Letter from the Chair and the President

Public opinion polls conducted by the media, foundations and political parties demonstrate that health is at or near the top of the issues Americans care about this year. But pollsters rarely ask about the research that makes better health possible. Research!America listens when Americans talk about research, and it is clear that health research is a winning issue with the public.

Medical and health research is more important in 2004 than ever before as health care costs continue to climb; our population ages; obesity threatens in epidemic proportion; and our public health infrastructure is strained on the frontlines of the fight against chronic and emerging diseases, and bioterrorist threats. New questions about the scope and value of science confront us every day, and controversies about best practices call out for more evidence-based medicine.

Investment in research is unique among solutions for our nation’s ills. Americans value research and want it to succeed. Given the resources and regulatory climate it needs to thrive, research performed in the public and private sectors can and will help drive down health care costs, pointing the way to improved medications that save lives and money, identifying new treatments for and even eliminating diseases such as diabetes and some cancers, and identifying preventions and early interventions that could delay the onset of heart disease and Alzheimer’s by 10 years—and so much more!

We are grateful to PARADE magazine for its partnership on our newest poll “Taking Our Pulse: The PARADE/Research!America Health Poll,” which is featured in this 2004 poll data booklet America Speaks, Volume 5. The printing of this booklet is made possible by a generous contribution from the United Health Foundation, our long-time partner in bringing stakeholders in health the most up-to-date information on public attitudes toward research. For regular updates on our polls or more information on Research!America, please visit us online at www.researchamerica.org.
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Leadership

“As a member of the U.S. Senate, it is incumbent upon me to hear the public voice about important issues. Research!America, through its national surveys, gives me added evidence of the importance of medical and health research to our citizenry—information necessary to make informed decisions where the public’s welfare is concerned.”

Senator Arlen Specter
Chairman
Subcommittee on Labor, Health and Human Services, Education and Related Agencies

“Research!America’s polls reiterate the strong public support for medical and health research. Such data help Congress justify continued investment in research.”

Senator Tom Harkin
Ranking Member
Subcommittee on Labor, Health and Human Services, Education and Related Agencies
U.S. should be world leader in medical and health research

How important do you think it is that the U.S. maintains its role as a world leader in medical and health research?

SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

National priorities

In terms of national priorities, would you say each of the following is…

<table>
<thead>
<tr>
<th>Priority</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeland security</td>
<td>67%</td>
<td>25%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>Solidifying Social Security and Medicare</td>
<td>67%</td>
<td>23%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>More money for education programs</td>
<td>66%</td>
<td>24%</td>
<td>9%</td>
<td>1%</td>
</tr>
<tr>
<td>More money for medical and health research</td>
<td>56%</td>
<td>35%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Tax cuts</td>
<td>41%</td>
<td>36%</td>
<td>21%</td>
<td>2%</td>
</tr>
</tbody>
</table>

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004
Many Americans don’t know whether elected officials support research

How well informed would you say you are regarding the stance of your elected officials when it comes to their support of medical, health and scientific research?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

State leadership is important

How important is it that your state is a leader in medical and health research?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004
### Likeliness to vote for candidate

Please tell me if you would be more likely or less likely to vote for a candidate for a public office if he or she supported increased funding for the following? Would you be much (more/less) likely or somewhat (more/less) likely?

<table>
<thead>
<tr>
<th>Issue</th>
<th>More Likely</th>
<th>Somewhat More Likely</th>
<th>Somewhat Less Likely</th>
<th>Much Less Likely</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating more jobs</td>
<td>91%</td>
<td>6%</td>
<td>3%</td>
<td>24%</td>
<td>0%</td>
</tr>
<tr>
<td>Research to find cures for and to prevent disease</td>
<td>90%</td>
<td>6%</td>
<td>4%</td>
<td>30%</td>
<td>0%</td>
</tr>
<tr>
<td>Education</td>
<td>89%</td>
<td>8%</td>
<td>3%</td>
<td>24%</td>
<td>0%</td>
</tr>
<tr>
<td>Health services and education programs, such as vaccinations and prenatal care</td>
<td>88%</td>
<td>9%</td>
<td>3%</td>
<td>30%</td>
<td>0%</td>
</tr>
<tr>
<td>Protecting natural resources and the environment</td>
<td>87%</td>
<td>10%</td>
<td>3%</td>
<td>32%</td>
<td>0%</td>
</tr>
<tr>
<td>Reducing the U.S. budget deficit</td>
<td>83%</td>
<td>12%</td>
<td>5%</td>
<td>30%</td>
<td>0%</td>
</tr>
<tr>
<td>Homeland security</td>
<td>80%</td>
<td>16%</td>
<td>4%</td>
<td>51%</td>
<td>0%</td>
</tr>
<tr>
<td>Science and engineering research</td>
<td>80%</td>
<td>14%</td>
<td>6%</td>
<td>41%</td>
<td>0%</td>
</tr>
<tr>
<td>War on terrorism</td>
<td>77%</td>
<td>18%</td>
<td>5%</td>
<td>23%</td>
<td>0%</td>
</tr>
<tr>
<td>Tax cuts</td>
<td>73%</td>
<td>22%</td>
<td>5%</td>
<td>30%</td>
<td>0%</td>
</tr>
<tr>
<td>Proposal to further explore space including a manned mission to Mars</td>
<td>43%</td>
<td>17%</td>
<td>6%</td>
<td>26%</td>
<td>0%</td>
</tr>
</tbody>
</table>

SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCHAMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004
“Research!America gives us valuable insights about the American public and how they view health issues. The public’s voice for advocacy on prevention and public health research is very powerful.”

William L. Roper, MD, MPH
Chief Executive Officer
University of North Carolina Health Care System

“Polls are effective tools for gauging and conveying opinions that otherwise might not be heard. Research!America’s polls show that people strongly support investing more in research to prevent illness, disease and injury.”

J. Michael McGinnis, MD, MPP
Senior Vice President
The Robert Wood Johnson Foundation
Preventable diseases and injuries are a major health problem

Are preventable diseases and injuries in this country today a major health problem, a minor health problem or not a health problem?

SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

U.S. should invest in public health research

The Centers for Disease Control and Prevention or CDC is the federal agency charged with protecting the health and safety of people in the U.S. and abroad. The CDC’s mission is to promote health and quality of life by preventing and controlling disease, injury, and disability. How important is it for the U.S. government to invest in research that helps the CDC to fulfill its mission?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004
Very important for U.S. to educate and train public health experts

How important is it for the U.S. to educate and train individuals qualified to serve as state and local public health officers and others responsible for protecting community health?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

U.S. should invest in state and local health departments

Would you support or oppose increasing federal funding for state and local health departments across the country that are expected to prepare for and respond to threats to our health?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004
“Consistently, Research!America’s public opinion polls demonstrate that Americans want more support for medical and health research. Optimal health outcomes are dependent on the expansion of our scientific knowledge and its translation into health care delivery.”

William W. McGuire, MD
Chairman and Chief Executive Officer
UnitedHealth Group

“The only hope for health care delivery improvements in the future is research. The American public is willing to support this and pay for it. We believe it is a very high priority for the citizens of this country according to surveys conducted by Research!America.”

Robert Wells, PhD
President
Federation of American Societies for Experimental Biology
Americans associate research and training with good hospitals

If you knew that a hospital was doing research and training medical students and other health professionals, would that make you more or less likely to think that it was a good hospital?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Americans value research designed to improve health care

How valuable is research that looks for ways to prevent medical errors and improve the health care system?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004
Important to eliminate health disparities

Studies show that certain health problems such as diabetes, heart disease and infant mortality happen more often among citizens with lower incomes and minorities. How important do you feel it is to conduct medical or health research to understand and eliminate these differences?

SOURCE: “TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL” CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

Medicare important to health care for underserved communities

Congress and the Administration are making changes in Medicare. How important do you think it is that any changes ensure the ability of teaching hospitals to provide health care to underserved communities?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004
Medicare funding important for teaching hospitals

Congress and the Administration are making changes in Medicare. How important do you think it is that any changes ensure the ability of teaching hospitals to train medical doctors and other health professionals?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Americans willing to share medical information

Assuming that there is no way anyone will have access to your identity, would you be willing to release your health information so that...

<table>
<thead>
<tr>
<th>doctors and hospitals can try to improve their services</th>
<th>69%</th>
<th>27%</th>
<th>4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>researchers can learn about the quality of health care, disease and prevention, and related issues</td>
<td>67%</td>
<td>29%</td>
<td>4%</td>
</tr>
<tr>
<td>public health officials can scan for bioterrorists attacks</td>
<td>56%</td>
<td>37%</td>
<td>7%</td>
</tr>
</tbody>
</table>

SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004
“Clearly, as evidenced by Research!America’s poll data, research is viewed as an economic engine. It is through support of research that, as the public articulates, the nation’s research enterprise will continue to improve quality of life and benefit the economy.”

John Yochelson
President
Council on Competitiveness
Research important to U.S. economy
How important do you think medical and health research is to the U.S. economy?

- 90% important
- 7% not important
- 3% don't know

Source: “Taking Our Pulse: The Parade/Research-America Health Poll” conducted by Charlton Research Company, 2004

Strong support for doubling scientific research budget
There is a proposal to double our total national spending on government-sponsored science and engineering research over five years. In general, do you favor or oppose this idea?

- 64% favor
- 25% oppose
- 11% don't know

Source: “Taking Our Pulse: The Parade/Research-America Health Poll” conducted by Charlton Research Company, 2004
Very important for U.S. to educate and train researchers

How important is it for the U.S. to educate and train individuals qualified to conduct medical and health research?

SOURCE: “TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL” CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

Strong support for basic research

Even if it brings no immediate benefits, basic science research which advances the frontiers of knowledge is necessary and should be supported by the federal government.

SOURCE: “TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL” CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004
Americans want more spent on medical and health research

Currently, between 5 and 6 cents out of each health care dollar spent in the U.S. goes for medical and health research. How many cents out of each health care dollar do you think we should spend?

![Pie chart showing responses to the question about how many cents should be spent on medical and health research. 50% of respondents think 7 cents or more should be spent, 29% think 5–6 cents, 7% think 0–4 cents, and 14% are unsure.]

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Influencing how government medical research funds are spent

Which of the following do you feel should have the most influence on how government medical research funds are spent? Would it be...

- patients: 43%
- scientists: 40%
- Congress: 12%
- don’t know: 5%

SOURCE: “TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL” CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004
Too little spent on prevention research
Currently the U.S. spends about one cent of every health care dollar on prevention research. Do you think this is too much, too little or about right?

SOURCE: AGGREGATE 2003, HARRIS INTERACTIVE FOR RESEARCH!AMERICA

Americans want much more spent on prevention research
Currently the U.S. spends about one cent of every health care dollar on prevention research. How many cents out of each health care dollar do you think is right?

SOURCE: HARRIS INTERACTIVE FOR RESEARCH!AMERICA, 2003
Partnerships

“I don’t believe we can make progress without strong partnerships and operational synergy among government, academia and industry. It will be required. It will not be an optional nice thing to have. We have to find ways to do it right and do it on a greater scale.”

Elias Zerhouni, MD
Director
National Institutes of Health

“Collaborations and partnerships are fundamental to developing a 21st century public health system. We need a seamless pipeline of research to tackle everything from chronic diseases to emerging health threats.”

Julie L. Gerberding, MD, MPH
Director
Centers for Disease Control and Prevention
Public not aware of partnerships in research

Do you think the institutions conducting medical research in this country, such as government, universities and the pharmaceutical industry, work together to develop new treatments and cures, or do you think they are in competition?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA, 2004

Americans think research institutions should work together

Do you think the institutions conducting medical research in this country, such as government, universities and the pharmaceutical industry, should work together to develop new treatments and cures?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA, 2004
Good idea for pharmaceutical companies to fund research

Pharmaceutical companies sometimes fund research conducted in conjunction with universities, hospitals and other institutions. Do you think this is a good idea or a bad idea?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004
Industry Research and Development

“Research!America epitomizes the value of public-private partnerships. Time and again, Research!America shows how important each sector is to advancing discovery on behalf of citizens’ health and how to convey this message to key audiences.”

Steven Paul, MD
Group Vice President
Lilly Research Laboratories
Eli Lilly and Company
Pharmaceutical industry important to U.S. economy

How important do you think the pharmaceutical industry is to the U.S. economy?

![Pie chart showing responses: very important 61%, somewhat important 33%, not very/not at all 4%, don’t know 2%]

Source: Charlton Research Company for Research!America, 2004

Congress should encourage industry to conduct more medical research

Congress should support tax and regulatory policies that encourage private industries to conduct more medical research. Do you agree or disagree with that idea?

![Pie chart showing responses: agree 73%, disagree 24%, don’t know 3%]

Source: “Taking Our Pulse: The Parade/Research!America Health Poll” conducted by Charlton Research Company, 2004
Americans willing to pay more for prescription drugs

Would you be willing to pay $1 more for each prescription drug if you were certain that all the money would be spent for additional research?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA, 2004

Medicare should ensure coverage of prescription drugs

Congress and the Administration are making changes in Medicare. How important do you think it is that any changes ensure coverage of prescription drugs?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA, 2004
“Public opinion poll data on health and the research that makes better health possible is of great interest to PARADE’s readers. We are delighted to join Research!America in bringing this timely and compelling information to millions of Americans.”

Lee Kravitz
Editor-in-Chief
PARADE
Americans want more information about medical research

Would you like to see more, less or about the same amount of information about medical research in newspapers, magazines or on television?

SOURCE: "TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL" CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

Pain research should be a high priority

Do you feel that pain research and management should be one of the medical community’s top few priorities, a high priority, a lower priority or not a priority?

SOURCE: PETER D. HART RESEARCH ASSOCIATES FOR RESEARCH!AMERICA, 2003

Oral health very important to overall health

How important do you think your oral health is to your overall health?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2003
Clinical research is valuable
How do you perceive the value of clinical research?
(In clinical research, volunteers choose to participate to test the effectiveness of certain treatments, drugs or devices to improve the care of patients and understand and prevent disease.)

![Value perception chart]

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001

Many would participate in a clinical research study
How likely would you be to participate in a clinical research study?

![Participation likelihood chart]

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2001
Public trust in sources of research information
As you are probably aware, there are many sources of information about medical and health research issues. For each of these sources, I’d like you to tell me how trustworthy you think the information they provide is?

<table>
<thead>
<tr>
<th>Source</th>
<th>Trustworthy</th>
<th>Not Trustworthy</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>nurses</td>
<td>95%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>pharmacists</td>
<td>94%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>your physician</td>
<td>93%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>medical schools and teaching hospitals</td>
<td>92%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>your dentist</td>
<td>90%</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>voluntary health agencies such as American Heart Association</td>
<td>87%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>media sources such as TV, radio, newspapers and magazines</td>
<td>63%</td>
<td>35%</td>
<td>2%</td>
</tr>
<tr>
<td>pharmaceutical companies</td>
<td>62%</td>
<td>33%</td>
<td>5%</td>
</tr>
<tr>
<td>HMOs or health insurance organizations</td>
<td>56%</td>
<td>39%</td>
<td>5%</td>
</tr>
<tr>
<td>the Internet</td>
<td>56%</td>
<td>25%</td>
<td>19%</td>
</tr>
</tbody>
</table>

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2002
Policy Issues Impacting Research

“In a democracy, the scientific and medical communities have a responsibility to do more than educate. We must create the means to elicit public input and facilitate the public’s influence on the direction of the policy process.”

Kathy Hudson
Director
Genetics and Public Policy Center of Johns Hopkins University

“All health research benefits all other health research. We should not pit one disease against another for funding or policy purposes or engage in arguments about dollars per death.”

Judith D. Auerbach, PhD
Vice President, Public Policy
American Foundation for AIDS Research
Barriers to research
Some people believe medical research should be making more progress. Do you feel the following is a reason why we are not making more progress in medical research?

SOURCE: “TAKING OUR PULSE: THE PARADE/RESEARCH!AMERICA HEALTH POLL” CONDUCTED BY CHARLTON RESEARCH COMPANY, 2004

- too many regulatory barriers: 61%, 29%, 10%
- not spending enough money: 49%, 42%, 9%
- R&D tax burden too high: 45%, 45%, 10%
- not enough researchers: 40%, 47%, 13%

Animal research is necessary
Do you believe the use of animals in medical research is necessary for progress in medicine?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

- yes: 77%
- no: 19%
- don’t know: 4%
Reproductive cloning should not be allowed
Reproductive cloning is the use of cloning technology to create a child. Do you think that research into reproductive cloning should be allowed?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004

Therapeutic cloning should be allowed
Therapeutic cloning is the use of cloning technology to help in the search for possible cures and treatments for diseases and disabilities. Do you think that research into therapeutic cloning should be allowed?

SOURCE: CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA, 2004
Using This Data

- Letters to the editor
- Op-eds
- Newspaper articles
- Letters to and visits with elected officials
- Speeches
- Talking points
- Congressional testimony
- Town hall meetings and debates
- Policy statements

Additional Resources

- American Cancer Society
  www.cancer.org
- The American Heart Association
  www.americanheart.org
- American Pain Foundation
  www.painfoundation.org
- The Coalition for the Advancement of Medical Research
  www.stemcellfunding.org
- Harris Interactive
  www.harrisinteractive.com
- The Henry J. Kaiser Family Foundation
  www.kff.org
- National Health Council
  www.nhcouncil.org
- National Science Board: Science and Engineering Indicators
  www.nsf.org
- Pew Charitable Trusts
  www.pewtrusts.com
- The Robert Wood Johnson Foundation
  www.rwjf.org
- United Health Foundation
  www.unitedhealthfoundation.org
Typically, Research!America polls are conducted by telephone (random-digit dialing) with a sample size of 800-1000 adults and a theoretical sampling error of +/- 3.5 percent.

Poll data available by request:

2004: National Poll on Health Research
2004: National Poll on Partnerships in Research
2003: National Poll on Oral Health
2003: CA, FL, GA, IA, MA, NJ, PA, SC, WA
2002: AL, DC, IL, MI, MN, ND, SD, TX
2001: National Poll on Bioterrorism and Research
2001: AR, CT, OH, RI
2000: Prevention Research Initiative (PRI) National Poll
2000: AZ, CA, FL, GA, KS, MA, TX
1999: CO, ID, IL, IA, NH, NJ, NM, NE
1998: CT, MI, MS, MO, NY, OK, TN, VA, WA, WV
1997: AK, LA, OH, PA, WI
1996: CA, FL, TX
1995: National
1994: KY
1993: NC
1992: MD
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