Celebrating the Power of Philanthropy

Winter 2012
A Natural Partnership
A New Dimension in Cancer Research
Noteworthy Gifts & News
Extra is a publication of the OHSU Foundation and Doernbecher Foundation for friends and supporters of Oregon Health & Science University and Doernbecher Children’s Hospital.

Extra is the passion of OHSU’s dedicated caregivers, the stature of its world-class research programs, the strength of its commitment to train tomorrow’s health experts, the force of its mandate to reach across the region, and the advantage that comes from integrating those missions into a singular promise to serve. Extra is also the dedication of OHSU supporters whose investment and advocacy make amazing things possible every day.

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On the cover

Bob and Charlee Moore and the team from Bob’s Red Mill join OHSU faculty, staff and supporters to celebrate the new Moore Institute for Nutrition & Wellness.

A Natural Partnership

Bob and Charlee Moore’s sustained passion for healthy food combined with OHSU’s world-class expertise in nutrition makes for a powerful partnership. The new Bob and Charlee Moore Institute for Nutrition & Wellness at OHSU has the potential to change the way we think about food and health.
Bob and Charlee Moore were early converts to the idea that whole grains are essential to good nutrition – and that the typical American diet was increasingly unhealthy. Not ones to hold strong opinions without backing them up with action, Bob and Charlee founded Bob’s Red Mill Natural Foods in the 1970s with a genuine stone mill and a mom-and-pop store in California.

“Once we started learning about the benefits of whole grains and the problems caused by processed foods, we wanted to do something about it. We built a business devoted to offering whole grains at a reasonable price and making them accessible to everyone,” said Bob.

While their competition pushed processed cereals, Bob’s Red Mill stuck to the whole grains Bob and Charlee believed in. Fast forward nearly 40 years and Bob’s Red Mill is a beloved company that ships whole grains all over the world from its headquarters in Milwaukie, Oregon. And now, thanks to their success, Bob and Charlee have found a new way to back up their beliefs – philanthropy.

The couple became interested in collaborating with OHSU after learning about OHSU’s ground-breaking research exploring the developmental origins of disease. After meeting with OHSU researchers including David Barker, M.D., Ph.D., Kent Thornburg, Ph.D., and Susan Bagby, M.D., the Moores were impressed by new research showing how a mother’s eating habits during pregnancy – and even before conception – could set the stage for heart disease, obesity, cancer and other health problems for her child later on. The Moores became convinced that, if more people had access to such knowledge, we could begin to reverse some troubling health trends.

In a gesture that garnered national media attention, the Moores committed to donate $25 million to establish the Bob and Charlee Moore Institute for Nutrition & Wellness at OHSU. Their goal: to halt the rampant rise in chronic illness caused by unhealthy eating and inadequate nutrition. The institute will place a special emphasis on promoting nutrition in early life – before conception, during pregnancy, and throughout infancy and childhood.

“Bob and Charlee Moore are exceptional people. They have done what many have attempted and few have accomplished – lived their lives in accordance with their values,” said OHSU President Joe Robertson, M.D., M.B.A.

“Once we started learning about the benefits of whole grains – and the problems caused by processed foods – we wanted to do something about it.”

– Bob Moore
Combating high-calorie malnutrition

Rates of obesity, type 2 diabetes, heart disease, hypertension and other health problems have increased dramatically in tandem with the rise of processed foods that are high in sugar and fat but low in nutritional value. Experts call this phenomenon “high-calorie malnutrition,” and OHSU research shows that its consequences can last for generations. To break this unhealthy chain, the Moore Institute will translate OHSU’s internationally renowned research into a powerful call to action.

It’s a rallying cry the Moores can get behind. “Charlee and I have always been inspired by challenge,” said Bob. “I can’t think of a tougher challenge than changing people’s behavior when it comes to their diets. Working with OHSU we can motivate people to make the kinds of changes that promote health.”

“Food is such a basic part of life – it’s the perfect place to start making changes in public health,” said Mark A. Richardson, M.D., M.B.A., dean of the OHSU School of Medicine. “The Moore Institute will be instrumental in helping OHSU share what we already know to help guide future generations toward healthier choices.”

Building on OHSU’s strengths

OHSU has many strong programs and facilities in all areas associated with nutrition: education and outreach, workforce training, basic and clinical research, public policy advocacy, evidence-based medicine, testing/teaching kitchens, laboratories, clinical facilities and more.

The institute’s reach will extend nationally and internationally, through networks already established by OHSU scientists. The institute will also boost collaborations across the university and with other local institutions, such as the National College of Natural Medicine and Oregon State University, where the Moores have made other significant investments in nutritional health and science programs.

Just as the healthy benefits of whole grain come from the way its individual components work together in the body, the strength of the Moore Institute will come from bringing diverse people together to work toward common goals. Through this potent blend of science, clinical care, education and advocacy, the institute has the potential to transform how we think about nutrition.

“The pledge is an example of the unique role that philanthropy can play in addressing major societal problems.”

– Allan Price, OHSU Foundation
Throughout the history of OHSU, transformational investments such as the Moores’ have helped us to raise the standard of health care and drive innovation in biomedical science.

**OHSU Casey Eye Institute**

Through their sustained philanthropy, no fewer than three generations of the Casey family have demonstrated their passion for curing eye disease. As lead donors during an ambitious capital campaign during the 1980s, **Harry and Marguerite Casey** helped transform OHSU’s Department of Ophthalmology into a world-class eye institute, which was named in honor of their siblings James and George Casey, founders of UPS. Today, Harry’s son **Paul Casey** and Paul’s daughter **Maureen Casey** are active supporters of the Casey Translational Clinical Trials Center, where researchers and clinicians are developing a broad range of innovative therapies for blinding eye diseases.

**Dotter Interventional Institute**

As chairman of the OHSU School of Medicine Department of Diagnostic Radiology for 33 years, **Charles T. Dotter, M.D.**, made significant advances in the field of interventional radiology – the use of non-invasive procedures as alternatives to surgery. Over the years Dotter developed a close, collaborative relationship with **William Cook**, founder of the Cook Group Incorporated, a leading medical device manufacturer. Together, Dotter and Cook developed techniques and instruments designed to allow diagnosis and treatment of conditions such as heart disease without surgery. Following Dotter’s death, William Cook made a significant philanthropic investment to establish the Dotter Interventional Institute in honor of Dotter’s important contributions to the field. Today the OHSU institute continues to develop new techniques, educate new generations of health care professionals, and offer patients a wide array of non-surgical options.

**OHSU Knight Cancer Institute**

In 2008 **Phil and Penny Knight’s** $100 million gift named the OHSU Knight Cancer Institute, enabling key investments in faculty and research. The Knights said the gift was an expression of their great confidence in Brian Druker, M.D., director of the Knight Cancer Institute and the man behind the most celebrated cancer discovery in a generation – the targeted drug Gleevec. Today the Knight Cancer Institute is known worldwide for its efforts to fundamentally change what it means to have, survive and prevent cancer.

**Vollum Institute**

As a scientist-engineer, late Tektronix co-founder **Howard Vollum** was naturally drawn to the neuroscience laboratories at OHSU. His interest in experiments measuring bio-electric phenomena inspired Howard and his wife **Jean** to make a generous philanthropic investment to permanently endow an institute for advanced biomedical research at OHSU. Today, Vollum Institute investigators pursue basic science research that promises to make a substantial impact on our understanding of conditions such as multiple sclerosis, drug addiction, autism and stroke.
MEET JOE GRAY

The Oregonian calls him the “best known person you’ve never heard of.” OHSU considers him the leader of a new era in translational cancer research. Meet Joe Gray, Ph.D., director of the OHSU Center for Spatial Systems Biomedicine.

A physicist and engineer by training, Gray gravitated toward biological sciences because of the diversity of questions yet to be answered in medicine. He also had a personal motivation.

When Gray’s father was stricken with lung cancer, he learned how few treatments there were for the disease. He hoped that by focusing on cancer research, he could do the kind of work that would ultimately benefit mankind.

He has already exceeded that goal. Gray played a key role in developing the FISH and CGH tests, now standard breast cancer diagnostics that match patients with the appropriate treatment for their tumor type. It’s one of the accomplishments that earned his induction into the Institute of Medicine this fall. “It is my goal to work in collaboration with other scientists to transform cancer into a disease that can be controlled so that patients and their families can go on with living full lives,” he said.

Gray’s extra-curricular work includes co-leading Stand Up to Cancer’s Breast Cancer Dream Team, playing a central role in the National Institutes of Health’s Cancer Genome Atlas Project, and exploring new methods for using computer models to predict how promising targeted therapies will work against cancer as part of the National Cancer Institute’s Integrative Cancer Biology Program.

Welcome to hyperspace, the latest – and possibly the final – frontier in cancer research. Here, investigators invent and use one-of-a-kind laboratory instruments to expose the hidden clues in our cells that will help us control cancer. It’s a totally new way to observe cancer’s deadly progression, and – thanks to the power of philanthropy – it’s taking shape today at OHSU.

An exciting new university-wide research resource, the OHSU Center for Spatial Systems Biomedicine (OCSSB), is developing the scientific tools that will enable scientists to observe the behavior of both diseased and healthy cells and tissues from every angle and over time. Part of the OHSU Knight Cancer Institute, the OCSSB will help OHSU’s experts be among the first in the world to understand the underlying genetics of these structures, and to discern how genetic defects lead to cancer and other diseases.

What puts the “hyper” in hyperspace? It’s the ability to study cancer cells in four dimensions: the three dimensions of physical space plus the added element of time. One day researchers will use four-dimensional measurement to profile every important trait of an individual patient’s cancer: the gene mutations that caused it, the speed at which it’s growing, the likelihood that it will spread and – most importantly – the treatments that will most effectively stop it.

OCSSB’s director Joe Gray, Ph.D., is a pioneer in the field. Gray, who came to OHSU in 2011 from
Lawrence Berkeley National Laboratory, has a talent for breaking down complex concepts into down-to-earth terms.

“Think of what we’re doing as a molecular ‘assembly manual’ for cancer,” said Gray. “We’re taking the cellular processes apart, piece by piece, and describing the structure and function of each component in a level of detail that’s never before been possible. We’re learning how those parts work together in individual patients – that’s the key to more effective and durable treatments.”

Gray is one of the nation’s most respected cancer researchers, with a long list of achievements (see sidebar on page 6). His diverse research interests are reflected in the many hats he wears at OHSU.

As the Gordon Moore Endowed Chair, he leads the Department of Biomedical Engineering in the OHSU School of Medicine, serves as associate director for translational research at the OHSU Knight Cancer Institute and has a joint research appointment in the Department of Radiation Medicine.

Gray’s team uses a suite of advanced biological and structural analysis instruments that generate mountains of data. It takes a special kind of scientist to collect and make sense of it all. That’s why Gray’s first move was to persuade his Lawrence Berkeley colleague Paul Spellman, Ph.D., to join him at OHSU. Spellman is an internationally regarded genome scientist who uses high-performance computational tools to develop a systematic understanding of cancer’s genetic underpinnings, and to design effective treatments for individual patients. He is the first of seven new recruits who will join the multidisciplinary, multi-institutional faculty already tapped to drive four-dimensional medicine forward.

The collaborative environment will be further fueled by the center’s physical location – a customized, vibration-free laboratory space in the basement of the Oregon University System/OHSU Collaborative Life Science Building now under construction on OHSU’s Schnitzer Campus. It’s the perfect setting for a team with members working at Portland State University, Oregon State University, and a growing roster of academic, government and industry partners.

OHSU’s ability to bring people like Gray and Spellman to Portland, and to make investments in world-class research resources in the Knight Cancer Institute, is the latest example of the transformative power of philanthropy.

“There is always a huge demand in academic research for people of Joe Gray’s stature. A scientist with that kind of track record can work just about anywhere he or she wants to,” said Allan Price, president of the OHSU Foundation. “The exceptional support of OHSU’s donors and volunteers is a significant factor in the institution’s ability to compete nationally for the best of the best.”

“The Knight is proud to have Joe join our team, and we look forward to the progress and discovery that his talents will help foster as we continue to ease the burden of cancer.”

– Brian Druker, M.D. Director, OHSU Knight Cancer Institute

Please contact Tim Coffey for more information on how you can make a philanthropic contribution to this exciting work. 503-494-3686 or coffeyt@ohsu.edu.
The Bill & Melinda Gates Foundation invested nearly $8 million to expand on breakthrough HIV vaccine research taking place at OHSU. The grant will fund new studies that build on previous research conducted by Louis Picker, M.D., and the team he directs at the OHSU Vaccine and Gene Therapy Institute. According to the World Health Organization, over 34 million people have contracted HIV worldwide, and more than one-third of babies born in low- and middle-income countries already are infected. The vaccine under development at OHSU is an essential tool in the fight to make HIV/AIDS a thing of the past.

The Walter S. and Lucienne Driskill Foundation awarded $2.4 million to support clinical research in the OHSU Blood-Brain Barrier Program led by renowned neuro-oncologist Edward Neuwelt, M.D. The grant, which builds upon a previous $5 million investment from the Driskill Foundation in 2010, supports the experimental use of the nanoparticle ferumoxytol to facilitate the imaging and treatment of brain tumors and other neurological disorders.

The Gordon and Betty Moore Foundation has invested $1.6 million to enhance OHSU’s Care Management Plus program, a technology-intensive, innovative primary care model that reduces hospitalizations, lowers costs and improves health outcomes for high-risk older adults with multiple chronic illnesses. Led by OHSU’s David Dorr, M.D., M.S., the nationally recognized program integrates health information technology and personalized, coordinated care to improve quality and enhance the patient experience. The new grant will enable Dorr’s team to develop the program further and ultimately transform delivery of care for those living with multiple chronic conditions.

In this reporting period the Oregon State Elks Association provided $795,000 to the Elks Children’s Eye Clinic at the OHSU Casey Eye Institute, bringing their total 2011 contribution to $1.74 million. The Elks have supported the Children’s Eye Clinic since 1949. Thanks to their generosity, the eye clinic now provides over 16,000 pediatric patient visits annually. At least 40% of these children are from families that are unable to pay for their care; but with help from the Elks, the clinic does not have to turn any child away.

Phil and Barbara Silver have provided funding for two key components of the new OHSU Doernbecher Center for Mothers & Babies. The center coordinates services from pregnancy through birth, making it possible for leading Doernbecher specialists to team up with local health care providers to deliver the very best care for both mothers and their at-risk babies.

“The Silvers wanted to fund projects with the best potential return on investment for the most vulnerable Oregonians. We couldn’t be more pleased by the vote of confidence,” said Stacy Nicholson, M.D., M.P.H., Credit Union for Kids Chair and Physician-in-Chief, OHSU Doernbecher Children’s Hospital.

The Silvers made a contribution of $125,000 to support a research study led by Leonardo Pereira, M.D., chief of OHSU’s Division of Maternal Fetal Medicine, which seeks to create a simple test that can accurately predict a pre-term birth. The Silvers’ second gift of $125,000 supports technology that will enable Doernbecher specialists to provide real-time consultation and advanced diagnosis to rural providers and patients, helping families stay in their home communities.

“Barbara and Phil are helping us improve the health of women and babies across Oregon. We can’t thank them enough for their partnership.”

– Aaron Caughey, M.D., Ph.D., Julie Neupert Stott Director of the Center for Women’s Health
Dan and Shawna Miller understand how important it is to find better answers for people facing a cancer diagnosis. Last summer Shawna was diagnosed with gastrointestinal stromal tumor (GIST), a rare but devastating type of tumor. Had Shawna received that diagnosis a decade earlier, there may not have been a good solution. Fortunately, OHSU researchers had already demonstrated that the cancer drug Gleevec could prevent recurrence of cancer after surgery. Shawna is now doing well on Gleevec and has been able to continue her active lifestyle. OHSU Knight Cancer Institute Director Brian Druker, M.D., led the development of Gleevec, the first drug able to target cancerous cells while leaving healthy cells intact. OHSU conducted the first international clinical study testing Gleevec in 2000. Eleven plus years later, many of those same patients facing cancer are still holding strong, their disease under control thanks to Gleevec.

Grateful for the world-class treatment Shawna received at the Knight, the Millers have committed to funding the first $500,000 of a $1 million initiative to speed GIST cancer research discovery. This new source of support will enhance the Knight’s ability to collaborate with GIST researchers around the world – and make progress more quickly.

“The Millers’ investment makes it possible for us to move more quickly from research to clinical care, improving the options available to GIST patients today.”
– Michael C. Heinrich, M.D., professor of medicine and cell and developmental biology
OHSU named “most admired” by Portland Business Journal

For the seventh year in a row, OHSU was named as the state’s #1 most admired health care institution in the Portland Business Journal’s annual most admired companies list. CEOs from across the state nominated favorite organizations to the list. The newspaper cited the rise of the OUS/OHSU Collaborative Life Sciences Building as OHSU’s top accomplishment for the year.

Coussens joins OHSU Knight Cancer Institute “Dream Team”

Lisa Coussens, Ph.D., a highly regarded breast cancer researcher and cancer biologist, joined OHSU’s faculty as director of basic research in the OHSU Knight Cancer Institute. Coussens, a pioneer in studying how cells that surround a tumor can fuel its growth, will be the first to hold the Hildegard Lamfrom Chair in Basic Science. The chair was created as a result of a generous contribution from the Boyle family in honor of the late scientist Hildegard Lamfrom, Gert Boyle’s sister. Coussens joined OHSU from the University of California San Francisco. “With the recruitments of Joe Gray and Lisa Coussens, we now have the best breast cancer research team in the country,” said Brian Druker, M.D., director of the OHSU Knight Cancer Institute.

OHSU researchers patent stem cell cloning technique

OHSU patented a unique method for cloning stem cells that does not require the use of human embryonic stem cells. The procedure, developed by Shoukhrat Mitalipov, Ph.D., an associate scientist at the Oregon Stem Cell Center, accelerated efforts to generate stem cell therapies for...
It’s not every day that an Oregon school kid ignites a worldwide fashion trend – but it does happen once a year. Thanks to a unique partnership between OHSU Doernbecher Children’s Hospital and Nike, six Doernbecher patients team up with Nike designers to create the annual Doernbecher Freestyle sneaker collection. Full of personalized details, these sneakers are an expression of each child’s individual triumph over disease. They are also incredibly cool shoes, sought after by sneaker collectors around the world. When the limited edition shoes hit stores each year, they sell out within days. So many people visited Nike.com to see this year’s collection when it was launched in November, the Web site crashed (briefly).

Doernbecher and Nike kicked off this year’s collection with an auction that raised $360,000. Nike donates net proceeds from all shoes sold to Doernbecher. Now in its eighth year, Freestyle has raised more than $3.5 million for Doernbecher.

Druker wins 2012 Japan Prize
OHSU Knight Cancer Institute Director Brian Druker, M.D., was awarded the 2012 Japan Prize in Healthcare and Medical Technology for his crucial role in developing targeted cancer drugs.

“I am honored to receive this distinguished award. It is most meaningful to me because the research it recognizes brings hope to cancer patients and their families,” said Druker, a Howard Hughes Medical Institute Investigator and JELD-WEN Chair of Leukemia Research at OHSU.

Awarded by the Japan Prize Foundation, the Japan Prize is considered one of the world’s most prestigious awards in science and technology.

Hunter elected to Royal College of Surgeons in Edinburgh
John G. Hunter, M.D., Mackenzie Professor and Chair, OHSU School of Medicine Department of Surgery, has been elected an honorary Fellow of The Royal College of Surgeons of Edinburgh. Hunter received the fellowship during a ceremony in Scotland, cementing his place among the international network of more than 17,000 fellows and members.

For a surgeon, receiving an ad honorem membership to the oldest and most venerable College of Surgeons in the world is equivalent to a college professor receiving an honorary doctorate from Oxford. “I am humbled by this honor,” said Hunter. (shown above)

Founded in 1505, the College aims to maintain and promote the highest standards of surgical practice and training.

Doernbecher launches Fetal Therapy Program
OHSU Doernbecher Children’s Hospital recently launched its Fetal Therapy Program, which offers comprehensive care for pregnancies complicated by fetal abnormalities. The first and only one of its kind in the region, Doernbecher’s new program brings together a broad team of maternal-fetal, pediatric and neonatal specialists with the most advanced technologies to achieve the best possible outcomes for mothers and their babies. The program is an essential part of the OHSU Doernbecher Center for Mothers & Babies.

When the breakthrough was announced in 2007, it received worldwide media attention and was named one of TIME magazine’s top research achievements of the year. Securing a patent is a key step in commercializing the discovery, which may bring financial benefit to OHSU and Oregon.

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extrafocus: OHSU IN THE COMMUNITY

“Body Worlds is a fascinating way to learn how the brain and the body work together – and to see up close how things like smoking can cause harm.”

– Dick Hannah, longtime supporter of the Layton Aging & Alzheimer’s Disease Center, part of the OHSU Brain Institute

The OHSU Brain Institute sponsored the BODY WORLDS & The Brain exhibit at OMSI. The exhibit provided an ideal setting for raising awareness of brain research and inspiring young people to pursue careers in science.