



A Healthier Future Starts Here

The Faces of



MEDICAL COLLEGE OF WISCONSIN

MCW



A Healthier Future Starts Here: The Faces of MCW

In 2015, the Medical College of Wisconsin (MCW) continued to grow, evolve, innovate, train the next generation of physicians, scientists and healthcare leaders, accelerate the pace of discovery, and find ever greater success in caring for and treating patients.

Our main campus may be situated in Milwaukee, but our reach extends far beyond the boundaries of our local community. Our education programs have expanded to include medical school campuses in the Green Bay and Central Wisconsin areas, and Board approval for a new School of Pharmacy. Our medical school and graduate school alumni are taking their talents to serve medicine and science throughout the world. Our scientific discoveries have global implications for the development of life-saving therapies, and in many cases, already are making a positive impact on a daily basis.

Our groundbreaking clinical endeavors are giving hope to pediatric and adult patients and their families on local, regional, national and international scales. Our community engagement initiatives have a strong foothold throughout the state and have been recognized with the prestigious Carnegie designation. And our efforts to translate research discoveries into preventive, diagnostic and therapeutic interventions for patients are being validated through the creation of new startup companies.

We truly believe that a healthier future starts right here at MCW!



Photo courtesy of Jay Weishauser

A Healthier Future Starts Here: The Faces of MCW not only reflects our faculty, staff and students – but also the patients we are treating, those who benefit from our discoveries, and those whom we touch through our community outreach. Within these pages we highlight individuals, teams and partners who are helping us improve the health of our communities today and are preparing the healthcare leaders of tomorrow – as well as those who are positively impacted by our work.

And as importantly, we celebrate the generosity of our donors whose invaluable support enables us to provide a wide range of critical education, research and patient care programs.

Our donors are recognized in our honor roll, which can be found at mcw.edu/honorroll.

LEFT TO RIGHT:

- Ravindra P. Misra, PhD,**
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- John R. Raymond, Sr., MD,**
President and Chief Executive Officer
- Mary Ellen Stanek, CFA**
Chair, MCW Board of Trustees
- Joseph E. Kerschner, MD,**
Dean, School of Medicine
Executive Vice President
- George E. MacKinnon III, PhD, MS, RPh,**
Founding Dean, School of Pharmacy

MCW's leaders are pictured in a laboratory within the Cardiovascular Center, which focuses on the prevention, detection, treatment and cure of both familial and acquired cardiovascular diseases.



Personalizing Care for Pancreatic Cancer

The Pancreatic Cancer Program at the Medical College of Wisconsin is bringing hope to pancreatic cancer patients through an inventive phase II clinical trial. The trial will analyze the genetic profile of tumors in an effort to determine the most effective chemotherapy treatment for each patient. This unique personalized medicine trial is the first of its kind for operable pancreatic cancer. MCW's leadership in pancreatic cancer care and research also has important implications close to home, as Milwaukee's incidence rate of pancreatic cancer is eight times greater than the rest of the country.

Addie Casetta of Hartford, Wisconsin, is among the 100-plus patients who have participated in this trial to date. First diagnosed with localized pancreatic cancer in 2013, she completed treatment in July 2014, and now she and her husband are giving back to pancreatic cancer research. "I'm lucky – I'm actually thriving and doing very, very well," she says. "It was my turn to give back."

MCW's translational Pancreatic Cancer Research Program was established by Susan Tsai, MD, assistant professor of surgery, Michael Dwinell, PhD, professor of microbiology and molecular genetics, and Douglas B. Evans, MD, Donald C. Ausman Family Foundation Professor and chair, department of surgery. "Clinical application of research is very important," Dr. Evans says. "Dedication to the patients of today and importantly, also to the patients of tomorrow, is the responsibility of academic medicine."

As a result of this clinical trial, MCW's Pancreatic Cancer Biorepository has grown to more than 450 specimens. Collected at various stages of treatment, these



Photo courtesy of Jay Weishauser

Addie Casetta (front row center) is surrounded by members of her pancreatic cancer care team following her participation in an innovative phase II clinical trial at MCW. Her team includes (back row, l-r) Paul Ritch, MD; Douglas Evans, MD; Susan Thoreson, NP; (front row, l-r) Beth Krzywda, NP; and Shannon Lahiff, NP. Not pictured are Helen Alme, BSN, OCN; Beth Erickson, MD; and Lori Sadowski, MD.

human specimens (patient's tumor as well as DNA and proteins from blood) provide valuable insights into how pancreatic cancer develops and how it can best be treated.

Private philanthropy – including a \$250,000 gift from the Lockton Family Foundation – has been instrumental in the implementation of the trial and other research. "Donor support has absolutely been vital," says Dr. Tsai. "Without it, we would not be able to do what we do."

Philanthropy from the Pancreatic Cancer Program also supported Dr. Dwinell and colleagues, who invented a molecule that inhibits tumor growth and metastasis of pancreatic and other cancers. In its native form in the body, this chemokine protein has been linked to the progression of 26 cancers. The MCW team modified the protein so that it inhibits tumor growth instead; this led Dr. Dwinell and Brian Volkman, PhD, professor of biochemistry, to found Protein Foundry LLC, which manufactures these and other protein molecules for research and clinical use.

"Donor support has absolutely been vital. Without it, we wouldn't be able to do what we do."
– Dr. Susan Tsai



Fourth-year MCW medical students (l-r) Holly Haberman, MPH; Travis Kuemmet; Jamie Schneider and Justin Bric are grateful recipients of the new annual scholarships funded by Tom R. Hodges, MD '52.

Giving Back Through Student Scholarships

When Tom R. Hodges, MD '52, completed service in the US Navy, the GI Bill paved his way to a career as a physician along with millions of other veterans benefiting from the opportunity to complete their education. Today, he's giving back to MCW medical students by establishing a scholarship fund to benefit the next generation of physicians and the patients they'll serve.

"I came from a less-than-average income family, and I felt very honored and fortunate that I was able to take advantage of the GI Bill," says Dr. Hodges, who entered general practice in California following his graduation from the Marquette University School of Medicine, MCW's predecessor institution. "The GI Bill offered me the chance to continue my education, and I thought that for those people who don't have the opportunity to serve their country, perhaps I could be an influence on their lives as the GI Bill was on mine."

In 2015, Dr. Hodges established a \$400,000 scholarship fund to provide four \$10,000 scholarships each year for the next 10 years. He hopes the awards inspire the dedication to patients and the medical field that motivated his decision to become a doctor.

The 2015 Hodges' Scholars are Justin Bric, Holly Haberman, MPH, Travis Kuemmet and Jamie Schneider. All four medical students are currently in their final year at MCW, and each is excited about her/his prospects for residency and beginning to see patients.

Haberman certainly fits the bill. As an undergraduate health-care volunteer in Cuzco, Peru, she watched in shock on her first day as medical staff rushed to treat an unconscious woman in the clinic's triage area. "That experience was so jarring to me," says Haberman.

Scholarships have played an important role in her medical education. "I was so excited to receive the scholarship. It's a burden off my shoulders," says Haberman, who plans to pursue family medicine.

Jamie Schneider, who worked as an engineer for 10 years before realizing her passion for working with patients, also is grateful for scholarship support. She hopes to work as an emergency medicine physician in a rural or semi-rural area after graduation.

For Dr. Hodges, the first recipients of his scholarship gift is just the beginning of supporting their journeys as physicians and healers.

"It was important to me to support students who were really committed to medicine. We owe it to the next generation to make sure they have the same opportunities that ours did."

—Tom R. Hodges, MD '52

"It was important to me to support students who were really committed to medicine."

Photo courtesy of Jay Westhauser



Spreading the Word about Cancer Prevention

A new partnership between the Medical College of Wisconsin Cancer Center and the Milwaukee High School of the Arts is positioning cancer prevention and healthy living as hot topics. As part of this joint endeavor, high school students will research cancer prevention, hear from guest speakers representing MCW, grow healthy food in a new hoophouse (an outdoor structure), and lead a community health fair – thanks to a \$60,000 grant from the American Cancer Society and Kohl's Cares.

Health and physical education teacher Dakota Berg was thrilled when Anne Quimby Mathias, the Cancer Center's program manager for communications and community engagement, first reached out. "My father passed away from lung cancer when I was 10 years old," says Berg. "I hope my students can learn more about cancer prevention and that dangerous choices they might make today could impact them later in life."

Sharing that message is especially important in Milwaukee County, which has the highest incident rates of cancer and mortality in Wisconsin. And cancer and cancer-related mortality affect a disproportionate amount of African Americans locally.

"We know that people who come from underserved communities face issues such as access to care, poverty, segregation – all of which are associated with risk factors such as smoking, obesity and sedentary activity," says Melinda Stolley, PhD, the Cancer Center's new associate director of prevention and control. "As one of the largest institutions in Milwaukee, we have a responsibility to the community to enhance the welfare of all."

Dr. Stolley already has expanded MCW's community engagement footprint, and another \$60,000 grant from the Greater Milwaukee Foundation will support additional efforts. Momentum is building in other ways, too:

- In partnership with the Sixteenth Street Community Health Centers, Froedtert & MCW will invest \$12 million to bring cancer services and clinical research to Milwaukee's central city.
- The Cancer Center recently created a community partnership board of representatives from more than 20 community organizations.
- This past summer, the Cancer Center launched a new internship program focused on cancer disparities.

Meanwhile, Dr. Stolley is dreaming up future initiatives. She plans to offer a "Cancer 101" seminar series to community organizations, hopes to get funding for a traveling mammogram van, and to develop a free/reduced fee colonoscopy program. "There are so many opportunities for us to make a difference," she says. "We're looking to develop additional community partnerships to provide better access to education around cancer prevention and control."



Anne Quimby Mathias (far right), program manager for communications and community engagement with the MCW Cancer Center, and Dakota Berg (second from right), teacher at the Milwaukee High School of the Arts, engage in a dialogue with students about cancer prevention and healthy living.

Photo courtesy of Gary Porter



Kurt Hecox, MD, PhD, medical director of neurology at Children's Hospital of Wisconsin



CLINICAL

New Treatments Offer Hope for Epilepsy

The unexplained fevers, rashes and strokes started when Andrew Schmitz was four years old. The resulting damage to his brain tissue triggered seizures – sometimes dozens a day. Genome sequencing would later reveal that Andrew had a rare syndrome called DADA2. But even after the strokes were under control the seizures continued, despite a regimen of four anti-seizure medications.

“Andrew was exhausted from both the meds and the constant activity in his brain. He would come home from school and just crash on the couch,” says his mother, Paula.

This summer, 10-year-old Andrew became one of the first patients at Children's Hospital of Wisconsin (Children's) to undergo stereoelectroencephalography. More common in Europe, stereo-EEG involves implanting electrodes through tiny holes in the skull to monitor seizure activity – a less invasive procedure with an easier recovery than the traditional craniotomy. Soon after the stereo-EEG pinpointed the source of Andrew's seizures, neurosurgeon Sean Lew, MD, removed the affected portion of the boy's frontal lobe. Immediately, the seizures stopped, and Andrew's energy returned.

“It's like he's catching up on lost time,” says his mom. “It's really an amazing difference.”

Another new surgical approach is stereotactic laser ablation (SLA), which delivers laser light directly into brain lesions, destroying the problematic tissue without damaging the area around it. Children's is one of a few centers in the nation – and the first in Wisconsin – to offer SLA surgery. “We've worked hard to stay on the cutting edge of what we can offer to patients and expand the armamentarium of what's available to treat epilepsy,” says Dr. Lew, associate professor of neurosurgery and program



Andrew Schmitz of Cedarburg was one of the first patients at Children's Hospital of Wisconsin to undergo an innovative procedure – performed by Sean Lew, MD – to help control his epileptic seizures.

director for Children's Neurosurgery Epilepsy Program.

Children's and Froedtert Hospital are both Level 4 Epilepsy Centers, the highest rating given by the National Association of Epilepsy Centers. The comprehensive clinical programs are further strengthened by MCW's traditional strengths in brain imaging using state-of-the-art structural and functional magnetic resonance imaging (fMRI) techniques. Magnetoencephalography is a more recent addition to the array of available diagnostic tools.

Anti-seizure medications usually are the first step, but they don't work for approximately one-third of patients. “That's why we're excited about new ways of controlling seizures,” explains Manoj

Raghavan, MD, associate professor of neurology, who directs the Adult Comprehensive Epilepsy Center at Froedtert Hospital.

Earlier this year, Froedtert treated its first patient with responsive neurostimulation, which involves implanting a device on the skull that monitors seizure activity and then sends electrical impulses to disrupt seizures. “Patients who are chronically stimulated with this device appear to see an improvement in seizures,” Dr. Raghavan says. “There's a lot of excitement about what this could not only do for patients now, but what we can learn about these epileptic networks and ways to neuromodulate seizure activity going forward.”

Photo courtesy of Jay Westhauser



DISCOVERY

Research Holds Promise for Brain Conditions



Jeffrey Binder, MD, MCW professor of neurology, and his team, are helping to develop new tools that could improve the diagnosis and management of epilepsy.

Just as the Human Genome Project mapped our genes, the Connectome Project maps our brain's neural connections, measuring activity at thousands of locations in the brain every millisecond.

“The most exciting aspect of the project is it will give us a new way to look at the brain,” says Jeffrey Binder, MD, professor of neurology. “The brain is the most complex organ in the body, with billions of neurons and trillions of synapses. New technologies are enabling us to measure how brain regions communicate with each other, their structural and functional connectivity, and how they oscillate together in terms of the activity.”

Using Connectome methods, Dr. Binder and colleagues are developing new tools that could improve diagnosis and management of conditions such as epilepsy. Their new four-year project, supported by National Institutes of Health (NIH) funding, is called the Epilepsy Connectome Project. “We hope at the end of the study to have much better methods

of individualizing care for people with epilepsy, selecting medical versus surgical treatments,” he says. “About one-third of patients with epilepsy don't respond well to treatment, and we think Connectome measurements will provide answers as to why not.”

Dr. Binder also has received NIH funding for a long-term project to develop functional magnetic resonance imaging (fMRI) methods for guiding epilepsy surgery. The work could shed light on why some patients with epilepsy develop memory disorders and other cognitive difficulties after surgery – and help doctors better assess the risk beforehand. His lab also studies the basic science of human cognition – in particular language processing – which could have implications for dementia and other conditions.

Neuroscience research at MCW is extensive, encompassing many different disciplines. For example, Shi-Jiang Li, PhD, professor of biophysics and director of MCW's Center for Imaging Research,

Michael McCrea, PhD, professor of neurosurgery and director of brain imaging research, and Shekar Kurpad, MD, PhD, professor and acting chair of neurosurgery, are engaged in cutting-edge research in pain, addiction, spinal cord injury and traumatic brain injury.

Dr. McCrea leads a number of large-scale brain injury research projects, most notably the Advanced Research Core (ARC) of the Concussion Assessment, Research, and Education (CARE) Consortium (a \$28 million concussion study funded by the NCAA and Department of Defense) and a comprehensive study of brain injury and recovery in Milwaukee-area high school and collegiate athletes. “We are very proud of the fact that the research we've conducted over the last 20 years has had direct translational significance to how we diagnose, evaluate and manage individuals with traumatic brain injury,” Dr. McCrea says. “As a scientist, there's nothing more rewarding than that.”

Photo courtesy of Jay Westhauser



Thank You!

To our alumni for your generous gifts supporting students, and much more. See our Honor Roll of alumni donors at mcw.edu/2015alumnihonorroll.

Scholarship and Planned Gift Reflect Gratitude



Photo courtesy of Jay Westhauser

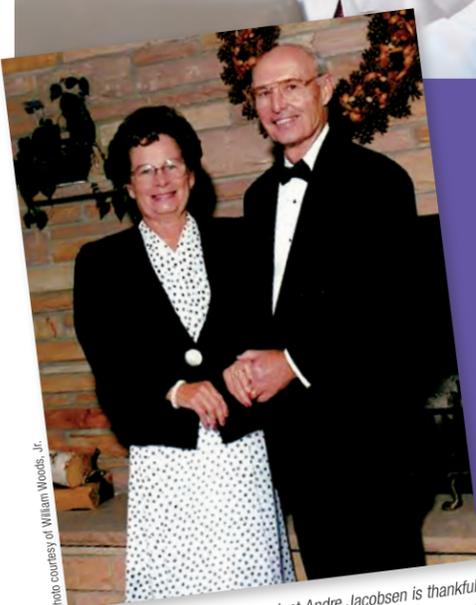


Photo courtesy of William Woods, Jr.

Second-year MCW medical student Andre Jacobsen is thankful for the tuition assistance provided through the Mrs. Esther G. and Dr. William C. Woods Endowed Scholarship. Inset: William Woods, MD '52, and his wife, Esther celebrate their 50th wedding anniversary.

William Woods, MD '52, knew the meaning of hard work. An Army Air Corps veteran who was first exposed to the medical field during World War II, he enrolled at Marquette University after the war on the GI Bill. By then, he had married Esther, his high school sweetheart, and was a new father. It wasn't easy.

"By the time he graduated from medical school, he had four kids," recalls his son, William Woods, Jr. "He worked nights in factories to support his family while he was going to school, and he studied and attended classes during the day."

That drive never left Dr. Woods, a father of eight who worked as a family doctor and surgeon in the Delavan, Wisconsin, area. Before emergency rooms and specialists were common, Dr. Woods did it all, performing surgeries, rushing to the hospital in the middle of the night, and toting his black bag on house calls. Over the years, he delivered more than 1,800 babies. "He loved what he was doing," Woods, Jr. says. "He used to say he treated the skin and all of its contents. There wasn't anything he was afraid to tackle."

Dr. Woods eventually developed cancer, but before he died he and his family discussed their philanthropic plans. "He gave considerable thought to how he would pay back those institutions that helped him achieve the fulfillment he had experienced as a small town physician," Woods, Jr. says. "He really wanted to establish a source of support for the upcoming generation of doctors, and it was important to him that it was a legacy gift."

In 2013, Esther established the Mrs. Esther G. and Dr. William C. Woods Endowed Scholarship at MCW with a \$50,000 gift, then continued to build it each year. When she died in March 2015, she left an estate gift of nearly \$240,000 – bringing the fund to more than \$313,000.

"You need to have a plan in place, or after your death people won't know what you wanted," advises Woods, Jr. "This means not only having a plan, but communicating that plan to those who would be charged with carrying out those bequests. My dad had the foresight to do that."

The first recipient of the Mrs. Esther G. and Dr. William C. Woods Endowed Scholarship is Andre Jacobsen, a second-year student considering a career in radiology or emergency medicine. "I was quite surprised and thankful because any support I receive for my medical degree is always very meaningful. I want to have an impact on patients' lives, and I'm proud to have support from someone who worked so hard to care for his patients during his career."

"He loved what he was doing. He used to say he treated the skin and all of its contents. There wasn't anything he was afraid to tackle."

— William Woods, Jr. (discussing his father, William Woods, MD '52)



Photo courtesy of Jay Westhauser

Stephanie Cossette, PhD '11 (center) and her team from the startup company, Angio360 Diagnostics, are developing tools for early detection of solid tumors in people and pets.

Translating Science to Benefit Patients

It's been a big year for Stephanie Cossette, PhD '11, and a postdoctoral fellow at MCW, based at Children's Hospital of Wisconsin Research Institute. She launched her own company, was among 13 winners in the national Neuro Startup Challenge, secured seed funding and negotiated with the National Institutes of Health (NIH) to license the invention.

Dr. Cossette, who specializes in tumor vasculature research, is co-founder and CEO of Angio360 Diagnostics, which is developing tools for early detection of solid tumors in people and pets. The cause is personal, as she lost her father to cancer and her mother is a cancer survivor.

Although this is Dr. Cossette's first company, she and most of her Angio360 co-founders have worked closely with other startups through MCW's Postdoc Industry Consultants (PICO) program.

"It's been such a great ride so far, and we want to see where this goes," says Dr. Cossette. "Ultimately our goal

is to have an impact and help people."

Angio360 is one of several startups translating science to industry to come out of MCW in the past few years. Others include Protein Foundry, Somna Therapeutics and TAI Diagnostics.

This fall, MCW received a five-year, \$22 million award from the NIH to continue the work of the Clinical and Translational Science Institute of Southeastern Wisconsin, a consortium dedicated to speeding research from bench to bedside.

As MCW researchers translate discoveries into devices, drugs and treatments, they have a powerful proponent in William Clarke, MD, MSc, director of research commercialization.

Dr. Clarke, who also is a pediatric anesthesiologist at Children's Hospital of Wisconsin, spent 15 years working in industry, including as global director for research and development for a large biotechnology company, CEO of a smaller biotech company and chief medical officer of GE Healthcare. He spends one day

a week based in MCW's Office of Technology Development, consulting with aspiring entrepreneurs. Although many good ideas are generated by research labs across campus, only about one a year is a serious contender for commercialization, he says.

"Only a small minority of ideas meet a big enough medical need and are protectable and commercializable," Dr. Clarke notes.

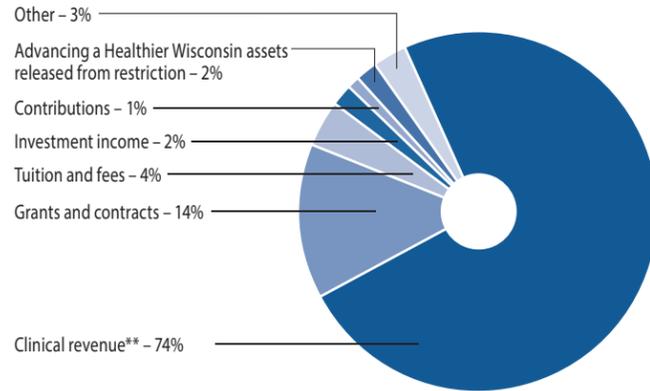
Dr. Clarke estimates that he has spent hundreds of hours working with Protein Foundry and at least a thousand hours assisting TAI Diagnostics, all at no cost to the companies. In addition, MCW allowed Protein Foundry to lease space on campus and TAI Diagnostics to lease MCW staff time – and many MCW faculty have mentored Angio360's team.

It's all part of MCW's commitment to support entrepreneurial researchers. "This is an incredible strength in a very competitive talent market," Dr. Clarke says. "It is all about retaining these world-class faculty."

Finance Report

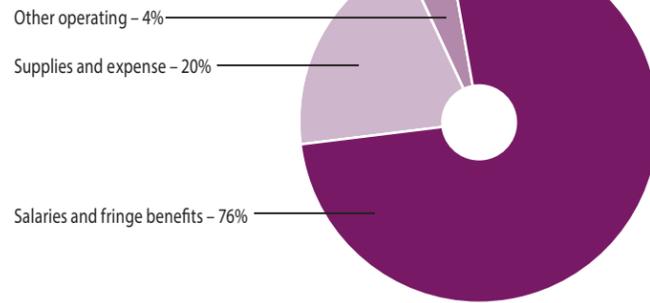
Revenues*	Total All Funds (\$ in thousands)
Fiscal year ended June 30, 2015	
Clinical revenue**	\$731,089
Grants and contracts	144,240
Tuition and fees	38,002
Investment income	15,521
Contributions	11,245
Advancing a Healthier Wisconsin assets released from restriction	16,515
Other	29,747
Total revenues	\$986,359

Revenues Fiscal Year 2015



Expenses*	Total All Funds (\$ in thousands)
Fiscal year ended June 30, 2015	
Salaries and fringe benefits	\$694,714
Supplies and expense	188,298
Other operating	36,795
Total expenses	\$919,807
Excess of revenues over expenses	\$66,552

Expenses Fiscal Year 2015



* Excludes nonoperating revenue and expense, including realized and unrealized gains and losses on investments.
** Includes adult and pediatric professional fee and affiliate revenues.

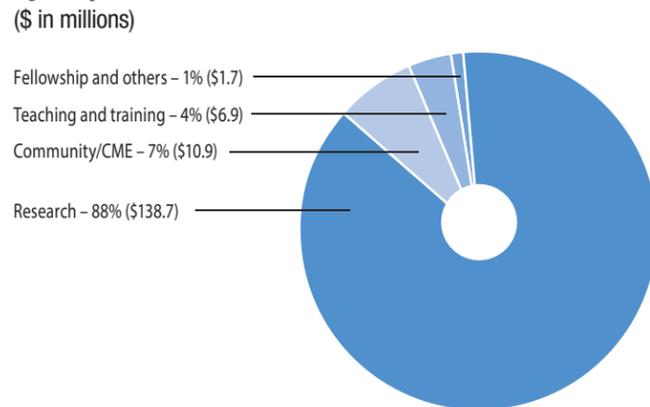
Externally Funded Sponsored Programs

July 1, 2010 to June 30, 2015
Total Externally Funded Expenditures for Research, Teaching and Training, and Related Purposes (\$ in millions)



*** In Fiscal Years 2014-2015 and 2013-2014, research, teaching and training amounted to \$147.3 and \$144.5 million, respectively, of the total Externally Funded Sponsored Programs.

Externally Funded Expenditures by Purpose Fiscal Year 2015



2015 News Highlights

MCW-Green Bay Opens

In early July, the Green Bay region welcomed Wisconsin's first new medical school campus in more than 100 years. MCW-Green Bay's inaugural class of 26 students includes 23 Wisconsin residents.

MCW Receives \$22 Million CTSA Renewal

MCW was awarded a five-year, \$22 million Clinical and Translational Science Award (CTSA) from the National Institutes of Health. This competitive grant renewal will fund the work of the eight regional organizations that make up the Clinical and Translational Science Institute of Southeastern Wisconsin (CTSI).

MCW Establishes Office of Diversity and Inclusion

MCW has enhanced its long-standing commitment to embracing and championing differences at all levels within the institution by establishing a formal Office of Diversity and Inclusion, reporting to the president.

MCW Achieves Community Engagement Classification by Carnegie Foundation for the Advancement of Teaching

MCW was awarded Community Engagement Classification from the Carnegie Foundation for the Advancement of Teaching in recognition of MCW's community engagement practices. This classification recognizes institutions that document alignment among campus mission, culture, leadership, resources and practices that support noteworthy community engagement.

MCW Receives \$9 Million to Study Susceptibility of Diabetic Hearts to Injury

MCW will study the mechanisms responsible for the susceptibility of diabetic hearts to cardiac injury with a five-year,



MCW's Cardiovascular Center, led by Ivor Benjamin, MD, is improving cardiovascular health in the region through innovative, cutting-edge research that is supported, in part, by meaningful grants from donors and government entities.

\$9 million grant from the National Institute of General Medical Sciences. Zeljko Bosnjak, PhD, professor of anesthesiology and vice chair for research, and professor of physiology, is the principal investigator on the award.

MCW-Central Wisconsin Begins Recruiting Medical Students

MCW-Central Wisconsin is now recruiting medical students for matriculation in July 2016, when the campus is expected to welcome its inaugural class.

Nine Pediatric Specialty Programs Rank in Top 50 in the US

U.S. News & World Report ranked Children's Hospital of Wisconsin within the nation's top 50 in nine specialties in the 2015-16 Best Children's Hospitals rankings. This ranking is just one of a number of awards that

recognizes Children's as one of the top children's hospitals in the nation.

MCW Center for AIDS Intervention Research Funded through 25th Year

MCW's Center for AIDS Intervention Research (CAIR) received a five-year, \$8.7 million grant renewal from the National Institute of Mental Health. Jeffrey Kelly, PhD, professor of psychiatry and behavioral medicine, has served as CAIR's director since its inception, and is the principal investigator on the grant renewal.

Founding Dean Named for School of Pharmacy

MCW has established a School of Pharmacy in Milwaukee to train highly-qualified pharmacists who can provide expanded services as part of a healthcare team. George E. MacKinnon III, PhD, MS, RPh, an experienced educator, joined MCW as the school's founding dean.

MCW Honor Roll

MCW's philanthropic donors sow the seeds for the future of healthcare. We are grateful for both those gifts and for your partnership:
mcw.edu/honorroll



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