



# NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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## **FIFTH ANNUAL “HEART OF THE MATTER” PATIENT EDUCATION LUNCHEON RAISES OVER \$50,000 FOR BASSETT HEART CARE INSTITUTE**

**Cooperstown, N.Y.** – Renowned cardiac surgeon Dr. Robert Lancey captivated a capacity audience at the Friends of Bassett’s “Heart of the Matter” Patient Education Luncheon with his keynote presentation, “The REAL Future of Cardiac Care.”

Dr. Lancey is chief of Cardiac Surgery at Bassett Healthcare, co-director of the Bassett Heart Care Institute; associate professor of Surgery at the University of Massachusetts Medical School; and associate clinical professor of Surgery at the College of Physicians and Surgeons, Columbia University.

The fifth annual benefit was held on June 29 at The Otesaga Hotel in Cooperstown and raised over \$50,000 for the Bassett Heart Care Institute and its “UpClose Cardiac Surgery” educational program for middle-school students.

Reflective of the success of the program was Lexy Johnson, a seventh-grade student from Mohawk (N.Y.) Middle School. As the first-place winner of the UpClose Cardiac Surgery essay contest, Lexy read her essay, “If I Worked for the State of New York, What Would I Say to the General Public to Decrease Smoking.” Lexy was presented with a mountain bike.

Before the heart healthy lunch, staff members from Bassett Heart Care Institute’s Community Heart Program engaged guests with two interactive computer quizzes, “Portion Distortion” and “Food Label IQ,” calculated Body Mass Indexes (BMI) and distributed information on reducing heart disease risks.

NBT Bank, the benefit’s lead sponsor, continued its support of the Heart of the Matter luncheon and accessible cardiac care in central New York. Event sponsors are the Division of Cardiothoracic Surgery, Columbia University Medical Center, New York, N.Y.; MeadWestvaco Consumer & Office Products; Medical Coaches Inc.; The Morgan McReynolds Group at Smith-Barney; and The New York Susquehanna & Western Railway.



(Left to right): James Reynolds, senior vice president of KeyBank; Dr. Bertine Colombo McKenna, Bassett’s chief operating officer; pose with the keynote speaker of the Heart of the Matter Patient Education Luncheon, Dr. Robert Lancey, who is Bassett’s chief of Cardiac Surgery and co-director of the Bassett Heart Care Institute. NBT Bank was the lead sponsor of the Friends of Bassett’s fifth annual benefit, which was held at The Otesaga Hotel on June 29.