BUILDING FOR GENERATIONS

Celebrating 30 years on the Milwaukee Regional Medical Center campus

Medical College of Wisconsin

2008 Annual Report and Honor Roll
www.mcw.edu
While The Medical College of Wisconsin’s rich history dates back to 1893, the past 30 years, in particular, stand out as a time of unprecedented growth launched by the College’s move in 1978 to the Milwaukee Regional Medical Center.

The Medical College and academic medical center of today are rooted in a remarkable public-private partnership that arose in the 1960s, engaging Milwaukee County officials, business, community and medical leaders, our hospital partners, the state and federal governments and our medical school leaders. Our predecessors recognized the need to build a great medical school and academic medical center that would rival that of any large metropolitan area in the United States. Milwaukee County leaders made the land available, making possible this thriving campus. Today, we honor their foresight and continue the strong partnerships they forged.

On behalf of the Board of Trustees, the Medical College leadership, and faculty, staff, and students, we deeply thank and express our profound appreciation to all those leaders whose unflagging belief and support was the foundation for what we are today. We recognize also our thousands of donors who have been invaluable partners in our success, especially our largest donor, the MACC Fund (Midwest Athletes Against Childhood Cancer, Inc.)

Your tremendous investment has placed this institution on an upward trajectory that capitalizes on our faculty’s talent and our leaders’ commitment to excellence. The College is positioned to continue its development as a premier medical school. Together, we will strive to be a national leader in the education and advancement of physicians, scientists and public health practitioners. We will discover and translate new knowledge into compassionate care of the highest quality. We will work tirelessly to improve the health of the people and communities we serve for generations to come.

This year, as we recognize the Medical College’s progress spanning three decades on the Milwaukee Regional Medical Center campus, we also look to the future. With your continued support, the goals we set next will be the milestones we celebrate tomorrow.

DEAR FRIENDS AND COLLEAGUES
The extraordinary growth of The Medical College of Wisconsin and its surrounding campus was sparked in 1978 when the College moved to new facilities on the Milwaukee Regional Medical Center campus. The move was part of a grand vision for the creation of a premier academic medical center with the Medical College at its centerpiece. Key civic leaders joined elected officials from Milwaukee County and the state and federal governments and worked tirelessly with the College and its hospital partners to achieve a shared purpose: to ensure the best medical care for generations in our community and beyond.

Thirty years later, the Medical College and campus are fulfilling the vision and moving it beyond what our predecessors could ever have imagined.
Today, The Medical College of Wisconsin has securely arrived as a medical school making its mark on the national scene. And the Milwaukee Regional Medical Center is thriving as Eastern Wisconsin's only academic medical center.

The campus provides a vast assembly of resources dedicated to providing and advancing the highest quality medical care. The Medical College and its campus partners draw physicians, scientists and scholars from every corner of the globe who come here to care for patients, pursue medical discoveries, and teach and train the next generation of physicians and scientists. The synergy of all these missions working together, side by side, provides the environment in which discoveries and patient care flourish.

The Medical College is an engine that drives medical advancements, but additionally the College and other campus organizations are an economic catalyst for the community. Together, the six campus members generate an overall economic impact of $2.55 billion annually. The tremendous growth on campus that accelerated in 1978 continues to this day.
30 YEARS OF PROGRESS

External Research Funding (includes NIH funding)

THEN $7.6 million
NOW $134.2 million

Operating Budget

THEN $28.3 million
NOW $722 million

Medical Student Enrollment

THEN 544
NOW 795

MD Degrees Awarded

THEN 126
NOW 186

Graduate Student Enrollment

THEN 77
NOW 440

Graduate Degrees Awarded

THEN 22
NOW 84

Full-time Faculty

THEN 360
NOW 1,130

Staff

THEN 925
NOW 3,640

Square Footage (owned and leased by the College)

THEN 178,000
NOW 1.9 million

Living Alumni

THEN 6,000
NOW 13,300

Note: The information compares fiscal year 2007-08 to the period around fiscal year 1977-78.

Helping People Today and Tomorrow

The quote from Hippocrates (left) graces the main lobby of The Medical College of Wisconsin. It serves as a constant reminder of the purpose of the College’s daily work: to teach, to discover, to heal, and to care for the community. The College is here to improve the health and well being of people now and for generations to come.

Medical College of Wisconsin
More than 1,000 physicians on the Medical College faculty provide medical care, often highly specialized, for about 300,000 patients of all ages annually. Patients benefit from the nationally recognized expertise of College physicians. More than 2,500 clinical trials offer patients access to treatments that are not available elsewhere today and are the forerunner of standard care tomorrow. Adult patients are seen primarily at Froedtert Hospital and the VA Medical Center in addition to other off-campus clinics and hospitals.

Earlier this year, a cancer that had spread to Will Kalmer’s liver was deemed inoperable. He was ineligible for a liver transplant or surgical removal of the tumors. Now, he is participating in a clinical trial offered only by the Medical College and four other institutions nationwide.

After two outpatient procedures in the clinical trial, the tumors shrank enough for Will to become a candidate for surgery. His treatment plan is progressing ahead of schedule, and the short recovery time means Will hasn’t had to abandon his active lifestyle. He is especially happy to be golfing again.

The cancer treatment, called TheraSphere, is under the direction of College physician William S. Rilling, MD, an interventional radiologist at Froedtert Hospital. It entails delivering tiny radioactive beads directly into the cancerous tumors via their blood supply. TheraSphere reduces the size and amount of the tumors with minimal damage to surrounding organs. Although it is not a cure, the treatment can prolong survival, improve quality of life and allow some patients to have their tumors removed surgically following treatment. Currently, Therashphere is only approved for cancers that originate in the liver, but the clinical trial may prove its effectiveness for metastasized cancers that have spread to the liver, as in Will’s case.
More than 310 pediatric specialists on the Medical College faculty and more than 130 nurse practitioners and physician assistants provide specialized medical care for the needs of children. College physicians offer more than 56 pediatric specialty and sub-specialty programs that include some of the largest and most innovative pediatric medical programs in the U.S., supported by extensive research to meet future needs. Pediatric patients are seen at Children’s Hospital of Wisconsin and the clinics of the Children’s Hospital and Health System.
Discovery is the engine that drives medical care advancement. The Medical College’s 1,400 physicians, scientists and scholars conduct more than $134 million in research each year. Research that begins in the laboratory forms the basis for tomorrow’s treatments and cures.

Cardiovascular pharmacologists led by William Campbell, PhD, are examining specific processes in the body that cause blood vessels to relax, or dilate. This research could translate to future therapies for people with cardiovascular and related diseases like hypertension and diabetes.

Endothelial cells line the inside of blood vessels and produce chemical compounds that cause dilation. In disease, however, this process malfunctions, and blood vessels lose some of their ability to dilate, causing increased blood pressure.

Some of the dilators produced by endothelial cells are known as THETAs and were identified at The Medical College of Wisconsin. College researchers believe their activation can be induced. Dr. Campbell and his colleagues are investigating whether drugs can be developed that could trigger the release of THETAs and perhaps amplify their effect. Use of such drugs would prompt the dilation of blood vessels, thus relieving blood pressure and compensating for the function that is often lost when a person has cardiovascular disease.
If a patient’s head moves during an MRI scan of the brain, image quality is degraded, making an accurate diagnosis difficult or impossible.

Thomas Prieto, PhD, is part of an international team funded by the National Institutes of Health to develop a hardware and software package to correct for head motion. If successful, the technology will enable an MRI scanner to measure head movement and make adjustments to compensate in near-real time, producing clear, high-quality images.

The advance would greatly benefit patients who tend to move during scans, such as those with Parkinson’s disease and children. Young children often require sedation to achieve an accurate scan, so this adaptive imaging could lessen or eliminate the need for anesthesia and its risks. It also could reduce the estimated $1 billion spent each year on anesthetics and redoing failed scans.

Dr. Prieto’s project partners include Thomas Ernst, PhD (University of Hawaii); Brian Armstrong, PhD (University of Wisconsin-Milwaukee); and Oliver Speck, PhD (University of Freiburg, Germany).
TEACHING FUTURE PHYSICIANS

The Medical College of Wisconsin is educating the next generation of great physicians. Medical students as well as physicians in residency and fellowship training learn from expert faculty and have access to leading-edge resources.

The College’s continuing medical education programs keep practicing physicians and health professionals immersed in advanced knowledge.

More than 4,200 physician alumni are in Wisconsin.

At the Medical College’s STAR Center, medical students like Stefanie Ruffolo welcome the opportunity to have realistic patient interactions in a clinic setting. The Center is a hands-on environment where students practice and are evaluated on skills they will need as physicians.

The STAR Center, short for Standardized Teaching and Assessment Resource Center, provides equipment such as cardiac and ultrasound simulators along with fully equipped exam rooms. Students interact with computer-driven mannequins that respond like human patients and actors who portray true-to-life medical cases. The students’ training includes practicing compassionate care, such as listening to patients and using understandable terminology.

An important function of the Center is to prepare students for the national clinical skills exam that is now a requirement to be a licensed physician. Additionally, the Center is expanding as a learning site for physicians in residency and fellowship training, for faculty and staff, and continuing education for practicing physicians. The STAR Center is an integral and growing part of taking medical education to the next level of excellence.
Through a new PhD program in the Medical College’s Graduate School of Biomedical Sciences, Tim Flewelen is pursuing lab research that will generate findings that physicians can use to help patients with a chronic and painful blood disorder—sickle cell disease. He is one of the first students in the new Basic and Translational PhD program, which identifies pressing medical problems and seeks to move research discoveries into treatment. Tim’s research focuses on blood vessel dysfunction in sickle cell disease. His accomplishments and promise have been recognized nationally with the award of a prestigious National Institutes of Health pre-doctoral fellowship.

Medical College faculty members Sally Twining, PhD, and Karen Marcdante, MD, developed the Basic and Translational PhD program to address the gap between basic science knowledge and clinical practice. Students of the program draw on the experiences of a physician mentor in addition to their customary scientist mentor. Tim’s mentors are Neil Hogg, PhD, a faculty scientist in Biophysics, and Cheryl Hillery, MD, a faculty physician in Pediatrics (Hematology/Oncology).

Biomedical scientists in training in the College’s Graduate School of Biomedical Sciences directly engage in significant research to become equipped for medicine’s future challenges. The College’s other master’s and doctorate programs, including a new PhD in Public and Community Health, prepare students to improve public health practice, policy and research.
More than 150 Medical College faculty and 200 diverse community groups are working together to improve the health of people in Wisconsin’s urban and rural areas. These collaborations build the foundation to empower communities and individuals to address their most critical health needs of today and tomorrow.

Reach Out and Read Milwaukee is a program offered at five central city health centers to foster literacy development in children from low-income families. During regular check-ups for infants and preschoolers, pediatricians educate parents on the importance of reading aloud to their children. They also give families a culturally and age-appropriate book at each visit to encourage frequent reading aloud.

Studies indicate that expressive and receptive language development is increased in children who are read aloud to during the first five years of their lives and plays a key role in their success once they start school. Children from low-income households are less likely to have reading materials available for this early reading window-of-opportunity. And, health care data indicates that children who do not perform well in school are at greater risk for health problems throughout their lives.

Reach Out and Read is a national program undertaken locally by the Medical College’s Center for Advancement of Underserved Children. It is directed by Earnestine Willis, MD, MPH, the Kellner Professor in Pediatrics, and annually serves about 10,000 children, ages six months to five years, and distributes approximately 15,000 books each year.

Through the Reach Out and Read Milwaukee program, Sylvia Hillmann, MD, gives a book to 4-year-old Josiah Ortega and his father, Milton Martinez, during a visit at the Downtown Health Center, a joint clinic of the Medical College and Children’s Hospital of Wisconsin. Dr. Hillmann is Assistant Professor of Pediatrics.
The Healthier Cumberland program includes physical activity programs for middle school students. Nurses Mary Jean Jergenson and Jeanette Olsen are key community partners.

In Milwaukee’s Walnut Way and Johnsons Park neighborhoods, community groups and neighborhood associations are using a grant from The Medical College of Wisconsin’s Healthier Wisconsin Partnership Program to improve the nutrition of area residents. The Johnsons Park Health Alliance is teaching people in this economically depressed area to grow, harvest, prepare and store nutritious food. The goal is to decrease food-related health risks, such as obesity and diabetes, by reducing the neighborhood’s reliance on low-nutrition convenience groceries. Medical College physician Linda Meurer, MD, MPH, serves as the project’s College partner. If successful, the coalition will expand its “farm-to-fork” strategy to promote sustainable, healthy lifestyles and improve the community’s future.

Heart disease is the leading cause of premature deaths in northwestern Barron County. A group of concerned citizens, businesses and community organizations want to improve their health and the future of their community. The Healthier Cumberland Coalition, with a grant from The Medical College of Wisconsin’s Healthier Wisconsin Partnership Program, is helping families in the town of Cumberland make informed choices about nutrition, exercise and obesity prevention. They are accomplishing this through school programs, community events, fitness and nutrition challenges and activities that promote a more fit way of life. Medical College physician Jane Kotchen, MD, MPH, helps guide their activities.

Complementing the College’s public and community health mission is Advancing a Healthier Wisconsin, a permanent endowment dedicated to improving the health of people in Wisconsin through three components – Healthier Wisconsin Partnership Program, Research for a Healthier Tomorrow, and Educational Leadership for the Health of the Public.

Over the last four years, the College has awarded nearly $70 million supporting 217 projects to address identified needs in Wisconsin for years to come.
### Unrestricted Revenues* Total All Funds

<table>
<thead>
<tr>
<th>Fiscal year ended June 30, 2008</th>
<th>($ in thousands)</th>
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<tbody>
<tr>
<td>Net patient revenue **</td>
<td>$408,349</td>
</tr>
<tr>
<td>Affiliated hospital contracts ***</td>
<td>74,919</td>
</tr>
<tr>
<td>Grants and contracts</td>
<td>138,009</td>
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<tr>
<td>Tuition and fees</td>
<td>28,414</td>
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<tr>
<td>Investment income</td>
<td>15,267</td>
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<tr>
<td>Contributions</td>
<td>9,529</td>
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<tr>
<td>State appropriation - 1%</td>
<td>4,152</td>
</tr>
<tr>
<td>Other</td>
<td>38,080</td>
</tr>
<tr>
<td>Total unrestricted revenues</td>
<td>$716,719</td>
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</tbody>
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* Includes community engagement, continuing medical education, and other activities.

** Includes adult and pediatric revenues.

### Externally Funded Expenditures by Purpose Fiscal Year 2008

<table>
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<th>($ in millions)</th>
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<tbody>
<tr>
<td>Research</td>
</tr>
<tr>
<td>Fellowship and others</td>
</tr>
<tr>
<td>Teaching and training</td>
</tr>
<tr>
<td>Multipurpose *</td>
</tr>
<tr>
<td>Research - 91% ($134.2)</td>
</tr>
</tbody>
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* Includes community engagement, continuing medical education, and other activities.

### Office of Technology Development

The Medical College of Wisconsin’s Office of Technology Development oversees the patenting, marketing and licensing of new technologies discovered and developed by Medical College faculty and students.

### MCW Technology Innovation Council

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Daniel Bader</td>
<td>President, Helen Bader Foundation</td>
</tr>
<tr>
<td>Jean C. Baker, JD, PhD</td>
<td>Partner and Head of Intellectual Property Group, Quarts &amp; Brady</td>
</tr>
<tr>
<td>Fred Benkert</td>
<td>International Project Manager, GE Healthcare</td>
</tr>
<tr>
<td>John Perchorowicz, PhD</td>
<td>Vice-President, Business Development, Research Corporation Technologies</td>
</tr>
<tr>
<td>Martin Rosenberg, PhD</td>
<td>Chief Scientific Officer, Research and Development, Premage Corporation</td>
</tr>
<tr>
<td>Johann C. R. Segooifeld</td>
<td>President, Segooifeld &amp; Company, Inc.</td>
</tr>
</tbody>
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### Public and Community Health

The Medical College of Wisconsin Consortium on Public and Community Health (MCW Consortium), provides oversight for the Healthier Wisconsin Partnership Program and serves in an advisory capacity for conversion funds allocated to research and education at the College.

### Medical College of Wisconsin President’s Neighborhood Advisory Council

The President’s Neighborhood Advisory Council, established in 2005, provides a dialogue between the Medical College of Wisconsin and its neighbors to improve the health and vibrancy of the Medical College and its neighborhood. The Medical College views the campus as belonging to the entire neighborhood and engages the Neighborhood Advisory Council with the intention of maintaining and enhancing the surroundings to the mutual benefit of the neighbors and the College.

### Medical College of Wisconsin

The Medical College of Wisconsin offers a range of programs and opportunities for the public and community health, including public policy research, community partnerships, and educational programs. The College is committed to advancing health care for all, and its mission is to: improve health, advance learning, and enrich life through the sharing of knowledge and ideas.

### Community Neighbors

The Medical College of Wisconsin views the campus as belonging to the entire neighborhood and engages the Neighborhood Advisory Council with the intention of maintaining and enhancing the surroundings to the mutual benefit of the neighbors and the College.

### Affiliate Members

The Medical College of Wisconsin is committed to the well-being of its community and partners with local and regional organizations to support health care initiatives and community development.
The Advisory Boards of the Medical College of Wisconsin play a critical role in increasing community awareness of the College's major programs and raising private funds. The Advisory Boards include Wisconsin's top business, professional and civic leaders who are committed to advancing medical research at the College.

Medical research is the necessary step to discovering improved methods to diagnose, treat and ultimately cure and prevent diseases. Private medical research is the necessary step to discovering improved methods to diagnose, treat and ultimately cure and prevent diseases. Private support is more important than ever as competition increases for federal grants that have the potential to result in breakthrough treatments and cures for disease.

Bridge funding for researchers while they renew grants.

• The purchase of research equipment.
• Bridge funding for researchers while they renew grants.

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The purchase of research equipment.

• Bridge funding for researchers while they renew grants.
Friends of the Medical College of Wisconsin

The Friends of The Medical College of Wisconsin is an organization of volunteers from the College, affiliated institutions and the community. The Friends’ activities support the charitable, educational, scientific and community service activities of the Medical College and its affiliates. Since its inception, the Friends have contributed more than $1 million in monetary gifts and equipment to the Medical College and its affiliates.

Executive Committee Friends Board
Kathy Sheehan, President
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Kathy Kuhn, General Board Member
Jan Lennon, Honorary Member

In 2007-08, Friends of The Medical College of Wisconsin provided:

**Funding Awards**
- Friends’ Endowed Scholarship Fund - $531,493
- Awarded two $10,000 Scholarships for Academic Excellence
- Provided $6,000 in Student Travel Awards enabling College representation at national meetings
- Supported Summer Research Fellowships with $8,000
- Presented a $1,000 Outstanding Dissertation Award and a $500 Second Place Award
- Sponsored Service Awards of $1,000 to graduating students
- Sponsored the Student Representative Travel Fund with $2,000.
- Hosted a Student Luncheon

**Funding Activities**
- Contributed more than 11,000 hours of service from members for the Medical College and its affiliates
- Operated the Friends Cafe at the Medical College
- Hosted market days, holiday bake sale, Trek Bike raffle, nut/candy sales, and brownie sales
- Endowment Campaign - raised $87,500

Medical College of Wisconsin / Marquette Medical Alumni Association

The Medical College of Wisconsin/Marquette Medical Alumni Association provides services to strengthen connections among alumni and with the Medical College, and between students and alumni. These services include:

- Annual Alumni Reunions and Clinic Day
- Receptions at national specialty society meetings
- Annual clinical conference
- Alumni Association Web site
- Alumni meetings, dinners / receptions in Wisconsin and around the country
- Symposium for Senior Physicians (spring & fall)
- Alumni News magazine
- 50-year reunion
- Student yearbook
- Student scholarships
- Sponsorship of medical student, graduate student and resident activities
- Host-An-Applicant program
- Student loans
- Host-A-Senior Program for residency interviews
- Freshmen picnic and orientation
- Music at MCW
- Snack Days
- Match Day Event
- Bob Herzog Alumni Scholarship Golf Classic

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Thomas G. Wittmann, MD ’84, GME ’87

**Secretary-Treasurer**
Steven C. Bergin, MD ’74, GME ’78

**Executive Director**
William A. Schultz, MS

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