

A New Strong Memorial Hospital

 **UR**
MEDICINE
University of Rochester

**Building a 21st-century hospital
for the Rochester community.**

EMERGENCY

EMERGENCY

Dear friends:

“ You and your family deserve the best quality care available in the country, the type of health care our teams at Strong Memorial Hospital strive to deliver every day in a place where advances in care happen.

I was a student nurse here when the “new” Strong Memorial Hospital was built nearly 50 years ago. I vividly remember the excitement and pride the faculty, staff, and community felt when we moved patients into a new facility that would help us deliver state-of-the-art care. For the same reason, I remember how thrilled we were to open a renovated Emergency Department in 2001, then an international model for modern emergency departments.

Over the years I have seen our medical teams work tirelessly to ensure that every patient at Strong receives optimal care as we look for new ways to make the health of our community ever better. But our current facility simply cannot meet today’s health care requirements or expectations. That is why we are committed to a five-year modernization and expansion project. A 21st-century Strong Memorial Hospital

will allow us to provide critical emergency care and diagnose and treat our patients in more modern, comfortable spaces with the latest technology to better serve the health needs of everyone across our region.

In September, we celebrated the groundbreaking of this expansion, the largest capital project in the University of Rochester’s history. In the following pages, we’ll share more of our plans and how you can help us build a healthy future for our community for decades to come.”



KATHY PARRINELLO
'75N, '83N (MS), '90W (PHD)

*Chief Operating Officer and
Executive Vice President, Strong Memorial Hospital*



A legacy of transformative care

It began with a revolutionary vision for medical care and education. Nearly 100 years ago, some of the most progressive minds in Rochester and in the nation—University of Rochester President Rush Rhees, and George Eastman—came together to change the course of medicine. With philanthropic gifts from Eastman, the Rockefeller Foundation, Gertrude Strong Achilles, and Helen Strong Carter, their vision to establish a medical center that would combine scientific inquiry, learning, and patient care was realized.

Today, the University of Rochester Medical Center (URMC) is the preeminent medical center in Western New York and the region’s only health care facility powered by an academic research center. A cornerstone of the UR Medicine system, Strong Memorial Hospital (Strong), has long served an important function as the safety net hospital for the most vulnerable citizens in our local community, helping anyone who comes through our doors. It is also where state-of-the-art treatments and the newest breakthroughs in medicine are provided first. Because of novel treatments and highly specialized care—particularly in cancer, complex cardiology, comprehensive neurology and neurosurgery, and organ transplants—Strong is becoming a national referral center, caring not only for people in Western New York, but increasingly for those across Upstate New York and the country.

Building the future of community health

Providing 21st-century healthcare care requires 21st-century solutions, resources, and facilities. Since Strong Memorial Hospital's last major modernization, the hospital has seen an exponential increase in demand for its services. Emergency patient volume has more than doubled since 2001, and it frequently serves patients at over 100 percent capacity, an issue exacerbated during the COVID-19 pandemic. Amidst constrained conditions, the hospital's renowned medical teams work tirelessly to deliver extraordinary care.

Recognizing the significant patient volume, the advances in healthcare and medical technology, and restricted capacity of the existing emergency department and facilities, the University of Rochester is making a monumental investment that will expand Strong to meet the needs of its community and reflect the caliber of its programs, people, and services.

The modernized facility will overcome current limitations, expanding services and providing the best environment and resources for hospital teams to deploy their full level of expertise, innovation, and dedication. Along with the most scientifically advanced care, patients and families will experience a modern, people-centered environment conducive to recovery and healing. With these comprehensive enhancements, the new Strong will help ensure that every patient receives the world-class healthcare they deserve.



Powered by philanthropy

What makes the University of Rochester Medical Center a leading healthcare system is its people. Our renowned scientists, exceptional educators, and dedicated care providers strive to provide the best care for the Rochester community and search for the cures to move medicine forward.

Supporters like you are a crucial part of this team. We depend on generous donors to continuously elevate our work to that of a nationally leading hospital. From innovative medical research and training, to care accessibility and vital emergency response.

The new Strong Memorial Hospital will be the largest capital project in the history of the University of Rochester with a total estimated cost of \$747 million. The University will invest a significant amount of its own funds to support it and is partnering with the State of New York on grant opportunities. A large portion of the difference will be covered through debt and equity financing.

Philanthropy is necessary to reduce strain from debt financing and bolster the hospital's long-term sustainability. Flexible funding from donors will provide upfront resources and ensure the University constructs the facility from a position of financial strength. **The University aims to raise \$30-50 million in philanthropic support from individuals and corporations across Western New York and beyond.**



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Strong Memorial Hospital is part of our community and has been for 100 years. We know how fortunate we are to have a world class hospital. It is our hope that Rochestarians and others who benefit from this resource will help us build the next version of Strong.”

— THOMAS J. FARRELL | Senior Vice President for University Advancement



PLANNED FOR COMPLETION IN 2027, THE UPDATED STRONG MEMORIAL HOSPITAL WILL BE ONE OF THE LARGEST IN THE COUNTRY, FEATURING 940 BEDS, AN ADDITIONAL 650,000 SQUARE FEET OF SPACE, AND OVER 200 EXAMINATION AND TREATMENT STATIONS.



Elevating comprehensive emergency care

On average, 42 out of every 100 people and a total of nearly 136 million people in the United States visit emergency rooms each year. From strokes and heart attacks to critical injuries and psychiatric crises, hospital emergency rooms provide urgent and life-saving medical care when people need it most.



OVER THE PAST TWENTY YEARS, HEALTHCARE PROVIDERS HAVE SEEN A SUBSTANTIAL INCREASE IN EMERGENCY VISITS. ORIGINALLY BUILT TO ACCOMMODATE 66,000 VISITS EACH YEAR, THE EMERGENCY TEAM NOW MANAGES MORE THAN 110,000 PATIENT VISITS ANNUALLY.

Strong's Emergency Department (ED) sees the majority of all patients treated at the hospital first before being transferred and treated in its specialty units. The Kessler Trauma Center is the region's only Level 1 trauma center, a designated, comprehensive resource with the most advanced care available and 24/7 access to in-house critical care specialists and surgeons.

This constrained space continues to be a challenge for the teams working to provide outstanding care for patients and families. To accommodate more than 130,000 visits each year, the new ED will nearly quadruple its footprint. This expansion will create distinct areas for adult and pediatric care and will include treatment spaces specialized by types of emergencies, including non-urgent care, substance use emergencies, and for patients exposed to radiation, harmful chemicals, or infectious diseases. The new facility will allow URMC to accept more referrals for specialized care from other hospitals and physicians in the upstate NY region.

RESEARCH-DRIVEN CARE

- Research funding from the National Institutes of Health (NIH) is among the top of all academic departments of emergency medicine—\$3 million to \$4 million in support annually and \$2 million more in non-NIH funded projects. Investigators pursue topics such as emergency-based interventions for violence and suicide prevention, opiate and other drug and alcohol use problems, cancer prevention, and biomarkers and treatments for concussion.
- We are home to an emergency medicine research fellowship and a nationally recognized enrollment program that facilitates its success as a top enrolling site in several federally sponsored trials.
- Across the Medical Center, we conduct 10 to 15 clinical trials each year, spanning the breadth of emergency and clinical medicine, all to constantly refine, update, and deliver to our patients the latest emergency therapies, interventions, and approaches to care.



All architectural renderings contained within are subject to change. Renderings as of January 2023.



Daniel Brito: A Baseball Player's Road to Recovery

Read more of Daniel's story: uofr.us/roadtorecovery



Improving mental health across the community

There is a mental health crisis in the United States overwhelming communities and affecting people of all ages. Today, one in five adults live with a mental illness, more than half of whom—27 million people—do not receive treatment, and suicidal ideation among adults has increased every year for the past 10 years. In response

to children's mental health, the nation's leading pediatric and psychiatric organizations have joined together to declare a national state of emergency. Suicide is now the second leading cause of death for 10 to 18-year-olds, and an estimated one in seven children ages 4 to 17 are diagnosed with a mental illness each year. For all ages, the COVID-19 pandemic intensified the mental health crisis and the need for comprehensive mental health services.

To alleviate the crisis and support the mental health of adults and children in our community, UR Medicine's team of more than 1,500 faculty and staff in the Department of Psychiatry apply internationally recognized



Lauren Opladen: Planning to Help Others

Read more of Lauren's story: uofr.us/youarenotalone

research to patient care and provide a wide variety of mental health services, care provider training, and community outreach programs. UR Medicine is working with the New York State Office of Mental Health (OMH) to prioritize the telepsychiatry program, which offers valuable mental health services to nursing home residents at more than 60 skilled nursing facilities throughout the state who are coping with dementia and mental illness. Our faculty and staff also partner with leaders at Black churches to provide mentorship for Black youth, who are at disproportionate risk for suicide. To help children, Golisano Children's Hospital has grown the Mobile Crisis Team and developed school partnerships that have significantly increased the ability of caregivers to provide proactive early interventions. We've also opened several new mental health facilities that offer a variety of inpatient and outpatient services.

Currently, Strong provides two levels of emergency services for adults and pediatric patients experiencing a mental health crisis or distress. Those who may need ongoing observation or to be admitted as inpatients are cared for through the Comprehensive Psychiatric Emergency Program (CPEP). Those who present with less severe psychiatric issues receive care in the Psychiatric Emergency Department (Psych ED). These patients may need a medication adjustment or a modest intervention that will result in their discharge. The renovated Strong Memorial Hospital will feature a new CPEP and Psych ED with an area on the first floor dedicated to emergency mental health services and distinct zones for adult and pediatric patients to receive tailored care. This larger space will enable the Strong team to serve more patients with more effective and efficient services, and provide the calming, therapeutic environment critical to helping patients on their journey to recovery.



University of Rochester students affiliated with Active Minds, a national organization dedicated to mental health awareness, planted 1,100 pinwheels—representing the number of college students lost to suicide each year—in Wilson Quad in an effort to raise awareness about the incidence and impact of suicide, connect students to needed mental health resources, and inspire action for suicide prevention.



Redefining standards for cardiovascular care

Every 40 seconds, an American has a heart attack. Cardiovascular disease is the nation's leading cause of death, killing more than 840,000 Americans each year, and the Centers for Disease Control and Prevention (CDC) estimate that by 2035, 45 percent of Americans will have some form of it.

Strong's cardiovascular program is a beacon in the region and in the country. The heart transplant program is on pace with the country's busiest. As of this writing, the team has performed 350 transplants, and is on track to reach 40 transplants in 2023 alone, a 60 percent increase from the prior year. These numbers surged in September when the team performed 10 heart transplants in an intense 20 days and even partnered with the kidney transplant team to provide one patient with both organs.

UR Medicine leadership recognizes the great need in the Rochester community for cardiovascular care and its close link with first-rate emergency medical services. As part of the expansion project, Strong will construct a new inpatient care pavilion that will house four floors dedicated to cardiovascular care: one for the cardiac intensive care unit, and three for advanced heart failure/heart transplant, heart replacement therapy, cardiology, cardiac surgery, and vascular surgery patients. This increased capacity will enable cardiovascular teams to serve a greater number of patients, who will benefit from a level of personal attention far exceeding that of heart centers in major metropolitan areas.



STRONG IS THE ONLY HOSPITAL IN UPSTATE NEW YORK TO PROVIDE THE FULL CONTINUUM OF CARDIOVASCULAR CARE, FROM HYPERTENSION TO ADVANCED HEART FAILURE TO TRANSPLANTATION.

ENHANCING SAFETY AND COMFORT

A key priority for the University of Rochester in renovating Strong Memorial Hospital is increasing safety for patients and families. Individual rooms have been shown to improve health outcomes by reducing the spread of infectious diseases through airborne and contact transmission. With less noise and distraction, patients experience better rest and fewer incidents of falls. Personal spaces also afford more space for family involvement and increase confidentiality for discussions with care providers. The new patient pavilion at Strong will house over 100 modern rooms where patients and families will experience greater privacy and customized care that prioritizes dignity and well-being.

INNOVATIONS THAT IMPROVE HEART HEALTH—HERE AND ACROSS THE WORLD

- **Strong is one of the five largest programs in the country for ventricular assistive devices (VADs)**, devices that keep blood pumping through the body when a heart is damaged. Strong teams have participated in nearly every major clinical study involving VADs and implanted more than 900 of them to date.
- **Strong's Division of Vascular Surgery** is the only formally accredited academic vein center in upstate New York and was recognized as a three-star Vascular Quality Initiative (VQI) program for the fourth consecutive year in 2022.
- **Cardiac surgeons recently completed our 1,000th extracorporeal membrane oxygenation (ECMO) surgery.** ECMO is a specialized type of life support that allows patients who are experiencing respiratory or cardiac failure to remain in stable condition while their heart or lungs recover.



Denise Abbey: Strong's 300th Heart Transplant Patient

Read more of Denise's story: uofr.us/300thheart



Serving the community, leading the world

THE INNOVATIVE ADVANCES THAT HAPPEN AT URM—THROUGH CLINICAL AND BASIC SCIENCE INVESTIGATION AS WELL AS THE DEVELOPMENT AND APPLICATION OF MODERN TECHNOLOGIES—IMPROVE THE HEALTH AND LIVES OF PEOPLE IN ROCHESTER AND AROUND THE WORLD.

Scientists provided the first FDA-approved COVID-19 vaccine

to area residents during one of the earliest clinical trials conducted right here.

Cardiologists revolutionized the treatment of heart disease worldwide

by showing that an implantable cardiac defibrillator significantly reduces death rates.

Physicians were among the first in the country

to rush a dedicated stroke team—an “emergency room on wheels”—to someone suspected of experiencing a stroke.

Scientists at the Wilmot Cancer Institute are leading the nation

in our quest to help ease patients’ side effects from cancer treatment.

The Center for Musculoskeletal Research

receives funding from the National Institutes of Health (NIH) that consistently ranks in the top five in the nation.



Supporting teams that move medicine forward

Strong Memorial Hospital is more than the latest technological and therapeutic advances. So that we can nurture the best healthcare providers of tomorrow, we must support their health and professional development and compel the very best providers to spend their careers here. The new hospital will have quiet restoration spaces to help reduce the consistently high level of stress caregivers experience in a demanding patient care work setting. The facility will also include designated areas for educational activities and spaces for team collaboration, fostering a sense of unity and dedication to patients and colleagues.

Driving the regional economy



The people who work at the University of Rochester and Strong Memorial Hospital are important to the health and wellness of our community, but also to the regional economy. Education and healthcare sectors are a major part of New York State's economy—attributable to 15 percent of all jobs and 12 percent of all earnings—and are particularly important in upstate New York.

KEY ECONOMIC HIGHLIGHTS

The University is the largest private employer in upstate New York—

approximately 32,500 employees or 28,000 full-time equivalents (FTE)—and ranked seventh in the state in terms of FTE employment and is growing. It directly paid approximately \$2.26 billion to its workforce in 2019. Through spillover spending, and its other economic impacts, its total employment impact is nearly 68,000, with earnings of \$4.7 billion.

Major capital investments made by the University support steady construction employment and related jobs in the economy. Annual capital investment spending averaged about \$324 million over the last five years.

The advances that happen within UR Medicine research laboratories are vital not only for the health benefit to our community, but also for the millions of dollars that the research enterprise attracts.

Approximately 37 percent of clinical revenue flowing to Strong Memorial Hospital is highly specialized, part of its unique contribution to the Rochester economy.

Your impact

You have the power to help us transform the course of healthcare and medicine for the Rochester community and beyond. Partner with us. Your pacesetter investment in Strong Memorial Hospital will:

- Expand capacity for life-saving emergency care to serve the needs of the community and region.
- Drive groundbreaking advances in medicine with state-of-the-art facilities and technology.
- Introduce cutting-edge practices to set new standards and support comprehensive cardiovascular care.
- Provide an optimal environment for training to develop leading physicians and care providers.
- Support the safety, comfort, and holistic well-being of patients and families through new and renovated individual observation rooms.
- Improve the mental health of the Rochester community with designated care spaces and responsive, specialized treatment for adults and children.
- Attract and retain healthcare providers—and strengthen care teams—with ongoing professional development opportunities and a restorative environment.
- Champion the health and well-being of our community and the help shape the future of medicine for generations to come.

You can make a difference now, and for years to come, in the health and well-being of people of all ages across our region by supporting Strong Memorial Hospital.

For more information, please contact:

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