



NEXT IS NOW

MEDICAL COLLEGE OF WISCONSIN ANNUAL REPORT
2014



MEDICAL
COLLEGE
OF WISCONSIN

NEXT ^{IS} NOW at MCW

“Collective impact” is the buzzword of this decade — creating networks of different organizations and sectors to work collaboratively to address clearly defined goals.

In 2014 at the Medical College of Wisconsin, we have made tremendous strides through partnership and collaboration towards a noble goal: improving the health of the people whose lives we touch. As we reflect on the past year and consider our goals for 2015 and beyond, it has become clear that only by working together can we make true progress towards building healthier communities for our generation, and future generations.

This year, we have seen historic, powerful partnerships evolve. Major national sports entities such as the NFL and the NCAA, corporate giant GE Healthcare, and the Department of Defense have all invested in MCW's world-class research in traumatic brain injury and concussion. The Daniel M. Soref Charitable Trust's generous naming gift for our imaging research facility will serve as a bedrock for the development of new imaging techniques and the next generation of imaging scientists.

The MACC Fund continues its robust history of philanthropy with another large gift to MCW, and a major milestone of \$50 million in giving to entities such as MCW and Children's Hospital of Wisconsin, leaders in pediatric cancer research, treatment and support.

In Green Bay and in Central Wisconsin, healthcare providers who have traditionally been competitors in the clinical arena have partnered with each other and with MCW to help educate the next generation of physicians in Wisconsin.

And we have strategically aligned our fundraising and development efforts with Froedtert Hospital to ensure that our donors have the opportunity to support a wide range of research and patient care programs aimed at curing disease and treating injury.

Those donors are being recognized in our electronic honor roll, which can be found at www.mcw.edu/Annual-Report-2014/honorroll.

In our 2014 Annual Report, we celebrate our partners and the successful collaborations that are improving the health of our communities today and preparing the next generation of healthcare leaders.

On the cover: Estil Strawn, MD, professor of obstetrics and gynecology and chief of reproductive medicine and fertility.



Left to right:

Ravi P. Misra, PhD

Dean of the Graduate School
of Biomedical Sciences

John R. Raymond, Sr., MD

President and
Chief Executive Officer

Mary Ellen Stanek

Chair of the MCW Board
of Trustees

Joseph E. Kerschner, MD

Dean of the Medical School
and Executive Vice President

“I had two options: standard treatment versus a promising new clinical trial only available in Wisconsin at the Froedtert & the Medical College of Wisconsin Cancer Center,” said Rosalia Mahr, a first-year medical student at MCW and newly-diagnosed cancer patient. “It was an easy decision for me. I chose the clinical trial.”

Rosalia thought her nagging, rattling cough last December was pneumonia until a chest x-ray revealed a large mass in her lung and a biopsy confirmed advanced classical Hodgkin lymphoma. Her doctor, Mehdi Hamadani, MD, associate professor of medicine in hematology and oncology, enrolled her in an international phase III frontline therapy trial. It is among nearly 300 phase I, II and III trials underway at the Cancer Center, more than any other healthcare system in Eastern Wisconsin.

The Hodgkin lymphoma trial is comparing the standard chemotherapy regimen used for the past three decades, against a new protocol that has removed one drug with high lung toxicity from the standard regimen and has replaced it with a smart antibody that targets lymphoma cells.

“I am so thankful to be at MCW both as a student and as a patient getting such amazing care.”

Rosalia Mahr
MCW first-year medical student

“Advanced stage Hodgkin lymphoma has a cure rate of 50 to 70 percent,” Dr. Hamadani said. “Our goal is to increase cure rates and decrease long-term lung toxicity.”

Doctors are seeing very high response rate from patients enrolled in the trial, including Rosalia, who finished treatment in June and recently began her second year of medical school.

“I feel great,” Rosalia said. “I am so thankful to be at MCW both as a student and as a patient getting such amazing care.”

GIVING HOPE TO CANCER PATIENTS

*Hodgkin lymphoma trial
among hundreds at MCW*



Visit mcw.edu/Annual-Report-2014/lymphomatrial to learn more.



Dr. Mehdi Hamadani (right) and Rosalia Mahr, who chose to participate in a Hodgkin lymphoma clinical trial only available in Wisconsin at the Froedtert & MCW Clinical Cancer Center.



The Smith family enjoys a sunny afternoon at a neighborhood playground.

One of the four Smith children is not like the others. That child is healthy. But her brothers and her sister are not. In their first year of life, each of the three went into kidney failure. Ultimately nephrologist Scott Van Why, MD, diagnosed the Smiths with a rare kidney disease with an unknown cause.

Under pressure to treat the Smiths with a drug that would cost \$2 million every year and that comes with a host of potential complications, Dr. Van Why instead sought whole genome sequencing for the Smiths. In whole genome sequencing, scientists look at all six billion pieces of data in DNA, searching for the mutation that causes disease. MCW, in partnership with Children's Hospital of Wisconsin, was the first place on earth to successfully use genetic sequencing to identify the cause of a child's rare disease — and cure him.

A DIFFERENT APPROACH

Genetic sequencing offers hope for 3 siblings



Visit mcw.edu/Annual-Report-2014/wholegenome to learn more.

"We know how to do this. We knew it could potentially help this family," said geneticist David Bick, MD.

The choice paid off. The Smiths' DNA revealed a rare genetic mutation for which the expensive proposed drug would not have been effective.

"I am so glad we did this. Now we know, and it gives me hope for the future," said mother Andrea Smith. "Maybe a drug or a treatment will be developed to help them and other kids like them, and when they have children, it will be possible to test for this condition before they get sick."

While the genetic problem is not treatable, the condition is. A kidney transplant at some point will "cure" each of the Smith children.

"It would not have been possible for MCW to begin doing whole genome sequencing for the children who needed it most if it weren't for philanthropic support. We believe genomic medicine is going to change the practice of medicine, and thanks to donors, we are on the right track," emphasized Dr. Bick.



Dr. Scott Van Why and Dr. David Bick sought whole genome sequencing to identify the cause of the Smith children's kidney disease.

13-year-old Jack Radandt has gotten used to a lot of things in his life: Surgery. Hospital gowns. Nursing call buttons. 90-minute trips from his hometown near Manitowoc to Milwaukee. Scars and sedation.

Born with a severely underdeveloped heart, Jack needed a heart transplant at age 11. He received the transplant at Children's Hospital of Wisconsin, but medical care doesn't end there. Transplant patients must undergo regular biopsies to check for rejection, monthly at first. The procedure is invasive, and can be frightening for children.

"Biopsy day is a very long day," said Jack's mom Missy. "The sedation, the procedure, lying still for hours afterwards, it's taxing on these kids."

That's why a new test developed by the husband and wife team of cardiothoracic surgeon Mike Mitchell, MD, and research scientist Dr. Aoy Mitchell, PhD, is so exciting to the Radandts, and dozens of other families.

Doctors do a simple blood test to look for the percentage of DNA that came from the heart donor. That number tells them whether the child is rejecting the heart. If rejection has begun, doctors can immediately treat the child so the heart isn't compromised, and the child doesn't get sicker.

"The progress being made here in research, and the way it helps these kids, it's incredible."

Missy Radandt

In the first phase of the study, the new methodology was 100 percent sensitive in identifying early stages of rejection, and the National Institutes of Health has provided \$3.4 million for a multi-center study of the anti-rejection test.

Missy is thrilled Jack was a part of the early study. "I think it's absolutely incredible it was developed right here at MCW. The progress being made here in research, and the way it helps these kids, it's amazing."

HEART OF THE MATTER

*Making medical care easier
for young patients*



Visit mcw.edu/Annual-Report-2014/hearttransplant to learn more.



Dr. Mike Mitchell and Jack Radandt share a smile in front of the technology developed at MCW to test the DNA of heart transplant patients for rejection.

CONCUSSIONS

*A team approach to make
YOUR teams safer*



Visit [mcw.edu/Annual-Report-2014/
concussionstudies](http://mcw.edu/Annual-Report-2014/concussionstudies) to learn more.

“We have established ourselves as an international center of concussion research excellence. We have the team and resources to learn how to protect the brains of our kids, our adult athletes, our warfighters, and the rest of us.”

Dr. Michael McCrea

“We’ve got to have better research, better data, better safety equipment, better protocols.”

**President
Barack Obama**



MCW neuropsychologists, sports medicine experts, and imaging specialists team up for concussion research.

When President Barack Obama addressed the nation about the problem of concussion — from kids’ sports, to our nation’s warfighters — he called upon the Medical College of Wisconsin to help. Because of its international reputation in concussion research, MCW was named to lead the advanced research core for the NCAA-Department of Defense Grand Alliance, a program created by the White House to generate a comprehensive picture of concussion.

“What are the biomarkers of concussion? How do people recover? And what factors are responsible for the different ways in which people are impacted by a traumatic injury to the head? MCW is positioned perfectly to answer those key questions with cutting-edge methodologies such as genetic testing and high tech imaging,” said Michael McCrea, PhD, professor of neurosurgery and lead researcher on the grant.

Dr. McCrea and Shi-Jiang Li, PhD, professor of biophysics and an international leader in brain imaging, lead a team of over a dozen researchers focused on concussion research.

In addition to the Grand Alliance project, MCW’s concussion team was also the recipient of a GE Healthcare/NFL Head Health Grant in 2014. And more than a dozen local high schools and colleges are enrolled in a concussion study at MCW right now.

“How could you not give your full support to an endeavor which has such far-reaching ramifications for the community?” asked alumnus William F. Schneider, MD, from the class of 1960. He and his wife, Sandy, pledged \$500,000 to MCW-Green Bay, which is set to welcome its first class of medical students in July 2015. Dr. Schneider, a retired orthopaedic surgeon, practiced in Green Bay his entire career.

MCW and its partners are launching two new regional medical school campuses, one in Green Bay and the other in Central Wisconsin. MCW-Central Wisconsin plans to welcome its first class in 2016.

MCW-Green Bay and MCW-Central Wisconsin are collaborative partnerships with academic and health care institutions, government, business and civic leaders, and physicians in each region. Philanthropic support like that of the Schneiders is critical to creating and sustaining state-of-the-art facilities and cutting-edge technologies, and recruiting and retaining leading faculty.

The new campuses are designed to address the projected shortfall of physicians in the state, and the need for physicians, particularly in primary care, general surgery and psychiatry, to serve the northern and central parts of the state.

“How could you not give full support to an endeavor which has such far-reaching ramifications for the community?”

William F. Schneider, MD
Class of 1960

“We spent a major portion of our lives dedicated to improving patient care in the Green Bay area,” Dr. Schneider said. “Having the MCW campus here is the beginning of a whole new era for medicine in Green Bay. It can only improve patient care. That’s what’s really important about the whole project.”

MOMENTUM IN PHILANTHROPY

*Alumnus calls regional
campuses a whole “new era”*



Visit mcw.edu/giving
to learn more.



Dr. William and Mrs. Sandy Schneider donated generously to MCW-Green Bay.

CREATING MOMENTUM

Gift sparks statewide change to improve mental health care for children



Visit mcw.edu/giving to learn more.

MCW HONOR ROLL

MCW's philanthropic donors sow the seeds of the future of healthcare. We are grateful for both those gifts and for your partnership, and recognize donors in our new online Honor Roll at www.mcw.edu/Annual-Report-2014/honorroll



Billie Kubly at Westbrook Pediatrics, the pilot location for the child psychiatry access project.

Sometimes the greatest change comes from devastating loss.

After their son, Charlie, took his life at the age of 28, Billie Kubly and her husband, alumnus Michael Kubly, MD, dedicated their lives to lifting the stigma surrounding mental illness and working to remove barriers facing patients and families struggling with the disease. As part of their commitment, the couple endowed a chair in the Department of Psychiatry and Behavioral Medicine. They also created the Charles E. Kubly Foundation, where they work with numerous community organizations.

Their partnership with Jon Lehrmann, MD, the Charles E. Kubly Professor and Chair of Psychiatry and Behavioral Medicine at MCW, led to the creation of a unique project that gives pediatricians and family physicians tools to identify, diagnose and treat children with mental health issues. After funding a pilot in a small, inner city clinic, the Kublys made a significant gift to expand the program, known as the Charles E. Kubly Child Psychiatry Access Project.

The effort was so successful that it became the blueprint for legislation that expands the project to other Wisconsin cities. "This bill may have the strongest impact on child mental health of any bill previously written in Wisconsin," said Dr. Lehrmann. "Their philanthropy will ultimately help address the severe shortage of child mental health care providers across the state."

Billie Kubly remains committed to providing preventive care by diagnosing children early, when mental health issues are easier to treat. And she's pleased their gift had such an impact. "We started with a small gift and knew we would branch out," she said. "It's amazing that we started this ripple and I'm very glad it's been accepted so well. It's going to be such a great help for the children of Wisconsin."



Governor Scott Walker signed a bill into law that expanded child psychiatry access statewide.

For Mukesh Bhatia, MD, class of 1980, and his wife, Gitu Bhatia, PsyD, their gifts to MCW are more than just giving back — it's about making sure the next generation is inspired to give back too. For that reason, they donated \$100,000 to establish the Drs. Mukesh and Gitu Bhatia Endowed Scholarship Fund to benefit medical students from diverse backgrounds.

The couple understands the impact higher education has on an individual, and by extension, on a community.

“I am eternally grateful for the education I received because that is part of the reason I am where I am today,” said Mukesh. “We feel blessed that we can make a gift like this to help students from underrepresented and diverse backgrounds.”



Brianna Glover, MCW Medical School student, is a recipient of the Drs. Mukesh and Gitu Bhatia Endowed Scholarship.

“Part of our culture growing up was to give back as a routine,” said Dr. Gitu Bhatia. “Education has been a big part of our lives. We’ve always contributed in some way to the institutions that we have been fortunate to be a part of, and as our ability to contribute has grown, so has our giving.”

Dr. Gitu Bhatia sees the fund as an extension of their commitment to improve people’s lives. “I think of it as planting seeds that will have an impact, whether now or later. Even little things can lead to a more beautiful world. It doesn’t have to be a big contribution, but all of us need to plant these seeds to make the world better.”



The Bhatia family, left to right: Mukesh, Nikhil, Gitu and Jay.

“It’s been well-studied that if a student from an underrepresented community gets an education, it’s more likely that student will give back to the community that he or she was raised in,” he added. “It has a huge, positive effect that goes beyond the student who received the scholarship.”

PAYING IT FORWARD

Family gives to spur opportunities—and build communities



Visit mcw.edu/giving to learn more.

GIVE FOR A HEALTHIER FUTURE

Your gift invests in the next generation of physicians and scientists and advances research that leads to new knowledge and treatments for a healthier future. To make a gift, call **414-955-4700**, or visit mcw.edu/giving.

Unrestricted Revenues*

Fiscal year ended June 30, 2014

	Total All Funds (\$ in thousands)
Net patient revenue **	\$526,235
FH-MCW Community Physician contract fees	63,966
Affiliated hospital contracts **	118,571
Grants and contracts	144,296
Tuition and fees	36,726
Investment income	13,079
Contributions	10,499
Other	48,468
Total unrestricted revenues	\$961,840

Unrestricted Expenses*

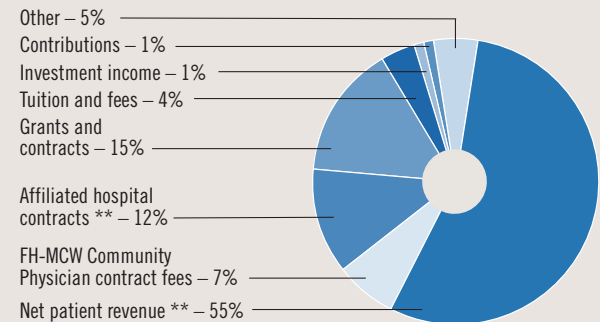
Fiscal year ended June 30, 2014

	Total All Funds (\$ in thousands)
Salaries and fringe benefits	\$686,853
Supplies and expense	183,283
Other operating	37,003
Total unrestricted expenses	\$907,139
Excess of unrestricted revenues over expenses	\$54,701

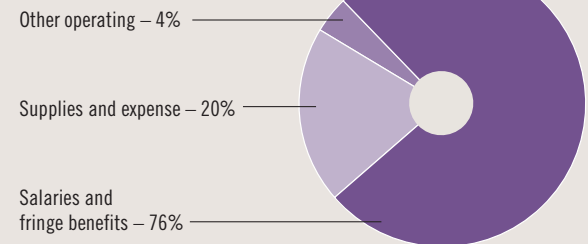
* Excludes nonoperating revenue and expense, including realized and unrealized gains and losses on investments.

** Includes adult and pediatric revenues

Unrestricted Revenues Fiscal Year 2014



Unrestricted Expenses Fiscal Year 2014



Externally Funded Expenditures by Purpose Fiscal Year 2014

(\$ in millions)

Fellowship and others	\$1.4	1%
Community/CME	\$9.4	6%
Teaching and training	\$5.0	3%
Research	\$138.1	90%

Externally Funded Sponsored Programs

July 1, 2009 to June 30, 2014

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

2009-10	\$160.9 M
2010-11	\$175.1 M
2011-12	\$166.3 M
2012-13	\$159.7 M
2013-14	\$153.9 M

* In Fiscal Years 2013-2014 and 2012-2013, research, teaching and training amounted to \$144.5 and \$149.1 million, respectively, of the total Externally Funded Sponsored Programs.



LEARN. LIVE. CARE. CURE.

The MCW Medical School has a new look and feel. In October 2014, MCW unveiled the new medical school brand for the campuses in Milwaukee, Green Bay and Central Wisconsin. The new logo melds the familiar book and caduceus with serpent, updated with fresh colors and an invigorated message to define the mission of medical education: **Learn. Live. Care. Cure.**



MCW-GREEN BAY BEGINS RECRUITING MEDICAL STUDENTS

MCW-Green Bay is now recruiting medical students for matriculation in July 2015. MCW-Central Wisconsin is expected to welcome its inaugural class in July 2016.



HUMAN AND MOLECULAR GENETICS CENTER TO RUN SEQUENCING CENTER

The MCW Human and Molecular Genetics Center, in collaboration with Illumina, will perform whole genome sequencing as one of two sequencing sites for the NIH Undiagnosed Disease Network.



MCW TO LEAD RESEARCH IN \$30 MILLION CONCUSSION STUDY

MCW will lead the research core in a \$30 million concussion initiative between the National Collegiate Athletic Association and the Department of Defense.



MCW RECEIVES \$9.5 MILLION GRANT TO STUDY HYPERTENSION

MCW will study the role of hydrogen peroxide in the development of salt-sensitive hypertension, with a \$9.5 million grant from the National Heart, Lung and Blood Institute.



MCW RECEIVES \$5.4 MILLION AWARD TO IMPROVE CPR

MCW will investigate new strategies to minimize cardiac and neurologic injury after cardio-pulmonary resuscitation, with a \$5.4 million NIH Director's Transformative Research Award.



ADVANCING A HEALTHIER WISCONSIN CELEBRATES 10TH ANNIVERSARY

The Advancing a Healthier Wisconsin endowment has funded 150 health improvement projects involving more than 300 community agencies across Wisconsin since 2004.



MCW TO EXPLORE OPENING A SCHOOL OF PHARMACY

MCW will explore the feasibility of opening a school of pharmacy with possible campuses in Green Bay or Central Wisconsin, and specialty tracks in Milwaukee.



MCW SIGNS COOPERATION AGREEMENT WITH UNIVERSITY OF SHARJAH, UAE

MCW will explore ways to partner and collaborate on education, training and research endeavors with leaders and students at the University of Sharjah in the United Arab Emirates (UAE).



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