Research!America
Annual Meeting of Members

March 16, 2010
Agenda

I. Call to Order
   Georges Benjamin, MD, Secretary, Board of Directors

II. President’s Report
    Mary Woolley

III. Membership Committee Report
     Mary J.C. Hendrix, PhD

IV. Treasurer’s Report
    Mary J.C. Hendrix, PhD

V. Nominating Committee Report & Election of Board Members
   Ruth Wooden

VI. Recognition of Board Members Leaving Board Service
    Georges Benjamin, MD, and Mary Woolley

VII. Adjournment
     Georges Benjamin, MD
Research!America is the “clearest voice clamoring for increased funding at government life science agencies.”
—January 2009
Mary Woolley

Research!America President and CEO
Research!America Staff

Mary Woolley, President and CEO

- Heather Benson
- Jennifer Chow
- Michael Coburn
- Katherine Conley
- Emily Connelly
- Kyndra Fuller
- Karen A. Goraleski
- Kimberly Handler
- Heather Jameson
- Barbara Love
- Eva Maciejewski
- Mary McGowan
- Michelle Pangilinan
- Stacie M. Propst, PhD
- Sue Reedy
- Sheilah Miller Satterwhite
- Jessica Stutzman
- Mari Walker
- Burroughs Wellcome Fund Interns, Kimberly Brown
- Laura Steyer
- Burroughs Wellcome Fund Fellow, Sarah Gallagher, PhD
Research!America’s Mission

Making research to improve health a higher national priority

Research!America is the only advocacy alliance focused solely on medical and health research.
Research!America Key Objectives

- Expand the base of advocacy for research for health
- Make the economic case more forcefully
- Link research to the transformation of health
- Build and support champions
- Position the Research!America alliance more prominently
Key Objective #1

Expand the base of advocacy for research for health

Identify and activate more advocates

Mobilize members of the science community
# Public Trust

Would you generally trust each of the following types of people to tell the truth, or not?

<table>
<thead>
<tr>
<th>Would Trust</th>
<th>Would Not</th>
<th>Not Sure/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Doctors</td>
<td>85</td>
<td>12</td>
</tr>
<tr>
<td>Teachers</td>
<td>83</td>
<td>15</td>
</tr>
<tr>
<td>Scientists</td>
<td>77</td>
<td>19</td>
</tr>
<tr>
<td>Police officers</td>
<td>76</td>
<td>21</td>
</tr>
<tr>
<td>Professors</td>
<td>75</td>
<td>19</td>
</tr>
<tr>
<td>Clergymen or priests</td>
<td>74</td>
<td>22</td>
</tr>
<tr>
<td>Journalists</td>
<td>39</td>
<td>58</td>
</tr>
<tr>
<td>Members of Congress</td>
<td>35</td>
<td>63</td>
</tr>
<tr>
<td>Lawyers</td>
<td>27</td>
<td>68</td>
</tr>
<tr>
<td>Actors</td>
<td>26</td>
<td>69</td>
</tr>
</tbody>
</table>

Source: Harris Poll 2006
And Yet, Despite High Levels of Public Confidence, Scientists are Invisible in Our Society...
Most Americans Can’t Name A Living Scientist

Can you name a living scientist?

65% Yes
35% No

Stephen Hawking 7%
Albert Einstein 4%
Louis Pasteur 2%
Marie Curie 2%
Jonas Salk 2%
E.O. Wilson 1%
Carl Sagan 1%
Robert Jarvik 1%
Other 14%
Don't Know 7%

Source: Your Congress—Your Health Survey, June 2009
Charlton Research Company for Research!America
Advocacy Leadership Sessions

Presenting a range of programs tailored to our members’ interests and available time frames.
New Voices for Research

- Empowering young professionals to transform their passion for research into advocacy through a public blog and private community
- Making it easier to become engaged with media and elected officials

http://newvoicesforresearch.blogspot.com
Key Objective #1 (continued)

Expand the base of advocacy for research for health

Reaching Mainstream Audiences
Reaching Mainstream Audiences

“As America looks forward, it’s more important than ever to fund science, notes Mary Woolley, president of Research!America.”

Susan Dentzer: “Will Medical Research Change Your Life?”
August 30, 2009
Actively Leveraging Social Media

www.researchamerica.org/blog
Key Objective #2

Make the economic case more forcefully for strong public and private investment in research: “Research is America’s business”
2009 Garfield Economic Impact Award: Established 2002

8th annual award to Darius N. Lakdawalla, PhD, and co-authors for “U.S. Pharmaceutical Policy in a Global Marketplace,” Health Affairs, 2009.

The New York Times’ David Leonhardt moderated a discussion among Lakdawalla, Mark McClellan, MD, PhD, and James L. Madara, MD

www.researchamerica.org/economicimpact_award
Investment Fact Sheets: --Since 2002--
ARRA Funding by State and District

Research!America is tracking how the NIH is investing American Recovery and Reinvestment Act funding by state and congressional district. Visit www.researchamerica.org/arra_NIHfunding.
U.S. Should be a Leader in Research

How important do you think it is that the U.S. is a global leader in medical, health and scientific research?

- Very important: 69%
- Somewhat important: 24%
- Not important: 6%
- Don't know: 1%

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
Media Attention to Economic Impact
Link research to the transformation of health and a means of containing health care costs.

Position research as a “game changer”
Future Directions in the Fight Against HIV/AIDS

May 13 Capitol Hill Conference: Research!America and amfAR, The Foundation for AIDS Research, called for overcoming apathy and the development of a comprehensive National AIDS Strategy that would include increased research funding.

Media Coverage:
• Roll Call
• NPR’s health blog Shots
• WUSA-TV (CBS)
• Kenneth Cole’s Awearness blog
As we look for ways to deal with health care costs in our country, do you think that the national commitment to health-related research should be higher, lower, or about the same as it is now?

- Higher: 53%
- About the same: 34%
- Lower: 13%

Source: Your Congress—Your Health Survey, June 2009
Charlton Research Company for Research!America
Research is a Solution to Rising Health Care Costs

When it comes to rising health care costs, would you say research to improve health is part of the problem or part of the solution?

- 71% Part of the solution
- 29% Part of the problem

Source: Your Congress—Your Health Survey, June 2009
Charlton Research Company for Research!America
CPH and CPH Foundation

- Advertising campaign on Capitol Hill
- Educational briefings on Capitol Hill
- Tours of CDC
- Analysis of federal spending on public health
- New awareness brochure

www.fundcdc.org
www.CPHFoundation.org
Rogers Society Ambassadors Link Research & Development to Health Care

“We have the knowledge to improve health globally, but we aren’t using it. ... Research can show us how to overcome the barriers.” — Ambassador Patricia L. Hibberd, MD, PhD
Key Objective #4

Build and support champions for research in the Congress and the Administration
Build and Support Champions

- 115+ meetings with Members of Congress, congressional staffers and Office of Management and Budget
- 15+ Congressional Briefings
- 20+ statements and letters to Congress and the Administration
- With Lasker Foundation and FNIH, special recognition event for Senators Kennedy, Harkin and Specter
Porter’s Principles
For Meetings with Members of Congress

Research America’s chair, The Honorable John Edward Porter, served in the U.S. Congress for 20 years. To help today’s advocates, he has a few simple principles for developing a productive and long-lasting relationship with your congressional delegation.

How To: Make an Appointment
- Request the meeting as soon as possible, but no more than a month in advance.
- When calling or e-mailing an office, ask for the scheduler’s name so you can address them directly.
  o Send the meeting request per their preference (fax, email, etc.) and include your complete contact information.
- Meet the request to discuss the schedules can directly you to the appropriate staff person.
- If the member is not available, accept a meeting with the appropriate staff person.
- Follow-up by phone and e-mail.

How To: Have a Successful Meeting in Your Member’s Home/District or Washington Office
- Be prompt and punctual.
  o Be on time and prepared to wait if needed.
- Start with a thank you.
  o Thank the member for their service to you and your constituent and for taking the time to meet with you.
- Have a specific and singular request. Examples include:
  o Support specific legislation.
  o Ask your member to sponsor or endorse a “Dear Colleague” letter.
  o Invite members and their staff to come see where you work.
- Be brief.
  o Plan what you want to say and provide essential background information.
- Speak with passion and personalize the message.
  o Tell a story and make it relevant to the member.
- Follow-up.
  o Make sure to send a thank you note that reinforces your request and includes any materials that might be useful to the member/staffer based on your meeting.

John Porter’s Advice for Meetings on Capitol Hill

If your member is not available, plan a meeting with a member of their staff.
Treat staff as you would the member.
Staffers are highly influential, and members rely on their input.

Congressional staffers:
- Research & monitor issues
- Advise the member
- Read & respond to constituent mail
- Meet with constituents
- Serve as gatekeepers
- Plan the member’s schedules
- Schedule their own meetings.

Questions? Contact Emily Consolly at econsolly@researchamerica.org

Research America
The Global Economy
Research is the key to a stronger economy.

70% of Americans say the U.S. is losing its global competitive edge in science, technology and innovation.

73% agree
14% disagree
16% not sure

Research America
The American Public Says "Innovation in Science is a Part of our Economic Future.”

Research America
Health Reform
Research to improve health is part of the solution to rising health care costs.

78% of Americans say research to improve health is part of the solution to rising health care costs.

73% agree
27% disagree

Rock S.O.S was covered in print by CNN, Washington Post, The Hill and Roll Call; online by NPR, Wall Street Journal, Life, Boston Globe, Boston Herald, Politico and Huffington Post; on radio in Atlanta, Baltimore, Houston, Seattle and DC.
Building Global Health Research Champions in Home Districts

Ambassadors meet with their legislators’ offices in their home states to deliver the Rogers Society message in person.
Most Not Well Informed on Elected Officials’ Positions on Research

How well informed would you say you are about the positions of your Senators and Representative when it comes to their support of medical, health and scientific research?

- 45% Not too well informed
- 37% Somewhat well informed
- 8% Very well informed
- 10% Not informed at all

Source: Your Congress—Your Health Survey, June 2009
Charlton Research Company for Research!America
Outreach to Members of Congress
All members of Congress have been invited to participate by providing responses to a questionnaire about health, research and related issues

Extensive public outreach through the Research!America advocacy network and sponsoring partners to encourage members of Congress to share their views

www.yourcongressyourhealth.org
Thanks to Our Partners in Your Congress—
Your Health for the 111th Congress

- American Academy of Physician Assistants
- American Association for Dental Research
- American Heart Association
- American Stroke Association
- American Public Health Association
- amfAR
- ASPH
- Bio
- CDU
- The Endocrine Society
- Friends of Cancer Research
- Genetic Alliance
- HHMI
- Howard Hughes Medical Institute
- Johns Hopkins Medicine
- Takeda
- Millennium
- The Takeda Oncology Company
- National Alliance for Hispanic Health
- New York-Presbyterian
- Partnership for Prevention
- Pfizer
- PhRMA
- SEA
- Society for Neuroscience
- United Health Foundation
- Washington University in St. Louis School of Medicine

RESEARCH AMERICA
AN ALLIANCE FOR DISCOVERIES IN HEALTH
Outreach to Candidates

After the primaries, all candidates for Congress will be invited to participate to provide responses to a questionnaire about health, research and related issues.

Extensive public outreach through the Research!America advocacy network and sponsoring partners to encourage candidates to share their views.

www.yourcandidatesyourhealth.org
Key Objective #5

Position the Research!America alliance more prominently as a leading, unified voice for research
Research!America Honored in 2009

- The 2008 Your Candidates—Your Health initiative received the Public Relations Society of America—National Capital Chapter’s prestigious Thoth Award, an Award of Excellence in the 15th Annual Communicator Awards, a gold Hermes Creative Award and a silver Davey Award.

- Our Poll Data Summary, Volume 9, was honored with a platinum Hermes Creative Award, the competition’s highest honor.
Leaders Speak Out

- Research!America’s president and senior staff gave more than 40 invited presentations in 2009
- Major speaking engagements by Chair John Edward Porter included the New York Academy of Sciences, Howard Hughes Medical Institute, AAAS Leadership Seminar and the Aspen Health Forum.
“Science is BACK at the Department of Health and Human Services. This president is very committed to science as the basis we use when making decisions, the central theme to be guided by.”

HHS Secretary Kathleen Sebelius
Research!America Dinner, July 2009
“...public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”

President Abraham Lincoln
Research Institutions Should Work Together

Do you think the institutions conducting medical and health research in this country, such as government, universities, and private industry, should work together to develop new treatments and cures, or not?

94% Should work together

6% Should not work together

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
# Reasons Why Institutions Should Work Together

Why do you feel the institutions conducting medical and health research in this country, such as government, universities, and private industry, should work together to develop new treatments and cures? (first volunteered responses, n=942)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More knowledge/avoid duplication/reach a common goal</td>
<td>31%</td>
</tr>
<tr>
<td>Better success rates/more productive</td>
<td>19%</td>
</tr>
<tr>
<td>Faster development of cures/treatments</td>
<td>11%</td>
</tr>
<tr>
<td>Benefits everyone/for the common good/saves lives</td>
<td>11%</td>
</tr>
<tr>
<td>Reduce costs/more money for R&amp;D/maximize resources</td>
<td>10%</td>
</tr>
<tr>
<td>Develop new ideas</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Research Enterprise Poll, February 2010
Charlton Research Company for Research!America
2010 Advocacy Awards Dinner: Major Sponsors

Advocacy Awards Co-Chairs
The Honorable Billy Tauzin and Harry Johns
2010 Advocacy Award Recipients

Edwin C. Whitehead Award for Medical Research Advocacy
The Honorable David R. Obey

Isadore Rosenfeld Award for Impact on Public Opinion
G. Thompson Hutton, Esq.

Raymond and Beverly Sackler Award for Sustained National Leadership
Ann Lurie

Gordon and Llura Gund Leadership Award
Robert Klein, JD

Paul G. Rogers Distinguished Organization Advocacy Award
March of Dimes

Builders of Science Award
Robert Mahley, MD, PhD
Mary J.C. Hendrix, PhD

Research!America Membership Committee Chair and Treasurer
Membership 2009

- Academia, Hospitals, and Independent Research Institutes: 49%
- National Voluntary Health/Patient Advocacy/Trade Associations/Coalitions/Other Not-for-Profits
- Professional and Scientific Societies
- Business and Industry: 20%
- State and Local Organizations: 17%
New Members 2009

The Aaron Diamond AIDS Research Center
Chicago Council on Science and Technology (C²ST)
Community Health Charities
The Genetics Society of America
Georgia Research Alliance
Institute of Electrical and Electronics Engineers (IEEE-USA)
National Postdoctoral Association
The Translational Genomics Research Institute (TGen)
University of Alabama at Birmingham School of Engineering
University of Alabama at Birmingham School of Health Professions
University of Alabama at Birmingham School of Optometry

“The voice Research!America brings for keeping the realities and benefits for research funding in the forefront of thinking for the federal agenda is incredibly powerful.” – Tess Burleson, TGen chief operating officer
Research!America

Five Year Financial Trend
2009 Financials

Revenue & Support: $4,022,422*

- Contributions: 19.2%
- Membership Dues: 29%
- Event Income: 21.7%
- Restricted Program Grants: 26.7%
- Other: 3.3%

Expenses: $4,000,068*

- Program: 81.1%
- Development: 11.9%
- General & Administrative: 7%

*Unaudited
2010 Budget

Revenue & Support:
$3,876,000

- Contributions: 20%
- Membership Dues: 31%
- Event Income: 21.9%
- Restricted Program Grants: 24.5%
- Other: 2.6%

Expenses:
$3,862,420

- Program: 82%
- Development: 11%
- General & Administrative: 7%
21 Years of Putting Research on the Public Agenda
Ruth Wooden

Research!America Board Member and Member, Research!America Nominating Committee
Election of New Board Members

- Victor J. Dzau, MD, Duke University Health System
- Susan Dentzer, Health Affairs
- Ellen V. Sigal, PhD, Friends of Cancer Research
- Larry J. Shapiro, MD, Washington University in St. Louis School of Medicine
- John T. Watters, MD, Pfizer
Election of Continuing Board Members

- Tenley A. Albright, MD, Massachusetts Institute of Technology
- Georges C. Benjamin, MD, FACP, FACEP (Emeritus), American Public Health Association
- Martha N. Hill, PhD, RN, FAAN, School of Nursing, Johns Hopkins University
- Harry Johns, Alzheimer’s Association
- Evan Jones, jVen Capital, LLC
- Mark B. McClellan, MD, PhD, Engelberg Center for Healthcare Reform, Brookings
- Herbert Pardes, MD, NewYork-Presbyterian Hospital and NewYork Presbyterian Healthcare System
- Christopher A. Viehbacher, sanofi-aventis
Recognition of Outgoing Board Members

- William R. Brinkley, PhD
- Yank D. Coble Jr., MD
- Eugene Garfield, PhD
- Karen A. Holbrook, PhD
- The Honorable Louis Stokes
- Ruth Wooden
Join Us for the 2010 National Forum
Connect with Research!America Online

- www.researchamerica.org/blog
- www.researchamerica.org/facebook
- www.twitter.com/researchamerica
- www.youtube.com/researchamerica
- http://newvoicesforresearch.blogspot.com