

LEGACY PARTNERS

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VISIONARIES | STEVEN A. GREENBERG

“Words can’t convey how special Steven was,” says Michael J. Scharf, best friend of 35 years to the late Steven A. Greenberg.

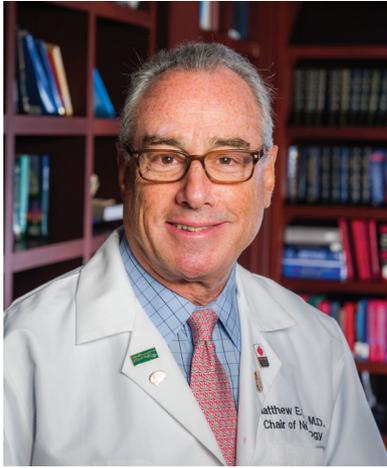
It’s true—you couldn’t miss the fastidious man-about-town in his custom suits, over dinner at Bouley or Daniel, or seated front row, center at a Knicks game at the Garden. Born and raised in Brooklyn, Steven was the archetypal New Yorker. At work and at play, Steven’s arena was New York, and he loved it—almost as much as he loved his fellow New Yorkers.

In 2012, at just 68 years of age, Steven left this life all too soon. But his legacy endures, thanks to two men who knew him best: Michael J. Scharf and Charles L. Greenberg, Steven’s brother.

From childhood, Charles says, Steven showed signs of the talent and drive that would contribute to his wide-ranging success—as a self-made financier, entrepreneur, art collector, and philanthropist. “We shared a bedroom as children, and Steven would stay up all night reading. He had an almost photographic memory, which contributed to his greatness.”

In the 1970s, Steven began a highly successful career on Wall Street. He founded and built Anametrics, Inc. into a leading money management and financial public relations firm. Out of a business relationship with Michael grew a deep, long-term friendship. “‘Uncle Steven’ became a dearly loved member of our family,” states Michael.

YOUR PARTNER IN MAINTAINING A HEALTHY BRAIN: A DISCUSSION WITH MATTHEW E. FINK, M.D.



Matthew E. Fink, M.D.

*Neurologist in Chief,
New York-Presbyterian/
Weill Cornell Medical
Center*

*Chief of the Division of
Stroke and Critical Care
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Presbyterian/Weill
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Dr. Fink is a leading expert in stroke and critical

care neurology who fosters vital collaborations to develop innovative, patient-centered treatment solutions for neurological conditions.

The neurology department at New York-Presbyterian consistently ranks among the best in the country. How is this reputation for excellence sustained?

I've been the chief here for almost five years, but I have a long history at both our Weill Cornell and Columbia University Irving Medical Centers. Today, these two great academic medical centers collaborate closely to leverage all our skills and knowledge to benefit all our patients. Dr. Richard Mayeux, Neurologist in Chief at Columbia, and I meet regularly to discuss our joint programs.

“We work to discover the absolute best practices... That's how you raise the bar.”

Our teams work together in virtually every area of neurology, including the Mobile Stroke Treatment Unit program, which operates out of both campuses using integrated teams. (See page six for more on the MSTU.) Our combined efforts produce outcomes that are far better than what we could accomplish as individual institutions. Collaborations—plus our association with two of the nation's best medical schools—fuel our progress and reputation for excellence.

How has the Sackler Brain and Spine Institute at New York-Presbyterian Weill Cornell Medical Center raised the level of care for neurology patients at the Hospital?

The Sackler Institute, a hospital-within-a-hospital, has been transformational. It allows us to integrate care for people with all kinds of nervous system disorders—Alzheimer's, epilepsy, Parkinson's, stroke, and more—by bringing together the whole range of medical specialists who contribute to the care of our patients. The Sackler Institute has allowed co-director, Dr. Philip Stieg, and me to pull all our inpatient services into one unit. Physicians, nurses, and technicians are interacting all the time, resulting in great care for the patients and the emergence of new ideas, techniques, and treatments. There's a constant energy of innovation.

Can you tell us about your work with stroke patients?

Much of our work in neurology involves stroke, which is the fifth leading cause of death in the U.S. and a major cause of serious disability for adults. New York-Presbyterian's reputation for excellence is underscored by our certification as a Comprehensive Stroke Center. We're currently one of only four hospitals in the New York region to meet this highest level of stroke certification. Ours is a high-volume center, which provides the most advanced stroke diagnostics, treatment, research, and rehabilitation. We use the latest technologies and therapies: from imaging in our Neuro-ICUs, to conducting sophisticated surgeries like the thrombectomy, to using robotic rehabilitation devices. For stroke patients who aren't eligible for standard therapies, we prescribe an investigative medicine within the context of a national clinical trial. All this occurs across both campuses. We work to discover the absolute best practices and make sure everyone is using them. That's how you raise the bar.

VISIONARIES | STEVEN A. GREENBERG continued



Michael J. Scharf



Charles L. Greenberg

“I never met a person who possessed more facility with numbers, with analyzing companies, and, really, any situation,” Michael says. “Steven was fascinating, absolutely brilliant. He had an intense curiosity about everything.” This was evident in his many and varied endeavors.

As a PR man, Steven was his own best client. He applied his business acumen

and imagination to New York’s nightlife scene. Steven created the Roxy roller-skating disco and co-owned the popular Palladium disco and the Gramercy Park Hotel. By the 1980s, he had reinvented himself into an entertainment impresario.

Steven was a true iconoclast. He nurtured relationships with friends from all walks of life: Upper East Side socialites, Wall Street types, downtown club kids, and artists, including Andy Warhol. “Steven accepted everyone; there were no prejudices,” states Michael.

A devoted student of the city, and its art and architecture, Steven amassed a museum-quality personal collection of Art Deco furniture and objets d’art that later realized more than \$17 million at auction at Christie’s for his estate.

In 2006, Steven opened 230 Fifth, a 30,000-square-foot rooftop lounge with stunning panoramic views of the Empire State Building. It became the capstone of his life’s work. “Steven was relentless, some would say monomaniacal, about everything, including picking a location for the lounge,” says Michael. “He looked at hundreds of New York rooftops before choosing this one.”

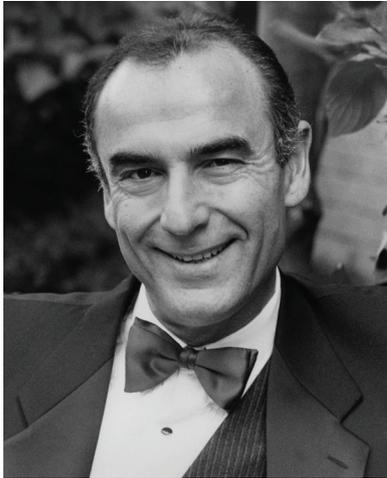
In his life, Steven not only accomplished a great deal, but he also affected many people in a very positive way. “He was a most generous person,” Michael says. Steven’s help for family, friends, or anyone in need frequently came in the form of “loans.” More often than not, large or small, he wouldn’t collect on them. “He helped everyone,” recounts Michael.

“What could be a better use of funds from someone you loved who has passed away than to help an institution that preserves life?”

Since his death, Charles and Michael, co-trustees of Steven’s charitable trust, have worked to fulfill his wish that the bulk of his estate support the healthcare institutions he valued. Steven long understood the importance of excellent healthcare. After their mother suffered a stroke in the 1960s, Steven stopped at nothing to care for her, Charles recalls. The family found great skill, compassion, and hope in New York-Presbyterian doctors. Likewise, Michael credits the Hospital with saving his own mother’s life after a massive heart attack followed by a stroke. “I don’t believe there’s any other place in the world where she would have survived,” Michael says.

“Steven’s interest in healthcare was reflected in his life’s philosophy,” recalls Charles. “He was always thinking about where he could best put his wealth to work.”

HOW CHAIM FREIBERG MADE A GIFT THAT PAYS HIM INCOME FOR LIFE



Chaim Freiberg

years, Chaim believed in accepting students at very young ages to study the piano. He gauged a child's readiness to learn not by a number but by desire, "a need to soar, to sing, to move and be moved through music," he states.

“It’s the **right thing to do** and by giving, I can earn some income.”

When Chaim's playing began to cause him discomfort, he learned that it was due to pressure on his spinal cord. Dr. Christopher E. Mandigo, neurological surgeon at The Spine Hospital at the Neurological Institute of New York at NewYork-Presbyterian/Columbia University Irving Medical Center, performed Chaim's spinal surgery.

A year later, Chaim has begun a new chapter of life. He is playing piano and teaching again, now on his own, having retired from the Lucy Moses School in 2015. "I'm very happy and very busy," he says.

Chaim realizes the importance of excellent healthcare to his recovery and his return to the music he loves. Having witnessed the suffering of close friends in ill health, he finds his philosophy of life is evolving. He still prizes the values of culture and education, but helping those who are ill also moves him.

Chaim Freiberg, Juilliard graduate, professional pianist, and instructor and composer for children, is known for his exceptional teaching philosophy. As a faculty member at the Lucy Moses School on Manhattan's Upper West Side for 42

Grateful for the compassionate, expert care he received from Dr. Mandigo and all the Hospital staff, Chaim turned to NewYork-Presbyterian's Planned Giving experts to establish two Charitable Gift Annuities (CGAs). A CGA is created with a simple agreement between NewYork-Presbyterian and you, in which the Hospital promises to make fixed, annual, lifetime payments to you and/or a loved one in exchange for your donation. CGAs with the Hospital can be established with a minimum of \$10,000, and you can begin to receive payments, which are based on age, at 65.

"It's the right thing to do," Chaim says of his charitable arrangement with the Hospital, "and by giving, I can earn some income."

Today, many of Chaim's young piano students have grown into adulthood and are inspiring the next generation to move and be moved through music. In addition to a musical legacy, Chaim is building a legacy of giving that will benefit NewYork-Presbyterian patients and New Yorkers at large for many years to come.

Here are some sample payout gift annuity rates based on your age at the time the gift is made:

Age	65	70	75	80	85	90+
Rate	4.7%	5.1%	5.8%	6.8%	7.8%	9.0%

To learn more about how a NewYork-Presbyterian CGA could work in your situation, please call, write, or visit us online.

Phone: (646) 317-7499 • Email: legacy@nyp.org
Online: www.nyp.org/giving/planned-giving

■ YOUR PARTNER IN MAINTAINING A HEALTHY BRAIN continued

Can you talk about the Hospital's latest efforts to promote healthy aging?

So many of the most debilitating disorders that occur as a result of aging are brain related. To treat these conditions, we have greatly expanded our clinical programs. A major effort we have planned is a Center for Healthy Aging, a holistic program that will bring together the specialties of neurology, psychiatry, and geriatric medicine. One of the program's features will be a home care initiative, where doctors and nurses make home visits to provide patients an alternative to hospital admission.

“[O]ur mission...is to always work to achieve the best patient outcomes.”

Such initiatives further our mission of patient-centered care and our promise to always work to achieve the best patient outcomes. One of the greatest advances with the most direct effect on all patients, including seniors, is telemedicine, which the Hospital has become a leader in. Through telemedicine we can increasingly provide care to patients while they remain in the comfort of their homes. This might simply mean a patient

interacts with her doctor using a smart phone with a videoconference app. Much of what we measure in the hospital—heart rate, fluid intake, exercise—could be measured remotely using a variety of technologies. When we talk about patient-centered care, we're talking about quality of life, and being treated at home, if possible, is preferable to most patients.

What can individuals do to maintain a healthy brain as they age?

There are several major cardiovascular risk factors that, if reduced or eliminated, help the brain and heart function properly as we age. First, people should find out if they have high blood pressure or a heart irregularity, like AFib. If they do, they should be monitored and treated.

We can lower other common risk factors for stroke through lifestyle changes. If you smoke, stop. Limit your alcohol. Keep your weight down—especially abdominal fat—with a balanced diet, such as the so-called Mediterranean diet. Exercise regularly, and manage stress with meditation, yoga or another method. Doctors can't do these things for you, but the benefits are worth the work. You can cut your risk of stroke by 80 percent and your risk of both heart attack and Alzheimer's by 50 percent. It's never too late in life to start.

■ VISIONARIES | STEVEN A. GREENBERG continued

In accordance with Steven's wishes, NewYork-Presbyterian received an extremely generous eight-figure gift from the Steven A. Greenberg Charitable Trust. “What could be a better use of funds from someone you loved who has passed away than to help an institution that preserves life?” Michael asks.

In recognition of his visionary generosity to NewYork-Presbyterian, the lobby and mezzanine of the Hospital's new David H. Koch Center, our

new ambulatory care facility that will open in spring 2018, will bear Steven's name. (Please see the back cover to see a rendering of the space.)

For the family, friends, and New Yorkers Steven left behind, his legacy lives on. Together, Michael and Charles continue to manage his charitable trust, to the benefit of the city he cherished. “For Charles and for me,” Michael says, “it's a labor of love.”

MOBILE STROKE TREATMENT UNIT SPEEDS BEST IN CARE TO STROKE PATIENTS



Steven J. Corwin, M.D., President and Chief Executive Officer, NewYork-Presbyterian (left), and James P. Booth, Chief, FDNY Bureau of Emergency Medical Services

1.9 million. That's the number of brain cells lost for every minute of delayed care during a stroke, a blockage of blood flow to the brain.

To significantly reduce the time from the onset of stroke symptoms to the delivery of care, NewYork-Presbyterian, in collaboration with the Fire Department of New York, launched a Mobile Stroke Treatment Unit (MSTU) in October 2016. With funding from an anonymous donor, this MSTU was the first of its kind on the East Coast. The custom-built ambulance brings the advanced capabilities of our Hospital's Emergency Department directly to patients. The first MSTU is currently on the road saving lives, and the W. P. Carey Foundation recently committed to funding an additional two units.

Staffed by a neurologist, paramedics, and a CT technologist, the MSTU also carries specialized medications and a portable CT scanner; scans are transmitted to our Emergency Department en route for evaluation.

With some of the best response times among U.S. emergency departments, NewYork-Presbyterian is taking its expertise on the road with this MSTU program—to save lives and enhance the chances for successful recoveries for victims of stroke.

The most common symptoms of stroke can be remembered by the acronym

FAST:

F = Face: Is one side of the face drooping down?

A = Arm: Can the person raise both arms, or is one arm weak?

S = Speech: Is speech slurred or confusing?

T = Time: Time is critical. Call 9-1-1 immediately for an ambulance or MSTU!

SIMPLE GIFTS FROM YOUR ESTATE: BEQUESTS AND BENEFICIARY DESIGNATIONS

Many generous NewYork-Presbyterian donors have made estate gifts as an act of healing that continues into the future. They have found that bequests through their wills and beneficiary designations are great ways to help provide the finest compassionate healthcare available while remaining fully in control of their assets during their lifetimes.

A Bequest Through Your Will or Living Trust

A bequest to the Hospital may take several forms. You may bequeath a specific dollar amount or a specified item of property, or you may choose to give all or a percentage of the residuary of your estate.

To include a bequest to NewYork-Presbyterian Hospital in your will or living trust, we suggest you use the following language:

“I give, devise, and bequeath to New York-Presbyterian Fund, Inc., a corporation created under the New York State Not-for-Profit Corporation Law and located in New York City, New York, (the sum of \$___ or ___% of my residuary estate) to be used for the general corporate purposes of New York-Presbyterian Hospital as its Board of Trustees shall determine.”

LEGACY MINUTE

In 1984, the world’s first successful pediatric heart transplant was performed at Columbia Presbyterian Medical Center—today known as NewYork-Presbyterian/Columbia University Irving Medical Center.

Eric Rose, M.D., helped launch the Hospital’s pediatric heart transplant program. When he took on the case of James Preston Lovette IV, “J.P.,” a four-year-old boy from Denver with multiple heart defects, heart transplantation was in its infancy. Children’s bodies would shut down once the immune system identified the foreign heart.

Beneficiary Designations

Naming the Hospital as a beneficiary of a variety of assets is another easy and quick way to create a legacy of healing.

You can designate the Hospital as the ultimate beneficiary of:

- An IRA, 401(k), or other qualified retirement plan;
- An existing life insurance policy;
- A Payable on Death (POD) or Transfer on Death (TOD) bank account;
- A securities account; or
- A Donor Advised Fund account.

To do so, you would simply complete a beneficiary designation form and return it to the plan’s custodian, the insurance company, or the account administrator. Please name the Hospital on your beneficiary designation form as “New York-Presbyterian Fund, Inc.”



J.P. with his parents, Patricia and James Lovette in 1984.

Photo courtesy of Archives & Special Collections, Health Sciences Library, Columbia University.

On June 9, 1984, J.P. received a new heart. The team administered cyclosporine, a revolutionary immunosuppressant drug, in the hopes that J.P.’s body would not reject the new organ. The team’s approach worked and revolutionized transplantation across the world.

THE DAVID H. KOCH CENTER— THE FUTURE OF AMBULATORY CARE



Rendering of the Steven A. Greenberg Hall, the lobby and mezzanine of the New York-Presbyterian David H. Koch Center.

The New York-Presbyterian David H. Koch Center, located on York Avenue between 68th and 69th Streets, is scheduled to open in the spring of 2018. It will be one of the most innovative and exciting hospital buildings to be constructed this century and a destination of choice for more than 150,000 patients annually.

This one-stop, multispecialty ambulatory care facility will be staffed with world-class experts in digestive diseases, cancer, radiology, and more, and will set a new bar in personalized outpatient care, from diagnosis to treatment. Patients will be able to enjoy the ease and

convenience of receiving treatment in a single location, including complex procedures that previously required a hospital stay.

We are pleased that the expansive, light-filled lobby of the Koch Center will recognize the generosity of Steven A. Greenberg, financier, entrepreneur, and philanthropist.

We look forward to the opening of the Koch Center, one of the cornerstones of the Hospital's plan for the future to deliver the very best patient care in the country.

For more information, please contact:
Nicholas R. Pitaro
Senior Director of Planned Giving
646-317-7499 or legacy@nyp.org,
or visit nyp.org/giving/planned-giving

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