The Campaign for Georgia Health Sciences University

A Closer Look

Collaboration

Compassion

Diversity

Excellence

Innovation

Integrity

Leadership

Georgia Health Sciences University

"If you don't know where you are going, every road will get you nowhere."

– Henry Kissinger

Mission

To lead Georgia and the world to better health by providing excellence in biomedical education, discovery, and service.

As Georgia Health Sciences University (GHSU) embarks upon its 183rd year, better health — for Augusta, for all Georgians and, indeed, the world — remains our rallying cry. And over our long storied history, GHSU has never been afraid to innovate to achieve better health.

Ours is a story of strength!

GHSU Leads the Way:

- Georgia's first open-heart surgery
- Pioneer and national leader in Patient Family Centered Care
- First to develop a novel stroke care delivery system for rural counties, now adopted throughout the nation
- First in Georgia—and one of the first in the nation—to offer 3D breast imaging

A challenging health care environment in Augusta and the state of Georgia emphasizes the importance of vital partnerships in achieving our vision.

There is a shortage of health care professionals—especially in physicians, in dentists and in public health personnel. To meet this challenge, GHSU is focused on expanding class sizes and developing new programs to meet that need. Research is also poised for rapid growth and acts as an economic driver while improving the lives of patients and families. Further, having clinical and educational facilities in every corner of one of the fastest growing states helps ensure the university will meet Georgia's future health care needs.

Vision

To be a globally recognized research university and academic health center, while transforming the region into a health care and biomedical research destination.

The Campaign for Georgia Health Sciences University

GHSU is launching a $200 million comprehensive campaign to address the needs of the enterprise. The plan will produce a lasting legacy for the citizens of Georgia and beyond, ensuring the growth and competitiveness of this major state resource. The initiative's ambition for the state's academic health center is clear and focused. It will position GHSU as:

- A state and national thought leader
- The partner of choice for colleges, universities, hospitals and health systems
- An innovative research and biotech powerhouse
- A high-tech, high-touch educational hub for advanced graduate health professions education
- A respected provider of high-quality specialized clinical care to an expanded region
- A growing economic engine for the state of Georgia

To accomplish these goals, GHSU is pursuing a strategic and transformative approach to address the $200 million in urgent needs.

Transformation 2020 Priorities

Research and Discovery:

- Cancer Research and Clinical Care – $37 Million
- Regenerative / Reparative Medicine Institute – $5 Million
- Research Facilities – $10 Million

Total – $52 Million

Education:

- Scholarships - $32.3 Million
- Endowed Chairs - $20 Million
- Education Commons Building - $25 Million
- Public Health Institute - $10 Million
- Institute for Leadership in the Health Professions - $5 Million

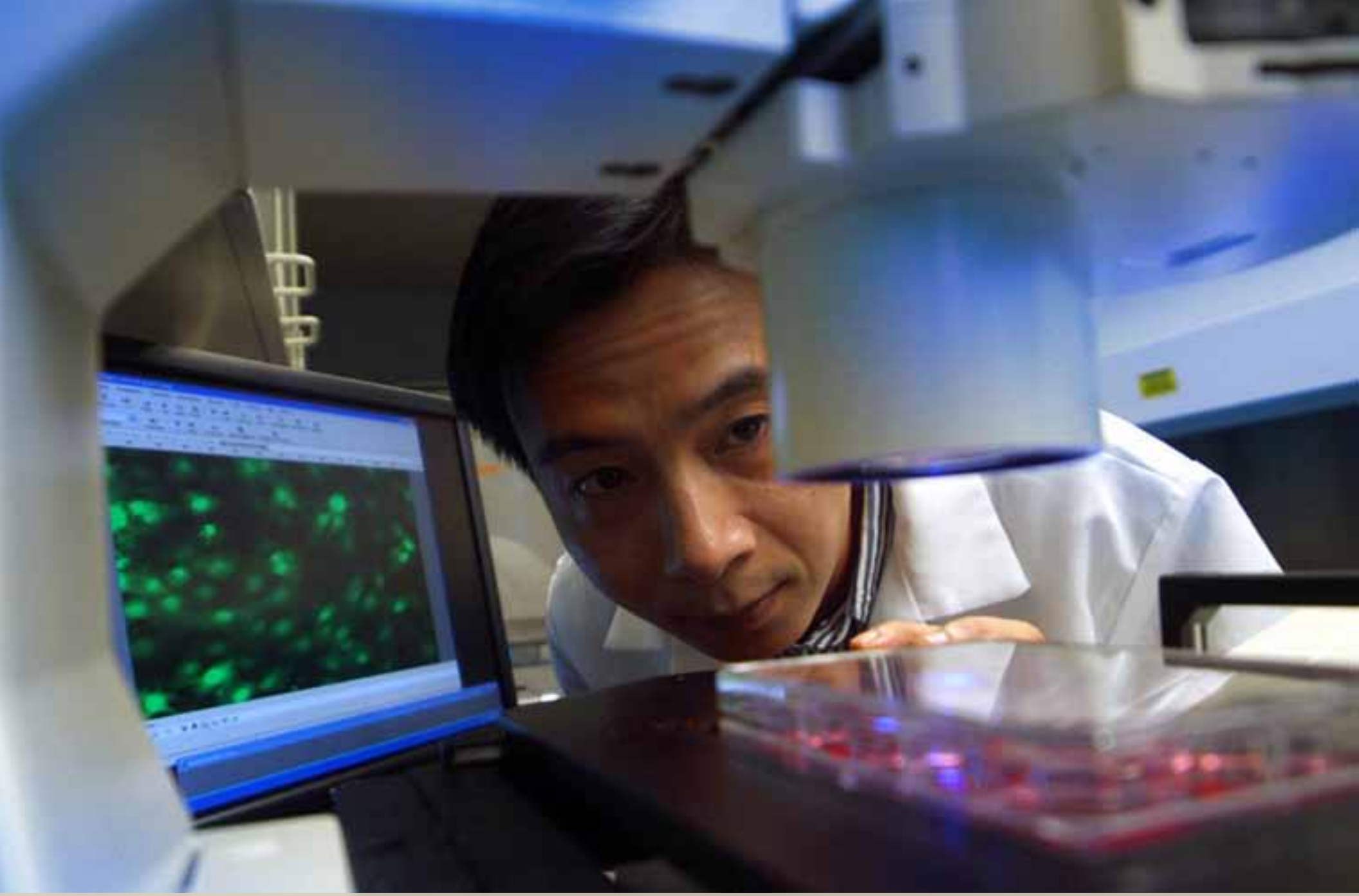
Total – $92.3 Million

Clinical Care:

- Facility Space - $8 Million
- Unrestricted Funds - $47.7 Million

Total – $55.7 Million

Campaign Total – $200 Million



"Life's most persistent and urgent question is: What are you doing for others?"

– Martin Luther King, Jr.

Fostering a World of Discovery and Innovation

The effect of a robust research program ripples across an institution and far beyond. It drives economic growth, retains valued physician leaders, and attracts bright, inquisitive students. Research that moves from the bench to the bedside impacts patients and families at our own health system, throughout the country and the world.

We are:

- The area's only dedicated cancer research center
- Seven flagship research centers and institutes, including the Georgia Prevention Institute
- Sixteen academic research centers, including the Center for Nursing Research and the Dental Research Center
- A national leader in Patient and Family Centered Care

GHSU's primary research goals are:

- Double the number of researchers from 100 to 200 by the year 2020
- Add to our research infrastructure with a new research facility, which will:
  - Increase total extramural funding by $40 to $50 million
  - Create 800 to 1,000 new jobs
  - Generate $4 to $5 million in tax revenue
  - Produce more than 100 patents and up to 10 new startup companies
- Develop innovative research programs in cardiovascular disease and hypertension, cancer, stroke/neuro and behavioral sciences, public and preventive health, regenerative and reparative medicine, personalized medicine and genomics

Discovery Translated

Cancer Research and Clinical Care

Home to the region's only dedicated cancer research and cancer care centers, GHSU is in a unique position to develop and apply the latest therapies for those diagnosed with cancer.

Strategically merging cancer discovery and care, while helping to reduce the incidence and associated life impact of cancer, is the mission of Georgia Health Sciences Cancer Center. As discoveries flow between laboratory bench and patient bedside, scientists and physicians share new knowledge, partner in translating discoveries into 21st-century treatments, and prepare today's students—tomorrow's scientists and physicians—for a new era of collaborative medicine.

Ultimately, this team approach gives each patient the greatest chance at beating cancer and continuing to live a high quality of life.

Cancer Clinical Care	$19 million
Cancer Research	$18 million
Total	$37 million

"That challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win."

–John F. Kennedy

"Excellence is not an exception—it is a prevailing attitude."

– Colin Powell

Breakthrough Research and Care

Regenerative/Reparative Medicine Institute

Imagine one day scientists regrowing damaged neural tissues to help patients recover from traumatic brain injury, or using similar therapies to reduce health problems associated with aging, such as stroke. Clinician-scientists at GHSU are already exploring ways to treat numerous disorders by regrowing and repairing these precious tissues.

As the major, and only, comprehensive translational medicine initiative in the Southeast, the GHSU Regenerative/Reparative Medicine Institute holds hope and promise for patients and families whose lives have been changed by injury and trauma.

Regenerative/Reparative Medicine Institute $5 million

Partnerships

- Savannah River National Laboratory
- Dwight D. Eisenhower Army Medical Center
- Charlie Norwood Veterans Affairs Medical Center
- University of Georgia
- Veterans Administration hospitals
- Wounded Warrior Project
- Walton Rehabilitation Health System

Advancing Innovation

Research Facilities

Growing our strength in research from the bench to the bedside ensures that patients suffering from life-altering diseases benefit from the latest discoveries.

As GHSU's strategic plan calls for increasing our number of researchers by 100 by the year 2020 (nearly doubling our current research faculty), a new research building is proposed to provide the essential lab and clinical space to attract and retain new scientists.

The new facility can reap enormous benefits for GHSU and our surrounding communities: increasing our extramural funding by $40 to $50 million annually; creating 800 to 1,000 new jobs; generating $4 to $5 million in state and local tax revenues; and ultimately produce more than 100 new patents and 10 new spin-off companies.

Research Facility	$10 million

Disseminating Vital Health Education

As the state's health sciences university, GHSU teaches more than 2,400 students in the fields of medicine, dentistry, nursing, allied health and graduate studies, 63 percent (63%) of whom remain in our Georgia communities to improve the health of citizens throughout the state.

We Educate:

- 1 in 5 physicians practicing in the state of Georgia
- 1 in 3 dentists in Georgia
- 6,162 nurses in Georgia

We Are:

- The nation's 6th largest and 13th oldest medical college
- Georgia's only College of Dental Medicine
- Georgia's largest advanced nursing degree program, educating 345 master's and 59 doctoral students
- Georgia's only allied health program that is part of an academic medical center
- A graduate studies program offering a Masters in Public Health in health informatics, among others

GHSU's primary educational goals are to:

- Increase the number of primary care physicians
- Meet the growing demand for dentists
- Create a clinical care footprint by expanding training opportunities. Current partnerships include:
  - GHSU-UGA Medical Partnership in Athens
  - Phoebe Putney Memorial in Albany
  - St. Joseph's/Candler Health System in Savannah
  - Southeast Georgia Health System in Brunswick

"Our real problem, then, is not our strength today; it is rather the vital necessity of action today to ensure our strength tomorrow."

– Dwight D. Eisenhower

World Class Facilities and Education

Education Commons Building	$25 million

Education Commons Building

With growth in both medicine and dental medicine class sizes capped due to physical limitations in current classrooms, the Education Commons building will ensure that GHSU can meet the medical and dental needs of our state's ever-growing population.

The Education Commons is a 4-story, 110,000-square-foot building, featuring two large auditoriums accommodating up to 300, three medium 120-person capacity classrooms and several smaller classrooms for students at the Medical College of Georgia and the College of Dental Medicine. The commons building will be located on 4.5 acres on the former Gilbert Manor property and connected to the university's new College of Dental Medicine facility. This project also includes the renovation of the gross anatomy lab.

Attracting the Best and Brightest

Endowed Chairs

By attracting our country's leading educator-researchers, GHSU continues to play a national role in identifying innovative therapies for our top health concerns.

With your help, GHSU plans to establish 10 University Distinguished Chairs in our most significant areas of research growth: cancer, diabetes, neuroscience and more.

An endowed chair is one of the highest honors for an educator-researcher, marking an elite level of professional achievement. Universities with established endowed chairs have a competitive advantage: they are able to recruit nationally ranked educator-researchers, which in turn attracts the brightest students, creates job opportunities, and translates into novel therapies for our most critically ill patients.

Endowed Chairs	$20 million

The Future of Health Care

Scholarships

Over a lifetime, a health professional impacts hundreds of thousands of lives. Those hundreds of thousands of "ah-ha" moments happen because one student was able to complete a health sciences education. What a tragedy if that bright and interested student was unable to attend a health sciences university because of a lack of funds.

As an example, MCG's graduates are experiencing escalating educational debt — an average of more than $105,000 — despite efforts to keep tuition and other costs low. Though scholarships are available, they are limited in number and amount. As we increase our student enrollment numbers at MCG to meet the rapidly growing demand for physicians, it is imperative that we increase scholarship support.

Many of our own alumni would never have been able to obtain their degrees without some level of support themselves. We continue to challenge our supporters to help us raise an additional $32.3 million in endowment to support scholarships, especially those that enhance diversity for the College of Allied Health Sciences, College of Dental Medicine, College of Graduate Studies, Medical College of Georgia and College of Nursing.

- 5 four-year, $25,000 scholarships to the Medical College of Georgia
- 3 four-year $25,000 scholarships to the College of Dental Medicine
- 4 two-year, $20,000 scholarships to the College of Nursing
- 4 two-year, $10,000 scholarships to the College of Allied Health Sciences
- 2 five-year, $25,000 scholarships to the College of Graduate Studies

Scholarships	$32.3 million

Caring for Our Communities

Public Health Institute

Over the past 20 years, the nation's number of accredited colleges of public health has nearly doubled, and the number of enrolled students has increased by nearly 60 percent to 25,241. Yet, the Association of Schools of Public Health 2008 Assessment indicates that more than 250,000 new public health workers will be needed by 2020 and that colleges will need to train three times the current graduates over the next decade to avert this crisis.

As the state's health sciences university, GHSU is ideally positioned to play a significant role in impacting the public health of our communities through the development of a public health institute, which will evolve into a full-fledged College of Public Health.

Public Health Institute	$10 million

"I have been impressed with the urgency of doing. Knowing is not enough; we must apply. Being willing is not enough; we must do."

– Leonardo da Vinci

Collaborative Excellence

Center for Leadership Development and Professional Growth

A GHSU leadership program, mirroring executive leadership programs executed by such benchmark organizations as the American Association of Medical Colleges and Harvard Medical Institute, would contribute to the realization of GHSU's vision, both by attracting and retaining leaders.

The GHSU Center for Leadership Development and Professional Growth will support the professional advancement of high-potential employees across the university. Program focus areas will include:

- Leadership development and skills enhancement
- Leadership fellowship and related opportunities
- New employee orientation and on-boarding procedures
- Formal mentoring activities
- Faculty development/professional advancement

Center for Leadership Development and Professional Growth $5 million

Delivering Better Health to All

As the state's sole public academic health center (AHC) and one of only two integrated AHCs in Georgia, we believe GHSU stands at the forefront of a statewide vision for health professions, medical education and clinical care. One of 80 AHCs in the nation, GHSU is a university, yes, but also a not-for-profit health system caring for the community.

Academic health centers are considered the backbone of innovation in American medicine. As an AHC, Georgia Health Sciences University is committed to a healthier community through:

- Advanced research and learning, promoting discoveries in the lab setting for use in patient care;
- Promising medical students trained by nationally ranked physician faculty;
- Medical technological innovations created by scientists and physicians working side by side, applying their best ideas to foster a healthy society;
- Commitment to care for the whole person, not just cure of the disease;
- Dedication to community outreach, promoting prevention efforts for improved health.

What makes us different? Programs like these:

- Cancer Center, combining research and clinical care to offer an expanding cancer care presence and area's only Phase I clinical trials
- Georgia Prevention Institute, a globally recognized leader in identifying genetic and environmental risk factors for type II diabetes and hypertension in our greater community
- Brain and Behavior Discovery Institute, Neuroscience Center, and Institute for Molecular Medicine and Genetics, working together to create a halo effect that supports and advances clinical care in neurology and neurosurgery

We are:

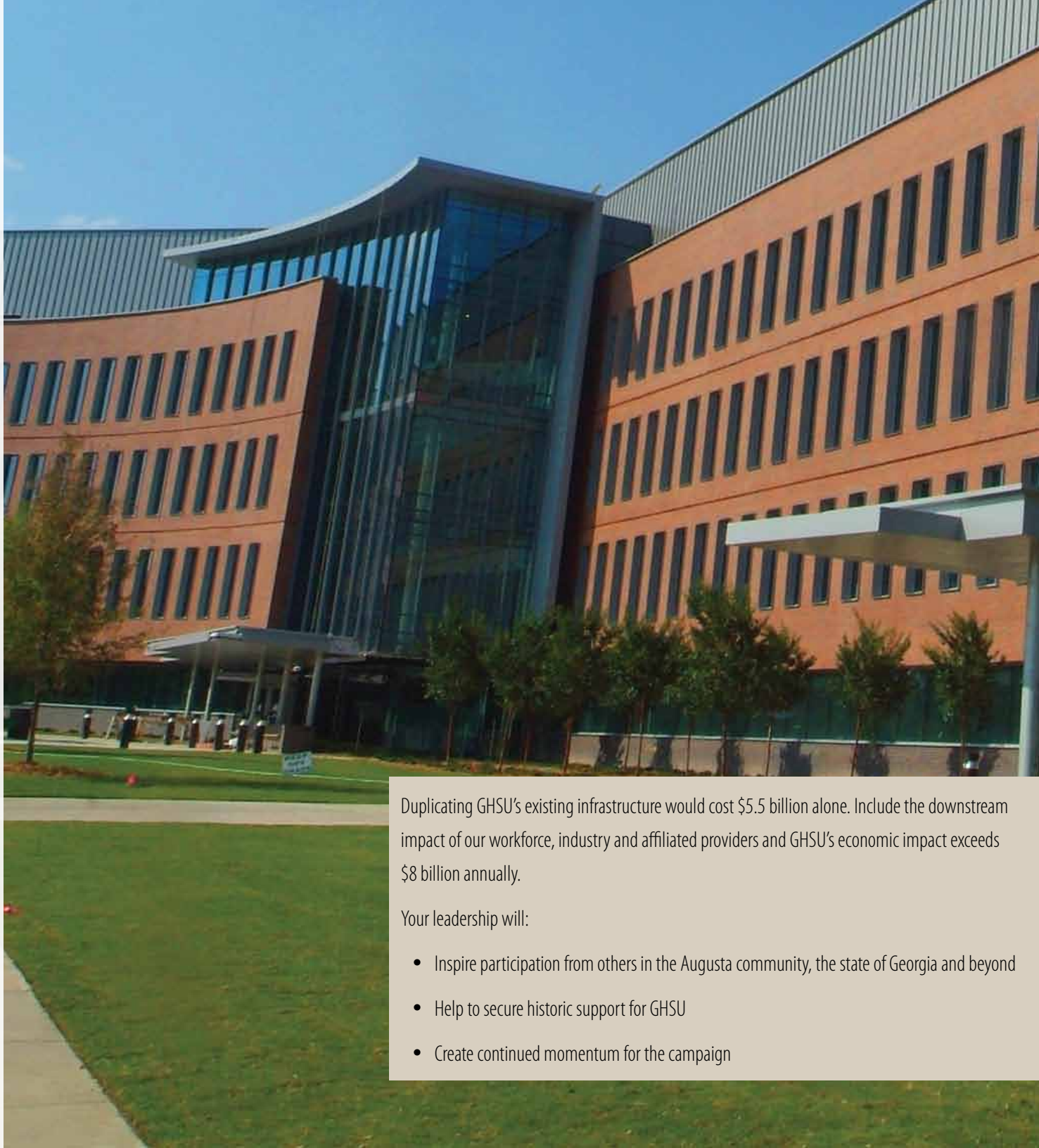
- The state's only academic health center and one of only two in Georgia
- A 478-bed adult hospital
- A 154-bed Georgia Health Sciences Children's Medical Center housing a Level I pediatric trauma center
- A Specialized Care Center housing a 13-county Level I regional trauma center
- A Medical Office Building offering more than 80 outpatient clinics
- A care provider for areas throughout the state through more than 90 satellite clinics

Invest Now, Impact the Future

GHSU comprises the state's health sciences university and not-for-profit academic health center. Yet state appropriations for our education, research and clinical operations are only a small portion of our funding.

Our growth depends now, more than ever, on private sources. As we have outlined, we have $200 million in urgent needs for our education, research and clinical care priorities.

We believe with the right vision, the right leadership and the right philanthropic support, GHSU will emerge as the next great American academic health center.



Duplicating GHSU's existing infrastructure would cost $5.5 billion alone. Include the downstream impact of our workforce, industry and affiliated providers and GHSU's economic impact exceeds $8 billion annually.

Your leadership will:

- Inspire participation from others in the Augusta community, the state of Georgia and beyond
- Help to secure historic support for GHSU
- Create continued momentum for the campaign

The Time Is Now

This is a critical time in our history. What if, through generosity, you could achieve something heroic that enriches the lives of your neighbors and transforms health care for people everywhere? Through the Campaign for GHSU, you can. Celebrating people of passion and vision – patients and caregivers, philanthropic partners and scientists, this campaign will expand the scope of this academic health center. GHSU is a valuable and treasured resource for this state, providing unique programs and services that improve health beyond the clinic, beyond the classroom and beyond the lab. Our united strength means better health for families in Georgia and for families everywhere. With your support, we will advance medicine for the world – starting here in Augusta.

Thank you

Your commitment to Georgia Health Sciences University serves as an inspiration.

We value and appreciate your insight and your participation.

With your encouragement and support, we will move confidently forward together, creating a vision realized and a vision unleashed.

Georgia Health Sciences University

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If you prefer not to be contacted for future fundraising activities, please notify us in writing, including your full name, address and phone number, and send to:

Georgia Health Sciences Advancement and Community Relations
1120 15th St., FI-1049
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You may fax your written request to 706-721-1641.