



The Next Century of Changing Faces and Transforming Lives

a campaign for

The National Foundation for Facial Reconstruction





Changing Faces, Transforming Lives

Visualize the innocent face of a newborn: soft skin, crinkly eyes, puckered mouth. Now imagine this child without an ear; with a wide gap between nose and mouth; a tiny, recessed jaw; a protruding forehead; a misshapen skull; bulging eyes; or a dark purple stain covering the cheek and eye. This child is facially different. A quarter of a million children are born with facial differences every year in America, many of them without access to comprehensive team care. These are the children the National Foundation for Facial Reconstruction (NFFR) was founded to help.

Since its inception in 1951, the Foundation has provided funds to underwrite services for more than 100,000 patient visits at the Institute of Reconstructive Plastic Surgery (IRPS) at the NYU Langone Medical Center. Today, the Institute is the pre-eminent facial reconstruction facility with 53 medical professionals providing services to 11 clinics, or conferences with patients, parents and doctors, which lead to a diagnosis and course of treatment. In 2010, the staff handled approximately 6,000 patient visits. Nearly 70% of the IRPS's patients are uninsured or receive only Medicaid reimbursement. To enable patient treatment, the Institute's doctors donate approximately \$2 million in pro bono services annually and the NFFR contributes \$2.5 million.

To expand the Institute's scope of services, the NFFR is initiating a capital campaign – *The Next Century of Changing Faces and Transforming Lives*. Our goal is to raise \$8 million, which will be used for three purposes. First, a new state-of-the-art facility for the IRPS will be constructed, increasing the space more than fourfold. Second, an endowed chair will be established, named in honor of Dr. Joseph G. McCarthy, Director of IRPS for 30 years. Third, the endowment of the NFFR will be enhanced which will allow greater support for the Institute.

Our History and Achievements

The late plastic surgeon, John M. Converse, founded the NFFR in 1951 to support multidisciplinary treatment for those with facial disfigurement. By 1955, a small facial clinical team was assembled at the Manhattan Ear, Nose and Throat Hospital. In 1963, the team was relocated to NYU Medical Center to access the research and educational resources available at an academic medical center. The NFFR's support has enabled this unit to grow into the internationally recognized Institute of Reconstructive Plastic Surgery.

Revolutionizing the practice of reconstructive plastic surgery, the Institute:

- Has a multidisciplinary team of doctors specializing in plastic surgery, microsurgery, neurosurgery, otolaryngology, orthodontics, prosthodontics, ophthalmology, and genetics;
- Has five specialists from psychology, social work and nursing, who provide a full menu of clinical psychological and social care free of charge for patients and their families;
- Provides diagnoses and treatment for all known craniofacial malformations;
- Treats dental and orthodontic issues relating to the reconstructive process;
- Conducts groundbreaking research on tissue engineering, stem cells and transplantation;
- Pioneered jaw distraction and pre-surgical molding for cleft lip & palate, both of which have transformed these treatments;
- Created a Virtual Surgery teaching tool with interactive animations, video footage, narration, and testing capabilities which enables doctors to learn intricate procedures on a computer before operating; and,
- Developed guidelines for standards of care for children with premature closing of the skull bones (craniosynostosis).



Our Patients

Children with facial differences can suffer from the humiliation and physical challenges caused by a wide range of craniofacial anomalies, such as a missing or deformed ear; sunken cheeks and midface; a misshapen head; a bulging hemangioma; a misalignment of the jaw; wide-spaced or bulging eyes; a large gap between the mouth and the nose; or a large vascular growth obscuring the eye or throat. Facial differences not only affect appearance; they can also stigmatize a child socially, lead to severe depression, and impede the basic functions of breathing, hearing, seeing, and speaking – a reality our patients face every day.

These are the characteristics of the patients whom the NFFR supports through its funding of the IRPS:

- Approximately 1,000 patients, new and ongoing, treated in 120 multidisciplinary clinics a year, with another 1,000 treated in orthodontics, and 800 parents and families seen by the psychosocial team;
- 49% are age six or younger, 36% ages 6-18; 15% ages 19 or older;
- 60% are African-American, Hispanic, Asian, Arab, East Indian, or Caribbean;
- Nearly 70% are uninsured or receiving Medicaid (requiring documentation of a weekly income of \$350 or less per week for a family of 4);
- 94% are from the Tri-State area; and,
- 95% remain in care that spans an entire childhood.

Before

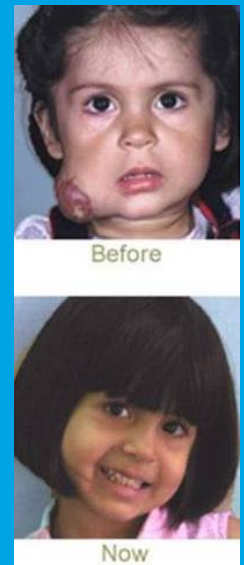


Now



Stephanie's Story

Stephanie is a happy six year old who likes to sing, dance and play. It wasn't always easy for her to do these things. She was born with a large hemangioma on her right cheek. Other people made comments like "what is that," "what's wrong with her," and "she looks so ugly." These statements were both hurtful and frustrating for Stephanie's mother as she also had to deal with a language barrier.



Doctors first told Stephanie's family that she had a tumor, which was never the case. Finally, Stephanie was referred to the Institute of Reconstructive Plastic Surgery Vascular Anomalies Team. After several surgeries, Stephanie's results far surpassed her mom's dreams. "If I could refer anyone for treatment by the best physicians who really do care, I would refer them to only one place, and that place is here at the Institute of Reconstructive Plastic Surgery at NYU Medical Center."



IRPS's New Facilities: Capital Improvements

Through funding from the NFFR and the NYU Medical Center, the IRPS is expanding its facilities and moving to a new home, where it will be able to better serve its patients, who include an ever expanding number of children in need, as well as adults suffering from facial difference due to trauma or cancer treatment. All of the IRPS's patient-care services and the offices of the IRPS's affiliated doctors will relocate to a 14,255 square-foot state-of-the-art facility in a new building, just one-half block from the main entrance to the NYU Langone Medical Center.

This new site, in a recently constructed eco-friendly building, will provide space for:

- A patient conference center for multidisciplinary team meetings with patients and families;
- An enlarged orthodontic suite with three offices, six chairs and a research laboratory;
- Three consultation/examination rooms;
- The Newman Family Support Program (speech evaluation/therapy, social work, and counseling);
- Surgical planning, coordinators, nurse practitioner, and fellows rooms;
- A staff lounge;
- A multimedia center;
- An x-ray room; and,
- A patient waiting room with a pediatric play area and education alcove.

*Pediatric play area**



*Exam room**



On the street level, there will also be offices for eight Faculty Practice reconstructive doctors, two operating rooms, seven examination rooms, and a waiting room. This new site will not only help the NFFR maintain its comprehensive team care, using the latest technology and equipment for the Institute's current patient population, but it will also allow the IRPS to expand its patient base to encompass more adults.

*Laboratory**



*Multi-purpose conference room**



**Photos are representative images.*



Joseph G. McCarthy Professorship for Pediatric Reconstructive Plastic Surgery

The National Foundation for Facial Reconstruction supports the research and education programs designed to train the next generation of plastic surgeons. Through this effort, the Foundation aims to establish the Joseph G. McCarthy Professorship for Pediatric Reconstructive Plastic Surgery. Dr. McCarthy's outstanding commitment to the IRPS has enabled the Institute to become a world class provider of life-changing medical operations and social services. Dr. McCarthy completed his residency in plastic surgery under the late John M. Converse at the Institute of Reconstructive Plastic Surgery. In 1973, he joined the faculty of the New York University Medical Center as an Assistant Professor and assumed the Lawrence D. Bell Professorship of Plastic Surgery, as well as directorship of the Institute in 1981. As Director of the Institute of Reconstructive Plastic Surgery, he oversees the largest national educational effort in plastic surgery and has trained more than 100 plastic surgery residents and 25 post-resident fellows in craniofacial surgery. Many have gone on to become chiefs in other university plastic surgery centers.

Dr. McCarthy explains to a young patient how new bone is formed through jaw distraction.



With this endowed chair, we will honor Dr. McCarthy's dedication to truly changing the way individuals with facial differences are treated in the United States. This endowed professorship will ensure that in the future the Institute will always have the professional leadership to continue the NFFR's mission.

National Foundation for Facial Reconstruction Endowment

Through *The Next Century of Changing Faces and Transforming Lives* campaign, the NFFR seeks to enhance its endowment. Supporting the endowment will enable the Foundation to continue to provide specialized services to families as they begin their journey through comprehensive clinical team care.

With nearly 70% of the Institute's young patients being unable to afford treatment, the NFFR assures that children and adults with facial differences have access to state-of-the-art, personalized, and multidisciplinary team care, regardless of the severity of the condition, the length or type of treatment needed, or the financial status of the family.

Dr. Grayson examines a baby's cleft lip and palate.

