

WE ARE MEDICINE



MAKING  HISTORY | PENN
THE CAMPAIGN FOR PENN | Medicine



A DEFINING MOMENT

WE ARE A FUTURE WHERE HEARTS ARE STRONG, MINDS REMAIN sharp, and people live longer and better. We are breakthrough discoveries, compassionate healing, and powerful knowledge. We are medicine. ✨ At this defining moment, the potential of medicine to impact lives has never been stronger. The capacity of PENN Medicine to alleviate suffering has never been greater. As part of *Making History: The Campaign for Penn*, our \$1 billion goal for PENN Medicine will enable us to focus our efforts on the most pressing medical challenges of our time. PENN Medicine's scientists and physicians have already expanded the frontiers of medicine, but there is still much to be done. Together, we can shape the future of medicine, transform lives — and make history. A healthier world awaits. ✨

CAMPAIGN GOALS

Our \$1 billion capital campaign will allow us to:

Propel discovery through research on the most pressing medical challenges of our time and leadership in translational medicine. Goal: \$480 million

Promote health by strengthening our patient-centered focus and creating new capabilities for excellence in clinical care. Goal: \$200 million

Create knowledge by establishing new professorships that will attract and cultivate the best experts and support their research. Goal: \$120 million

Prepare leaders by providing scholarship support to attract the world's best students and accelerating curricular innovations. Goal: \$200 million



WE ARE MEDICINE'S FUTURE

Our campaign, a significant part of *Making History: The Campaign for Penn*, will sustain and extend two centuries of excellence in patient care, education, and discovery.

As home to the first hospital in America, Pennsylvania Hospital, Penn has led the way in patient care. Our campaign will extend that leadership with patient-centered facilities, including the Perelman Center for Advanced Medicine, the Roberts Proton Therapy Center, and our new translational research building. Our campaign will create nationally prominent centers where new treatments are discovered and lives are saved.

As the first U.S. medical school, Penn has produced tens of thousands of outstanding physicians and researchers, including five Nobel Laureates. Our campaign will strengthen our support for students, fuel educational innovations, and create a new graduate program in translational research.

Leadership in research is in our genes. Researchers at Penn discovered the first defective chromosome linked to cancer, dubbed the "Philadelphia chromosome." Building on the success of the oldest neuroscience department in the country, our campaign will support the new Comprehensive Neuroscience Center, which is developing new treatments for debilitating neurological diseases such as Alzheimer's, Parkinson's, and depression. Our campaign will propel us into the new field of translational research. It also will deepen our impact upon some of the most urgent medical challenges of our time.

Since our start, we have been a key player in the history of medicine. Now, we have the opportunity to make history again. Penn has long defined medicine's past. Now, our visionary campaign will ensure that we are medicine's future.



"We are one of the greatest health systems in the world. A lot of institutions would like to be able to say that, and we hold ourselves accountable every day for really performing at that level."

RALPH MULLER
CEO, University of Pennsylvania Health System

"Our opportunity here is for integrated research, called translational research, that at its best will enhance the prevention and treatment of serious diseases – the diseases most difficult for patients and their families, such as neurological diseases, various cancers, cardiovascular disease, and diabetes and obesity, which is a national scourge."

We believe we can make a real impact on treatment of these diseases – really better than almost anyone else in the world."

ARTHUR H. RUBENSTEIN, MBBCh, Executive Vice President, University of Pennsylvania for the Health System; Dean, School of Medicine



WE ARE DISCOVERIES

MEDICINE IS ADVANCING THROUGH CONVERGENCE. A combination of new technologies, the intersection of research from multiple fields, and radically new methods creates the opportunity to rethink medical research and practice.

To capitalize on this convergence, we are creating a set of major institutes that will focus the expertise of diverse researchers on some of the most devastating diseases.

Our campaign will help us realize closer collaboration, focus on critical health challenges, create new labs, and extend our leadership in medicine. It will inaugurate a new era of discovery for PENN Medicine.

☀ **Leading the Way to a Healthier World Creating Cancer Vaccines**

Carl June, MD (right), Director of Translational Research at Penn's Abramson Cancer Center, began his work in immunology studying therapeutic vaccines for malaria and HIV/AIDS. Then he made the creative leap to developing vaccines for cancer. By carrying insights from immunology to the treatment of cancer, June has helped to create novel approaches to battling this deadly disease. "Penn has the world's best balanced cancer center," he says. "We have

a large research engine with specialists in every area, but we have the ability to work on multidisciplinary projects. And we are the most nimble in getting things from bench innovation to human trials." June and his colleagues are creating customized vaccines tailored to the specific tumor tissue of the patient. This "personalized medicine" has required building their own vaccine manufacturing plant. "Not a single grant we have covers all of the expenses for an entire clinical trial in this area," he says. "Philanthropy makes up the difference."

"Revolutionary new insights and treatments often come from research that is too experimental to attract grant funding. National Institutes of Health grants typically fund hypothesis testing, but we need the resources to generate hypotheses. Philanthropy provides the seed money for this kind of research, which has dramatically accelerated our progress against cardiovascular disease."

DANIEL J. RADER, MD, Edward S. Cooper, MD/Norman Roosevelt and Elizabeth Meriwether McLure Professor;
Director, Preventative Cardiovascular Medicine and Lipid Clinic



PROPEL DISCOVERY GOAL: \$480 MILLION

Creating new facilities: We will create a new research building 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.



Building for Collaboration

Our strengths in both research and care give us a unique opportunity to accelerate the move from the lab bench to the bedside. Penn's Institute for Translational Medicine and Therapeutics is extending our leadership in the new field of "translational medicine," one of the most sweeping changes in medical science and practice in half a century. Influencing all of our research efforts, the Institute is transforming the way we approach discovery. Our pioneering work in translational medicine has been recognized with one of the largest National Institutes of Health grants in this area.

This new direction for research and the need for new laboratory space as a result of the success of our research enterprise present an opportunity to reshape our campus to encourage collaboration. By joining together the new Perelman Center for Advanced Medicine, the Roberts Proton Therapy Center, and a new translational research building, we now have a chance to create space designed to bring together diverse experts, as well as shorten the distance between scientists and clinicians.

With philanthropic support, we can build a set of interlinked facilities tailored to reflect and support the convergence of research and care. The closer proximity of these enterprises will lead to greater collaboration, and ultimately, to discovery.



"Unlike most top academic medical centers, we have our hospitals, our faculty, and our research facilities together in one campus. We have more physical contiguity, and we have more cohesive leadership with the dean at the head of both the School of Medicine and the Health System. And because these factors – contiguity and cohesiveness of purpose and leadership – have been in place for a long time, we have developed a culture where clinicians and scientists relate to each other all the time. The new research building is being designed to foster those relationships."

GLEN GAULTON, PhD, Executive Vice Dean and Chief Scientific Officer, School of Medicine



The 10-story, 400,000 square-foot new translational research building will connect to the Perelman Center for Advanced Medicine and the Roberts Proton Therapy Center. It will create a vibrant site for translational medicine, where clinicians, scientists, patient-oriented research investigators, and staff can integrate bench science with clinical practice.

The Roberts Proton Therapy Center will offer cancer patients the most innovative form of radiation therapy available. It will be the largest and most comprehensive proton therapy facility in the world, and the first to be located on the campus of a world-class academic medical center.

The Raymond and Ruth Perelman Center for Advanced Medicine will break new ground in centering medical care on patients: their comfort, quality of treatment, convenience, and peace of mind. With adjacent diagnostic and treatment spaces, physicians and nurses will be able to collaborate with each other every step in the patient's experience.



Focusing on the Most Urgent Medical Challenges of Our Time

Like the focused beams that have transformed medical imaging, PENN Medicine's institutes and centers are zeroing in on the medical challenges where we can have the most impact.

Aging

Every minute another U.S. baby boomer turns 60. This gives new urgency to our work addressing diseases associated with aging such as Alzheimer's, Parkinson's, and ALS. The Institute on Aging is changing the way these and other diseases are understood and treated. Teams there are harnessing the power of PENN Medicine and the University to understand the causes of age-related diseases, develop new treatments, engage in education, and improve the quality of life during a person's last decades.

Neurological Disorders

Drawing upon insights from neurology, psychiatry, and neurosurgery, Penn is addressing the complex sources of neurological disorders. Penn researchers at the Comprehensive Neuroscience Center are working on new approaches such as implantable neurostimulators used to treat epilepsy, implanting stem cells to treat Parkinson's Disease, and the use of neuroimaging and genomics in diagnosis and treatment.

Cardiovascular Disease

Every year, the lives of 7.1 million Americans are shortened by cardiovascular disease. Researchers at the Penn Cardiovascular Institute are making major contributions to heart care, including pioneering surgeries and devices, identification of genes associated with risk of heart attack, and new approaches to remove cholesterol from cells and arteries. With the breadth and quality of Penn's faculty in this area, we are uniquely positioned to combat heart disease around the world.

Cancer

What was once a death sentence is now becoming a treatable or chronic illness, thanks in part to research at the Abramson Cancer Center, one of the top recipients of National Cancer Institute funding. Some 300 active cancer researchers at the center have developed vaccines for some types of cervical, breast, lung, and ovarian cancers, and identified tumor-suppressing proteins that may spare thousands of lives. They are engaged in pioneering gene therapy for leukemia, and they are leading the largest genetic study of testicular cancer, which will accelerate the pace of further advances.

Diabetes and Obesity

In response to an epidemic of obesity in America and the related rise in Type 2 diabetes, PENN Medicine created the Institute for Diabetes, Obesity, and Metabolism to address what *The New York Times* calls a "local, national, and worldwide scourge." Nearly 21 million Americans are diabetic, and more than 53 million others are prediabetic. The Institute draws together research across the Penn campus related to the genetic, biochemical, molecular, environmental, and behavioral factors contributing to these devastating conditions.

Our \$480 million goal for advancing discovery will allow us to support and expand the work of our departments, centers, and institutes. Success in achieving our campaign goal will directly impact our ability to generate breakthroughs that will improve the lives of patients.



"Because we are living longer, the number of people affected by neurological diseases is increasing dramatically. Over the next generation, brain functioning, mood, and the ability to sleep and walk are going to be the key to a healthy life. Neurosciences are probably the most important frontier for the next generation, and Penn is defining the path ahead."

FRANCISCO GONZALEZ-SCARANO, MD, GM'81, Co-Director, Comprehensive Neuroscience Center



WE ARE HEALING

FOR ALL OUR COMPLEXITY AND SIZE, WE FOCUS OUR IMPACT on one patient at a time. Millions of people turn to PENN Medicine's three hospitals every year for care. Our patients come from the neighborhoods of Philadelphia and all corners of the world. We touch the lives of countless other patients through our research and education. Our doctors and nurses are recognized as clinical leaders. We are healing disease, alleviating suffering, and transforming lives.

Building on these successes, our campaign will advance clinical care. We will create new patient-centered facilities and support advanced treatments. This will raise our stature, broaden our impact, and increase our capacity to heal.

☀ **Leading the Way to a Healthier World** *Improving Patient Outcomes Through Robotic-Assisted Surgery*

When Janet Greisman came to Penn for surgery, a non-cancerous tumor on her larynx made it difficult for her to breathe, swallow, and eat. She was advised by a major medical center to have a 10-hour procedure that would have required a breathing hole and possibly cut her vocal cords, leaving her unable to speak. Instead, she chose robotic-assisted surgery at Penn, the only medical center in the world approved to perform this pioneering procedure. Under the care of Drs. Bert O'Malley and Gregory Weinstein, Greisman emerged from surgery just 22 minutes later, with the tumor completely removed and her vocal cords intact. She went home two days later.

Robotic-assisted surgery is leading to faster procedures and better outcomes for patients. As home to one of the largest robotic surgery programs in the United States, Penn is defining the state of practice in numerous areas such as prostate, cardiac, and head and neck surgeries. Among the Penn surgeons skilled in this new technology is David Lee, MD (right), who has performed more than 1,000 procedures. He has been recognized as one of the world's most experienced practitioners of robotic prostatectomy and named one of the Best Doctors in America.



"One minute I was walking on a beautiful day, the next moment my whole world fell apart. Breast cancer? I immediately thought about my daughters, about my grandchildren, my husband, and my whole family. My body felt like it weighed a thousand pounds. What kind of treatment would I need? What hospital would I go to? I know now that these are some of the most important, life-altering decisions someone can make. Thankfully I chose to be cared for at the University of Pennsylvania's Abramson Cancer Center. I received world-class care, but much more than that, they cared for my family. Today I'm cancer-free, and now Penn is part of our family too!"

ELLEN BERMAN LEE, Breast cancer survivor and Member, Abramson Cancer Center Directors Leadership Council

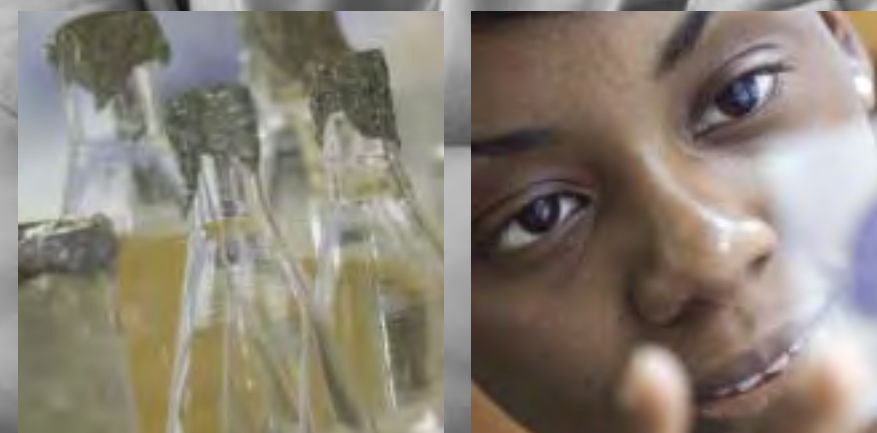


PROMOTE HEALTH **GOAL: \$200 MILLION**

Creating patient-centered facilities: Spearheaded by the Raymond and Ruth 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, 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.





Redefining Patient-Centered Care

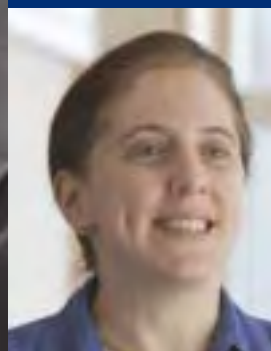
We have begun the process of rebuilding clinical care around the needs of patients. The new Raymond and Ruth Perelman Center for Advanced Medicine demonstrates PENN Medicine's commitment to creating a patient-centered environment for care. The new center brings together all aspects of outpatient care and patient support services in one facility.

We also are raising the bar for treatment. When the Roberts Proton Therapy Center opens in 2009, patients arriving from all along the East Coast will experience the newest, most precise, and most benign form of radiation therapy available. This advanced technology is able to deliver the highest dose of radiation needed to shrink or eliminate specific cancer tumors with minimal damage to normal tissue and virtually no side effects. Unlike many forms of radiation therapy, proton therapy can be used in conjunction with other types of cancer treatment. The Center will be the first to be located on the campus of a world-class academic medical center, facilitating scientific research to measure and improve this innovative therapy.

Leading the Way to a Healthier World **Artificial Heart Carries Patient to Transplant**

Gary Onufer's heart was giving out. As the 46-year-old former fitness instructor (left) was awaiting a transplant, his heart could no longer pump enough blood to sustain his body. With less than one month to live, he was sustaining damage to his vital organs. Both sides of his heart were failing, in biventricular, end-stage heart failure and irreversible cardiogenic shock. On February 12, 2007, he became the first patient at the University of Pennsylvania Health System to receive a temporary totally artificial heart, known as a "bridge to transplant." A team led by Rohinton Morris, MD, completed the surgery,

making Penn the first hospital in the region to offer this lifesaving technology. The \$700,000 for the total artificial heart program and other improvements in cardiac care were donated by the Philadelphia Antiques Show, which has raised nearly \$15 million for the advancement of patient care at the Hospital of the University of Pennsylvania. Onufer was discharged from the hospital 11 days after receiving the donated heart. It was not only skilled surgeons and the latest technology that gave Onufer a new lease on life – it was philanthropy.



"Our research is having an impact on treatment for diabetes, which affects more than 18 million people in the U.S. alone. We are working on improving the growth and function of pancreatic beta cells, which produce the insulin needed to keep blood sugar levels normal. The ability of these cells to exquisitely regulate the delivery of insulin is far superior to what can be achieved with current treatments. Our goal is to translate our discoveries into new treatments that could prevent, delay, or even cure diabetes."

DORIS A. STOFFERS, MD, PhD, Assistant Professor of Medicine

Our \$200 million campaign goal for promoting healing will allow us to change the way we deliver care. We will create new models for prolonging and enhancing the lives of people with chronic conditions, and advance healing to make the best care even better.



WE ARE KNOWLEDGE

MEDICAL KNOWLEDGE PROGRESSES THROUGH THE INSIGHTS of outstanding individuals. To encourage the flashes of genius that continue to redefine medicine, we are committed to attracting and retaining the best minds in medicine. We seek the resources to provide support for these experts so that they can generate the knowledge that will define medicine.

Endowed professorships excite and attract excellence. These positions, created with funds invested in perpetuity, allow us to cultivate and compete for the best medical leaders who can drive the best medical education, research, and patient care. Endowed chairs join the intentions of forward-looking donors with the brilliance and expert knowledge of professors who are shaping the future of medicine.

Our \$120 million campaign goal for creating knowledge will allow us to establish 40 new endowed professorships that will sustain and build upon our strengths in targeted areas critical to our future success.

Leading the Way to a Healthier World *Aging: Pursuing New Approaches to Living Longer and Better*

At the Institute on Aging, pathbreaking work on the role of proteins in Alzheimer's disease is one of the ways John Trojanowski and Virginia Lee (right) are shaping the boundaries of this increasingly important field. "Aging is one of the most important challenges of our millennium," says Trojanowski, MD, PhD, William Maul Measey-Truman G. Schnabel, Jr., MD, Professor of Geriatric Medicine and Gerontology. "We are in the midst of a longevity revolution."

Some of the research at the Institute and the Center for Neurodegenerative Research has been funded by a \$6 million gift from the Ware family to establish the Marian S. Ware Alzheimer Program. "Without the need to satisfy shareholders, academic researchers can take

risks," says Lee, PhD, MBA, who is The John H. Ware III Professor in Alzheimer's Research. "Donors like Marian Ware see the big picture and invest in innovative clinical trials that companies or public agencies would not support."

In addition to recognizing the work of outstanding faculty members, endowed professorships provide the seed money for early research and support educational initiatives that often fall outside grant funding. "There is no shortage of important ideas to pursue, but most novel projects struggle to get funding," says Trojanowski. "Endowed chairs allow you to pursue an idea with great alacrity. I never thought that in my lifetime we would be seeing the impact of our research on patients and their

CREATE KNOWLEDGE **GOAL: \$120 MILLION**

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.



"The past 40 years have witnessed a revolution in reproductive medicine, to which Penn has contributed greatly. Penn's gynecology faculty pioneered the development of oral contraceptives, in vitro fertilization, and other reproductive technologies including microsurgery and laparoscopic surgery for the treatment of tubal and peritoneal disease. The visibility of the endowed professorships we've created has made it possible for us to attract and retain the best and the brightest in our field."

CHRISTOS COUTIFARIS, MD'80, GR'84, RES'87, PhD, The Nancy and Richard Wolfson Professor of Obstetrics and Gynecology; Chief, Division of Reproductive Endocrinology and Infertility



PREPARE LEADERS
GOAL: \$200 MILLION

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.



"I knew I wanted to work as a professor, do research, and practice outside the country. I received the Gamble Scholarship – four years, full tuition, and it was a wonderful opportunity to go into whatever field I wanted in medicine without financing being an issue. Scholarships create an opportunity to bring together people from more diverse backgrounds. This is particularly critical in medicine because you need different viewpoints to be compassionate and assist people in a way that is meaningful to them."

DEBRA YEBOA, Medical student and recipient of the Gamble Scholarship

WE ARE TOMORROW'S LEADERS

THE BEST STUDENTS IN THE WORLD COME TO OUR CAMPUS, and they go on to set the standards of excellence in clinical care, research, and education. We are preparing tomorrow's leaders.

To continue to attract the most talented students to our classrooms and give them the best education, we need new resources for student aid and program support.

As one of the best medical schools in the world, we need financial support to offer access to students as diverse as the patients they will affect. We also need scholarships to ensure that students can focus as much on where they can have the most impact as they do on paying off educational debt. Penn ranks seventh among peers in school-awarded scholarships and among the lowest in school-subsidized loans. *Making History: The Campaign for Penn* will allow us to increase support for our medical students.

Penn also is reshaping the educational experience in the classrooms by moving to team-based approaches, using new simulation technologies, employing actors and actresses to play out physician-patient interactions, and linking students with patients to gain long-term perspectives on the patient's view of treatment. We are working with diverse schools at Penn to integrate knowledge and develop broader solutions to health and societal challenges. Through more than 300 formal programs across campus, we are expanding students' interdisciplinary collaboration. The campaign will give us new resources for curricular innovation.

Our \$200 million campaign goal to prepare tomorrow's leaders will keep PENN Medicine competitive by increasing scholarship support and supporting innovative programs.

 **Leading the Way to a Healthier World**
Teaching Doctors to See the World Through a Patient's Eyes

When medical students Becky Gilson and Fenton McCarthy (left) sat down to dinner with a patient awaiting a kidney transplant, they realized the full impact of the disease on the young woman and her family. They saw its effect on work and social life and the vital importance of family support. They also experienced the challenges of issues from finding transportation to the hospital for treatment to the emotional ups and down of waiting on the transplant list.

"Someone with a chronic illness has to live with that every day," McCarthy says. "There is so much that they go through that they don't necessarily communicate with you as a doctor." To encourage medical students to see the

world through the eyes of their patients, an innovative PENN Medicine program pairs up teams of students with a specific patient during their education. In contrast to the compressed interactions that take place during office hours, the students interact with the patient inside and outside of clinical settings through the Longitudinal Experience to Appreciate Patient Perspectives (LEAPP) program. The program, created through the gift of an anonymous donor, provides a three-dimensional view to encourage the personal engagement that can be lost in the rush of modern medicine. "It is an opportunity to get a wider view of a patient's life," says Gilson.

WE ARE A HEALTHIER WORLD

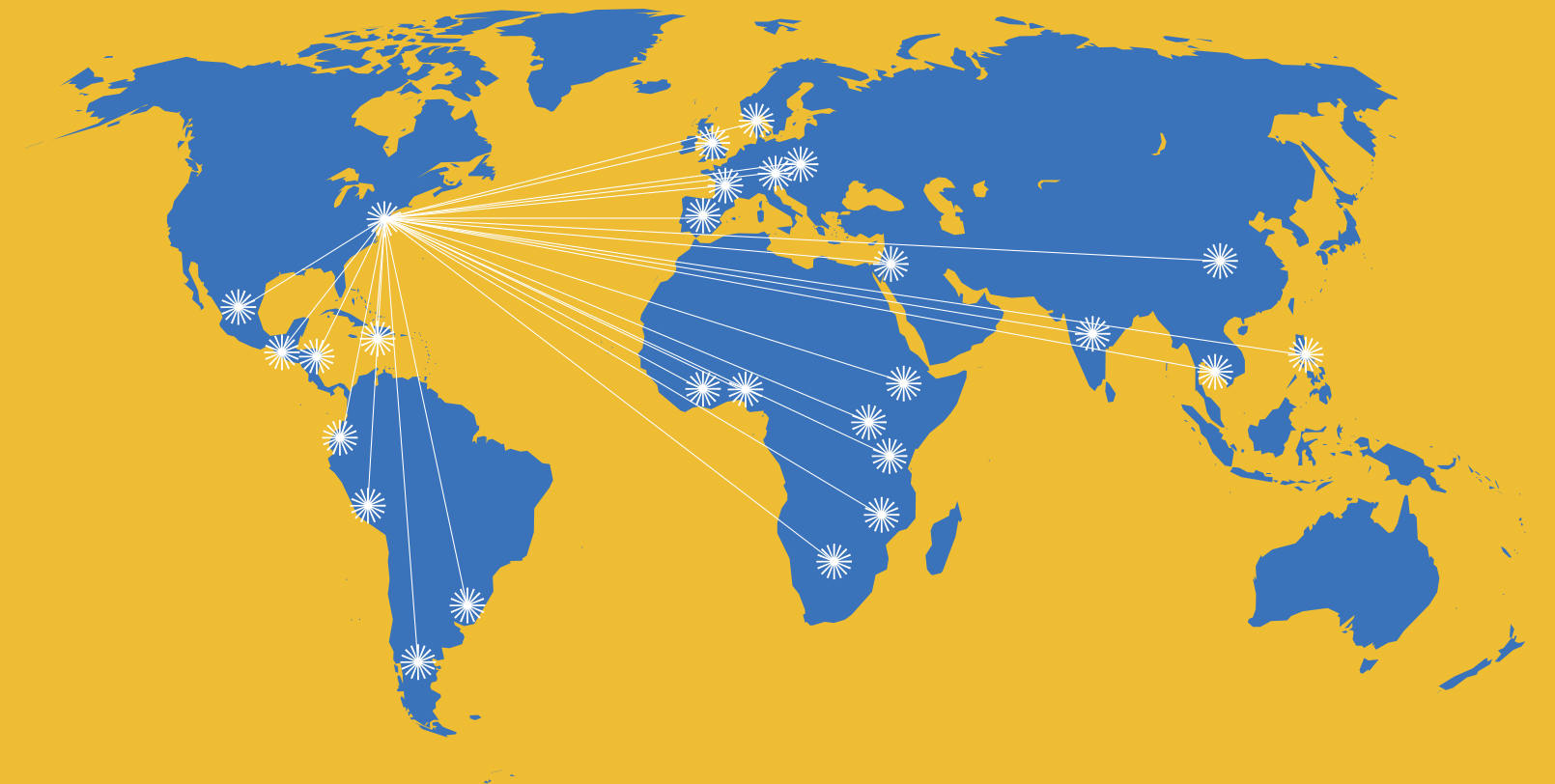
THE IMPACT OF OUR GRADUATES, RESEARCH, AND FACULTY radiates from Philadelphia through our urban neighborhoods and our region to distant communities around the world. Penn medical students and residents start their careers with a larger vision of what they can do because of their experiences in the Penn-Botswana program. Penn is also helping the University of Botswana create that nation's first medical school and participating in vital research on AIDS, meningitis, tuberculosis, and malaria.

We are improving health in communities closer to home. In 2006 alone, we provided \$61 million dollars in uncompensated care to uninsured and underinsured patients. Through four community clinics across Philadelphia, Penn faculty and students take free care and education to underserved communities. Through the Bridging the Gaps program and social service professions, students gain hands-on experience in working with vulnerable populations in urban communities.

Our goal for PENN Medicine is not merely to establish new programs, assemble the best researchers and students, or erect new buildings. These are all means to an end. The ultimate goal is to create a healthier world for all of us. This is a quest that is relentless and knows no borders or boundaries. Mahatma Gandhi once said that you must "be the change you wish to see in the world." We are a healthier world.

Serving the World

Penn faculty and students are researching diseases, educating physicians, and treating patients in hospitals and mobile clinics around the globe. Recent locations for PENN Medicine's faculty and student outreach include: Argentina, Austria, Botswana, China, the Dominican Republic, Ecuador, England, Ethiopia, France, Ghana, Guatemala, India, Israel, Malawi, Mexico, the Netherlands, Nicaragua, Nigeria, Peru, the Philippines, Poland, Spain, Tanzania, Thailand, Uganda, and Uruguay.



"At PENN Medicine, we are fortunate to be able to offer our patients the most sophisticated medical care in the world. Yet, others are not so privileged. They are not able to get this level of care – or often any care at all. We see it as our obligation to address this challenge through initiatives in our community and around the world."

BRIAN STROM, MD, George S. Pepper Professor of Public Health and Preventive Medicine; Vice Dean for Institutional Affairs; Senior Advisor to the Provost for Global Health Initiatives



TOGETHER, WE ARE MEDICINE



OUR ACTIONS TODAY HAVE THE POWER TO TOUCH MILLIONS OF LIVES and define the state of medicine tomorrow. Each day brings us an opportunity to find a solution where none exists, to turn a life around, or to give a family a future.

When the University of Pennsylvania School of Medicine was founded in 1765, Philadelphia was at the center of political revolutions that would transform society and demonstrate the power of collective action to achieve the noblest of ideals. Today, in this great tradition, we stand at the threshold of a profound advancement in health care. This revolution requires not only creative insights but resources to support new interdisciplinary institutes, build new facilities, and attract the best faculty and students. Let us join together to make this the next great wave of transformative ideas that emerges from Philadelphia.

Our tradition is to be more than what we are. As William Osler, who served as chair of Clinical Medicine at Penn in the 1880s, said: "We are here to add what we can to, not to get what we can from, Life." PENN Medicine has much to add to life. To achieve our goals will require us to do nothing less than rethink medicine. The success of our \$1 billion capital campaign, as part of *Making History: The Campaign for Penn*, will carry an excellent organization to true greatness. We invite you to join with us in fulfilling this promise.

We are many. We are powerful. We are medicine. Together, we can transform medicine and, in doing so, transform the world.



GOALS

Propel Discovery: \$480 million
Promote Healing: \$200 million
Create Knowledge: \$120 million
Prepare Leaders: \$200 million

"Penn has a long reputation of being one of the best medical schools and medical centers in the world. This campaign will ensure that Penn will never relinquish that position."

HENRY JORDAN, MD'62, RES'67, Former President, Claneil Foundation; Campaign Chair, PENN Medicine

"The United States and other affluent societies face rising rates of chronic diseases, many fueled by the obesity epidemic, ongoing racial and ethnic disparities, poverty, and unequal access to health care. Overall, the world's population continues to be challenged by health plagues, malnourishment, and violence. Through the new Center for Public Health Initiatives, Penn can provide innovation and leadership to meet these large public-health challenges."

MARJORIE A. BOWMAN, MD, MPA, Founding Chair, Department of Family Medicine and Community Health

"To keep ahead as a medical school, we always have to think about ways to train the next generation of physicians for the world ahead. What world are they going to be seeing 15 years from now? We are designing innovative programs to encourage a patient focus by pairing medical students with individual patients, encouraging teamwork and bridging clinical and research experience with the largest MD/PhD program in the nation."

GAIL MORRISON, M'71, FEL'76, Vice Dean for Education and Director of the Office of Academic Programs, School of Medicine

"There is something about the intellectual environment at Penn that brings out the best in people. It is only natural to pay something back. You are grateful to the place that gave you your start."

MICHAEL S. BROWN, M'66, Recipient of the 1985 Nobel Prize in Physiology or Medicine

"Global health issues require students to look at health care in a broader context. With programs in Botswana and other parts of the world, we are giving students an opportunity to see the bigger picture."

STEVE LARSON, M'88, Associate Professor of Emergency Medicine

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We are many. We are powerful. We are medicine. Together, we can transform medicine and, in doing so, transform the world.

A TRADITION OF DISCOVERY

- Imaged first x-ray
- Developed the rubella vaccine
- Originated cognitive therapy
- Discovered a cure for atrial defibrillation
- Engineered a polyester mesh to control the enlargement of the heart
- Unraveled the genetic mutation that leads to FOP (a rare disease that causes muscles and tendons to turn into bone)
- Identified the hormone that triggers Type 2 diabetes
- Forged new approaches to resuscitate patients

Building on this tradition of innovation, we are seeking to define the breakthroughs of the future.



GOALS

- Propel Discovery: \$480 million
- Promote Healing: \$200 million
- Create Knowledge: \$120 million
- Prepare Leaders: \$200 million



"What we will be able to achieve with this campaign's success will be not only the fulfillment of dreams that I and other physicians and leaders have had at Penn, but the fulfillment of the hopes and aspirations of so many of our patients, their families, and the many wonderful philanthropists who share our commitment to excellence in all aspects of medicine."

JOHN H. GLICK, MD, Vice President, University of Pennsylvania Health System;
Associate Dean, School of Medicine for Resource Development



PENN MEDICINE

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