

A photograph of an elderly couple, Norman and Irma Braman, standing in front of a large, vibrant abstract painting. Norman, on the left, is wearing a light blue suit jacket, a white shirt, and a red patterned tie. Irma, on the right, is wearing a white lace-trimmed cardigan over a red top and dark pants. They are both smiling and looking towards the camera. The background is a large abstract painting with bold strokes of red, orange, blue, and yellow.

From buying a first car, to viewing world-class contemporary art, to surveying healthcare options—all have been enriched by Norman Braman’s vision for South Florida. Yet, the Irma and Norman Braman Comprehensive Cancer Center is the apple of Norman Braman’s visionary eye, standing to make unsurpassed, tangible community impact.

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Rendering of the meditation garden. The cancer center has been meticulously designed to create a calm and healing environment for patients and their families.



Braman's Family Legacy

NORMAN BRAMAN CEMENTS HIS FAMILY LEGACY WITH THE IRMA AND NORMAN BRAMAN COMPREHENSIVE CANCER CENTER AT MOUNT SINAI.

BY THE EDITORS

Today, at age 90, Norman Braman and his wife, Irma, have their sights set on shaping the future of cancer care for South Florida. Following almost two decades of research trips to the top cancer centers across the country, an oncology partnership between Columbia University in New York and Mount Sinai Medical Center in Miami was firmly established. The relationship turned Braman's vision into reality: the Irma and Norman Braman Comprehensive Cancer Center. Combined with the university's unparalleled expertise, the new cancer center is poised to deliver true clinical expertise to the community. However, it is the patient-centric approach to putting care and well-being first that will ultimately define its success.

Motivated by personal experience of loss and a desire to build a legacy landmark, Braman is committed to revolutionizing how cancer care is delivered to patients. Set to open in 2025, the new center will be home to an



PHOTOS COURTESY OF BRAMAN COMPREHENSIVE CANCER CENTER

Opening in 2025, the Irma and Norman Braman Comprehensive Cancer Center will offer South Florida access to unmatched patient-centric care and clinical excellence, in affiliation with Columbia University in New York.

expert team of physicians who are dedicated to remaining at the cutting edge of innovative cancer treatments, offering superlative medical care and establishing healthy competition for excellence. This endeavor is one of many the billionaire businessman and philanthropist spearheads alongside his wife and daughters Debra Wechsler and Suzi Lustgarten to ensure the well-being and growth of South Florida for generations to come—while inspiring other successful philanthropists to do the same.

After leaving Philadelphia's pharmaceuticals and cosmetics industry in 1969, Norman Braman and his family moved to South Florida expecting he would slow down. Instead, enjoying the quality of life in Miami while also identifying business and

philanthropic opportunities, Braman soon began planting the seeds for Braman Motorcars, which would quickly become the highest-grossing Florida car dealership. Expanding their love for contemporary art and capitalizing on their work helping bring the renowned art fair Art Basel Miami Beach to Miami, Norman and Irma initiated and funded a 37,500-square-foot home for the Institute of Contemporary Art Miami, which opened in the Miami Design District in 2017. When asked what a philanthropic highlight has been, Braman describes the Jewish Holocaust Memorial on Miami Beach. In 1985, together with architect Ken Treister and a group of Holocaust survivors, Braman collaboratively initiated its erection, inaugurating the memorial in 1990. Today, he is proudly working on a 2023 memorial expansion that will include an education center.



BRAMAN COMPREHENSIVE
CANCER CENTER



Rendering of the porte cochere, one of the many iconic exterior features of the Braman Comprehensive Cancer Center.



From buying a first car to viewing world-class contemporary art to surveying healthcare options, all have been enriched by Braman's vision for South Florida. Yet, the Irma and Norman Braman Comprehensive Cancer Center is the apple of Braman's visionary eye, standing to make an unsurpassed, tangible community impact.

Gleaning knowledge from visits to leading national cancer facilities including the Mayo Clinic Cancer Center, Dana-Farber Cancer Institute and The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins, it was New York's Columbia University that would inevitably be the ideal partner for Mount Sinai Medical Center. Columbia University is home to the Herbert Irving Comprehensive Cancer Center, one of the original National Cancer Institute (NCI) designated facilities. For over 40 years, the program has been consistently recognized for scientific leadership in laboratory and clinical research.

The Braman Comprehensive Cancer Center, led by industry expert Dr. Steven Hochwald, will work synergistically with the university allowing for additional innovation in cancer research, prevention, early detection, therapy and survivorship. Patient treatment plans will be informed and reviewed by both organizations during regular planning sessions. Mount Sinai oncologists serve as assistant professors at Columbia, ensuring the continual sharing, innovation and updating of best practices.

Hochwald explains, "The center will give our community access to the latest clinical trials, research protocols and treatment options. It's truly a new phase of patient-centric care. The investments we are making now in expanding our medical staff, new technologies and the building of this modern cancer center will create an unparalleled experience

while increasing access for all."

Adding to topmost resources, compassionate patient care with increased access will set this ultramodern cancer center apart. Patients will be able to schedule diagnostic and radiology appointments the same or next day and have access to expanded telemedicine appointments. Hochwald explains, "Patients and their families will be given a comprehensive treatment plan and meet with a range of expert medical professionals, appointments via teleconference will be set within 24 hours, quick test results will be a priority, and families will have access to major psychological services to deal with the trauma that affects the patient and their loved ones." In addition, the facility's architecture is designed for patient comfort offering views of Biscayne Bay, nutrition classes, physical therapy, massage, meditation classes, a spa and more.

The center stems from the family's long-term commitment to advancing the treatment of the disease. In 2002, the Bramans made a formative gift to launch the Braman Family Breast Cancer Institute at the University of Miami's Sylvester Comprehensive Cancer Center. Following the 2005 passing of Irma Braman's younger sister from breast cancer, the family founded the Linda Fenner 3D Mobile Mammography Center led by Florida International University. Debra Wechsler explains, "Responding to high breast cancer rates among women who cannot access regular testing, this medical van offers mammograms to those in need, increasing the rates of early detection."

In 2011, the family established the Norman and Irma Braman Family Foundation, today run by Wechsler. Three generations of the Braman family meet, with input from consultant and confidant Jeanette Rubio and Wechsler's sister Suzi Lustgarten,



Rendering of the gardens. Artwork, interior colors and exterior views of Biscayne Bay will converge to calm, inspire and instill a will to fight.

PHOTOS COURTESY OF BRAMAN COMPREHENSIVE CANCER CENTER

The Irma and Norman Braman Comprehensive Cancer Center will allow Mount Sinai physicians to deliver care in a completely patient-centric, high-touch, high-tech environment.



to plan and disseminate the foundation's support. Norman Braman shares, "Our family substantially benefited from being in Miami, which has allowed us to be involved in so many worthwhile opportunities and projects. We are part of a

community, and so it's essential for us to be philanthropic."

The new center comes at a pertinent time. According to the Florida Department of Health, "Florida has the second-highest cancer burden in the nation, and [cancer] is the second

leading cause of death." Case numbers are only set to increase. Understanding this urgency, Braman has planned the center's continued support by engaging four generations of the Braman family: starting with himself and his wife and continuing

with his great-grandchildren. He concludes, "This is a family legacy project both in terms of the immediate financial commitment and for the commitment we have made to ensure the center will always achieve the excellence we strive for." ■