



WISCONSIN
MEDICINE

The Future Needs Us Now

CAMPAIGN PROMISES TO ENHANCE HEALTH CARE IN WISCONSIN AND BEYOND

In a philanthropic first, the University of Wisconsin School of Medicine and Public Health (SMPH) and UW Health have launched a joint fundraising campaign called Wisconsin Medicine—The Future Needs Us Now, with the goal of partnering with generous donors to help drive innovation and progress in four pillars: medical research, education, patient care and health equity.

The groundbreaking campaign is as ambitious as it is visionary. By the end of 2025, leaders of the two organizations aim to raise \$500 million from 100,000 donors to support programs and discoveries that will change the future of medicine.

“We are integrating medicine and public health, clinical care and research, a world-class health system and one of the world’s greatest universities in an unprecedented partnership for one critical purpose: human wellness,” says Robert N. Golden, MD, dean of the SMPH.

Innovation is Part of Our DNA

Changing the future of medicine is a big goal. But it’s one that Golden sees as realistic.

After all, he says, “Our academic medical center has an amazing heritage of breakthrough discoveries and innovations in science and patient care. We’ve been the first in so many areas.”

Today, for example, doctors around the world remove skin cancer with a surgical technique invented at UW-Madison in the 1930s by Frederic Mohs, MD ’34; Mohs micrographic surgery removes cancerous lesions without destroying the surrounding healthy tissue. Thousands of patients can thank the work of Fritz Bach, MD, who performed the first successful bone marrow transplant on the UW-Madison campus in 1968. And in the 1980s, Folkert Belzer, MD, and James Southard, PhD, revolutionized organ transplantation by developing the liquid solution that allows organs to be transported;

this advancement made UW Health one of the premiere transplant centers in the world.

“Innovation and discovery are part of our DNA,” Golden says. “We are trailblazers.”

But when it comes to funding the discoveries that later generations will point to as game-changers, the rules of the game have changed. The number of applications for research funding is rising while the number of studies that receive funding is falling. Investigators must navigate a hyper-competitive environment, and federal programs often select research studies that already have demonstrated encouraging preliminary findings. As a result, many young investigators may have new, potentially revolutionary ideas, but only a small fraction receive traditional means of support.

That’s where philanthropy comes in. Not to replace federal support. Not to carry a study from conception to practice. But to lay the groundwork with transformational gifts that set great ideas on a sure path.

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GIVE TO YOUR AREA OF SUPPORT



**UW CARBONE
CANCER CENTER**



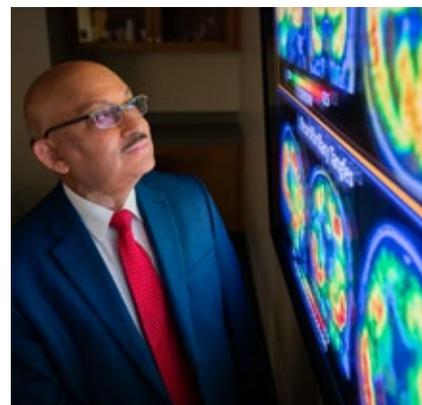
**AMERICAN FAMILY
CHILDREN'S HOSPITAL**



WOMEN'S HEALTH



**UW HEALTH
TRANSPLANT CENTER**



**INITIATIVE TO
END ALZHEIMER'S**

Today's Dreams Become Tomorrow's Reality

"Think of it as a type of venture capital," Golden posits. "Donors can provide essential 'launch funds' to kick-start research that can then be leveraged for federal grants."

Adding that a \$25,000 donation can become the gift that initiates a new discovery, he says, "Philanthropy has transformed who we are and how we care for patients and families."

Donations of any size can help UW-Madison researchers tackle conditions that confound and frighten people the most. Conditions like Alzheimer's disease—the only disease among the nation's top 10 leading causes of death that has no disease-modifying therapy, no definitive way of preventing it and no cure. And every 65 seconds, someone in the United States develops it. (See more about Alzheimer's disease in sidebar article on the next page.)

The SMPH and UW Health have already seen philanthropic impact at work with generous donors supporting the pillars of the

campaign and key philanthropic needs of the medical institution.

Take, for example, the following transformational gifts:

A donation from the **Centene Charitable Foundation** aims to tackle pancreatic cancer. By bringing together researchers

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—Robert N. Golden, MD

and clinical experts in a collective approach, the gift will "serve as a catalyst for piloting innovative discoveries, whether in personalized cancer therapies, advancing state-of-the-art diagnostics or launching novel clinical trials," says the foundation's president, Keith Williamson.

And the **Diane Lindstrom Ovarian Cancer Research Fund**, endowed in 2019 by Lindstrom's son and daughter-in-law, Erik Jacobsen and Christina Lightbourn, is helping to launch new research projects and support the doctors and scientists who are looking at ovarian cancer from fresh angles with new technologies. An economic historian at UW-Madison, Lindstrom fought through four reoccurrences of the disease. She participated in clinical trials and bravely explored new treatments alongside the doctors and researchers at UW Carbone.

Meanwhile the **charitable lead trust made by Melita Grunow** supports the UW Carbone Innovation Fund and the Patient Experience Navigator Program. Having received a breast cancer diagnosis, Grunow

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—Alan Kaplan, MD

was moved to make a legacy donation after her first meeting with her doctors at UW Carbone. She later decided to give a gift now rather than wait because, in her words, “We know all too well that cancer does not wait for us to get around to treating it.” Grunow’s gift benefits today’s patients in their battle with cancer, and it will improve the experiences of those to come.

The Best of the Best Make a Difference

Philanthropy also plays a critical role in recruiting and retaining superstar faculty and trainees. For example, gifts of named professorships allow the clinical experience of top-tier faculty to inform their research, as their insights advance clinical care.

For example, Jeff and Lynn Bakiars bestowed a gift after the exceptional care they received at UW Health when Jeff Bakiars received a successful kidney transplant for which his wife was the living donor. They established the **Virginia Lee Cook Professorship in Transplant Nephrology**, named after their dear friend, to support academic work in transplant medicine. Now held by Didier Mandelbrot, MD, in the Department of Medicine, the professorship funds research on treatments for post-transplant viral infections, new methods to manage immunosuppression, and techniques for kidney donations

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THE LEPAYS GIVE BACK

For many Badgers—whether they’re sports fans or not—Matt Lepay’s voice elicits nostalgic feelings about their time at University of Wisconsin-Madison. A local sportscaster, Lepay has announced UW Badgers basketball and football games on the radio for more than 25 years. His ubiquitous, excitable voice has filled Madison’s sports bars, shops and newscasts.

Now, Lepay is sharing his familiar voice in support of the Wisconsin Medicine campaign. In frank interviews and a series of public service announcements, he talks about the devastating toll that Alzheimer’s disease and dementia has on far too many families—including his own—and how UW-Madison researchers have set their sights on ending this devastating disease.

As is common for loved ones, Lepay says, his family struggled to accept the news when his mother was diagnosed with Alzheimer’s disease.

“At one point, she asked me, ‘Do you think I’ll get better?’” Lepay remembers. “The question was heartbreaking.”

And although he wasn’t surprised when he learned—while covering a Brewers game at Yankee Stadium—that his mother had succumbed to her five-year battle with the disease, the news “hit like a ton of bricks.”

Today, Lepay and his wife, Linda Lepay, both members of the board of visitors for the UW Initiative to End Alzheimer’s, are forthright about the emotional and financial impact the disease has on patients and their families. But they also stress reasons for hope. For current patients with Alzheimer’s disease and related dementias, the initiative is improving accurate diagnosis,



Linda (left) and Matt Lepay

treatment and care. And specialized education and outreach programs are supporting families and caregivers, and working to reduce health disparities in underserved communities.

At the same time, UW-Madison researchers have undertaken the long-term goal of slowing, delaying and even preventing the disease. With nearly 5,000 Wisconsinites enrolled in Alzheimer’s disease research studies at UW-Madison, for example, investigators have painstakingly traced the progression of the unique brain plaques and tangles associated with the condition. Still, questions about who gets Alzheimer’s disease—and why—remain unanswered.

For Lepay, “anything that can accelerate the doctors and researchers finding a cure or at least finding a way to slow the progress” would be a good thing.

Wisconsin Medicine

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by living donors. Fittingly, Mandelbrot's research on ways to modify the dosages of anti-rejection medications, while still treating viral infections, has significantly improved Jeff Bakiaras' quality of life. Further, through the endowed professorship, the couple is impacting the quality of life of other future transplant donors and recipients.

Similarly, the **Enid and Jerry Weygandt Professorship in Pediatric Critical Care** is a gift from long-time donors to UW Health's American Family Children's Hospital. Awarded in 2020 to Peter Ferrazzano, MD, chief, Division of Pediatric Critical Care, Department of Pediatrics, the donation assures that advancements in care for critically ill children are possible, providing comfort and outstanding medical support to families in Madison and beyond.

Gifts Support the Next Generation of Physicians

Meanwhile, donations directed toward medical student education advance the SMPH's vision of outstanding health and health care for all. While it is one of the top U.S. medical schools and the first to integrate medicine and public health, the SMPH faces fierce competition from private medical schools with centuries-old endowments.

Beyond allowing the school to recruit the best and the brightest, scholarships advance health equity by helping the SMPH ensure its student body includes those who are from underrepresented, and often underfunded, populations in medicine.

"We know that health outcomes are better when a patient is cared for by someone who looks like them and shares their life experience," says Golden. "Our physician workforce needs to mirror the diversity of our patient populations."

What's more, when students graduate with less of a debt burden, they can pursue what they really want to practice and where. Rural health, underserved populations and public health care all stand to benefit.



Bucky Badger, SMPH Dean Robert N. Golden, MD (center), and UW Health CEO Alan Kaplan, MD, at the kick-off of the Wisconsin Medicine campaign

This was the thinking behind the **Edward, Dolores and Rosemary Schultz Scholarship Fund**, established by Rosemary T. Schultz, MS '82, MD '85. Schultz says the scholarships she received as an SMPH medical student allowed her "to live the life I dreamed, and that is the greatest gift anyone could wish for."

She adds, "My hope is that a more enlightened generation will make this world a better place."

Wisconsin Medicine Looks to the Future

Can preventing cancer be as simple as a vaccine? Could stem cells be used to cure blindness due to macular degeneration? Can we improve the health and well-being of every American through advancements in medical research and health-related policies and practices? Given that UW Health and the SMPH have partnered for more than 100 years on innovative treatments,

research, education and compassionate patient care, nothing seems impossible.

It's big. It's multifaceted. It's ambitious. But, at its core, the Wisconsin Medicine campaign is simple: supporting the partnership between two world-renowned medical institutions so the brightest researchers, clinicians, instructors and students can come together around the shared cause of human wellness.

"A modern interpretation of the Wisconsin Idea recognizes that we live in a global village," says Alan Kaplan, MD, chief executive officer, UW Health. "This is a nationwide philanthropic effort—not just about our community or even our state. Our contributions will help us change health care for the region and for the world."

WAYS TO GIVE

MILESTONE: Celebrate a moment like a birthday, wedding anniversary, cancer anniversary or transplant anniversary by creating a fundraiser that will touch the hearts of many.

MEMORIAL: Honor a loved one's legacy by supporting a cause they cared about or helping fight an illness that impacted their life.

ACTIVE: Organize an event like a run/walk, golf outing or bike-a-thon to get people pumped for a purpose as they aim for higher goals than the finish line.

CREATIVE: Think outside the box and focus on your passion when coming up with a fundraising campaign. Maybe it's putting on a bake sale or developing a personal cause web page—do whatever you do best, so you can do the most good.