

# UW Health, UW School of Medicine and Public Health: Launch Wisconsin Medicine

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MADISON, Wis. – With groundbreaking researchers working alongside world-renowned clinicians, UW Health and the University of Wisconsin School of Medicine and Public Health are joining together to launch a first-ever joint philanthropic campaign called Wisconsin Medicine.

With a united message that “the future needs us now,” Wisconsin Medicine’s leaders announced an ambitious goal to raise \$500 million with 100,000 individual donors by the end of 2025. This sweeping effort will drive innovation and progress in everything from research and education to patient care and health equity:

- Discovery of new cures and treatments.
- Bringing cutting-edge technologies, approaches and procedures to the bedside, to improve patient outcomes and quality of life.
- Building the next generation of leaders in healthcare and research.
- Applying a lens of social responsibility and health equity to eliminate disparities in healthcare access, treatment and outcomes.

Wisconsin Medicine is uniquely positioned to drive change and define the future of health, with not one but two of the nation’s leading healthcare innovators.

UW School of Medicine and Public Health has a long history of revolutionary medical discoveries and a well-earned reputation as one of the best institutions in the world for leading-edge research, according to Dr. Robert N. Golden, dean of the UW School of Medicine and Public Health.

“The Wisconsin Medicine campaign is exciting because it gives donors an opportunity to be part of the future of healthcare, advancing the legacy of saving lives through groundbreaking research and education,” he said. “Funding education for the next generation of scientists and clinicians will accelerate the next generation of great discoveries. This campaign is about securing that future now.”

Driven by a commitment to advance health without compromise, UW Health is not just recognized as the best hospital in Wisconsin, it is ranked as one of the top 100 in the world. From primary care all the way through to specialties like cancer care and organ transplant, UW Health brings quality and safety together with clinical trials and innovation on behalf of its more than 700,000 patients, according to Dr. Alan Kaplan, CEO, UW Health.

“Our care teams not only save lives every day, they allow hundreds of thousands of our patients to live their best and most fulfilling lives. None of this happens without a remarkable drive to give our best today while constantly improving for the needs of tomorrow,” he said. “Support for Wisconsin Medicine is an investment in amazing people whose work today will come to define the healthcare of tomorrow.”

Healthcare touches all of our lives, and the Wisconsin Medicine campaign is launched with that in mind. Whether someone’s interest is curing cancer, giving children with rare conditions a chance at life or eliminating long-standing disparities in healthcare access and outcomes, donors at all levels can get involved and make a difference. To mark the formal launch of this campaign, donations toward key areas of focus made until June 13, 2022, will be matched up to \$1 million.

Throughout history, philanthropy has transformed who we are and how we care for patients and families. This groundbreaking campaign, one of the largest of its kind, will allow UW Health and UW School of Medicine and Public Health to continue at the forefront of discovery and shaping the future of health in Wisconsin and across America.

Recorded interviews with Kaplan and Golden are available. To schedule live interviews with medical or philanthropic Wisconsin Medicine leaders, please contact Emily Kumlien at [ekumlien@uwhealth.org](mailto:ekumlien@uwhealth.org).

More information on Wisconsin Medicine is available at [www.wiscmedicine.org](http://www.wiscmedicine.org).