

HIGHLAND HOSPITAL FOUNDATION FORUM

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SOLD-OUT HIGHLAND GALA BENEFITS LEADING GYNECOLOGIC ONCOLOGY PROGRAM

The 2012 Highland Gala raised close to \$185,000 to benefit the hospital's growing Gynecologic Oncology Program.

The event, held at the Riverside Convention Center, featured the Grammy Award-winning Ying Quartet with a performance including Eugene Toy, MD, a Juilliard-trained pianist and a leading gynecologic oncology surgeon in the Rochester area. Throughout the evening guests danced to the music of Gap Mangione



Guests included Salley Thornton, Mark Eidlin, Jim Becker, Cindy Becker and University of Rochester President Joel Seligman

and the New Big Band featuring jazz, swing and popular music.

Eileen Grossman, co-founder of the Cancer Wellness Spa of Greater Rochester, received the Highland Foundation Heritage Award for her commitment to fighting gynecologic cancer and assisting those affected by cancer.

Daniel Mendelson, MS, MD, FACP, AGSF received the 2011 Distinguished Physician Award.

Continued on page 3.

HIGHLAND CARDIOLOGY PATIENTS TO BENEFIT FROM GENEROUS GIFT

Ask Florence Muller what she thinks about Highland Hospital and she will smile. "Highland is a very special place. The doctors, nurses and staff took excellent care of my late husband Emil and of me. I think he was one of Highland's best customers!" That's why the Florence M. Muller Foundation has granted a generous gift of \$100,000 to support the renovation and expansion of the Emil Muller Cardiology Suite at Highland.



Florence M. Muller

cardiology services and overall patient volume in recent years. It is the fastest growing division in Medicine at the hospital. But the department is landlocked at its current site and needs more space to accommodate office and waiting space as well as room for an additional cardiologist and nurse practitioner. Mrs. Muller's gift will make this happen.

"Highland is very grateful for the longstanding support of Mrs. Muller, whose gifts have enabled us to previously expand Cardiology as well as enhance services in our Emergency Department," said Cindy Becker, Vice President and Chief Operating Officer.

"We remain deeply appreciative and honored to recognize Emil Muller, a true friend of Highland with his name on the

Highland's Cardiology Department has experienced a marked increase in numbers of outpatient and referral

Continued on page 3.

Highland Hospital NEWS BRIEFS



Sajeena Thomas, MD; Eugene Toy, MD; Cynthia Angel, MD and Brent DuBeshter, MD are gynecologic/oncology surgeons.

Highland Program Receives Joint Commission Certification

Highland Hospital has received Joint Commission Disease-Specific Certification for uterine and ovarian cancer. Highland was granted this recognition just one day after a site visit and review of our Gynecologic Oncology Program.

The Joint Commission surveyor focused heavily on the continuum of care, including services in Radiation Oncology, Medical Oncology and Infusion Center, East 5 and Pathology. The surveyor was especially impressed by thorough communication among providers and staff of the Gynecology/Oncology team as well as the eRecord system.

Highland's Gynecology/Oncology Program becomes only the third in the country to receive Disease-Specific Certification for uterine and ovarian cancer. Cynthia Angel, MD, led the effort for certification along with Jennifer Tyll, MS, FNP-C, and Polly Moore, Quality Improvement Coordinator. Congratulations to the entire team for making the site visit a success and for consistently providing the highest quality care to our patients!

MESSAGE FROM MARK EIDLIN FOUNDATION BOARD CHAIR



I have the honor of experiencing first-hand the incredible generosity of members of our community. Each gift to Highland is a way that people who have been touched by the highest quality, compassionate care within our hospital reach out to say "thank you."

As you can see in the article on the front page of this issue, a significant gift from the Florence M. Muller Foundation in honor of her late husband, Emil, will help expand our Cardiology services and add to the comfort of our patients and their families.

In this issue we also pay tribute to the late Jerry Huff, who along with his wife Mary Lou has been a generous supporter of Highland Hospital and most notably the Department of Family Medicine. Jerry will truly be missed, but his legacy, along with the legacy of Emil Muller and countless others will live on at Highland.

Generous gifts from this year's Gala will further the scope of our Gynecologic Oncology program. Donations made in memory of loved ones are thoughtfully used each day to ensure that Highland Hospital has the programs and services that our community relies on us to offer.

A dedicated patient care unit, a special window in a hallway, a garden planted outside the front door, Highland is full of these reminders that our community counts on us and shows appreciation that we are here for them time and time again. And Highland counts on you too! Your gifts support our programs and services. Your needs determine the best uses of our resources. On behalf of Highland Hospital I would like to say "thank you." It is the privilege of each of our physicians, nurses, staff members and volunteers to care for you and your family.

SAVE THE DATE

2013 HIGHLAND
HOSPITAL GALA

March 16, 2013

Rochester Riverside
Convention Center

In Memoriam: JERRY HUFF

Highland Hospital remembers Jerry Huff who passed away in May. Jerry and his wife, Mary Lou have been special friends of Highland for many years. Together, the Huffs created a challenge during the last Highland campaign to encourage others to contribute. "Jerry was a wonderful man who was deeply committed to Family Medicine and our mission," said Dr. Tom Campbell, Chair, Department of Family Medicine. "We will miss him greatly."



Jerry was an active Rotarian and a Paul Harris Fellow. He served on the Planned Giving committee of the Boy Scouts and a member of the Cornell Cooperative Extension Foundation Board.

Contributions in his memory can be made to Highland Family Medicine c/o University of Rochester Office of Gift and Donor Records, PO Box 270032, Rochester, NY 14627.

HIGHLAND GALA, continued

Dr. Mendelson has been with Highland for nearly 13 years and serves in many roles, including Associate Professor of Medicine for the Division of Geriatrics at the University of Rochester Medical Center; Director of Palliative Care at Highland; Co-Director of the Geriatric Fracture Center at Highland; and Medical Director at The Highlands at Brighton and Monroe Community Hospital.

The Gala was co-chaired by Dr. Cynthia Angel and Dr. Brent DuBeshter, Foundation Board member Diane Simon and her husband, Eugene Baldino.

The Highland Hospital Medical Staff and Drs. Cynthia Angel and Brent DuBeshter were Platinum Sponsors. Silver Sponsors included: Clark Patterson Lee, Highland Hospital Administration, Jasco Family of Companies, John M. Summers, MVP Health Care, University Radiation Oncology and Mark A. Eidlin, Merrill Lynch.



Salley Thornton, Amy Jerum, Doug Jerum, Dr. Ned Nicosia, Mary Nicosia and Mark Eidlin have a toast.



Dr. Brent DuBeshter, Gala co-chair greets guests.



Dr. Daniel Mendelson is congratulated by Dr. Robert McCann.



Diane Simon and Eugene Baldino were two of the Gala co-chairs.



Dr. Cynthia Angel and Dr. Brad Berk congratulate Eileen Grossman on her award.

HIGHLAND CARDIOLOGY PATIENTS, continued

cardiology suite," said Chad Teeters, MD, Chief of Cardiology. "Mrs. Muller's kindness makes an impact on our hospital and the care we give our patients every single day."

Emil Muller was just 22 when he immigrated to the United States from Switzerland in 1926. While working, he earned a degree from Mechanics Institute (now Rochester Institute of Technology). After graduating in 1932, he pursued a successful entrepreneurial career, first as a home builder, and later as a commercial

developer. He built over 1,000 houses in the Rochester area.

Mr. Muller was a pioneer in shopping center construction. His work included commercial development of suburban Rochester, Atlanta, Chicago and Cincinnati. Mrs. Muller, a Rochester native, met her husband when she worked for his company. She took over the reins of the firm when Emil died in 1989.

Florence and Emil Muller have been generous with their support all through their lives and shared it

with places closest to their hearts like Highland Hospital, Finger Lakes Community College, the Boy Scouts of America, and the Rochester Rotary Club's Camp Haccamo.

"It makes me feel good to know that services like Cardiology and the Emergency Department will be there forever to help others," said Mrs. Muller, who previously served as a member of the Highland Foundation Board. Emil Muller was a past member of the Hospital Board of Directors as well as the Foundation Board.

Highland Hospital NEWS BRIEFS

Highland Hospital's Palliative Care Program Earns Joint Commission Certification

Highland Hospital has become one of the first hospitals to receive Advanced Certification for Palliative Care from the Joint Commission, the nation's main accrediting body in health care. Palliative care focuses on alleviating suffering and providing symptom-relieving care and support during all stages of serious illness, including end of life.

"This truly distinguishes a remarkable team," said Daniel Mendelson, MS, MD, Director of the Palliative Care Consult Service. "It's validation of our excellent program and our dedication to Highland."

The certification is a result of a rigorous site visit from a Joint Commission surveyor. The decision is based on standards of care, clinical practice guidelines and performance measurement activities. Palliative care programs that successfully demonstrate compliance are awarded a two-year certification.

"It's one thing to say you're good. It's another to have the Joint Commission say what we're doing is up to par with national standards," said Chin-Lin Ching, MD, Associate Director of Palliative Care.

Highland has experienced steady growth in the number of patients utilizing this service. There were 46 consults in February 2012 – that's up from 24 consults in July 2011. More than 400 consults have been performed at Highland this fiscal year.

Highland is the second in the region and the fifth in New York State to receive this recognition. The palliative care program at Strong Memorial Hospital received certification in November two months after the Joint Commission launched the Advanced Certification for Palliative Care.

MEET NILES EGGLESTON

Welcome to Niles Eggleston, the University of Rochester Assistant Vice President for Advancement and Executive Director of Clinical and Community Programs. In this role, he oversees a team of 22 that is responsible for maximizing the philanthropic contributions to the University of Rochester Medical Center. The University is in the middle of a \$1.2B comprehensive campaign, of which the URM is responsible for \$650M.



Eggleston works directly with the Highland Hospital Foundation to secure capital, endowed, programmatic and annual support for Highland Hospital. In addition he and his team support Strong Memorial Hospital, Wilmot Cancer Center, Visiting Nurse Service and Center for Community Health. They also support clinical programs such as Neuromedicine, Heart and Vascular, Orthopaedics and General Medicine.

Before Rochester, Eggleston was Assistant Athletic Director/Executive Director of Development for the West Virginia University Athletic Department. He oversaw a staff of 12, who were responsible for Major Gifts, Annual Giving, Special Events and programmatic needs.

His experience also includes management, major gift, and annual giving work at James Madison University, University of Miami and Elmira College. A graduate of the University of Colorado, Eggleston received his Master's degree from North Carolina State University. He resides in Brighton with his wife, Meghan and their three children.

Have You Heard?

Pink is the New Black

Highland Hospital's 2012 Breast Cancer Education Event, "**Tickled Pink,**" is scheduled for Thursday, October 4 at the Hyatt Regency Rochester.

Pink attire is encouraged for the event, which features all things pink including wine, decor and cotton candy. Marcia Wallace, a humorist and breast cancer survivor known for playing Carol Kester on The Bob Newhart Show and Mrs. Krabappel on The Simpsons will share her story about her own battle with breast cancer. Wallace emphasizes the importance of embracing humor while facing life's challenges in her book, "Don't Look Back, We're Not Going That Way."



A caricature artist, photo booth, wine tastings, hors d'oeuvres, sweets and a strolling fashion show – we promise something for everyone. Proceeds benefit Highland Breast Imaging. Tickets are \$60. For more information about sponsorship opportunities and tickets contact Tammy Chmiel at tammy_chmiel@URMC.Rochester.edu or 585.341.0530.

Thank You!

HIGHLAND GOLF CLASSIC RAISES CLOSE TO \$50,000 FOR HOSPITAL PROGRAMS AND SERVICES

Results are in and the Ninth Annual Highland Golf Classic has raised close to \$50,000 to benefit programs and services at Highland Hospital.

The event was sponsored again this year by long-time supporter Holdsworth Klimowski Construction.

The popular tournament drew 164 golfers who took advantage of a shotgun start for both morning and afternoon groups at the Greystone Golf Club in Walworth. Golfers gathered for dinner after golfing when prizes were awarded. Golfer Keith Burhans spoke at the dinner and credited Dr. Allen Boyd and the Everts Joint Center team with making it possible for him to keep playing golf and sailing.

The winning team was Securitronics with golfers Jason Ingalls, Randy Phillips, Scott Jovanelli and Mark Robinson.

"Thank you to all who support our annual golf classic," said Cindy Becker, Highland Hospital Vice President and Chief Operating Officer. "We truly appreciate all the support Highland receives from our community."

A foursome from the event's presenting sponsor (Holdsworth Klimowski Construction): Mark Schwartz, Mike Zanghi, Don Divita and Bob Klimowski.



Dr. Eugene Toy, Randy Nelson, Sang Vongprachanh and Dr. William Grace.



Highland Hospital volunteers and golfers: Ira Pogal and Paul LaRose.

Become a Sustaining Member of the George Eastman Circle

The Highland Hospital Foundation and the University of Rochester invite you to become a Sustaining Member of the George Eastman Circle, the University's leadership annual giving society. The George Eastman Circle recognizes combined, unrestricted, current-use gifts to any of the University's schools and units.



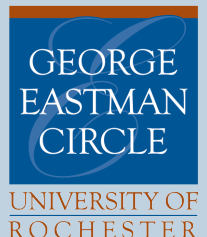
Your commitment has a real impact on people and will

help Highland Hospital provide even greater service to our community.

Sustaining Membership will be granted to those supporters who make a five-year commitment of \$1,500 or more. Your gift will directly benefit the programs and services at Highland.

Highland Hospital serves our community with superior care, comprehensive services and commitment to excellence. We deliver Medicine of the Highest Order in a community hospital where compassion, quality and patient and family-centered care are our guiding principles.

For more information contact the Highland Hospital Foundation at (585)341-0861.



Highland Hospital NEWS BRIEFS

Highland Breast Imaging Opens Location in Penfield

Highland Breast Imaging is making it easier for women to get screened for breast cancer by opening a fourth location at 2212 Penfield Road, Suite 500, Penfield. Highland Breast Imaging at Penfield will offer screening mammograms every Tuesday and Thursday from 8:45 a.m. to 12:30 p.m. and Wednesday from 1:45 p.m. to 4:30 p.m. Appointments can be made at (585) 487-3300.



Highland Hospital First to Use New OR Device Invented by One of Its Own

Highland Hospital is the first to use a new product, the AliMed® Trendelenburg Positioner to improve on traditional techniques for securing a patient on the OR table during surgery. The device was invented by Tamra West, RNFA, a Highland operating room nurse.

West spent the past four years developing a prototype, applying for a patent and working with AliMed to create the final product and demonstrate how the device works.

New technology utilizing extreme positioning to facilitate visualization - such as the da Vinci® Surgical System also has presented a need for this device. Gynecologic oncologists, gynecologists, colorectal surgeons and urologists at Highland use robotics regularly to perform minimally invasive surgeries that require patients to be in the Trendelenburg position. The positioner will also be used in traditional laparoscopic gynecologic and colorectal cases.

DR. MCDANIEL IS HONORED, CREATES FACULTY FUND

Susan H. McDaniel, PhD, Associate Chair of the University of Rochester Medical Center Department of Family Medicine, Director of the Institute for Family in the Department of Psychiatry and the Dr. Laurie Sands Distinguished Professor of Families & Health at URM, is the recipient of a 2011 Elizabeth Hurlock Beckman Award.



*Dr. Susan H. McDaniel with
Dr. Tillman Farley*

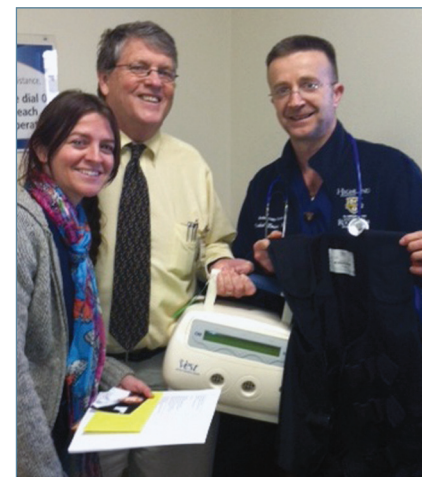
The award of \$25,000 recognizes educators in psychology, medicine and law who have inspired a student or students to create an organization which has demonstrably benefited the community at large. Dr. McDaniel received the award at a ceremony at the Carter Center in Atlanta. Tillman Farley, MD, Medical Director of the Salud Family Health Centers in Colorado, nominated her for the award. Dr. McDaniel was a mentor of Dr. Farley when he was a Family Medicine resident at URM 20 years ago.

Dr. McDaniel has generously given her award to create The McDaniel-Farley Psychosocial Medicine Faculty Fund. "We are establishing this fund to provide support to Family Medicine faculty who wish to develop themselves through projects or other education in the area of Psychosocial Medicine," said Dr. McDaniel. The first faculty grant will be awarded after July 1, 2013.

HIGHLAND FAMILY HELPS CROATIAN BOY WITH CYSTIC FIBROSIS

A 12-year-old boy with cystic fibrosis is breathing a little easier. Armando recently received his own oscillatory machine and vest from members of the Highland Hospital family - located more than 4,300 miles away from his hometown in Croatia.

Vehid Basic, RN, CGRN, (right) a nurse in Highland's Endoscopy Center and a native of Croatia led the effort to get Armando the equipment he needed to survive.



"I sent emails to everyone I knew in Western New York, looking for someone to donate one of these machines," Vehid says. Two months later, his request reached Kori Tolbert, 32, of Rochester (pictured on the far left with Doug Booth, Highland Respiratory Care Manager, and Vehid). A cystic fibrosis patient, Kori had an extra vest from her close friend, Peter, who lost his battle with the disease in January 2011.

Others from the extended Highland family came forward to pay the \$1,200 shipping cost, including the hospitalist group; Bilal Ahmed, MD, Associate Chief of Medicine; Robert McCann, MD, Chief of Medicine; and Alan Katz, MD, MPH, URM Associate Professor and Medical Director of the Department of Radiation Oncology. Carolyn Hughes, Hedva Katz, RN, and Howard Merzel, MD, from the Highland Endoscopy Center also pitched in.

PARTNERSHIP OFFERS WOMEN GREATER ACCESS TO BREAST CANCER SCREENINGS

Highland Hospital has partnered with the Breast Cancer Coalition of Rochester (BCCR) and the Anthony L. Jordan Health Center to offer women in the Rochester area greater access to breast cancer screenings.

The Jordan Health Center recently launched a renovation project that will accommodate a new Urgent Care Center and mammography and X-ray services at its Holland Street facility. Highland and the BCCR donated funds to buy mammography equipment for Jordan, and Highland also will provide staff for mammography and X-rays.

Highland and the BCCR already offer free screenings to uninsured and underinsured patients at Highland Breast Imaging's main location (500 Red Creek Drive, Rochester). However, transportation to the office can be a challenge for some of the patients Jordan serves, so bringing mammography directly to the Center was an ideal solution.

Dr. Bridgette Wiefeling, CEO of the Jordan Health Center,



Left to Right: Holly Anderson, Executive Director, Breast Cancer Coalition of Rochester; Rochester Mayor Tom Richards; Dr. Avice O'Connell, Director, Highland Breast Imaging; Senator Joseph Robach; Dr. Buddhi Shrestha, AJHC Board Chair; Dr. Bridgette Wiefeling, CEO, Anthony L. Jordan Health Center; Assemblyman David Gantt; Dr. Fredrick Johnson, Pastor, First Genesis Baptist Church; and City Council President Lovely Warren.

and Rochester Mayor Tom Richards thanked Highland and the BCCR for improving the quality of care in the community. The Urgent Care Center and services are expected to be in operation by December. Highland's contribution includes funds from a grant from the Wal-Mart Foundation made to Highland Breast Imaging to support outreach and access to care.

Consider the Advantages of Funding a University of Rochester Charitable Gift Annuity with Cash

Age	Fixed Annuity Rate	Annual Annuity on \$10,000 Cash Gift	Tax Free* Portion of Annual Annuity
60	4.4%	\$440	\$323
65	4.7%	\$470	\$354
70	5.1%	\$510	\$397
75	5.8%	\$580	\$462
80	6.8%	\$680	\$554
85	7.8%	\$780	\$661

*Tax free income for a period of years; then entire annuity become ordinary income

RATES AS OF JANUARY 1, 2012

KEY FEATURES OF A CHARITABLE GIFT ANNUITY FUNDED WITH CASH

- Fixed income for life, a portion is tax-free
- An immediate charitable income-tax deduction
- A generous gift to the Highland Hospital Foundation to be used as you direct

For a confidential personal illustration or more information on this and other planned giving methods, contact:

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Please consult your advisors about the applicability to your own situation of the legal principles contained herein.

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Your generosity helps Highland Hospital continue its efforts to provide the highest quality of health care in an intimate community hospital setting.

Your gifts make an impact on health care
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For more information contact the Highland Hospital Foundation at (585)341-0861.

