

## A NEW APPROACH FOR CARE

# Parkinson's Disease and Telemedicine: 21<sup>st</sup> Century Care



RAY DORSEY, M.D., M.B.A.

*Professor of Neurology, Director of the Center  
for Human Experimental Therapeutics*

What if you could return to the tradition of seeing your doctor in the comfort of your own home? Telemedicine lets you do just that. Dr. Ray Dorsey is building a medical network for the 21st century for the millions of people who suffer from Parkinson's disease; one that can be used as a care model for a variety of diseases.

“Imagine if you thought there was a possibility you had Parkinson's disease, but you lived 100 miles or more from the nearest medical center with a qualified neurologist. You're faced with at least a couple of hours of driving, of navigating an unfamiliar urban environment, of parking and walking—and that's assuming you're able to find a neurologist within driving distance to begin with,” said Ray Dorsey, M.D., M.B.A.

“Now think about how easy it is to buy a book or a pair of shoes online. The two should not be so different.”

When a patient's family physician suspects Parkinson's disease, the patient can call a toll-free number to download software that is very easy to set up. The “visit” is essentially a secure video chat. The neurologist asks questions and watches the patient's responses. Doing a remote session this way is just as accurate as an in-person consultation, says Dorsey. “After all, Dr. James Parkinson first described the disease in 1817 by watching people walk in the park in London. We're doing the same thing, just using the latest technology.”

*Your gift can help the millions of people living with Parkinson's disease get the care they need. Join us as we revolutionize medicine and give hope back to people with Parkinson's.*

*“I've been a patient of Ray's for many years and am thrilled that he continues his outreach for Parkinson's patients. I don't have to make a four hour car ride in each direction for my appointments, or worry about traffic. In our half-hour online visit, we reviewed my meds, current symptoms, treatment options, had an exam, and called in my scripts. My belief is this is the transition to modern health care delivery—especially for millions of people living with Parkinson's worldwide. I've immensely gained from this process.”*

—PHYSICIAN AND LONGTIME PATIENT OF DR. RAY DORSEY

# Your gift helps us *reach across boundaries to give hope back to Parkinson's patients*

We are among few institutions that offer telemedicine care for people with Parkinson's disease. The establishment of our program has created new models of care and developed ways to negotiate barriers to access. Through research and clinical outreach, Dr. Dorsey and his colleagues are reinventing the way we care for people today, here in Rochester and around the world. Your support will help us transform medicine.

## **ENDOWED AND DISTINGUISHED PROFESSORSHIPS IN PARKINSON'S DISEASE RESEARCH—\$1,500,000 to \$2,000,000**

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Endowed professorships (\$1,500,000) are among the most coveted and defining rewards that a faculty member can receive. They provide invaluable support that helps the recipient expand research projects, conduct clinical studies, and mentor Ph.D. candidates and junior faculty. A distinguished professorship (\$2,000,000) would allow us to recruit and retain a national leader in Parkinson's disease research, to help care for an increasing number of people seeking treatment at the University of Rochester. Professorships are vital to an infusion of new ideas to keep our programs cutting-edge, and our clinical care state-of-the-art.

## **ENDOWED FUND FOR PARKINSON'S DISEASE RESEARCH—\$750,000 to \$1,000,000**

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Over the last several years we have witnessed a rapid growth in research advances in the area of Parkinson's disease, helping to ensure that the clinical care we provide to patients is the very best available. You can provide a permanent source of funds to help our entrepreneurial, innovative teams who have a legacy of working collaboratively across disciplines and with scientists from other institutions to help the University of Rochester remain ahead of the curve in Parkinson's disease research.

## **TODAY'S RESEARCH FOR TOMORROW'S CURES—\$100,000 to \$500,000 (multi-year)**

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In addition to offering access to care, telemedicine may make it easier for people with Parkinson's to participate in clinical trials, which could speed up the development of new treatments. You can give scientists the freedom NOW to pursue creative, unfunded theories that can revolutionize medical advances, turning our scientific insights into medical breakthroughs to better treat Parkinson's disease.

## **PATIENT CARE NEEDS—A WIDE RANGE OF OPPORTUNITIES ARE AVAILABLE**

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There are many opportunities that can impact the programs and services we offer to patients with Parkinson's. For example, some insurers cover telemedicine in limited circumstances, and Medicaid and Medicare coverage is often restricted as well. Some may not have access to the technology needed. In addition, funding can help us hire nutritionists and therapists who can help patients navigate through this difficult diagnosis. Your gift can help ensure that Parkinson's patients seeking care through telemedicine are managed in a state-of-the-art manner, regardless of their access to resources.

**For more information** about how your gift can make an impact, please contact Marc Misiuerewicz at:  
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