

ROBERT SCHATTNER CENTER
SCHOOL OF DENTAL MEDICINE



UNIVERSITY
OF
PENNSYLVANIA
380 S. 38TH STREET

FEW SCHOOLS BENEFIT from the generosity of one multi-million-dollar gift from an individual in his or her lifetime, much less two. But earlier this fall, Penn Dental Medicine did just that when alumnus Robert I. Schattner, DDS, a member of the class of 1948, gave back to his alma mater once again with a \$10 million gift.

This latest contribution is the largest gift from a living donor in the history of Penn Dental Medicine. It will transform one of the School's most important educational and clinical care spaces — the Main Clinic within the historic Thomas Evans Building — and create a dramatic new meeting and reception pavilion as an extension of the Robert Schattner Center. Dr. Schattner's earlier major gift

AN ENTREPRENEURIAL SPIRIT

The story behind the man that has reached the philanthropic capacity of Dr. Schattner is one of hard work, dedication, and an entrepreneurial spirit that is inspiring for students now and will be well into the future. Along with the Robert Schattner Center, his legacy will be remembered at Penn Dental Medicine through the renaming of the Main Clinic to the Robert I. Schattner Clinic and the creation of the Schattner Pavilion.

TRANSFORMATIVE GIFT

ROBERT I. SCHATTNER, D'48, CONTRIBUTES \$10 MILLION TO TRANSFORM MAIN CLINIC AND ADD NEW PAVILION

was in 1997 when he and his late wife, Kay, contributed \$5.5 million for the construction of the Schattner Center and its surrounding gardens; the grand atrium of this clinical facility constitutes the main entrance to the dental school.

"Dr. Schattner has so very generously stepped up to the plate once again in support of the health-promoting work of Penn Dental Medicine," said Penn President Amy Gutmann of the gift "and it is all the more heart-warming because he is a proud alumnus. No one better understands the vital work of this hallowed school than someone who has been such a valued and respected member of the Penn Dental Medicine family for almost 70 years. His generosity will be transformative and forever honored and remembered."

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OPPOSITE: Dr. Robert I. Schattner, D'48, at the 2002 dedication of the School's Robert Schattner Center; his recent \$10M gift is the largest from a living donor in the School's history. In May 2015, he received the Penn Dental Medicine Alumni Society's highest honor — the Thomas Evans Achievement Award — recognizing innovation, excellence, and leadership in the profession.

"Few alumni have had as great an impact on Penn Dental Medicine as Dr. Robert Schattner," says Morton Amsterdam Dean Denis Kinane. "His career exemplifies the innovative and entrepreneurial spirit of our earliest benefactor, Dr. Thomas Evans, and is an inspiration to our current high-impact, entrepreneurial faculty."

"I can attribute my success to a combination of serendipity, luck, and perseverance," says Dr. Schattner.

Dr. Schattner, now 90, grew up in the shadows of Yankee Stadium in the Bronx, earning a degree in chemistry at the City University of New York before coming to Penn Dental Medicine. After graduation in 1948, he served for one and a half years in the U.S. Public Health Service, then opened his own practice in Bayside, N.Y. In a 2008 interview with *The Washington Post* (The WashBiz Blog, March 4, 2008), Dr. Schattner relates that it was a serendipitous conversation at a cocktail party in 1952 that would change the trajectory of his career, leading to the world of business and product development.

That evening, another guest asked him if it is possible to anesthetize one's mouth after having several teeth extracted. Dr. Schattner's penchant for chemistry and problem solving took hold; he couldn't let go of the question and decided to start experimenting. Working out of his home, he began mixing ingredients that eventually led to the formulation of Chloraseptic, the now ubiquitous sore-throat anesthetic/mouthwash.

Turning his invention into a successful product, however, is what required the most drive and tenacity of this self-made man. Over the next seven years, along with the challenges of finding a manufacturer and then distributors, he personally built demand, visiting countless dental offices and ear/nose/throat specialists with samples. Sales grew. After 10 years in private practice, he sold his practice to devote himself full time to his company,

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— DEAN DENIS KINANE

moving it to the Washington, D.C. area. In the years that followed, the growing success of the product led to a number of interested buyers and Dr. Schattner eventually sold Chloraseptic to Norwich Pharmaceuticals. Eventually, it was bought and marketed by Procter and Gamble.

Dr. Schattner's research and development didn't stop with the sale of Chloraseptic; he started a second venture, developing the hospital disinfectant Sporidicin and a host of other antimicrobial products. Dr. Schattner, who has been a member of the School's Board of Overseers since 2002, sold Sporidicin Intl. in 2008, retiring from a long career of innovation that includes 70 patents and trademarks.



ROBERT I. SCHATTNER CLINIC: HISTORY MEETS INNOVATION

It seems quite fitting that it will be Dr. Schattner who will bring the renovation of the School's Main Clinic to fruition, creating a clinic that will reflect the innovation that has so characterized his career, while also respecting the rich history of the School, which he so admires, and this space represents.

Located within the historic Evans Building, the 11,520-square-foot Main Clinic has been the hub of DMD clinical instruction and patient care since its construction in 1915. Wherever their career paths have taken them, all of the School's predoctoral students have spent many hours in the Main Clinic.

"The Main Clinic has clinically educated thousands of students, and is the centerpiece of the Evans Building. Students spend some of their most critical professional training hours in this space," says Dean Kinane. "Dr. Schattner's vision of the importance of this facility will have a lasting impact for our students and the School overall."

Plans for what will be named the Robert I. Schattner Clinic involve a complete updating of the entire space for an improved student and

patient experience. The main improvements will include all new equipment, more than 70 individual operatories designed to maximize privacy and comfort, new flooring and lighting, enhanced radiographic capabilities, and a redesign to optimize operational flow, including improved instrument distribution and collection. Adding a dramatic element to the space are plans to reveal the original, historic windows that line the north side of the clinic, bathing the space in natural light.

"The Main Clinic is a vital theatre for the critical clinical experience needed by our outstanding students, while at the same time serving as a vehicle for affordable dental care to the surrounding West Philadelphia neighborhood," notes Dean Kinane. In FY2015, students and faculty performed approximately 250,000 procedures in the School's teaching clinics and approximately 122,000 in the Main Clinic and the School provided nearly \$2.5M in uncompensated/undercompensated care. "Through this Clinic renovation, we aim to maximize procedure volume, and strengthen the School's delivery of quality clinical experience," adds Dean Kinane. Both aspects of the Clinic's function align with Dr. Schattner's wider concerns for the community at large and the education of future generations of students.

In a recent conversation, Dr. Schattner reminisced about his early days in dentistry — when he charged \$3 for a filling — and expressed

ABOVE: The renovation of the Main Clinic to create the Robert I. Schattner Clinic will feature individual operatories and reveal the original windows.

OPPOSITE: The new Schattner Pavilion will extend the atrium of the Robert Schattner Center, enclosing the courtyard behind it and creating a dynamic meeting/reception area.



Dr. Schattner and his late wife, Kay, made their first major gift, \$5.5M, in 1997 to construct the Robert Schattner Center and surrounding gardens.

A SPECIAL THANKS

Alumni and friends of Penn Dental Medicine who would like to share a message with Dr. Schattner are encouraged to do so at info@dental.upenn.edu.

his concerns that nearly half the population in the U.S. is not able to afford, or does not choose to seek dental care. He is also very concerned about the cost of a Penn Dental Medicine education and dreams of a future day when it could be a tuition-free program, where the best students can matriculate without worry about cost. While that day may be distant, Dean Kinane notes, “Strengthening clinic revenue through improved efficiency is one way to strengthen our bottom line and allows us to minimize future tuition increases; that is our goal, and we are working in that direction. These clinic improvements will be one step in that process.”

With the last major renovation of the Main Clinic completed in 1983, the need for updating this vital facility has been part of strategic talks for some time, and a fundraising campaign for the project was launched in 2006, but never moved forward to completion. The current administration stresses that donations to the Main Clinic made during the recent “Gateway” and “Making History” capital campaigns will be recognized as the renovations to this space are completed. “We want alumni and friends who donated to the Main Clinic campaign to know that their gifts are appreciated and helped set the stage for this “renaissance” of the Main Clinic,” says Elizabeth Ketterlinus, Senior Associate Dean of Development and Alumni Relations.

SCHATTNER PAVILION: EXTENDING A UNIFIED CAMPUS

The second project to be made possible through Dr. Schattner’s gift — the Schattner Pavilion — will build upon the unified Penn Dental Medicine campus achieved with the Robert Schattner Center’s construction. When the Schattner Center opened in 2002, it linked the Evans Building and Leon Levy Center for Oral Health Research. The Schattner Pavilion will enhance this connection, further joining all three buildings and facilitating interaction among faculty and staff within them.

The 2,100-square-foot Pavilion will extend the existing atrium of the Schattner Center and enclose the courtyard area behind it, creating a dynamic new indoor space for public gatherings and interaction. This space is intended to become the central meeting and reception area for faculty, staff, patients, and visitors to the Penn Dental Medicine campus.

A special feature within the Pavilion will be the decorative fountain that is currently within the courtyard behind the Schattner Center. Dr. Schattner and his late wife, Kay, added this fountain to the courtyard in 2004 in honor and memory of each of their parents, and it will be incorporated into the Pavilion design.

CAPPING RENAISSANCE PLAN

Dr. Schattner’s gift and these two key projects it will fund represent the final phase in a ten-year ‘renaissance’ plan for the School. The \$34 million Evans Building Centennial Renaissance project that got underway this summer (see related story, page 4) will transform all four levels of the historic Evans Building, but did not include the Main Clinic; plans for its renovation were in the next phase. Now, through Dr. Schattner’s generosity in this centennial year of the Evans Building, the most significant space within this historic structure is set for transformation as well.

The Main Clinic and Pavilion projects are anticipated to begin after the completion in 2017 of the renovation projects currently underway as part of the Evans Building Centennial Renaissance project.

“Dr. Schattner’s continual commitment and warm personality are an inspiration,” says Dean Kinane.

“With this gift, Dr. Schattner will not only expand his legacy at Penn Dental Medicine, he will improve the educational experience of generations of future students.” ■

— By Beth Adams