

# the Pulse.

Because *Care Matters*  
THE CAMPAIGN *for* ROCHESTER REGIONAL HEALTH



ROCHESTER  
REGIONAL HEALTH  
Foundations

## Campaign Committee Newsletter

December 2020 Edition

Greetings!

As you receive this issue of the Because *Care Matters* Campaign Newsletter, I am two weeks in as the new Foundations President, and what a two weeks it has been. During this short time, I am getting to know the Foundations team, learning more about our fundraising priorities and meeting so many of our wonderful donors and friends of the Foundations (virtually). It also happens to be the busiest month of the year for fundraising! Despite challenges with COVID-19, we are looking to end the year strong as we wrap up year six of the Campaign.

With that said, each of you are vital to the success of the Campaign and I am truly grateful for your time and talents to help us reach our \$300M goal. Over the course of the next several weeks, it is my hope to connect with all of you to introduce myself and get to know you a little better. In the meantime, please know you are always welcome to call me at (585) 749-5487 or [email](#) me.

I would like to close by saying, with the holidays upon us, I ask that you keep our front line care teams in your thoughts. They are working tirelessly and doing everything they can to keep our community safe and healthy. Seeing what is happening all throughout our hospitals and long-term care facilities, I hope this reaffirms why you chose to be a part of the Campaign. You are making a difference by helping us raise funds in support of the work they do every day.

Thank you for all that you do and the commitment you have made to Rochester Regional Health. I am proud to embark on this new adventure and look forward to connecting with you soon.

Warmest wishes this holiday season,

**Kelly McCormick-Sullivan**  
President  
Rochester Regional Health Foundations



### Campaign Update

Total \$ raised to date - **\$216,505,288**

Total \$ raised in 2020 - **\$15,756,279**

Click [here](#) to view gifts and pledges \$5,000+ from November 1-November 30

## In the News

11/5-12/5



Click on headline to view the full news story.

### Rochester

[Anne S. Renteria, MD, has joined RRH Hematology Oncology team as Medical Director, Acute Leukemia & Stem Cell Transplant and Cellular Therapy Programs](#)

[Special freezers will be needed to store Pfizer's COVID-19 vaccine](#)

[Chief medical officer discusses decision to suspend visitation at RRH hospitals](#)

[Infectious disease specialist on Costco COVID-19 at-home test kits](#)

[RRH Celebrates 1,000th Transcatheter Aortic Valve Replacement Procedure](#)

[RRH Welcomes First Pediatric Neurologist, Yuliya Snyder, MD](#)

[No ventilator shortage for this COVID wave, but too few specialists to operate them](#)

[Rochester Regional to open new COVID-19 treatment center at Hill Haven](#)

[Santa and Mrs. Claus visit RGH and Unity Hospital](#)

[Bills' Tommy Sweeney develops heart condition from COVID-19, what a cardiologist says it is](#)

[Santa delivers gifts to hospital workers in Rochester region](#)

### Batavia

[Live COVID-19 update with Dan Ireland on UMMC Response](#)

[UMMC partners with WBTA radio in Batavia to bring listeners Medical Mondays](#)

### Eastern Region

[Progress continues on the Medical Village at Clifton Springs Hospital & Clinic](#)



## Campaign Collateral

Click [here](#) to view the Marketing Resource Center.

*The Resource Center is in its early stages and we continue to build this site. Please check back regularly for updates.*

**Watch for a series of email communications from the Foundations to promote end-of-year giving.**

If you are interested in hard copies of any of the materials, please email [campaigncommittee@rochesterregional.org](mailto:campaigncommittee@rochesterregional.org) or call **(585) 922-4800**.

## Upcoming Events



Below is a list of upcoming webinars and virtual events. Final dates and registration links will be included in upcoming newsletters.

If you would like to add someone to our invitation list, please email [events@rochesterregional.org](mailto:events@rochesterregional.org)

### January

**Care Academy: Behavioral Health with Mandy Teeter, MBA, MSW**

Wednesday, January 13 at 4:00pm

Click [HERE](#) to register

### February

**Care Academy: Oncology with Anne Renteria, MD**

Thursday, February 4

*Tentative*

**Care Academy: Cardiology with Simone Bailey-Brown, MD, Preventive Cardiologist**

Friday, February 26 at 4:00pm

Click [HERE](#) to register

*Dates to be announced soon for future webinars:*

### March

**Care Academy: Neurology**

### April

**A Conversation with Kevin Casey, MD**

### May

**Care Academy: Rochester General College of Health Careers**

### June

**A Conversation with Dustin Riccio, MD**

## Past Events

**Sands-Constellation Center for Critical Care Virtual Open House**

Tuesday, November 17

Click [HERE](#) to watch video walk-through

**A Conversation with Dan Ireland**

Thursday, November 12

Click [HERE](#) to watch a recording of the webinar

**A Conversation with Doug Stewart, PsyD**

Wednesday, September 16

Click [HERE](#) to watch a recording of the webinar

**A Conversation with Dustin Riccio, MD**

Wednesday, July 15

Click [HERE](#) to watch a recording of the webinar

**A Conversation with Dr. Kevin Casey, MD**

Monday, June 15

Click [HERE](#) to watch a recording of the webinar

**Support the Campaign and make a gift today.**

[Give Now](#)

