



Investing in the Chicago community has been an integral part of Rush's culture since its founding.

SERVING THE COMMUNITY

While our emphasis is always on providing the best patient care, Rush is also committed to a community service mission. These are just a couple of the programs in which philanthropy has helped bring the expertise of our caregivers to the surrounding Chicago neighborhoods during the past year:

David Baldwin Jr., MD, director of the Section of Endocrinology and a member of the Anchor Cross Society, is leading a unique collaboration with Saint Anthony Hospital on Chicago's West Side to build a comprehensive diabetes care and education program based in one of Chicago's mostly uninsured, low-income communities. It is modeled after a program implemented at Rush, in which Rush outperformed 35 of 37 teaching hospitals in a national comparison of their success in controlling blood sugar levels. The improvements resulted in fewer surgical complications and infections, shorter hospital stays and lower mortality rates. The Lloyd A. Fry Foundation awarded the largest grant in the foundation's history to accelerate this program.

Lynda Powell, PhD, chair of the Department of Preventive Medicine, is the principal investigator of the Women in the Southside Health Project (WISH), a population-based study focusing on the health of black and white women who reside on Chicago's South Side. One area of interest within the study is visceral fat, which forms in the abdomen near internal organs and is strongly associated with an increased risk of cardiovascular disease. Both women and men are susceptible to visceral fat; however, while men often accumulate it over a lifetime, it increases most substantially for women during menopause. Dr. Powell believes that increased testosterone and stress may account for the sudden increase in visceral fat for women. The WISH study is an opportunity to both alert the community to the dangers of visceral fat and find answers that can help minimize its risks.

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2008 ANCHOR CROSS SOCIETY DONOR IMPACT REPORT

Dear Friends,

As a Trustee of Rush University Medical Center for more than 30 years, I am honored to begin my term as the new chairman of the Anchor Cross Society. At the same time, I extend my personal thanks to every one of you. Your unwavering support has made possible lifesaving treatment innovations, research advancements and community health care programs that have touched the lives of a vast number of people.

There has never been a better time to be involved with Rush. We have broken ground on new facilities that will dramatically improve the experience of our patients and their families and enhance the landscape of our West Side Chicago neighborhood. We have invested in some of the most leading-edge technology available for patient care and research. We have recruited some of the brightest minds in medicine to our faculty. We have set the national standard for equity of care among academic medical centers and are gaining a national reputation for our culture of quality and patient safety. All the while, we continue to train a diverse student body committed to providing health care and executive leadership in a broad range of health professions.

In this exciting time of transformation and unprecedented growth for Rush, the dedication and generosity of the Anchor Cross Society are at the core of everything Rush does. Whether we are making unrestricted gifts or supporting specific projects close to our hearts, our impact is not only evident but also vital.

It is my pleasure to share this report with you. It details some of the ways your generous philanthropy has enabled Rush to provide the best possible care for patients. As you read it, I hope you feel proud of your association with Rush and excited about its future.

James W. DeYoung
Chairman, Anchor Cross Society



Rush's new facilities will dramatically improve the experience of our patients and their families and enhance the landscape of our West Side Chicago neighborhood.

QUALITY OUTCOMES AND THE BEST PATIENT EXPERIENCE

Now more than ever, quality outcomes and patient experience are considered top priorities at Rush. As in previous years, in FY2008 this emphasis has led to accolades and honors including high rankings in *U.S. News & World Report's* annual "America's Best Hospitals" issue, and a designation as one of five top performers in the University HealthSystem Consortium's 2007 Quality and Accountability Study.

Meanwhile, Rush received very high marks in the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey, a recent national study sponsored by the federal government measuring patient satisfaction. And our clinical nursing staff has twice been awarded Magnet status, the highest recognition given for nursing excellence, by the American Nurses Credentialing Center. These honors confirm what Rush's staff and faculty already know: that patient care is delivered on another level at Rush, a level of quality made possible through the commitment of generous Anchor Cross Society donors. And with the addition of the following new quality and safety initiatives, patient care at Rush will continue to set the standard for other institutions to follow.

PIONEERING PROCEDURES

The unique partnership between talented researchers and clinicians from multiple specialties distinguishes Rush from other health care providers. With support from grateful patients and friends, this partnership produced exciting advances over the last year.

Philanthropic support from Anchor Cross Society member Barbara Wells and the Lillian S. Wells Foundation allowed for the purchase of the high definition daVinci S Surgical System to treat prostate cancer and other conditions. This robotic surgical device gives urologic surgeons like RMC alumnus **Kalyan Latchamsetty, MD**, highly detailed visualization of tissue and anatomy and allows for greater range of motion than is capable with just the human wrist. Prostate surgery is well suited for the robotic approach, which provides the utter precision calibration necessary to avoid devastating complications like incontinence and impotence.

New smaller implants known as locking plates are revolutionizing the treatment of broken wrists. The plates are secured internally — using a small incision on the palm side of the wrist — with small screws placed directly into the bone. Orthopedic surgeon **Mark Cohen, MD**, helped develop this technology, which results in less pain with fewer post-surgical complications and more rapid recovery of mobility and function. In fact, some patients can use their hand and wrist within days of the fracture, a marked improvement over traditional procedures' six to eight weeks of recovery time.



Ziyad M. Hijazi, MD, MPH

Ziyad M. Hijazi, MD, MPH, director of the Rush Center for Congenital and Structural Heart Disease, is an internationally recognized leader and pioneer in nonsurgical treatment of congenital heart defects in children and adults. Dr. Hijazi and interventional cardiologists at Rush are taking part in the investigational device exemption feasibility study of the Edwards SAPIEN transcatheter heart

Rush Medical College graduate **Raj Behal, MD, MPH**, was appointed to the new role of associate chief medical officer and senior patient safety officer. In an age when the delivery of health care is increasingly complex, the implementation of formal systems to prevent medical errors is critical. Dr. Behal is working with clinical leaders to apply best practices that promise to directly benefit every patient we serve.

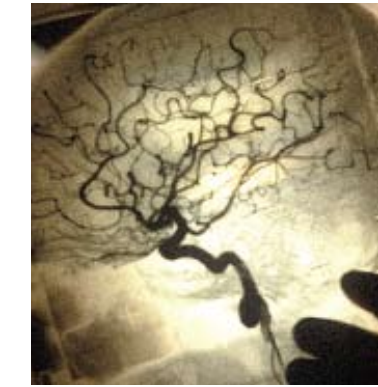
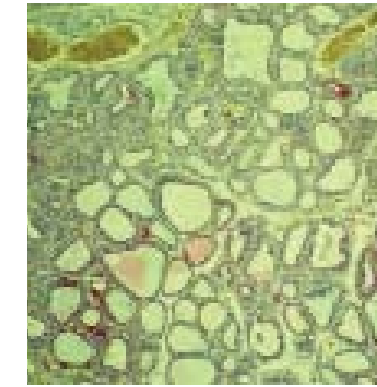
The Center for Clinical Research and Scholarship, a clinical-academic partnership designed to enhance the delivery of patient care and promote best care outcomes, was established by Rush University College of Nursing with **Ruth Kleinpell, PhD, RN, FAAN, ACNP, CCRN**, associate professor in the department of adult health nursing, as its first director. One of the center's projects assesses the impact of a nurse-led rapid response system on patient outcomes (in-hospital cardiac arrests, mortality rates, unplanned ICU admissions and length of stay) as well as the impact on improving nursing staff ability to assess and respond to acutely ill patients. The center highlights both Rush's ability to affect gains in patient care safety and the ability of our exceptional nursing staff to step into a clinical leadership roll.

valve. The valve replacement is performed as a "beating heart" procedure, accomplished without cardiopulmonary bypass or an open-chest incision. Dr. Hijazi and his team successfully implanted the first three patients enrolled in the trial on April 17, 2008. Rush is one of three Chicago-based sites participating in the trial.

Interventional radiologists like **Hector Ferral, MD**, are critical players on multidisciplinary teams that diagnose and treat patients through minimally invasive procedures using high-quality image guidance. Procedures like aneurysm repair once involved major surgery and long hospital stays and often resulted in complications like blood loss and pain. With the aid of Rush's high-quality imaging technologies, Dr. Ferral and his colleagues are able to treat complicated patients using what was once deemed a futuristic tool, but is very much of the present. Patients receive lighter sedation, have shorter hospital stays and quicker recoveries as a result. The Mary Jo and John Boler Centers for Advanced Imaging planned for the new hospital facility and funded by a transformational gift from Anchor Cross Society members Mary Jo and John Boler will be a destination for image-guided diagnoses and treatments.

James Young, MD, chair of the Department of Physical Medicine and Rehabilitation, and **Diane Genaze, RPT**, director of physical therapy, are working on innovative rehabilitation methods for Rush patients. Stroke patients benefit from the NESS H200, a hand-held machine that uses electrodes to stimulate nerves in the arm to help patients move muscles that they were previously unable to move.

Neurosurgeon **Roy A.E. Bakay, MD**, and neurologist **Leo Verhagen, MD**, are leading a multi-center Phase II investigation in which Parkinson's disease patients are treated with the gene therapy product CERE-120. This follows Phase I efficacy studies, which showed that the treatment was well tolerated by patients with advanced disease and appeared to reduce symptoms. Donors who provided the seed funds to launch this research can take pride in knowing that their investment yielded further support in Phase II, which is being partially funded by the Michael J. Fox Foundation for Parkinson's Research.



RESEARCH INNOVATIONS

Rush's continued focus on translational research in FY2008 brought discoveries from the laboratory directly to our patients, while observations in clinical settings inspired research studies designed to improve patient care.

Reproductive immunology professor **Judith Luborsky, PhD**, and her research team are laying the groundwork for the discovery of a tool for the early diagnosis of ovarian cancer. With a survival rate of just around 30 percent, this disease is usually caught too late for successful treatment. Through studies focusing on an antibody response of egg-laying hens, Dr. Luborsky and her colleagues have identified a marker for the disease, which could be the first step in creating a diagnostic test and potentially more efficient therapies.

The intestinal barrier plays a crucial role in maintaining the health of both the gastrointestinal system and the human body as a whole by blocking potentially harmful materials while allowing beneficial materials to pass through. Disruption of intestinal barrier function — also referred to as "leaky gut" — by harmful materials such as bacteria, toxins or undigested proteins can put us at risk of developing a serious illness such as inflammatory bowel disease, arthritis or cancer. Over the past two decades **Ali Keshavarzian, MD**, chief of the Division of Gastroenterology and an Anchor Cross Society member, has worked to develop a better understanding of the regulation of the intestinal barrier and gut bacteria, the role environmental factors play in how patients develop gut leakiness and what can be done to prevent this occurrence and effectively treat patients. His current study on the effects of day-to-day events — food, sleep pattern, stress, air pollution, alcohol and common environmental chemicals — on barrier function and the composition of gut bacteria aims to develop evidence-based recommendations for lifestyle changes to improve gastrointestinal health.

Nancy and Joe Masterson — 25-Year Anchor Cross Society Members

Anchor Cross Society members for 25 years, Nancy and Joe Masterson of Barrington Hills, Ill., are a picture of health, thanks in part to the excellent primary care they receive at Rush, where their physicians always emphasize the importance of regular physicals and other healthy practices.

Longtime Rush patients, the Mastersons cite Rush's national recognition for specialty care as particularly remarkable: "We've always been so impressed with the medical staff at Rush. We enjoy hearing about the latest groundbreaking treatments at the annual Anchor Cross Society dinner. The unique work of these doctors is what has continuously inspired us to support their efforts."

In fact, the Mastersons have been so inspired by health care innovations at Rush that they recently made the decision to become 21st Century Founders, a special group of visionary leaders who are supporting the Campaign for Rush University Medical Center through outright or estate gifts of \$1 million and up. The Mastersons' commitment will help fund the construction of a new hospital facility, unrivaled in the Midwest.

"We are very pleased to be a part of this project," Nancy Masterson said. "As 21st Century Founders, we are taking an important step in associating our family with Rush for the long-term future."

The Mastersons are just one example of Rush's extraordinary donors — generous, forward-thinking and committed to the medical center and its patients. Their 25 years of Anchor Cross Society membership have inspired them to take a leadership role in our capital campaign and a permanent place in Rush's history.



Another way you can support Rush and recognize and honor those who have had an impact on your life is by making a memorial or tribute gift.

Visit our Web site at www.rush.edu/giving to make your gift online.