The Peter Munk Cardiac Centre (PMCC) has become a powerful centre for innovative medical research due to the high level of talent and creativity that attract scientists from around the world.

"The multidisciplinary environment allows cross-fertilization of ideas by stimulating interaction across various medical specialties and scientific disciplines. This feature of our environment is attractive to bright, creative people," says Dr. Michael Domanski, Cardiology Division Director at University Health Network (UHN) and Mount Sinai Hospital. Dr. Domanski, a specialist in advanced heart failure and transplant cardiology, made the move from the Icahn School of Medicine at Mount Sinai Hospital in New York to the PMCC because "it looked like a chance to make a difference in terms of research and also in patient care and teaching," he says. "The commitment of the organization to innovation is expressed by its mission of research and also in patient care. We're building the infrastructure to make a difference in terms of improving the care that we provide to our patients." Dr. Lawler adds that recruitment is part of an overall strategy to "break down the borders" between disciplines and "the richness of the medical community here is the diversity of backgrounds that people bring from across the world," he says. "It's important to continue that." Dr. Rubin, Medical Director of the PMCC, says that recruiting is among the stated goals of the Peter and Melanie Munk Charitable Foundation's third donation to the PMCC in 2011, along with retaining the best and the brightest.

"We've been unbelievably successful at doing that," he says, noting that key elements of the strategy have included establishing five new chairs and four centres of excellence. "Our vision is to be the best heart centre in the world, and you can't do that without having the best people," he adds.

Dr. Rubin says the new recruits in turn are attracted to the PMCC's vision, its multidisciplinary approach, its cohesive program and a "constant and unceasing focus on innovation." He calls the substantial number of recruits from the U.S. "the reverse of the brain drain," made possible with substantial funds from donors to the PMCC, including the Munks. He says, for example, that Dr. Veit-Haibach is "truly at the cutting edge" and "every major heart centre" tried to hire him. "For somebody with his pedigree to look out over the landscape and choose the PMCC tells you about the draw that we have. He could have gone anywhere else." Another new recruit, Dr. Patrick Veit-Haibach, a radiologist and nuclear medicine physician, came from the PMCC's Joint Department of Medical Imaging in April from the University of Zurich. "The multidisciplinary approach at the PMCC inspires teamwork and innovation," he says.

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