. We want the entire patient experience to match the exceptional level of our clinical care. Cleveland Clinic was the first major academic medical center to make the patient experience a strategic goal, the first to appoint a Chief Experience Officer and one of the first to establish an Office of Patient Experience. This emphasis pays off—in faster healing and better adherence to follow-up recommendations, and when our patients are discharged, they are less likely to need to come back.

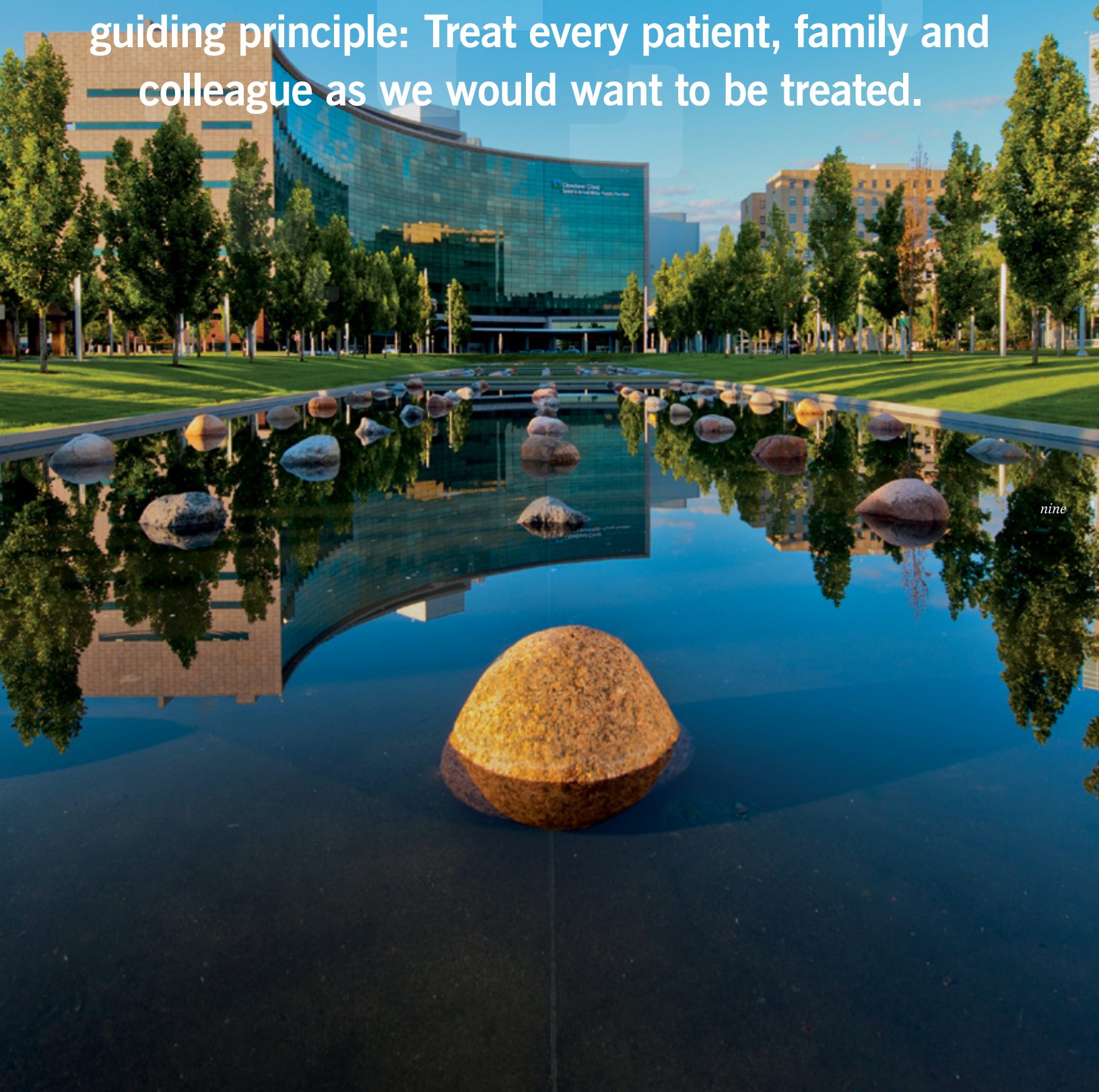
We are internationally recognized for exploring the connection between the arts and healing, enhancing patient care in the clinical setting through the Global Arts & Medicine Institute. We have researched the effects of displaying art in the hospital, and we rehabilitate stroke patients

with the help of music therapy, provide art therapy for cancer patients and arrange hundreds of musical performances for patients and visitors.

The patient experience extends to the buildings, which have been thoughtfully designed to promote healing and to meet individuals’ needs, to our emphasis on treating patients, families and fellow caregivers as we would like to be treated. We care for the whole patient: body, mind and spirit.



The clinical care we provide is compassionate, evidence-driven and exceptional. We have *One* guiding principle: Treat every patient, family and colleague as we would want to be treated.





The Power of Every *One*: Advancing Discovery

“I say to people in the lab that you have to be scientifically fearless.”

—Stanley Hazen, MD, PhD

Dr. Hazen, a cardiologist, biochemist and cell biologist, demonstrates fearlessness in his work. Because he does not specialize in digestive disease research, he was as surprised as anyone when his investigations led him to the digestive system. At Cleveland Clinic, researchers are not bound by departmental or disciplinary walls; they can pursue discoveries wherever they lead. Dr. Hazen has made headlines for research linking gut bacteria to the risk for heart disease. His discovery could lead to everything from a new, powerful diagnostic tool to significant changes in our diet or nutritional supplements.

This exemplifies our approach to discovery: cross-disciplinary; driven by creativity and curiosity;

entrepreneurial and unafraid to pursue commercialization. Always focused on the greatest healthcare needs.

The Lerner Research Institute is home to Cleveland Clinic’s laboratory-based and translational research. Cleveland Clinic physician investigators build on the discoveries made there, moving them into practical applications that enhance human health and well-being.

Cleveland Clinic Breakthroughs

- Developing coronary angiography
- Pioneering coronary artery bypass surgery
- Offering the first kidney dialysis program in the country
- Pioneering the world’s first laryngeal transplant
- Performing the country’s first near-total face transplant



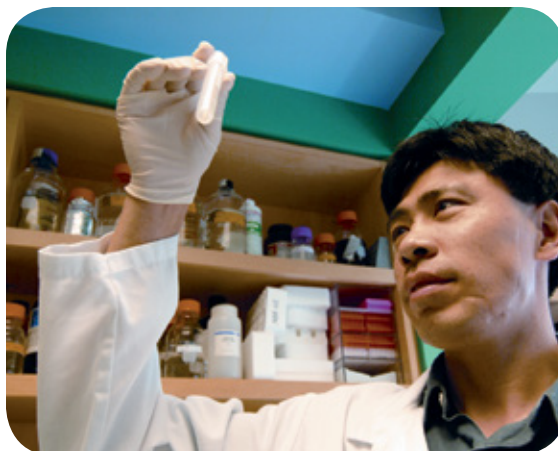
The Power of Every *One* is amplified by the energy of discovery.

Research underway at Cleveland Clinic may lead to:

- Finding a cure for type 1 diabetes using stem-cell-derived insulin-producing cells.
- Determining the connection between dietary fat, intestinal bacteria and heart disease.
- Discovering the cause of progressive neurological decline in multiple sclerosis patients.
- Inventing tools for personalizing healthcare based on an individual's unique genetic signature.
- Uncovering the causes of and treatment for Alzheimer's disease and other brain disorders.

Cleveland Clinic researchers need funds for pilot projects in order to explore the most advanced ideas. When preliminary studies produce convincing results, we can apply for major grants from the National Institutes of Health and other sources.

At Cleveland Clinic, the science *is* the care. Research supports healthcare delivery systems and care pathways. Basic and translational research help us care for individuals today *and* tomorrow.



eleven

“I’m living proof that Cleveland Clinic research saves lives.”

—*Emily C. Teschke, a Cleveland Clinic patient who participated in a research study designed to evaluate chest x-rays and CT scans to screen for early lung cancer*



The Power of Every *One*: Training Caregivers

**“Al loved Cleveland Clinic... He always said that he couldn’t be a doctor.
But what he could do with this program was really give back to humanity.”**

—Norma Lerner, Cleveland Clinic Board of Directors and Distinguished Campaign Chair

Our campus is home to the Lerner College of Medicine, established in 2002 by Alfred and Norma Lerner. The curriculum, emphasizing team-based problem solving and laboratory-based discovery, prepares clinicians for a career in research *and* patient care. Our students also take humanities and arts courses to develop mindful reflection on what it means to be a doctor and awareness of the rich context of caregiving.

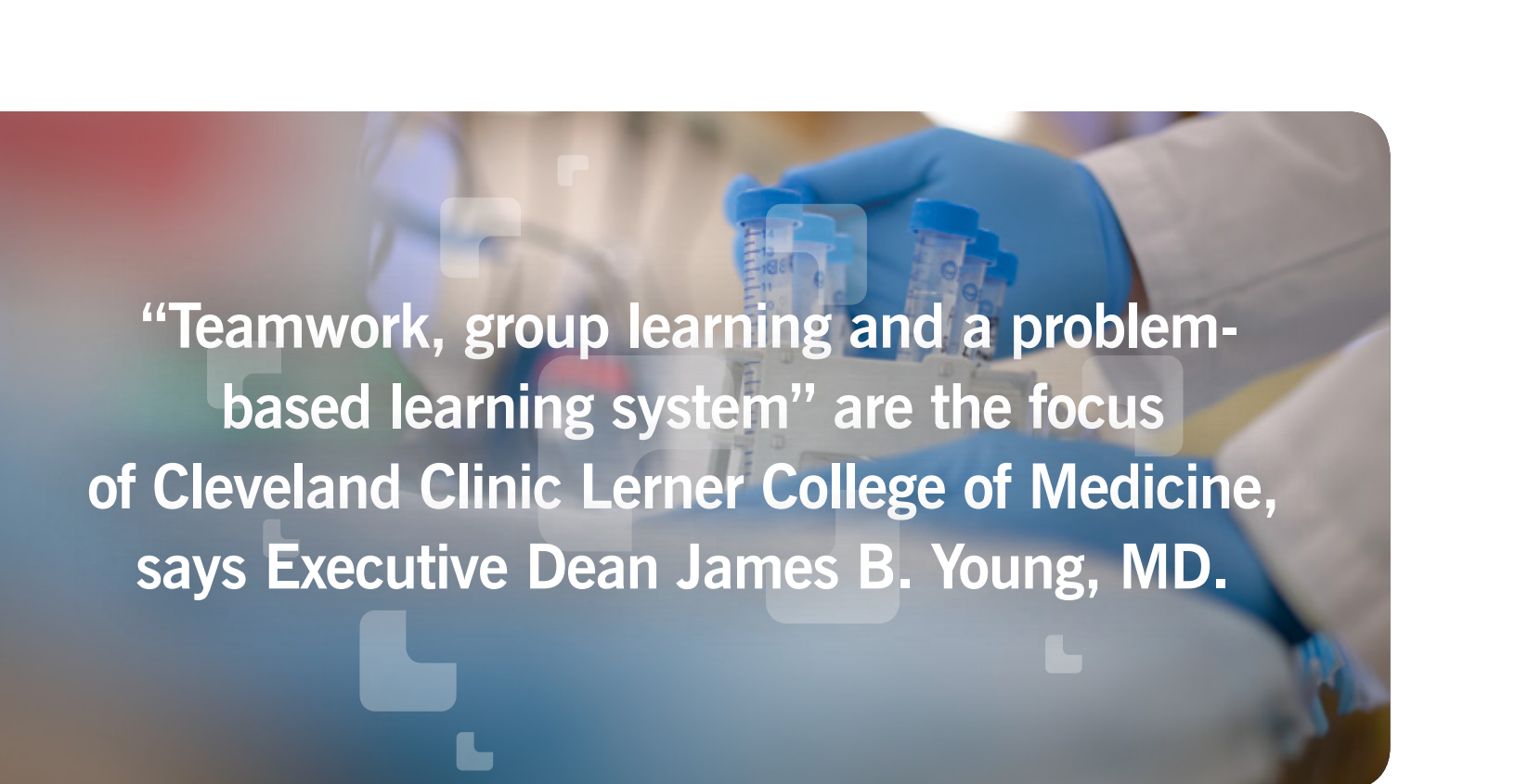
Our five-year program, one year longer than most medical schools, emphasizes self-directed learning. That *One* extra year makes a real difference in the quality of our graduates, allowing them to move into residency training programs at the country’s most prestigious academic medical centers, including Cleveland Clinic. In fact, every member of the Class of 2013 was offered a position at Cleveland Clinic after their training was completed.

Generous gifts can help offset the cost of providing a full-tuition scholarship to each student. Each year, the Lerner College of Medicine receives nearly 1,700 applications for 32 available positions.

Also in 2013, we forged two important partnerships:

We are working with Case Western Reserve University to build and operate a new health education campus in the heart of our main location. Students from the Lerner College of Medicine and the Case Western Reserve University School of Medicine will learn and





“Teamwork, group learning and a problem-based learning system” are the focus of Cleveland Clinic Lerner College of Medicine, says Executive Dean James B. Young, MD.

Photo Credit: Russell Lee

explore at these facilities, which also are expected to become hubs for international medical education and faculty training.

We have an affiliation agreement with Ohio University and its Heritage College of Osteopathic Medicine to open an extension campus of Heritage College on our South Pointe Hospital campus in Warrensville Heights. Through this affiliation, Cleveland Clinic and Ohio University are addressing a serious shortage of primary care physicians in Ohio, particularly in underserved urban and rural areas.

Additionally, Cleveland Clinic offers extraordinary medical education for interns, residents and fellows. Ours is among the four



largest graduate medical education programs in America, training more than 800 residents, fellows and advanced fellows annually.

Worldwide, nearly 9,000 Cleveland Clinic alumni are practicing medicine. And more than 96,000 medical professionals participate annually in Cleveland Clinic’s continuing medical education programs, with 10 percent attending from outside the United States.

thirteen

“We are combining the strengths of two outstanding institutions to address the upcoming shortage of primary care physicians and to focus on the needs of the patients and communities of northeast Ohio.”

—Brian Donley, MD, Chief of Staff and Clinical Operations



The Power of Every *One*: Transforming Care

**“Before I had surgery, I was on oxygen
24 hours a day. That was no life at all.
I owe my life to Cleveland Clinic.”**

—Jack Lally, lung transplant patient



Cleveland Clinic is transforming care in profound ways that will influence healthcare practices around the world.

Our electronic medical records give doctors and patients ready access to all of their medical data. Robots deliver supplies throughout the hospital and assist with surgery. IBM's Watson, of *Jeopardy!* fame, is now in our medical school, working with our physicians to provide fast, efficient access to relevant knowledge buried in huge volumes of unstructured data.

Our Center for Personalized Healthcare is showing the value of using customized patient data to diagnose more accurately and treat more effectively.

In the near future, more innovation will include amazing technology to improve

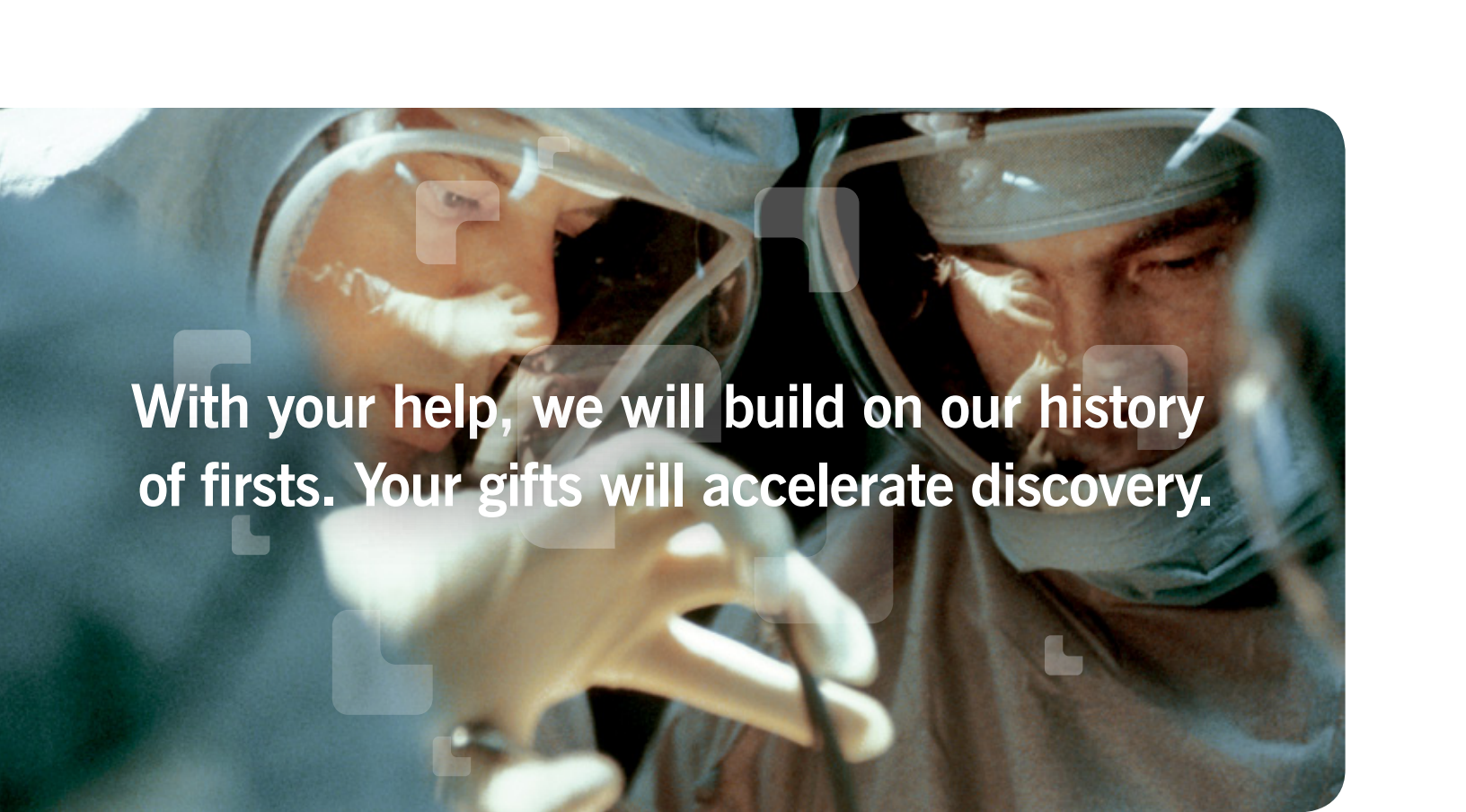
healthcare delivery and lower costs. We envision devices that can wirelessly transmit a person's blood glucose levels to a healthcare provider, eliminating finger sticks and making it easier for patients to manage their illness and avoid emergency room visits and hospitalizations.

Other promising technology on the horizon:

Micro Electrical Mechanical Systems (MEMS).

Cell-sized machines soon may rove through your vascular system, trawling for cholesterol or hunting down cancer cells. Our BioMEMS lab is working on tiny biochips that will perform pressure sensing, imaging, drug delivery and tissue sampling from the tip of a catheter.

Breath Analysis. *Diseases of the lung, liver, kidney and heart all leave traces in the breath.*



With your help, we will build on our history of firsts. Your gifts will accelerate discovery.



Devices are now being tested at Cleveland Clinic to detect lung cancer, asthma and other conditions through a patient's breath.

Cleveland Clinic has an array of technologies in development, and we need additional resources to speed these life-saving devices from the lab bench to our patients. We used to be able to rely on government funding, but in the last decade such funding has declined by 20 percent. Without your support, we could lose an entire generation of researchers, whose work could have the potential to save lives and help reduce the cost of healthcare while improving its quality.

It will take philanthropy to advance the most promising research, technology and business ideas that otherwise would not have a chance to benefit humanity.

You make the difference. Be the next *One*.

“We see the course ahead. With the help of our friends and supporters, Cleveland Clinic will lead the way to a new era in healthcare for America and the world.”

—Toby Cosgrove, MD

Since our founding in 1921, Cleveland Clinic has been at the leading edge of healthcare. With wellness initiatives, research that advances patient care and the education of future physician-investigators and primary care doctors, we anticipate issues before they are public concerns and develop original solutions. Every day, our patients show us the true Power of Every *One*. They show us firsthand how important our

work is, and we are excited about the discoveries that we have yet to make.

We have the commitment, the intellectual capital and the right model of medicine to lead the transformation of healthcare. We are lowering costs. We are raising quality. We are putting the patient at the center of the healthcare experience. But we need you to join with other like-minded individuals to support the life-saving research, innovation and care at Cleveland Clinic.

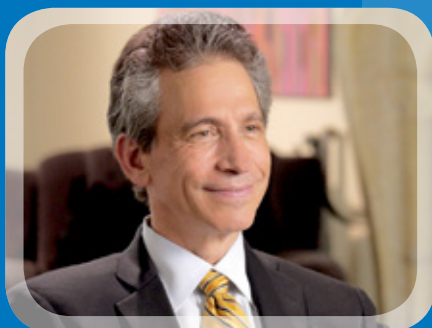
Every gift benefits patients and their families, heightening the level of care we can provide and strengthening our efforts not only to treat disease but to prevent it.

Our time is now. Our window of opportunity is open. For everyone who believes in building a better future for patients everywhere, it's your time, too. Be the next *One*.



“Giving back to the community is so important. This isn’t only giving back to an institution, it’s giving back to patients in northeast Ohio and all over the world through care, through innovation, through research, through education and, most important, by putting the patient first.”

—Larry Pollock, Campaign Co-Chair, Board of Directors



“I’m convinced that this is the moment for Cleveland Clinic. This is the moment when we build on our fantastic 100-year heritage and take a quantum leap. We have the right people, the right processes, reputation and brand. It’s all here.”

—Stewart Kohl, Campaign Co-Chair, Board of Trustees

“Cleveland Clinic is about humanity and kindness, caring for people. From the doctors to the nurses and all the caregivers, to the red coats who help people find their way. Everything about this place is extraordinary.”

—Norma Lerner, Campaign Distinguished Chair, Board of Directors



“Cleveland Clinic stands alone in patient care, always putting the patient first. Here, humanity is side by side with science. This is a place to come to get *well*. We have a mission, and we can fulfill that mission only with your help.”

—Robert E. Rich Jr., Board Chair, Campaign Emeritus Chair

The Power of Every *One* is the power of
your vision and your generosity. The better,
bolder, brighter future of healthcare
begins with *One* action. And, together,
nothing is beyond our reach.



The Power of Every *One*.
CENTENNIAL CAMPAIGN

Cleveland Clinic Philanthropy Institute
216.444.1245 | clevelandclinic.org/giving