



RECOGNITION PROPOSAL FOR AUGUSTA BINGHAM AND FAMILY

Lahey Clinic is proud to continue a strong tradition of honoring our leading benefactors in enduring ways that signify the importance of the cherished relationship between Lahey and the Bingham family.

In anticipation of a \$1 million gift to name Lahey's new state-of-the-art Conference Center within the Heart and Vascular Center, which will become the hub for teaching activities and will support multi-specialty teams meeting to discuss complex cases, we propose the following recognition plan:

- Bingham family to be profiled as donors in the Lahey magazine, the flagship publication of the Clinic
- Mr. and Mrs. G. Hunter Bingham to be recognized permanently on the Benefactor Recognition Display Wall in the Clinic's Main Lobby
- Mr. and Mrs. G. Hunter Bingham to be recognized annually in the honor roll published in the Annual Report
- An 8" x 16" aluminum donor recognition plaque to be affixed outside entrance to the Conference Center within the Heart and Vascular Center

--Proposed inscription for the plaque:

Bingham Family Conference Center

In honor of G. Hunter Bingham

Gift of Augusta N. Bingham, Barbara Bingham Kent, and Sarah Bingham Minor

- An 8.5" x 14" framed *Meet the Benefactor* statement to be hung inside the Conference Center within the Heart and Vascular Center

--Proposed text for the *Meet the Benefactor* statement

Bingham Family Conference Center

Gift of Augusta Bingham, Barbara Bingham Kent, and Sarah Bingham Minor

In honor of G. Hunter Bingham

G. Hunter Bingham was a Connecticut Yankee, Choate and Yale graduate, astute businessman, yachtsman, accomplished raconteur, and proud proprietor of the HarborView Inn in Boothbay Harbor, Maine. Hunter was a true gentleman; he loved his family and was kind and generous to others, including Lahey Clinic. In 1956, Hunter started receiving care at the Clinic. He became the patient and beloved friend of Sara M. Jordan, M.D., Ph.D., a world-renowned gastroenterologist, who helped Dr. Lahey establish the Clinic.

As Dr. Jordan so aptly said, "The greatest killer of all is disease in the heart and circulatory system." The generosity of Augusta N. Bingham and the G. Hunter Bingham Conference Center within the Heart and Vascular Center will empower Lahey's physicians and patients to confront this disease more successfully.

**ON BEHALF OF CURRENT AND FUTURE PATIENTS, AND THEIR FAMILIES,
FACING HEART AND VASCULAR DISEASES,
LAHEY CLINIC SINCERELY THANKS AND HONORS
G. HUNTER AND AUGUSTA N. BINGHAM.**

PROPOSED NAMING OPPORTUNITY
IN GRATEFUL APPRECIATION OF GIFTS AND NEW COMMITMENTS
TOTALING \$5 MILLION

THE MACARTHUR FAMILY CARDIAC DIAGNOSTIC TESTING CENTER

Exterior wall signage on important entrance ways will recognize the MacArthur Family

- **ECHOCARDIOGRAPHY TESTING -7 STATIONS**
- **ELECTROCARDIOGRAPHY TESTING-7 STATIONS**
- **NURSES' STATION**
- **PATIENT RECEPTION AREA**

Note: Additional funding is being sought from other donors to underwrite the construction and equipment costs of each of these features within the MacArthur Family Cardiac Diagnostic Testing Center. Naming recognition opportunities also will be offered to these donors to "name" each subsection within the Center.

One American dies every 32 seconds of cardiovascular disease, or disorders of the heart and blood vessels. It is the leading cause of death in the U.S. The MacArthur Family Cardiac Diagnostic Testing Center at Lahey Clinic delivers early detection and lifesaving diagnosis services annually to hundreds of patients facing the dangers of cardiac disease.

At Lahey Clinic, we offer the complete spectrum of cardiac diagnostic tests. The **MacArthur Family Cardiac Diagnostic Testing Center** offers state-of-the-art testing performed by registered cardiac technologists. A staff of experienced cardiologists interprets all cardiac diagnostic testing.

Echocardiography Testing Center

Echocardiography produces a large amount of accurate, detailed diagnostic information in a relatively easy, quick, painless manner. You may have heard of sonar locating objects underwater by bouncing sound waves off them. Echocardiography uses essentially the same technology to bounce sound waves off the heart's chambers and valves, creating still and moving images of the heart. Cardiac structure and flow information provided by echocardiography testing is useful in the detection and management of many types of heart disease. This non-invasive test has become one of the standard diagnostic tools in cardiology with an estimated 10 million echocardiograms performed annually in the United States.

Electrocardiography Testing Center (EKG or ECG)

Electrocardiography (EKG or ECG) records the electrical activity of the heart, shows abnormal rhythms (arrhythmias or dysrhythmias), and detects heart muscle damage. You may be familiar with this painless test in which electrodes are put on the chest, arms, and legs to monitor and record the heart's electrical activity. The record appears as a graph or series of wave lines on a monitor or a long strip of paper. An EKG gives information about the heart's rate and rhythm, and can suggest the presence of a past or current heart attack.

PROPOSED NAMING OPPORTUNITY
SHOULD THE MACARTHUR FAMILY BE INCLINED TO MAKE
A FURTHER CHARITABLE COMMITMENT OF \$2 MILLION

THE MACARTHUR FAMILY HEART & VASCULAR CENTER PAVILION

Exterior wall signage on important entrance ways will recognize the MacArthur Family

- CARDIAC INTERVENTIONAL LAB
- CARDIOLOGY
- CARDIOVASCULAR AND THORACIC SURGERY
- MACARTHUR FAMILY CARDIAC DIAGNOSTIC TESTING CENTER
- VASCULAR MEDICINE

Note: Additional funding is being sought from other donors to underwrite the construction and equipment costs of each of the conference rooms, exam rooms, nurses' stations, offices, and patient reception areas within each of these services housed within the MacArthur Family Heart & Vascular Center Pavilion. Naming recognition opportunities also will be offered to these donors to "name" each subsection and feature within the Pavilion.

The MacArthur Family Heart & Vascular Center Pavilion at Lahey houses multiple disciplines to provide a full range of advanced services for patients with diseases of the cardiovascular system. Our multidisciplinary approach to care fosters an environment of open communication and collaboration that translates into life-saving benefits for you and your loved ones. We are also recognized nationally and internationally as a center of excellence in the treatment of people with diabetes and heart disease due to our commitment to research in that area.

**ON BEHALF OF CURRENT AND FUTURE PATIENTS, AND THEIR FAMILIES,
FACING HEART AND VASCULAR DISEASES,
LAHEY CLINIC SINCERELY THANKS THE MCARTHUR FAMILY FOR
CONSIDERATION OF THIS PROPOSAL. DISCUSSION REGARDING THE SCOPE
OF THE PROPOSAL AND THE NATURE OF THE DONOR RECOGNITION
STRATEGIES HEREIN IS WELCOMED.**



**Proposed Naming Opportunity
for
Dr. Hayward and Cornelia Sterling
in grateful appreciation of cumulative giving of \$25 million**

Lahey Clinic is proud to continue a strong tradition of honoring our leading benefactors in enduring ways that signify the importance of the cherished relationship between Lahey and the Sterling family. In grateful appreciation, we propose to name the:

Dr. Hayward and Cornelia Sterling Heart & Vascular Center

- Department of Cardiovascular Medicine
- Department of Cardiovascular and Thoracic Surgery
- Department of Vascular Surgery
 - Dr. Hayward and Cornelia Sterling Hybrid Operating Room
 - Dr. Hayward and Cornelia Sterling Family Waiting Area

The **Dr. Hayward and Cornelia Sterling Heart and Vascular Center at Lahey Clinic** will combine the expertise of multiple disciplines—Cardiovascular Medicine, Cardiovascular and Thoracic Surgery, and Vascular Surgery—to provide a full range of advanced services for patients with diseases of the cardiovascular system. Lahey’s multidisciplinary approach to care fosters an environment of open communication and collaboration that translates into life-saving benefits for our patients. The Sterling Heart and Vascular Center will continue to be recognized nationally and internationally as a center of excellence in the treatment of people with diabetes and heart disease due to Lahey’s commitment to research in that area.

One American dies every 32 seconds of cardiovascular disease, disorders of the heart and blood vessels. It is the leading cause of death in the U.S. The **Dr. Hayward and Cornelia Sterling Heart and Vascular Center at Lahey Clinic** is uniquely positioned to lead the fight against cardiovascular disease by undertaking medical research and delivering detection, management, and lifesaving services each year to hundreds of patients facing the dangers of this deadly disease.

Recognition Proposal for Dr. Hayward and Cornelia Sterling

ARCHITECTURAL:

A renovated façade and patient reception area to be created that are consistent with the world-class cardiovascular medicine and surgery conducted within the Sterling Center. An entranceway presentation of the Sterling Center name plus an electronic display in the reception area should be considered with patient-directed programming to possibly include a brief “about our benefactors” segment.

SIGNAGE:

Dr. Hayward and Cornelia Sterling Heart and Vascular Center signage to be installed at appropriate entranceways and perimeters of the Center to encompass the physical areas of the Departments of Cardiovascular Medicine, Cardiothoracic Surgery, and Vascular Surgery.

PORTRAIT:

Photographic portrait of Dr. Hayward and Cornelia Sterling, as transformational philanthropists at Lahey, to be installed in East Lobby, next to Mr. and Mrs. Gatsby’s portrait. Portrait plaque to include suitable quote from the Sterlings on their vision of making “philanthropic footprints.”

STERLING CENTER ROLLOUT:

Over the course of the upcoming year, Dr. and Mrs. Sterling will be invited to separate open-houses in each of the Departments of Cardiovascular Medicine, Cardiothoracic Surgery, and Vascular Surgery to meet staff, tour the facilities, and learn about the services, accomplishments, and aspirations of each particular unit. These informal behind-the-scenes meetings will inform Dr. and Mrs. Sterling about their philanthropic investment and will allow staff to meet their benefactors and help colleagues to understand the new brand.

STERLING ROUNDTABLE:

Going forward, Dr. and Mrs. Sterling and the Chair of the Sterling Center annually will invite the incoming residents and fellows to a roundtable discussion of the key partnership between the practice of medicine and the practice of philanthropy—a vital lesson not covered in medical school.

ESTABLISH THE STERLING HEART AND VASCULAR CENTER AS AN ADMINISTRATIVE ENTITY WITHIN LAHEY CLINIC MEDICAL CENTER:

- Appoint Chair or Tri-Chairs
- Create operational budget
- Assign phone number & create E-mail address & revise Web site
- Determine who “owns” Sterling Center, answers phone, e-mails, updates Web pages, etc.
- Sterling Center branding on stationery, business cards, e-mail signatures, etc., for all heart and vascular staff
- Sterling Center recognized as official entity in all internal directories (maps, phone, MassNet)

ANNOUNCEMENTS:

- Global e-mail (internal audience)
- Press release (external audience)
- Ribbon-cutting and dedication event
- *Benefactor Journal* and *Patient Newsletter*
- Direct mail to Heart and Vascular patients: update re naming of the Sterling Center and plans for additional development

FIRST-YEAR ANNIVERSARY MARKETING:

As is currently done for the Gatsby Center, sponsorship of National Public Radio’s *Morning Edition* on WBUR could be brought to listeners by the Sterling Heart and Vascular Center at Lahey Clinic to celebrate the first-year anniversary of the newly-named center.