STRENGTH THROUGH COLLABORATION

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2011 ANNUAL REPORT AND HONOR ROLL
while advancing patient care and education. The CTSI is based on decades-long partnerships among the Medical College, Froedtert Hospital, Children’s Hospital and Health System, the Zablocki VA Medical Center, BloodCenter of Wisconsin, Marquette University, Milwaukee School of Engineering (MSOE) and University of Wisconsin-Milwaukee (UWM). Collaborations that engage these members are among those featured in this Annual Report.

These longstanding partnerships were recognized last year with receipt of a $20 million grant from the National Institutes of Health that is amplifying the opportunities for faculty and staff to collaborate on projects that will lead to new technologies and better outcomes for people in Wisconsin and beyond.

Another alliance took shape this fall, with the Medical College, UWM, Marquette, Children’s Hospital of Wisconsin, Froedtert Hospital and MSOE uniting their individual areas of expertise to focus on health care costs and innovation. The consortium will address health care economic viability, access, lifestyle issues, innovation in health care delivery, health care reform and improving the life of populations.

The Medical College’s Healthier Wisconsin Partnership Program continues to support community-academic partnerships to improve the health of people in Wisconsin. This year, the program announced up to $4.8 million in funding for 13 different partnerships throughout Wisconsin that address public and community health improvement.

The Medical College also is exploring opportunities to share educational resources with area colleges and universities that have health professions schools, such as nursing, pharmacy, dentistry, physical therapy, physician assistant or nurse practitioner.

This year, the largest grant the Medical College received is rooted in collaboration. A $44.9 million National Institutes of Health grant to fund a Data and Coordinating Center Consortium supports the Blood and Marrow Transplant Clinical Trials Network. The Medical College’s Center for International Blood and Marrow Transplant Research, which collaborates with more than 400 medical centers worldwide to collect outcomes data on blood and bone marrow transplants, is a consortium member. This is the largest grant in the Medical College’s history.

In addition to a strong federal funding track record, the Medical College benefits from the generosity and partnership of its many donors. In particular, our largest donor, the MACC Fund (Midwest Athletes Against Childhood Cancer, Inc.), has contributed nearly $32 million to the Medical College for pediatric cancer and related blood disorders research since 1976. We are grateful for this partnership and the many others we recognize in our 2011 Honor Roll.

Finally, we should never lose sight of our purpose for collaborating. It might be epitomized in one name: Nicholas Volker. The Milwaukee Journal Sentinel won a Pulitzer Prize for its series chronicling the work of Medical College physicians and genetic specialists to help Nic, who suffered from a devastating and mysterious digestive disease. Our collaborative team last year became the first in the world to examine a patient’s exome to diagnose and successfully treat a previously unknown, life-threatening disease. Nic, who endured more than 100 visits to the operating room before an umbilical cord blood transplant gave him a new immune system, is now participating in sports, going to school and eating his favorite foods.

Nic’s success would not have been possible without the collaboration of family, physicians and researchers at the Medical College and Children’s Hospital of Wisconsin. The College now is serving as a model for other institutions interested in developing their own genome sequencing programs – further evidence that through collaboration, health care everywhere is stronger.
In 2007, Margaret Cameranesi’s primary care physician noticed the resting tremors that would lead to her diagnosis of Parkinson’s disease. She started seeing a neurologist, but her specialist shortly relocated.

As Margaret was looking for a new doctor, she saw that Medical College of Wisconsin neurologist Karen Blindauer, MD, was speaking about Parkinson’s disease at a community event near her Wauwatosa home. Interested in what an academic medical center had to offer, Margaret attended the session and soon became Dr. Blindauer’s patient.

Dr. Blindauer practices in the Froedtert & The Medical College of Wisconsin Parkinson’s and Movement Disorders Program. Through the College’s partnership with Froedtert Hospital, patients benefit not only from the expertise of Medical College faculty physicians, but also Froedtert’s advanced technology and specially trained health professionals including nurses, therapists, dieticians, social workers and others who support the level of academic medicine.

For Margaret, this has meant access to a full range of neuro-rehabilitation services, including occupational therapy and a specialized physical therapy program to improve her mobility and quality of life. During her intensive, four-week physical therapy program, Margaret completed tailored exercises four times per week, plus twice a day at home. Her Froedtert physical therapist, Jessica Doine, PT, DPT, led her through large, deliberate movements designed to restore strength and balance, mitigating the physical symptoms of Parkinson’s disease.

Margaret is also responding well to the medication portion of her treatment. Dr. Blindauer is a nationally known expert in Parkinson’s disease therapeutics who has led studies on the development of new treatments for Parkinson’s. She is a member of the Parkinson Study Group, an international group of physicians and scientists from such institutions as Johns Hopkins, Columbia University and UCLA dedicated to discovering new treatments for Parkinson’s disease.

The partnership between Froedtert and the Medical College is additionally strengthened by the collaborative Women’s Health Research Program, dedicated to addressing the most pressing health issues affecting women. This research has the potential to improve care for patients like Margaret across generations and medical conditions.

Because of her innovative treatment, Margaret’s symptoms are under excellent control, causing little interference with activities of daily living. She continues to exercise on her own. Above all, she is thankful for the compassionate care she receives from Dr. Blindauer and her team.

“When you are feeling vulnerable, your doctor holds so much of your well-being in her hands,” said Margaret, a retired teacher. “To be as thoughtful as Dr. Blindauer means a lot.”

Dr. Blindauer is Associate Professor of Neurology and Director of the Froedtert & The Medical College of Wisconsin Parkinson’s and Movement Disorders Program.
Brandon Novack was 12 when his mother, Joanie, noticed that his neck glands were swollen. As the condition persisted, lab results revealed something was wrong, and their primary physician referred Brandon to Medical College pediatric cancer specialists at the Children’s Hospital of Wisconsin’s MACC Fund Center for Cancer and Blood Disorders.

Two weeks before Christmas in 2002, Brandon and his parents met with Medical College cancer physician James Casper, MD, and nurse practitioner Susie Burke and learned that Brandon was diagnosed with T-Cell Acute Lymphocytic Leukemia (ALL), a higher risk cancer that occurs in less than 20% of childhood leukemias.

A multidisciplinary team of Medical College pediatric specialists went to work for Brandon, including cancer specialists, radiation therapists, kidney specialists, surgeons, orthopaedic surgeons, and nurse practitioners. His treatment involved 108 weeks of chemotherapy, most intensively in the first year due to the cancer’s aggressive nature. Because T-cell ALL has a higher risk of spread to the brain and spinal cord, radiation therapy of the brain was also administered. As treatment progressed, side effect issues of the therapy required specialized medical management.

In 2009, Brandon was transferred into the long-term follow-up clinic - a celebratory step - where his care is overseen by Medical College cancer physician Michael Kelly, MD, PhD, and nurse practitioner Deb Schmidt.

The involvement of many Medical College specialists providing coordinated care, as well as the partnership between the College and Children's Hospital, have been key throughout Brandon’s care. Medical College physicians and nurse practitioners work in concert with Children’s Hospital cancer nurse specialists, radiation technicians, pharmacists, and many other health professionals in Children’s state-of-the-art facilities.

Advances in medical research and treatment centers with multidisciplinary teams of specialists have led to high survival rates for many childhood cancers. The overall survival rate for all types of childhood cancers has risen from 20% to 80% in that time. Research by Medical College physicians and scientists, with the ongoing support of the MACC Fund, has played a significant role in helping to raise those rates.

Pictured are Brandon Novack (center) and the leaders of his multidisciplinary medical team: LR: Michael Kelly, MD; Susie Burke, NP; Brandon; James Casper, MD; and Deb Schmidt, NP.
MEDICAL STUDENTS LEAP INTO EARLY CLINICAL CARE

With Medical College of Wisconsin graduates accounting for one-third of all practicing physicians in Wisconsin, enhancing medical education at the College provides value for patients and communities throughout the state.

Medical education is changing to be more patient-centered, and the Medical College is ensuring its medical students interact with patients from day one. Medical College educational leaders are transforming the curriculum to fully integrate concepts learned in both the classroom and the clinic.

Twenty-eight students, currently in their second year, are participating in a pilot version of this curriculum, which includes an innovative program named LEAP (Longitudinal Experience Advancing Patient care). In a traditional medical school program, students have little exposure to patients in their first two years, but through LEAP, students have increased patient contact beginning early in their first year with ongoing clinical experiences throughout all four years.

The Zablocki VA Medical Center has been a leading partner in LEAP, which James Sebastian, MD, helped launch in the VA’s internal medicine clinics. The clinical partnership between the VA and the Medical College spans more than six decades, and by collaborating in education, the organizations are preparing the next generation of physicians to excel in meeting patient care needs. The VA served as a model for other LEAP sites by supporting student involvement in patient care and protecting faculty time for teaching.

Dr. Sebastian is one of 19 faculty teachers who oversee students in weekly, half-day sessions across 12 different collaborative clinic sites in the Milwaukee area. LEAP provides context for students’ study of the human body and how it works, enabling them to better connect those concepts learned in the classroom and labs with their observations and experiences in patient care.

For example, if students are studying the gastrointestinal system, LEAP instructors may look for opportunities for the students to perform an abdominal exam during their clinic shift. In addition to this closely supervised, hands-on clinic time, the students meet weekly to discuss clinical cases and relate them back to basic science principles.

In devising the enhanced curriculum, the Medical College is aligning with the best practices of medical schools nationally. Educators believe that increasing early clinical experiences while fully integrating the basic sciences will result in greater proficiency, compassion and confidence.

Dr. Sebastian thinks it is positive for the patients too. LEAP students are assigned a panel of patients, with whom they develop relationships through recurring visits and follow-up responsibilities. The students obtain medical histories, perform physical exams, explain treatment regimens and advocate for their patients’ health care.

Dr. Sebastian is Professor of General Internal Medicine.
PHD PROGRAM JOINS BIOSCIENCE AND ENGINEERING

How do anesthetics produce loss of consciousness? This is the research focus of PhD candidate Jeannette Vizuete and her Medical College advisor Anthony Hudetz, PhD. They are studying the mechanisms of anesthesia and effects on brain function, which will lead to a better understanding of how anesthetics work and aid in the design of more specific, safer anesthetic drugs.

Jeannette’s research path is made possible through a PhD program in Functional Imaging jointly offered by the Medical College and Marquette University. Jeannette has two advisors: Dr. Hudetz, an anesthesiology investigator from the College, and Kristina Ropella, PhD, a biomedical engineer from Marquette. Students are enrolled at both schools and graduates receive one joint diploma from both institutions.

The PhD program builds upon a long history of collaboration between Marquette’s Department of Biomedical Engineering and Medical College faculty, joining the College’s strengths in biophysics and the neurosciences and Marquette’s strengths in bioengineering and mathematics. The program is designed to give students a competitive edge nationally by integrating experience in basic bioscience and applied engineering in studies related to the brain.

Functional imaging is uniquely suited for brain research as it can non-invasively view the brain at work. For more than 20 years, College faculty have been at the international forefront of advancing the field, most notably in 1992 when Medical College biophysics faculty were among the first three groups in the world to discover functional Magnetic Resonance Imaging (fMRI) for measuring brain function and developing fMRI technology. College investigators have long-standing research collaborations with the Jagiellonian University in Poland, as well as collaborations with two universities in China.

Dr. Hudetz’s laboratory at the College is known worldwide for studies of the mechanisms of anesthesia in the brain. Through their network of research collaborations, they brought the top minds in anesthesia research from 11 countries to Milwaukee for an international symposium in 2011. Marquette’s faculty bring biomedical engineering expertise, including mathematical modeling and design of medical instrumentation. Their focus is to investigate medical problems, then develop engineering solutions for clinical use.

Together, Marquette and Medical College faculty are collaborating in applying functional imaging to diagnose and monitor patients with neurological disorders, such as brain tumors, stroke, epilepsy, Alzheimer’s disease and Parkinson’s disease. The results are improving clinical care, as well as enriching the PhD program for graduate students.

Dr. Hudetz is Professor of Anesthesiology, Physiology and Biophysics. Dr. Ropella is Professor and Chair of Biomedical Engineering at Marquette. Dr. Schmainda and Dr. Ropella are Co-Directors of the joint PhD Program in Functional Imaging.

Pictured in the anesthesiology research lab of Dr. Anthony Hudetz are L-R: Kathleen Schmainda, PhD; Kristina Ropella, PhD, from Marquette; Dr. Hudetz; and graduate student Jeannette Vizuete. Dr. Schmainda and Dr. Ropella are Co-Directors of the joint PhD Program in Functional Imaging

Read more on PhD student Jeannette Vizuete at mcw.edu/jointphd

PARTNERSHIPS IN GRADUATE EDUCATION

Key components of the Medical College’s many education collaborations in the Graduate School of Biomedical Sciences.

The Innovation Center of the College’s Biotechnology and Bioengineering Center, created with support from Dr. Robert D. and Dr. Patricia E. Kern, provides laboratory experience for students from the Milwaukee School of Engineering’s Biological Molecular Engineering Program and Marquette University’s Biomedical Engineering Program.

The Milwaukee School of Engineering and the Medical College offer a Master’s Degree in Medical Informatics, which prepares students in the development and management of information technology solutions in health care.

Marquette University and the College offer a Master’s Degree in Bioinformatics, providing training in mathematical and computational techniques for analyzing data associated with molecular, physiological and genetic systems.

Marquette University and the Medical College offer a Master’s degree in HealthCare Technologies Management, which prepares students to manage the development, commercialization and regulatory compliance of medical devices, and implementation of technologies for hospitals.

The American Medical Association and the Medical College offer a Certificate in Physician Ethics and Professionalism for physicians.

More than 10 health organizations provide educational experiences for students in the Master’s in Public Health degree program, including the health departments from Milwaukee, Wauwatosa, West Allis and Kenosha; AIDS Resource Center; and the Children’s Health Alliance of Wisconsin.

The Master’s Degree in Bioethics program benefits from the resources of the College’s Midwest Ethics Committee Network, which includes working professionals on health care ethics committees from Wisconsin and the Midwest.
Smart phones may soon become the smart choice for diabetes control through the efforts of researchers from three Milwaukee institutions. The team is creating a prototype mobile phone application for the self-management of type 2 diabetes.

Computer scientist Jay Urbain, PhD, from the Milwaukee School of Engineering (MSOE) is the lead investigator for the project. He is collaborating with Medical College geriatrician Edith Burns, MD, and University of Wisconsin-Milwaukee (UWM) exercise physiologists Scott Strath, PhD, and Ann Swartz, PhD, on a mobile app and Web interface designed to help patients monitor and understand the relationship between their health behaviors and blood sugar levels.

In leading the project, Milwaukee School of Engineering draws upon its strength in computer sciences and engineering while leveraging decades of experience developing and leveraging new engineering technologies and principles for medical and scientific applications. UWM’s expertise in fitness evaluation and the Medical College’s expertise in medicine provide the complementary tools for the project’s success.

Type 2 diabetes is among the most common chronic diseases in the U.S. It is complicated by its association with other complex illnesses, such as cardiovascular diseases and obesity. Excellent diabetes management requires appropriate lifestyle choices, such as maintaining a nutritious diet, getting proper exercise and consistently following medication guidelines, all while monitoring one’s blood glucose.

The team views the mobile app as a flexible tool patients can use in what is called the Common Sense Model approach to diabetes, meaning behaviors are easily linked to disease outcomes. The computer software uses “fuzzy logic,” which essentially helps a patient interpret data that is sometimes ambiguous and relate it to the bigger picture of their health.

The research team is designing the app to take advantage of a smart phone’s native capabilities, like camera and wireless technology, and to be used in conjunction with simple devices like accelerometers, heart rate monitor and glucometer, to measure physical activity, blood sugar levels and medication dosing. The application will allow transfer of the data to a secure server accessible by a patient’s physician for review and feedback. Dr. Urbain currently has the architecture of the software designed and the prototype developed. Team members and patient advisers are testing the app’s usability prior to evaluation on patients.

“Each investigator in this project brings unique expertise critical to its success,” said Reza Shaker, MD, Director of the Clinical and Translational Science Institute (CTSI) of Southeast Wisconsin, which helped unite the collaborators and provided pilot funding. “The CTSI exists to facilitate such convergence of disciplines, which speeds innovation and progress toward better health care for all people.”

At MSOE, Dr. Urbain is Assistant Professor of Electrical Engineering and Computer Science. At UWM, Drs. Strath and Swartz are Associate Professors of Human Movement Sciences. At the Medical College, Dr. Burns is Associate Professor of Medicine (Geriatrics & Gerontology); Dr. Shaker is Senior Associate Dean for Clinical & Translational Research and the Joseph E. Geemen Professor & Chief of Gastroenterology; Dr. Knudson is Associate Professor of Medicine (Endocrinology, Metabolism & Clinical Nutrition); Co-Director of the Diabetes Care Center & Co-Director of CTSI Biomedical Informatics.
PARTNERSHIPS IN DISCOVERY

Key components of the Medical College’s many research collaborations:

University of Wisconsin-Milwaukee (UWM) and the Medical College of Wisconsin share a rich collaborative research history that includes projects spanning microbiology, pharmacology, neurodevelopment, toxicology, endocrinology, orthopaedics, kinesiology, infectious diseases, environmental health and education.

A technology transfer alliance was formed this year between the University of Wisconsin-Milwaukee Research Foundation, UWM and the Medical College of Wisconsin to foster the development and commercialization of new technologies. The organizations aim to bring academia and industry together to support entrepreneurship among faculty, fellows and students. Collaborative efforts will include marketing and licensing of technologies.

UWM Innovation Park is being envisioned as a research campus that will facilitate collaborations between UWM faculty and researchers at other academic institutions, including the Medical College. Innovation Park is being planned for property adjacent to the Medical College campus.

Children’s Research Institute, which conducts translational research to advance pediatric healthcare, is a member of Children’s Hospital and Health System. The Institute brings together a diverse research team of experts to study the biological, environmental and social determinants of disease and to improve the health and well-being of children. The Institute is organized in five research programs:

- Developmental biology
- Health services research
- Community health and prevention
- Behavioral health
- Clinical research outcomes

A child’s environment has a significant influence on his or her health. A partnership between the University of Wisconsin-Milwaukee (UWM), Children’s Research Institute of Children’s Hospital and Health System, and The Medical College of Wisconsin is dedicated to understanding how known or suspected environmental factors relate to reproductive and childhood diseases and finding ways to prevent them.

Built on the foundation of a decades-long collaboration between UWM and the College, the Children’s Environmental Health Sciences Core Center was created in 2009 through a grant from the National Institute of Environmental Health Sciences. The Center is directed by principal investigator David Petering, PhD, of UWM. From the Medical College, Ronald Hines, PhD, is deputy director, and Gail McCarver, MD, is clinical director. Together, they oversee a diverse research support program for scientists that is distributed across partner institutions.

The Center links UWM’s expertise in basic developmental toxicology with Medical College and Children’s Hospital expertise in clinical pediatric disease and environmental health. A key focus of UWM research is a longstanding program that uses zebrafish and other aquatic organisms to study issues such as in utero nicotine exposure and central nervous system development.

The Medical College and Children’s Research Institute contribute a powerful emphasis on translational research, including a focus on chemical exposures to developmental outcomes. They also offer molecular biology lab and imaging resources. Instrumental in the Center’s success is its ability to form collaborative teams united around environmental health problems.

For example, the Center brought together UWM WATER Institute scientist Sandra McLellan, PhD, and Medical College pediatrician Marc Gorelick, MD. Dr. McLellan investigates the identity and biology of human pathogens in water sources while Dr. Gorelick has an interest in better understanding periodic spikes in severe gastroenteritis seen in Children’s Hospital of Wisconsin’s emergency department.

In an initial project supported by the Center, the two demonstrated an increase in severe gastroenteritis cases in children after heavy rainfall and hypothesized that intrusion of sewage into the drinking water systems could be responsible for the illnesses. The team has since received a National Institutes of Health grant to identify alternative indicators of fecal pollution that will provide information about the source of contamination. This collaboration between a basic scientist and physician scientist to address an important health problem was fostered through the Children’s Environmental Health Sciences Core Center. As individual investigators in different institutions, it would have been difficult or impossible to conduct their multi-disciplinary studies.

Medical College pediatrician Venkatesh Sampath, MBBS, (right), a Children’s Research Institute investigator, explains his research on environmental causes of neonatal lung disease to the leaders of the Children’s Environmental Health Services Core Center (L-R), David Petering, PhD, of UWM, and Medical College faculty members Ronald Hines, PhD, and Gail McCarver, MD.

Dr. Petering is Distinguished Professor of Chemistry and Biochemistry at UWM. Dr. Hines and Dr. McCarver are both Professors of Pediatrics and Pharmacology/Toxicology at the Medical College. Dr. McCarver is Associate Professor and Senior Scientist at the UWM School of Freshwater Sciences; Dr. Gorelick is a Professor of Pediatric Emergency Medicine at the Medical College, and CEO and Senior Associate Dean for Clinical Affairs/Children’s Specialty Group.
The expertise of The Medical College of Wisconsin and BloodCenter of Wisconsin intuitively intersect at the point of innovative cardiovascular research. The value of their partnership is evident in the research of Peter J. Newman, PhD, who has a foot in both worlds as Vice President for Research at the BloodCenter and as a Professor at the Medical College.

Dr. Newman’s lab in the BloodCenter’s Blood Research Institute studies platelets, cells that act as a natural bandage for blood vessels. If blood vessels become damaged, the disc-shaped platelets imbibe and become adhesive. When platelets work properly, they flock to the damaged location and fill in the breach until the damage is controlled.

If platelets function improperly, a bleeding disorder results. If platelets function in excess, dangerous blood clots may form. It is a delicate balance, but research at the molecular level is offering insight into the clotting process that has implications for both types of inherited conditions.

More than 11 million Americans have one of several inherited clotting disorders, known as thrombophilia. Clots are the most common cause of stroke, which is the third leading cause of death in the U.S. and Wisconsin. Von Willebrand disease is the most common genetic bleeding disorder, affecting more than 2 million people in the United States. Hemophilia is a rare bleeding disorder, disproportionately affecting males, with about 20,000 cases in the U.S.

To address these health issues, Dr. Newman is researching what regulates how blood vessels and platelets react to injury. Molecules on the surface of the cells and interior walls of blood vessels help signal the activation and deactivation of platelet response. Platelets can even recruit other platelets to a site. Knowing precisely how these processes work could pave the way for drug development and future therapies for various bleeding and clotting disorders.

Dr. Newman’s platelet research is part of a joint interdisciplinary Vascular Cell and Molecular Biology Program connecting the resources of the Medical College’s Cardiovascular Center and the Blood Research Institute. By merging the Cardiovascular Center’s expertise in blood vessel physiology and hypertension with the Blood Research Institute’s expertise in bleeding and clotting, collaborative research teams can make meaningful progress on many pressing disorders of the blood and vascular system.

In all, more than 40 Medical College and Blood Research Institute investigators collaborate to conduct research. Collaboration between the institutions is so strong that when the BloodCenter built the Blood Research Institute in 1991, it chose to locate the facility next door to the Medical College so they could share their respective tools, technologies and talent.

Collaborating in Discovery

CARDIOVASCULAR, BLOOD RESEARCH ON COMMON GROUND

The Blood Research Institute of BloodCenter of Wisconsin is the only organization in the state focused solely on blood research. Institute investigators collaborate closely with Medical College faculty to study blood-related conditions such as sickle cell disease and hemophilia. For more than 60 years, BloodCenter researchers have made discoveries helping patients with heart disease, stroke, cancer, immune system disorders and blood diseases. BloodCenter of Wisconsin collects and distributes life-saving blood and marrow for Wisconsin families, and tissue and organs for Southeastern Wisconsin families.

Marquette University and Medical College faculty collaborate in many areas of biomedical research, including biomedical engineering, physical therapy, orthopaedics, cardiovascular and neurosciences. Marquette’s specific contributions include implantable pediatric vascular stents, rehabilitation robotics and devices, advanced technologies for magnetic resonance imaging (MRI) and functional MRI, and a new PhD in clinical and translational rehabilitation science.

Milwaukee School of Engineering brings expertise in engineering, engineering technology, building and infrastructure engineering, health-related engineering, computer, business and nursing fields to its research collaborations. Its excellence in applied technology includes rapid prototyping, molecular modeling and fluid power, while a longstanding collaboration with the Medical College has led to advances in MRI and electron paramagnetic resonance imaging.

The Zablocki VA Medical Center is home to more than $13 million in federally funded research conducted by Medical College faculty. A full-scale vehicle crash laboratory operated by Neurosurgery faculty is on site as well as labs dedicated to biomechanics, spinal cord and brain injury, kidney and anesthesiology studies.
Through collaborative efforts, the Making Milwaukee Smile program is helping to improve the oral health of thousands of children in Milwaukee schools.

Making Milwaukee Smile builds upon an existing program that provides free preventive dental screening on site at 41 Milwaukee schools and facilitates referrals for early and urgent dental care.

Through funding from the Medical College’s Healthier Wisconsin Partnership Program, Making Milwaukee Smile was created to increase participation in the Columbia St. Mary’s school-based oral healthcare program and to reduce early and urgent dental needs among the children.

To accomplish this, Making Milwaukee Smile began by adding a program coordinator at two test schools - the Frances Starms Early Childhood Center and Starms Discovery Learning Center. The coordinator’s role is to encourage and assist parents with the steps needed to enroll their children in their school’s oral health program, as well as to increase access to oral health care facilities and track the oral health status of the students.

It was evident that the Making Milwaukee Smile model was a success. Participation of students at the Starms schools increased from 50% to 77% over the three years of the program. The percentage of children with urgent dental needs was reduced by more than half. The model has been replicated across 10 additional Milwaukee schools, where the addition of an oral health care coordinator has increased enrollment in the program from 19% to 41% (a 116% increase) impacting a total of just under 2,000 children.

The Medical College’s participation in this collaboration is led by Earnestine Willis, MD, MPH, and involves the College’s Center for the Advancement of Underserved Children. Students receive oral health screening and preventive services, such as sealants and fluoride applications, are provided by Columbia St. Mary’s. If dental disease is identified, the child is referred to Children’s Hospital of Wisconsin Dental Center, Marquette University School of Dentistry, Milwaukee Health Services, Inc., and Progressive Community Health Center. Southeast Dental Associates provides case management and claim-processing services to secure reimbursements for the partnering dental offices.

By uniting with a network of professional medical and dental organizations, Making Milwaukee Smile is having a ripple effect on improving access to oral health for Milwaukee’s children.

Dr. Willis is the Kelver Professor in Pediatrics, Chief of Community Pediatrics, Director of the Medical College’s Center for the Advancement of Underserved Children, and Director of Health Equity and Urban Clinical Care Partnerships in the Institute for Health and Society.
Underage drinking and alcohol abuse are concerns for communities across the United States. Nowhere is that more evident than in La Crosse County, where 14 people between the ages of 15 and 24 died of alcohol-related injuries from 2003 – 2007 due to motor vehicle crashes, drowning, suicide, and falls. Armed with those disturbing statistics, the Changing the Culture of Risky Drinking Behavior Community Coalition, a group of La Crosse organizations, stepped forward to be the catalyst for change.

Funded by a grant from the Medical College’s Healthier Wisconsin Partnership Program, the Coalition aims to reduce alcohol-related injuries and deaths among youths in La Crosse County. The Coalition engages students, parents, educators, law enforcement officers, nonprofit and health care workers, elected officials, beverage servers, community festivals, and the media. Their success stories include: providing Responsible Beverage Server training to more than 100 alcohol servers, offering the Strengthening Families program, conducting a Parents Who Host Lose the Most campaign during prom and graduation season, and awarding mini-grants to youth groups for hosting events that emphasize drinking alternatives.

The Coalition is also working with 18 community festival organizers in La Crosse County to adopt safer alcohol best practices. A major success was the 2011 Oktoberfest Maple Leaf Parade, which allowed the Coalition to establish a Family Zone where more than 450 adults and children watched the parade in an area free of alcohol and tobacco use.

The Medical College’s Injury Research Center serves as the primary academic partner for the Coalition, led by Chairman of Emergency Medicine Stephen Hargarten, MD, MPH, and Donna Peterson, PhD. The Injury Research Center provides data analysis, program and policy development and conceptual understanding of the public health challenges of addressing alcohol-related injury and death.

Catherine Kolkmeier, Director of the La Crosse Medical Health Science Consortium, is the lead community partner. Collaborating partners include: Mayo Clinic Health System-Franciscan Healthcare, Gundersen Lutheran, Coulee Council on Addictions, Cooperative Educational Service Agency (CESA) #4, La Crosse Police Department, La Crosse County Health Department, Viterbo University, the University of Wisconsin - La Crosse and Western Technical College, and the La Crosse School District.

In November, the Coalition received five more years of funding from the College’s Healthier Wisconsin Partnership Program to build sustainable practices, and ensure a community in which alcohol is consumed legally and safely.
National and Global Collaborations

Medical College faculty and staff have collaborations on six continents and nearly all states in the nation. These maps are a conservative summary of the continuously expanding collaborations nationally and globally in all missions of the Medical College of Wisconsin.

For information on specific collaborations represented on these maps, visit mcw.edu/collaborations.

COLLABORATIONS STRENGTHEN HEALTH CARE

Through collaboration, the Medical College and other partners leverage their complementary expertise and resources to create advances for health care not possible individually. The Medical College’s missions of research, education, patient care, and community engagement benefit from many partnerships.

Research. Medical College faculty are the principal investigators of research collaborations at more than 100 research institutions and medical schools in the U.S., including Stanford, Columbia, Yale, Duke and Johns Hopkins.

Education. In addition to Froedtert Hospital, Children’s Hospital of Wisconsin and the VA Medical Center, more than 150 clinics and hospitals throughout metro Milwaukee, Waukesha and Wisconsin are partners in providing teaching and training sites for medical students and physicians in residency training. The Graduate School of Biomedical Sciences partners with Marquette University, UW-Milwaukee and Milwaukee School of Engineering to offer joint degrees. With these partners and other organizations, the Graduate School also offers educational and research experiences for graduate and undergraduate students.

Patient Care. Medical College physicians and other practitioners see patients at more than 50 clinics and hospitals throughout metro Milwaukee and Wisconsin. In addition to Froedtert Hospital, Children's Hospital, and the VA Medical Center, locations include Froedtert Health Community Memorial Hospital in Menomonee Falls, Froedtert Health St. Joseph's Hospital in West Bend, Ministry St. Joseph's Hospital in Marshfield, ThedaCare in Appleton / Neenah, Agnesian Health Care in Fond du Lac, and Wheaton Franciscan Health Care in Racine.

Community Engagement. The Medical College collaborates with more than 200 diverse community groups to advance public and community health in the metro Milwaukee area and throughout Wisconsin. The Medical College’s Advancing a Healthier Wisconsin endowment is a major catalyst for creating and supporting sustainable partnerships that benefit the health of Wisconsin residents.

For information on specific collaborations represented on these maps, go to mcw.edu/collaborations.
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### FINANCE REPORT

**Unrestricted Revenues***

<table>
<thead>
<tr>
<th>Fiscal year ended June 30, 2011</th>
<th>Total All Funds ($ in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net patient revenue **</td>
<td>$532,717</td>
</tr>
<tr>
<td>Affiliated hospital contracts **</td>
<td>119,491</td>
</tr>
<tr>
<td>Grants and contracts</td>
<td>163,414</td>
</tr>
<tr>
<td>Tuition and fees</td>
<td>33,110</td>
</tr>
<tr>
<td>Investment income</td>
<td>16,968</td>
</tr>
<tr>
<td>Contributions</td>
<td>8,162</td>
</tr>
<tr>
<td>State appropriation</td>
<td>3,918</td>
</tr>
<tr>
<td>Other</td>
<td>18,069</td>
</tr>
</tbody>
</table>

Total unrestricted revenues $895,849

* Excludes nonoperating revenue and expense, including realized and unrealized gains and losses on investments.

**Includes adult and pediatric revenues.

**Unrestricted Expenses**

<table>
<thead>
<tr>
<th>Fiscal year ended June 30, 2011</th>
<th>Total All Funds ($ in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and fringe benefits</td>
<td>$620,396</td>
</tr>
<tr>
<td>Supplies and expense</td>
<td>182,791</td>
</tr>
<tr>
<td>Other operating</td>
<td>60,902</td>
</tr>
</tbody>
</table>

Total unrestricted expenses $864,089

Excess of unrestricted revenues over expenses $31,760

* Excludes nonoperating revenue and expense, including realized and unrealized gains and losses on investments.

**Externally Funded Sponsored Programs**

July 1, 2006 to June 30, 2011

Total Externally Funded Expenditures for Research, Teaching and Training, and Related Purposes ($ in millions)*

- Fellowship and others - 1% ($1.0)
- Teaching and training - 4% ($4.5)
- Community/CME - 5% ($8.0)
- Research - 92% ($161.6)

* In Fiscal Years 2010-2011 and 2009-2010, research, teaching and training amounted to $167.1 and $152.9 million, respectively, of the total Externally Funded Sponsored Programs.
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 support is more important than ever as competition increases for federal grant support.

### Cancer Center Board

<table>
<thead>
<tr>
<th>Chair</th>
<th>Founding Co-Chairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>W. Kent Velde</td>
<td>† Melodie Wilson Oldenburg † Frank J. Pelisek</td>
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</table>

Mark Sabljak, Margaret S. (Peggy) Schuermann, Don Shane, Arthur Smith, Wm. O. Steinberg, Richard F. Teerlink, Nicole Tewele, Sandra Millon Underwood, RN, PhD, W. Kent Velde, Les Weil, Barbara M. Whealon, Arlene A. Wilson, Sally Youker, Diane Zore

Emeritus Members: † Ann E. Heil, Randolph T. Myricks, † Melodie Wilson Oldenburg, † Philip W. Orth, Richard A. Van Deuren

Director: Ming You, MD, PhD

### Digestive Disease Center Board

<table>
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<tr>
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Emeritus Members: Barbara B. Zaiser, Robert L. Schlossmann, Barbara B. Zaiser

Co-Directors: Reza Shaker, MD, Manu Sood, MD

### Cardiovascular Center Advisory Board

<table>
<thead>
<tr>
<th>Chair</th>
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<th>Founding Chair</th>
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Emeritus Members: James D. Bell, Bill Brownie, John Burke, Jr

Director: Allen W. Cowley, Jr., PhD

### Cancer Center Board

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### Neuroscience Center Advisory Board

<table>
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<tr>
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<th>Director</th>
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<tr>
<td>T. Michael Bolger, JD, James M. Holcomb</td>
<td>Cecilia Hillard, PhD</td>
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Stan Dziewa, Andy Fleckenstein, Jan Fleckenstein, William C. Ihlenfeld II, Jan Lennon, Warren D. Pierson, George E. Prescott, Bryan Riesch, Donald W. Tendick, Jr.

### Digestive Disease Center Board

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Director: Allen W. Cowley, Jr., PhD
The Medical College of Wisconsin Council was founded in 1976 under the direction of the late Robert Uihlein, Jr., then Chairman and CEO of Schlitz Brewing Company. Council members meet three times a year to learn about current medical topics, health issues and Medical College research. The interaction among the more than 250 Council members – who are prominent in and outside of Wisconsin – and the Medical College has facilitated important connections to Wisconsin's top business, professional and civic communities.
The Medical College of Wisconsin Technology Innovation Council

The Medical College’s Office of Technology Development convenes the Technology Innovation Council to discuss the patenting, marketing, licensing and development of early stage biomedical technologies. The Council’s meetings and work sessions bring together technology analysts, intellectual property experts, business leaders, venture capitalists, entrepreneurs, as well as scientists and engineers who share the common goal of promoting the translation of discoveries made at the Medical College into new drugs, diagnostic tests and medical devices.

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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. The MCW Consortium is composed of four members selected from nominees provided by statewide and community health care advocacy organizations, four members who represent the medical school and one member selected by the Insurance Commissioner.

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Women researchers and physicians at The Medical College of Wisconsin are making discoveries that are saving lives and improving treatments for patients with injuries and complex diseases.

The mission of Women in Science is to showcase outstanding research and provide financial support for women scientists at the Medical College of Wisconsin.

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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.

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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.

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The Planned Giving Council collaborates with area professional advisors to explore and develop mutual client and prospective donor relationships. The Council’s goal is to mutually benefit the client/donor, the professional advisor’s practice and organizations and the missions of the Medical College.

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