



NEWS RELEASE

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Friends' Benefit Luncheon Raises Nearly \$50,000 for Heart Care Campaign

COOPERSTOWN, NY—Fluorescent-colored scarves were flying in The Otesaga Hotel's ballroom on Fri., Sept 10. The second annual Heart of the Matter Patient Education Luncheon presented noted humorist and family practitioner Dr. Steve Allen Jr., son of comedy legend Steve Allen, as the keynote speaker.

Becoming one of the earliest open-heart surgery patients in 1962, Dr. Allen conveyed his message of lightening one's heart and keeping a healthy heart by reducing stress and having a good time whatever one does. Dr. Allen juggled balls and eggs, and led the near-capacity audience in a fun-filled scarf-tossing exercise.

Earlier, Dr. Robert Lancey, chief of Cardiac Surgery and Co-director of the Bassett Heart Care Institute, gave an update on the progress of Bassett's integrated cardiac program, which, in its first 18 months, has performed over 450 angioplasties and open heart operations for patients from across the region, a much higher number than anticipated. Dr. Lancey also recognized his Bassett colleagues, and, as examples of the Institute's continued success in recruiting high-quality staff, Dr. Lancey introduced newcomers Dr. Vivian L. Clark, interventional cardiologist, who has been rated one of "America's Top Doctors" for three consecutive years by her peers, and cardiovascular surgeon Dr. Kevin G. Shortt, who recently arrived at Bassett from the Cleveland Clinic.

Retired Bassett nurse/researcher Ursula Hage, Jennie Zuckerman, and Tom Hohensee also were saluted for being the catalysts of the "UpClose Cardiac Surgery Program," the Institute's successful preventive-education program that brings seventh grade students to Bassett to teach them about heart disease and how to empower themselves to lead heart healthy lives.

Proceeds from the Friends of Bassett's second annual benefit luncheon are designated for the Bassett Heart Care Campaign, which has entered its completion phase. With \$3 million left to be raised to reach the campaign's \$12 million goal, the drive has been energized by The Clark Foundation's \$1 million 1-for-1 matching challenge grant.

Every new or increased gift made to the campaign from July 1 to Dec. 31 for the Bassett Heart Care Institute, related facility improvements such as the new Critical Care Complex or the Medical Education Endowment, or for new completion projects, including refurbishment of floors within Bassett Hospital, a unique endovascular suite and centralization of the Heart Care Institute's offices will be doubled.

Lead sponsor for the patient education luncheon was NBT Bank. Event sponsors were Columbia University Medical Center, Division of Cardiothoracic Surgery; The Morgan McReynolds Group at Smith-Barney; New York Susquehanna & Western Railway; Olympus America, Inc.; and Wilber National Bank. The Friends also thanks Tom Hohensee and the staff of Bassett's Community Heart Program, who gave free healthy heart risk screenings to guests.

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Photo caption: Connie Jastremski, R.N., vice president of nursing and patient care services; Chuck Hage, president, Friends of Bassett; Dr. Robert Lancey, chief of Cardiac Surgery and Co-director, Bassett Heart Care Institute; and Dr. Steve Allen Jr., the keynote speaker, at The Heart of the Matter Patient Education Luncheon, on Fri. Sept. 10, at The Otesaga Hotel.