

The Weekly

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USC receives \$150 million naming gift from W. M. Keck Foundation



In a photo illustration, a banner welcomes patients to the new Keck Medical Center of USC, which will include USC University Hospital, to be renamed Keck Hospital of USC, and USC's faculty practice, which will be renamed the Keck Doctors of USC, as well as USC Norris Cancer Hospital. While the name changes are not yet in effect, university officials are developing a plan for implementing them with new signage, logos, stationery and more.

USC academic medical enterprise to be named Keck Medicine of USC

'This \$150 million gift from the Keck Foundation will have a profound impact on our community and our world, today and for generations to come.'

**—USC President
C. L. Max Nikias**

USC has received a \$150 million naming gift from the W. M. Keck Foundation to accelerate groundbreaking medical, clinical and translational research and education. This is the second transformative gift the Keck Foundation has made in recent years to USC's medical enterprise, following its historic \$110 million gift in 1999 to the Keck School of Medicine of USC.

"This \$150 million gift from the Keck Foundation will have a profound impact on our community and our world, today and for generations to come. It will be a catalyst for dramatic discoveries and developments in medical research, teaching and patient care," President C. L. Max Nikias said. "As we enter an era that demands nothing less than a global revolution in the medical sciences, the Keck Foundation has invested powerfully in such a revolution, helping USC's academic medical center take a momentous leap forward in its efforts to improve

and advance the human condition."

In recognition of this transformative gift, USC's academic medical enterprise will be named Keck Medicine of USC in perpetuity. It will comprise the Keck Medical Center of USC and Keck School of Medicine. The Keck Medical Center will include USC University Hospital, which will be renamed Keck Hospital of USC, and USC's faculty practice, which will be renamed the Keck Doctors of USC, as well as USC Norris Cancer Hospital. USC Norris Cancer Hospital will not be renamed.

The Keck Foundation's gift carries a unifying purpose. By designating the medical enterprise, the academic medical center, USC University Hospital and the Doctors of USC with the Keck name, USC brands its medical enterprise as a cohesive whole.

"We believe that this partnership with USC will fund outstanding research to expand the boundaries of medical knowledge and

improve quality of life for vast numbers of people," said Robert Day, chair and CEO of the W. M. Keck Foundation. "This gift reflects our commitment to bringing cutting-edge science, medicine and engineering together to find new and better ways forward."

"The Keck Foundation's directors and officers have demonstrated exceptional foresight and generosity in making such strategic gifts, adding to an already unsurpassed legacy of leadership in benefiting countless millions, here in Southern California and, indeed, around the nation and the world," Nikias said.

With this gift, the Keck Foundation and members of the extended Keck family have donated nearly \$300 million to USC, placing them among the most generous benefactors to the university.

Keck Medicine of USC includes pioneering research centers such as: the Zilkha Neurogenetic Institute, the Eli and Edythe Broad Center

for Regenerative Medicine and Stem Cell Research at USC, the Institute for Genetic Medicine, the USC Norris Comprehensive Cancer Center, the National Science Foundation Engineering Research Center devoted to Biomimetic Microelectronic Systems, the USC Institute for Health Promotion & Disease Prevention Research and the USC Institute for Global Health.

The gift will promote further progress in medicine through more effective interplay between a rising private medical school and a top-flight private academic medical center, capitalizing on a research culture that encourages collaboration among medical faculty and their colleagues in engineering and the physical, life and social sciences. Researchers at the intersection of these disciplines foster innovation that spurs critical breakthroughs in medicine.

Such a culture was a major competitive reason behind the

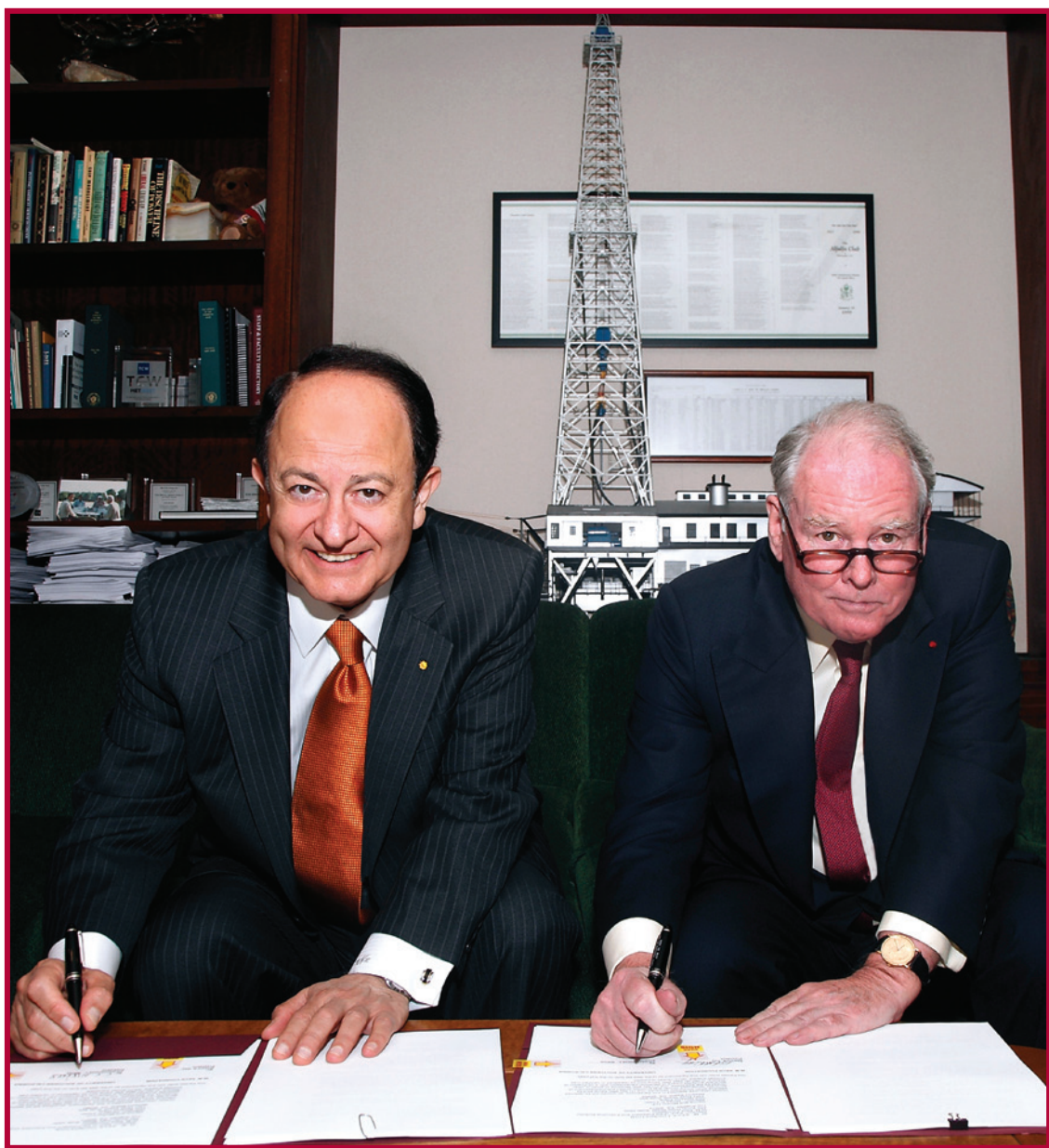
See **KECK**, page 2

'This is a marvelous day for the University of Southern California, the Keck School of Medicine and the entire USC academic medical enterprise. ... By extending its name to the entire USC academic medical enterprise, the W. M. Keck Foundation is accelerating the progress of our clinical and scientific faculty, our students and trainees, and our staff in all areas of our mission.'

**—Keck School of Medicine Dean
Carmen A. Puliafito**

'This is truly a momentous day for everyone touched by our academic medical center—our hospital and clinic staff, our physicians, the patients we serve and their families. This single act of enormous generosity will transform our clinical environment into a collaborative, innovative and pioneering medical enterprise.'

—Hospitals CEO Mitch Creem



USC President C. L. Max Nikias and Keck Foundation President and Chair Robert Day sign the official documents in front of the model of the 1952 Drilling Barge of W. M. Keck Sr.

KECK: Gift will help propel research, spur medical breakthroughs

Continued from page 1

2010 decision by the National Institutes of Health to award \$57 million to USC to fund the only Clinical and Translational Science Institute in Los Angeles. The CTSI addresses an array of health needs of the area's diverse population.

Other recent research grants include NIH awards of \$16 million for a physical science oncology center and \$9 million to create an atlas for genes. In addition, the California Institute for Regenerative Medicine awarded \$16 million to fund the development of a stem cell-based treatment for age-related

macular degeneration.

About USC and Keck Medicine of USC

Founded in 1880, USC is one of the nation's most selective private research universities. USC's academic medical center comprises a medical school, many research centers and institutes, two university-owned hospitals with more than 400 private beds, renowned physicians and clinical care satellites in the community. USC physicians serve over one million patients annually, and Keck Medicine's state-of-the-art facilities on USC's Health Sciences Campus attract patients from around the world.

Pediatric patients are seen by USC physicians at Children's Hospital Los Angeles, which has been affiliated with the Keck School of Medicine since 1932. In addition, USC physicians have provided care for patients at the public Los Angeles County+USC Medical Center for more than 100 years, building one of the largest academic training programs in the country.

The Keck School of Medicine of USC, the oldest medical school in Southern California, enrolls 670 medical students, 292 Ph.D. students and 300 master's students in more than 25 research and clinical programs, and trains 900 medical residents in 52 specialty or subspecialty

programs. The Keck School of Medicine receives more than \$275 million in annual sponsored program awards.

More than 500 Keck School of Medicine physicians are members of the Keck Doctors of USC, a private faculty clinical practice offering everything from complex therapies to primary care for the entire family. The Keck Doctors of USC are internationally known for their expertise in clinical areas, including: urology, neurology and neurosurgery, orthopedics, pulmonology, cardiology and cardiovascular surgery, transplant surgery, gynecology, and ophthalmology.

About the W. M. Keck Foundation

The W. M. Keck Foundation was established in 1954 in Los Angeles by William Myron Keck, founder of The Superior Oil Company. One of the nation's largest philanthropic organizations, with assets of more than \$1.2 billion, the W. M. Keck Foundation supports outstanding science, engineering and medical research and undergraduate education.

The Foundation also maintains a program within Southern California to support arts and culture, education, health and community service projects and programs.

For more information, visit: www.wmkeck.org.

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Keck Medicine of USC by the numbers

- More than 500 Keck Doctors of USC
- Two USC-owned private hospitals with over 400 beds
- Over 1,000,000 patient appointments annually
- 9,000 patients enrolled in clinical trials
- 1,300 faculty physicians and scientists
- 900 medical residents – one of the largest residency programs in the U.S.
- 200 fellows and interns
- 670 medical students, 292 Ph.D. students, 300 master’s students
- More than \$300 million in research funding

Looking back: Twelve years of progress thanks to W. M. Keck Foundation’s historic gift

By Amy Hamaker

The recently announced gift of \$150 million from the W. M. Keck Foundation to USC is part of a long history of the Keck Foundation creating a substantial transformation in USC’s medical education and research program. Keck’s previous gift of \$110 million to the Keck School of Medicine of USC in 1999 was not only a historic event, it created growth both in medical and clinical research and in the community as well.

A Historic Gift

Twelve years ago, the Keck Foundation began a partnership with USC to strengthen and expand the scope of USC’s medical education and research. On September 17, 1999, USC celebrated the donation by the Keck Foundation of \$110 million, at the time the largest gift ever made to a medical school. The gift also made USC the first university in history to secure three gifts of \$100 million or more.

In recognition of the Keck Foundation’s generosity, USC’s medical school was renamed the Keck School of Medicine of the University of Southern California. The renaming was accompanied by the creation of a Board of Overseers to advise the USC president and the Keck School dean on matters of policy and operation, and to take the lead in raising the \$330 million in matching funds called for by the agreement.

Keck Foundation Board of Directors Chairman and President Robert A. Day (who still serves in this capacity) said that the gift was given to “recognize the excellence that USC has built in its medical school ... [and to] help propel USC into the first ranks of medical research not just nationally, but internationally as well.”

Neurogenetic Focus

At the time, much of the \$110 million gift was to be invested in neurogenetics, with a focus on the then-new Neurogenetic Institute at the Keck School of Medicine of USC. This neurogenetic initiative would focus its efforts on bringing together basic and clinical neuroscientists to con-

centrate on questions underlying a range of disorders. Major research emphasis was placed on degenerative diseases of the brain, including Alzheimer disease, Parkinson’s disease and psychiatric diseases such as manic depression, schizophrenia and addiction disorders.

Steven B. Sample, USC president at the time, noted that neurological and psychiatric illnesses afflicted more than

50 million Americans and had a \$600 billion per year impact on the economy, and called the Keck gift “of inestimable importance to USC and the nation.”

“Now the [Keck] Foundation is anticipating the growing number of elderly who will overwhelm our public services unless we can make serious inroads in the prevention and care of the many neurodegenerative diseases that afflict people of all ages, but particularly the elderly,” Sample added at the time.

Thanks to that first gift, the focus on neurogenetics has expanded to include pioneering research centers at the Keck School of Medicine such as the Zilkha Neurogenetic Institute, the Eli and Edythe Broad Center for Regenerative

Medicine and Stem Cell Research at USC and the Institute for Genetic Medicine.

Community Impact

Stephen J. Ryan, dean of the Keck School in 1999, believed that the direct economic impact on Southern California and East Los Angeles would be substantial. Plans included investing close to \$1.5 billion in medical research and health care facilities at and near the East Los Angeles USC Health Sciences Campus. Part of the \$110 million gift was also set aside to increase the school’s endowment and strengthen support for underfunded programs, particularly in the form of educational support such as scholarships for medical students.



‘The expansion of scientific research efforts with the first Keck Foundation gift will be greatly enhanced by this new gift, which will allow us to compete for those transformative scientists who are leaders in their respective fields of medical research, and who want be at an innovation-driven medical center.’

—Pat Levitt, director of the Zilkha Neurogenetic Institute

‘I am extremely optimistic that we will continue to grow as a leading academic medical center for patients seeking the best in medical care, clinicians seeking an environment of innovation and excellence, students seeking an outstanding education, and scientists seeking a fertile environment for their ideas.’

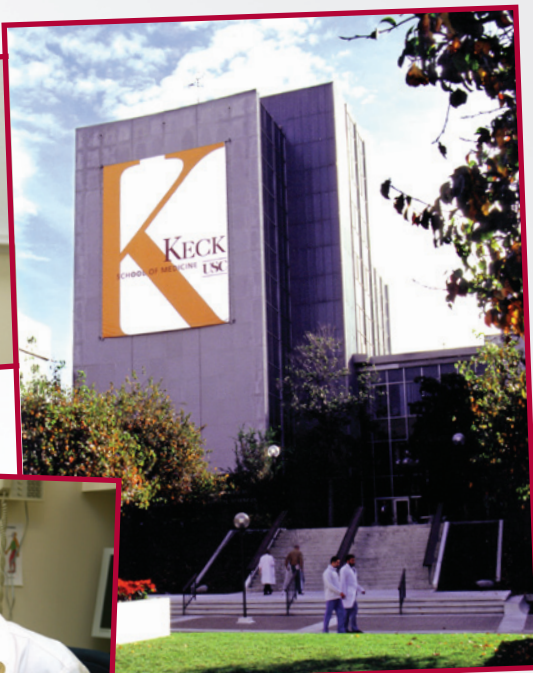
—Edward Crandall, chair of the Department of Medicine

'The continued support of the Keck Foundation will allow us to further invest in the recruitment of new physicians and also invest in our academic commitment to innovative research and teaching, advancing our mission and bolstering the reputation of our Keck School of Medicine and of the University as a whole.'

—Vaughn Starnes, chair of the Department of Surgery and surgeon-in-chief of the USC hospitals

'This is such an amazing time for USC. It's exciting that we are getting this recognition and that people are willing to invest in what we do. This gift is going to push our clinical research forward. We'll make medical breakthroughs, and those breakthroughs will have a ripple effect in how our doctors, our nurses and the rest of our hospital staff treat our patients.'

—Briana Sosa, nurse recruiter in the hospitals' Human Resources Department



Keck Medicine of USC in photos

All of the faculty, staff and students of Keck Medicine of USC are dedicated to excellence in patient care, research and education.

W. M. Keck Foundation spurs progress in sciences, arts

The W. M. Keck Foundation was established in 1954 in Los Angeles by William Myron Keck, founder of The Superior Oil Company.

Taking risks to invest in emerging technologies, Keck enabled the company to become a global leader in the exploration and production of oil and gas. Under his guidance, the company pioneered new exploration and drilling methods, including the first successful use of directional drilling in California (1930), the first use of a reflection seismograph to aid in locating hydrocarbons (1933) and construction of the first offshore oil platform off the coast of Louisiana (1938).

In 1954, Keck established the charitable foundation bearing his name, with the vision of providing far-reaching benefits to humanity through imaginative grants supporting scientific discoveries and new technologies. The overarching mandate of the W. M. Keck Foundation is to support pioneering discoveries in science, engineering and medical research.

The foundation supports outstanding science, engineering and medical research, and undergraduate education. In Southern California, the foundation takes special

effort to promote arts, culture, education, health and community service projects that will have a significant impact in addressing complex issues and problems.

In addition to the substantial gifts to USC, the W. M. Keck Foundation supports several large-scale initiatives. These include:

- W. M. Keck Observatory—home of the world's largest optical telescope, located near the summit of Mauna Kea on the island of Hawaii;
- Keck Graduate Institute of Applied Life Sciences—a graduate school in the Claremont College Consortium, offering integrated life science/engineering/business curriculums;
- Institute for Space Studies—an institute of the California Institute of Technology that combines the brainstorming of new ideas on space science and technology with follow-up research and development;

- National Academies Keck Futures Initiative—a program of the National Academy of Sciences, the National Academy of Engineering, and the Institute of Medicine to

stimulate interdisciplinary scientific and technological research; and

- KCET—community television programming for Southern California.

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