



Banner  
University Medicine  
Heart Institute



# Quality | Leadership | Innovation

Among its many specialty areas and Centers of Excellence, Banner Health is known for:

- Operating hospitals that consistently rank in the top of *U.S. News and World Report's* Best Hospitals
- Being a national leader in patient safety and innovation, achieving the highest use of electronic medical records
- The internationally renowned Banner Alzheimer's Institute
- World-class oncology care provided through Banner MD Anderson Cancer Center
- Caring for more pediatric patients in its three Banner Children's medical centers than any other provider in Arizona

**Now, Banner Health is addressing the nation's No. 1 killer, cardiovascular disease.**

## **Banner Health's Nonprofit Mission:**

Making health care easier  
so life can be better.

## **Purpose:**

Banner can and will create a new model that answers America's health care challenges today and in the future. Inspired to change the health care landscape in our communities—big and small—our talented and passionate teams care deeply about individuals who are responsible for the needs of their extended families. Taking access and delivery from complex to easy, from costly to affordable and from unpredictable to reliable, we give every individual we serve confidence in their health care experience and its outcome.





# Heart Disease At-A-Glance

Heart disease is the **leading cause of death** for both men and women in the United States. One in every four deaths each year in the U.S. is attributed to heart disease.

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Someone has a heart attack **every 40 seconds** in the U.S., and each minute, more than one person dies from a heart disease-related event.

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Heart disease **costs the U.S. about \$200 billion** each year, including the cost of health care services, medications, and lost productivity.

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African-Americans are **nearly twice as likely** as Caucasians to die early from heart disease and stroke.

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80% of deaths from coronary artery disease can be **attributed to preventable factors** like obesity, poor physical activity, heavy drinking, eating unhealthy foods and not keeping your blood pressure and cholesterol under control. These lifestyle changes could also prevent about 50 percent of stroke deaths.

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Source: Centers for Disease Control and Prevention,  
National Center for Health Statistics

# The Promise of Academic Medicine

More than community hospitals, Banner's three academic medical centers are Arizona's best health care resources, committed to taking care of every patient's needs—from routine procedures to highly complex cases. Here, education, research, and the very best in clinical care converge under one roof, offering leading-edge technology, resources and therapies that other community hospitals may not have available.

Representing just 7% of U.S. hospitals, academic medical centers are the "crown jewels" of American health care. These teaching hospitals are directly, positively impacting the fight against cardiovascular disease. Studies suggest that half of the 75% decrease in deaths from heart disease over the past 50 years is thanks to evidence-based medical and surgical treatments developed and promulgated in teaching hospitals.

**Banner – University Medical Center Phoenix is the ideal environment to grow the Southwest's leading cardiovascular program.**

*Source: New England Journal Medicine 2007, "Explaining the decrease in U.S. deaths from coronary disease, 1980-2000"*





# Priorities for The Heart Institute at Banner – University Medical Center Phoenix

Banner Health's aspiration to develop the leading Heart Institute in the Southwest requires achieving and exceeding the essential attributes of a destination cardiovascular program, including:

- Internationally-renowned cardiovascular physicians who are at the forefront of leading, teaching and caring for patients
- Comprehensive patient programs
- Transformative research to identify new ways to improve treatment and quality of life
- Innovative prevention to develop a community with healthy hearts

Philanthropic support, combined with Banner Health's commitment and operational excellence, will advance these four priorities to establish a world-class Heart Institute.

# Key Project Elements

The following priority areas require philanthropic support to catapult The Heart Institute to national distinction:

## Leadership

Banner – University Medicine seeks to attract, reward and retain distinguished faculty of national and international reputation to occupy an endowed chair as one of the highest forms of recognition. Endowed chairs are established by a charitable gift and exist to honor the donor as well as the named holder of the appointment.

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### Endowed Chairs:

\$18 million for six chairs for Structural Heart Disease, Women's Cardiovascular Health, Heart Rhythm Disorders, Advanced Heart Failure, Cardiovascular Health and Prevention, and Heart Transplant

## Patient Care

Establishing Centers of Excellence for our premier programs will ensure the highest quality, comprehensive, team-based care. Patients will benefit from the most esteemed, expert physicians, the latest techniques and interventions, advanced surgical and minimally invasive procedures, and the latest research.

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### Comprehensive Atrial Fibrillation Center of Excellence:

\$4 million

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### Structural Heart Center of Excellence:

\$9 million total

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### Advanced Heart Failure Center of Excellence:

\$12 million

## Teaching and Education

Cardiology Fellowships give young physicians the opportunity to acquire the knowledge and clinical judgment necessary to practice cardiovascular medicine. Fellowships provide broad exposure to diseases, teach appropriate use of diagnostic studies and require active participation in research projects to give the physician further experience in critical thinking and literature evaluation.

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### Fellowships:

\$8 million (four endowed fellowships at \$2 million each)

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### Cardiovascular Education and Lecture Series:

\$250,000

## Research

Banner – University Medicine and the University of Arizona conduct a variety of research studies and clinical trials of new heart disease treatments which are typically not yet available to the public. This research gives patients access to the latest investigational medications and treatments and advances medical discoveries from which future patients will benefit.

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### Cardiovascular Research:

Varying gift amounts





# How Kind is Your Heart?

Our vision for The Heart Institute at Banner – University Medical Center Phoenix relies on significant philanthropic investment. This is an opportunity to make a transformational gift that will provide care and treatment for thousands of people and create a lasting legacy for you and your family. Arizona is built upon the pioneering spirit of individuals seeking to make a difference. Join with us to advance cardiovascular care in Arizona to help you, your family and future generations.

**Thank you for considering a meaningful gift to advance the fight against heart disease.**







## About Banner Health

Formed in 1999 and headquartered in Arizona, Banner Health is one of the largest nonprofit health care systems in the country. The system owns and operates 28 acute-care hospitals, Banner Health Network, Banner – University Medicine, academic and employed physician groups, long-term care centers, outpatient surgery centers and an array of other services, including Banner Urgent Care, family clinics, home care and hospice services, pharmacies and a nursing registry. Banner Health operates in six states: Arizona, California, Colorado, Nebraska, Nevada and Wyoming.

In 2015, Banner underwent historic growth when it completed a merger with the University of Arizona Health Network to form Banner – University Medicine. This new division of Banner Health includes three academic medical centers in Phoenix and Tucson, as well as specialty institutes in heart, stroke, diabetes and endocrine, bariatrics, women's health, neurology, orthopedics, transplant, and rehabilitation.



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