

PULSE

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PHILANTHROPY IN ACTION AT UNIVERSITY OF VIRGINIA HEALTH SYSTEM



Nurses Rachel Nauman and Erica Weiler (l to r) led efforts to ensure the safety of breast milk for infants in UVA's Neonatal Intensive Care Unit—and earned this year's Charles L. Brown Award for Patient Care Quality.

PHOTOGRAPH © JACKSON SMITH

MEANINGFUL INNOVATIONS IN CARE

Charles L. Brown Award Puts Patients First

WHEN INFECTION RATES DECLINED among UVA's elderly and sickest patients, they had a UVA engineering alum and businessman to thank. The same is true for certain surgical, stroke, and joint replacement patients. All of these patients benefited from innovations conceived by UVA nurses, physicians, and caregivers and funded through the Charles L. Brown Award for Patient Care Quality. The Brown Award honors the late Charles L. Brown, a former patient and alumnus of UVA's School of Engineering and Applied Science who also served on UVA's Board of Visitors.

Each year, a \$10,000 Brown Quality Award goes to the Health System team that engineers the most successful change to improve quality, safety, or outcomes for patients. The winning team can use the award for more training or for continued quality improvements.

"This is a wonderful incentive for our staff" says Tracey Hoke, MD, chief, Quality and Performance, UVA Health System. "It inspires and motivates our teams, pushing us to always do our best and acknowledging the essential role each of us plays in safety and

quality patient care. A \$10,000 award can take an innovative idea and translate it into a highly efficient new program to benefit patients."

Brown, whose distinguished business career included chairing AT&T and serving on the boards of several national corporations, left a generous bequest to UVA Health System, which was used to create the award. Recently, Brown's widow, Ann Lee Saunders Brown, visited UVA to celebrate the impact the award has had across UVA Health System. In an expression of her lifetime devotion to her husband and her joy in seeing his legacy continue in perpetuity, Brown has made an additional commitment to permanently endow the award.

"Charlie Brown had a long-standing and deep dedication to the University, a history of philanthropy across Grounds, and a reputation as accomplished, honorable, and generous leader," notes Richard Shannon, MD, executive vice president for health affairs. "Through this award, Charlie and Ann Lee Brown will improve the lives of thousands of patients



Through this award, Charlie and Ann Lee Brown will improve the lives of thousands of patients and healthcare providers.



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NEW BRODIE CHAIR HONORS NURSING HISTORY PIONEER

Endowment Ranks among First of Its Kind in U.S.



Dean Dorrie Fontaine (left) joins three Bjoring Center for Nursing Historical Inquiry directors (l to r), Arlene Keeling, director emerita and current associate director; Barbra Mann Wall, current director; and Barbara Brodie, founding director.

PHOTO © COE SWEET

NURSING HISTORY AS A FIELD might begin and end with Florence Nightingale if not for pioneers like Barbara Brodie. The professor emerita's work from the 1970s onward has made her a legend in nursing who has worked for decades to elevate nursing history to serious scholarship.

Brodie's legacy at the School of Nursing and beyond will be more firmly cemented through the newly established Barbara M. Brodie Endowed Faculty Fund in Nursing History. The endowment has already attracted more than \$500,000 in gifts and

pledges from friends and former students. A total of \$2 million is needed to fully fund the professorship and support one of the first nursing history chairs in the nation.

Brodie is "very pleased" with the initiative. "The center is now an acknowledged leader in nursing history," she says. "To assure this position, it needs an academic leader who carries the rank of an endowed professorship in nursing history—a rank that bestows honor and prestige on its occupant and on his or her academic scholarship."

Besides honoring Brodie, the new fund will help ensure the long-term health,

leadership, and growth of UVA's Eleanor Crowder Bjoring Center for Nursing Historical Inquiry, which Brodie founded in 1991 and directed until 2002.

"That UVA School of Nursing is home to a world-class history center is testament to our founder, Dr. Barbara Brodie," notes Dean Dorrie Fontaine. "We honor her work by seeking support for this professorship, and know that, even in an era of intense competition for nurse historians, our students will always need to understand our profession's history. It's knowledge that leads to improved care for all."

A postdoctoral fellowship for the center was previously established in Brodie's honor at her retirement. Since then, the center directorship has changed twice, first to Arlene Keeling (BSN '74, MSN '87, PhD '92) and in 2015 to Barbra Mann Wall.

The new endowment secures the center's place at the forefront of nursing history, which provides important insights into current issues as well as a sense of professional identity and context.

"As we consider innovations needed to overcome problems in American healthcare today, we can turn to history for answers," Wall reflects. "This endowment will enhance the center's ability to preserve, study, and disseminate nursing and healthcare history, as well as facilitate faculty networking across disciplines. I'm very grateful for this effort and for the terrific groundwork laid by my predecessors." ●

Meaningful Innovations—continued from page 1

and healthcare providers. It is my hope that UVA Health System can become a model for the very attributes that this award represents."

Today, Brown's photograph graces the Health System's Situation Room, an area dedicated to solving any issue that interferes with excellent patient care. To be considered for the Brown Award, UVA healthcare providers submit their patient-focused projects for competitive review. Over the past few years, the Brown Award has supported projects to reduce infections in the Transitional Care Hospital, enhance recoveries for surgical patients, improve outcomes for joint replacement patients, and benefit patients who have suffered a stroke. Most recently, the award touched even the Medical Center's youngest patients, putting in place additional safeguards to ensure that a mother's breastmilk is always securely handled and reserved for her newborn.

"To be the recipients of this prestigious award and to meet Ann Lee Brown has been an extraordinary privilege," says Rachel



Ann Lee Saunders Brown (center) celebrates with Drs. Tracey Hoke and Rick Shannon at the unveiling of a portrait of her late husband, Charles Brown, in the Medical Center Situation Room.

PHOTOGRAPH © COE SWEET

Nauman (BSN '01), NICU nurse manager. "This generous gift will have a tremendous impact on the safety and quality of care for our tiniest and most fragile patients." ●

IN THE SPOTLIGHT

JYAKRISHNA AMBATI, MD

SAVING SIGHT

Age-related macular degeneration (AMD) affects more than 10 million Americans and is one of the leading causes of blindness worldwide. As the nation's population ages, the disease is expected to reach epidemic levels. However, there currently is no treatment for the most common form of the disease—the “dry” or “non-neovascular” form, which affects nearly 90 percent of patients who have the disease.

Vitreoretinal surgeon Jayakrishna Ambati, MD—who joined the UVA School of Medicine this summer as the DuPont Guerry III Professor of Ophthalmology and director of the new Center for Advanced Vision Science—is leading UVA's efforts to develop therapies that will stop progression of the disease and restore these patients to a normal life.

“Macular degeneration is really a silent epidemic,” says Ambati, who also serves as vice chair for ophthalmology research at the School of Medicine. “Almost everyone knows somebody with this disease, and yet there's not a great deal of visibility for it. It's not in the public eye.”

MOLECULAR MECHANISMS

AMD is caused by the deterioration of the macula, the center portion of the retina—the light-sensitive tissue lining the back of the eye that sends the images we see to the brain via the optical nerve. In working to uncover the molecular mechanisms that cause the retina to deteriorate, Ambati collaborates with scientists from many disciplines, including developmental science, genomics, stem cells, regenerative medicine, and drug development and discovery. His research team has discovered some promising therapies and is working with a biotech company to initiate a phase 1 clinical trial within the next year.

Ambati, who comes to UVA from the University of Kentucky, was hired as part of UVA School of Medicine Dean David Wilkes' Strategic Hiring Initiative—an effort backed by significant institutional support to recruit 32 new faculty with an emphasis on physician-scientists.

FUNDING THE PURSUIT

Like many scientists, Ambati says one of the biggest challenges is obtaining adequate funding for research. The NIH spends a mere \$2 per person annually for research related to eye diseases, he says. He strives to increase the public's understanding of the importance of funding for basic scientific research that can translate to treatments and cures for a host of chronic diseases.

“It's important to keep in mind that virtually all of the therapies that have come into the market over the last 20 years have had the underpinning of decades of fundamental, basic scientific research,” he says. “We all have to reflect and advocate with our government representatives to help them understand the importance of funding scientific research at the level that can make a difference for everyone.”



CHALLENGE

Developing potential therapies for the dry form of macular degeneration, the most common type of this potentially blinding disease.

IMPACT

Meeting a tremendous medical need for a condition that affects more than 10 million Americans and is expected to reach epidemic levels as the population ages.

ACTION

Translating his team's scientific research into a potential cure by working with a biotech company to initiate a phase 1 clinical trial within the next year.

“This is a significant unmet medical need. Macular degeneration affects tens of millions of people in the U.S. alone. We have zero treatments for the more common form of the disease—the dry form. If these compounds we've developed prove to be successful, then the magnitude and the impact will be tremendous.”

CELEBRATING LIFE

Grateful Patient Leaves a Legacy for Cancer and Cardiovascular Research



BOB TANNER KEPT A HANDWRITTEN NOTE in his wallet that read, “I would like my legacy to be a celebration of life by helping to alleviate the pain and suffering of people in general!”

Tanner, who survived several heart issues before succumbing to pancreatic cancer in May, made his life’s goal a reality through his estate, leaving more than \$6 million in his portfolio to establish the Robert Edison and Hermie Tillman Tanner Medical Research Fund to support general cancer and cardiovascular research at the UVA School of Medicine. Both Tanner and his wife Hermie, who died in 1997, were grateful for the cardiology and cancer care they received at UVA.

“This support will advance research programs that address Bob Tanner’s goal of

alleviating pain and suffering for patients,” notes Brian Annex, MD, chief of UVA’s Division of Cardiovascular Medicine. “Bob Tanner understood that research is critical to advance patient care and that it can be extremely difficult to attract federal or peer-reviewed support for novel, paradigm-changing research in its early stages. His legacy will lead to new ideas and big discoveries for patients at UVA and around the country.”

Tanner, who served in the U.S. Air Force and worked for Bell Atlantic for 34 years, was keenly interested in advances in medical science. He took the initiative to learn and better understand diseases, what’s required to develop treatments, and how he could make a difference. His curiosity led to deep discussions with physicians

about different medical conditions whenever he had the opportunity. Even in the late stages of his battle with cancer, Tanner never gave up satisfying his curiosity about medical matters.

Today, researchers in UVA Cancer Center strive to better understand the causes of cancer and to develop innovative ways to detect, diagnose, treat, and prevent it. The National Cancer Institute-designated center is recognized as a leading institution for basic cancer research, particularly in cancer cell and molecular biology.

The UVA Heart and Vascular Center is equally poised to make tremendous strides in heart care. Clinical and basic research studies are already under way to investigate a wide range of areas, including non-invasive cardiovascular imaging, heart rhythm abnormalities, heart failure, heart transplantation, vascular medicine, and interventional cardiology.

The Tanner Medical Research Fund will allow UVA to stay at the forefront of developing innovative treatments and therapies for cancer and cardiovascular diseases.

“Mr. Tanner was a humble man whose gift will make a profound difference in the lives of UVA’s cancer and cardiology patients,” says Thomas Loughran Jr., MD, director of UVA Cancer Center. “It was an honor to know him, and we are grateful that he has left this generous gift to help us better understand cancer and heart disease, and to continually work to find the best treatments. His legacy is in good hands.” ●

CANCER AND CARDIOVASCULAR CARE RECEIVE TOP RANKINGS

UVA ranked #1 in Virginia

U.S. NEWS AND WORLD REPORT’S 2016-2017 “Best Hospitals” guide recognized both UVA’s cancer and cardiovascular programs. Cancer ranked 31st in the nation, and the cardiology and heart surgery specialty was honored as “high performing” and ranked among the nation’s top 10 percent. UVA was ranked as the No. 1 hospital in Virginia.

This year’s guide also includes hospital ratings for nine common conditions or procedures, based on care received by patients ages 65 or older. UVA received the best possible rating of “high performing” for all nine, including abdominal aortic aneurysm repair, aortic valve surgery, heart bypass surgery, heart failure, colon cancer surgery and lung cancer surgery.

Pediatric cardiology and heart surgery was also recognized in the 2016-2017 *U.S. News and World Report’s* “Best Children’s Hospital” guide.





Dr. Jaideep Kapur is leading a pan-University effort to better understand the brain and find new ways to prevent, treat, and cure brain disease and injury.

PHOTO © DAN ADDISON

“

This is a time of tremendous growth in our knowledge and technological capabilities.

”

UNLOCKING THE MYSTERY OF THE HUMAN MIND

New Collaborative Institute Will Be a Game-Changer



WHEN CREATIVE MINDS MEET, THEY COME UP WITH NEW IDEAS that no one person could think of alone. That's the premise behind the University's plan to establish five multidisciplinary institutes—and to tackle some of society's most difficult and pressing challenges.

This summer, UVA launched its second pan-University institute—UVA Brain.

“The biggest, most important, and most challenging questions and problems society faces cannot be solved within the constraints of any single discipline. Such challenges require big thinking by top scholars who can bring to bear expertise from a variety of areas,” says Thomas Katsouleas, executive vice president and provost of the University.

UVA Brain draws upon talented faculty and students and recent cluster hires in the School of Medicine, the College and Graduate School of Arts & Sciences, the Curry School of Education, the School of Engineering and Applied Science, and the newly created Data Science Institute. Together, these physicians and researchers will develop better methods for understanding the brain; seek new ways to prevent, treat, and cure brain diseases and injury; and teach what they have learned.

“We are building on broad strength and recent breakthroughs at UVA in several areas related to brain science and education,” explains UVA Brain Director Jaideep Kapur, MD, a world-renown epilepsy physician-scientist. The institute will focus teams in key areas: brain disorders like Alzheimer's, Parkinson's, epilepsy, autism, and traumatic brain injury (TBI); neuroimmunology; sensory biology; and integrative neuroscience research.

How will it work? Consider traumatic brain injury, Kapur explains. At UVA, a mechanical engineer studies the impact of injury on the mechanics of the brain. A sports medicine researcher looks to distinguish between minor and serious injuries on the playing field. A neuropsychologist studies TBI's effects on mental capacity and behavior in order to influence health policy.

“Neuro research has often been performed alone in small labs. When you bring these people together to share what they have learned, we have a much better chance of understanding the impact of these injuries on patients and how best to treat, or even prevent, them in the future,” he says.

In addition, the institute will offer more undergrads a taste of neuroscience research by expanding UVA's undergraduate science degree program and providing summer fellowships. A new lecture series will also be launched.

REMOVING BARRIERS TO PROGRESS

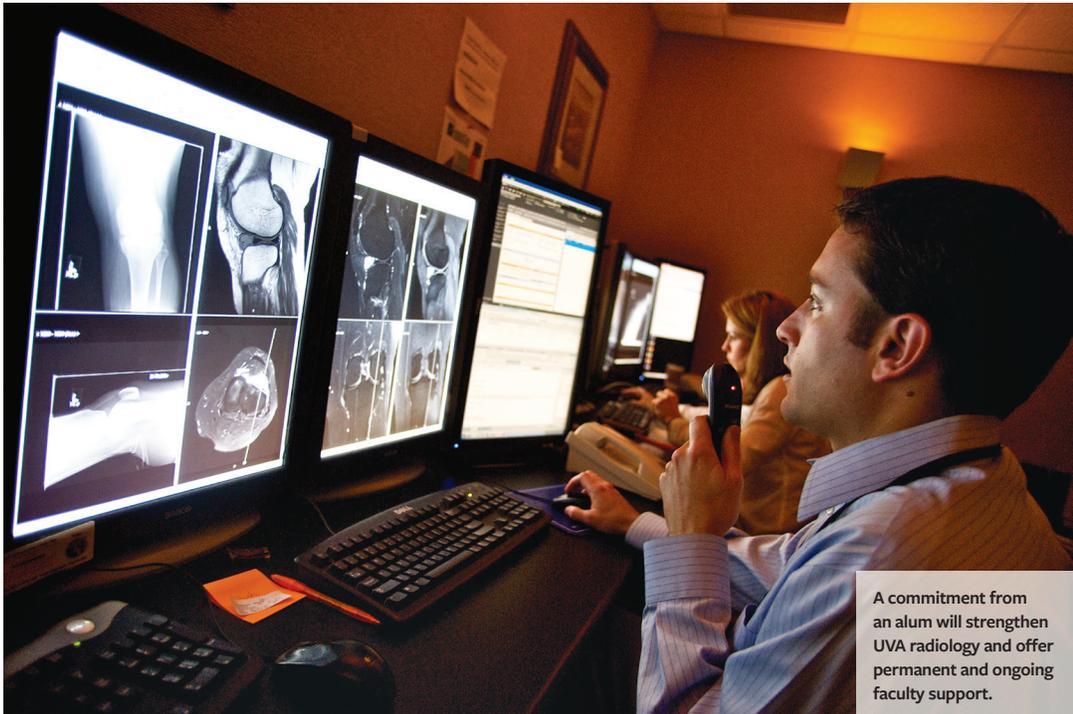
UVA Brain coincides with recent priorities in brain research established by the federal government and the Commonwealth. In 2013, President Obama launched a 10-year brain research initiative to “revolutionize our understanding of the human mind and uncover new ways to treat, prevent, and cure brain disorders.” Virginia Governor Terry McAuliffe also launched an effort to make Virginia “the brain state,” by organizing and stimulating neuroscience research throughout Virginia's major research universities. UVA Brain will be a major player in this work.

It's no coincidence that all these opportunities are converging at one time, explains Kapur. “This is a time of tremendous growth in our knowledge and our technological capabilities. Now we can start answering questions that we didn't even know to ask a few years ago,” he says.

“We all know someone who has been touched by Alzheimer's or other neurological diseases. The burden on families is financially, emotionally, and physically daunting. Thanks to the vision and leadership of the University and the Commonwealth, we have the chance to find real solutions that help people.” ●

LONG NIGHTS IN THE LIBRARY FOSTER A LIFELONG WORK ETHIC

—And Lead to a Generous Gift for UVA Medicine



A commitment from an alum will strengthen UVA radiology and offer permanent and ongoing faculty support.

PHOTOGRAPH © WILL KERNER

WHEN 16-YEAR-OLD BURTON GOODWIN GRADUATED FROM HIGH SCHOOL in his small rural town, his college prospects looked bleak. His father was too ill to work, and his mother took in boarders to make ends meet. Goodwin was a talented student though, and with the aid of a kind aunt and support from a regional community foundation, he was admitted to UVA. There was only one catch—he had to make the dean’s list every year to continue to receive financial support.

“I really had to work,” says Goodwin. “I had no time for fun and games or fraternity stuff. I spent many nights in Alderman Library. That’s probably when I developed such a strong work ethic.”

All that hard work paid off, and, after graduating from UVA in 1958, Goodwin went on to pursue his dream of becoming a doctor, earning his medical degree in 1962, at the top of his class. He completed his residency in radiology just as the Vietnam War was escalating and was sent to Parris Island, where he developed a radiology program. He returned to civilian life and settled in Savannah, GA, becoming director of diagnostic radiology at Memorial Health University Medical Center and leading the radiology residency program. In his time there, he helped train some 100 radiology residents and medical students.

Today, after trying retirement and deciding “it was not for me,” Goodwin, at almost 80, still works daily in a practice that is owned and run by his former residents. His long career has helped him grow his resources and make a greater investment in UVA. In his bequest, he has committed approximately \$6 million to fund a professorship in radiology, a Faculty Fund for Excellence in the School of Medicine, and, potentially, new initiatives in understanding and treating atrial fibrillation, a common heart rhythm disorder.

“Many of my colleagues are saving to leave a legacy to their kids,” notes Goodwin. “My children are grown and have their own lives. I can take the same amount, tax-free, to benefit more people and multiple projects in perpetuity. I have been fortunate, and now I want to do what I can for others. In spiritual terms, I want to give away what has been given to me.”

Such support is essential for taking programs in the UVA School of Medicine from good to great, especially in times of intense competition for resources. The



Dr. Goodwin’s gift will greatly impact UVA medicine and the profession overall.



endowments created through Goodwin’s generosity will provide lasting support for programs and people that are crucial for the future of medicine.

“It’s extremely gratifying to see an alum who has led such a long and successful career and who is stepping up to help secure the future of the school,” says David Wilkes, MD, dean of UVA’s School of Medicine. Dr. Goodwin’s gift will greatly impact “UVA medicine and the profession overall.” ●

THE POWER OF GIVING

LEADERSHIP GIFTS TO THE UNIVERSITY OF VIRGINIA HEALTH SYSTEM save lives, accelerate the pace of medical and nursing research, and lay the groundwork for the future of healthcare. Thanks to the generosity of our alumni, friends, grateful patients, and other benefactors, we are making great advances in patient care, research, and nursing and medical education. **This list represents gifts of \$100,000 or more made to any area of UVA Health System from July 1, 2015 through June 30, 2016.** We have done our best to ensure that every gift made during this time has been recognized. If we missed your gift, or listed your name in error, we apologize and ask that you please notify the UVA Health Foundation at 800.297.0102 or 434.924.8432.

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Through the Soho Center, Jeanna and George Beker have provided significant support for UVA Children's Hospital—and have contributed nearly 100,000 free books for hospitalized and ill children and their siblings. The Bekers have also made a significant commitment to support UVA Cancer Center and UVA Children's Hospital.

* denotes Compass Rose Members (who have made gifts totaling more than \$100,000 in this fiscal year)
 The Compass Rose Society honors donors who have given \$250,000 or more cumulatively to UVA Health System during their lifetimes.

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PULSE

PHILANTHROPY IN ACTION AT UNIVERSITY OF VIRGINIA HEALTH SYSTEM

WHEN A LITTLE CHANGE MAKES A BIG DIFFERENCE

Local Families Support UVA Children's Hospital Through Panera Campaign

CAN PENNIES, NICKELS, AND DIMES IMPACT

patients and families at UVA Children's Hospital? Thanks to an outpouring of community support for "Change for Children" at 14 Panera Bread franchises across Virginia, the answer is "yes." Over the past eight months, patrons of Panera Bread cafés owned by Blue Ridge Bread, Inc., have "rounded up" their purchases, donating the additional funds to UVA Children's Hospital.

The campaign started with two families—the Jacksons and the Postles. Rick and Rosemary Postle own Blue Ridge Bread, Inc. Their daughter, Kelly Jackson, serves as vice president of marketing and sales; son-in-law Adam is chief operations officer. Rick also serves on the UVA Children's Hospital Committee, and Rosemary on the Cancer Center Board of Directors. The families became familiar with UVA after Jackson's daughter, Lena, experienced severe food allergies at a young age.

"We were always treated kindly and respectfully and were always involved in Lena's doctors' decisions as they treated her," Kelly says. "Our entire family became part of her care team."

Inspired by these experiences and Lena's love of crafting, Jackson and her team launched "Kids Craft for a Cause" in 2014 at the Charlottesville Panera Bread location. By 2016, more than 100 children and their families participated. The event gives children the opportunity to sell their crafts in support of UVA Children's Hospital, and provides an allergen-free zone for the local food allergy community to connect.

Following their crafting success, the Postles and Jacksons launched "Change for Children," pulling in all of their locations.

"As we looked at our regional businesses across Virginia, we realized that the families they serve all have access to and benefit from



the care UVA Children's Hospital provides," Rosemary notes. "Communities across the state were connected by this incredible common cause."

Initial proceeds from "Change for Children" will support a new family waiting room on the inpatient floor at UVA Children's Hospital.

"This designation will directly and positively impact many of the very families who have helped make the space possible through their participation in Change for Children," says Karin League, MSN, RN, NEA-BC, associate chief, Women's and Children's Services. "We are grateful for this wonderful partnership with Panera and this outpouring of community support."

"Change for Children" has already raised more than \$200,000, with the 14 participating cafés averaging more than \$800 a day.

"We wanted everyone to feel included, and to feel comfortable giving whatever amount," Kelly says. "Our cafés provide a resource and a location for people to give, but the credit truly goes to our employees and customers, who have taken this campaign to the next level through their dedication and promotion every single day."

"Our employees and communities across the state have truly been the drivers of this campaign," Rick adds. "Its continued success shows what a difference even the smallest gift can make." ●

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