

## Highly Focused Care

The URMC Heart & Vascular Center has created a specialized clinic to help in the treatment and prevention of hypertension.

*The*  
**MELIORA**  
CHALLENGE

THE CAMPAIGN *for the*  
UNIVERSITY OF ROCHESTER



# Treating and Preventing Hypertension

The best way to beat heart and vascular disease is to prevent it. For most people, that means paying attention to warning signs such as high blood pressure and high cholesterol. Hypertension, or high blood pressure, is one of the surest risk factors for heart disease. The percentage of Americans who have hypertension continues to rise, increasing by 10 percent in just five years, leading to negative health consequences like heart attacks, strokes, and heart failure.

**OUR PROMISE.** At the University of Rochester Medical Center (URMC) Heart and Vascular Center, we promise the most advanced treatments for high blood pressure, provided by some of the few doctors in the area who are specially certified in the treatment of hypertension. URMC was first in the nation to earn top-tier recognition for its evaluation, diagnosis and treatment of high blood pressure from the American Society of Hypertension. We were named a level one designated hypertension center, in recognition of excellence in patient care, research, resident training and compliance with national practice guidelines.

**OUR CLINIC.** Our Hypertension Clinic is one of four specialized centers to help in the prevention of cardiovascular disease. In many cases, the clinic is able to help people control blood pressure using fewer medications. To help individuals with resistant hypertension, we offer the latest technology,

such as the Rheos Blood Pressure Implant, a battery-powered implantable generator which activates the body's existing system to reduce blood pressure, naturally. We are the leading center in the country for implantation of this novel device, first implanted in the United States in 2005 by physicians at URMC.

**OUR COMMUNITY.** Hypertension is found in about one-third of adults in the region. URMC hypertension experts are an integral part of a community effort to raise awareness of the health risks of high blood pressure and to improve detection and treatment of the condition. The Finger Lakes Health Collaborative is a partnership of the Rochester Business Alliance, Finger Lakes Health Systems Agency, and area hospitals and leaders. The group has now set its sights on reducing the prevalence of hypertension, noting the significant impact it can have on the community's overall health and the cost of local health care.

# Your gift helps us *treat and prevent hypertension*

Our goal is to improve health around the world through our research, and give patients hope for a healthier future through our care. But our success can be achieved only by continued investment in people and programs. Below is a sampling of how you can help. Every gift we receive makes a difference.

## **DISTINGUISHED PROFESSORSHIP—\$2,000,000**

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Distinguished professorships honor acclaimed leaders who perform ground-breaking research, mentor Ph.D. candidates and junior faculty, and attract talented medical students and residents. They are among the most coveted and defining rewards that a faculty member can receive. They also serve as a powerful recruitment tool for the Division of Cardiology, drawing new faculty and researchers of established distinction from around the world. Your generosity allows us to advance medical science and do more for human health in the future than we have been able to do in the past.

## **ENDOWED FELLOWSHIP—\$750,000**

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Young investigators are fundamental to advancing biomedical research and translating laboratory findings into the treatment of disease. Your support of research fellows will help propel basic, translational and applied biomedical research, and inspire early-career scientists who have the imagination and drive to reach their highest potential. Clinical fellowships help our health care practitioners hone their clinical skills with patients, increase their knowledge of their chosen area of expertise, assimilate scientific evidence, and provide care of optimal value.

## **ENDOWED LECTURESHIP—\$100,000**

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Lectureships foster the interdisciplinary discussion that is often central to discovery. An endowed lectureship brings world-class scientists into contact with their scientific colleagues, throughout the Division of Cardiology and the surrounding biomedical/scientific community.

## **SEED FUNDS: PUTTING NEW IDEAS TO WORK TODAY—\$50,000 (annually)**

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Seed funds are needed to support ongoing and new research activities underway in the Division of Cardiology. They provide risk capital for new researchers who must generate pilot data before projects are eligible for funding from the NIH and other sources, as well as bridge funding to support research studies between federal grant cycles. These funds provide the encouragement and flexibility to pursue promising new research directions and bring creative ideas that will stimulate all members of the faculty.

## **GEORGE EASTMAN CIRCLE—\$7,500 to \$50,000+**

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The George Eastman Circle recognizes those who make a five-year unrestricted pledge, of \$1,500 or greater annually, to any of the Medical Center's schools and programs. Your gift will support areas of greatest need or promise for the Division of Cardiology such as education, research, patient care or community health. By supporting cardiology through the George Eastman Circle, members honor the legacy of one of our greatest benefactors and help to advance the treatment and prevention of heart disease.



MEDICINE of THE HIGHEST ORDER

## **URMC HEART AND VASCULAR CENTER**

University of Rochester Advancement

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