

2020

IMPACT OF

giving



THANK YOU

Humankind faced a challenge of epic proportions in 2020. **And thanks to you**, our friends and neighbors had access to exceptional medical care when they needed it most.

You not only responded to the urgent and critical needs brought on by the pandemic, you helped make sure that we didn't fall behind in any other areas of treatment. You kept us moving forward.

I hope, as you read through these pages, you will get a true sense of **the difference you've made**. Thank you for **standing with us** when it mattered most.

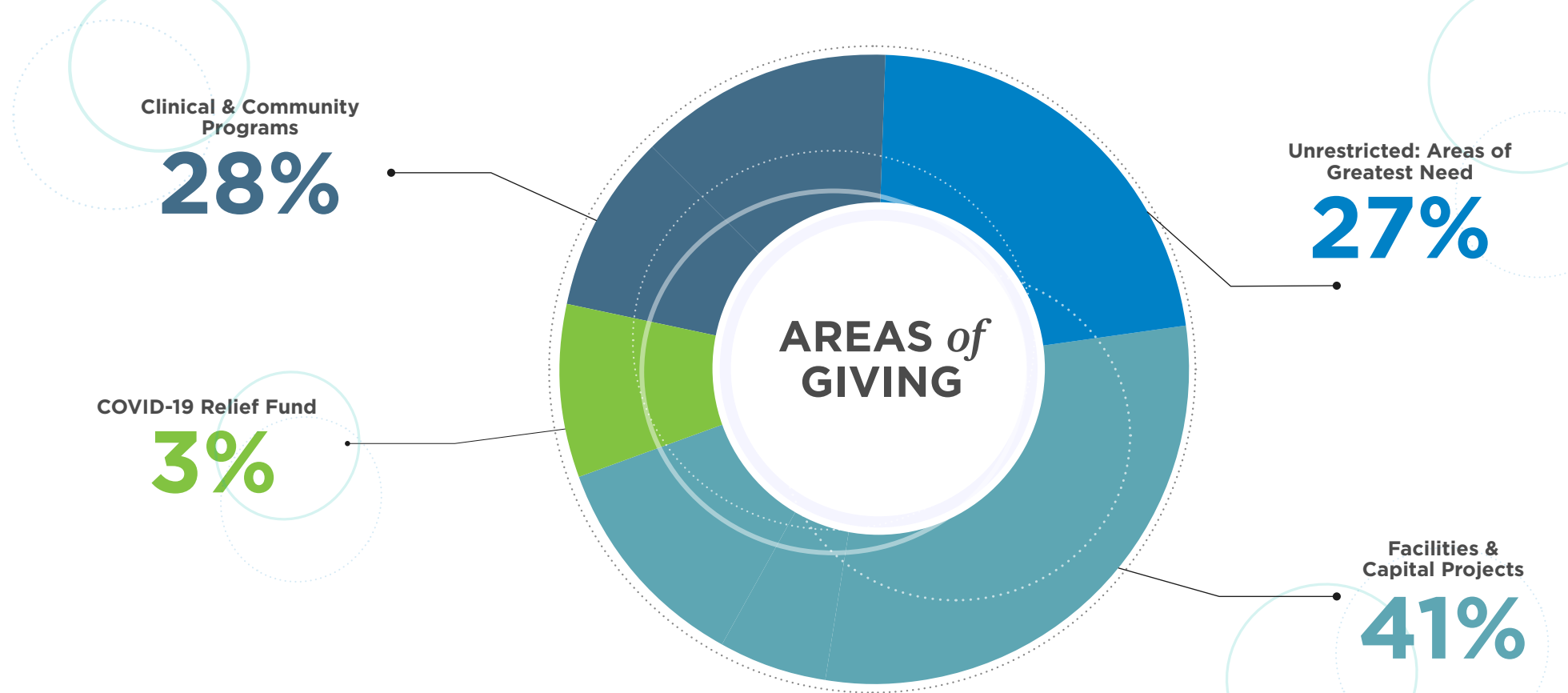
Together, we'll embrace 2021 with confidence and optimism.

Kelly McCormick-Sullivan

President, Rochester Regional Health Foundations



HOW YOU STOOD WITH US

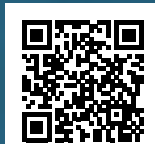


TOTAL: \$22,534,187

THE DIFFERENCE YOU MADE!

COVID-19

Support Fund



Hear more of the story



“ All of the gifts that people have given – the surprise lunches, the gift cards, the flowers – have truly made a difference. The messages of encouragement from the community really help tired nurses and providers get through the day, and they remind us that we aren’t alone. We’re all fighting this pandemic together. ”

– Arun Nagpaul, MD, president of the medical staff at Newark-Wayne Community Hospital

WHEN THE FIRST CASES OF COVID-19 HIT OUR REGION, WE KNEW WE WOULD NEED EXTRA HELP TO SLOW THE SPREAD. MORE THAN 600 OF YOU RESPONDED AND TOGETHER GENEROUSLY GAVE NEARLY \$600,000. BECAUSE OF YOUR QUICK ACTION, ROCHESTER REGIONAL HEALTH WAS ABLE TO:



Fund clinical trials for COVID-19 treatment and therapies.



Expand testing sites and provide thermal clothing for frontline providers at outdoor sites.



Purchase UV sterilizers to disinfect large spaces quickly and effectively.



Provide additional PPE to clinicians.



Adapt clinical spaces to ensure patient and staff safety.



Provide tools and activities for the mental health and well-being of staff members.



Install special refrigeration units to store the vaccine.



see for yourself

THE DIFFERENCE YOU MADE.

Sands-Constellation Center for Critical Care

ROCHESTER GENERAL HOSPITAL

SANDS - CONSTELLATION | CENTER FOR CRITICAL CARE

ROCHESTER GENERAL HOSPITAL



The facility is magnificent. It is squeaky clean. It is beautiful. It is spacious, and the way information is transmitted in and around the operating room through the computer system is really unbelievable.



– James Maxwell, MD, chief of neurosurgery at Rochester Regional Health, when interviewed by 13WHAM for being one of the first to use the new operating suites at the Sands-Constellation Center for Critical Care



see for yourself

DESPITE THE UNEXPECTED OBSTACLES OF COVID-19, YOUR SUPPORT MEANT THAT THE NEW SANDS-CONSTELLATION CENTER FOR CRITICAL CARE OPENED AT ROCHESTER GENERAL HOSPITAL AHEAD OF SCHEDULE.

THANKS TO YOU, WE ARE NOW ABLE TO:



Offer a greater number of intensive care beds because all new patient rooms allow for higher level technology.

Provide a Level 2 neonatal intensive care unit so babies with more complex medical needs can stay with their families.



Operate in larger surgical suites with state-of-the-art equipment, including technology that allows doctors to share files and consult in real-time with other experts – all without leaving the patient's side.



THE DIFFERENCE YOU MADE!

Medical Village

CLIFTON SPRINGS HOSPITAL & CLINIC



The renovation led to a clean, new and more inviting space that put people at ease and seemed to reassure them about the care they were receiving at Clifton Springs. And over time, I witnessed first-hand the pride it built within my team, and I thought, 'This type of impact can't be replaced, and these are the changes I want to support for employees, this hospital, and the community we serve.'



— James Cullinan, DO, medical director for the emergency department at Clifton Springs Hospital & Clinic

THANKS TO THE LISK-MORRIS CHALLENGE, YOUR GIFTS DOUBLED IN 2019 AND 2020 - ALLOWING TWICE AS MUCH PROGRESS ON THE MEDICAL VILLAGE AT CLIFTON SPRINGS HOSPITAL & CLINIC. WITH GENEROUS DONATIONS, AND THE \$1.5 MILLION MATCH, WE ARE:

Operating in state-of-the-art surgical suites that allow our patients to receive advanced care at their community hospital.

For the first time offering dental care, pulmonary services and women's health in a location that's convenient for those living in the eastern region to have all their medical needs met with fewer trips.

Expanding much-needed programs like behavioral health, cardiac rehabilitation, mammography, physical therapy and rehabilitation, primary care, respiratory care and vascular surgery.



NEW OPERATING SUITES

Check it out



THE DIFFERENCE YOU MADE!

Lipson Cancer Institute



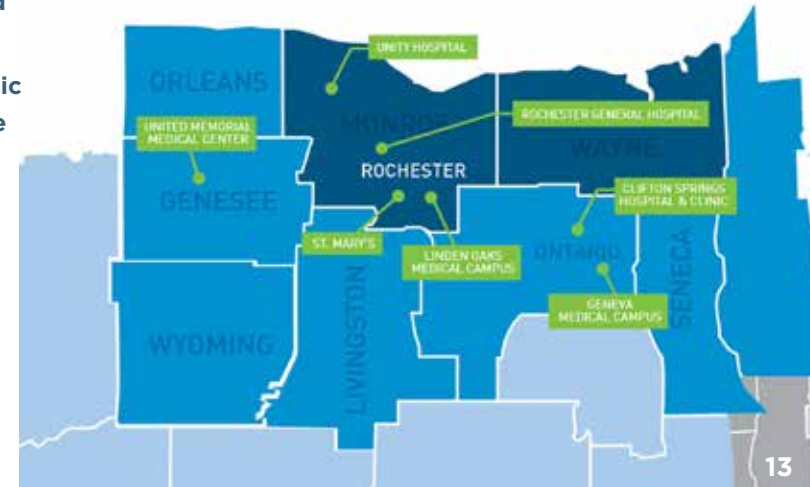
Our health system lost a great deal of income when elective surgeries were canceled, but because of donors we still bought equipment that allows us to be even more precise in treating uterine cancer and lasers that eliminate the horrible sores associated with throat cancer. Our patients benefit every day from these gifts.



– Jeffrey Haynes, MD, executive medical director of radiation oncology for Rochester Regional Health

FOR OUR PATIENTS WITH CANCER, TRAVEL IS ESPECIALLY DIFFICULT. THAT'S WHY WE'RE SO THANKFUL THAT YOU ANSWERED OUR CALL FOR SUPPORT TO CREATE CANCER CENTERS THAT OFFER ALL STAGES OF TREATMENT IN ONE PLACE. BECAUSE OF YOUR GENEROSITY, WE:

- Created new radiation oncology, medical oncology, and palliative care research spaces at Unity Hospital
- Added infusion chairs, exam rooms and new gynecologic oncology, surgical oncology, and research spaces at the Linden Oaks Medical Campus
- Dedicated an entire floor of the new Sands-Constellation Center for Critical Care building at Rochester General Hospital to oncology care
- Expanded our reach throughout the region



THE DIFFERENCE YOU MADE.

Sands-Constellation Heart Institute



My dad, Rudolph DeLisio, lived a life of courage, grit and vision - a life that was extended several times because of the trusted care provided by heart surgeons at RGH. After quadruple bypass surgery, he made a dream come true by walking me down the aisle and dancing the night away. Several years later, a successful valve replacement allowed him to continue his responsibilities with a volunteer organization which he founded and a few years after that, a pacemaker insertion enabled him to keep up with his grandson's activities. Since his passing in 2013, my family and I gratefully support the Sands-Constellation Heart Institute so that others might have the opportunity to experience the exceptional care and an enhanced quality of life just like my dad did.

- Dawn DeMott, grateful daughter



WITH CARDIOVASCULAR CARE, MINUTES MATTER.

THANKS TO YOUR SUPPORT, OUR ENTIRE REGION HAS ACCESS TO PREMIUM HEART CARE CLOSE TO HOME. WE HAVE:

- Opened the Center for Advanced Heart Failure and Mechanical Circulatory Support to improve heart failure outcomes no matter how complex the case
- Participated in clinical trials for the EARLY- Transcatheter Aortic Valve Replacement (EARLY-TAVR), the Watchman and the V-Wave, which are less invasive alternatives to open heart surgery
- Offered the new Medtronic Abre™ Venous Self-expanding Stent system to patients with deep vein blockages
- Invested in imaging and technology to stay at the forefront of treatment options
- Developed a cardiology fellowship program to bring talented minds to our region
- Recruited nationally recognized specialists who can offer advanced treatments to our patients
- Created new radiation oncology, medical oncology, and palliative care research spaces at Unity Hospital

Hear from our staff



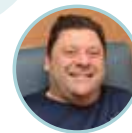


THE DIFFERENCE YOU MADE

Neuroscience Institute



We're all human, and we're all here to help. Those nurses and technicians, I can't do what they do. It's very impressive to me. But let me give back to the people who were very giving to me.



– Lenny Arbore, donor and former patient who learned to walk again

OUR NEUROLOGY PATIENTS DESERVE THE BEST CHANCE AT THE LIFE THEY'VE ALWAYS IMAGINED.

YOUR DONATIONS HELPED:



Unity Hospital became the first hospital in New York State to use the 7D Surgical System, a radiation-free navigation system, that acts as a detailed GPS for the spine and cranium during surgery.



Offer the StimRouter Neuromodulation System, which once implanted, allows patients to control their pain signals with a tiny remote.



Train the next generation of physicians.



THE DIFFERENCE YOU MADE!

Education and Training

“ Today, I feel confident and proud that I am able to step up to the front lines and that my coworkers can depend on me to get the job done. This program has opened up many opportunities for me. It has transformed me and made me a more responsible and independent person. It has helped form me into the hardworking person I am now. ”



– John Rodriguez, a high school senior and a member of the Youth Apprentice Program



See for yourself

THE PANDEMIC HAS HIGHLIGHTED THE IMPORTANCE OF OUR FRONTLINE MEDICAL TEAMS, AND THANKFULLY, DONORS LIKE YOU ENSURE WE HAVE A HIGHLY SKILLED WORKFORCE FOR TODAY – AND FOR THE FUTURE.



The Youth Apprentice Program at Rochester General Hospital is 100% donor-funded. Each year 25 students from the Rochester City School District gain work experience at the hospital and receive mentoring in everything from money management to starting a career in health care.



In June, the Isabella Graham Hart School of Practical Nursing graduated 129 licensed practical nursing students, thanks to several generous scholarships from donors.



Learn more here



THE DIFFERENCE YOU MADE:

Preparing for the Future

“ Not only do we invest in the best technology and the most modern facilities, we recruit, retain and educate people who are true leaders in their fields. We are able to do all of this because of the incredibly generous support of our donors. Thanks to their dedication, generations of people have the best chance at leading longer, healthier lives. We are forever grateful. ”

– Eric Bieber, MD, president and CEO of Rochester Regional Health



WE ARE INCREDIBLY PROUD OF ALL THAT WE'VE ACCOMPLISHED TOGETHER IN 2020, AND WE'RE LOOKING FORWARD TO A HEALTHIER 2021. WITH YOUR CONTINUED GENEROSITY AND SUPPORT, WE LOOK AHEAD TO OFFER:

A psychiatric emergency department and treatment facility at Clifton Springs Hospital & Clinic so that individuals in crisis receive the compassionate care they need whether that be at home or the emergency department.

An expanded radiology suite at United Memorial Medical Center.

An updated surgical suite at Newark-Wayne Community Hospital outfitted with radiology and robotic equipment to provide advanced medical treatments for our patients.

Upgraded facilities at the Hildebrandt Hospice Care Center.

Enhancements at our electrophysiology labs at both Unity Hospital and Rochester General Hospital.

Destination campuses where patients across our region can access more of the primary care and physician specialists they need all in one place.

A dedicated floor for our pediatric patients at Rochester General Hospital.

A chance for more students to advance their careers at the Rochester General College of Health Careers in the new RN program.



*To learn more about how your gifts can help,
contact the Foundation at 585.922.4800 or rrhgive.org.*



ROCHESTER REGIONAL HEALTH

Because *Care* Matters

THE CAMPAIGN *for* ROCHESTER REGIONAL HEALTH

Produced in-house by our Foundation and Marketing teams.

ROCHESTER
REGIONAL HEALTH

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