WE WILL.
THE CAMPAIGN
FOR NORTHWESTERN MEDICINE
Through Northwestern Medicine, We Will create a national epicenter for healthcare, education, research, community service, and advocacy.

As partners in Northwestern Medicine, we are endeavoring to create a national epicenter for healthcare, education, research, community service, and advocacy. Together with you – our patients, physicians and scientists, students, trainees, alumni, employees, and many friends – we have an unprecedented opportunity to transform healthcare through Northwestern Medicine and to stand among the nation’s top academic medical centers.

We have launched We Will, The Campaign for Northwestern Medicine to inspire and to provide crucial resources that will propel innovation and excellence across our great academic medical center.

Ultimately, we will impact the health of humankind through the:

- talented people we recruit and retain to teach students, conduct research, and serve our patients;
- breakthrough research investigations we lead;
- world-class research and care facilities we build to foster our missions; and the
- educational and outreach efforts we champion to support and improve the lives of our students, trainees, alumni, faculty and staff, patients, and local and global communities.

Already, we are moving forward with exciting plans to develop new facilities that will help us to deliver exceptional patient care and to advance our research mission. We are building a contemporary facility at 259 E. Erie Street in Chicago, adjacent to Northwestern Memorial Hospital’s Feinberg and Galter pavilions. And north of the city, we are constructing a centerpiece hospital and medical office buildings to replace the current facilities at Northwestern Medicine Lake Forest Hospital.

As the cornerstone of efforts to double our research enterprise, we are designing a 12-story biomedical research building that will anchor Northwestern University’s research facilities. This center will be the hub of an exceptional research and development enterprise that will attract innovation and entrepreneurship. The 600,000-square-foot building will be adjacent to and connected on a floor-by-floor basis with the Robert H. Lurie Medical Research Center. Construction will take place over two or three phases with the facility ultimately standing, at about 30 stories, as the world’s tallest medical research building. Our biomedical research building will provide dedicated space for the research arm of the Ann & Robert H. Lurie Children’s Hospital of Chicago.

We are proud to share that Northwestern Memorial Hospital has earned the #6 place on U.S. News & World Report’s 2013–2014 prestigious Honor Roll of Best Hospitals for the depth and breadth of its clinical excellence. These rankings recognize only 18 of 5,000 hospitals nationwide. Northwestern University Feinberg School of Medicine is on a similar exciting trajectory – continuing as a highly ranked research medical school and attracting more than 7,200 applicants in 2013 for only 154 seats in the first-year class.

This is just the beginning. We hope you will join us in shaping and realizing a bold vision for the future of Northwestern Medicine.

Eric G. Neilson, MD
Vice President for Medical Affairs
Lewis Landsberg Dean
Northwestern University Feinberg School of Medicine

Dean M. Harrison
President and Chief Executive Officer
Northwestern Memorial HealthCare
We Will shape the future of medical care and research. Our breakthroughs are your breakthroughs.

The Institutes at Northwestern Medicine are multidisciplinary units focused on planning, coordinating, and implementing patient care, research, education, community service, and advocacy across broad areas of biomedicine. Through our 10 core institutes at Northwestern Medicine, we are providing exciting opportunities to bring our best people, programs, and resources together to cross the boundaries of our schools, departments, and hospitals and to drive high-impact scientific and clinical innovation.

Cancer Institutes
In addition to creating a leading-edge Department of Cancer Biology, the Robert H. Lurie Comprehensive Cancer Center of Northwestern University is establishing several new institutes and centers within the next few years to facilitate the work of our cancer physicians and scientists.

Cancer Institutes at the Lurie Cancer Center:
- Cancer Survivorship Institute
- Cellular Immunotherapy Institute
- Developmental Therapeutics Institute
- Early Cancer Detection Technologies Institute
- Gastrointestinal Oncology Institute
- Hematologic Malignancies Institute
- Northwestern Brain Tumor Institute
- Oncology Nursing Institute
- Prostate and Genitourinary Malignancies Institute
- Sarcoma Institute
- Skin Cancer Institute
- Thoracic Oncology Institute
- Women’s Cancers Institute

Annual Cancer Survivors’ Celebration Walk & 5K
INSTITUTES AT NORTHWESTERN MEDICINE

Heart Institutes
Through the Heart Institutes – the Bluhm Cardiovascular Institute (BCVI) and the Feinberg Cardiovascular Research Institute (FCVRI) – we are making daily contributions to cardiovascular medicine and science. At the world-renowned BCVI, we offer clinical excellence and specialists in coronary disease, heart failure, heart rhythm disorders, heart valve disease, vascular disease, and women’s cardiovascular health. Our basic scientists at the FCVRI are developing innovative approaches to regenerate heart and blood vessels and are at the precipice of a new understanding of the mechanisms of disease. Through our preventive medicine efforts, we are improving the cardiovascular health of both individuals and populations through translational research, education and training, community outreach, and the promotion of public health.

Institute for Translational Neuroscience
More than any other organ system, the brain defines who we are as human beings. Disease, traumatic injury, and even aging can impair brain function and deprive us of the ability to lead a happy and productive life. The challenge we face is to find ways of stopping and reversing the effects of disease and injury. As our population ages and becomes more vulnerable, this challenge takes on a growing sense of urgency. The Institute for Translational Neuroscience at Northwestern Medicine will meet this challenge by creating a discovery incubator that will facilitate development of cardiovascular medicine and science. At the world-renowned BCVI, we offer clinical excellence and specialists in coronary disease, heart failure, heart rhythm disorders, heart valve disease, vascular disease, and women’s cardiovascular health. Our basic scientists at the FCVRI are developing innovative approaches to regenerate heart and blood vessels and are at the precipice of a new understanding of the mechanisms of disease. Through our preventive medicine efforts, we are improving the cardiovascular health of both individuals and populations through translational research, education and training, community outreach, and the promotion of public health.

Diabetes, Obesity and Metabolism Institute
Through the Diabetes, Obesity and Metabolism Institute, we are catalyzing clinical care, discovery, education, and prevention that build on Northwestern Medicine’s leadership and breakthrough research in treating diabetes and obesity, as well as related complications. At Northwestern, we are incorporating genetic, molecular, and physiological discoveries into the development of effective nutritional interventions and wellness and healthy-lifestyle programs. Thus, we will advance our Diabetes, Obesity and Metabolism Institute into an internationally recognized, comprehensive "one-stop-shop" care center for the treatment and prevention of diabetes and obesity-related metabolic disorders across all age groups.

Mothers and Children’s Institute
Through the Mothers and Children’s Institute, we will continue to provide national impact. The clinical strengths of Prentice Women’s Hospital and the Ann & Robert H. Lurie Children’s Hospital of Chicago are balanced by exceptional research initiatives that have already captured the support of the National Institutes of Health. Through the Mothers and Children’s Institute, we have opportunities to conduct research into the developmental origins of disease and translate our findings into patient care and community-wide health.

Institute for Genes and Environment
Personalized medicine has emerged from a growing appreciation of individual differences in our genes and environment. Through the new Institute for Genes and Environment at Northwestern Medicine, we are exploring and influencing this exciting and rapidly evolving frontier of study and practice. At Northwestern, we are using the following 21st century observations and measurements, such as deep phenotyping, epigenetics, and big data interpretation, to enhance our understanding of diseases and to trialblaze a path to personalized medicine.

Transplantation, Tissue Engineering and Regenerative Medicine Institute
Our Transplantation, Tissue Engineering and Regenerative Medicine Institute at Northwestern Medicine is leveraging the strengths of the Northwestern Comprehensive Transplant Center. We are integrating 50 years of clinical care, discovery, and education in transplantation by expanding the scope to include progressive research that uses novel tissue-engineering and regenerative medicine approaches. With the ultimate goal of using the patient’s own cells to regenerate and replace diseased organs while eliminating the need for anti-rejection drugs, the team at Northwestern is poised to solve the organ shortage.

Institute for Public Health and Medicine
Health problems that include shifting patterns of diseases related to globalization, an aging population, sedentary lifestyles, increasing poverty, health disparities, new epidemics, and chronic diseases contribute to disability in our society. The Institute for Public Health and Medicine has the faculty leadership, a collaborative mindset, and major departments, programs, and initiatives to address these healthcare problems with patient-centered outcomes, such as the epidemiology and prevention of disease.

The Bluhm Cardiovascular Institute’s new inpatient and observation cardiology services unit in the Galter Pavilion ensures that we maintain high quality outcomes, increase patient satisfaction, decrease length of stay, and reduce avoidable hospitalizations.

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Institute for Medical Education

Through the Institute for Medical Education, we have the opportunity to excel in our core educational mission to educate doctors and scientists and to strengthen our tradition as a champion of groundbreaking educational advances. The Simulation Technology and Immersive Learning Center fosters the ability to practice procedural skills, learn patient-centered communication, imagine new devices, and gain competence in team-based systems of care. Our Education-Centered Medical Homes provide students with a mentored primary-care opportunity throughout the four-year MD program and help them gain invaluable perspectives about continuity of care and the business of medicine. Just as important, we provide students with hands-on experiences in local and global settings so they can gain vital knowledge and perspective about community health.

Clinical and Translational Sciences Institute

Northwestern University Clinical and Translational Sciences Institute (NUCATS) provides the infrastructure and services needed to bring about coordinated and integrated research planning and implementation. Through NUCATS, we are working both to accelerate the translation of knowledge discovered in our basic science laboratories and to ensure that clinical trials can be conducted for the development of new patient treatment options. This institute provides talent and resources from across Northwestern Medicine to increase efficiency, catalyze innovation, and promote interdisciplinary interactions among investigators and staff involved in breakthrough research.

Innovation Engines

Innovation Engines at Northwestern Medicine are technological drivers of innovation that interact across all of the institutes. Through INVOMedicine, based at the Feinberg School, we can better forge new relationships with industry and corporate partners – relationships that will ultimately advance medical developments for improving the health of people everywhere. INVOMedicine is an arm of the Innovation and New Ventures Office (INVO) at Northwestern University, which energizes entrepreneurial initiatives, drives commercialization potential, and facilitates practical uses for intellectual property through partnering or new ventures. The Center for Global Health at the Feinberg School is an innovation engine that helps our faculty and students improve healthcare in the Chicago area and around the world.

WHERE THE PATIENT COMES FIRST

We Will continue to provide the highest quality care to our patients and their families.
WHERE THE PATIENT COMES FIRST

At Northwestern Medicine, the patient comes first in all we do. Every member of our team remembers that caring for the individual patient and his or her family is at the heart of our mission and our values.

Through innovation and excellence, we are transforming healthcare and becoming one of the country’s most distinctive academic health systems. Last year, Northwestern Memorial Hospital was ranked #6 nationally by U.S. News & World Report, with 6 specialties among the survey’s top 10.

Northwestern Medicine is bringing care closer to where patients live and work by building state-of-the-art facilities like the 259 E. Erie outpatient building and the Northwestern Medicine Lake Forest Hospital campus revitalization project.

As we strive for excellence, Northwestern Medicine remains committed to improving the health of the community we serve with sensitivity to the individual needs of all those who seek our care.

Together, We Will continue to provide the highest quality care to our patients and their families.

Valerie Uryga is one of Northwestern Medicine’s many outstanding nurses and a recipient of the Patients First award, a recognition presented only to those individuals whose devotion to outstanding patient care inspires the same level of excellence in their colleagues.

Distinguished Physician Awards

Distinguished Physician Awards were established at Northwestern Memorial to recognize physicians who realize the highest personal and professional achievements as leaders, patient care advocates, clinical investigators, and medical educators. These awards honor the recipients’ stature as role models for medical students, residents, and colleagues. Selected recipients have demonstrated leadership in enhancing care for patients and have added to the body of knowledge in their respective fields. The awards enable the hospital to support the recruitment and retention of eminent physicians whose achievements continue to advance our strategic goal of Patients First. Moreover, they enable talented physicians to enhance their expertise and improve the level of healthcare available to all patients at Northwestern Medicine and throughout the community.

The 25-story, one-million square foot outpatient medical office building at 259 E. Erie is designed to provide a world-class patient experience and will be the home of the new Musculoskeletal Institute when it opens in October 2014.

Muscloskeletal Institute

Our medical campus continues to grow with the addition of a contemporary 25-story, one-million square foot pavilion at 259 E. Erie Street. A centerpiece of this impressive facility will be the new Musculoskeletal Institute, which we anticipate will become the nation’s premier destination for patients seeking care for bone or joint injuries, as well as diseases such as osteoporosis and arthritis. The center will address the full range of mobility and performance issues for patients by encompassing a number of medical specialists and disciplines. Whether patients are suffering from degenerative arthritis, a sports injury, or a complex musculoskeletal condition, the center’s team of specialists will work collaboratively to deliver outstanding, patient-centered care and to expand that same level of care into the community through our affiliated hospitals and free-standing clinics.

Established in 2004 through the generosity of Neil Bluhm, the Bluhm Cardiovascular Institute is ranked #1 in Illinois and #2 nationally for heart attack survival rates. It has expanded its services to Northwestern Medicine Lake Forest Hospital as well as outpatient locations in Glenview and Grayslake.

Nursing

We support our nurses, who are on the front line of patient care and critical to patient satisfaction and outcomes. Earning Magnet™ recognition from the American Nurses Credentialing Center, both Northwestern Memorial Hospital and Northwestern Medicine Lake Forest Hospital are among the country’s six percent of hospitals recognized for exceptional nursing care. Philanthropy helps the hospital attract and retain talented nurses, offer nursing professional development programs, certification courses, and research projects, and helps to distinguish our nurses as leaders in their profession. Our Aim High Nursing Excellence Program will ensure that every nurse at Northwestern Memorial will have a bachelor of science degree in nursing (BSN) by 2015 and that each Northwestern nurse who aspires to earn a BSN can receive financial assistance in obtaining his or her degree.

Last year, Northwestern Medicine’s clinical locations and its community health partners – Erie Family Health Center, Near North Health Services, and Norwegian American Hospital – participated in the education and training of more than 1,500 residents, fellows, and medical students.

A national center for research and patient care, the Northwestern Medicine Comprehensive Transplant Center proudly celebrated its 50th anniversary in 2014 with former patients and their families.

Already the second largest provider of charity care in the state, Northwestern Memorial and its employees are the largest hospital contributors in Illinois to the March of Dimes, the United Way of Metropolitan Chicago, and Chicago Cares.
At Northwestern Medicine Lake Forest Hospital, we are committed to continuing our long legacy of exceptional healthcare in Lake Forest. To realize this guiding vision, we must keep pace with the powerful and often unpredictable changes occurring in medicine today. As a northern anchor for Northwestern Medicine, we provide a growing range of quality programs and services while offering convenient access to a larger system of care. We also are revitalizing the Northwestern Medicine Lake Forest Hospital campus to ensure that we continue to fulfill our patients’ evolving needs. Specifically, we are preparing to build a state-of-the-art hospital that will be the centerpiece of an inviting, 161-acre campus. Comprising five interconnected pavilions, this new facility will replace our current hospital, constructed in 1942.

The planned September 2014 groundbreaking of the new hospital will indicate significant strides in developing the next chapter in Northwestern Medicine Lake Forest Hospital’s history. Scheduled to open in 2017, the resulting facility will accommodate emerging diagnostic and treatment technologies and will enable our medical professionals to provide patients with enhanced comfort, improved recovery times, and greater overall wellness. We look forward to attracting leading specialty physicians – in disciplines such as cardiology, oncology, neurology, orthopaedics, gastroenterology, and women’s health – to the Lake Forest community.

“At this pivotal time in Northwestern Medicine Lake Forest Hospital’s history, we will be redeveloping our facility and its campus. To transform our vision for the new Northwestern Medicine Lake Forest Hospital into reality – and to further establish our hospital as a premier destination for health, wellness, and community engagement – we have launched a comprehensive philanthropic campaign. Our goal is to raise $150 million to help finance construction of and programs for the new hospital and to ensure future advancements. We look forward to partnering with generous patients, friends, community members, and other benefactors to create a thriving new Northwestern Medicine Lake Forest Hospital that will be a true community asset for generations to come.”

Thomas J. McAfee
President
Northwestern Medicine Lake Forest Hospital
We Will achieve our goal to become a tuition-free medical school for all of our students.

Ensuring that all of our medical students can afford their education is a priority at Northwestern University Feinberg School of Medicine. Our vision is to become a tuition-free medical school and the top choice for the most gifted and promising students, regardless of their ability to pay.

Reaching an $800 million scholarship endowment goal may seem a lofty ambition, but we are making wonderful progress, one scholarship at a time.

Alumni and friends who make gifts to create scholarships enable us to recruit and support exceptional candidates with diverse backgrounds and experiences. These scholarship funds help lessen the financial obstacles that might otherwise deter outstanding applicants from pursuing a Northwestern University medical degree. In recent years, more than half of our medical students have received some level of scholarship support.

Our benefactors care deeply about our students and their futures and have helped us increase the number of scholarships awarded to students each year. Their investment in scholarships illustrates their confidence in the value of a Northwestern education. Together with our alumni and friends, we can profoundly change medical education and careers and make a lasting difference in the lives of the students who are working hard today to become tomorrow’s doctors.

Two committed supporters are Northwestern University trustee and alumnus Muneer Satter and his wife, Northwestern alumna Kristen Hertel, who together created the Satter Foundation Scholars Program at the Feinberg School. Their continuing generosity has provided full tuition support to 15 – and counting – exceptional Satter Foundation Scholars.

“The Satter family’s scholarship gift made it possible for me to pursue my dream career: physical medicine and rehabilitation, which helps people recover from strokes, sports injuries, and brain and spinal cord injuries. To me, this field embodies all of the reasons I decided to become a doctor. As a Satter Foundation Scholar, I was able to graduate with much less debt than the average medical student, which gives me the freedom to assist people in regaining their function, their strength, and their lives.”

Vivian Roy, ’13 MD, Satter Foundation Scholar (2009–2013) and resident at the Medical College of Wisconsin
CAMPAIGN PRIORITIES AT A GLANCE

We Will. The Campaign for Northwestern Medicine will raise $1.75 billion to propel Northwestern Medicine to new heights.

With the partnership of new and longtime benefactors, we will raise crucial funds to:

- Synthesize ten core Institutes at Northwestern Medicine, bringing together patient care, research, education, community service, and advocacy
- Build a new biomedical research building
- Construct a centerpiece hospital and medical office facilities at Northwestern Medicine Lake Forest Hospital
- Create endowed professorships that accelerate the efforts of our most accomplished and promising faculty physicians and scientists
- Establish endowed and expendable innovation grants for breakthrough research
- Fund scholarships for our exceptional medical, PhD, and physical therapy students, and nurses
- Invest in fellowships to support our best and brightest trainees
Dear Friends:

I am honored to be asked to chair the Campaign Cabinet for Northwestern Medicine. I am excited by the great strides our top-ranked Northwestern Memorial Hospital and our Feinberg School of Medicine have made over the last years. Together as Northwestern Medicine, we can contribute even more to breakthrough medical discoveries, patient care, and medical education.

At a time when biomedical knowledge is exploding and being translated to transformative medical devices and drug discovery, medical research will continue to change lives in amazing ways.

Northwestern Medicine will be at the local, regional, national, and international forefront if we can continue to build crucial new space for laboratories and clinical care. We will fill new space with leading basic and clinical scientists and physicians.

I have thought from the time I first arrived as President of Northwestern University in January 1995 that the future of Northwestern was inextricably tied together with Northwestern Medicine. The last 20 years have borne that out.

We have seen ever closer ties between the medical school in Chicago and the life sciences, engineering, and social sciences in Evanston. We have created a new partnership between Northwestern Memorial HealthCare and the medical school. Now, we must expand our financial resources in this crucial campaign so that we can achieve ever greater results. I am confident that we will meet our goals.

Henry S. Bienen

Chair, Northwestern Medicine Campaign
President Emeritus, Northwestern University