A Message from Research!America’s Leadership

TIMES HAVE CHANGED IN AMERICA — We face tightening budgets and growing demands at home and abroad. But even with our nation’s shifting priorities, the health of the American people must not be crowded off the public agenda. The future of our nation’s economy and the well-being of our families is linked to new possibilities that include hope for better health and enhanced quality of life. Research creates these new possibilities and turns them into realities. We are gratified that Americans are continuing to empower research to succeed on its promise, reinforcing hope by insisting on sustained investment.

Now in our thirteenth year of commissioning national and state-based public opinion polls, Research!America is proud to share insights on emerging issues in research for health and to highlight trend data. Among the messages we find compelling are:

* strong support for research that will contribute to the eradication and amelioration of disease and disability worldwide
* enhanced awareness of the importance of prevention, including research that is the foundation of effective public health services
* awareness that the quality of our nation’s health care system is falling behind its promise, as well as overwhelming support for the health services and translational research that will help bridge that gap
* nationwide support for embryonic stem cell research
* a significant increase in the percentage of Americans who say they are willing to pay more in taxes to support medical and health research

We are grateful to the United Health Foundation for their continuing partnership making it possible for Research!America to print and broadly distribute “America Speaks.” We are proud to represent the 100 million voices of the 500 member organizations of the Research!America alliance. We are all convinced that medical and health research is on its way to becoming the national priority we know it must be.
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*Each section contains new questions and 2005 national data with spotlighted trend data.*
"We understand how important science is. And we understand it’s important to be the leading nation when it comes to research, and we’ll continue to stay there."

President George W. Bush

"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 Global Leader in Medical and Health Research

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

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Research Important to U.S. Economy

How important do you think medical and health research is to the U.S. economy?

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
State Leadership is Important

How important is it for your state to be a leader in scientific research?

SOURCE: NATIONAL SURVEY, 2005 CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA

Global Health Research is a Top Priority

How much of a priority do you think it is for the U.S. government to spend money around the world in each of the following areas?

(% SAYING TOP PRIORITY)

medical and health research

35%

fighting illegal drug trade

35%

peacekeeping efforts

34%

environmental protection/global warming

31%

improving living conditions

24%

economic development

21%

curating democracy

21%

SOURCE: NATIONAL SURVEY, GLOBAL HEALTH RESEARCH HARRIS INTERACTIVE FOR RESEARCHAMERICA, 2004
"The highest investment priority in Washington should be to increase the federal budget for scientific research. No other federal expenditure would create more jobs and wealth or do more to strengthen our world leadership, protect the environment and promote better health and education for all Americans. For the security of our future, we must make this investment now."

The Honorable Newt Gingrich
FORMER SPEAKER OF THE HOUSE

"Our investment in understanding disease and disability returns dividends in longer, healthier lives. We must continue to make major inroads in fighting humanity’s most enduring illnesses and work to confront emerging threats."

Elias Zerhouni, MD
DIRECTOR
National Institutes of Health

"All research is an investment — you have to invest money and effort with the hope and expectation that it will pay off for the patient as soon as possible."

Robert Wood Johnson, IV
BUSINESSMAN AND OWNER OF THE NEW YORK JETS
As quoted in Arthritis Today, published by the Arthritis Foundation
Health Priorities
How important would you say each of the following health issues are in terms of national priorities?

controlling the cost of health care
- 80% very important
- 15% somewhat important
- 4% not important
- 1% don’t know

controlling the cost of prescription drugs
- 80% very important
- 17% somewhat important
- 3% not important
- 3% don’t know

improving health services and health education programs
- 76% very important
- 21% somewhat important
- 3% not important
- 3% don’t know

providing health care coverage for all Americans
- 72% very important
- 17% somewhat important
- 10% not important
- 1% don’t know

accelerating medical and health research
- 66% very important
- 28% somewhat important
- 4% not important
- 2% don’t know

reducing medical malpractice lawsuits
- 56% very important
- 30% somewhat important
- 11% not important
- 3% don’t know

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA

National Commitment to Research Should Be Higher
As we look for ways to manage health care costs in our country, do you think that the national commitment to health-related research should be...

- 58% higher
- 31% about the same
- 6% lower
- 5% don’t know

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA
Investment in Research

Americans Want More Spent on Medical and Health Research

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

<table>
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<tr>
<th>7 cents or more</th>
<th>55%</th>
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<td>5–6 cents</td>
<td>17%</td>
</tr>
<tr>
<td>0–4 cents</td>
<td>6%</td>
</tr>
<tr>
<td>don’t know</td>
<td>22%</td>
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SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Americans Willing to Pay More for Medical Research

Would you be willing to pay $1 per week more in taxes if you were certain that all the money would be spent for additional medical research, or not?

<table>
<thead>
<tr>
<th>yes</th>
<th>67%</th>
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<tr>
<td>no</td>
<td>28%</td>
</tr>
<tr>
<td>don’t know</td>
<td>5%</td>
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SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

TREND CHANGE

“Yes” response has increased significantly since 2004.
Investment in Research
Important for Job Creation and Incomes

In terms of job creation and incomes, how important do you think it is to invest in scientific research?

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

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: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
Strong Support for Science and Engineering Research

Research in areas of science such as physics, mathematics and engineering has led to technologies that improve medical treatment and enhance quality of life. For example, research into lasers has led to new treatments that help improve vision for people with poor eyesight. How important do you think it is for the U.S. to invest in this type of research?

SOURCE: NATIONAL SURVEY 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH:AMERICA

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: NATIONAL SURVEY 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH:AMERICA
"Scientifically based decisions and actions regarding health care choices are essential. Today, it is more obvious than ever that the cornerstone for improving our health system is the adoption of evidence-based medicine as the standard for care decisions and action."

William W. McGuire, MD
CHAIRMAN AND CHIEF EXECUTIVE OFFICER
UnitedHealth Group

"Research!America’s polling tells us that Americans want their health care services to be based on the best and most recent research available. That is AHRQ’s mission, to ensure research is translated into practice so it can improve people’s lives."

Carolyn M. Clancy, MD
DIRECTOR
Agency for Healthcare Research and Quality
Americans Say U.S. Health Care Not the Best

Do you believe that the United States has the best health care system in the world?

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Research to Improve Health Care System Important

How important is it that our nation support research that focuses on how well the health care system is functioning and what could be done to make it function better?

SOURCE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2004
Americans Believe Health Care Should Be Based On Best Research

Do you believe that the health care services you receive should be based on the best and most recent research available?

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Investment in Research Important to Scientific Base for Health Care

How important do you think it is that we invest in more research to assure that there is a solid scientific base for health care?

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
Medical Errors Affect Many Americans

Sometimes when people receive health care, mistakes are made that result in serious harm such as death, disability, or additional or prolonged treatment. These are called medical errors. Some of these errors are preventable, while others may not be. Have you or someone you know experienced a medical error?

SOURCE: NATIONAL SURVEY 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

* TREND CHANGE
“Very” response has increased significantly since 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: NATIONAL SURVEY 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
U.S. Investment in Health Services Research Is Very Important

A type of research called health services research seeks to translate discoveries from research into medical practice. How important do you think it is for the United States to invest in health services research?

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA

Americans Want More Spent on Health Services Research

Currently, much less than one cent out of each health dollar spent in the U.S. is spent on research that helps translate discoveries into medical practice. How much of each health dollar do you think we SHOULD spend?

much more

somewhat more

about the same

somewhat less

much less

don’t know

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA
"Through Research!America polls, Americans express their support for prevention and public health research. Research is a core function of CDC’s mission and is central to protecting the health and safety of our nation."

Julie L. Gerberding, MD, MPH  
DIRECTOR  
Centers for Disease Control and Prevention

"Research!America provides the public health community with powerful advocacy tools. In particular, their polls convey that Americans understand the link between research and better health."

William L. Roper, MD, MPH  
CHIEF EXECUTIVE OFFICER  
University of North Carolina Health Care System
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: NATIONAL SURVEY, 2005 CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA

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 2004 HARRIS INTERACTIVE FOR RESEARCHAMERICA
Americans Want 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?

- **more than 10 cents**: 19%
- **7-10 cents**: 15%
- **4-6 cents**: 20%
- **2-3 cents**: 14%
- **one cent**: 13%
- **less than one cent**: 11%
- **don’t know**: 8%

*68% said at least twice as much should be spent on prevention research.*

*Source: Aggregate data, 2004; Harris Interactive for ResearchAmerica*
Investment in Research Important to CDC’s Mission

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: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA

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: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA
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: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Important to Eliminate Health Disparities

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

SOURCE: AGGREGATE 2004
HARRIS INTERACTIVE FOR RESEARCH!AMERICA
Industry and Partnerships in Research

"Those of us who fund the innovative, but relatively immature enterprises are taking a chance, it’s true, but we view this as a very necessary investment in the future of mankind and that gives us courage."

Steven Burrill
CHIEF EXECUTIVE OFFICER
Burrill and Company

"The conclusion is clearly and unequivocally that medical research is worth the cost."

David Culter, PhD
PROFESSOR OF ECONOMICS
Harvard University
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: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

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: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
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?

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Pharmaceutical Industry Important to U.S. Economy

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

SOURCE: NATIONAL SURVEY, 2004
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
We are in an era of unrivaled scientific opportunity. Breakthroughs that could have significant impacts on human health seem tantalizingly close. To rob the public of this hope, to cripple our progress in biomedical discovery, is both tragic and cruel.”

Paul Kincade, PhD
PRESIDENT
Federation of American Societies for Experimental Biology

“Public opinion poll data on health and the research that make better health possible is of great interest to PARADE’s readership. We are delighted to join Research!America in bringing this timely and compelling information to millions of Americans.”

Lee Kravitz
EDITO R-IN- CHIEF
Parade
Americans Want More Information About Medical Research

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

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Personalized Medicine Will Have Positive Impact

Personalized medicine refers to testing and treatment customized to an individual’s genetic makeup. Do you think that personalized medicine will have a positive or negative impact on future health care?

SOURCE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2004
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?

(\% RESPONSES TRUSTWORTHY)

- nurses: 96%
- pharmacists: 95%
- your physician: 95%
- medical schools and teaching hospitals: 93%
- your dentist: 92%
- voluntary health agencies (such as the American Heart Association): 89%
- government agencies (such as NIH and CDC): 83%
- the Internet: 56%
- media sources: 55%
- pharmaceutical companies: 53%

SOURCE: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCHAMERICA
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...

- doctors and hospitals can try to improve their services
  - yes: 69%
  - no: 27%
  - don’t know: 4%

- researchers can learn about the quality of health care, disease and prevention, and related issues
  - yes: 67%
  - no: 29%
  - don’t know: 4%

- public health officials can scan for bioterrorist attacks
  - yes: 56%
  - no: 37%
  - don’t know: 7%

Source: The Parade/Research!America Health Poll
Conducted by Charlton Research Company, 2004

Americans Support Genetic Testing for Improved Medications

Would you want to be genetically tested to determine which medications might be most effective and safest for you?

- yes: 62%
- no: 34%
- don’t know: 4%

Source: The Parade/Research!America Health Poll
Charlton Research Company, 2004
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 in improving the care of patients and understanding and preventing disease.)

SOURCE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2004

Many Would Participate in a Clinical Research Study

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

SOURCE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2004
Factors Affecting Participation in Clinical Research

How much of a concern would the following factors be in your decision to participate as a volunteer in a clinical research study?

(\% SAYING MAJOR CONCERN)

- reputation of institution: 70\%
- improve health of self/others: 59\%
- privacy, confidentiality: 55\%
- physician’s recommendation: 46\%
- incentives to participate: 15\%

SOURCE: THE PARADE/RESEARCH!AMERICA HEALTH POLL
CHARLTON RESEARCH COMPANY, 2004

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: NATIONAL SURVEY, 2004
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
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 provide health care to the underserved communities?

SOURCE: NATIONAL SURVEY, 2004
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

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 train medical doctors and other health professionals?

SOURCE: NATIONAL SURVEY, 2004
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
Issues Impacting Research

“Now science has presented us with a hope called stem cell research, which may provide our scientists with many answers that have for so long been beyond our grasp. I just don’t see how we can turn our backs on this.”

Nancy Reagan  
FORMER FIRST LADY

“The dividends from stem cell research can be enormous. There is probably no field of medicine more exciting, more challenging or more promising. This research can lead to cures of diseases which are catastrophic for humans today.”

Senator Dianne Feinstein
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?

- too many regulatory barriers: 61% yes, it is a reason; 29% no, it is not a reason; 10% don’t know
- not spending enough money: 49% yes, it is a reason; 42% no, it is not a reason; 9% don’t know
- R&D tax burden too high: 45% yes, it is a reason; 45% no, it is not a reason; 10% don’t know
- not enough researchers: 40% yes, it is a reason; 47% no, it is not a reason; 13% don’t know

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

Spending Government Research Dollars

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

- scientists: 51%
- patients: 27%
- Congress: 15%
- don’t know: 7%

SOURCE: NATIONAL SURVEY, 2005 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
**Important to Study Sexual and Reproductive Health**

How important do you think it is for researchers to study issues that may affect your sexual and reproductive health?

*SOURCE:* THE PARADE/RESEARCH!AMERICA HEALTH POLL, CHARLTON RESEARCH COMPANY, 2004

**Animal Research is Necessary**

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

*SOURCE:* NATIONAL SURVEY, 2005 CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
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: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA

Trend Change

“Yes” response has increased since 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: NATIONAL SURVEY, 2005
CHARLTON RESEARCH COMPANY FOR RESEARCH!AMERICA
Research!America began commissioning polls in 1992 in an effort to measure and understand public support for medical, health and scientific research. The results of Research!America’s polls proved invaluable to our alliance of 500 member organizations and, in turn, to the fulfillment of our mission to make research a higher national priority. In response to growing usage and demand, Research!America has expanded its portfolio which now includes state, national and issue-specific polling. Poll data is available by request or at our website: www.researchamerica.org.

**SURVEY METHODOLOGY**

- Telephone (random-digit dialing) polls are conducted with a sample size of 800-1000 adults (age 18+) and a maximum theoretical sampling error of +/- 3.5 percent. Data are demographically representative of adult U.S. residents (state or national).

- Online polls are conducted with a sample size of 1000-2000 adults and sampling error of +/-3.1 percent. The data is weighted in two stages to ensure accurate representation of the U.S. adult population.
  - Figures for age, gender, race, education and income are weighted where necessary to bring them into line with population demographics.
  - “Propensity score” weighting is also used to adjust for respondents’ propensity to be online.

**ADDITIONAL RESOURCES**

- American Cancer Society  
  www.cancer.org

- The American Heart Association  
  www.americanheart.org

- The Coalition for the Advancement of Medical Research  
  www.stemcellfunding.org

- Charlton Research Company  
  www.charltonresearch.com

- Harris Interactive  
  www.harrisinteractive.com

- The Henry J. Kaiser Family Foundation  
  www.kff.org

- National Science Board: Science and Engineering Indicators  
  www.nsf.org

- Pew Charitable Trusts  
  www.pewtrusts.com

- United Health Foundation  
  www.unitedhealthfoundation.org
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