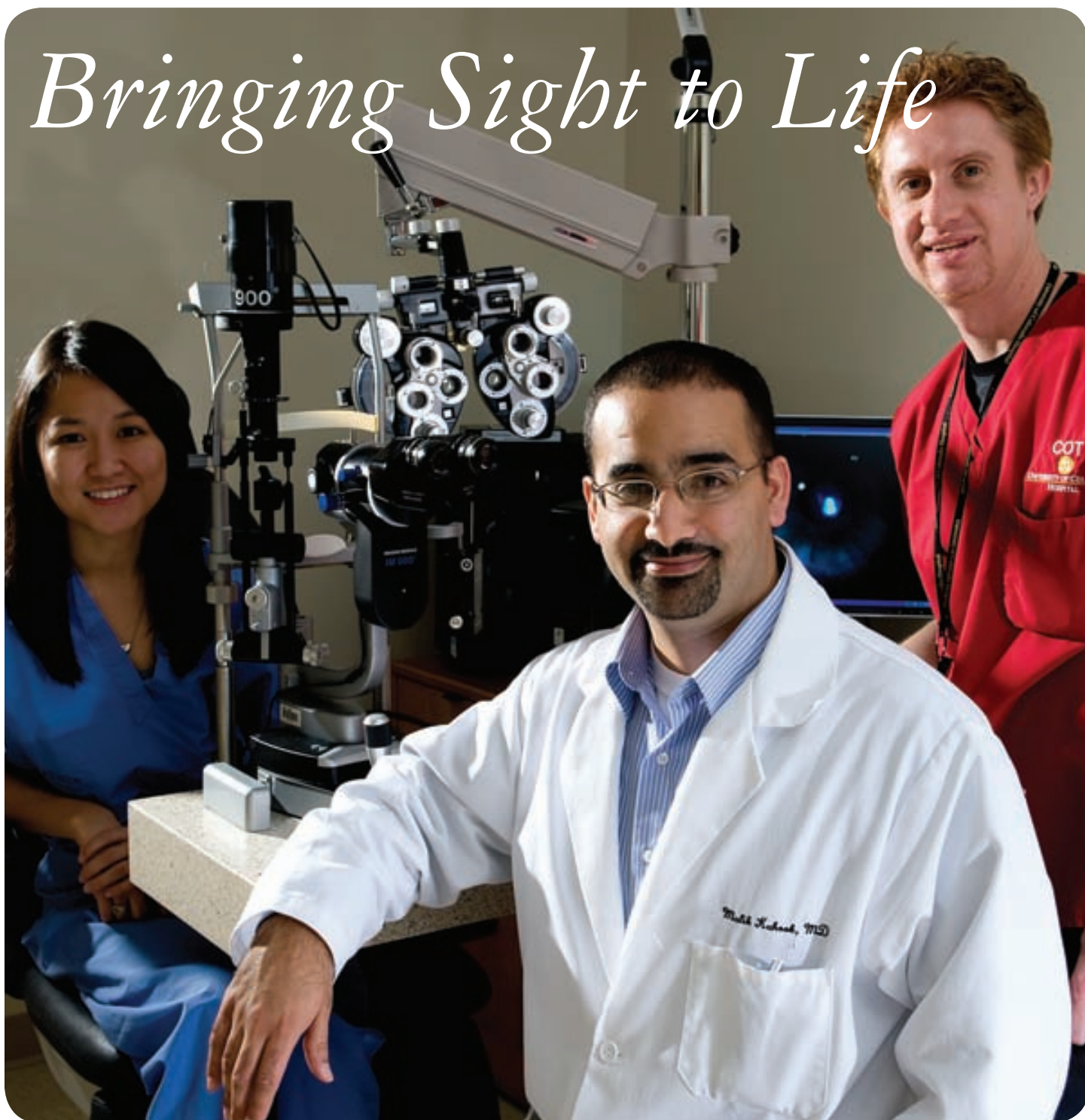
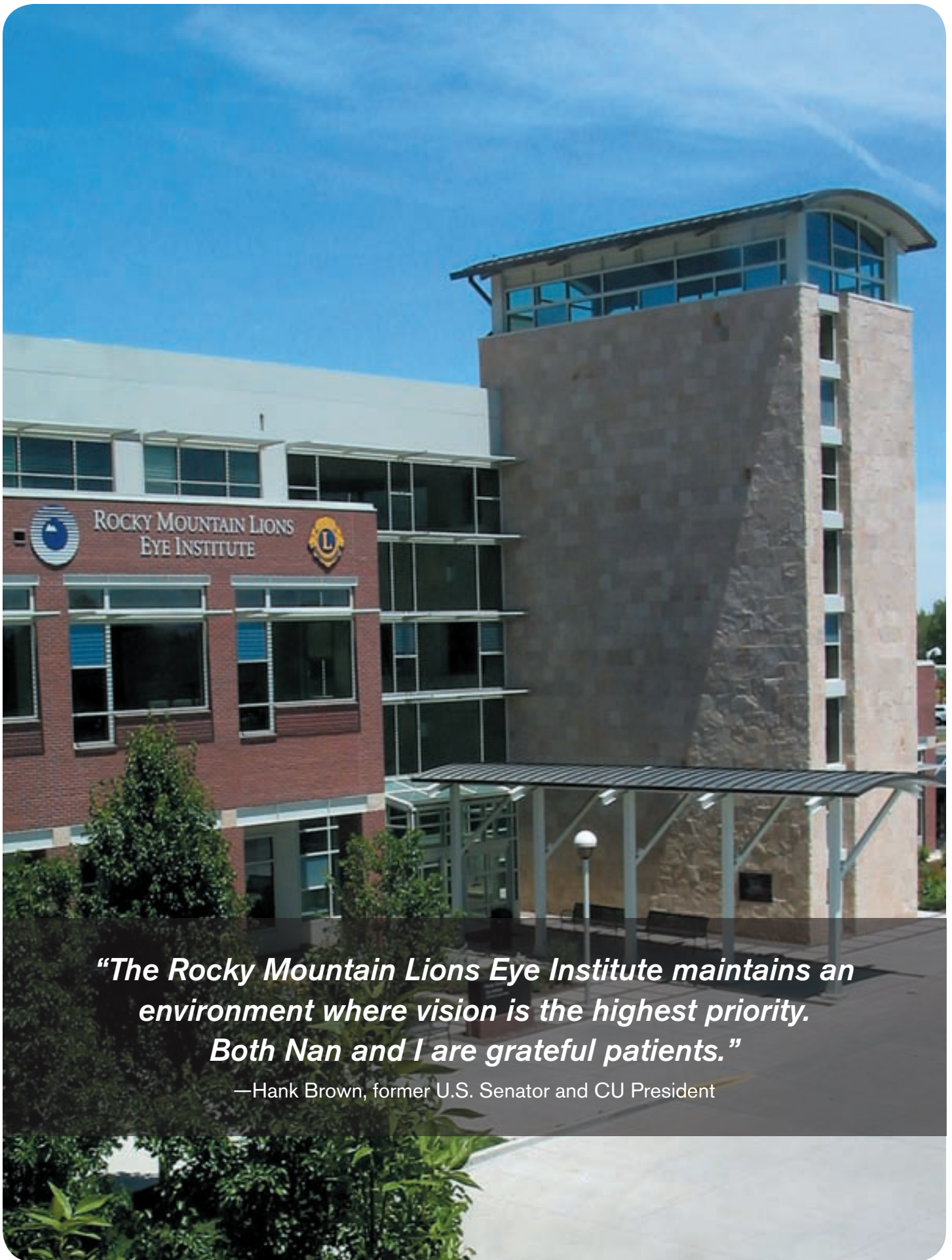


# *Creating Futures*

University of Colorado *Denver*

## *Bringing Sight to Life*





***“The Rocky Mountain Lions Eye Institute maintains an environment where vision is the highest priority. Both Nan and I are grateful patients.”***

—Hank Brown, former U.S. Senator and CU President

# Together, we can create new hope for people with sight-threatening diseases

The Rocky Mountain Lions Eye Institute needs your help as we expand our facility, grow our patient care services and invest in cutting-edge research to create new hope for people who are at risk of losing their sight and those who are blind.

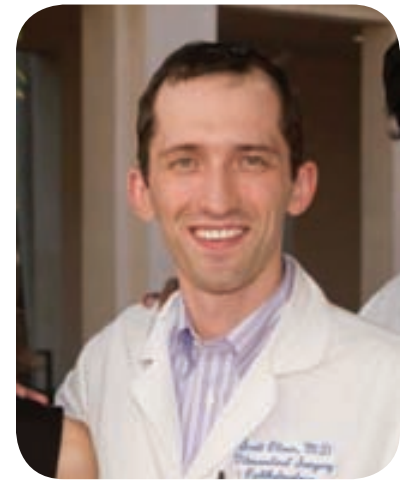
With your investment and our innovation, we will dramatically accelerate the rate of change in eye care to bring sight to life in ways never before imagined.

## Envision the possibilities

- People with glaucoma, diabetes-related retina disorders and other sight-threatening conditions will be diagnosed early enough to halt and even reverse the progression of disease, thanks to high resolution imaging technologies.
- Burn victims and patients with the severe blistering in the eye caused by ocular surface disease will receive healthy corneal cells, thanks to new stem cell transplantation techniques that will bring relief and preserve vision.
- And the ultimate hope, people who suffer the damaging effects of retinal diseases like macular degeneration will see again, thanks to artificial vision devices.

These breakthroughs are about the simplest yet most profound ideas: ensuring that a child can see the blackboard in their classroom, that a parent can provide for their family by continuing to work, that a grandparent can navigate safely around their home and that we can all recognize the faces of our loved ones.

By helping the Rocky Mountain Lions Eye Institute expand its facilities, serve more people and make exciting new discoveries, *you will bring sight to life for thousands of patients, today and for generations to come.*



***“Our eye institute is comprised of dynamic, focused and dedicated faculty members devoted to the treatment and prevention of blindness. Our patient care, resident training and research endeavors all serve this singular mission.”***

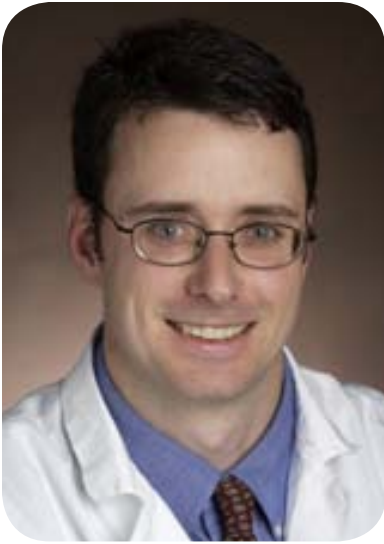
—Scott Oliver, MD



***“The Rocky Mountain Lions Eye Institute has experts in every field of ophthalmology. We have a multi disciplinary approach to our ophthalmology practice and we serve patients with every type of eye disease.”***

—Vikram Durairaj, MD

Dr. Davidson and Dr. Durairaj



*“Macular degeneration will approach epidemic proportions in the next 10 to 20 years as the baby-boomers age. At the current cost of \$20,000 per year per patient for treatment, this is more than an eye-care problem; it is potentially a national health care crisis. Our research focus is finding new preventive measures and new treatment options.”*

—Jeffrey Olson, MD

*“The images we can retrieve from the eye are breathtaking. Over the last seven years, imaging technologies have become the very cornerstone of the diagnosis and treatment of eye disease. It is inspiring to imagine where we will be in the next seven years.”*

—Naresh Mandava, MD

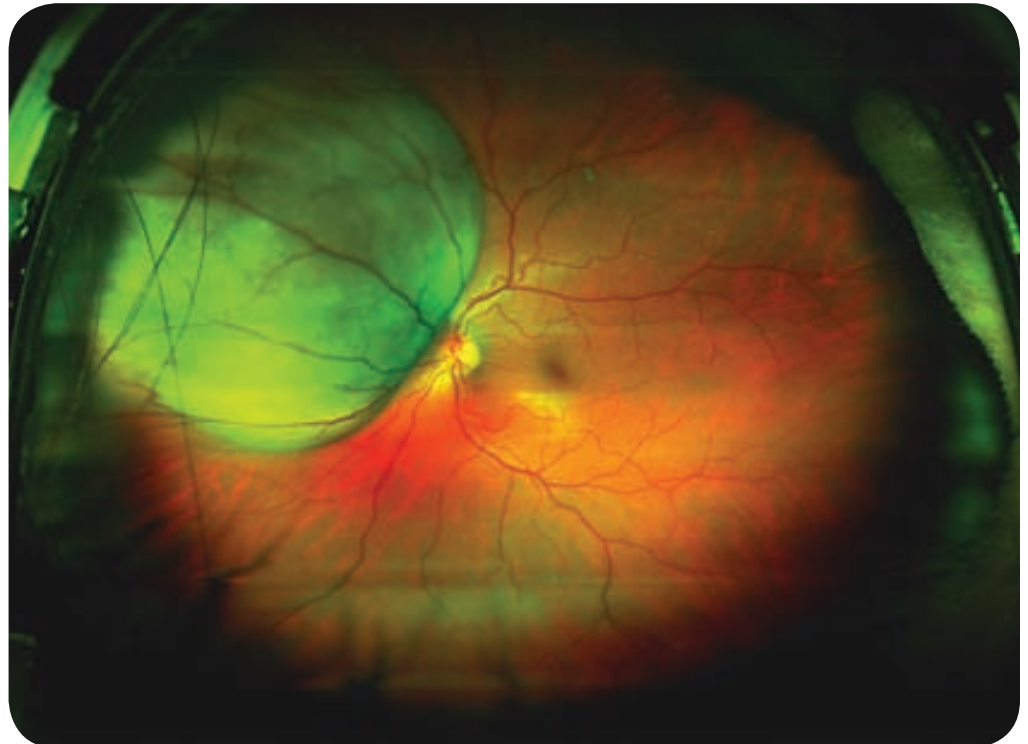
## The need for your help is growing

In Colorado, 40,000 people are legally blind or sight-limited. For every one of them, there are six or seven more who are low-sighted. While there have been significant advances in technology and clinical care for these individuals, the demand for improved ophthalmology practice is growing:

- Our *population is aging* and therefore the rate of disease is on the rise. Glaucoma and macular degeneration, which typically affect older people, are bordering on epidemic.
- Technology has created a *booming market* for lasik, cataract surgery and other routine procedures, as well as for more advanced options such as implantation of prescriptive man-made lenses.
- Access to care for *underserved populations* is placing new pressures on health care. Pediatric ophthalmology in particular must rise to the challenge of serving children in need.

### Rocky Mountain Lions Eye Institute specializes in:

- |                                    |   |                           |
|------------------------------------|---|---------------------------|
| ▪ Age-related Macular Degeneration | ▪ Neuro-Ophthalmology                         | ▪ Pediatric Ophthalmology |
| ▪ Cataracts                        | ▪ Ocular Oncology                             | ▪ Refractive Surgery      |
| ▪ Cornea/External Disease          | ▪ Ocular Pathology                            | ▪ Strabismus              |
| ▪ Diabetic Retinal Disease         | ▪ Ophthalmic Plastic & Reconstructive Surgery | ▪ Vision Rehabilitation   |
| ▪ Glaucoma                         |   | ▪ Vitreoretinal Diseases  |



Ocular melanoma is a life-threatening eye cancer treated at the new Ophthalmic Oncology Center at the Rocky Mountain Lions Eye Institute.



## The opportunity to make a difference is here and now

In just seven years, we've built our world-class Eye Institute from the ground up and are now ideally positioned to meet the demands of the changing world of ophthalmology. Already we treat 40,000 patients a year. Our broad service area includes more than six million people throughout the Rocky Mountain region, creating the potential for us to serve significantly more patients.

We feature every eye subspecialty under one roof and are the only teaching facility in our area. Our location at the Anschutz Medical Campus, the hub of health care on the Front Range, allows our doctors and researchers to interact regularly with the University of Colorado Hospital, The Children's Hospital, Denver Health Medical Center, Veteran's Administration Hospital and other stellar institutions.

The Rocky Mountain Lions Eye Institute was recently ranked in the Top 10 of Clinical (patient care) Ophthalmology Departments in the country by *Ophthalmology Times*. This is a peer ranking based upon a survey of ophthalmology department chairs and residency program directors in the United States. Our patients can be certain that leading surgeons and specialists across the country recognize their eye care providers as among the world's best.

***"The University of Colorado Hospital and Rocky Mountain Lions Eye Institute work hand-in-hand to provide the best care possible. We are committed to the long term expansion of the Institute's world class services in the region."***

—Bruce Schroffel, President and CEO, University of Colorado Hospital

***"We are always pleased when new centers of excellence such as the Rocky Mountain Lions Eye Institute are developed in the academic health-care family! This provides great opportunity for collaboration in care."***

—Patricia Gabow, MD, CEO, Denver Health

***"The Children's Hospital is top ranked in the country and, thanks to our proximity to and partnership with the Rocky Mountain Lions Eye Institute, our pediatric ophthalmology section is second-to-none. We are proud of our association with the Eye Institute."***

—Jim Shmerling, DHA, FACHE, President and CEO, The Children's Hospital

# We are improving the quality of life

*“My research involves the development of new devices to help treat glaucoma more effectively while decreasing possible risks to our patients. I continue to explore the use of novel medical treatments that could potentially slow the progression of visual field loss.”*

—Malik Kahook, MD

*We are working to quell glaucoma, a chronic disease that slowly erodes a patient’s vision. Innovative partnerships with engineers and industry leaders are enabling us to apply new imaging modalities to the optic nerve—helping us identify and move quickly to slow progression of glaucoma, thanks to the work of Malik Kahook, MD, Douglas McKenzie, MD, and Chancellor M. Roy Wilson, MD.*

## **You can help us provide comprehensive patient care**

With your partnership, we are able to ground our work in excellent clinical services that focus on quality of life and functionality for individual patients. We are able to generate extraordinary customer satisfaction in a competitive marketplace because we offer our patients choices. We have the best technology and the best team.

We tackle eye disease along a full continuum of services that encompasses prevention, diagnosis, treatment and long-term care.

## **We are preventing the onset of eye disease**

We are identifying populations and individuals who are at risk of sight-threatening disease through state-of-the-art genetic testing and imaging. We are addressing the growing problem of diabetes by finding new ways to limit its devastating effects on the eye.

## **Our state-of-the-art diagnostics offer patients choices**

As the premier ophthalmologic imaging center in the Rocky Mountain region, our physicians are able to conduct a front-to-back assessment of the eye because they have access to every imaging device under one roof. We are involved on the ground floor level of design and application of these technologies. When combined with clinical knowledge, our imaging information gives patients the earliest possible diagnosis and establishes the best course of action for treatment.



Chancellor Wilson and Chairman Mandava



Dave Cohen, left, and his son Jacob share a sweet moment. Jacob's sight was saved by an emergency surgery to correct a retinal detachment.

## We are ensuring quality of life for the long-term

An important area of excellence at Rocky Mountain Lions Eye Institute is low vision rehabilitation. We have a staff of experts that carefully analyze the needs of each patient and provide a personalized approach so that patients use their remaining vision more efficiently and maintain the maximum level of independence.

## We are saving sight through advanced treatment approaches

*We are contributing to the rapid advancement of three core treatment approaches:*

**Pharmaceuticals** – Less than two years after their introduction into the marketplace, injectable treatments are having a profound impact on saving vision for people with macular degeneration and vascular occlusive disease, a loss of blood flow to the eye. Our researchers are now conducting clinical trials on the novel use of an injectable drug to treat stroke of the optic nerve.

**Lasers** – Our commitment to leading-edge equipment ensures our patients the fastest, most comfortable and safest treatment for blinding diseases, like diabetic retinopathy, a condition which severely damages the retinal blood vessels.

**Surgery** – We are at the leading edge of eye surgery for the entire spectrum of conditions and needs. Our doctors teach around the world on cataract surgery, and we are widely recognized as the most trusted regional resource for emergencies such as tumors around the eye and retinal detachments.

***"I can't say enough about Rocky Mountain Lions Eye Institute. My son Jacob had already lost the vision in his left eye to cancer at the age of two. When he suddenly went blind in his right eye at the age of seven, we were terrified. Dr. Mandava and his team quickly diagnosed Jacob as having a retinal detachment and performed an emergency surgery that saved his sight. Now Jacob can play basketball and enjoy video games like any other boy his age."***

—Mary Cohen, Jacob's Mother

*Here at high altitudes, dry eye syndrome is common.*

*We are Colorado's only provider of autologous serum drops to treat this condition. Through the coordinated efforts of Rocky Mountain Lions Eye Institute, the Blood Donor Center and the Cancer Center Pharmacy, we are producing a personalized serum by mixing the liquid portion of an individual's blood with saline to protect the eye and replace nutrients, all at an affordable price. Others are sure to follow our lead in this and other personalized treatments.*



## A New Vision Research Center

### *You can help us find new cures for blindness*

The new Vision Research Center at Rocky Mountain Lions Eye Institute will foster the cross-fertilization of ideas across disciplines and partnerships across institutions. Under the direction of Dr. Mark Petrash, and with your investment, the Vision Research Center will find new ways to tackle blindness and restore sight.

#### **We are developing new pharmaceuticals**

Our researchers are working with immunologists to target chemicals that shut down and even prevent macular degeneration. Our glaucoma team is using basic research techniques to find more gentle topical medicines for the long-term treatment of glaucoma to reduce harmful side-effects.

#### **We are innovating better technologies**

In addition to our world-class artificial vision development activities, we are creating new approaches to surgery, including a non-invasive treatment for glaucoma.

#### **We are harnessing the power of biomedicine**

We are exploring eye disease at the molecular level to open up entirely new possibilities. We have discovered promising gene therapies that may soon protect the sight of people with diabetes. And, we are building an understanding of how natural compounds found in food can foster healthy eyes.



*“We are on the verge of incredible breakthroughs in curing and preventing eye disease, making a real difference in the lives of our patients. Our team’s spirit of commitment to the best in research and clinical care will ensure that Rocky Mountain Lions Eye Institute is recognized as a world leader.”*

—Mark Petrash, MD, Professor and Vice Chair of Research, Rocky Mountain Lions Eye Institute

# Educating Tomorrow's Innovators

*You can help us provide ophthalmology expertise around the globe*

As a program in the University of Colorado system, we have the global reach and mission of educating tomorrow's leaders. You can help us as we prepare outstanding clinicians, surgeons, researchers and technicians to ensure healthier eyes throughout the world. The Rocky Mountain Lions Eye Institute is an attractive choice for top medical school graduates because of our leading faculty, our broad range of disease treatments, our large and diverse patient population, our high volume of surgeries and our exciting research programs. We produce ophthalmologists who can handle the most challenging diseases.

Your investment in the establishment of the Vision Research Center and expanded facilities will boost our efforts to educate the ophthalmology leaders of the future.



*“Our eye institute is the only one of its kind in this region. Expanded facilities will allow us to continue to fulfill our mission by treating even more patients and teaching more students.”*

—Richard Davidson, MD



## Expanded Services Under One Roof

*You can help us create a state-of-the-art facility for patient care and research*

With your help, we will double the size of the existing Rocky Mountain Lions Eye Institute building in order to improve patient care, meet the demand for our services and support cutting-edge research. The facility will enable us to:

- **Expand services to meet a growing demand**

As the leading eye center in the region, our ability to serve more patients is limited only by our facilities and by the number of referrals we receive. We can double our patient population to 80,000 per year through improved and enlarged clinical space and an outreach effort to referring physicians in the Rocky Mountain region.

- **Feature a specialized Surgery Center to provide premium care at maximum efficiency**

A new state-of-the-art ophthalmology surgical suite within the Rocky Mountain Lions Eye Institute building will ensure that patients receive the most efficient, customer-friendly and technologically advanced care possible. The Surgery Center will focus on bringing the newest technologies to our patients.

- **Offer patients the best technology**

There is a constant evolution in imaging technology. These rapid changes make it imperative that we provide the very latest systems in support of diagnosis and cures for the well-being of our patients.

- **Provide advanced research laboratories for the Vision Research Center**

The greatest advancements in eye care will be at the molecular level. New and enhanced laboratories will enable us to move innovations at the molecular level quickly into the clinic where they can benefit the largest numbers of people in our region.

## Your support will create a brighter future

Norman Brownstein, chairman of Brownstein Hyatt Farber Schreck and a graduate of the University of Colorado, credits the Rocky Mountain Lions Eye Institute with saving his sight after a sudden retinal detachment.

“Trusting my sight to the Rocky Mountain Lions Eye Institute is one of the best decisions I ever made,” says Brownstein. “What makes me feel wonderful and lucky is that this resource is here for people from all walks of life. It is a gem in our midst and I want to make sure it has all the resources it needs.”

*Please join Norm and other donors in giving hope to people who are blind or at risk of losing their sight.*



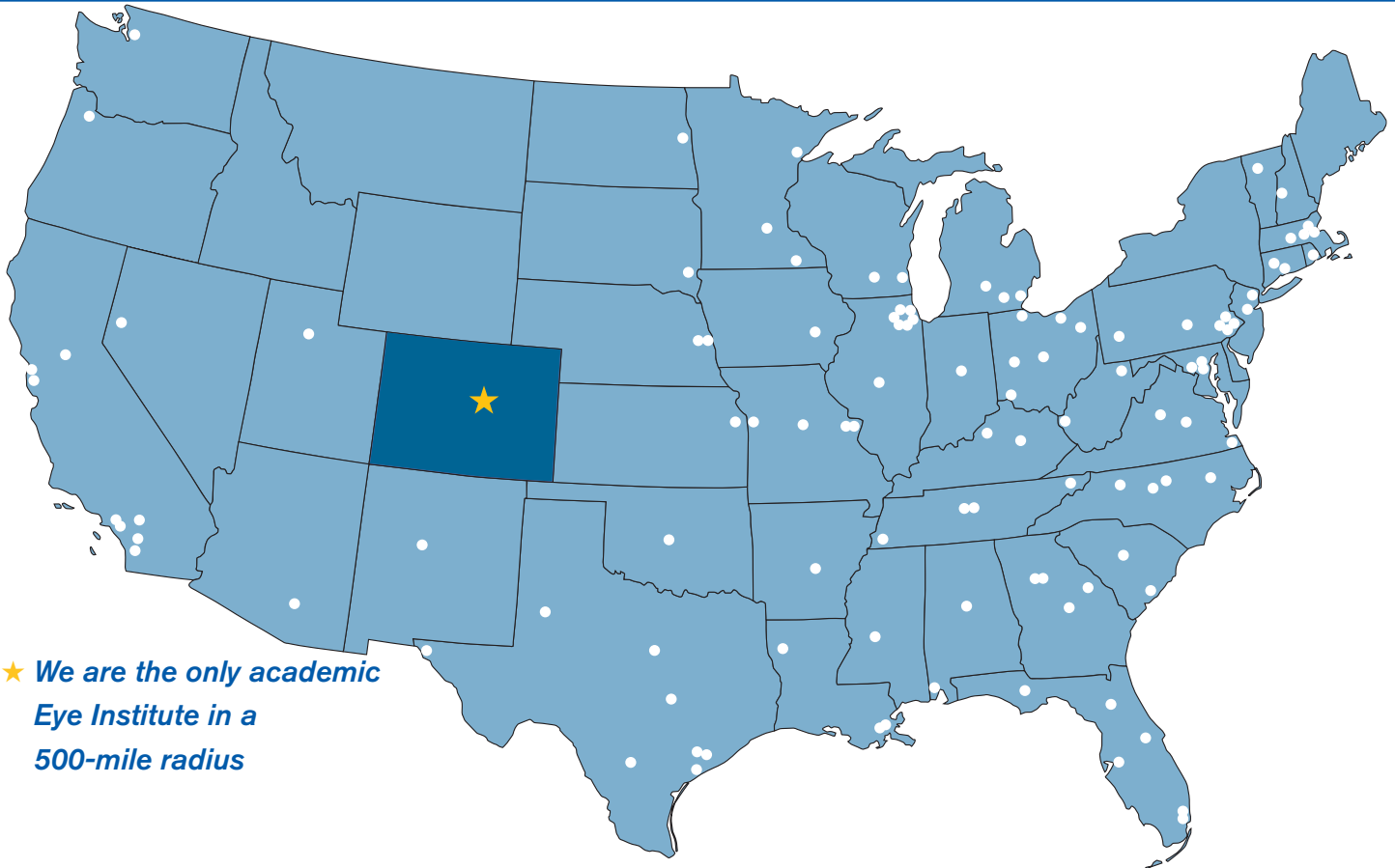
***“Trusting my sight to the Rocky Mountain Lions Eye Institute is one of the best decisions I ever made.”***

—Norman Brownstein

*Our faculty serve as physicians at:*



The Children's Hospital  
it's all better™



★ *We are the only academic  
Eye Institute in a  
500-mile radius*

## Contact

To learn about the many ways  
you can make a gift, please  
contact: [www.eyeinstitute.org](http://www.eyeinstitute.org)

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