In NewYork-Presbyterian, the city of New York has one of the world’s truly outstanding hospitals. The benefits for New Yorkers — and the rest of the world — are enormous. Just a few decades ago, almost no children survived cancer; now more than sixty percent do. Children born with congenital heart disease usually died. Now they thrive. People of advanced age couldn’t be treated with life-extending procedures like heart repair. Now it’s becoming routine. Longevity and quality of life have improved dramatically, and NewYork-Presbyterian has played a leading role in these advances by providing medical care of the highest quality.
That’s because NewYork-Presbyterian, with its Ivy League medical school partners Columbia University College of Physicians and Surgeons and Weill Cornell Medical College, is home to a critical mass of outstanding physicians who bridge science and healthcare. The first robot-assisted coronary artery bypass surgery in the United States, the first successful heart transplant in a child, the first gene therapy trial for Parkinson’s disease, and many other breakthroughs have all taken place here.

However, our accomplishments to date are just a first step. Medicine has entered an era of unprecedented promise, a promise based on breakthroughs in science and technology. We will realize that promise and deliver the benefits to patients with maximum sensitivity to their individual needs.

We will do this by creating a hospital that transforms the experience of patients. Our hospital will be a place where patients have early access to the latest breakthroughs because those breakthroughs are being made here. It will be a hospital to visit, not to stay, because less invasive procedures and new medicines will reduce hospitalization to a minimum. Our hospital will also be a place where all services are organized for the most effective care and where the finest technology in the world enables a superb staff to spend more time doing what they do best: helping people get well.

In a time of rapid advances, the excellence necessary for such a hospital is a fast-moving target, so our plans call for an investment in people, facilities, and technology to strengthen key areas where we can make the greatest impact: in the treatment of cancer, heart disease, and neurological illness, and in meeting the special health needs of women and children.

The hospital we are building will have a tremendous impact on our city. Every year, NewYork-Presbyterian treats more than a million New Yorkers along with people from all over the world. As you’ll see from the pages that follow, the Hospital is a guardian in times of emergency, a beacon for people seeking humane care, and an innovator in the fight against disease. When our plans are realized, we will have transformed the standard of care for all of New York. NewYork-Presbyterian will be the hallmark institution of a city reaffirmed as a world leader.
A Statement from
Jerry I. Speyer
Chairman, The Campaign for
New York-Presbyterian Hospital

As a native New Yorker, I can say that this city never ceases to amaze me. The diversity of its people, the extraordinary depth of its culture, and its inextinguishable entrepreneurial spirit make New York the most invigorating city in the world. The city has always been at the center of business and the arts and is called home by many of the world’s most esteemed institutions. It is my deepest wish that New York also be recognized as home to one of the world’s greatest medical institutions.
In NewYork-Presbyterian, we are building a hospital to deliver care unsurpassed anywhere else in the world. We should accept nothing less, and I urge you to join me in making this possible.

The need for your support comes at a critical moment of opportunity. Imagine our having the ability not only to treat dreaded diseases but to cure or prevent them. Imagine our having the ability to care for people with serious illnesses without disrupting their lives with long hospital stays. Imagine a unique facility of healing where excellence and caring go together and the dignity of each patient is respected. NewYork-Presbyterian will be the place where medicine’s promise is fulfilled every day — but only if we invest in it now.

I do not underestimate the challenge this represents. Federal, state, and city funds are inadequate to deliver the focused, consistent investment we need to achieve new breakthroughs in care, and revenues from insurers scarcely support our ongoing operational needs. These circumstances are not likely to change soon, so we need to find alternate means of generating the resources we need to realize our vision for NewYork-Presbyterian. We are fortunate to be starting from a position of strength. The Hospital is already one of the best in the nation. It is fiscally sound, runs consistently in the black, and grows stronger every day in its singular commitment to providing the best possible patient service. I am bullish on the future of NewYork-Presbyterian because I know it will continue to move forward, thanks to people like you who are united in their desire to create a world-class institution.

The Hospital is prepared to commit $2.1 billion this decade, $1.1 billion from institutional resources and $1 billion from philanthropic sources, to become the finest center of healing in the world. I am inspired by this kind of leadership and have volunteered to chair the campaign to raise the philanthropic portion of the commitment.

The Hospital has invested a great deal of time and resources in defining the care New Yorkers are going to need in the years ahead. The result is a comprehensive development plan that includes service and facilities improvements focused on state-of-the-art ambulatory and inpatient care. Highlights of the plan are described in the following pages. I am confident that you will see this plan as a clear road map to superb and fiscally responsible healthcare at NewYork-Presbyterian.

One of the greatest strengths of our city is the sense of shared responsibility, the willingness of average New Yorkers to step forward and help their neighbors when help is most needed. This spirit reaffirms the very foundation of the city. If you have had the opportunity to visit NewYork-Presbyterian, you will have seen on its buildings the names of New Yorkers who in the past volunteered to take on as a personal responsibility the wellness of their fellow citizens. I am grateful for the chance to follow in their footsteps.

I hope you will join me as we transform NewYork-Presbyterian into one of the world’s greatest centers of medical care.
To create a hospital that can deliver the benefits of science and technology to every patient, we are investing in broad areas where science and technology are likely to turn the tide against diseases that cast the longest shadows over our lives. Our vision for success is based not merely on hope but on advances in care we are already pioneering.

MAIN PHOTO: Martin Nash, M.D., examines a young kidney recipient at Morgan Stanley Children's Hospital. The Hospital's pediatric transplant program is one of the nation's most experienced.
“When you treat a child, you invest in an entire life. That’s the investment we are making with our institution-wide Children’s Hospital. It represents a commitment to the people of this community, one that pays the highest return possible.”

John Driscoll, M.D., Physician-in-Chief, Pediatric Service,
Morgan Stanley Children’s Hospital
A hospital is only as good as its people, and here there is a feeling of pride, ownership, and compassion. The commitment to caring makes us great.

Wilhemina Manzano, R.N.,
Chief Nursing Officer
HOW THE CAMPAIGN WILL ENSURE CLINICAL EXCELLENCE:

> We will construct the SMART (Site for Medically Advanced Research and Therapeutics) Complex, an integrated center of care and research devoted to specialty and ambulatory services.

> At the same time, we will create the Heart Hospital, New York’s first dedicated hospital for cardiac care. The new five-floor facility will provide state-of-the-art diagnosis and treatment.

> We will expand our renowned neurological ICU, vascular surgery, organ transplant, and colorectal surgery programs.

“What attracts the best physicians to a hospital? It is the capacity to deliver great care coupled with the opportunity to carry out clinical research that keeps us at the leading edge of therapeutic innovation.”

Timothy Pedley, M.D.,
Neurologist-in-Chief,
NewYork-Presbyterian/Columbia
“There is an aura of excellence at the Hospital which emanates from strong leadership. We can diagnose earlier, treat more effectively and less invasively. With gene therapy and stem cell biology on the horizon, it’s an exciting place to be.”

Philip Stieg, M.D., Neurosurgeon-in-Chief,
NewYork-Presbyterian/Weill Cornell
Investing in a Hospital to Realize Medicine’s Promise

TRANSFORMING THE PATIENT EXPERIENCE

At NewYork-Presbyterian, excellence is united with a commitment to meeting the specific needs of each patient. From the physical integration of research and treatment to the creation of a family-friendly, day-stay pediatrics facility, from minimally invasive surgery to innovative monitoring in intensive care units, we are making care more accessible, efficient, and compassionate.

Main Photo: Roger Yurt, M.D., helps his patient Frank Gomez recover from severe burns at the William Randolph Hearst Burn Center, the nation’s foremost facility of its kind.
A Culture of Excellence: Putting the Patient First

Great care begins with people. NewYork-Presbyterian’s principles of behavior grew out of discussions among 3,000 staff members throughout the Hospital. The principles are backed up by a quality assurance system second to none. We measure every aspect of patient satisfaction, from clinic waiting times to the number of rings it takes callers to get information. Other initiatives are transforming the patient experience, from a patient-specific approach to pain alleviation to the appointment of accommodations coordinators to make sure support services and clinical care go hand in hand.

The Visible ICU

Patients in the intensive care unit need help fast, and rapid, detailed information flow is critical. An innovative electronic ICU system gives medical and nursing staff immediate access to vital data. It enables them to monitor all the functions of all the patients all the time. With special cameras, they can even assess a patient’s skin tone and physical appearance. Staff can spot trouble and begin to respond even before they reach the patient’s room.

Confidentiality and Care

NewYork-Presbyterian is exceeding national standards in making privacy and confidentiality the bedrock of patients’ trust. We scrupulously protect the confidentiality of our patients’ records and respect the privacy of patients and families at all times. At the heart of our commitment is the simple principle rarely followed in large institutions: Treat others at all times as you would wish to be treated.

Caring for Children — and Their Families

With its own cancer and heart centers and a high-risk neonatal ICU, the Morgan Stanley Children’s Hospital at NewYork-Presbyterian/Columbia is helping children overcome the most severe illnesses. Yet healing involves not just our young patients but also their families, so we have designed the new facilities to make families part of the care process. Patient rooms have the space to allow family members to remain with children as much as they need to. At NewYork-Presbyterian/Weill Cornell, we are creating a state-of-the-art Children’s “hospital within a hospital.”

Clearing the Path to Care

NewYork-Presbyterian is opening clearer pathways to care. Improved signage and entranceways and more direct passages are already in place in many facilities. At NewYork-Presbyterian/Weill Cornell, a bold redesign will open a central corridor welcoming visitors to information and all services. A soaring glass atrium will lift their spirits with its light-filled ambience. Once in their rooms, patients will have access to entertainment and health education through a new bedside telecommunications program.

“The physicians at NewYork-Presbyterian are the ones you would want caring for your family — not just great doctors but great human beings. At the Jay Monahan Center for Gastrointestinal Health, we all work together to create an environment focused on patients and their families.”

Mark Pochapin, M.D., Director,
Jay Monahan Center for Gastrointestinal Health

“...
“This is a hospital with a conscience, a hospital for people. We are aware that when a working person gets cancer, a whole family can be at risk, and so we deliver the best care in the world to help every patient recover quickly and fully. People come to us and stay with us because we are patient centered.”

Howard Kaufman, M.D.,
Associate Director,
Herbert Irving Comprehensive Cancer Center

HOW THE CAMPAIGN WILL ADVANCE PATIENT-CENTERED CARE:

› We will expand the use of minimally invasive medical procedures and make outpatient treatment more accessible at both medical centers.

› We will create a vibrant pediatric “hospital within a hospital” at NewYork-Presbyterian/Weill Cornell, greatly expand primary care practice space, and enhance ambulatory services.

› We will implement new patient service initiatives, including a patient telecommunications program bringing digital information, Internet and health education directly to the patient’s bedside.
The Hospital unites 4,000 members of the faculties of Columbia University’s College of Physicians and Surgeons and Weill Cornell Medical College — a critical mass of world-renowned physicians in every medical specialty. More of our physicians are included in America’s Top Doctors than those at any other hospital in the nation. They are pioneers as well as practitioners, engaged in research to turn scientific breakthroughs into bedside advances.

**Main Photo:** Philip Stieg, M.D. and his surgical team repair a brain aneurysm. The Hospital is a world leader in treating aneurysms.
“The interaction of specialties makes NewYork-Presbyterian a national model for the treatment of rare and difficult diseases in infants. We can treat some problems even before babies are born.”

Mary D’Alton, M.D., Director of Services,
Sloane Hospital for Women
Benchmarks of Leadership
The accomplishments of NewYork-Presbyterian staff offer the best evidence of medical leadership. That list is long and growing. From the discovery of the anticonvulsant Dilantin to the development of coated stents that keep arteries from becoming reblocked, our physicians have expanded the boundaries of effective treatment. Many of the procedures upon which we now depend, including the Apgar evaluation of newborns, herniated disk surgery, infant heart transplants, and stopping the heart for aneurysm surgery, were developed at NewYork-Presbyterian.

“'You can’t guarantee patients outstanding care unless you can get them to the right people all the way along the line. You may have a great surgeon, but you must also have great attending physicians, excellent nurses, superb diagnostic staff. This is how NewYork-Presbyterian reduces the burden of illness.’”

Allan Schwartz, M.D., Chief, Division of Cardiology.
NewYork-Presbyterian/Columbia

Growth of a World Reputation
Two of the nation’s oldest traditions of care came together with the formation of NewYork-Presbyterian. New York Hospital was founded in 1771 as the first voluntary general hospital in New York City and the second oldest in the nation. It was followed a century later by the Presbyterian Hospital. We extend these traditions and today are home to centers renowned around the world for the treatment of diabetes, mental illness, and heart disease, among many others.

Training Ground of Medicine’s Leaders
The only Hospital affiliated with two Ivy League medical schools, NewYork-Presbyterian prepares physicians to uphold the most exacting standards for patient care. Many medical students from the two schools train at the Hospital, and a high percentage then go on to head departments and medical staffs at hospitals across the nation. It is a further sign of NewYork-Presbyterian’s high standing that our residency positions are sought by top medical graduates from around the world.

Excellence — Depth and Breadth
The primary purpose behind forming NewYork-Presbyterian was to ensure excellence across the full spectrum of medical care. Islands of excellence in a few specialties are not sufficient to provide the highest level of care. For example, NewYork-Presbyterian’s cardiac practice, among the world’s best, draws its strength from our excellence in a multitude of areas, including surgery, cardiology, imaging, pathology, transplantation, and immunology. It also draws on molecular research into the roots of disease at our affiliated medical schools.

Devotion to the Science of Care
What sets the Hospital’s staff apart is the commitment of our physicians to discoveries that may directly benefit patients. Clinical research initiated by bedside physicians is at an all-time high, and so is the number of physician-scientists elected to the American Society of Clinical Investigators, a key measure of excellence. Over the next decade, we will enhance our staff to take full advantage of rapid advances in medical science and technology, recruiting a cadre of clinical leaders from the nation’s top academic medical centers.
HOW NEW YORK-PRESBYTERIAN WILL ATTRACT THE FINEST HEALTHCARE PRACTITIONERS:

- We will recruit twelve prominent division chiefs. Funds will support their grants and clinical research, which often requires specific support in terms of laboratory space, equipment, and staff.

- At least 100 leading physicians will join our practicing staff to ensure the Hospital provides excellence across the widest possible spectrum of care.

- To attract and retain outstanding cancer specialists, we will build state-of-the-art oncology facilities.
“Two great hospitals became one. These are hard years for academic medical centers, but we now have the strength to move against this tide and to put all the most advanced research to work for our patients.”

O. Wayne Isom, M.D.,
Cardiothoracic Surgeon-in-Chief,
NewYork-Presbyterian/Weill Cornell
From the first tests of L-Dopa to treat Parkinson's disease to the first robot-assisted coronary bypass, NewYork-Presbyterian is finding better ways to overcome illness. We are focusing our plans for the future on several key fronts: applying new technologies for diagnosis and treatment, perfecting minimally invasive procedures, uncovering the genetic roots of disease, and developing a new generation of medicines and vaccines.

Main photo: Charles Mack, M.D., and a team of cardiac surgeons treat a patient with life-threatening arrhythmia.
Gene Therapy for Parkinson’s Disease
Genetic science is rapidly becoming the physician’s chief weapon against disease. In a breakthrough, NewYork-Presbyterian is using gene therapy to treat severe Parkinson’s disease. In trials initiated here and conducted in partnership with other institutions, our physicians have targeted an area of the brain whose over-activity produces symptoms. They use a benign virus to insert a gene into the cells of the affected area that can “reset” the cellular network and reduce symptoms — the next best thing to a cure.

A Robot’s Surgical Touch
NewYork-Presbyterian physicians were the first in the world to perform a robotically assisted heart bypass. The robot, which mimics the human hand, increases the surgeon’s dexterity and precision as it reduces the impact on the patient. A grapefruit-size cyst can be removed with a small incision in a matter of minutes. We are now exploring new robotic approaches to valve repair and atrial fibrillation, among others. On the horizon are smart robots to enhance the surgeon’s decision making.

The Stem of New Growth
Until now, the idea of regrowing cells to repair the heart, the brain, and the nervous system has been as fanciful as the myth of the philosopher’s stone. But the idea is approaching reality. Physicians with appointments at the Hospital and its Ivy League medical school partners are conducting research into the use of precursor stem cells to combat a host of conditions, from cancer to spinal cord injury to heart attacks. In a herald of what could be a new era of tissue and even organ regeneration, they have succeeded in creating new nerve cells from the undifferentiated cells of a chick embryo.

“We are developing today the medicine that will be the standard in the future.”
Eric Rose, M.D., Surgeon-in-Chief,
NewYork-Presbyterian/Columbia

MRI: A Tool for Treatment
For Hospital neurosurgeons removing a tumor, an MRI’s precise map of the brain is the best guide to protecting vital centers such as learning and memory. But the MRI is no longer just for planning; at NewYork-Presbyterian it guides the physician’s hand during surgery. With advances in computing speed and design, we are adapting so-called functional MRI so that the operating room itself becomes an imaging chamber, with real-time pictures charting the progress of the procedure with unsurpassed detail for lifesaving accuracy.

A Research Powerhouse
The combined faculties of Columbia University’s College of Physicians and Surgeons and Weill Cornell Medical College, the majority of whom comprise our staff, currently attract over $520 million in federal research grants, one of the highest figures in the nation. A substantial portion is for clinical and translational research — physicians testing new approaches to diagnosis and treatment.

Advancing on Alzheimer’s Disease
NewYork-Presbyterian is home to one of a small number of NIH-designated Alzheimer’s disease research centers. Even as our specialists from our affiliated medical schools test new approaches to preventing the buildup of deadly plaques that lead to Alzheimer’s, they have also opened a new doorway to the cause of a disease that afflicts millions of people. They have found that the plaques are generated from within the nerve cells themselves, not by foreign agents. This suggests that new avenues for treatment may be discovered in the cells’ own mechanisms.

The New Medicine Cabinet
An array of new medicines is appearing to treat almost every major disease, and because NewYork-Presbyterian is a center for innovation, our patients are benefiting early. We are conducting voluntary trials of hundreds of the most promising new vaccines and drugs, and the prospects are truly exciting. To take two examples, physicians are successfully using an anti-arthritis drug to prevent colon cancer with great success and are now applying it to other cancers. At the same time, researchers are close to developing effective vaccines to treat several cancers, including melanoma and non-Hodgkin’s lymphoma.
HOW THE CAMPAIGN WILL SPUR MEDICAL BREAKTHROUGHS:

> We will support the most advanced imaging and diagnostic technologies at NewYork-Presbyterian/Weill Cornell and will link them to the SMART Complex to facilitate better and quicker diagnosis and treatment.

> We will also create a dedicated imaging center at NewYork-Presbyterian/Columbia’s Heart Hospital.

> To help translate research findings into clinical breakthroughs, we will construct larger and more sophisticated pathology laboratories.

“Irrelevant offers unique opportunities for scientists and clinicians to collaborate, to help answer each others’ questions and move forward. This is a place where outstanding people want to be.”

Ira Jacobson, M.D., Chief, Division of Gastroenterology and Hepatology, NewYork-Presbyterian/Weill Cornell
Investing in a Hospital to Realize Medicine’s Promise

A NETWORK OF CARE FOR NEW YORK AND BEYOND

NewYork-Presbyterian is creating a model for delivering care wherever people need it. It is the hub of the largest non-governmental, nonsectarian healthcare delivery system in the world. With enhanced emergency services, expanded ambulatory care, and new telemedicine links for remote diagnosis and treatment, NewYork-Presbyterian will change the face of care within and beyond our walls.

Main photo: On call! The Allen Pavilion, NewYork-Presbyterian’s community hospital in northern Manhattan, answers more than 26,000 emergencies each year.
“When we planned the Iris Cantor Women’s Health Center, we talked through in detail exactly what the patients’ experience would be — what we wanted them to see and feel. Above all, we wanted a professional setting that would also feel comfortable, and where their privacy would be maintained.”

Orli Etingin, M.D., Director,
Iris Cantor Women’s Health Center
A Hospital for the Twenty-first Century
NewYork-Presbyterian is taking bold steps to make sophisticated care available on an outpatient basis. A new Heart Hospital at NewYork-Presbyterian/Columbia will contain all of the most advanced ambulatory surgical capabilities and open an entrance on 165th Street. The NewYork-Presbyterian/Weill Cornell SMART Complex links floor by floor with inpatient clinical services, to ensure the best coordination of care. And the Complex’s new MRI and diagnostic suites will speed access to state-of-the-art diagnosis for all our patients.

The World’s Emergency Room
Our emergency department is one of the world’s largest and busiest, serving more than 177,000 patients every year at three major sites. We also have the largest emergency service of any hospital in the country, with more than thirty vehicles. Our Mobile Advanced Life Support Units with telemetry links can answer the most urgent challenges on the spot, from trauma and severe burns to stroke. Teams are specially trained to respond to biological events and are on the front line of the National Disaster Medical System.

Treating the Whole Woman
The outpatient Iris Cantor Women’s Health Center and the Center for Women’s Health at NewYork-Presbyterian/Columbia are founded on a simple idea, but one that no other hospital in New York has been able to achieve: women have unique health needs that can best be met in a comprehensive setting dedicated to them. The outpatient center contains all the specialties for women’s care under one roof, so physicians can routinely collaborate on diagnosis and treatment plans. On-site imaging, including advanced mammography, supports a complete breast service, and a resource center provides patients with the most up-to-date health information.

Where Families Begin
New lives begin at NewYork-Presbyterian. We deliver more than 11,000 babies each year, making us New York’s largest nursery. Central to our services are NewYork-Presbyterian/Columbia’s Sloane Hospital for Women and NewYork-Presbyterian/Weill Cornell’s Lying-in Hospital, two of New York’s earliest medical facilities devoted to women’s health. From newborn heart-lung assist devices and sophisticated ultrasound to genetic diagnosis of congenital heart disease to lifesaving procedures while babies are still in the womb, we are a national center for delivering babies at high risk. Our goal is to treat babies as early as possible, to give them the best chance to arrive healthy.

The Firefighter’s Best Friend
NewYork-Presbyterian is the hospital of choice for New York’s firefighters because we are home to the largest and most advanced burn center in the United States. Founded in the 1970s, The William Randolph Hearst Burn Center has long been an integral part of the city’s healthcare, playing a vital role after the World Trade Center attack. It continues to extend the frontiers for treating burn victims, advancing the use of artificial skin as a bridge for transplants and the use of the hyperbaric chamber for wound healing. Its telecommunications link to the St. Barnabas Hospital in the Bronx is one of the nation’s first programs for remote burn care.

The Ivy League of Community Hospitals
The Allen Pavilion, NewYork-Presbyterian’s community hospital in northern Manhattan, offers a model of how a community facility can deliver world-class care through links to a major medical center. Staffed by our physicians, the 212-bed hospital serves one of New York’s most heavily populated areas and offers a full complement of services, in addition to primary care at ten neighborhood clinics. In complex cases, an advanced communication system enables specialists at NewYork-Presbyterian/Columbia University Medical Center not only to analyze X-rays and MRIs at Allen but also to examine microscopic tissue specimens remotely, bringing the full diagnostic expertise of NewYork-Presbyterian to a neighborhood setting.

“When the hospitals merged, it broadened everyone’s horizons. Now we have the prestige and the critical mass to compete for the best healthcare professionals in every area. And we are the site of choice for leading technology and pharmaceutical companies to unveil their most advanced tools of healing.”

J. Craig Kent, M.D., Chief, Division of Vascular Services, NewYork-Presbyterian
HOW THE CAMPAIGN WILL STRENGTHEN THE HUB OF CARE IN NEW YORK:

> Renovations will bring high-tech improvements to all emergency rooms, including the Allen Pavilion, our community hospital in northern Manhattan.

> We will create state-of-the-art labor and delivery suites in NewYork-Presbyterian/Columbia’s Sloane Hospital for Women.

> We will fund a new ultrasound unit dedicated to obstetrics at NewYork-Presbyterian/Weill Cornell.

“We are building a hospital dedicated to patient satisfaction. All our facilities and the way we deliver service are oriented toward the patient.”

Michael Berman, M.D.,
Executive Vice President,
NewYork-Presbyterian
HOW WE CAN MAKE THE DIFFERENCE

A Statement from
Maurice R. Greenberg
Honorary Chairman,
The Campaign for
NewYork-Presbyterian Hospital

NewYork-Presbyterian is very important to my family and me. It is our hospital, first and foremost, because it delivers superb care to everyone who walks through its doors. In this hospital, the best doctors in the world develop revolutionary ways to fight illness. In this hospital, new innovations in all areas of medicine are brought to the bedside to help patients in need.
NewYork-Presbyterian is our hospital because it is an exciting and dynamic institution where excellence emanates from strong leadership and where world-class physicians move medicine forward. It is our hospital, finally, because we are New Yorkers, and the people of New York deserve nothing less than the best.

But we cannot take for granted the excellence and trust that NewYork-Presbyterian embodies. We must support the Hospital at the highest possible level. Private contributions are more important than ever before. They make the difference between a good hospital and a great one. With breakthroughs in so many areas within reach, private support provides the margin of excellence to take us into a new future.

Because of what NewYork-Presbyterian means to the city, every commitment to the Hospital is a commitment to the future of New York and the health of its people — residents and visitors alike. The Hospital’s abiding dedication to state-of-the-art care is the strongest possible guarantee that your family and mine will continue to receive the best treatment available — when and where we need it. Please join me in supporting the Campaign for NewYork-Presbyterian. Your gift will ensure that we realize the benefits of medicine’s great promise for ourselves and for our children and grandchildren.
NewYork-Presbyterian promotes a culture of excellence that has resulted in our emergence as one of the nation’s top academic medical centers. Our medical staff drives our outstanding quality, and recruiting and supporting these clinical leaders is crucial to maintain our leading-edge stature. Through the Campaign, we will be able to recruit twelve division chiefs of international prominence, and outstanding physicians in major specialties where patient need is certain to grow over the next decade. These leaders are both healers and scientists, treating disease and seeking cures. They will bring with them teams of distinguished colleagues, technical expertise, leadership, and innovation. Funding will provide critical start-up support for these recruits.

The Site for Medically Advanced Research and Therapeutics (SMART) at NewYork-Presbyterian/Weill Cornell is a linchpin for delivering advanced care. It is designed to employ new technologies to diagnose and treat diseases, as well as enable the Hospital to provide the same level of excellence in outpatient care and clinical research that it does for inpatient care. Key features of the SMART Complex include:

- The construction of integrated facilities for comprehensive state-of-the-art outpatient care and clinical research;
- The development of a multistory, state-of-the-art ambulatory care facility for cardiac, neurosciences, cancer, and women’s and children’s health featuring specialty-dedicated floors that link to their corresponding inpatient resources;
- The establishment of a new diagnostic center with expanded high-tech imaging services that are convenient to SMART patients and centrally located within the Hospital;
- Renovation of the 68th and 70th Street entrances and corridors to provide easy access to the SMART Complex and all Hospital services; and
- Creation of a light-filled atrium and green space, introducing nature inside the Hospital setting.

The Campaign’s major priorities follow. They are the product of the Hospital’s ambitious and thorough plan to assure New Yorkers and others the finest physicians and technology in the world. They also reflect a deep commitment to excellence and innovation in medical care. Your support for the Campaign will ensure that NewYork-Presbyterian has the resources to provide the highest quality and most sophisticated care to all of its patients.
**THE HEART HOSPITAL**  $150 - $200 million

NewYork-Presbyterian plans to build an innovative Heart Hospital to meet the comprehensive needs of cardiac patients at NewYork-Presbyterian/Columbia. This five-story facility will house state-of-the-art technology and will provide a full range of cardiac services, including advanced diagnostics and imaging, leading-edge ambulatory service facilities, interventional cardiology, catheterization laboratories, operating rooms, and inpatient facilities. It will also house conference rooms and a patient education center. As part of one of the leading cardiac centers in the world, the Heart Hospital will have a dedicated nursing and support staff, and will be the only such facility of its kind in New York. The Heart Hospital will be physically connected to the renowned Milstein Hospital Building, and will offer a seamless patient experience, including outstanding patient amenities. It will have its own entrance and will also provide a new ambulette entrance on West 165th Street. This will not only ease congestion at the Milstein entrance but will expedite access to care.

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**SLOANE HOSPITAL FOR WOMEN**  $23 million

The Sloane Hospital is one of the nation’s oldest and finest centers for the care of women and children. Embarking on its second century of leadership, Sloane Hospital offers advanced minimal access surgical services, innovative treatments for menopause, new options for infertility, outstanding care for high-risk pregnancy and state-of-the-art ultrasound and fetal diagnosis. The Campaign will enhance Sloane’s high-risk reproductive medical services through the construction of additional ultramodern, technically advanced labor and delivery rooms equipped for the most complicated deliveries and outfitted for patient comfort and convenience. With the growing number of births in the Hospital, this expansion is long overdue and is critical to the Hospital’s mission of meeting local and regional community needs.
NewYork-Presbyterian has consistently ranked among the nation’s top providers of neurosurgical and neurological care and helped pioneer the specialty of neurological intensive care. The existing Neurological Intensive Care Unit (ICU) is a unique resource that serves the complicated needs of seriously ill patients throughout the tri-state area and beyond. To meet the growing need for these specialized high-tech services, the Campaign will support a new and expanded Neurological ICU with advanced twenty-four hour monitoring and state-of-the-art diagnostic technology on-site to treat post-operative neurosurgical and postprocedure neuroradiology patients. This new ICU will set the standard of care for this significant clinical subspecialty.

Children’s Hospital of NewYork-Presbyterian is ranked among the top five pediatric hospitals in the nation. Children’s Hospital of NewYork-Presbyterian combines the comprehensive resources of the recently opened Morgan Stanley Children’s Hospital and New York Weill Cornell Children’s Service to deliver the highest-quality pediatric care. The Campaign includes plans to create a “hospital within a hospital” for the care of children at NewYork-Presbyterian/Weill Cornell. This will be comprised of integrated, full-service programs and facilities capable of treating the most critically ill children, infants and newborns. It will include both pediatric and neonatal intensive care units, ambulatory surgery, emergency care, primary care, and inpatient and outpatient waiting rooms. Modeled after the patient care units at Morgan Stanley Children’s Hospital, the “hospital within a hospital” will combine the latest technology for delivering highly specialized pediatric care with privacy and space designed to make families an integral part of the healing process.
To maintain our leading position in the provision of psychiatric services, NewYork-Presbyterian will enhance services at both its Weill Cornell Medical Center and Westchester Division. First, the Hospital plans to relocate its world-renowned inpatient psychiatric services from the Greenberg Pavilion to the Baker Pavilion at NewYork-Presbyterian/Weill Cornell. The plan entails enhancing these services, and relocating them into new state-of-the-art space adjacent to existing behavioral health services. We will also invest in significantly improving the physical infrastructure of the Hospital’s Westchester Division, our 270 plus bed facility located in White Plains, New York that provides a full range of inpatient and outpatient psychiatric services, educational and research activities.

The Allen Pavilion, located at the tip of Upper Manhattan, is a 212-bed community hospital owned by NewYork-Presbyterian. The Allen Pavilion serves the upper Manhattan neighborhoods of Washington Heights and Inwood, as well as the Knightsbridge-Riverdale and Highbridge-Morris Heights sections of the Bronx. It provides a full range of primary and secondary services in both inpatient and outpatient settings, and has served as a model for the delivery of sophisticated, community-based care. The Allen’s Emergency Department has been a longstanding and critical community resource. Over the past decade, the rapidly increasing demand for the Allen’s emergency services has outstripped its capacity. Through the Campaign, the Allen Emergency Department will be expanded and reconfigured. This renovation will increase state-of-the-art emergency services to the surrounding community and improve on-site treatment and support areas. This will result in decreased patient waiting times, a more patient-friendly environment and, ultimately, the Allen’s continued ability to meet critical community needs.

For more information about the Campaign’s priorities and other projects, please contact Jay Angeletti, Campaign Director, at 212-342-1472.

Diagnostic and Treatment Technology
Technology has the capacity to transform care. It is an integral part of the Campaign and is included in the costs of each priority project.
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