



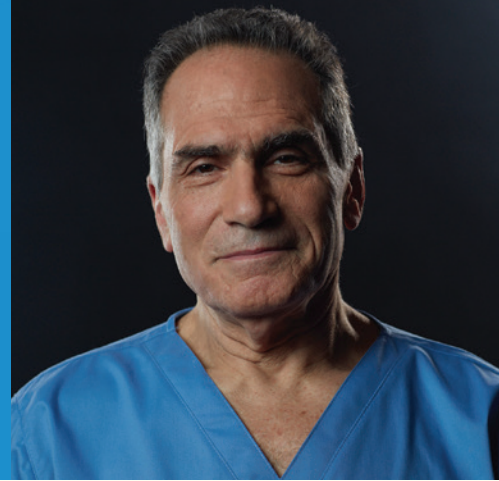
Because *Care* Matters

THE CAMPAIGN *for*
ROCHESTER REGIONAL HEALTH

Heart Care



Pursuing Perfection



There's a saying that allows us to be more accepting of our flaws and forgiving of our failures: nobody's perfect. But when it comes to your heart, at the Sands-Constellation Heart Institute, this is exactly our aim.

We have made impossible expectations part of who we are because we specialize in a part of the body where there is no room for error, where mistakes can be the difference between life and death. Our drive for perfection is why Rochester General Hospital has been recognized as one of the nation's top 100 cardiovascular hospitals nine times instead of just once or twice.

This pursuit of perfection has always guided our way forward, and now it's being fueled by the \$300 million, comprehensive Because *Care Matters* Campaign. The Campaign's fundraising goals—for facilities, programs and our Annual Fund—align with the goals we have for the institute.

The support we receive allows us to continually push the boundaries of our care. It puts us in a position where we always have the best technology available for the most sophisticated procedures that enable us to offer patients a better life, or even a second chance at life.

Your help will extend our reach and enhance our ability to deliver world-class cardiac care for a world-class patient experience.

A handwritten signature in black ink that reads "Ronald Kirshner". The signature is fluid and cursive.

Ronald Kirshner, MD

Chief of Cardiac Services and Cardiothoracic Surgery

The Sands-Constellation Heart Institute

As the regional leader in diagnosing, preventing, treating and managing heart disease and related conditions, Rochester Regional Health's Sands-Constellation Heart Institute isn't just one place, it's a complete network of care. In 13 locations across Western New York and the Finger Lakes region, we are providing local care for a national concern.

HEART DISEASE IN THE U.S.

#1

CAUSE OF DEATH FOR MEN AND WOMEN

600,000+

PEOPLE DIE EVERY YEAR;
THAT'S 1 IN EVERY 4 DEATHS

40 SECONDS

IS HOW OFTEN AN AMERICAN
HAS A HEART ATTACK

The institute combats the ubiquity and mortality of heart disease through extensive patient education programs and some of the most advanced, life-saving technology and treatments available. Our commitment to excellence was recognized in 2017, when Rochester General Hospital was named among Healthgrades America's 100 Best for superior outcomes in cardiac care and coronary intervention for the third consecutive year.

In addition to having exceptional care providers throughout the region, we also partner with the Cleveland Clinic, the leading cardiac program in the United States. For more than a decade, the clinic has been supporting our physicians and staff with early access to leading-edge techniques and research to benefit our patients.

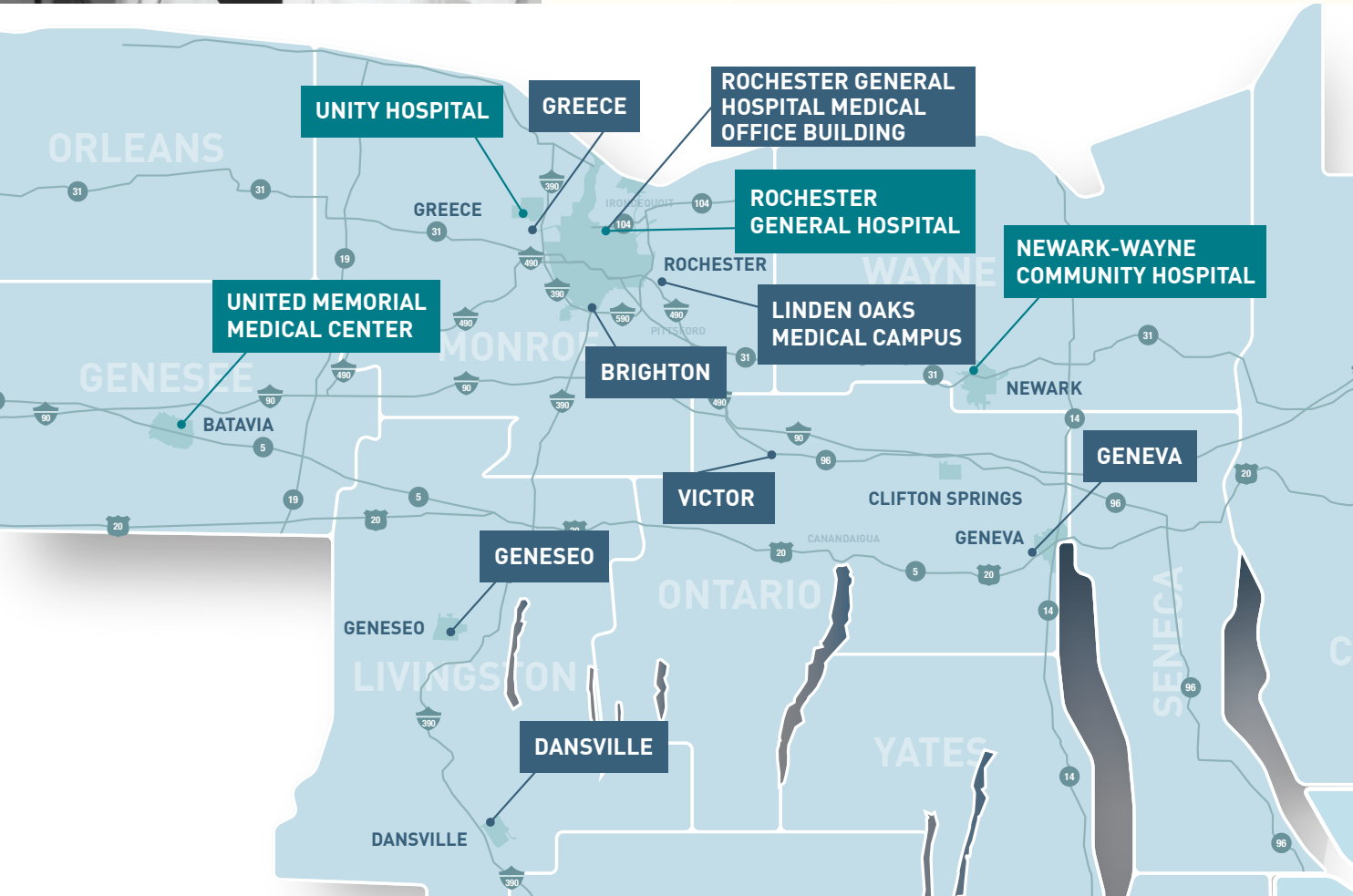




HEART CARE AT ROCHESTER REGIONAL

100,000+
OUTPATIENTS PER YEAR

8,200+
INPATIENT CASES PER YEAR



Building On Leadership

We are a Regional Leader, Building a National Reputation

The Sands-Constellation Heart Institute is already a local preference and authority. Now we're equipping ourselves to stand at the forefront of all aspects of heart care, from diagnoses to life-saving procedures, effectively enhancing the quality and efficiency of our care. We're also making premier care available closer-to-home for more people as a direct effort to reduce the effect heart disease and heart-related conditions have on the communities we serve.

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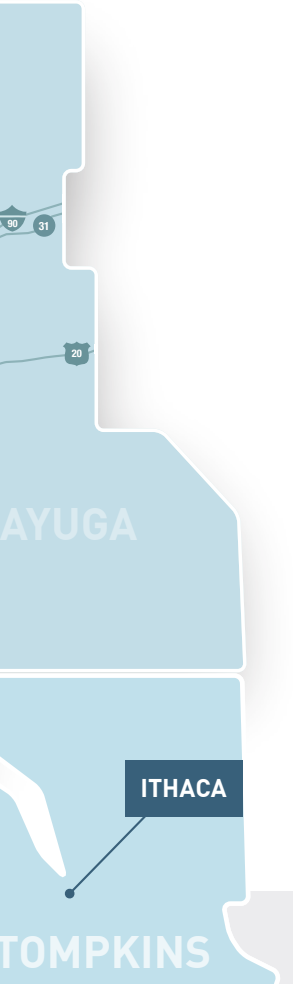
CARDIAC AND THORACIC PHYSICIANS

9X

RECOGNIZED AS A TOP
100 HEART HOSPITAL



- Inpatient
- Outpatient



Extending Our Reach

Every year, about 735,000 Americans have a heart attack. The prevalence of this cardiac event alone is reason enough for the institute to have a greater presence throughout the region. But the community also has needs beyond preventing and surviving heart attacks, which is why we are extending both the reach and capacity of our outpatient care. By creating new or renovating existing facilities, upgrading equipment and technology and adding more physicians and support staff, we can deliver the best care possible to more of the region’s residents.

Improving on Excellence

Our pursuit of perfection has allowed us to deliver unmatched regional heart care. It’s how we’ve successfully completed more than 200 Transcatheter Aortic Valve Replacement (TAVR) procedures on patients unable to have conventional open heart surgery. It’s why we were the first healthcare organization in Rochester to implant the MitraClip, a minimally invasive heart valve repair. And it’s the reason our patients benefit from all the latest technologies, such as the Micra implant, which is the smallest pacemaker in the world. To continue to deliver next-level care, our future must include state-of-the-art upgrades to our labs and operating rooms.

Your Support Matters

And so does the length and quality of your life and the lives of your loved ones. That’s why at the Sands-Constellation Heart Institute, there’s no such thing as “good enough,” a philosophy that you can help make possible. With your gifts, we can continually raise the bar for the quality of our care through new equipment, expanded programs and significant capital projects such as new catheterization and electrophysiology labs, a hybrid cardiac operating room or a cardiac ICU. But we can’t do it without your support.





Join Us



“My career has helped me to recognize organizations that will continue to grow and succeed over time. With a proven track record of remarkable results and a compelling vision for the future, Rochester Regional Health is one of those organizations. And the Sands-Constellation Heart Institute is among the reasons why.

I’m proud to represent the system’s heart care initiative because of the institute’s demonstrated leadership—thanks to an amazing cardiac team. **The doctors, nurses and staff are all incredible at what they do and care deeply about their work and their patients. They are the reason I chose to lead this fundraising effort, and hope they inspire you to support it as well.**”

Ginny Clark

Because *Care Matters* Campaign
Chair, Heart Care



ROCHESTER REGIONAL HEALTH

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