



PULSE

PHILANTHROPY in ACTION at the UNIVERSITY of VIRGINIA HEALTH SYSTEM

Supporting the Next Generation of Caregivers

Scholarships Ease Medical Student Stress

For Ramona Reed (Med '68), attending medical school over 40 years ago was a dream come true—and one not possible for many women at the time. Reed understands first-hand the demands and rigors of medical school. That's why she made the choice to provide support for programs that ease the financial and emotional stresses medical students at UVA today may face.

Reed and her husband, Larry, recently documented a \$6 million bequest that will boost the previously established Reed Psychiatric Care Fund as well as provide need-based scholarships to medical students in the future.

"I would never have been able to become a physician had I not received a need-based scholarship," says Reed, who grew up primarily in Southwest Virginia and received a regional

scholarship to attend medical school. "Without the scholarship I received, my parents could never have afforded to send me to medical school. I wanted to give back because I want other people to have the kind of opportunities that I've enjoyed."

Reed says her interest in the field of psychiatry was inspired by her father's work as a Lutheran pastor serving rural parishes. The diverse responsibilities of his role meant that he often functioned as a counselor for people throughout the community, she says. She hopes her gift will help UVA recruit exceptional students from diverse backgrounds.

"The need-based scholarship makes it possible for bright people with limited financial resources to be able to attend UVA School of Medicine," Reed says. "With this type of assistance, UVA will be able to attract people from various walks of life. It will enhance the whole pool of people who are becoming physicians."

The Reeds' gift also increases funding for the Reed Psychiatric Care Fund, which provides mental health services for students in crisis. The fund, which is available to all medical students and administered confidentially through the Medical Alumni Association, allows students to seek psychiatric care from participating psychiatrists within Charlottesville and surrounding communities.

SPECIAL CAMPAIGN FOR HEALTH EDITION

As the Campaign for Health comes to an end, look inside to see what your support makes possible every day at UVA.

Continued on page 2

Making her mark

Reed is proud to be counted among the earliest women to attend medical school at UVA. In fact, only three women graduated in her class. After graduating from UVA, Reed completed a residency in psychiatry at the University of Colorado Health Sciences Center in 1972 and a fellowship at Colorado State Hospital in 1973. She practiced adult and geriatric psychiatry in Colorado, where she still resides with Larry—an electrical engineer who worked on NASA’s Viking Project in the mid-1970s.

These days, Reed remains a loyal Wahoo, recently completing a term as a member of the Medical School Foundation Board.

“I like to have some influence and some say about what is happening back at my beloved alma mater,” says Reed, who faithfully drove to Virginia from her home in Colorado for the board meetings.



UVA School of Medicine alumna Dr. Ramona Reed, and her husband Larry, want to make sure UVA maintains its excellence in medical education.

“I may have a perspective that others may not have. I went to medical school at a time when there were not many women in medicine—and no women at UVA’s undergraduate school. I like contributing and looking out for the women’s perspective. After all, we make up 50 percent of the world’s population.”

In the end, Reed is grateful for the role the school has played in her life and professional success.

“UVA is what I consider my defining school, even though my undergraduate schools, internships and residencies were good, too,” Reed says. “I support UVA School of Medicine because I’m very proud to be an alumna of the school. I like to tell people that’s where I went to medical school, and I want to make

sure it maintains its excellence. It has a wonderful historical tradition, it’s in a lovely setting, and it has always had a good reputation.”



The Impact of Giving

This issue of *PULSE* is a celebration of our donors’ tremendous impact on the UVA Health System. Since the fall of 2006 when the Campaign for Health publicly launched, 50,701 benefactors, alumni, and friends stepped forward to make a real difference in the lives of our patients, students, faculty, and staff. Together, they made 90,471 individual gifts whose impact has been felt throughout the Health System.

We’ve witnessed the incredible care being delivered in the Emily Couric Clinical Cancer Center, and the educational discoveries being made in the Claude Moore Medical and Nursing Education Buildings. We’ve celebrated innovative advances in diabetes care and research, promising clinical trials in cancer, and new directions in Alzheimer’s care and research. We’ve watched new patient support programs, genetic and high risk-counseling initiatives, and specialized clinics in the Heart Center touch the lives of patients and their families.

There’s more to come. From the opening of the Battle Building at UVA Children’s Hospital in 2014 to advances in imaging and clinical research, the impact of private support on the Health System will continue to be truly significant. Gifts large and small impact the lives of our neighbors, our friends, and our families every day.

On behalf of those we serve—our patients and their families, as well as our students—thank you for helping set the standard of care, for our Commonwealth and beyond.

With best regards,

Karen B. Rendleman
Executive Director, UVA Health Foundation
Associate Vice President, UVA Health System Development

Bringing Care and Comfort, One Child at a Time

For children with chronic, life-limiting illnesses, every day can be a challenge. Many face multiple trips to the hospital, frequent pain, and complex treatments. Thanks to the generosity of Kelley MacDougall and Mike Pausic, UVA Children's Hospital is making things a little easier for these children and their families. The Pausics are supporting pediatric palliative care, a program directed by Noreen Crain, MD, and designed to offer comfort and support to seriously ill children and their families.

The Pausics' gift provides dedicated funding for a nurse practitioner, Joy Giglio, MSN, PNP, RN, who joined the pediatric palliative team last year. Giglio works with children and families to offer counseling, adjust medications, coordinate community resources (including hospice), and provide whatever resources are available. Over the past year, Giglio has worked with more than 30 families.

"It's about offering comfort and quality of life," says Giglio. "I'm there to provide an extra layer of support for families and for their teams of care. It's end-of-life care for many, but it's more than that, it's supportive care."

Giglio's stories touch close to the heart. One of her patients, a little girl with an aggressive illness, was not expected to live past the age of two. Giglio began following the child's case more closely, coordinating care and working with her family and physicians. Recently, that same little girl celebrated her fourth birthday at home, surrounded by her family. She has been able to live a longer and fuller life, thanks, in part, to Giglio's efforts.

For the Pausics, who also have supported construction of the Battle Building at UVA Children's Hospital, the program is a way to make an immediate and tangible impact on the lives of children and families.

"We see this as one of those under-the-radar projects that really make a difference," says MacDougall, a member of the UVA Health Foundation Board and the UVA Children's Hospital Committee. "I appreciate that the hospital is working hard to provide important services that aren't available to children through area hospices."

"Study after study has shown that palliative care makes an enormous impact on the families involved," adds Pausic. "Yet, these programs have no natural funding source. This is an important program with a relatively low cost. That's a place where our support can make a real impact."

"Programs such as pediatric palliative care are rarely reimbursed by federal dollars," notes R. Edward Howell, vice president and CEO, UVA Medical Center. "But they are absolutely the right thing to do."



Dr. Noreen Crain and nurse practitioner Joy Giglio offer special care to children who struggle with complex medical issues.

The Pausics' gift will support Giglio's position for the next two years. Motivated by their generosity, another donor has stepped forward as well.

"We are so grateful for this support," says James Nataro, MD, chair, Department of Pediatrics. "The Pausics have launched this vital initiative and we are committed to sustaining it."

By Your Side

For children with complex medical conditions, the first challenge may be simply getting to the doctor's office. This can be especially difficult for children who are on breathing machines, bedbound, or receiving round-the-clock nursing care. For these patients, James Ogan, MD, has established **By Your Side Pediatrics** to provide house calls for children with extreme medical complexities.

"What we are offering is community-based outreach to the home," says Ogan. "This is intended to augment the services already provided for the frailest of our pediatric patients and to further improve the quality of life for these families."

By Your Side Pediatrics will also work in collaboration with UVA's pediatric palliative care program.

Making History Count

The Eleanor Crowder Bjoring Center for Nursing Historical Inquiry

In the 1960s, a young nurse named Nancy Milio established a family health clinic in an underserved Detroit neighborhood. Today, the meticulous records that she kept are helping nursing researchers study a successful model of care that overcame multiple barriers to aid women in low-income neighborhoods. Milio's story is one of many housed in the Eleanor Crowder Bjoring Center for Nursing Historical Inquiry.

"Understanding what worked in the past, and what did not work, provides insight that can help shape healthcare policy today," says Arlene Keeling, BSN, MSN, PhD, center director and Centennial Distinguished Professor of Nursing.

Thanks to the generosity of Eleanor Crowder Bjoring, the center, which was recently renamed in her honor, can continue to fulfill this mission.

"Eleanor wants to make sure that we can sustain nursing history into the future," says Dorrie Fontaine, RN, PhD, FAAN, dean of the School of Nursing. "She has committed significant resources to support the center's endowment, for which we are extremely grateful. As healthcare professionals, we are always looking toward the future. But, sometimes, a look back helps us find the best way forward."

This value of preserving nursing history at UVA was first recognized by the center's founder, Barbara Brodie, PhD, RN, FAAN, a professor in the 1980s.

"People never kept the papers of nurses," says Brodie, now associate director of the center. "There were medical archives, but many times the

nurses' notes were thrown out. What did nurses do on a daily basis? You had to extrapolate from what medicine was doing to figure out the nursing care."

In 1992, Brodie partnered with Keeling and Sylvia Rinker, both graduate students at the time, to create UVA's Center for Nursing Historical Inquiry. Still one of only a small handful of such centers in the country, the center recently celebrated its 20th anniversary. Over those two decades, it has developed an international reputation as a preeminent repository of nursing historical archives and a nucleus for nursing historical scholarship.

"The recognition of historical research as a valid academic pursuit for nurses has been long in coming," says Bjoring, who was herself a nurse historian and faculty member at the University of Texas at Austin. "As a very early nurse historian who



LaShanda Brown uses historical examples to help her students think about how they might bring positive changes to the nursing profession.



Nursing historian Eleanor Bjoring

struggled for such support, I felt committed to do what I could do to promote the center and will continue to do so."

That commitment pays huge dividends with today's students, such as recent graduate LaShanda Brown. Brown found inspiration in the biography of Florence Nightingale, who asserted her own innovative ideas about how patients should be cared for, despite public criticism.

"Hearing someone else's story shifts how you see the world," says Brown. "Understanding how the nursing profession has evolved over the years gave me a new appreciation for the challenges I face as a nurse today."

As a teacher now herself, Brown shares this appreciation daily with her students, encouraging them to look at the past to find inspiration for the future.

Supporting Advanced Training for Young Physicians

It's no secret that the U.S. is facing a shortage of primary care doctors. According to research by the American Association of Medical Colleges, primary care medicine will be hit hard in the next 15 years—with a projected shortfall of 65,000 primary care physicians. Many young physicians entering the field find specialty or procedure-based medicine offers a more manageable lifestyle and greater financial rewards. As new healthcare reforms go into effect, physicians who treat chronic conditions or complicated medical situations will be the ones most affected by the new law.

Recognizing the challenges ahead in healthcare, Ann and Ted Beck of Glasgow, VA, have committed a generous bequest to fund two fellowships at UVA—one for advanced training in general medicine and the other providing advanced training in neurodegenerative disease management.

“We’ve been very pleased with the quality of care we’ve received at UVA,” says Ted Beck. “We hope that doctors will get good grounding in these fields and will benefit from advanced fellowship training at UVA, where there is very good medical care and very good science at the same time.”

The gift is a boost to general medicine, says Dan Becker, MD, a UVA internal medicine physician.

“This fellowship acknowledges the pivotal role of primary care,” Becker says. “Primary care is not a popular specialty choice these days. But the Becks have appreciated doctors who listen and who demonstrate interest in their personal story, and they want to promote that. That doctor-patient relationship is a hallmark of general medicine.”

Peggy Plews-Ogan, MD, chief of UVA’s general medicine division, points out that primary care doctors often are the educators and mentors in healthcare systems. Despite the critical nature of this field, little funding is available for advanced training.

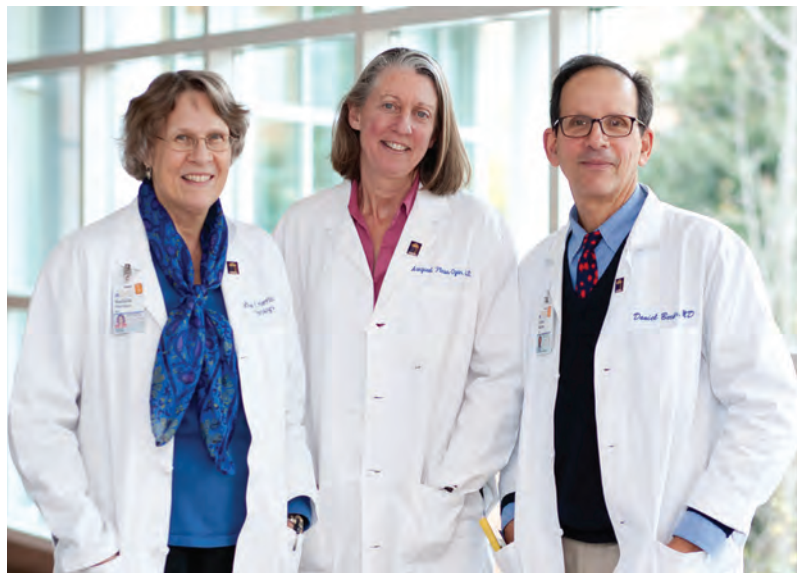
“The timing of this commitment couldn’t be better,” Plews-Ogan says. “Our strengths in general medicine are needed to move healthcare forward in the U.S. This fellowship will help us to enhance physicians’ relationship-centered skills and their focus around quality of care and patient safety, and care for the vulnerable in our population.”

The neurology fellowship will focus on neurodegenerative diseases, such as Parkinson’s, Alzheimer’s and Huntington’s diseases. As the population ages, the number of patients living with these diseases will increase, says UVA neurologist Madaline Harrison, MD. The fellowship will allow UVA to enhance training for physicians who understand the “big picture view” of managing these diseases.

“In this branch of neurology, as well as with primary care, we establish long-term relationships with our patients, and there’s a very specific expertise in managing these conditions over time,” Harrison says. “It’s essential to keep the patient in the equation—to learn their individual story. That’s often our best tool for understanding what’s needed for the patient.”

The fellowships will be an excellent recruiting tool, says Plews-Ogan. Recipients will have the opportunity to pursue research initiatives while developing their clinical and teaching expertise.

“The Becks are such wonderful people, and this is an incredibly generous commitment,” says Plews-Ogan. “The fellowship-trained physicians become the true leaders in general medicine. They set the standard and example for everyone they touch—whether it’s their patients, their trainees or their medical students. This gift will have a huge impact.”



Drs. Madaline Harrison (left), Peggy Plews-Ogan, and Daniel Becker are honored to have inspired a gift that will impact primary care medicine now and in the future.

A Boost for Women’s Oncology Training at UVA

For Jimmy Orr (A&S '71, Med '76), the “intensity and challenges” of medical school were balanced by the calming force of a special mentor who trained him and initially inspired his life’s work in gynecological oncology.

Orr credits Peyton Taylor, MD, former medical director of UVA Cancer Center who retired in December 2011, as a remarkable educator.

“Peyton was really a model for me,” says Orr, who was the first medical student to rotate under Taylor. “He set the stage and laid the foundation for me to pursue a career in gynecologic oncology.”

Orr and his wife, Vicki, recently honored Taylor through a \$2 million bequest establishing the James and Vicki Orr Clinical Professorship in Women’s Oncology. The professorship—offered in gratitude for Taylor’s friendship and dedicated service to UVA Cancer Center and the field of women’s oncology care and research—provides a salary supplement that will help UVA attract and retain outstanding faculty members.

“We’re fortunate that so many School of Medicine alums give back to UVA in meaningful ways,” says Steven T. DeKosky, MD, FAAN, FACP, vice president and dean of the medical school. “By helping UVA recruit and retain star faculty, the Orrs not only celebrate faculty excellence today, but promote superior healthcare for our patients and their families in the future.”



Jimmy and Vicki Orr's generosity will promote faculty excellence at UVA, which translates into new discoveries and superior patient care.

Gift Celebrates Commitment to Cancer Care

“Women’s cancer is very important to me,” says Orr, medical director of the Lee Memorial Health System’s Regional Cancer Center and Florida Gynecologic Oncology. “As a gynecologic oncologist, I’ve been blessed to have cared for thousands of women and their families. It’s important when you are devoted to an important cause to promote it and create future opportunities for others to move it forward.”

The couple’s gift has special meaning for Vicki Orr, whose mother died of uterine cancer. A chief financial officer for a major health system in Naples, FL, she is pleased to pay tribute to two men who have dedicated their lives as champions of women’s health.

“Both of these gentlemen are rare, Southern gentlemen whose kindness and devotion to helping women is remarkable,” she explains. “This gift is really about two exceptional physicians who have devoted their lives to caring for women with gynecologic cancers.”

During the three decades since Jimmy Orr graduated from UVA, his and Taylor’s lives have crossed paths numerous times. Orr did his residency at the University of Alabama Birmingham in the late 1970s, at the same time Taylor served a brief stint on the faculty. In 2004, Orr was president of the Society of Gynecologic Oncology, with Taylor serving as vice president.

“Through the years we have never lost touch, always taking time to catch up personally and to discuss important clinical research, innovations and challenging patient situations,” says Orr, who spoke at Taylor’s retirement dinner.

The Orrs are thrilled to give back to UVA. By establishing a clinical professorship, they hope to bolster UVA’s training for young doctors pursuing careers in gynecologic oncology and ultimately enhance the lives of many women in the future.

“If someone is able to devote a part of their life to teaching the clinical aspects of care, we will touch many more women’s lives,” Orr says. “This gift will send out the arms of love and hope to many more women who have suffered with the diagnosis of a gynecologic malignancy.”

Treating Parkinson's Disease with Focused Ultrasound

Revolutionary Clinical Trial Underway at UVA

A potentially life-changing, scalpel-free surgical treatment for patients with tremor-dominant Parkinson's disease is being investigated at UVA's Focused Ultrasound Center. The first of its kind in the world, the clinical trial will study the safety and effectiveness of focused ultrasound in alleviating Parkinson's symptoms.

A partnership between the UVA Health System, the Commonwealth of Virginia, and the Focused Ultrasound Foundation brings this research to Charlottesville, expanding UVA's clinical research options to benefit patients. UVA Health Foundation board member Molly Hardie, MD (Med '00), and her husband Robert, a former member of UVA's Board of Visitors, gave \$100,000 to support the groundbreaking study.

"Robert and I are excited to help support this research," explains Molly Hardie. "We hope this first-in-the-world clinical trial at UVA will make a positive difference in the lives of patients with Parkinson's disease."

Emerging Technologies Improve Patients' Quality of Life

UVA researchers are leading the way in applying this innovative technology for the treatment of brain disorders. The new study follows a successful UVA clinical trial of focused ultrasound to relieve essential tremor, which resulted in reduced symptoms for all 15 patients involved.

The FDA-approved trial, led by principal investigator Jeffrey Elias, MD, a UVA neurosurgeon, involves 30 patients who have Parkinson's disease with tremor that is resistant to standard medical therapy.

Each patient will undergo a procedure that delivers more than 1,000 ultrasound beams—guided by a magnetic resonance scanner—to a single, millimeter-sized treatment point deep in the brain. The energy delivered to that point causes a thermal rise, essentially creating a small cauterization, which researchers hope will lead to a reduction in Parkinson's-related tremor symptoms. The procedure involves no incision and no anesthesia, allowing patients to remain alert and interactive with surgeons.

Following therapy, each patient will be monitored for a year. Elias and his research partners—UVA neurologists Madaline Harrison, MD; Binit Shah, MD; and Frank Wooten, MD; as well as physical therapist Diane Huss,



Dr. Jeff Elias is leading a clinical trial with the potential to dramatically improve patients' quality of life.

DPT—are hopeful that the procedure will reduce Parkinson's-associated tremors and offer a better quality of life for people living with the disease.

"We hope to be able to manage Parkinson's disease and the symptoms of other movement disorders with this revolutionary treatment," says Elias. "We're not curing the Parkinson's disease, but rather managing the disabling symptoms associated with it. We hope the treatments will result in a much better quality of life for our patients."

If the clinical trial for Parkinson's disease proves successful, it could have positive implications for treating other brain disorders, including epilepsy, brain tumors, and stroke.

"We're very appreciative of Robert and Molly Hardie's donation to this clinical trial for tremor-dominant Parkinson's disease," says Neal Kassell, MD, professor of neurosurgery at UVA who founded the Focused Ultrasound Foundation to lead the efforts of this new technology. "The partnership between the Health System and the Focused Ultrasound Foundation advances critical research with the potential to revolutionize the way we treat many life-threatening and debilitating disorders."

CAMPAIGN LEADERSHIP GIFTS

The Campaign for Health at the University of Virginia has accelerated the pace of academic medicine. Through the vision and dedication of our alumni, friends, and benefactors, the UVA Health System has made incredible strides in patient care, research, and nursing and medical education. **This list represents cumulative gifts of \$100,000 or more made to any area of the Health System from January 1, 2004 to December 31, 2012.** We have done our best to ensure that every campaign gift made during this time period has been recognized here. 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.

TOTAL RAISED: \$636,795,547*

Capital: \$100,636,001

Endowment: \$137,980,633

Programmatic: \$205,383,861

Research: \$192,795,054

GOAL
\$500,000,000

CAMPAIGN PROGRESS

127% over goal

The Campaign for Health has established **28 new professorships** and **44 new medical and nursing scholarships.**

* As of December 31, 2012

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CHARTING THE FUTURE OF HEALTHCARE: THE COMPASS ROSE SOCIETY

In November, we celebrated the contributions of the Compass Rose Society, benefactors who have given \$250,000 or more to any area of the Health System.

Compass Rose Society members provide vital resources for faculty and students and seed money for innovation and discovery. Their support allows our staff to pioneer new therapies for patients and new ways to teach medical and nursing education.



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PULSE

PHILANTHROPY IN ACTION AT THE UNIVERSITY OF VIRGINIA HEALTH SYSTEM ■ SPRING 2013 ■ VOLUME 18, ISSUE 1

In the News

School of Medicine Dean to Step Down

Steven T. DeKosky, MD, FAAN, FACP, vice president and dean of the UVA School of Medicine, will step down at the conclusion of his five-year term on July 31. A world-renowned authority on Alzheimer's disease, he will return to the faculty in 2014 after a short sabbatical to continue his research and patient care.

President Teresa A. Sullivan praised DeKosky as a dean who helped move the School of Medicine forward in meaningful and measurable ways.

"Steve oversaw significant growth in our medical student class and transformation of our curriculum," she said. "He maintained research funding during a time of significant decreases in funding nationally, and increased the clinical capacity and access."

DeKosky expressed his gratitude to faculty and staff for their efforts and contributions since his appointment in 2008. "I hope we continue to move forward as an academic medical center across our mission of education, research, and clinical care over the next nine months and beyond," he said.

"The University has benefitted from Steve DeKosky's leadership in creating new educational models and collaboration in setting the course for our Health System clinical enterprise," Executive Vice President and Provost John Simon said. "Steve also has been an excellent collaborator in developing research initiatives connecting the School of Medicine to the broader University community."

Search Begins for New Position

This past December, UVA President Teresa A. Sullivan announced the search for an Executive Vice President for Health Affairs for the University of Virginia, a new position that will align the key components of the UVA Health System under one executive leader.

The new executive vice president will have responsibility for a complex health system that includes the University Hospital and Transitional Care Hospital, the Schools of Medicine and Nursing, multiple ambulatory clinics, and home health care. He or she will have responsibility for implementing and updating the strategic plan for the Health System that the University Board of Visitors recently adopted.

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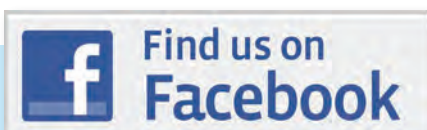
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