CAMPAIGN FOR

PENN CARDIOVASCULAR INSTITUTE

AND

PENN HEART AND VASCULAR

Leadership Giving
“50 YEARS AGO, there were not many options for patients fighting heart disease. Statins to lower cholesterol were decades in the future; our ability to replace heart valves was in its infancy; implantable pacemakers using transistors were new, and the first heart transplant was a few years away. Today these once unimaginable strides are available to patients around the globe.

DOCTORS AND SURGEONS ARE AS INVENTIVE AND COMMITTED TO SAVING LIVES AS EVER.

If we can attain the resources to pursue today’s revolutionary science with the same intensity as the breakthroughs of the past, we can continue to make dramatic progress toward eradicating heart disease. WE INVITE YOU TO HELP WRITE THE NEXT CHAPTER.”

Michael S. Parmacek, MD
Chief, Division of Cardiovascular Medicine
Director, Penn Cardiovascular Institute
Herbert C. Rorer Professor of Medical Sciences

Dr. Parmacek leads the Cardiovascular Institute, which coordinates and accelerates research into heart and vascular disease across the University of Pennsylvania.
“TODAY’S ANSWERS JUST AREN’T GOOD ENOUGH FOR PENN SURGEONS AND CARDIOLOGISTS. We are here, at one of the best hospitals in the nation, to give our patients the most advanced care possible.

We choose Penn because here we can innovate and create breakthrough diagnostics and treatments that will be used around the world. But developing new procedures and technology is expensive, and meeting these costs in today’s health care and financial climate is increasingly difficult.

Doing our utmost to diminish the challenges facing patients with heart and vascular disease is our life’s work.

NOW WE ASK YOU TO PARTNER WITH US to save, extend, and make whole even more lives by reaching patients before it’s too late.”

Michael A. Acker, MD

Chief, Division of Cardiovascular Surgery
William Maul Measey Professor of Surgery

Dr. Acker leads the Penn Heart and Vascular Center, the home of cardiovascular patient care at the Hospital of the University of Pennsylvania.
This past year John Howard continued his remarkable recovery from heart failure thanks to the experimental TAVR procedure he received at Penn Medicine.

Three years ago, he wouldn’t have.

Too sick for surgery, without TAVR (transcatheter aortic valve replacement), Mr. Howard would have continued to decline. Climbing the stairs would have remained a grueling event. He would have missed meeting his 5th grandchild. Odds are he would not be alive today.

**THAT’S HOW DRASTICALLY AND QUICKLY PROSPECTS CAN CHANGE AT PENN MEDICINE.**

Even when the opponent is the world’s leading killer.

Especially when the opponent is the world’s leading killer.

Heart disease has taken something precious from everyone—someone we love, the health and well-being of a friend, the independence and satisfaction of an active life. It strikes without regard for age, for background, or for achievement. And it strikes far too many. Heart disease and stroke account for 1 in 4 deaths in the U.S. They are expected to kill 750,000 people in the next year.

For them, for all of us, we need better answers, and we need them now.

The Penn Cardiovascular Institute Leadership Council invites you to join us in supporting one of the most meaningful causes in medicine today—ending heart and vascular disease and the suffering that goes along with it.

We are dedicated philanthropists who know that Penn cardiovascular physicians have the expertise, the drive, the compassion, and the ingenuity to revolutionize cardiac research and care. They are international leaders who make the most advanced care in the world available right here in Philadelphia. And they are visionaries who turn advances that seem fantastic into practices and procedures that benefit multitudes.

We seek to rally the resources Penn’s physician-scientists need to realize their compelling new ideas and to create a legacy of better health for our children and our community.

**WITH YOUR LEADERSHIP, Penn can change the odds against the biggest threat of all — heart disease.**
“WE TRUST PENN DOCTORS WITH OUR LIVES. They have made a huge difference for my family and me.

Through the Penn Cardiovascular Institute Leadership Council I’ve gotten to know these world-class physicians and heard from them directly about the new ideas they are exploring—innovations we believe will spare many more lives in the next generation.

I am thankful for what Penn has done for me and my family, and we are proud to provide the support necessary to realize these lifesaving ideas.”

Richard T. Clark
Chair, Cardiovascular Institute Leadership Council
Former CEO and Chairman of Merck & Co. Inc.
Penn Physicians LEAD THE WAY

New Science

Today, Penn physician-scientists have more ideas and discoveries with real promise than they have the resources to pursue.

Gene sequencing promises to identify those at risk for a heart attack before it occurs. Stem cell technology can now transform skin cells into cardiac muscle, opening paths to cures derived from our own cells. Biostatistical analysis of big data—such as the genetic and biomarker samples thousands of Penn patients are donating—will reveal patterns critical to developing new treatments and insights.

These 21st century capabilities and more will directly lead to better medications, cellular therapies that heal damaged hearts, and new diagnostics and interventions all designed to better prevent and treat heart and vascular disease.

Smaller, Smarter, Faster — Radically Different Technology

Seven years ago, when a philanthropic grant helped to expand Penn’s program, many devices that keep hearts pumping were cumbersome—too large even for some women’s bodies. Today they fit in the palm of your hand, and are growing ever smaller.

Rapid genome sequencing is making personalized medicine a reality for patients at Penn. Today’s imaging systems give us a better-than-surgeon’s-eye view of the heart and circulatory system. And surgery rapidly progresses with new robotics and safer, less-invasive procedures—such as TAVR, which replaces a heart valve virtually without surgery, via catheters requiring only tiny incisions.

Exploring these inventive approaches and disseminating them to our students and our colleagues will increase the lifesaving options for patients everywhere, not just at places like Penn.

Better Ways of Healing

In just a few decades, the miracles of transplant, pacesetters, and statins have moved from pioneering, one-of-a-kind experiments to routine therapies that have saved thousands of lives.

Now we can improve those lives and learn how to save those we can’t yet reach in time. We can give more and better years to those with heart and vascular disease. We can radically reduce the number of sudden cardiac deaths. These are gigantic challenges. But with your help, they are ambitions we can achieve.
“EVERY 34 SECONDS CARDIOVASCULAR DISEASE CAUSES A HEART ATTACK IN THE U.S. TODAY. It causes a stroke every 40 seconds. It’s a rising epidemic, and we must find a better way forward, for ourselves—and especially for our children.”

Mariell Jessup, M.D.
Medical Director, Penn Heart and Vascular Center
President-Elect, American Heart Association
“THE DRIVE AND INNOVATION OF PENN PHYSICIANS IS EXCEPTIONAL. I believe the time, the expertise, and the funding I have contributed to the Cardiovascular Institute Leadership Council are an investment in a better future.”

John C. Bogle, Chair Emeritus

President, Bogle Financial Markets Research Center
Founder and Former Chairman and CEO, Vanguard Group
FROM DEAN J. LARRY JAMESON, MD, PHD —

“SENSATIONAL, TRANSLATIONAL MEDICINE. Penn has invested more than a billion dollars in creating the right environment for translational medicine—research and patient care that work together to deliver better therapies as quickly as possible.

Philanthropists are taking note. The Perelman School of Medicine is the brand new name of America’s first medical school. The Smilow Center for Translational Research is headquarters to internationally known biomedical researchers. Prominent new centers dedicated to cancer, the neurosciences, and rare diseases all demonstrate donors’ confidence that PENN IS THE PLACE—FOR NEW KNOWLEDGE, BETTER THERAPIES, AND EVEN CURES.”

FROM CEO RALPH W. MULLER —

“LEADING-EDGE THERAPIES AND COMPREHENSIVE, COLLABORATIVE APPROACHES DISTINGUISH OUR HEALTH CARE. We are proud of Penn Medicine’s role in developing innovative therapies, and bringing them to the rest of the world.

Traditionally, UPHS has helped to support the novel ideas and fill the gaps that government funding can’t. Today, with federal cutbacks and changes in health care finance, our ability to re-invest in essential new facilities, patient programs, and medical discoveries is severely challenged.

PRIVATE GIVING IS A MORE CRITICAL AND HIGHER PROFILE COMPONENT OF OUR SUCCESS THAN EVER BEFORE.”
Penn Medicine: 
The Region’s Best Heart and Vascular Care

The largest and best heart and vascular center in the Philadelphia region, Penn stands apart because of its range of services and ability to treat the most complex cases. Heart Transplant, Cardiac Electrophysiology, Complex Aortic Surgery – many nationally leading programs are available to Penn patients.

Opened in 2008, the Perelman Center for Advanced Medicine brings cardiac services under one roof at the Heart and Vascular Center. Thanks to the vision and contributions of many lead donors, patients can now, in one visit, see the cardiovascular specialists they need AND physicians in cancer, lung disease, diabetes and many other disease areas for coordinated, leading-edge care.

One of the Nation’s Leading Sources of Better Medicine

Penn’s leading-edge care comes from physicians dedicated to exploring the next frontier. Penn cardiologists and surgeons have driven the widespread use of innovations such as the echocardiograph, heart transplant, curative electrophysiology, and cholesterol lowering medications since the Penn Department of Cardiology became one of the nation’s first in 1928.

The talented students who come to Penn experience a standard of excellence, innovation, and commitment that lasts and inspires for a lifetime.

An Unprecedented Commitment to Translational Medicine

The biggest change in medical research in decades, translational research focuses on projects most likely to yield results that can quickly advance medical therapies. Penn is at the forefront and founded the Cardiovascular Institute (CVI) in 2005 to pull researchers from across the entire university together in cardiovascular disease-focused, interdisciplinary studies.

CVI Leadership Council Member Bill Smilow and his father Joel founded the Smilow Center for Translational Research, the game-changing investment in biomedical research and home to the CVI Core Laboratory for Cardiovascular Research. Now only an elevator ride and a hallway apart, cardiovascular scientists and clinicians have an unprecedented opportunity to collaborate and deliver new clinical trials and therapeutic insights to patients more quickly than was ever before possible.
“MY FAMILY’S GIFT EXPRESSES THE GRATITUDE, DEEP RESPECT, AND FRIENDSHIP I feel for my doctors, Reed Pyeritz and Victor Ferrari.

Our story does have a more dire aspect though. Through these doctors and the CVI Leadership Council, I have become aware of the very real threat posed by the dwindling NIH budget. The number of grants funded has already been cut in half, and is likely to fall further still.

The impact is particularly dangerous because it predominantly affects young researchers, and hinders the science and the health of the coming generation.

WHEN WE LEARNED THAT PROMISING WORK AND CAREERS ARE BEING SHORTCHANGED, MY FAMILY SAW THE OPPORTUNITY TO MAKE A DIFFERENCE. We hope our gift will make others aware of how urgently philanthropy is needed.”

Bill Smilow

Cardiovascular Institute Leadership Council
Founding Donor of the Smilow Center for Translational Research, the William Smilow Award for Innovation in Clinical Excellence, and the William Smilow Professorship in Cardiovascular Medicine
HOW YOU CAN HELP

Leadership Gifts

FOUNDING GIFTS
Name the Penn Cardiovascular Research Institute .................. $25 million
Name the Penn Heart and Vascular Clinical Institute ................ $25 million

PRINCIPAL GIFTS
Name the Penn Heart and Vascular Center ................................ $10 million
The comprehensive outpatient center in the Perelman Center for Advanced Medicine
Name the Core Laboratory for Cardiovascular Research ............ $10 million
The state-of-the-art facility on the 11th floor of the Smilow Center for Translational Research
Name a Principal Program ........................................................... $5 million
Such as:  ♦ Congenital Heart Disease
 ♦ Electrophysiology
 ♦ Heart Failure and Transplant
 ♦ Heart Valve Disease
 ♦ Preventive Cardiology
Name a Professorship ................................................................. $3 million
Name a Faculty Recruitment and Retention Fund ................. $1-2 million

MAJOR GIFTS
Name a High-Impact Research Fund ....................................... $100,000 to $500,000
Name a Fellowship ................................................................. $100,000 to $500,000
Name a Clinical Study Fund ...................................................... starting at $50,000
Support the Emerging Initiatives Fund ................................. starting at $25,000
Support the Faculty and Staff Education Fund ..................... starting at $25,000

These are just a few examples. For more information, please contact Jessie Cherian at jessiemc@upenn.edu or 215.746.3004.
Cardiovascular Institute Leadership Council

Richard T. Clark, Chair  
Former CEO and  
Chairman of Merck & Co. Inc.

John C. Bogle, Chair Emeritus  
President, Bogle Financial Markets Research Center  
Founder and Former Chairman and CEO, Vanguard Group

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Bernard B. Spain  
Barry and Dorothy Tague  
John M. Thalheimer

Penn faculty and interested citizens serve on this advocacy board for Penn leadership in cardiovascular research and patient care. Faculty speak about upcoming changes, the challenges they face, and their aspirations with an eye toward how philanthropy can help. Members share their experiences and concerns as well as have the chance to ask questions and learn directly from faculty. Together we are shaping the future of the branch of medicine that influences lives more than any other.

WE INVITE YOU TO JOIN US in making a meaningful impact in the fight to end heart and vascular disease and in creating a legacy of hope and better health for people everywhere.