



University Hospitals

ACHIEVEMENTS IN HEALTH CARE, MEDICAL SCIENCE AND PHILANTHROPY

FALL 2020

LEGACY





Arthur F. Anton
Chair
University Hospitals Board of Directors



Cliff A. Megerian, MD
President
University Hospitals

At University Hospitals, every minute of every day is an opportunity to make a difference in the lives of others.

This issue highlights the positive impact Tom Zenty has had on our community by consistently reinforcing UH's underlying mission and vision. By making these foundational principles the focus for all of UH's decision making, he has maintained the organization's 154-year legacy of compassionate care while elevating UH's stature as a world class health system. Tom has continually emphasized the significance of keeping our patients' needs at the forefront, demonstrating fierce commitment to our values and encouraging our 28,000 caregivers to find daily opportunities to make a difference.

Importantly, this tremendous impact occurred while navigating the rapidly evolving health care industry. Over the last two decades alone, our generous community contributed more than \$2 billion, providing funds to support system, program and research growth that have significantly improved access to care. UH has also aligned around a new narrative that focuses on preventive care strategies and population health management, which is enhancing patient satisfaction and fueling process improvements to help lower overall health care costs. As an anchor institution, UH has leveraged its impact to revitalize and invest in the economic vitality of our region, serving as a model for other organizations across the nation.

Whether as a caregiver at the bedside, through medical research that innovates care therapies, or working with our philanthropic partners to expand care, our UH community's collective span of impact is far-reaching.

We congratulate and thank Tom for his visionary leadership that has been pivotal in transforming UH into one of the country's premier health systems. Under Tom's guidance, UH has demonstrated its ability to make significant positive impact while keeping front and center its mission: **To Heal. To Teach. To Discover.** Tom's influence runs deep through our organization and he's accomplished so much over his long and illustrious career, but unquestionably his crowning achievement has been successfully leading UH through a global pandemic.

We are humbly honored to carry on Tom's legacy and thank you for joining with us on this journey.

Sincerely,

A handwritten signature in black ink that reads "Arthur F. Anton". The signature is written in a cursive style.

A handwritten signature in black ink that reads "Cliff Megerian". The signature is written in a cursive style.



contents

Thomas F. Zenty III
Chief Executive Officer
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Chief Clinical & Scientific Officer,
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DEPARTMENTS

- 4 From UH Board Chair Art Anton & UH President Cliff Megerian, MD**
- 2 Highlights**
- 14 Advances**
- 26 Philanthropic Spirit**
- 29 A Parting Reflection from UH CEO Tom Zenty**
Community is in Our DNA

FEATURES

- 4 A Career Beyond Compare**
After Nearly 20 Years at the Helm, Beloved UH CEO Tom Zenty is Poised to Pass the Baton
- 10 Year of the Nurse**
A Celebration, a Challenge and a New Chapter - What 2020 Has Meant for UH Nursing
- 16 A New Partner in Men's Health**
Visionary Support from Sandy and Sally Cutler Launches a New Model of Care in Men's Health
- 20 Impact: Transforming Lives Forever**
Special Look at the Patients, Families and Communities Impacted by the UH Mission
- 24 Diamond: Charitable Gift Planning**
Endowed Positions, Enduring Legacy

PETER PRONOVOST, MD, PHD, NAMED A TOP 25 INNOVATOR

Modern Healthcare named Peter J. Pronovost, MD, PhD, UH Chief Quality & Clinical Transformation Officer, a 2020 Top 25 Innovator for the transformational work he spearheaded to remotely monitor emergency department patients who tested positive for COVID-19 and were discharged home.

Long recognized throughout the industry for his expertise and innovation in patient safety and quality, Dr. Pronovost led a team earlier this year to pilot a secure telehealth solution that helped convince Medicare to revise its payment policies for remote monitoring.

A device worn on the patient's wrist monitors oxygen levels, breathing and heart rate, and continuously measures body temperature. The tool is combined with an app that prompts users to input information such as possible fevers or shortness of breath.



Peter J. Pronovost, MD, PhD

"The pandemic has fueled tremendous innovation and collaboration, as teams across the country have joined together to respond to COVID-19," said Dr. Pronovost. "To me, the challenge is to keep this spirit of innovation and cooperation alive in a post-COVID-19 world."

ACCOMPLISHED LEADER APPOINTED FOR UH PHYSICIAN CLINICAL NETWORK



Christopher N. Miller, MD, MS

A foundational hallmark of UH is the shared North Star followed by our clinicians: excellence in patient care.

The UH Clinical Network (UHCN) harnesses the strengths of our inter-professional clinical team and facilitates a model of service delivery in which all clinical disciplines are united toward systemness and value. Opportunities to advance practice growth and optimize clinical integration across the UH system led to the selection of Christopher N. Miller, MD, MS, as President of UHCN.

"Chris' new role is of great strategic importance as we re-ignite our physician organization and navigate our clinical enterprise cautiously through the COVID-19 pandemic," said Eric H. Beck, DO, UH Chief Operating Officer. "Chris and his team are maximizing UHCN performance through optimal recruitment, management and employment of physicians and other clinicians and practice support staff."

UHCN's pioneering administrative and operational model is designed to support and enhance the alignment of clinical operations across the UH system to drive and enhance value – for patients, providers, payers, employers and our communities.



UH's 2019 Annual Report and Report on Philanthropy are now available to view online at UHGiving.org/publications.

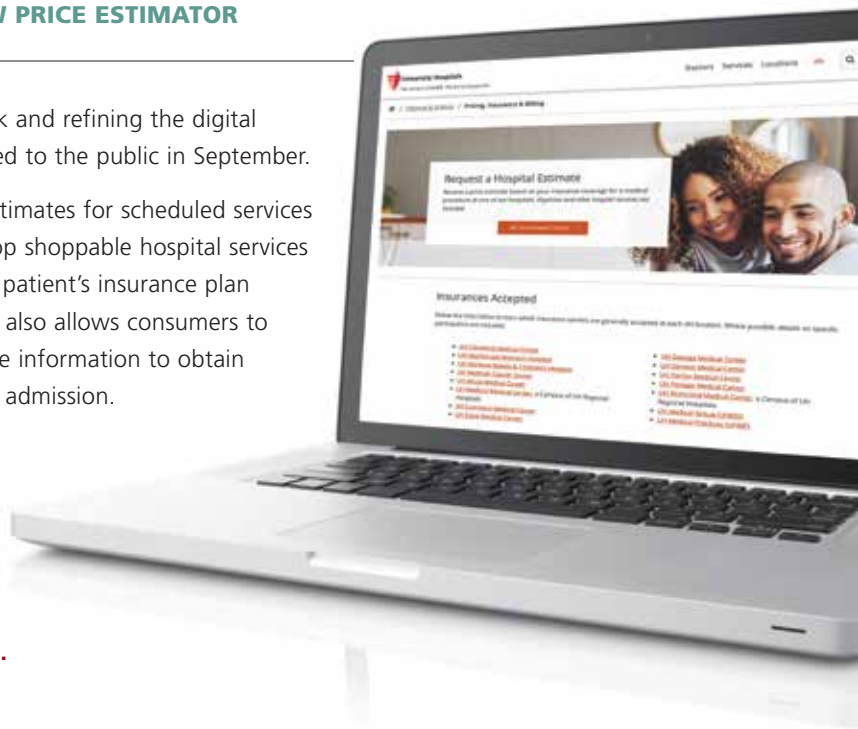
CALCULATE FINANCIAL RESPONSIBILITY WITH NEW PRICE ESTIMATOR

After pilot testing by UH caregivers, gathering user feedback and refining the digital platform, an online UH Hospital Price Estimator was launched to the public in September.

The Hospital Price Estimator offers consumers self-service estimates for scheduled services of their personal financial responsibility and includes UH's top shoppable hospital services by facility. The tool itemizes out-of-pocket costs based on a patient's insurance plan benefits, including deductibles, co-pays and co-insurance. It also allows consumers to run a self-pay/uninsured estimate without entering insurance information to obtain the overall cost of a service, procedure or planned inpatient admission.

Developed and powered by Experian, the tool will improve the health care experience for patients by helping them understand estimated hospital costs to support informed decision making, and aligning UH with federal price transparency requirements.

Explore the new tool at UHhospitals.org/PriceEstimate.



UH CONFRONTS RACIAL INEQUITY AND INJUSTICE

The UH Social Justice & Equity team, comprising hospital leaders, providers, researchers and caregivers from diverse backgrounds and disciplines, has been formed to identify novel and practical ways to understand, explain and solve challenges of racial inequity and injustice within the UH system.

The team is fostering research-based policy, data-driven education and advocacy campaigns, in addition to innovative change initiatives. UH is working to build an anti-racist environment that ensures equity and justice for the diverse communities we serve.

More than 115 UH caregivers volunteered to serve on subcommittees that are exploring and developing strategies for eliminating unconscious racial practices and promoting inclusivity.

“University Hospitals has always understood that diversity and inclusion must be core values of our health system,” said UH President Cliff A. Megerian, MD. “Recent national and local events prove that we have more work to do to address racism. We must be diligent in our own attempts to advance equity in the workplace and insure equitable care and treatment for all.”

The UH Social Justice & Equity team at UH Cleveland Medical Center in January 2020





A CAREER BEYOND COMPARE

"You have to be passionate about what you do, particularly in health care. It's not easy work, but the impact transcends everything else – what we're doing changes lives."

- Thomas F. Zenty III

Last fall, University Hospitals announced the planned retirement of longtime CEO, Thomas F. Zenty III, under whose leadership UH has grown to a super-regional academic health system with a national reputation for the highest-quality care. His nearly two-decade tenure will come to a close on January 31, 2021.

"When I came to UH 18 years ago, I had no idea what this hospital would come to mean to me," shared Tom, who, prior to UH, held leadership roles at health systems in California, Arizona, New Jersey and Connecticut. "I think UH is among the finest integrated health systems in the world, as a result of our extraordinary caregivers, the quality of care we provide, our research and teaching capabilities and our philanthropic community."

During Tom's tenure, UH invested in the construction, renovation and expansion of facilities, physician and nurse recruitment, advanced technologies and programmatic growth. His efforts earned him the prestigious Warren Bennis Award for Excellence in Leadership from the Global Institute of Leadership Development in 2015, as well as recognition among Modern Healthcare's "100 Most Influential People in Healthcare" and the Northeast Ohio Business Hall of Fame.

Known for his tireless work ethic, it's common for Tom to keep 90+-hour weeks. But the work, he says, is far from a chore. "I am committed to UH because I love what I do," he explained. "I believe in UH and everyone associated with our health system. I don't come up for air very often, but when I stop and think about it, it really has been an amazing experience."

BUILDING CONNECTIONS

Among the first to reach out to Tom when he arrived at UH were Iris S. and Bert L. Wolstein. "We saw something in Tom very early on. We just knew he was going to move UH forward in a big way and we wanted to be a part of it," said Iris, who, with her late husband, made an unprecedented gift of \$25 million to UH and Case Western Reserve University in 2003, fueling medical research and innovation and helping to launch the Discover the Difference Campaign. "By leaps and bounds, Tom surpassed any expectations and hopes Bert and I may have had back then. His dedication, as a leader and a friend, is unparalleled and I'm thrilled he is planning to stay in Cleveland."

CONTINUED ON PAGE 6...



2003

*Dedication of the Wolstein Research Building
(from left: Bert and Iris Wolstein; Tom Zenty)*



2016

*Society of 1866 Celebration
(from left: Daniel I. Simon, MD; Karen Mole;
Fred C. Rothstein, MD; Roe Green; Tom Zenty)*

Since then, Tom has built many close relationships with colleagues, donors, board members, community leaders and patients. His humble nature, explained philanthropist Roe Green, sets Tom apart from other business leaders. "Tom has many exceptional qualities, but the absolute best is his authenticity," she said. "He lives and breathes the UH mission and, at all times, is looking for partners and friends who will join him in pursuit of the mission."

Tom's passion and commitment have proven invaluable in more ways than one, according to Shelly Adelman, longtime chair of the UH Development Committee. "Tom has been pivotal to the hospital's fundraising efforts," he said. "Before we launched Vision 2010, consultants estimated we could raise maybe \$225 million. But they underestimated two things: the generosity of our community and Tom's ability to inspire transformational giving. The community came together in a powerful and profound way, far exceeding what anyone thought possible." Building on Vision 2010, the Discover the Difference Campaign, led by Shelly and co-chairs

*Discover the Difference Campaign Celebration
(from left: Sherri Bishop, UH Chief Development Officer;
Tom Zenty; Monte Ahuja; the late Jack Breen; Shelly Adelman)*

2017



Monte Ahuja and the late Jack Breen, went on to raise more than \$1.5 billion.

The importance of fundraising is not lost on Tom. "Health care is evolving rapidly in ways that are good for our patients, but place increasing importance on philanthropy as an investment in our mission, vision and values," he said. "I learned early in my career that successful fundraising isn't about asking for money. It's about personal connections and finding that nexus where a donor's passion and the hospital's needs overlap. There, it's not about giving and receiving money, it's about making an impact."

"So much of UH's growth and progress is because of Tom's efforts to serve the community," said Karen Mole, longtime patient and advocate for UH Elyria Medical Center. "UH has always been a hospital for the people, but Tom really takes that to heart. He believes patients throughout Northeast Ohio should have quality care close to home so he led a magnificent expansion of the health system that brought UH to the people."

THE ZENTY ERA

UH has accomplished much under Tom's stewardship. In fact, UH Lifetime Trustee and former board chair Monte Ahuja describes Tom's record as staggeringly inspiring. "Marked by expansion, quality improvements and fundraising success, Tom's tenure added numerous milestones to UH's history. The health system is entirely indebted to him."

Vision 2010

A system-wide strategic plan, Vision 2010 realized four state-of-the-art projects: UH Ahuja Medical Center; Quentin & Elisabeth Alexander Level IV Neonatal Intensive Care Unit; Center for Emergency Medicine and the Marcy R. Horvitz Pediatric Emergency Center; and UH Seidman Cancer Center.

Discover the Difference

UH's nationally-recognized campaign, Discover the Difference forever transformed the health system. Propelled by extraordinary philanthropy, the comprehensive campaign exceeded its original goal in 2012 and went on to raise an historic \$1.51 billion to expand services, support recruitment and training, and endow clinical and research programs for future generations.

UH Rainbow Center for Women & Children

Opened in Cleveland's MidTown neighborhood in 2018, the UH Rainbow Center for Women & Children extends the system's commitment to community-based care. The center embodies UH's model to transform health and wellness by improving access to care and addressing social factors that positively affect health.

Regional Expansion

Over the past five years, UH has welcomed numerous community hospitals into the UH health system, including in Parma, Elyria, Westlake, Portage and Ashland. Today, UH is an integrated network of 18 hospitals and more than 50 health centers and outpatient facilities located across 16 counties.

Leadership Development

A system-wide priority to build employee leadership skills led to the creation of the UH Leadership Institute, reinforcing the hospital's commitment to career progression and professional development, and ensuring thoughtful succession planning. Today, nearly 80 percent of promotions come from within the system.

CONTINUED ON PAGE 8...



2019

Announcement of the Oxford-Harrington Rare Disease Centre, a pioneering alliance between Harrington Discovery Institute and the University of Oxford



2018

Ribbon cutting for the UH Rainbow Center for Women & Children, a visionary approach to community-focused care



2016

Celebration of UH's 150th Anniversary, commemorating the health system's timeless mission to serve the community

"Tom is the most inspiring and visionary CEO in UH history. Being named his successor is truly humbling."

- Cliff A. Megerian, MD



SAFEGUARDING UH'S FUTURE

Though retiring is not in his character, Tom started thinking about succession planning several years ago. "I would do this job forever if I thought it was best for the hospital, but leadership isn't about having or holding on to power or authority," he said. "It's about creating an environment in which our caregivers and researchers can achieve their highest potential and building a culture that prioritizes the needs of our patients and communities. To do that, it's important to bring in new leadership after almost 20 years of service."

*Christopher M. Connor, former chair,
UH Board of Trustees (left) and Tom Zenty*

2006



The UH Board is deliberate when it comes to succession planning, explained board member and former chair Christopher M. Connor. "UH has always followed a disciplined process for senior leadership recruitment," he said. "We successfully followed that playbook to recruit Tom Zenty in 2003, and are equally confident we made the best choice this time for UH, our patients and our community."

Cliff A. Megerian, MD, President, University Hospitals, will succeed Tom as CEO on February 1. "Cliff is an accomplished physician and scientist," said Art Anton, Chair, UH Board of Trustees. "We believe his keen insight into health care strategy and trends will serve our health system well going forward."

Dr. Megerian considers it a unique honor to succeed the man he has called mentor, colleague and friend. "Tom set a high bar for our health system," he said. "We will build on the strong foundation of excellence he put in place and strive to take UH to new heights."

Throughout 2020, the two leaders worked closely to ensure a smooth transition. "Cliff has the clinical, academic and operational experience that this role requires," said Tom. "But most importantly, he has a deep appreciation for the character of UH. I have no doubt that our mission, our patients and our caregivers will be in good hands."

Tom Zenty and his mother, Edna (2013)



Edna & Thomas F. Zenty Cardiac Intensive Care Unit



The Zenty Family: Edna, Tom and Thomas Sr. (2009)

Fully Committed

The UH vision – *Advancing the Science of Health and the Art of Compassion* – has always been a powerful statement to Tom Zenty. And when he experienced it in action in 2012, it only rooted itself deeper.

“My dad passed away from complications of heart disease, but he received the most compassionate care you could hope for,” shared Tom, who, in honor of his father, made a generous gift to UH Harrington Heart & Vascular Institute. “I am endlessly grateful to his care team; I saw them live the UH vision and values firsthand.”

Named for Tom’s parents, the Edna & Thomas F. Zenty Cardiac Intensive Care Unit cares for more than 2,200 patients annually and is known for its deep commitment to patient-focused care. It also maintains a highly supportive interdisciplinary learning environment and is a significant source for cardiac research and clinical trials.

“Tom deeply cares about this health system and its future. He is committed on every level, including philanthropically,” said Daniel I. Simon, MD, UH Chief Clinical & Scientific Officer and President, UH Cleveland Medical Center.

When Tom’s mother passed away in 2018, he again turned to philanthropy. Through his generosity, Edna’s compassionate and giving spirit is memorialized in the Angie Fowler Adolescent & Young Adult Cancer Institute at UH Rainbow Babies & Children’s Hospital. 🍷

“Tom’s unwavering dedication to our patients, our caregivers and our community is incredibly motivating.”

- Daniel I. Simon, MD



YEAR *of the* NURSE

This year has been a meaningful one for UH nurses: The World Health Organization declared 2020 the “Year of the Nurse” in honor of the 200th anniversary of Florence Nightingale’s birth and to celebrate the critical role nurses play in health care; the COVID-19 pandemic presented unfathomable challenges as well as much deserved recognition for nurses everywhere; and 2020 marked a new era for UH Nursing, as the team pursues a bold new plan for the future.

EVOLVING THE VISION



In 2019, the UH Nurse Executive Council engaged nurses system-wide to plan the next chapter of UH Nursing. One of the key outcomes was a new and powerful vision statement - *UH Nurses empower, advocate and innovate to achieve excellence in human caring.*

“This vision encapsulates the many roles and priorities of UH nurses,” said interim UH Chief Nursing Officer Jennifer Carpenter, RN, MSN. “With it, we crafted an inspiring strategic plan and a new leadership model that unifies our nursing staff while building on the strengths of our regional markets.”



Under the leadership of the System Chief Nurse Executive, three Associate Chief Nursing Officers (Associate CNOs) now oversee UH’s East, West and Academic Markets.

“This new structure is the next step for UH Nursing,” said **Ashley Fertig**, RN, MSN, MHA, East Market Associate CNO. “There are more than 7,000 nurses across the system. We are coming together in a whole new way and strengthening the collective voice of nursing. And, without a doubt, we are improving the patient experience.”

“I came into nursing to serve others and feel fortunate to now work in service to my fellow UH nurses,” noted **Ben Farber**, RN, DNP, CNL, West Market Associate CNO, who began his career as an oncology nurse. “UH Nursing wants to build greater unity across the system while also honing the unique cultures within each region and the individual skills of our nurses. This strategy has the potential to transform the nursing profession as well as bedside care.” CONTINUED ON PAGE 12...

“My fellow nurses are like family. I’m grateful UH is nurse-oriented and gives them the credit, respect and recognition they deserve.”

Alexander Rokakis, RN, BSN,
UH Rainbow Babies & Children’s Hospital



“I started at UH as a nursing assistant and now I’m a nurse practitioner. UH is abundantly supportive of nurse education and advanced credentials.”

Corie Peterson, FNP, UH Tri-City
Family Medicine Avon



CULTIVATING EXCELLENCE

To build a strong leadership pipeline, the UH Nurse Leader Center was also established. Among the center's offerings are training programs for nurse managers and nursing residents, an upcoming CNO Boot Camp and the new Nursing Leaders for Impact fellowship, which will feature individualized development plans for each fellow and one-to-one mentorship with a nurse leader.



The new center is an exciting enhancement to UH's existing nursing education efforts and furthers the system's culture of nursing excellence, explained **Holly Ma**, RN, BSN, MS, Marian Shaughnessy Endowed System Director of Nursing Education. "Nurses drive our patient outcomes, so it's critical to invest in their development and improve their readiness for both formal and informal leadership positions," she said. "To advance the profession, it's integral that we keep educating ourselves."



In addition to leadership training, UH supports continued learning for nurses. These credentials demonstrate a nurse's expertise and depth of knowledge while also benefitting their career advancement.

To further advance the practice of nursing, UH is also prioritizing innovation and research. In August, the system hosted its first Nurse Innovation Day and, in the near future, hopes to establish a Center for Innovation and Nurse Research.

"There is a lot of great work being done by UH nurses to transform patient care and improve community health," said **Jason Pirtz**, RN, BSN, MBA, Academic Market Associate CNO. "Nurses have always been key members of the care delivery team, but UH is taking great strides to further enhance the impact our nurses make from the bedside to the board room."

The Year of the Nurse officially comes to a close next month, but for Cliff A. Megerian, MD, President, University Hospitals, the celebration of UH nurses will carry on. "Our nurses are the heart of the health system," he said. "I am proud of all they have accomplished and am excited for what the future has in store for UH Nursing." 🍷



"Every day, my colleagues inspire me to be better. I've been an LPN for the last 20 years and, with UH's support, am going back to school to be a registered nurse."

Chionne Singleton, LPN,
UH Rainbow Center for Women & Children



“I have endless pride in my team. COVID-19 has not been easy, but we’ve learned that when we come together, we are stronger than any pandemic.”

Sarah Marino, RN, Nurse Manager,
UH Ahuja Medical Center Emergency
Department and UH Twinsburg
Urgent Care Center



FULL CIRCLE

Lynn Ulatowski

Six years ago, Dr. Lynn Ulatowski was diagnosed with a progressive heart disease.

Doctors at another hospital system implanted an internal defibrillator, but early this year, her health began to quickly decline. In July, the Ursuline College professor of biology was placed on life support at UH Cleveland Medical Center.

Less than 72 hours later, Lynn was matched with an organ donor and underwent a successful heart transplant. After surgery, she realized there were some familiar faces among her caregivers – four of her former students, now UH nurses, were there to assist with her recovery.

“It was absolutely an incredible experience,” said Lynn. “When I saw those young women and how confident and caring and compassionate they were, it brought me to tears. I never imagined I would benefit so directly from my own instruction.”

Anxious to get back to teaching, Lynn began training the next generation of nurses through a virtual class from her hospital bed. “Now more than ever, the world needs more nurses,” shared Lynn. “And I know, both professionally and personally, that great nursing makes all the difference in patient care.”



“I learned early on that nursing isn’t about you, it’s about the patient. When you’re a nurse, you’re there to serve.”

Carlton Moncrieffe, RN, BSN,
UH Seidman Cancer Center



FIRST CLASS OF HARRINGTON UK RARE DISEASE SCHOLARS ANNOUNCED

There are 7,000 known rare diseases, yet only five percent have an approved treatment. Addressing this unmet need is the primary goal of the Harrington UK Rare Disease Scholar Award program, an international effort from Harrington Discovery Institute at University Hospitals and its registered United Kingdom charity, Fund for Cures UK.

Last month, the first five Harrington UK Rare Disease Scholars were announced. Each awardee will receive grant funding and drug development support to advance their research. They will also have access to the Oxford-Harrington Rare Disease Centre, the cornerstone of the transatlantic partnership between UH and the University of Oxford.

Designed to develop the best breakthrough discoveries in UK science, the award program complements Harrington Discovery Institute's rare disease initiative in the U.S., coordinated in partnership with the major pharmaceutical company Takeda.

STUDY FINDS AIR POLLUTION MAY PLAY A ROLE IN CARDIOMETABOLIC DISEASES

New research published in the Journal of Clinical Investigation shows air pollution may play a role in the development of cardiometabolic diseases, such as diabetes. Researchers also found that air pollution increases the risk of other potentially fatal health problems like heart attack and stroke.

"We created an environment that mimicked a polluted day in New Delhi or Beijing," said Sanjay Rajagopalan, MD, first author on the mouse model study, Chief of Cardiovascular Medicine and Herman K. Hellerstein, MD, Chair in Cardiovascular Research at UH Harrington Heart & Vascular Institute. "The good news is that these effects were reversible, at least in our experiments. Once the air pollution was removed from the environment, the mice appeared healthier and the pre-diabetic state seemed to reverse."

Dr. Rajagopalan and his team believe it is important to address the environment as a population health risk factor and continue to diligently research these issues. The authors also note these findings should encourage policymakers to enact measures aimed at reducing air pollution.



Sanjay Rajagopalan, MD



Quintin Pan, PhD

UH RESEARCHERS DISCOVER POTENTIAL NEW TREATMENT FOR HEAD AND NECK CANCERS

Researchers at UH Cleveland Medical Center are leading the way in identifying how various strains of the human papillomavirus (HPV) behave on a genetic level, unlocking the potential for development of novel treatments for head and neck cancers. HPV, a sexually transmitted disease with more than 200 viral strains, has replaced tobacco and alcohol use as a primary risk factor for oropharyngeal cancer.

“HPV deactivates two anticancer genes, which normally repair or kill abnormal cells,” said Quintin Pan, PhD, Deputy Director for Research and Dr. Lester E. Coleman, Jr. Chair in Cancer Research and Therapeutics, UH Seidman Cancer Center.

In a recently published study, Dr. Pan and his team showed that HPV proteins interact with a host protein to block activation of two anticancer genes. They realized that disrupting this interaction may be a simple way to release the protein and reactivate the anticancer genes.

One of only seven centers in the nation with National Cancer Institute-designated Phase I and Phase II trials for new drugs, UH Seidman Cancer Center is committed to advancing cancer therapies through innovative research.

ROLLING OUT A VAN FOR WELLNESS

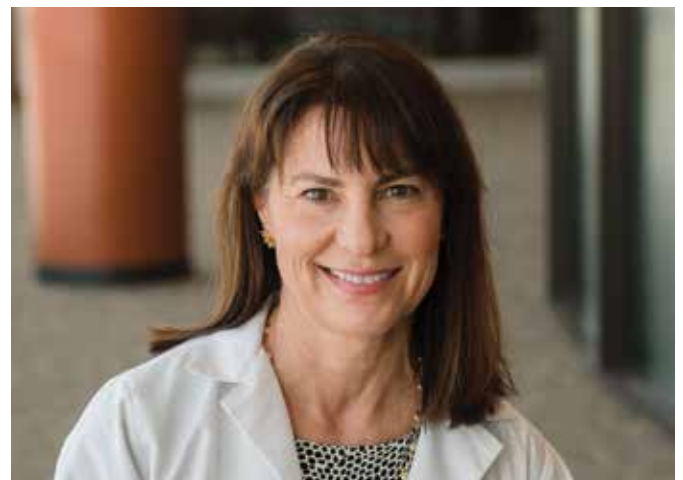
A new UH Wellness Van is bringing breast cancer screening and other essential health services to locations across Northeast Ohio. The 38-foot Winnebago is outfitted to provide tomosynthesis (3-D) mammography. Screenings for metabolic and cholesterol levels, blood pressure, diabetes and osteoporosis are also offered.



The UH Wellness Van will visit wholly owned UH sites that do not have breast screening available. Two mammography technologists and a coordinator staff the van, ensuring proper physical distancing and cleaning for patient safety. Once pandemic restrictions lift, the van will visit health fairs and UH corporate events.

“When compared to a standard mammogram, 3-D imaging finds 41 percent more invasive breast cancers and fewer patients need to return for unnecessary additional screens,” said Donna M. Plecha, MD, Chair, UH Department of Radiology and Ida and Irwin Haber and Wei-Shen Chin, MD, Chair in Radiology. “I am excited we are able to use the Wellness Van to reach more patients in the community. Earlier-stage and smaller cancers are much easier to treat and cure, and that is why screening is so important – it saves lives.”

Companies and communities can request the van by emailing [Coordinator Nicole.Edwards@UHhospitals.org](mailto:Coordinator.Nicole.Edwards@UHhospitals.org).



Donna M. Plecha, MD

A NEW PARTNER IN *Men's Health*

For generations, traditional gender norms have demanded men exhibit strength while the American work ethic has long prized hustle and sacrifice. Though most men wish to live long, active lives, these outside pressures tell them they lack the need or time for health care. And, as a result, men tend to view health and wellbeing as worries for another day. Evolving this mindset and improving men's health outcomes are the twin goals of the new Cutler Center for Men's Comprehensive Care.

Architectural rendering of the UH Ahuja Medical Center Phase 2 expansion (September 2020)





“At UH, there is an existing philosophy of collaboration and team-based care. The Cutlers experienced that firsthand and were inspired to get involved.”

- Lee E. Ponsky, MD

Men have unique health needs. They have higher rates of cancer, diabetes, cardiovascular disease and high blood pressure than women and are at twice the risk of having a heart attack.

And some medical issues in men, such as erectile dysfunction, can actually be a symptom of other health issues such as cardiovascular disease.

Research shows, however, that men defer care until they are very sick, assuming they seek care at all. Less than half have a primary care provider and one in two men forgo an annual physical. As a result, few men receive regular preventive care, allowing health issues to go unnoticed and screenings to be missed. Today, 50 percent of men have been diagnosed with one or more chronic conditions, such as diabetes or heart disease.

“Statistics in men’s health are bleak; compared to women, they have higher death rates in 14 of the top 15 leading causes of death and have a shorter life expectancy by about seven years,” said Lee E. Ponsky, MD, executive director of the new Cutler Center; Chair, Department of Urology and UH Urology Institute; Leo and Charlotte Goldberg Chair in Advanced Surgical Therapies, Master Clinician in Urologic Oncology, UH Cleveland Medical Center; Professor of Urology, Case Western Reserve University School of Medicine. “Biology plays a role, but there are also behavioral differences that negatively impact men’s health. To improve outcomes, we have to change the way men view and value their health and wellbeing.”



CONTINUED ON PAGE 18...

AN ACTIONABLE PLAN FOR CHANGE

In 2016, Alexander “Sandy” Cutler and his wife, Sally, were surprised to learn that Sandy was suffering from bladder cancer despite excellent overall health. Over the course of his treatment at UH, however, the former chairman and chief executive officer of Eaton Corporation learned that his story was a common one.

“My UH physician team was beyond outstanding, providing high-quality care and educating us about the realities of men’s health,” shared Sandy. “Up until the day I was diagnosed, I thought I was healthy because I was active and felt good.”

In the fall of 2019, the Cutlers made a visionary \$15 million gift to help UH revolutionize the way men seek and address their health care needs. Through their tremendous generosity, UH established an endowed chair to support research and innovation in men’s health and the new Cutler Center for Men’s Comprehensive Care. A multidisciplinary, system-wide effort, the center will bring together primary care

and specialists in heart disease, urology, digestive health, mental health, orthopedics, integrative health and other key services to motivate men to receive comprehensive care throughout their lifetime. But the plan does not end there. To move the needle, the Cutler Center is redefining men’s health and expanding beyond traditional care.

“The Cutler gift is truly transformative,” said Dr. Ponsky. “Sally and Sandy have an ambitious vision and have partnered with us to make real change. With their support, we are redefining men’s health and developing an entirely new model of care.”

Headquartered on the campus of UH Ahuja Medical Center, the innovative Cutler Center for Comprehensive Men’s Care will be located on the third floor of the free-standing Drusinsky Family Sports Medicine Complex. The center will expand to additional UH locations in the future.

“We are talking about much more than blood pressure checks,” shared Dr. Ponsky. “We want to support men in all aspects of life and offer resources for things like financial planning, mentorship and parenting. We also plan to emphasize mental fitness, which encompasses depression and anxiety as well as topics like emotional intelligence and strengths-based leadership. To make true change, though, we have to think and act differently.”

Sandy and Sally Cutler



THE CASE FOR COMMUNITY-BASED CARE

Shubham Gupta, MD

Intentionally designed as an open, welcoming environment where men can engage and connect with others, the Cutler Center at UH Ahuja will sit in the center of the community and serve as a hub for coordinated men's care, including preventive screenings, chronic disease management and advanced urology services as well as a full range of support services to help them live healthier and happier lives, longer.

"When it comes to health care, you have to make decisions based on evidence and the research tells us that the biggest barriers in men's health are psychological," said Shubham Gupta, MD, Division Chief of Reconstructive Urology and the new Alexander and Sarah Cutler Chair in Men's Health. "Access to care isn't often the problem for men, but where they go for care – whether it's a downtown hospital or a local health center, for instance – matters considerably. A community-based approach is central to UH's men's health strategy."

In addition to its anchor location at UH Ahuja Medical Center, the Cutler Center will reach into communities throughout the UH system through the UH Primary Care Network as well as all major specialized medicine departments. "In medicine, the power of prevention is unparalleled," said Dr. Gupta. "By training UH primary care providers across the region in men's health, we will deliver high-quality care tailored to the male population, helping to keep men healthy and avoid preventable illnesses."



Recognizing that different communities face different barriers, the Cutler Center will focus on community outreach to better understand the local health needs and the unique issues that prevent men from seeking care.

"To serve the community, I believe you have to be in the community," shared Dr. Gupta. "To best serve our patients, we need to bring quality care close to home and then we must work to remove the roadblocks – whether they are physical, emotional, socioeconomic or psychological – that prevent them from accessing that care."

For more information about UH men's health services, visit UHhospitals.org/menscomprehensivecare or call 866-585-8313 to schedule an appointment. 📞



Cutler Center Mission

Redefine well-being through remarkable, personalized programs that provide life-long comprehensive support for all men.

Impact!

TRANSFORMING LIVES FOREVER

hearts of compassion

Lois and Alvin Hahn, long married and in their eighties and nineties, were living a quiet life in assisted living when the COVID-19 pandemic reached Northeast Ohio.

Quarantine restrictions were quickly put in place; to keep the elderly population safe, they were largely kept isolated from the outside world. Beginning in mid-March, Lois and Alvin had little physical interaction with their family, including daughter Kate Asbeck, a member of the UH Board of Trustees.

In July, Lois was admitted to the hospital and tested positive for COVID-19 on admission. Less than two weeks later, she lost her battle with the disease. Then Alvin was taken to the hospital the day after her passing with an unrelated issue where he, too, tested positive for COVID-19.

Though his symptoms were mild, Alvin soon took a turn for the worse. "Dad has little hearing left and we couldn't be with him to explain what was happening. All he saw were strangers in gowns and masks coming in and out of his room all day," shared Kate. "He was grieving, confused and alone – it was just so miserable for him."

The family relied on internist David Liu, MD and the staff at UH Bedford Medical Center to keep them connected.

"Everyone was amazing," said Kate. "Their attention to Dad's physical health, which was so fragile, was outstanding. I got an update from the nurses every day and Dr. Liu went the extra mile to set up video calls so that we could be there for dad's daily exam and to visit with him afterwards."

A fighter, Alvin beat COVID-19. Today, he is back at home in his assisted living facility. "Dr. Liu, the nurses and all the staff deserve so much credit," said Kate. "They put their lives on the line day after day, taking care of patients like my dad, and for that, we are so grateful."



Alvin Hahn

The compassion our caregivers gave our family, amidst all that was going on, made a world of difference, to dad, and to us."

– Kate Asbeck

Trusted Insight and Expert Care at UH Roe Green Center

Throughout the COVID-19 pandemic, the UH Roe Green Center for Travel Medicine & Global Health has served as a trusted source of information and expertise, working tirelessly with colleagues here and around the world to understand, treat and cure this global disease.

Today, UH Cleveland Medical Center is one of about 120 clinical investigation sites taking part in the phase 2/3 global study of the Pfizer Inc./BioNTech SE vaccine against COVID-19. The FDA-approved study is enrolling up to 44,000 adult participants world-wide.

"The need for an effective vaccine is critical in the fight against the COVID-19 pandemic," said Robert A. Salata, MD, Chair of the Department of Medicine at UH Cleveland Medical Center, Program Director of the UH Roe Green Center for Travel Medicine & Global Health and STERIS Chair of Excellence in Medicine. "There is presently no cure for the highly contagious novel coronavirus that causes COVID-19. This trial is especially significant; if proven safe and effective, and the vaccine receives regulatory approval, Pfizer and BioNTech expect to be able to manufacture up to 100 million doses by the end of 2020."

Because of the disproportionate occurrence of COVID-19 among people of color as well as the severity of the disease and higher death rate, UH is ensuring solid representation of this population group is included in its study.

“

Our best plan of attack is to find a vaccine that can help protect people from getting COVID-19 in the first place.

- Robert A. Salata, MD

”

music to mom's ears

The telltale symptoms of ear tugging, fussing and fever are all too familiar to Kiara Herbert. Her daughter, Rodmicka, battled ongoing ear problems from the time she was born.

"Rodmicka had her first hearing screening in the hospital at just two days old," explained Kiara. "She failed the test, which started us on a journey to find a solution."

Kiara learned that her daughter's ears were filled with fluid, causing her to develop ongoing ear infections and hearing problems. After months of no improvement, Kiara sought the help of specialists at UH Rainbow Babies & Children's Hospital.

"Every child's situation is unique. But when it comes to recurrent ear infections – three infections within six months or four within one year – it's time to talk with a specialist," advised Jay Shah, MD, pediatric otolaryngologist with UH Rainbow Babies & Children's Hospital. "Early intervention can help avoid suffering, hearing loss, delayed speech, ruptured ear drum and more."

Although Kiara was nervous about the procedure, she decided that moving forward with ear tubes was the right decision. Today, Rodmicka is a happy, active three-year-old. "I am so happy we went to Rainbow – they truly cared about my daughter's health."



In March, the Jeannette and Frank Zagara Pediatric Specialty Clinic opened at UH Rainbow. The colorful, multispecialty space brings a variety of pediatric specialties into one convenient clinical location for our patients and families.

Well-Orchestrated Care



Martha Baldwin, a native of Alberta, Canada, and cellist in the Cleveland Orchestra since 2001, had been experiencing debilitating headaches, fatigue and blurry vision for more than a year when she switched primary care physicians. During her initial visit with Ewa Bak, MD, an internist at UH Suburban Health Center, Martha felt like a medical professional was listening to her for the first time.

An MRI soon found a large mass pressing on Martha's brain stem. The news was unexpected, but the mother of one found reassurance in her new physician.

"Before calling me with the news, Dr. Bak consulted with UH's head neurosurgeon about next steps," she said, referring to Warren R. Selman, MD, Chair, Department of Neurological Surgery and Harvey Huntington Brown, Jr., Chair in Neurosurgery, UH Cleveland Medical Center.

"She was so supportive and so detailed about what would come next that I never felt really scared. There was comfort knowing that they knew what was wrong and could do something about it."

The day after her 40th birthday, Martha had brain surgery to remove what was ultimately a benign tumor. During her recovery, her then three-year-old daughter fell in love with the hospital. "Zoe would visit and thought the doctors and nurses were amazing," laughed Martha. "When she had tubes placed in her ears a year later, she was so excited that it was her 'turn' to have surgery."

Because of her experience, it was especially meaningful for Martha to join her fellow Cleveland Orchestra musicians in performances at area hospitals – including UH Seidman Cancer Center – during the COVID-19 crisis. "We wanted to do something to give back to our health care community," she said. "UH is a special place, and I hope, on some level, our music helped lift their spirits."

Martha Baldwin (seated, far right) and fellow Cleveland Orchestra musicians performing at UH Seidman Cancer Center in June.



DIAMOND

CHARITABLE GIFT PLANNING

Because We Care



Ernie and Patti Novak with Daniel I. Simon, MD

Among UH's most loyal patients and advocates, Ernie and Patti Novak know a strong, caring and committed leader when they see one. That is why when Ernie began navigating complex heart issues and Patti started her quest to conquer breast cancer, they turned to a trusted friend - Daniel I. Simon, MD, UH Chief Clinical & Scientific Officer and President, UH Cleveland Medical Center.

"Ernie and I have been fortunate to get to know Dan as both a dedicated physician and a supportive friend," shared Patti. "His commitment to providing the best care to every patient, every time is second only to his exceptional leadership skills."

As a testament to their unwavering support of Dr. Simon and the UH mission, the Novaks recently made a generous gift to establish the Ernie and Patti Novak Distinguished Chair in Health Care Leadership. The position, which received additional support from the Dr. Donald J. and Ruth W. Goodman Philanthropic Fund at the Cleveland Foundation, will be awarded in perpetuity to the president of UH Cleveland Medical Center with Dr. Simon as the inaugural appointee.

"Strong leadership is essential to the success of any health care system," noted Ernie, who joined the UH Board of Directors in 1999 and later became the inaugural chair of the UH Cleveland Medical Center Board of Directors. "When Dan came to UH, so many followed him, which is a sign of a true leader. We are thrilled to endow this chair and support in perpetuity strong leadership and a culture of caring at UH."

Since joining UH in 2006, Dr. Simon has asserted himself as a pioneer and innovator in health care. Today, he is responsible for charting the future of UH's academic mission in a changing and challenging environment.

"I am honored and humbled by Ernie and Patti's generosity and for their unwavering support," said Dr. Simon. "They embody the same spirit of giving that founded this health system, investing their time, talent and resources in the community that they love."

Over the years, the Novaks have inspired countless donors to join them in supporting UH. They hope their most recent gift does the same. "We care about others and want to make a difference," they said. "UH shares that commitment, it's that simple."

Endowed Positions, Enduring Legacy

One of the most enduring ways to leave your legacy at UH is by giving to an endowment. Whether you choose to create a new endowment or add to an existing one, your gift is permanently invested, allowing the earnings to support UH year after year.

Endowments at UH support a variety of areas, such as clinical fellowships, lectures and patient care and innovation funds. Especially impactful are endowed directors, chairs and master clinicians – titles that exist forever and can be established in the name of a donor and/or in honor of a loved one, in recognition of a physician or in support of a special program.

Endowed positions are especially meaningful ways to recognize outstanding UH caregivers. Among the most prestigious awards UH physicians can receive, endowed positions are well-known in health care and academia as a top honor reserved for the “best of the best” in their field. With these titles come annual spendable dollars to support the position holder’s highest priorities in clinical care, research and education. For these reasons, endowed positions are highly effective tools in both the retention and recruitment of preeminent physicians and leaders.

Endowed directors, chairs and master clinicians are investments in the future of UH that also provide a real impact today. Denoting excellence in academic research, administrative leadership and clinical innovation, donor-named endowed titles appear alongside the chair holder’s name on research publications, letterhead and other media, building a legacy in which donor families can take pride.

Endowed positions and other gifts of endowment can be made during life or incorporated into estate plans through a will or trust.

The Diamond Legacy Society recognizes and celebrates the generosity of friends and supporters who have made an estate, endowed or other planned gift to University Hospitals.

Join the many who are advancing the legacy of giving from generation to generation. The UH Gift Planning Team would be happy to work with you and your advisors to discuss gift planning strategies and ways you can leave your legacy at UH.

**Call 216-983-2200 or visit
UHGiving.org/GiftPlanning.**

Leave your legacy.
Remember University Hospitals in your estate plans.

Philanthropic Spirit

INSPIRING GIFTS FROM GENEROUS HEARTS

GIFTS OF SERVICE

As the seriousness of COVID-19 became increasingly apparent early this year, UH leaders developed a comprehensive prevention plan to protect the public and slow the spread of the disease. One of the first initiatives undertaken was a large-scale, mask-making effort.

UH found partners from all over Northeast Ohio willing to help, but two Ohio companies took the lead.

Consolidated Solutions, a local promotion and print company and longtime supporter of UH, was among the first to reach out, offering their facilities and employees to support UH's COVID-19 response. "It just so happened that our timing was perfect," said Chief Operating Officer, Matt Reville.

"UH has always been there for our community – this was the least we could do to help their frontline workers."

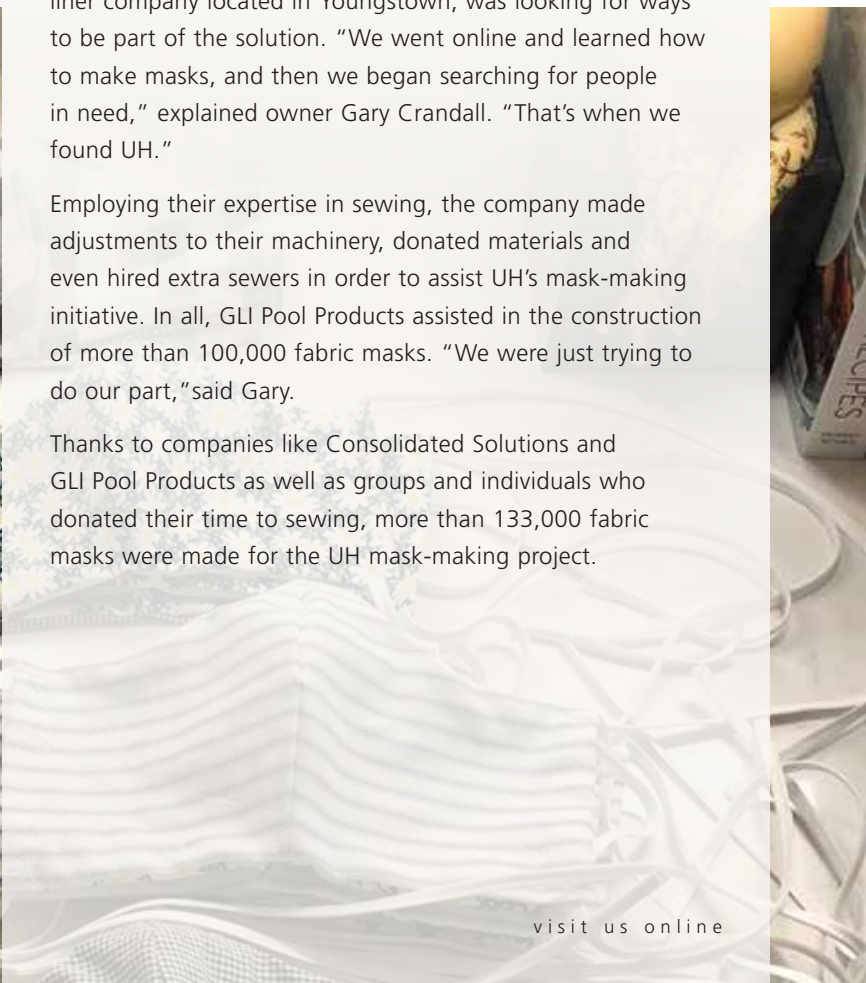
– Matt Reville

UH had received thousands of yards of donated fabric to create masks, but had no means of cutting the material. Consolidated Solutions immediately took on the task. "UH continues to set the standard for the health and safety of our region and our team was proud to partner with them," said Matt, explaining that the company quickly repurposed their equipment and workflow to cut the donated fabric into usable pieces."

Simultaneously, GLI Pool Products, a pool safety cover and liner company located in Youngstown, was looking for ways to be part of the solution. "We went online and learned how to make masks, and then we began searching for people in need," explained owner Gary Crandall. "That's when we found UH."

Employing their expertise in sewing, the company made adjustments to their machinery, donated materials and even hired extra sewers in order to assist UH's mask-making initiative. In all, GLI Pool Products assisted in the construction of more than 100,000 fabric masks. "We were just trying to do our part," said Gary.

Thanks to companies like Consolidated Solutions and GLI Pool Products as well as groups and individuals who donated their time to sewing, more than 133,000 fabric masks were made for the UH mask-making project.



HONORING 25 YEARS OF LEADERSHIP

For a quarter of a century, Kevin D. Cooper, MD, has led the UH Department of Dermatology with dedication, passion and trust. Equal parts physician and scientist, Dr. Cooper's research is highly regarded in the field of dermatology – he has published over 300 papers and publications, discovered a sunburn-triggered cell that changes human skin immunity, developed new therapies for skin lymphoma and co-invented the first FDA-approved biological therapy for treating psoriasis.

As the longest-running department chair in UH history, he made significant contributions to the UH medical group's evolution; however, Dr. Cooper is also known for his commitment to excellence in patient care.

"Dr. Cooper embodies all of the characteristics that make a phenomenal physician," explained longtime patient Henri Pell Junod, Jr. "He is a brilliant researcher and a compassionate doctor."

In recognition of Dr. Cooper's dedication and patient-centric care, Henri made a lead gift to create the Henri Pell Junod, Jr. Chair in Dermatology, with Dr. Cooper serving as the inaugural chair holder. Established in September, the chair was generously supported by Mary and Gordon Harnett, Cynthia Bassett and other grateful patients.

In addition to recognizing Dr. Cooper's 25 years at UH, the Junod Chair in Dermatology holds extra significance as it is the first endowed chair in the UH Department of Dermatology.



Kevin D. Cooper, MD

"It has been a privilege to spend the better part of my career here at UH," said Dr. Cooper. "I am humbled by the generosity of Mr. Junod, the Harnetts and Ms. Bassett. The Junod Chair will allow our department to continue providing the highest level services to the patients we serve."

"It is a true honor to help establish this chair in recognition of Dr. Cooper's amazing commitment to UH and his patients."

– Henri Pell Junod, Jr.



Richard J. Martin, MD,
with a newborn at UH Rainbow
in August 2017

DECADES DEVOTED TO CLEVELAND'S NEWBORNS

Over the course of nearly five decades at UH Rainbow Babies & Children's Hospital, neonatologist Richard J. Martin, MD, has touched the lives of thousands of families. And many, he said, keep in touch.

"A young teacher from Nashville just emailed me," he shared. "She was one of my preemies and now she's in her 30s and having a baby of her own. I hear so many stories like hers; it's rewarding to know my patients are living wonderful lives."

When Dr. Martin came to the United States from his native Australia in the early 1970s, the field of neonatology was in its infancy and piqued his interest. "I moved to Cleveland for a fellowship, started doing research and it just clicked – I found my passion."

At UH Rainbow, Dr. Martin also found invaluable and enthusiastic mentorship, first in the late Marshall Klaus, MD, and then in Avroy A. Fanaroff, MD, who helped shape his career.

Today, Dr. Martin is an internationally recognized authority in neonatology whose work has transformed the care of premature infants. Named the inaugural Drusinsky-Fanaroff Chair in Neonatology in 2006, Dr. Martin served as UH Rainbow's Division Chief of Neonatology for 13 years before becoming the division's Director of Research.

As senior editor of the highly-regarded text *Neonatal-Perinatal Medicine*, now in its 11th edition, he continues to translate the latest research and discoveries into new standards of care.

"None of this would have happened without an extremely supportive partner," said Dr. Martin, crediting his wife, Patricia. "She agreed to stay in Cleveland and stood by me all the way. She is the real reason for all my success."

In 2018, Dr. Martin received the prestigious Mary Ellen Avery Award from the American Pediatric Society, as well as the Legends of Neonatology Award. He is the 2017 recipient of the Virginia Apgar Award of the American Academy of Pediatrics' Perinatal Section and, earlier this year, received UH's highest honor – the UH Distinguished Physician Award. Due to COVID-19, Dr. Martin will be recognized at the 2021 Society of 1866 Celebration.

To celebrate Dr. Martin's amazing career and support continued advancements in neonatology, the Richard and Patricia Martin Endowed Fund in Neonatology Discovery was created at UH Rainbow. To make a gift, visit UHGiving.org.

reflections

Community is in our DNA

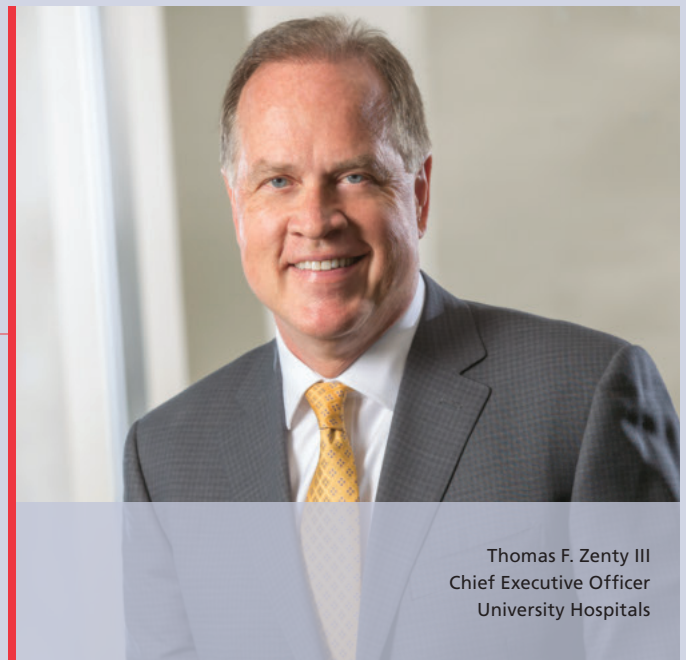
In 1866, Cleveland civic leaders outlined their guiding principles for establishing a hospital, declaring *“the most needy would be the most worthy.”* As this doctrine of compassion indicates, the founders of University Hospitals envisioned an institution that would be created by and for the community. And, it is the same passion and commitment of our community that, 154 years later, fuels the UH mission:

To Heal. To Teach. To Discover.

Reflecting back on these past two decades at UH as well as my 40-year career in health care administration, I firmly believe health care is one of the most honorable professions. From our caregivers and staff to our loyal donors, volunteer leaders and friends whose generous and inspiring support makes everything we do possible – the UH community is filled with caring, selfless and talented individuals who are dedicated to improving the lives of others. Together, we have enriched our community’s health and well-being, conducted clinical and basic science research that has led to breakthrough discoveries, enhanced care delivery, and raised more than \$2 billion in philanthropy and external support to advance all areas of the UH mission.

United in our vision of ***advancing the science of health and the art of compassion***, we have accomplished much together:

- Brought UH care close to home for patients and families throughout the region, expanding our system to 18 hospitals, more than 50 health centers and 200 physician offices spanning 16 counties;
- Grown our total number of endowed chairs, directors and master clinicians to 116, helping to recruit, retain, and support top talent for the benefit of our patients, families and community;



Thomas F. Zenty III
Chief Executive Officer
University Hospitals

- Earned national accolades, including being named one of the top ten health systems in the country by Thomson Reuters and receiving the American Hospital Association-McKesson Quest for Quality Prize as the nation’s top hospital for leadership and innovation in quality improvement and patient safety;
- Developed new models of care like the UH Rainbow Center for Women & Children which is working alongside our community to address health care disparities and improve population health;
- Completed the historic Discover the Difference campaign, the most significant fundraising effort in UH history and, building on that momentum, announced the expansion of UH Ahuja Medical Center.

What a difference our collective efforts have made. UH is better positioned today than at any point in our history and I have great confidence that with your support, UH will continue climbing to even greater heights. Thank you for the honor of getting to know you, work with you and dream with you in order to foster a healthier community.

“UH’s past, present and future are not defined by any one person – it is a collective effort, a shared pursuit. Community is in our DNA.”



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Save the Date

GIVING TUESDAY

December 1, 2020

Now more than ever, the world needs solutions. This Giving Tuesday, help UH deliver cures for some of the world's most challenging diseases. **#UHCures**



UHGiving.org/GivingTuesday