

QUESTIONS AND ANSWERS

WHY DOES CENTRAL NEW YORK NEED A CANCER CENTER?

♦ COORDINATED, EXPERT CLINICAL CARE

The Upstate Cancer Center will be Central New York's most comprehensive cancer center offering the full range of services and care, including prevention, early detection, genetic counseling, diagnosis, treatment, surgical and inpatient care and survivorship counseling. The Upstate Cancer Center will consolidate Upstate's current extensive cancer services into an integrated highly functional whole. This visionary 90,000-square-foot, light-filled center will include a full range of outpatient diagnostic and treatment services, as well as dedicated spaces that support holistic patient care. At the heart of this serene, supportive facility is a reverence for patients and a partnership approach to defining their goals and designing their care.

Special features will include: multidisciplinary clinic space; natural light-filled interiors; 27 private (plus communal) infusion areas; four-season, rooftop healing gardens; meditation room; family resource center; dedicated space for children's cancer services; separate spaces for genetic, financial and other counseling services, and a boutique for cancer-related apparel and products.

♦ CANCER RESEARCH TO CLINICAL CARE

As the region's only academic medical center, Upstate Medical University is actively involved in cancer research. The recently established Upstate Cancer Research Institute will help bring discoveries in laboratory research directly to patients ("bench to bedside"). Through the partnership between Upstate Cancer Center and Upstate Cancer Research Institute, patients of the Upstate Cancer Center will continue to enjoy the same early access to research findings, advanced technology and treatment techniques discovered and developed at Upstate Cancer Research Institute, for which Upstate always has been known, as well as the benefits of care in an environment which fosters investigation into the basic causes and cures for cancer. Like the newly opened Upstate Golisano Children's Hospital, the Upstate Cancer Center will now be able to bring all these benefits to its patients in one concentrated, interdisciplinary-rich location.

♦ EDUCATION FOR CANCER PROFESSIONALS

Cancer Center physicians and staff are the faculty teaching the next generations of physicians, nurses and professionals studying at Upstate's Colleges of Medicine, Nursing and Health Professions. Through continuing

medical education programs and visiting professorships, Upstate's faculty also helps practicing specialists maintain and enhance their clinical expertise.

♦ INTEGRATION

In essence, Upstate's research enterprise, along with the College of Medicine, Upstate University Hospital and the specialized cancer staff are woven together to create a single but multipurpose fabric designed to protect patients from disease and to help them manage it.

WHAT GEOGRAPHIC REGION WILL THE UPSTATE CANCER CENTER SERVE?

The Upstate Cancer Center will serve more than 1.8 million Central New York residents from 17 counties—a region that stretches from Albany to Rochester and from the Canadian border to the Pennsylvania state line.

WHO WILL BENEFIT FROM THE UPSTATE CANCER CENTER?

More than 16,000 patients are treated at Upstate University Hospital each year. And, each year, over 1,500 of these receive a new diagnosis of cancer. The infusion center, where chemotherapy is administered, currently conducts 800 treatments each month. The new infusion center will greatly increase that capacity and feature calming and private infusion rooms as well as an open setting for those who enjoy socializing during their treatment. Further, it is anticipated that because the new Center will be a magnet for new specialists and advancements, many more patients in upstate New York will be able to receive treatment close to home rather than traveling to cancer facilities outside the region and state.

The Upstate Cancer Center is a state-of-the-art facility that has at its core the precepts of patient- and family-centered care. The surroundings will project a sense of warmth and visual stimulation which are psychologically uplifting for patients and those caring for them. The direct beneficiaries will be patients, families, providers and staff who are all inspired and soothed by their environment.

THE DR. WILLIAM J. WATERS CENTER FOR CHILDREN'S CANCER AND BLOOD DISORDERS—A CORNERSTONE OF THE NEW UPSTATE CANCER CENTER

The ONLY pediatric cancer care in Central New York is already available right here at Upstate through the Dr. William J. Waters Center for Children's Cancer and Blood Disorders. Each year, the center treats more than 700 children diagnosed with leukemia, brain tumors, bone

tumors, sickle cell anemia and other life-threatening diseases. These children receive the same treatments offered at major research centers like St. Jude and Roswell Park Cancer Institute. The basis for this high level of care is Upstate's affiliation with the Children's Oncology Group (COG), a national network that develops and monitors the latest and most effective treatment regimens. Through the COG, a majority of children with cancer participate in treatment protocols representing the latest in knowledge about childhood cancers.

Close to home, these children have the priceless support of their families, friends, teachers and classmates. And their care is provided by an extraordinary team of Upstate Medical University professionals who address every dimension and implication—medical, psychological, social and educational—of these complex pediatric disorders.

WILL THE UPSTATE CANCER CENTER UTILIZE GREEN BUILDING PRINCIPLES?

Designed, built and operated in an environmentally and socially responsible fashion, the Upstate Cancer Center will pursue the prestigious Silver Rating under the United States Green Building Council's Leadership in Energy and Environmental Design (LEED) rating system. It will be highly energy-efficient. The building design will incorporate green roof decks, containing a variety of native plants, to help decrease building cooling costs, provide an urban habitat for birds, and improve air quality. Recycled materials will be used wherever possible.

WHERE WILL THE NEW FACILITY BE LOCATED?

The Upstate Cancer Center will span the space between the Adams Street sidewalk and the west wing of the hospital, consuming the current parking lot. It will connect with and wrap around the front of the Regional Oncology Center (ROC), incorporate the Gamma Knife Center and connect with the hospital's west wing. It will feature five floors with the top two floors reserved for future growth. The entrance will be off the hospital's main circle entryway.

WHAT ABOUT PARKING?

Parking will be available in Upstate's two garages directly across from Upstate University Hospital on Adams Street. Valet parking will be available.

HOW HAS UPSTATE ESTABLISHED ITSELF AS A LEADER IN CANCER CARE?

Upstate Medical University's clinical faculty—who care for patients in Upstate University Hospital, the Regional Oncology Center, and many outpatient locations—are nationally and internationally recognized in such areas as pediatric cancers, lung cancer, brain and neck tumors, bone cancers, breast and thyroid cancers, and prostate, gynecological, gastrointestinal and kidney cancers, among others. Measures of their stature include memberships in selective medical societies; grants from prestigious research institutions such as the National Institutes of Health (NIH); task force appointments; and

citations in publications such as Best Doctors in America. Building a concentrated cancer care center will help Central New York retain these specialists as well as attract others, much like the Upstate Golisano Children's Hospital has been a magnet for pediatric specialists.

KNOWN FOR CANCER EXPERTISE

Already, Upstate University Hospital provides much of the highly specialized (tertiary) medical care for Central New York, and consumer awareness surveys show Upstate as being "top of mind" in terms of regional cancer care. Upstate is fortunate to have many nationally and internationally recognized cancer physicians and surgeons on staff. For instance, the acclaimed, multidisciplinary Thoracic Oncology Program (TOP), which has just celebrated its 10th anniversary, is staffed with several world-class physicians. In addition, Upstate University Hospital is the only cancer program in the Syracuse region accredited by the American College of Surgeons Commission on Cancer and has received the maximum commendation award since 2003.

And, in Upstate New York, only Upstate's multidisciplinary Breast Cancer Program has earned the National Accreditation Program for Breast Centers (NAPBC) designation. That means Upstate patients have one of the nation's top breast care programs in their own backyard. Most of the medical and surgical specialists in oncology whom Upstate will be recruiting will have trained in well-known cancer centers and understandably will be attracted to comparable if not better facilities. As a model for leading edge cancer care, the new Cancer Center will help Upstate recruit and retain the best cancer specialists.

MULTIDISCIPLINARY CARE TEAMS

Increasingly, hospitals like Upstate University Hospital utilize "multidisciplinary" teams to assess, plan and treat complex medical conditions. This means that health care professionals representing several specialties work collaboratively with their peers to provide services to the patient. The team is focused on the whole patient, not just the part being treated. Hence, a team may include a spiritual care counselor, nutritionist and a social worker along with a radiologist, psychologist, oncologist and a surgeon or any combination thereof. The ultimate objective is to bring about optimal health outcomes for the patient, whether physical, mental, social or behavioral.

WHEN IS THE ANTICIPATED OPENING OF THE UPSTATE CANCER CENTER?

It is expected to be fully operational in December 2012.

WHAT IS THE UPSTATE CANCER RESEARCH INSTITUTE?

Cancer is a major research priority at Upstate. The Upstate Cancer Research Institute was established in the fall of 2009 to organize and integrate basic, clinical and translational cancer research among Upstate faculty across many departments. This is the first and only cancer research institute in Central New York. The Upstate Cancer Research Institute is located in the

campus' main research and administrative building, Weiskotten Hall, with a total committed space of approximately 50,000 square feet. The Upstate Cancer Research Institute employs a large number of shared research core facilities located in Weiskotten Hall. The new administrative headquarter of the Upstate Cancer Research Institute is located on the sixth floor of the Weiskotten Hall addition, providing central coordination of all basic, clinical and translational cancer research at Upstate.

Under the direction of a world-renowned cancer researcher, the Upstate Cancer Research Institute will continuously work to expand Upstate's research profile in cancer by attracting new researchers and grant awards to the campus. Currently, more than 35 percent of Upstate's research faculty is focused on cancer and are working in a wide range of areas of genetic and molecular mechanisms underlying abnormal cancer cell growth, experimental cancer therapeutics and cancer drug discovery, viral oncology and tumor immunology, and cancer stem cells, all of which are increasingly seen as new approaches to treating human malignancies. Most of these investigators are funded by the National Institutes of Health's National Cancer Institute (NIH/NCI) bringing a total of more than \$20 million, with others receiving pharmaceutical funding critical to the advancement of new cancer drug therapies.

The Upstate Cancer Research Institute will also help power the Central New York bio-economy and biotech industry. Tens of millions of dollars in research funding help create jobs for the local community as well as new technologies for eventual commercialization and biotech industrial development.

WHAT IS THE RELATIONSHIP BETWEEN THE UPSTATE CANCER RESEARCH INSTITUTE AND THE UPSTATE CANCER CENTER?

The relationship between the Upstate Cancer Research Institute and the Upstate Cancer Center is that of a collaborative partnership. The Upstate Cancer Research Institute and the Upstate Cancer Center represent two major parallel and complementary efforts being undertaken by Upstate Medical University in the fight against cancer. The Upstate Cancer Research Institute and Upstate Cancer Center are separate entities with their own leadership and organizational structures and missions to be accomplished (specifically research for Upstate Cancer Research Institute and patient care for Upstate Cancer Center). Nonetheless, the Upstate Cancer Research Institute and Upstate Cancer Center will work closely as partners to bring new cancer cures and diagnostics from the bench to the bedside. Very often, research projects are collaborations between a medical doctor and a team of scientists. For the Institute's teams of scientists, the Upstate Cancer Center represents a priceless connection to clinicians (medical doctors) and patients, whose questions and concerns frequently inspire new lines of exploration in their laboratories which could lead to new treatments.

Upstate offers the largest number of clinical trials available in the region. At any given time, cancer patients

have access to some 150 new treatment protocols offered in conjunction with the nation's leading clinical trial organizations.

FINANCIAL ASPECTS

WHAT IS THE ANTICIPATED COST OF THE UPSTATE CANCER CENTER AND HOW WILL IT BE FINANCED?

The estimated construction cost of the five-story building is \$50 million. This sum, minus the money raised through the Foundation's capital campaign, will be covered by Upstate University Hospital as part of its capital expansion and renovation program. Construction costs will be borrowed from the state of New York—then repaid, with interest, from revenues generated by the Cancer Center.

UPSTATE UNIVERSITY HOSPITAL IS FUNDED BY THE STATE OF NEW YORK. WHY IS PRIVATE MONEY BEING SOUGHT FOR A STATE-SUPPORTED INSTITUTION?

Less than eight percent of Upstate University Hospital's annual operating budget is received from the state of New York. Considering the overextended status of the New York state budget, the possibility of additional support is remote. Raising substantial money from private sources is relatively new for University Hospital, but many governmental institutions (such as hospitals, schools, colleges and parks) rely heavily upon private philanthropy to develop and maintain high standards for their services.

WHAT IS THE UPSTATE CANCER CENTER CAMPAIGN?

"Give Hope a New Home" is the \$15 million capital campaign for the new Upstate Cancer Center being conducted by the Foundation for Upstate Medical University. The campaign, to be rolled out in three \$5 million phases will support the following areas:

- \$10 million for glass and steel*
- \$5 million for programmatic endowments supporting adult medical oncology, children's oncology, surgical oncology, brain tumors, breast cancer and the Upstate Cancer Research Institute.

*Certain projects within the overall construction plan—the garden and meditation area, for example—fall outside the hospital's capital expansion program. These costs must be privately funded. This is the same procedure that was undertaken during the construction of the Upstate Golisano Children's Hospital. The special amenities, programs, and construction features that define this spectacular space were only made possible through the generosity of the residents of the Central New York community.

Any overages on the campaign goal will establish a general endowment for the Cancer Center.

WHO WILL BE ASKED TO CONTRIBUTE TO THE CAMPAIGN?

The campaign will be conducted similarly to the capital campaign for the Upstate Golisano Children's Hospital: top to bottom, inside out. Upstate employees will be approached first, from the President's office on

down. Once the employee phase nears completion, members of the communities Upstate serves will be asked to support the campaign. The Foundation for Upstate Medical University hopes to reach as many individuals, corporations, foundations, civic and community organizations, and school groups as it did for the Children's Hospital campaign.

**MUST MY CONTRIBUTION BE MADE AT ONE TIME?
MUST IT BE MADE IN CASH?**

To make it easier to give generously, the Foundation for Upstate Medical University encourages donors to make campaign pledges over time. Contributions can be made on a monthly, quarterly or annual basis over a period of up to five years. The Foundation will send pledge reminders as appropriate.

In addition to cash, the Foundation for Upstate Medical University encourages donors to consider giving gifts of stock or appreciated securities, as well as various planned giving vehicles that may afford significant tax deduction benefits. Please see the enclosed "Ways of Giving" information sheet for more information.

ARE GIFTS TAX DEDUCTIBLE?

Yes. Gifts and pledge payments will be fully tax deductible to the extent provided by law.

ARE OPPORTUNITIES AVAILABLE FOR NAMED OR TRIBUTE GIFTS?

The campaign has many opportunities for named or tribute gifts. Please see the enclosed "Named Giving Opportunities" sheet for more information.

HOW CAN I OBTAIN ADDITIONAL INFORMATION ABOUT THE UPSTATE CANCER CENTER AND THE CAMPAIGN?

Please contact the Foundation for Upstate Medical University with any questions by phone at 315-464-4416 or e-mail at umufound@upstate.edu.