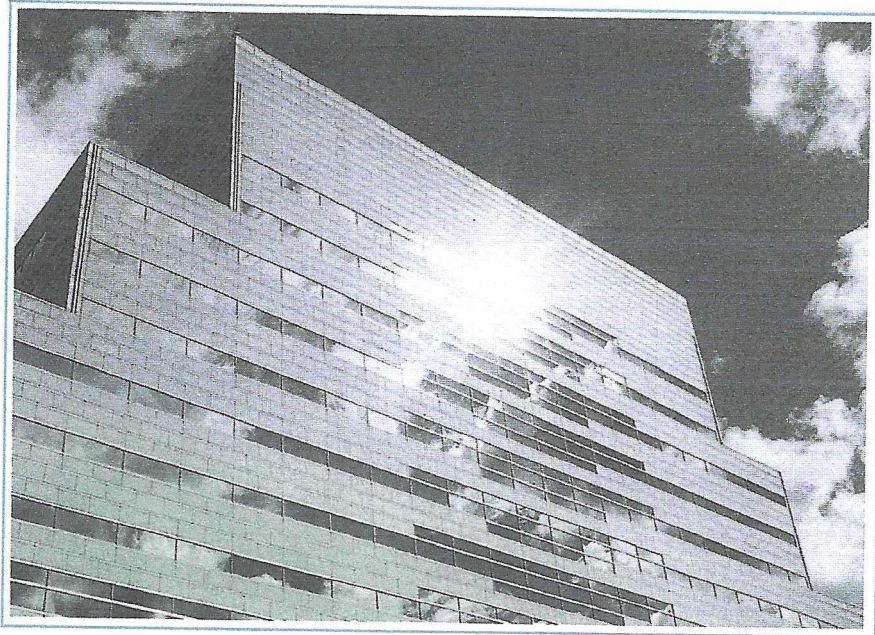


THE CLEVELAND CLINIC

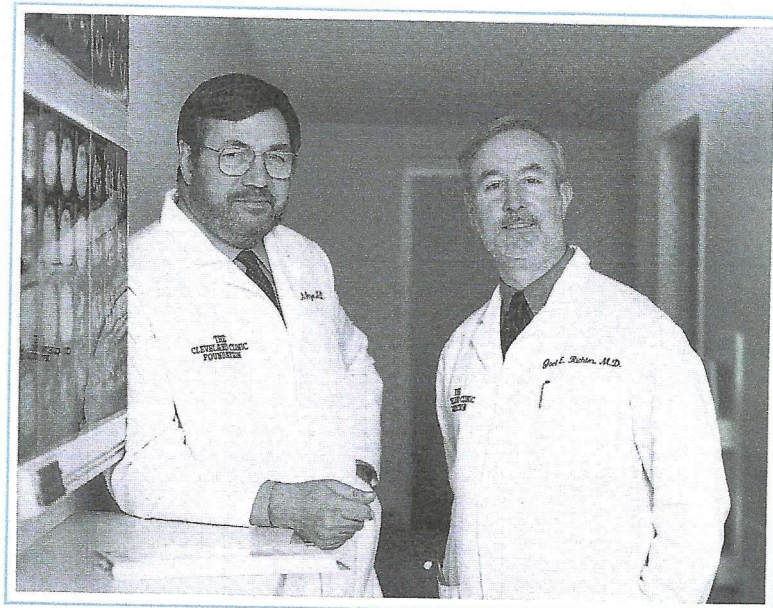
DIGESTIVE DISEASE CENTER INITIATIVE



"The only way to translate basic research findings into patient care is through a Digestive Disease Center, where physicians and scientists collaborate and work closely together."

Joel Richter, M.D.

Chairman,
Department of Gastroenterology
Co-Director,
Digestive Disease Center



"The impact of supporting medical research will be felt positively by all human beings — and very likely your children and grandchildren — as cures and treatments are developed to benefit everyone."

Victor Fazio, M.D.

Chairman,
Department of Colorectal Surgery
Co-Director,
Digestive Disease Center

DIGESTIVE DISEASE CENTER INITIATIVE:

A COMMITMENT TO ADVANCING TREATMENTS AND IMPROVING OUTCOMES

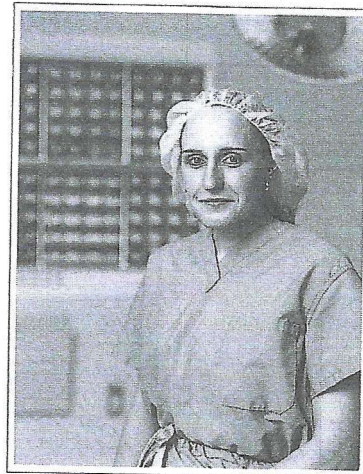
Millions of Americans suffer from digestive diseases or conditions such as colorectal cancer, esophageal disorders, ulcerative colitis and liver disease. For many, these health problems adversely affect their quality of life; for others, they can be life-threatening.

Because of its national reputation for excellence, thousands of people each year turn to The Cleveland Clinic for innovative solutions and unparalleled care. In 2000, more than 55,000 patients were treated here. According to *U.S. News & World Report*, The Cleveland Clinic ranks number two for providing world-class care for those with digestive disease problems.

To further enhance patient care, we have created the new Cleveland Clinic Digestive Disease Center. The Cleveland Clinic is the only medical center in the United States to fully integrate its departments of Colorectal Surgery and Gastroenterology, making it one of the largest digestive disease centers in the nation.

"Half of all Americans will have problems with digestive disease at some time in their lives," says Joel Richter, M.D., Chairman of the Department of Gastroenterology and Co-Chairman of the new DDC. "We are very excited to begin this new era in the treatment of digestive diseases. By establishing the Digestive Disease Center, we are furthering our commitment to advancing treatments and improving outcomes."

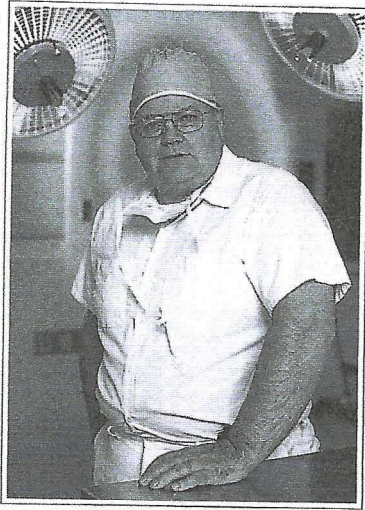
The Center features two leading departments — Colorectal Surgery and Gastroenterology — housed in a single location. At the Center, patients will be treated by some of the nation's top physicians in a wide variety of digestive disease specialties. Combining these disciplines in one location facilitates clinical work, multidisciplinary education, collaborative research, and offers patients unprecedented convenience.



"Although colorectal cancer is the second most common cancer in the United States, it is a preventable disease. At The Cleveland Clinic, we are committed to screening programs, early diagnosis, and state-of-the-art curative surgeries. Our goals of improving patient education, screening, and surgical procedures can only be met through research. If we are to make an impact on this deadly disease, it can only be accomplished by developing new, innovative treatments."

Tracy Hull, M.D.
Department of Colorectal Surgery

A CONVENIENT, NEW CENTER ENHANCES DIGESTIVE DISEASE CARE



"Digestive diseases have a huge impact on the daily life of millions of Americans. From the life-threatening specter of colon cancer, through the painful and disabling symptoms of inflammatory bowel disease, to the embarrassment and nuisance of spastic colon and related problems, diseases of the digestive system need prompt, effective treatment. Such treatment is based on knowledge of the diseases obtained from careful research. The Cleveland Clinic Digestive Disease Center is perfectly positioned to conduct these studies, because of the large number of patients seen, the quality of its staff, and its unparalleled facilities.

James Church, M.D.

Head, Section of Endoscopy
Director, David G. Jagelman
Inherited Colorectal Cancer
Registries
Department of Colorectal Surgery

At The Cleveland Clinic, the departments of Colorectal Surgery and Gastroenterology work closely together, creating a tremendous synergy to benefit patients. By offering the full range of digestive disease treatments in one location, the Clinic enhances its ability to meet patient needs and offers some of the nation's finest digestive disease programs, including:

Anorectal Physiology and Diseases Working closely with the Clinic's Women's Center for Pelvic Disorders, physicians provide the full range of evaluation and treatment for a number of anorectal disorders.

Center for Colon Polyps and Cancer Physicians provide education, patient care and investigate the risk factors, prevention and diagnosis of colon cancer. The center houses the country's largest computerized registry of patients with adenomas.

Center for Diseases of the Pancreas and Bile Ducts Physicians focus on diagnostic and therapeutic techniques to treat complicated benign and malignant diseases of the pancreaticobiliary system, in one of the few dedicated pancreatic clinics in the United States.

Center for Endoscopy Physicians use an endoscope (a fiber-optic device) to diagnose, and frequently treat, digestive ailments without surgery.

Hepatology Center (Liver Disease) Physicians evaluate and treat all forms of common and uncommon liver disorders in both adults and children.

Center for Inflammatory Bowel Disease Innovative treatments improve the quality of life for patients with Crohn's disease and ulcerative colitis.

Center for Swallowing and Esophageal Disorders As the largest specialty center of its type in the United States, physicians provide diagnosis and both conventional and experimental treatment of gastroesophageal reflux disease (GERD), Barrett's, esophageal cancer and a number of other esophageal diseases.

Gastrointestinal Diagnostic Lab Offers the newest, state-of-the-art diagnostic tests for stomach, intestine and pancreatic function.

The Digestive Disease Center also provides a new home for one of the world's leading collections of medical

data: **The David G. Jagelman Inherited Colorectal Cancer**

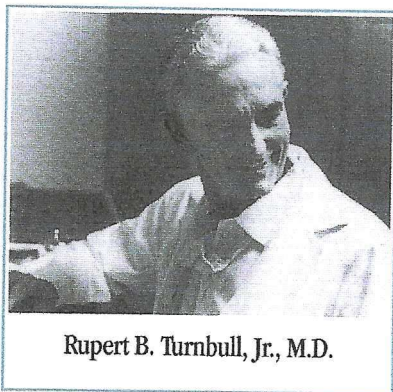
Registries. This is the largest registry for inherited forms of colorectal cancer in the United States and the second largest in the world, providing vital information on the implications of a family history of colorectal cancer.

The Center is also a strategic new location for such services as laparoscopic surgery, enterostomal therapy, and the colon motility laboratory.

Rupert Beach Turnbull, Jr., M.D

A LEGACY OF HOPE AND ACHIEVEMENTS

Rupert B. Turnbull, Jr., M.D., was an acclaimed and beloved colorectal surgeon at The Cleveland Clinic from 1949 until 1979. He was head of the colorectal surgery program at the Clinic and was named chairman when it became the Department of Colonic and Rectal Surgery in 1968. (It was re-named the Department of Colorectal Surgery in 1983). Victor Fazio, M.D., once described Dr. Turnbull as “larger than life” and remembers him as follows:



Rupert B. Turnbull, Jr., M.D.

Dr. Turnbull’s skill was put to the test when he took over the surgical practice of his mentor, Cleveland Clinic surgeon Tom Jones, M.D., who died in 1949. Although Dr. Turnbull had assisted Dr. Jones at hundreds of colon operations, he had performed only one himself. Yet, just a year later, he had performed almost 100 colon operations with the same low mortality.

In the early 1950s, much of Dr. Turnbull’s practice included patients with stomas, for whom he designed the first postoperative pouch for stomas. He also coined the term “enterostomal therapy.” As a founding member of the North American Association of Enterostomal Therapists, the title of “Father of Enterostomal Therapy” belongs to Dr. Turnbull.

Dr. Turnbull was also a world authority on ulcerative colitis and Crohn’s disease. He discovered the value of isolating diseased tissue to prevent the spread of cancer cells during surgery for colon cancer. The cure rates for colon cancer using the Turnbull “no touch” technique have yet to be surpassed.

Dr. Turnbull was unassuming and approachable to all — professional colleagues and patients alike. He left a legacy of hope and an example of generous self-sacrifice.

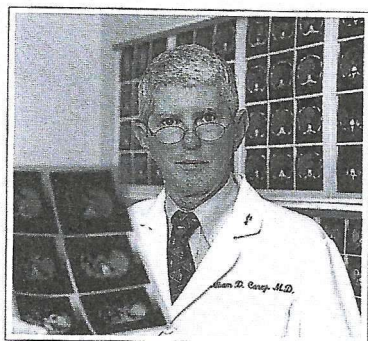


“Support for clinical research is greatly needed in the area of pancreatic disease. We have established a clinic with the sole purpose of diagnosing and treating complex diseases of the pancreas. Our new Digestive Disease Center will have the most advanced endoscopic equipment for pancreatic imaging and will give us the opportunity to investigate, diagnose and treat the ailments of our patients.”

Darwin Conwell, M.D.
Department of Gastroenterology

'WHO DUG YOUR WELL?'

SOLID GROUNDWORK FOSTERS INNOVATION



"Improvement in prevention and management of liver disease — everything from liver transplantation, to eradication of viral hepatitis, to understanding the genetic basis for iron overload — rests on probing into the mechanisms of disease. Liver disease is still one of the top 10 causes of adult disability and death. We at The Cleveland Clinic are acutely aware of our responsibility not only to treat those who are ill, but also to push back the frontiers of ignorance through studies to improve clinical outcomes. Philanthropic support will help carry out this vital mission."

William Carey, M.D.

Head, Section of Hepatology
Department of Gastroenterology

For Victor Fazio, M.D., the importance of a robust research program is best illustrated by a simple question: "Who dug your well?"

"You may have a great village, where everyone benefits from an endless supply of drinking water," says Dr. Fazio, chairman of the Department of Colorectal Surgery and co-director of the new Digestive Disease Center, "but you have to recognize that someone lived there before and performed the hard work of digging the well, which made all later progress possible."

The same can be said about research, he continues. "Our advances in certain areas of medical treatment required years and years of investigation to develop technologies and procedures that now contribute to our expertise in those areas."

Joel Richter, M.D., chairman of the Department of Gastroenterology and co-director of the new Digestive Disease Center, agrees. "Our new facility is the preeminent center of its kind in the United States. To ensure its continued excellence, patient care must be based on a foundation of innovative developments.

"Philanthropy enables scientists to explore and fine-tune new ways to improve patient diagnoses and care," says Dr. Richter. "This support is also vital for 'translational,' or bench-to-bedside, research. Innovation takes time, and philanthropy helps buy that time, by paying some research salaries through endowed funds and purchasing expensive — but important — equipment. With philanthropic support, we have time to put together a team to further study digestive diseases; and we have time to link their discoveries to patient applications."

Philanthropic support provides a firm foundation for fresh ideas that develop in a fertile research environment. The result is the continual improvement of care for patients suffering from such conditions as colon and esophageal cancer, liver disease and inflammatory bowel disease.

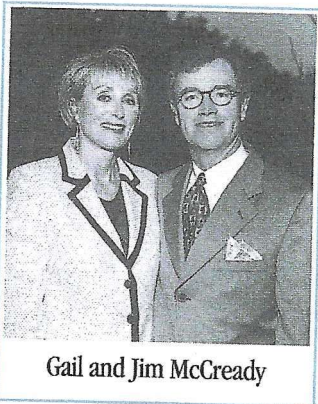
In conjunction with the dedication of the Digestive Disease Center in July 2001, The Cleveland Clinic is launching an intensive, two-year initiative to raise \$10 million. The funds will be used to support new findings that translate into improved procedures and outcomes in digestive disease treatments.

Your support of this initiative is a long-term investment in superior patient care. Please help us "dig the well" for the benefit of future generations of researchers, physicians and, most importantly, patients, at the Cleveland Clinic Digestive Disease Center.

Gail McCready, Lead Spokesperson and Member, Leadership Committee

THE CLEVELAND CLINIC DIGESTIVE DISEASE CENTER INITIATIVE

In 1979, at age 32, Gail McCready was very ill and hospitalized with ulcerative colitis. Recalling how dismal she felt, Mrs. McCready says she and husband, Jim, "got smart" and went to The Cleveland Clinic for a second opinion.



Gail and Jim McCready

"I was so sick I had to travel by ambulance to the Clinic. Dr. Victor Fazio met me at the Emergency Room and took care of me from there. He operated on a Sunday and always spent as much time with me as I needed to answer my questions. He won my heart and saved my life," Mrs. McCready says.

Mrs. McCready originally had a conventional ileostomy, but had a revision four years later to a continent ileostomy, which better suited the active life of a busy mom who also enjoyed skiing and golf. In the former procedure, patients are fitted with an external bag following surgery. In the latter, patients have a more discreet internal pouch.

"My health has been excellent ever since! Once I had the surgery, I was able to eat food I could never eat before," she says.

To show their gratitude, Mr. and Mrs. McCready have been loyal supporters of the Clinic for many years, and recently stepped forward with a very generous lead gift to the Digestive Disease Center initiative. Mrs. McCready also is a member of the leadership committee to raise research funds for the new facility.

The resident of Akron, Ohio, and Naples, Florida, says she has helped raised money for other causes and other hospitals, but this is the first time she is speaking out on behalf of The Cleveland Clinic.

"My children are the two main reasons why I want to help further the study of digestive disease. They are 28 and 29 years old, but both have already experienced some digestive-related problems. I'm happy to do whatever I can to help advance research, so we can avoid passing along digestive diseases to future generations."

The Cleveland Clinic is launching an intensive, two-year initiative to raise \$10 million to support innovative developments in digestive disease patient care.

Department of Institutional Advancement/UA20

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**THE CLEVELAND CLINIC
FOUNDATION**



The Cleveland Clinic is an independent, not-for-profit, multispecialty academic medical center. It is dedicated to providing quality specialized care and includes an outpatient clinic, a hospital with 959 staffed beds, an education division and a research institute

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