



Penn Medicine

MAKING AN Impact

NEWS OF THE PENN MEDICINE CAMPAIGN
SPRING 2009

Propel Discovery: p1 • Promote Health: p2 • Create Knowledge: p3 • Prepare Leaders: p4

PROPEL DISCOVERY

Facing the Future with Confidence



Arthur H. Rubenstein, MBCh
Executive Vice President, University of Pennsylvania for the Health System; Dean of the School of Medicine

"The best preparation for tomorrow is to do today's work superbly well." – Sir William Osler, Chair of Clinical Medicine at the University of Pennsylvania, 1884-1889

Like so many of his precepts, this fundamental idea of Dr. Osler's serves Penn Medicine well today. Because we have deployed our resources thoughtfully, we expect to weather this financial storm while continuing our leadership of medicine.

Just a few weeks ago, the School of Medicine was again ranked third in the nation by *U.S. News & World Report*. We also attained the unusual distinction of having two of our faculty recognized by the American College of Physicians in the same year. Dr. Dwight Evans, the Ruth Meltzer Professor and Chairman of Psychiatry, was honored for distinguished contributions to the science of mental health. In addition, Dr. Peter C. Nowell, M'52, RES'56, the Harnwell Emeritus Professor of Pathology and Laboratory Medicine, received the 2009 Award for Outstanding Work in Science Related to Medicine. Dr. Nowell was recently described as the pathologist "who revolutionized our understanding of the genetic basis of cancer."

Beyond these external recognitions, I am pleased to report the pace of research at Penn Medicine continues vigorously. At the Abramson Family Cancer Research Institute, a recent study identified gene mutations associated with the BRCA1 protein, potentially helping to identify patients at risk. In April, Penn researchers collaborated in the discovery of a genetic pathway that may play a significant role in autism.

In addition to their humanitarian promise, these and many other Penn Medicine discoveries have the capacity for great economic impact. The pharmaceutical, biotechnology, and health care industries depend upon engines of creativity like Penn for continued growth. With 700 Penn Medicine proposals already submitted in response to the NIH's call for proposals for stimulus-funded projects, our excellence in medical research affords us a distinctive way to encourage the nation's prosperity. As the recipient of the second highest total of NIH dollars among all medical schools in FY07, we are confident in our prospects for success in obtaining stimulus funding.

Your support of our mission has been indispensable. Our fundraising campaign is on track to realize our total campaign goal and the future achievements it will make possible.

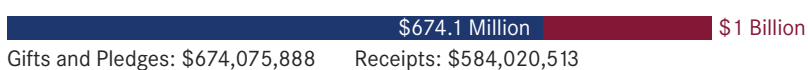
Please know you can expect us to use our resources judiciously as we create the exceptional new physicians and researchers, breakthrough research, and innovative care that American medicine requires for the future.

PROPEL DISCOVERY PRIORITIES

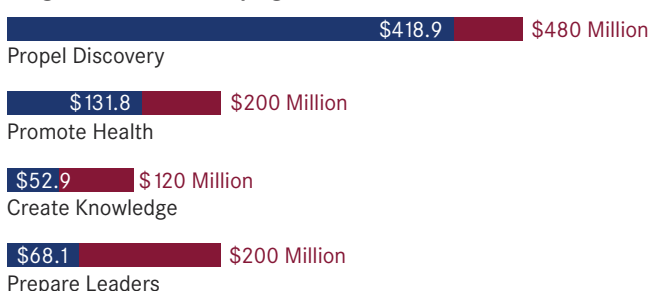
- **Creating new facilities:** We will create a new research building, the Anne and Jerome Fisher Translational Research Center, to support collaboration between research and clinical practice.
- **Expanding interdisciplinary institutes and centers:** We will support and expand the stature and impact of key institutes and centers addressing pressing medical needs, including cancer, cardiovascular disease, diabetes and obesity, neurological disorders, and translational medicine.
- **Supporting basic research:** We will seed innovative basic research that is the foundation for our future progress.

CAMPAIGN UPDATES (Data as of April 30, 2009)

Overall Campaign Progress



Progress Towards Campaign Core Goals



New Institute Strengthens Stem Cell Research Throughout Penn

"There will be no area of medicine that is not affected by stem cells," says Dr. John Gearhart, the new director of Penn's Institute for Regenerative Medicine (IRM).



Dr. John Gearhart, shown here with students, is a distinguished researcher, advocate, and teacher. He attended the ceremonies for the lifting of the stem cell ban at the White House this March.

Indeed, the curative potential of stem cells has fascinated scientists across the globe. Recently, a U.S.-Brazilian research team used stem cells from patients' own bone marrow to successfully treat early-stage type 1 diabetes, enabling most to forgo insulin injections for one to four years.

Other promising applications include treatments for Parkinson's disease, spinal cord injuries, and cardiovascular disease. Stem cell research will likely receive significant funding from the federal stimulus package.

Founded in 2007, IRM's core mission is to promote discoveries in stem cell biology and regeneration and to translate these into new therapies. Overseen by the provost's office, the institute is truly interdisciplinary, engaging and supporting researchers across Penn.

"What really excites me about IRM is the understanding we will gain of both normal and pathological cell growth," says Dr. Gearhart. "This new knowledge will enable us to significantly move forward with advanced treatments, earlier diagnoses, and even prevention of disease."

Proven Leadership: One Key to Advancing Regenerative Medicine in 2009

Dr. Gearhart was named director of IRM and the James Effron University Professor in July 2008. In 1998, he led the Johns Hopkins research team that was one of two that first identified and isolated human embryonic stem cells.

An active advocate, he has briefed policy makers and the public on the potential of stem cell research and the significant work necessary to translate discoveries into safe and effective therapies. In recognition, he participated in the White House ceremony for the lifting of the stem cell ban in March.

The Penn Difference

Dr. Gearhart believes Penn is one of the few places in the world with the multi-disciplinary expertise, collaborative culture, and civic commitment to truly advance this new medicine.

"I was impressed early on with the collegiality I observed at Penn," he notes. "In a dynamic field such as stem cell research, it is important that people from all different areas can come together, and that is what we seek to encourage."

A national leader in medical research, particularly translational studies, Penn has exceptional research and clinical depth across the life sciences including the medical, dental, veterinary, and health sciences, and bioengineering.

Penn's renowned bioethical program offers another unique and essential strength. "We have to be out in front in thinking about how to responsibly apply our newfound abilities to control and change the behavior of our cells," says Dr. Gearhart.

"It will take significant investment, but stem cell science offers exceptional new avenues for treatment and healing that we are committed to pursuing."

To find out about supporting stem cell research, please contact Paul Mischler at 215-573-3089 or mischler@upenn.edu.



TOPPING OFF OF THE ANNE AND JEROME FISHER TRANSLATIONAL RESEARCH CENTER

On April 2 and 3, the final beam for the center was signed by a wide range of Penn Medicine citizens including leadership, patients, faculty, and more.

Starting in 2010, the Fisher Center will be home to 900 researchers exploring new approaches to cancer, cardiovascular disease, diabetes, and other medical priorities.

PENN MEDICINE'S FIRST VOLUNTEERS STILL AMONG OUR STRONGEST

Board of Women Visitors and Philadelphia Antiques Show Committee Give Millions for Innovative Patient Care

Since 1875 the Board of Women Visitors has been dedicated to improving the lives of patients and their families at the Hospital of the University of Pennsylvania (HUP). Originally composed of friends and affiliates of the University and hospital, the board's membership is now more varied. Today its most public face may be that of the Philadelphia Antiques Show Committee, first created as the board's fundraising arm. Grants from almost fifty years of antiques shows have resulted in over \$15 million in gifts to the health system. Each year both the board and Antiques Show call for proposals and award fund-

ing using impact on patients' lives as the main criterion. These gifts have supported the Clyde F. Barker Transplant House (the first for adults in Philadelphia), funding of the Total Artificial Heart program (the region's first), scholarships for Nursing's Seedling Program, and numerous patient education programs and comfort amenities. "We thank the Board of Women Visitors and all of its committees for their hard work, amazing generosity, progressive vision, and incredible dedication to our health system," says Ralph Muller, CEO of UPHS. "They are an important part of our historic tradition of innovative care."

Current Board Chair Maria Thompson notes that the original "Board of Lady Visitors" created an enduring legacy of innovation and transformation. Programs such as pastoral care and social services — very much alive and well today — were initially supported by these committed women. Today, the Philadelphia Antiques Show Committee has gained a national reputation for its parent organization and the cause of patient advocacy. As Chair Lana McDonald points out, the Philadelphia Antiques Show is "the top American antiques show in the country." While the program has grown, "just like in 1962 when the Antiques

Show first started," she says. "We think the University of Pennsylvania Health System is terrific, and we want to support it." This year the Philadelphia Antiques Show will support the Penn Center for Patient Safety and Advocacy, an innovative program that seeks to eradicate hospital-acquired infections throughout the health system. To support the Board of Women Visitors contact Maria Thompson at mariamthompson@verizon.net. For the Philadelphia Antiques Show, please contact Lana McDonald at lanamcd@verizon.net.

Philanthropy Fuels Patient Education Conferences

Abramson Cancer Center Programs Unique in the Region

Dealing with a cancer diagnosis and treatment is a difficult journey for both patients and their families. And as many survivors will say, cancer is a life-long journey. At Penn, education and opportunities to enhance support networks are vital to reducing the burden imposed by cancer. To help patients through every phase from diagnosis through long-term survivorship, each year the Abramson Cancer Center hosts informative, daylong patient education conferences on many specific types of cancer. The only conferences of their kind in the region, they serve as an interactive forum where patients and their families can learn about the latest advances in prevention, treatment, and research as well as ask questions of the Abramson Cancer Center's nationally renowned doctors and scientists. Throughout the day, there are opportunities to hear from and network with other patients and survivors who have

been through similar experiences. Workshops on a variety of topics address quality-of-life concerns, including nutrition, complementary medicine, and psychosocial issues presented by patient and family services professionals. Craig B. Thompson, MD, Director of Penn's Abramson Cancer Center, explains the importance of treating the whole patient to the mission of eradicating cancer: "With our patient-centered approach to care, our education and social networking programs are a key part of our continuum of care, particularly as survivorship improves." Patients and their families are able to participate in these unique programs through the support of the Abramson Cancer Center, corporate and foundation funding, and the generous philanthropy of its donors. Gifts both small and large help support these conferences. Some are funded in part by the many small gifts made to the Patient Conference Education Fund by those

who benefitted from the seminars. Others are supported entirely by leadership gifts. Recently, George and Elizabeth Graham made a generous gift in support of the Focus on Melanoma Patient Education Conference. George explains his motivation to support programs like this, "As a melanoma survivor, I remember the feelings of shock and despair after being diagnosed and the subsequent struggles to understand the available treatment options. I was lucky to find a few wonderful melanoma patients who took the time to help me learn from their experiences and tackle the battle I would fight against this terrible cancer. I hope these sessions will help both patients and their families better understand their treatment options and find the strength to defeat this disease." To support patient education programs, please contact Tricia Bruning at [215-898-1033](tel:215-898-1033) or tbruning@upenn.edu.



Scott and Chris Shelton at a recent Abramson Cancer Center Patient Education Conference.

Abramson Cancer Center Patient Education Conferences are held throughout the year on specific types of cancers, including:

- Gastrointestinal Cancer
- Gynecologic Cancers
- Head and Neck Cancers
- Integrative Medicine and Wellness: Relax, Renew, Restore
- Leukemia, Lymphoma, and Myeloma
- Life After Breast Cancer
- Lung Cancer
- Melanoma
- Prostate Cancer

HEALTH PROMOTE

PROMOTE HEALTH PRIORITIES

- **Creating patient-centered facilities:** Spearheaded by the Ruth and Raymond Perelman Center for Advanced Medicine and the Roberts Proton Therapy Center, new facilities will improve the patient's experience and offer the most advanced treatments. The campaign also will raise support for patient-centered programs and care.
- **Enhance facilities:** The campaign will support improvements at our three hospitals: Pennsylvania Hospital, Penn Presbyterian Medical Center, and the Hospital of the University of Pennsylvania.
- **Clinical research:** The campaign will support the clinical programs that will turn insights from basic research into effective treatments.

Meeting the Challenge of a Tough Economy



Ralph W. Muller
CEO, University of Pennsylvania Health System

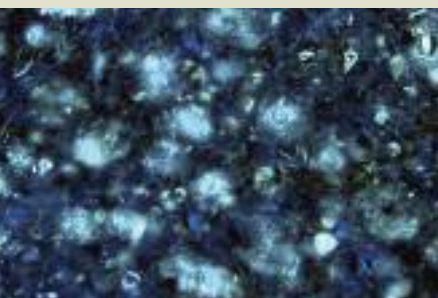
For months now, hospitals across the country have been feeling the direct effects of the nation's economic contraction. While the current climate continues to generate uncertainty nationwide, the Health System continues to work to maintain our strength both by careful management of our costs and by taking advantage of opportunities for growth that are in line with our mission and goals. Institutionally, we do face a number of challenges. The large public insurance plans, Medicare and Medicaid, are under

financial stress, and as the economy worsens we see many individuals losing their employer-based health insurance. While the situation continues to generate uncertainty locally and nationwide, we at UPHS are firmly committed to meeting the needs of our patients. Importantly, we are dedicated to maintaining the quality of our patient care as well as our support for education and research so that we remain leaders across our missions in the years to come. How will we do it? First, we are adjusting our work practices and also reducing spending as we can where it does not impact the safety of our patients. Ideas to accomplish this are coming from all levels of our organization. In addition, with your steadfast support, we are continuing to take advantage of new opportunities that make sense for us economically and that support our commitment to advancing medicine. The Perelman Center is now fully operational. The Roberts Proton Therapy Center, the only facility to

offer this most advanced form of radiation therapy in the mid-Atlantic region, is on schedule to open this fall. In April, an estate gift from the Henry P. Erdman Trust allowed us to break ground on Penn Medicine at Valley Forge, a new 3-story, 90,000-square-foot outpatient center. There, we will offer state-of-the-art family medicine with significant new training opportunities for our medical students. Today we are more thankful than ever for the strong, continued support of our friends and alumni. Your gifts are critically important to helping us progress through this difficult time in as strong a position as possible. The type of institution we become tomorrow depends upon the choices we make today. While current circumstances may limit some of our options, they will not alter our dedication to remaining at the forefront of medicine. We thank you for supporting us in this mission.

Penn Medicine Researchers Make Important Advance in Fight Against Alzheimer's Disease

Biomarker Test Can Reliably Diagnose or Rule Out Alzheimer's



Microscopic imagery of the neurofibrillary tangles and senile plaques characteristic of the Alzheimer's-diseased brain.

PENN MEDICINE RESEARCHERS have developed a highly accurate new test for Alzheimer's disease that can diagnose patients in very early stages of the disease, rule out the presence of the disease in others, and predict whether patients suffering from a condition known as mild cognitive impairment (MCI) will eventually develop full-blown Alzheimer's.

"With this test we can reliably detect and track the progression of Alzheimer's disease," says Leslie M. Shaw, PhD, co-director of the Penn Alzheimer's Disease Neuroimaging Initiative (ADNI) Biomarker Core.

By allowing researchers to detect Alzheimer's early, before it has caused irreversible brain damage or even perceptible symptoms of dementia in some patients, the test advances the important goal of earlier intervention for patients, and brings scientists closer to finding treatments to delay – and perhaps cure – Alzheimer's disease.

"This is very significant," says John Q. Trojanowski, MD, PhD, director of the Penn Alzheimer's Disease Core Center and co-director of the Marian S. Ware Alzheimer's Drug Discovery Program. "This puts us in the position of having a powerful test that will help clinical trials go faster, less expensively, and help the right patients get the right medication."

The biomarker news is also encouraging in the wider field of neurodegenerative disease, says Virginia M.-Y. Lee, PhD, MBA, co-director of Penn's Center for Neurodegenerative Disease Research (CNDR) and the John H. Ware III Professor in Alzheimer's Research. Biomarkers have not yet been discovered for Parkinson's disease or amyotrophic lateral sclerosis (ALS), and finding them remains a high priority. "Even though we understand a lot about the basic biology, there are still mountains to climb. But we'll get there," says Dr. Lee.

Substantial funding for this research in the ADNI program came from a public-private partnership including the National Institutes of Health as well as a number of pharmaceutical companies and foundations.

Test Is Reliable, Reproducible

Based on results from a "round robin" study involving seven labs in the United States and Europe, the biomarker test is considered highly accurate: 87 percent overall (80 percent or above is seen as clinically useful). It correctly ruled out Alzheimer's disease in 95.2 percent of research subjects and detected the disease correctly in 96.4 percent. Its predictive value was also high: the test was 86.6 percent accurate in identifying patients whose Mild Cognitive Impairment (MCI) would later become Alzheimer's disease.

The team's success in validating and standardizing the test was another milestone, and researchers are now confident it will work accurately in other labs once they validate the test. "We took on this challenge to standardize this test so you could do the test all around the world and get the same results. This is one of our goals we hope to achieve in the near future through the work of ADNI," says Dr. Trojanowski, the William Maul Measey-Truman G. Schnabel, Jr., MD, Professor of Geriatric Medicine and Gerontology.

The biomarker test measures the concentration of two proteins present in the cerebrospinal fluid (CSF). Because cerebrospinal fluid flows around the brain, its makeup is considered an excellent way to measure the brain's own chemistry. Researchers have long suspected what the test confirms, namely that patients with a biomarker profile showing a combination of high levels of the protein tau and low levels of amyloid beta42 peptide are at elevated risk of Alzheimer's. High tau levels reflect neuron degeneration in the brain because tau is released from dying nerve cells; low amyloid beta42 levels indicate the presence of plaque deposits which sequester beta42 peptides. Together, plaques and tangles are linked to nerve cell dysfunction and degeneration that result in Alzheimer's disease symptoms and lead to dementia, disability, and death. Thus, tau and abeta42 levels reflect this pathology in the brains of Alzheimer's patients.

The biomarker test is still in the research phase and will not be commercially available to the public for several years. Individuals or families who notice memory problems that are not normal, have received an Alzheimer's disease diagnosis, or have a family history of the disease can get help at this Penn Memory Center website: www.uphs.upenn.edu/news/News_Releases/2009/03/csf-alzheimers-biomarker-patient-resources.html

If you would like to support Alzheimer's research and care at Penn, please contact Irene Lukoff at 215-573-0187 or lukoff@upenn.edu.



Leslie M. Shaw, PhD, led the team that developed the biomarker test for Alzheimer's disease.



PENN NEURODEGENERATIVE DISEASE RESEARCHERS WIN NATIONAL ATTENTION

Alzheimer's Research Featured on PBS and HBO

TWO MAJOR DOCUMENTARY FILMS are profiling the pioneering work of Penn Medicine's John Q. Trojanowski, MD, PhD, and Virginia M.-Y. Lee, PhD, MBA, leaders of one of the world's most respected research teams in Alzheimer's disease and other neurodegenerative diseases.

Already influential among their peers – a recent analysis by a prominent journal ranked Drs. Trojanowski and Lee in the top 10 most prolific and most cited Alzheimer's investigators internationally – they are adding media outreach to their effort to fight this devastating disease.

The documentary film *Alzheimer's Disease: Facing the Facts* is the brainchild of Dr. Trojanowski, Director of Penn Medicine's Institute on Aging and the National Institute on Aging-funded Penn Alzheimer's Disease Core Center (ADCC). Moved by the desperation of Alzheimer's families and concerned about the scarcity of grant money for promising Alzheimer's drug therapies, Dr. Trojanowski obtained production funding from the MetLife Foundation and oversaw the film's scientific content, collaborating with executive producer Carol Edwards of the Penn ADCC and producer/director Glen Orkin of Motion, Inc.

An intimate look at the struggles facing Alzheimer's patients and families, the film delivers a powerful warning: the ever-growing Alzheimer's population threatens to overwhelm both the health care system's ability to care for these patients and the country's ability to pay. "Americans should see this film, their jaws should drop and they should quake in their boots," says Dr. Trojanowski, adding that he believes the only possible solution is, "to invest now, in Alzheimer's patient care, diagnosis, and drug discovery."

Alzheimer's disease is a progressive and presently incurable disease caused by brain lesions that ravage victims' memories and result in dementia, disability, and death. At \$148 billion annually, it is our third most expensive disease. More than 5 million Americans suffer from Alzheimer's disease; as the Baby Boomers age, that number is expected to increase to 16 million by 2050. Yet, after inflation, federal funding for Alzheimer's research has decreased in the last five years.

Finding the Cure: A Matter of Money

"There is something wrong with this equation," says Dr. Trojanowski, the William Maul Measey-Truman G. Schnabel, Jr., MD, Professor of Geriatric Medicine and Gerontology.

"We are the richest country on earth facing the largest epidemic of a dementing illness ever in the history of civilization. We can take the steps today to go after a hundred targets at the same time rather than a handful. And it's all a matter of money."

Alzheimer's Disease: Facing the Facts won a 2008 CINE Golden Eagle and has been nominated for an Emmy® award. The

documentary can be ordered on DVD at www.alzheimersfacingthefacts.org.

A Critical Message at a Critical Time: HBO's *The Alzheimer's Project*

Firm believers that research scientists have a mandate to educate the public, Dr. Trojanowski and Dr. Lee, co-directors of Penn Medicine's Center for Neurodegenerative Disease Research, also made themselves available to HBO's *The Alzheimer's Project*.



Penn hosted the series' Philadelphia premiere on May 4, 2009, screening *Momentum in Science*, which features Penn researchers Trojanowski, Lee, who is The John H. Ware 3rd Professor in Alzheimer's Research, and Gerard D. Schellenberg, PhD, a world-class Alzheimer's disease geneticist recently recruited to Penn, as well as nearly twenty other authorities from across the country. HBO plans three additional primetime specials, a companion book, 50-state outreach, and a website guide to resources and clinical trials.

After Madoff, National Organization Reaches out with Partial Bridge Funding

In what she described as an incredible setback, Dr. Virginia Lee learned last December that convicted financier Bernard Madoff's fraud had struck close to home. The Florida-based Picower Foundation lost all its assets to Madoff, forcing them to cancel a \$400,000 pledge to Penn Medicine's Center for Neurodegenerative Disease Research (CNDR), where Dr. Lee leads a drug discovery program to cure Parkinson's disease (PD).

Reflecting Dr. Lee's prominence in the PD community, partial bridge funding has been provided through a \$75,000 grant from The Parkinson's Disease Foundation. "We are very grateful – they really stepped up to the plate," says Dr. Lee, adding that she is still searching for additional funds to keep the program alive.

If you would like to support Alzheimer's research and care at Penn, please contact Irene Lukoff at 215-573-0187 or lukoff@upenn.edu.

HBO will use all of its digital platforms to focus on Alzheimer's disease. The work of Penn researchers is included in The Alzheimer's Project documentary series. To view the series, visit hbo.com/alzheimers.

Top: Drs. Trojanowski and Lee lead a panel discussion on Alzheimer's disease at the first Penn Medicine Advances, a new lecture series for our donors.

Dr. Mariell Jessup

BRINGING NEW HOPE TO HEART FAILURE PATIENTS

For heart failure patients in Philadelphia and around the country, Penn Medicine's Heart Failure/Transplantation Program is the destination of choice.

Directed by Mariell Jessup, MD, one of America's most esteemed cardiologists and Professor of Medicine in the University of Pennsylvania School of Medicine, the Heart Failure/Transplantation Program is a powerful driver of excellence and innovation in this lifesaving field.

"The treatment of heart failure has improved dramatically in the past decade and new therapies and devices are continually being introduced," says Dr. Jessup. "Our top priority is turning the latest research into state-of-the-art care for patients here at Penn."

5.7 million Americans struggle with heart failure, a life-threatening condition caused when the heart cannot pump as much blood as the body needs.

A NATIONAL ROLE IN NEW HEART FAILURE GUIDELINES

In this complex and fast-changing field, Dr. Jessup enjoys a national reputation for her comprehensive grasp of the latest and best treatments. In March she chaired the panel that issued updated practice guidelines on heart failure care for the American College of Cardiology and the American Heart Association.

MOVE TO PERELMAN CENTER ADVANCES STANDARD OF CARE

Now headquartered in the new Perelman Center for Advanced Medicine, the Heart Failure/Transplantation Program boasts a patient survival record following heart transplant that surpasses national averages, and provides state-of-the-art alternatives for patients who are not good candidates for transplantation.

It is one of the top five busiest and best heart failure and transplantation centers in the country, performing more adult heart transplants than all other Philadelphia area hospitals combined.

NEW ERA IN TREATING HEART FAILURE

The majority of heart failure patients are not eligible for heart transplantation. Yet Dr. Jessup remains enthusiastic about the many innovative treatments increasingly available at Penn for these patients. Therapies include mechanical heart pumps, called ventricular assist devices, gene therapy, new drugs, and devices to remove excessive fluid, as well as drugs that may more quickly improve breathing.

Penn researchers are also leading efforts to understand the genetics of heart failure and how to manage the disease using telemedicine.

"Many of these critically important research efforts have been slowed by the decreased availability of federal funding, so we are turning to private philanthropy to maintain our excellent progress to date," Dr. Jessup said.

To learn more about endowments for extraordinary faculty such as Dr. Jessup and other opportunities for faculty support, please contact Carol Forte at 215-746-3008 or fortec@upenn.edu.

Dr. Driscoll

Continuing Mentor's Tradition of Excellence in Women's Health

DR. DEBORAH A. DRISCOLL, the Luigi Mastroianni, MD, Professor and Chair of the Department of Obstetrics and Gynecology, has a vision for women's health – one that encompasses heart health, nutrition, mental health, cancer, brain aging – and beyond. She continually finds her inspiration from the memory of her mentor, the esteemed Dr. Luigi Mastroianni, Jr., who pioneered in vitro fertilization at Penn Medicine in the early 1980s.

"It is simply an incredible honor to have been awarded the professorship that bears his name," says Dr. Driscoll, who became the chair holder in 2008. "It is because Dr. Mastroianni was such a wonderful teacher and physician, and brilliant researcher, that I chose a career in academic medicine."

Dr. Driscoll is considered one of the world's leading obstetrician-gynecologist geneticists, and is recognized for her expertise in adolescent gynecology and the care of women with genetic disorders. She completed her residency at the Hospital of the University of Pennsylvania, as well as a fellowship in Clinical and Molecular Genetics.

Dr. Driscoll is the driving force behind Penn Medicine's women's health initiatives – spanning patient care as well as research and the education of future leaders in the field. Today the department she leads is consistently among the top three in NIH funding, and has more NIH-funded investigators in Ob/Gyn than any other medical school.

"I aim to be the kind of mentor to our young physician-investigators that Dr. Mastroianni was to me and many, many others," says Dr. Driscoll. "Every day, I'm committed to recreating Dr. Mastroianni's generous spirit and love for our remarkable faculty and students."

PENN MEDICINE IN PALM BEACH

Dr. Driscoll led Penn Medicine's fifth annual health seminar, "Advanced Medicine: A Woman's Guide," in Palm Beach this March. Sponsored by the newly formed Women's Health Leadership Council, chaired by Keith and Alix Morgan, the program was the best attended so far.

Dr. Debbie Driscoll (l) with co-presenters Dr. George Cotsarelis and Dr. Lynn Schuchter join Rena Rowan (c), founder of the Rena Rowan Breast Center of Penn's Abramson Cancer Center.



Dr. Mariell Jessup (l) and Patricia Stutman, CRNP of the Heart Failure/Transplant Program with Kenneth Carter. The program features a multi-disciplinary team of cardiologists, surgeons, nurses, and nurse practitioners, as well as a host of other medical professionals.

CREATE KNOWLEDGE PRIORITIES

- Create endowed professorships: The campaign will establish 40 endowed professorships that will allow us to attract and retain the best faculty and support their most innovative work.

LEARN FROM OUR FACULTY

Visit iTunesU

You can view Medical Alumni Weekend Presentations for free at the iTunes store. Go to iTunesU → The University of Pennsylvania → In the Schools → Penn Medicine Development and Alumni Relations.

Topics include:

- Destination Health Care: Penn Medicine and the Roberts Proton Therapy Center
- Autism Spectrum Disorder: From Genetics to Community Intervention
- Practical Tips for Successful Aging
- Keynote Presentation, "Health Care and Politics"
- Botswana-UPenn Partnership: Linking a Nation and a University

Expected posting date is June 15. For more information, contact Johanna Reilly at 215-898-5298 or johannar@upenn.edu

Listen to us on the air

To hear our physicians, including Drs. Jessup and Trojanowski, interviewed on current health topics, visit www.pennhealth.com/interviews

Meet us at Penn Medicine Advances

For information on this new series of conversations with our faculty, please contact Leah Hartlander at 215-898-8412 or leahhart@upenn.edu



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Back to the Future

40th Reunion Inspires Gift of 21st Century Classroom

Forty years ago, in a house in West Philadelphia, three medical students — Louis Kozloff, C'65, M'69, Edward Anderson, C'65, M'69, and William Moreau Thompson, M'69 — spent many long nights studying for their exams.

Dr. Louis Kozloff remembered those study sessions fondly: "We would throw ideas off one another. We helped each other get through the stress, and it made us as close as brothers," he recalls.

Since those days in medical school, the three have maintained their close friendship. When they volunteered for their reunion committee, they realized it was the perfect time to celebrate this important milestone by making a gift to the School of Medicine. With the enthusiastic support of their respective wives, Rene, Lois, and Sandralee, they

all agreed that they should give something memorable. Thinking of those long cramming sessions, they decided to provide today's medical students with a perfect place to learn.

The Anderson Kozloff Thompson Classroom in the School of Medicine's new education space will be a key component of the School's renovation plans and will literally be the classroom of the future. It will feature state-of-the-art multi-media and information technology. The room can also be reconfigured for small group learning or expanded to accommodate larger groups for lectures.

Drs. Kozloff, Anderson, and Thompson knew that preparing today's medical students for the rapidly changing medical field was a worthwhile investment. "Penn students are the best, but they need to be on top of today's technology and to stay competitive. We made this gift without a moment's hesitation, knowing that it would greatly help students at our alma mater," says Dr. Kozloff.

The three friends also agreed that they wanted their gift to make a statement.

They are honoring the place that gave them the foundation for successful careers.

"I can speak for Bill and Ed when I say that we all love that we will be able to take

PREPARE LEADERS

PRIORITIES

- Graduate student financial aid: The campaign will give us the resources to attract the best and most diverse students, regardless of their financial resources.
- Curricular innovations: The campaign will support curricular innovations including new technologies and new approaches to enhance learning.
- Enhancing facilities: The campaign will create facilities to support teamwork, simulations, and other new aspects of the curriculum, as well as a new medical training facility and an improved medical education learning environment.



Above: William Moreau Thompson (l), Edward Anderson (c), and Louis Kozloff (r), celebrated their 40th Reunion by naming a classroom in the new education space.

Left: The Anderson Kozloff Thompson classroom will be located in Penn's new education space, which will feature group learning, study, and relaxation spaces as well as an information commons and state-of-the-art technology.

our grandchildren to campus and show them something with our names on it, a place of excellence. Having our names grace this building is inspiring, and reminds me that after forty years, we are still a band of brothers," says Dr. Kozloff.



Helping Our Students in 2009

Henry A. Jordan, MD, M'62, RES'67
Penn Medicine Campaign Chair, University of Pennsylvania Campaign Co-Chair



Perhaps none of us feel the impact of economic uncertainty more keenly than our medical students and recent graduates. Many of these young and aspiring physicians had the opportunity to speak directly with experienced panelists at the student-alumni panel this past

February. At *Medicine in the New Economy*, several alumni shared their expertise in research, biotechnology, and health care practice with our students.

Many questions to the panel centered on the future of health care delivery — changes to primary care practice, funding of public health care initiatives — evidence that our medical students are both forward-thinking and service-oriented. The panel also highlighted an issue that is of great personal significance to my family: medical student scholarship support.

More students than ever will need financial aid to pursue a career in medicine during this economic downturn. Last year, the average medical student debt totaled \$140,000. I am very concerned that Penn and the medical profession not lose the most talented and able students because of cost issues.

My wife Barrie and I invite you to increase the value and impact of your gift to scholarship endowment by participating in the Jordan Family Challenge. We also ask you to consider supporting your class fund or the annual fund. These are important and immediate ways to provide financial aid.

Through scholarship support, we can ensure that our medical school remains strong through this difficult time, and prepare our doctors to take the lead in a changing health care landscape.

Jorge Uribe came to Penn with a mission. Like many applicants, Jorge saw medicine not just as a vocation, but a life's passion. Jorge expressed this passion as a Stanford undergraduate, serving as a translator between patients and physicians at a local clinic.

But finding a medical school that gave more than lip service to service was a real challenge — until he found Penn. That's where Jorge's newfound mentor, Dr. Steven Larson, came in.

Dr. Larson took an interest in Jorge at his admissions interview. He introduced Jorge to the Puentes de Salud clinic he was opening in South Philadelphia to serve an immigrant community. Jorge's choice for Penn became an easy one.

Penn's service outreach has clearly impacted Penn's ability to attract the best medical students. At the 2009 "Penn Preview," which showcases all that a Penn medical education has to offer, community service is the opening event.

"Community involvement pays huge dividends to medical students and their future patients," says Dr. Ken Ginsburg, Associate Professor of Pediatrics at the Children's Hospital of Philadelphia. "When students witness firsthand the real-life challenges and stress human beings endure, they gain a richer understanding of the context in which health decisions are made. They will be far better at meeting patients where they're at, serving without judgment, and authentically engaging patients in their own healing process."

In addition to Dr. Larson's clinic, participants visit three programs:

- Covenant House serves homeless and runaway youth and youth in crisis.
- Chinatown Clinic offers medical services to patients who have recently immigrated.
- Sayre Health Center is a state-of-the-art family clinic where students of Sayre High School in West Philadelphia assist health care providers and medical students with actual patients.

While at Penn, many students participate in these and many more community service programs. It's a virtuous cycle that reaps benefits for all involved—the students, the patients, Penn, and the local community. This "multiplier effect" is one of the best reasons to support Penn's students through scholarship and annual fund giving.

Jorge, now in his third year, and his second year medical student wife, Lindsay, make Dr. Larson's Puentes de Salud an important part of their lives. "The leadership and selfless giving of people like Dr. Larson has provided me with the framework to help the underserved wherever I may go," explains Jorge. "The number of volunteers is inspiring. We're outnumbering the patients." It's a great problem to have.

Jorge Uribe at work at the Puentes de Salud clinic. Puentes de Salud is just one of dozens of programs through which Penn Medicine serves the local community.

To learn about supporting our students, new educational space, and other priorities, please contact Vanessa Marinari at marinari@upenn.edu or 215-898-9692.

PREPARE LEADERS