The Fourfold Return on RESEARCH

Health,
Prosperity,
Productivity and
U.S. Leadership

1101 King Street, Suite 520 • Alexandria, VA 22314
P 703-739-2577 • F 703-739-2372 • www.researchamerica.org

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working to make research to improve health a higher national priority
Research!America is the nation's largest 501(c)(3) alliance working to make research to improve health a higher national priority. Research!America's member organizations together represent the voices of more than 125 million Americans. Our public opinion data, advocacy programs and publications reach the public and decision makers to help advance medical, health and scientific research.

1. Mary Woolley and Jane Bergstrom
2. Jennifer Hoopes, PhD, Ann Eleanor Roosevelt & Mary JC Hendrix, PhD
3. Isadore Rosenfeld, MD
4. Ekopimo Ibia, MD, MPH and Carol Kennedy
5. Robert Mory, MD, PhD & Mary Woolley & Anna Nilsson Vindefjärd, PhD
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8. Larry Shapiro, MD, Terley & Bright MD
9. Larry Shapiro, MD, Terley & Bright MD
10. Major Donors 2010
11. 2010 Financial Highlights, Scientific Advisory Committee and Research!America Staff
12. Advocacy Awards 2010
14. Public Opinion & Communicating the Returns on Research
15. 2010 Financial Highlights, Scientific Advisory Committee and Research!America Staff
16. Your Candidates Your Health 2010
17. Advocacy for Public and Global Health Research
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The Fourfold Return on Research

Health, Prosperity, Productivity and U.S. Leadership

At a time when the return on all investment is scrutinized and funding from both the public and private sectors is in short supply, research to improve health has never seen greater challenges—and yet has never had a stronger story to tell.

The returns on America’s investment in research continue to contribute to our economic growth and leadership far beyond the value of the investment itself. We see the dividends in longer, healthier lives; in greater prosperity through the creation of well-paying, knowledge-based jobs; in productivity gains from a healthier workforce; and in continued U.S. leadership in science, innovation and overall economic strength.

But none of these returns is guaranteed.

The recession has affected all sectors that support and conduct research—and has created competing budgetary priorities. For these reasons Research!America redoubled efforts in 2010 to amplify the national conversation around research, identifying it as an investment priority.

In 2010, Research!America held dozens of congressional meetings, issued nearly 30 alerts to our grassroots network and continued to take the pulse of public opinion, gauging Americans’ attitudes towards research and related issues. Research!America and our partners hosted well-attended Capitol Hill briefings on the importance of basic research, of investing in early-career scientists, on the value of U.S. investment in global health research, and other timely topics.

Our award-winning voter education initiative, Your Candidates—Your Health, worked to make research a higher priority for congressional candidates in the 2010 elections. As of early 2011, nearly 175 current Members of Congress have participated in one of our constituent education initiatives. We continue to work to make research a higher priority among the 112th Congress, through Your Congress—Your Health, asking Members to go on the record with their views about research and related issues.

In 2010, Research!America’s leadership received an unprecedented number of invitations to speak about research and advocacy before scientific and non-scientific audiences. We hosted a high-level media luncheon in New York, bringing together major news editors and experts from all sectors of research for a dynamic discussion. We held the first in a series of thought-leader gatherings on the economic impact of global health research at the state level. We also increased our online visibility, using social media to reach new audiences and drive engagement.

Through all of these endeavors Research!America hit home the message that research is vital not only for our health and quality of life, but also for our economy, our productivity and for American jobs.

We are extremely grateful for the support of our valued members, partners and contributors. Your commitment to Research!America makes our alliance the effective and respected organization that it is. But we know we have difficult work ahead to ensure that research has what it needs to succeed.

We are more energized and determined than ever to build on our momentum in 2011. Please join us as an active advocate for research for health and help us ensure the future of this powerful investment.

The Honorable John Edward Porter
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Mary Woolley
President and CEO
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Innovative Advocacy Generating Results for Research

Leading Alliance of Medical and Health Research Stakeholders

Research!America is the nation’s largest, most respected alliance working to make research to improve health a higher national priority. Our member organizations include universities, research institutes, businesses, voluntary health and patient advocacy organizations, professional societies, hospitals and foundations that collectively represent more than 125 million Americans. Together we advocate for strong research funding and favorable policies, work to raise public awareness and encourage stakeholders, elected officials and the public to become active champions for research.

Research!America Adds Value for Our Members and Supporters

As a recognized and respected resource to Members of Congress, congressional staff and other policy makers, Research!America brings focus and attention to issues vitally important to our members, including our calls to support strong federal health research funding and funding for embryonic stem cell research.

Research!America brings attention to the vital role that research plays in our economy and plays a leading role in ensuring that research is understood by policy makers to be part of the solution to our nation’s economic and health challenges.

In support of our mission, Research!America publishes and distributes unique and original data to policy makers, our members, media and others, estimating cross-sector research funding in our yearly U.S. Investment in Health Research report.

We continue our strong partnerships with leaders of federal health research agencies, who often participate as speakers at our forums and congressional briefings.

Research!America’s strongest advocacy tool is our unique poll data on Americans’ opinions on medical, health and scientific research and a range of related issues. Since 1992 we have commissioned and released findings of more than 125 national and state polls. Poll results are provided to Research!America members, Congress, journalists, state government leaders and other decision makers for use in speeches, policy statements, letters to the editor, op-eds, news articles, town hall meetings and meetings with legislators.

Our Your Congress—Your Health and Your Candidates—Your Health initiatives keep research on the minds of policy makers and the public, asking Members of—and candidates for—Congress to share their views on health and medical research. To date, 170 members of the 112th Congress have participated in these, the only constituent education initiatives to focus on these issues.

Research!America’s advocacy tools, publications and programs have been honored with numerous awards by leading communications and public relations professional societies. Our unique, proven advocacy tools for Research!America members’ use include up-to-date local, national and global economic impact data and investment reports; e-advocacy alerts on key issues; a monthly newsletter featuring policy updates and advocacy messages; and a variety of fact sheets, website features and social media channels.

Research!America is pioneering outreach to the next generation of medical and scientific leadership by offering training and encouraging involvement in advocacy and public communication through New Voices for Research. New Voices empowers early-career researchers and science enthusiasts to translate their passion for research into effective advocacy and become articulate spokespersons for science and research.

“Research!America provides tools for communicating with Congress and the general public regarding the importance of funding biomedical research; they give scientists a voice and make it easier to become engaged with media and elected officials.”

—Francis J. Miller, MD, president, American Federation for Medical Research
Polling by Research!America and others has consistently demonstrated Americans’ support for investment in research to improve health, and studies by economists have demonstrated the significant return on investment that research brings. Research!America bridges the gap by presenting data that shows research as an investment that public strongly supports. We continue to call for strong investment in the National Institutes of Health, Centers for Disease Control and Prevention, Agency for Healthcare Research and Quality, and National Science Foundation.

In 2010, Research!America conducted more than 55 meetings with Members of Congress or their staffs, led or co-sponsored eight Capitol Hill events, and issued 29 advocacy alerts to our network. These alerts prompt action by our grassroots network and raise awareness of how they can become involved: by e-mailing their senators to sign onto a letter in support of $35 billion in NIH funding in FY11; making their support known for embryonic stem cell research and related issues; and encouraging candidates for federal office to participate in Your Candidates—Your Health, our election-year voter education initiative.

Fifth Year of Relatively Flat Health Research Funding
Overall spending on health research, when measured as a percentage of total health costs, has varied no more than 0.2% since 2005. That trend continued in 2009, according to Research!America estimates, published in October in our annual U.S. Investment in Health Research report. Most of the $8.4 billion increase can be tied to short-term funding from the American Recovery and Reinvestment Act. Otherwise, the effects of the economic recession can be seen throughout sectors performing research and development, where funding remained essentially flat or declined. On an interactive map, Research!America continued to track how stimulus funding for research was invested locally, at www.researchamerica.org/arna_NIHfunding.

Advocacy for Public Health Research
Research!America supports the Campaign for Public Health, a 501(c)(4) organization, and the Campaign for Public Health Foundation, a 501(c)(3) organization, in advocacy for strong, sustained investment in the CDC and the important role public health plays in our nation’s health system. CPH and the CPH Foundation are chaired by Evan Jones, principal of Ven Capital LLC and a Research!America board member. Research!America joined CPH in requesting $8.8 billion in appropriations for CDC in 2011.

In September 2010, the Campaign for Public Health launched an ad campaign to combat a Senate amendment that would have drawn funds from the Prevention and Public Health Fund to offset proposed tax code changes. Seventeen other organizations joined CPH in the campaign against the amendment, which ultimately failed to pass.

In November, the CPH Foundation hosted its first awards banquet, honoring two Unsung Heroes of Public Health—leaders who have made exemplary contributions to advancing public health but have not previously received national recognition. The Rock in the Pond Award was awarded to Janet Zola, MPH, for her work in prevention and control of Hepatitis B in the San Francisco area. The Wavemaker Award was presented to Cecilia Rosales, MD, of Arizona, for helping to improve health among border populations in the U.S. and Mexico.

AMERICANS THINK GOVERNMENT INVESTMENT IN R&D IS IMPORTANT
Many governments have set a goal to spend 3% of GDP (annual economic output of a country) on research and development, and some, including Japan and Korea, have already exceeded this goal. How important do you think it is for the U.S. to achieve this goal?

![Survey Results](chart.png)

Source: Your Candidates Your Health Poll, August 2010, Charlton Research Company for Research!America
The Garfield Economic Impact Award

The 2010 Garfield Economic Impact Award was awarded to Frank R. Lichtenberg, PhD, of Columbia Business School, for his publication, “The Effect of New Cancer Drug Approvals on the Life Expectancy of American Cancer Patients, 1978-2004.” The article was published in *Economics of Innovation and New Technology* in 2009. Lichtenberg’s research found that new cancer drugs from 1968 to 2004 increased the life expectancy of American cancer patients by almost one year—at a cost of less than $7,000 per patient, much lower than previous estimates of what Americans are willing to pay for an additional year of life.

The 2010 Garfield Award was supported by a grant from Merck & Co., Inc., and by the Eugene Garfield Foundation.

In a July 2010 letter published in *Nature*, Research!America’s Mary Woolley cited the work of Garfield Award-winning economists David Meltzer, MD, PhD, and David Cutler, PhD, and noted the need for more studies in this field. The letter responded to an article, “What Science Is Really Worth,” that questioned whether the economic benefits of research are oversold and based on too few studies.

Investment in Research Saves Lives and Money

To illustrate the societal and economic impacts of medical and health research, Research!America established the *Investment in Research Saves Lives and Money* series in 2003, in partnership with the Funding First Initiative of the Mary Woodard Lasker Charitable Trust. The series now has 27 fact sheets, all available on Research!America’s website.

Each one-page fact sheet focuses on one or a set of conditions or health topics and includes current statistics, examples of the cost- and life-saving benefits of research and the story of a patient who has thrived or survived thanks to research. These effective advocacy tools inform readers, including Members of Congress and other decision makers, about the results of public and private investment in medical and health research. In 2010, in partnership with sanofi-aventis, Research!America produced a new fact sheet on vaccines; we also updated our fact sheet on research as an economic driver.

Research!America Makes the Case for Economic Investment

Throughout 2010, media outlets called on Research!America for insight into the ties between research investment, our health and the health of our economy. *The New York Times*, Bloomberg

AMERICANS THINK R&D IS IMPORTANT TO STATE ECONOMIES

How important do you think research and development is to your state’s economy?

<table>
<thead>
<tr>
<th>Importance</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Very important</td>
<td>48%</td>
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<tr>
<td>Somewhat important</td>
<td>43%</td>
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<tr>
<td>Not too important</td>
<td>8%</td>
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<tr>
<td>Not at all important</td>
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Source: Your Candidates Your Health Poll, August 2010; Charlton Research Company for Research!America
In the run-up to the 2010 midterm elections, Research!America’s award-winning online voter education initiative, Your Candidates—Your Health, again put medical and health research on the agenda, informing voters of congressional candidates’ views on these issues.

An August 2010 Research!America poll found that 53% of Americans were not at all or not well-informed as to their elected representatives’ positions on health and medical research. Only 8% said they were very well informed. To combat this, Your Candidates—Your Health asked all candidates for Congress in 2010 to share their positions on research and related issues with voters at www.yourcandidatesyourhealth.org. Spanish content for the site was again provided by the National Alliance for Hispanic Health.

With support from nearly two dozen partners, Research!America invited a record number of candidates to participate in 2010. In all, more than 400 candidates were on the record, sharing their views on research, job creation and economic recovery, health care costs, prevention and wellness, science education, funding for federal health research agencies, health disparities, and embryonic stem cell research.

Your Candidates—Your Health and a national opinion poll, asking Americans similar questions to those we asked the candidates, received media coverage on CNN.com in an editorial by actor and stem cell research advocate Michael J. Fox, in Nature and Science magazines, as well as in blogs, online outlets and Research!America member publications.

Research!America undertook targeted online advertising in 18 key states—a first for this initiative—driving strong voter traffic from those states to the site.

Social media added to the impact of this year’s initiative. Our YouTube channel featured videos from research leaders about the importance of Your Candidates—Your Health, including messages from Research!America Chair and former Congressman John Edward Porter and Research!America board members Tenley Albright, MD, Georges Benjamin, MD, and Lucinda Maine, PhD, RPh. A Twitter page dedicated to the election helped us directly reach candidates and their staffs, and Facebook and YouTube allowed us to connect with voters.

In mid-November 2010, Research!America held a post-election discussion in Washington, DC, that helped our alliance members and stakeholders survey the landscape and share strategies and messages for working with the new Congress. As the 112th Congress begins, Your Candidates—Your Health and its companion initiative, Your Congress—Your Health, have a total of 170 Members of Congress on the record.

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**PARTICIPATION IN YOUR CANDIDATES—YOUR HEALTH AND YOUR CONGRESS—YOUR HEALTH (DEC. 2010)**

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<thead>
<tr>
<th>State</th>
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<td>Alabama</td>
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**IMPORTANT FOR CONGRESS TO WORK TOGETHER ON RESEARCH ISSUES**

How important do you think it is for Members of Congress to work on a bipartisan basis with civility and respect for one another to make research to improve health a top national priority?

- Very important: 58%
- Somewhat important: 30%
- Not too important: 8%
- Not at all important: 4%

Source: Your Candidates Your Health Poll, August 2010, Charlton Research Company for Research!America
Capitol Hill Outreach and Briefings

Through a series of Capitol Hill briefings and events, as well as meetings, letters and e-mails to Congress, Research!America and our members and partners work to ensure that the many returns on research investment and the challenges facing medical research are consistently in front of federal legislators and their staffs.

Highlighting the Role of Early-Career Scientists

Research!America and the American Chemical Society, along with honorary co-hosts Sen. Barbara Mikulski (D-MD), Rep. Rush Holt (D-NJ) and Rep. Vernon Ehlers (R-MI), hosted a briefing in October to discuss the importance of investing in early-career researchers, whose work is crucial to maintaining our nation’s competitiveness, economic prosperity and scientific leadership, as well as ensuring a strong pipeline of medical advances. The briefing was moderated by James Gentile, PhD, Research Corporation for Science Advancement. Panelists included Iain Cockburn, PhD, Boston University School of Management; Marshall Shuler, PhD, Johns Hopkins University School of Medicine; Raquel Lieberman, PhD, Georgia Institute of Technology; and patient advocate Meryl Comer, Geoffrey Beene Gives Back® Alzheimer’s Initiative.

Celebrating New Institute for Minority Health

Several organizations, including Research!America, sponsored a July event on Capitol Hill celebrating the elevation of the National Center on Minority Health and Health Disparities to an institute at the National Institutes of Health. John Ruffin, PhD, director of the NCMBD, thanked all those who fought for the creation of the new institute. Former Secretary of the Department of Health and Human Services, The Hon. Louis W. Sullivan, MD, a Research!America emeritus director, was master of ceremonies. Other speakers included Henry Foster, MD, Meharry Medical College; Eve J. Higginbotham, MD, Howard University; John E. Maupin Jr., DDS, Morehouse School of Medicine; and Keith Norris, MD, Charles Drew University, an Ambassador in Research!America's Paul G. Rogers Society for Global Health Research. The speakers commended the roles of Sens. Arlen Specter (D-PA) and Ben Cardin (D-MD), Reps. Jesse Jackson Jr. (D-IL) and Elijah Cummings (D-MD), and Del. Donna Christensen, MD, (D-USVI), for their work in making the new institute a reality.

The Significance of Basic Research

The importance of basic science research was highlighted in a March congressional briefing co-sponsored by Research!America in conjunction with the Ad Hoc Group for Medical Research and the Congressional Biomedical Research Caucus. The briefing featured Jeremy M. Berg, PhD, director of the National Institute of General Medical Sciences. “Science is very much a human activity,” and in order to grow clinical research, more basic science research is needed, he said. Berg discussed the impacts on clinical research of the basic discovery of telomerase, as well as new developments in pharmacogenomics and personalized medicine.

Advocates Support Research, Oral Health

Attendees of the American Association for Dental Research and Research!America Advocacy Day descended on Capitol Hill in early March to deliver the message that research investment is vital if science and technology are to continue to improve our nation’s health and economy in the 21st century. The program included a morning workshop on effective advocacy, led by Research!America and AADR, followed by time for advocates to meet with their legislators and advocate for sustainable increases to the budget for the NIH and the National Institute of Dental and Craniofacial Research.

NIH Director Welcomed

Francis S. Collins, MD, PhD, was welcomed as the new director of the NIH at a Capitol Hill reception in January. Among the speakers was Rep. Cliff Stearns (R-FL), and former HHS Secretary, The Hon. Louis W. Sullivan, MD, served as master of ceremonies. In his remarks, Sullivan noted Research!America’s leadership role in advocating for the NIH and mentioned our chair, former Congressman John Edward Porter, as a champion of NIH.
Public health research promotes wellness and prevents disease and disability, thereby saving lives, reducing costs, and easing the burden on our health care system. U.S.-funded global health research saves lives here and around the world and brings the return on that investment home through job creation and private research institutions nationwide. Research!America’s 2010 efforts led to increased awareness among Congress and the American public about the benefits of public and global health research investment, as well as greater engagement in advocacy by the scientists and other professionals in these fields.

Capitol Hill Events
In April, Research!America and the American Society of Tropical Medicine and Hygiene hosted a Capitol Hill briefing, “Lessons Learned Through Global Health R&D: What’s in it for the U.S. and our Health Care System,” that illustrated how the returns on U.S. investment in global health research can lead to new approaches to health care here. Peter J. Hotez, MD, PhD; Cyril Enwonwu, ScD, PhD, MDS; James W. Kazura, MD; and Sten H. Vermund, MD, PhD—all Ambassadors in Research!America’s Paul G. Rogers Society for Global Health Research—spoke at the briefing. The audience included staffers from the House Subcommittee on Africa and Global Health, Subcommittee Chairman Rep. Donald Payne (D-NJ) and Rep. Brian Bilbray (R-CA) were honorary congressional hosts.

Research!America also participated in the first Global Health Technologies Coalition congressional exposition, which highlighted the need for and the role of new health products for diseases affecting people around the world. Sen. Patty Murray (D-WA) and the Congressional Biomedical Research Caucus were the honorary congressional hosts of the expo.

In December at the first in a series of Hill briefings, “Global Health R&D: An Economic Driver in Your State,” Research!America released findings from an Illinois poll, showing strong public awareness of the local economic impact of global health research. The briefing was held in cooperation with the offices of Sen. Richard Durbin (D-IL) and Rep. Jan Schakowsky (D-IL) and Research!America partners the American Society of Tropical Medicine and Hygiene, the University of Illinois at Chicago Institute for Tuberculosis Research and the Washington Global Health Alliance. Staff from 11 congressional offices heard speakers from industry and academia describe successful public-private partnerships in the state. Research!America also released a new fact sheet—the first in a new series—highlighting the local economic impact of global health R&D for Illinois.

Thought Leaders Convene: Salon Dinner on Global Health
In December 2010, Research!America convened a discussion on global health R&D at a salon dinner for both state and national leaders in global health. The focus, “Global Health R&D in Illinois: Generating Jobs and Hope,” was moderated by Susan Dentzer of Health Affairs. The dinner spurred discussion and collaboration on the economic and health benefits of U.S. investment in global health R&D as it relates to Illinois, including successful public-private partnerships in the state.

Public Health Thank You Day
Public Health Thank You Day 2010 was held November 22, the Monday before Thanksgiving. For the fifth year, Research!America and our partners—the American Public Health Association, Association of Schools of Public Health, Association of State and Territorial Health Officials, Campaign for Public Health Foundation, National Alliance for Hispanic Health and National Association of County & City Health Officials—joined forces to honor the professionals who research, identify and implement prevention and public health interventions that help Americans and people everywhere to live safer, healthier and longer lives.

Media coverage of the event included the Cleveland Plain Dealer, Corpus Christi Caller-Times, El Paso Times, smaller newspapers in many states, and a Robert Wood Johnson Foundation podcast with APHA’s Georges C. Benjamin, MD, a Research!America board member. Social media played an increasing role this year, with more than 350 members of the Public Health Thank You Day Facebook group
and a #PHTD hashtag on Twitter that was used in 90 tweets, reaching nearly 75,000 Twitter users in 21 states.

Researchers Take Global Health Message to Congress

Research!America reached out to 40 offices in 2010, working with Paul G. Rogers Society for Global Health Research Ambassadors, the Global Health Technologies Coalition and others in the global health community to connect with policy makers and stress the benefits of global health research to America’s well-being and economy. Mathuram Santosham, MD, MPH, Johns Hopkins Bloomberg School of Public Health, detailed his experiences in global health research to delegations from Arizona and Maryland. Scott C. Ratzan, MD, MPA, Johnson & Johnson, and Lee B. Reichman MD, MPH, New Jersey Medical School Global TB Institute, met with New Jersey policy makers in their district offices, discussing the research needed to address global health emergencies, including natural disasters.

For World TB Day 2010 in March, Research!America and the Global Alliance for TB Drug Development invited state and congressional leaders from New Jersey to tour the New Jersey Medical School Global Tuberculosis Institute in Newark—one of only four CDC-funded TB Regional Training and Medical Consultation Centers in the country.

Drawing Media Attention to Global Health Research

In 2010, Research!America’s messages about the value of global health research reached audiences in the U.S. and abroad. *Global Health* magazine detailed our December global health R&D advocacy efforts, “The Importance of Global Health R&D in Illinois.” The ONE campaign wrote about our Capitol Hill briefing on its blog. Earlier in the year, Rogers Society Ambassadors authored several pieces that received wide readership. Carole Mitnick, ScD, Harvard Medical School, authored an op-ed for *The Huffington Post* recognizing TB treatment pioneer Sir John Crofton, MD. Richard R. Love, MD, Ohio State University College of Medicine, wrote about the need for global breast cancer research in *Global Health* magazine. Peter J. Hotez, MD, PhD, The George Washington University, wrote in *Science* that the U.S. could improve its relationship with countries such as Pakistan, Iraq and Afghanistan by developing vaccines together. Michele Barry, MD, Stanford University School of Medicine, and Linda Aiken, PhD, RN, University of Pennsylvania School of Nursing, described global health research that has benefited Americans’ health and the U.S. health care system in a Kaiser Health News op-ed. U.K.-based *International Innovation* featured interviews with several Society Ambassadors in its April issue. Research Media Ltd., also based in the U.K., lauded Research!America’s role in facilitating international research collaborations and, in an interview with Steven G. Reed, PhD, mentioned Research!America as a close partner of the Infectious Diseases Research Institute, which Reed founded. Karen Goraleski, former Research!America vice president of public health partnerships, authored a guest editorial in the *American Journal of Tropical Medicine and Hygiene*, outlining for researchers the impact their advocacy can have on policy makers.

![Researchers and congressional staffers from our global health briefing on Capitol Hill, “Lessons Learned Through Global Health R&D: What’s in it for the U.S. and Our Health Care System”](image)

### MOST SAY PREVENTION & WELLNESS REDUCE HEALTH CARE COSTS

Which of the following statements most closely matches with your view of prevention and wellness?

- Prevention and wellness reduce health care costs
- Prevention and wellness increase health care costs
- Prevention and wellness have no impact on health care costs

Source: Your Candidates Your Health Poll, August 2010, Charlton Research Company for Research!America
Nearly 500 supporters of research attended Research!America’s 2010 Advocacy Awards dinner March 16 in Washington, DC. Highlights of the event included a live musical performance by Whitehead Award recipient The Honorable David Obey and National Institutes of Health Director Francis S. Collins, MD, PhD, in the spirit of the “Rock Stars of Science” campaign, which was also honored. The Advocacy Awards program was established by Research!America’s board of directors in 1996 to honor those who exemplify the leadership required to ensure that research will flourish.

“Virtually every American family has lost a member of their family to disease. Young children come before the [House Appropriations] Committee with every form of disease to testify for a few minutes. They are looking for hope. We have to see that health care reaches down to every American.”

—The Hon. David Obey (D-WI)

**House Appropriations Committee Chairman David Obey was recognized with the 2010 Edwin C. Whitehead Award for Medical Research Advocacy** for being a driving force behind strengthening federal investments in medical research during his 21 terms in Congress. The award was presented by Susan Whitehead, JD, of the Whitehead Charitable Foundation; former Congressman Billy Tauzin, a Research!America board member; and former Congressman Louis Stokes, a Research!America emeritus director.

**Award Benefactor:** Whitehead Charitable Foundation

“We need to be certain that young people view the field of science as one of great promise and satisfaction, often the sum of the work of many.”

—Ann Lurie

**Ann Lurie was honored with the 2010 Raymond and Beverly Sackler Award for Sustained National Leadership** for her contributions as one of the nation’s foremost advocates and philanthropists for health and medical research. Lurie is founder and president of Africa Infectious Disease (AID) Village Clinics, Inc., president and treasurer of the Ann and Robert H. Lurie Foundation, and president of Lurie Investments, Inc. The award was presented by Research!America board member Mary J.C. Hendrix, PhD, of Children’s Memorial Research Center in Chicago.

**Award Benefactors:** Raymond R. Sackler, MD, and Beverly Sackler

“I accept this award by thanking the people who really deserve this award: the 7 million voters in California who approved the creation of the California Stem Cell Research and Cures Initiative in 2004.”

—Robert Klein, JD

Robert Klein, JD, California Institute for Regenerative Medicine governing board chair, was honored with the 2010 Gordon and Llura Gund Leadership Award for his bold advocacy for diabetes and stem cell research for patients in California and nationwide. Research!America board member Jackie Lovelace Johnson of the Lovelace Respiratory Research Institute presented the award.

**Award Benefactors:** Gordon and Llura Gund

“Gladstone Institutes were founded with the hope and expectation that many patients will benefit from research about AIDS, Alzheimer’s and other diseases … Basic science is our strength, and it is with that strength that Gladstone will play a part in cures for the future.”

—Robert W. Mahley, MD, PhD

Robert W. Mahley, MD, PhD, founding director of The J. David Gladstone Institutes, received the 2010 Builders of Science Award for his leadership in guiding Gladstone’s growth from its founding to become one of the world’s foremost independent research institutions. Research!America board member Jay A. Gershen, DDS, PhD, of the Northeastern Ohio Universities Colleges of Medicine and Pharmacy, presented the award.
“Science in the service of our people was one of the core values of our founder, President Franklin Delano Roosevelt, and it is a core value we use as we move forward. On behalf of the March of Dimes, we pledge to continue our passion for medical research.”

—Jennifer L. Howse, PhD

The March of Dimes was presented with the 2010 Paul G. Rogers Distinguished Organization Advocacy Award for its decades of successful advocacy for maternal and child health research and services. Research!America board members Georges C. Benjamin, MD, of the American Public Health Association, and Laing Rogers Sisto presented the award to March of Dimes President Jennifer L. Howse, PhD, and Honorary Trustee Anna Eleanor Roosevelt.

Award Benefactor: Hogan Lovells LLP

“Five years ago I decided to take a company, make a huge change and devote 100% of the profits to charity. A dedicated team of international scientists has focused on revolutionary research that I am hopeful will discover cures for all cancers in the future … If we devote resources to medical research, we will save countless lives and trillions of dollars.”

—G. Thompson Hutton, Esq.

G. Thompson Hutton, Esq., trustee and CEO of the Geoffrey Beene Foundation and president and CEO of Geoffrey Beene, LLC, received the 2010 Isadore Rosenfeld Award for Impact on Public Opinion, in recognition of his leadership behind the Geoffrey Beene Foundation’s national public service campaign “Rock Stars of Science” and other philanthropic and advocacy initiatives in support of medical research. The award was presented by Research!America emeritus director and award benefactor Isadore Rosenfeld, MD, of Weill Cornell Medical College and the Rosenfeld Heart Foundation.

Award Benefactor: Rosenfeld Heart Foundation
The only event of its kind, Research!America’s 2010 National Forum again convened the directors of the federal health research agencies and other research leaders in an interactive discussion about investment in research as a strategy for improving health, speeding new treatments to patients and fostering collaboration across sectors. A distinguished audience of more than 200 heard from and interacted with nationally recognized leaders in health and medical research—a “who’s who” of government, academia, industry, patient advocacy and media.


Panel: Working Toward Better Health for All

“We have to redefine health care as not avoiding sickness but as preserving wellness. … Research needs to be nourished in this country. This is the leading country for entrepreneurial biotech. It’s the leading country, with the NIH, because of the tremendous investment in research as the engine of growth and health.”

—Paul Chen, MD, chief science and medical officer, sanofi-aventis U.S.

“The essence of care delivery is in dramatic, urgent need of improvement. We know that the translation of science into practice takes far too long. We also know that we can improve that. We are working toward reliable and affordable quality care for all. Science is clearly going to be a key part of that.”

—Carlyna M. Clancy, MD, director, Agency for Healthcare Research and Quality

There are many ways we could get more health value, or productivity, from the health system by emphasizing prevention … CDC, as the nation’s prevention agency, works hard to try to ensure that our society is such that the default value should be the healthier value. You should have to opt out of a healthy choice.”

—Thomas R. Frieden, MD, MPH, director, Centers for Disease Control and Prevention

“I would advocate for more and better investment in children, in research around childhood disease … If we’re going to make a commitment to the long-term productivity and well-being of our citizens, we’ve got to start with pregnancy and healthy birth outcomes. We’ve got to start stabilizing children’s health.”

—Jennifer L. Have, PhD, president, March of Dimes

Howard Hughes is one of the largest private medical research organizations in the country, but we pale in comparison to the NIH. As much as the private sector does contribute, the public, federal side really has to be effective. In the last 50 years NIH has been a model of a country investing in health research. The two are very different organizations and have different constraints, but we complement each other, leverage each other’s capabilities.”

—Robert Tjian, PhD, president, Howard Hughes Medical Institute

“As a journalist, it’s my experience that if you can make your message human, it’s easy to get across to the public.”

—Moderator Judy Woodruff, “PBS NewsHour”

Panel: Translating Discoveries into Better Health

“Patients need to be the centerpiece of all we are doing. Thinking about medical research and the various players, if you don’t have this healthy ecosystem working together, with patients at the center, it’s very hard to develop these new treatments and to decide how we actually implement them.”

—Margaret Andison, executive director, FasterCures
“All of us who care about science, for health and for the economic well-being of our children and grandchildren, must become more convincing in making the investment case. This means making it clear to policy makers why this particular investment will pay off. It is our responsibility to do this.”

—Mary Woolley, Research!America president and CEO

“About the regulatory environment … the FDA can’t win. If a new drug isn’t available and people might benefit from it, you get tremendous pressure, and there are articles about how the bureaucracy is stopping people from saving lives. Then you give in and let people have these drugs and someone dies, and there’s a huge fuss about how the government isn’t protecting us.”

—Moderator Michael Kinsley, The Atlantic

“Diseases do not respect electoral cycles; they continue inexorably. The more we can ensure that everyone in different disciplines is saying that to our politicians and stressing the importance of investment in research, the more we are likely to get the outcomes we seek [through interdisciplinary research].”

—Jack T. Watters, MD, vice president of Medical External Affairs, Pfizer Inc

“If you look at what’s involved in developing the technology [for advanced therapies]—a tremendous investment underwritten by for-profit, nonprofit and government research organizations—the ability to get a return on the investment over the long haul is critical.”

—Barbara Kunz, president, Health and Life Sciences Global Business, Battelle

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

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The Power of Public Opinion

Since 1992, we have kept our fingers on the pulse of public opinion by commissioning national and state public opinion polls about research and related issues. In 2010, we commissioned and released findings from three national polls and a state poll in Illinois. Highlights are featured throughout this report, and complete findings are available at www.researchamerica.org. With support from the United Health Foundation, Research!America released America Speaks: Poll Data Summary, Volume 11. Research!America shares poll findings with our members, policy makers, media, scientists and other advocates—for use in letters to the editor, op-eds, presentations, media outreach and meetings with legislators.

Honors and Accolades

Research!America's advocacy and outreach were recognized in several ways in 2010. Research!America President Mary Woolley received an honorary doctoral degree from the Northeastern Ohio Universities Colleges of Medicine and Pharmacy (NEOUCOM). She gave the commencement address at NEOUCOM's graduation ceremony.

Research!America and Geoffrey Benee Gives Back® won the top award for Public Service Campaign from the DC chapter of the Public Relations Society of America for the 2009 “Rock Stars of Science” campaign.

Your Congress–Your Health was recognized with a 2010 Hermes Platinum Award and a Communicator Award of Distinction. Research!America also received awards for our newsletter, poll data summary and our annual report.

Speaking Out

Research!America leaders speak around the country about the many returns on research investment, the power of advocacy and the policy landscape for research. Research!America board and staff leadership gave nearly 40 presentations in 2010. Research!America's chair, former Congressman John Edward Porter, spoke at events hosted by the American Association for the Advancement of Science, American Association for Dental Research, American Chemical Society, Allen Institute for Brain Science and Union League Club of Chicago, and Robert Wood Johnson Foundation.

Mary Woolley, Research!America's president and CEO, was a speaker or moderator at events hosted by the American Institute for Medical and Biological Engineering; Institute of Medicine; American Association of Physician Assistants; Washington Academy of Sciences; Association for Prevention Teaching and Research; Dartmouth College; National Human Genome Research Institute; Brookings Institution; Howard Hughes Medical Institute; NIH Scientific Management Review Board; Georgetown University Business School; Robert Wood Johnson Foundation; Research Sweden; National Institute of Nursing Research; World Stem Cell Summit; Columbia University; Damon Runyon Cancer Research Foundation; Association of Chairs of Departments of Physiology; National Heart, Lung and Blood Institute; and Heart Rhythm Society.

Other Research!America senior staff gave presentations to the National Postdoctoral Association and the NIH Office of Research on Women's Health.

Media Outreach, Coverage and Publications


AMERICANS FAVOR EXPANDING FUNDING FOR EMBRYONIC STEM CELL RESEARCH

Do you favor or oppose expanding federal funding for research using embryonic stem cells?

Source: Your Candidates Your Health Poll, August 2010, Charlton Research Company for Research!America
2010 Financial Highlights, Scientific Advisory Committee

**REVENUE AND SUPPORT**

- **Membership Dues** $1,050,737 (30.7%)
- **Event Income** $691,350 (26.0%)
- **Contributions & Support** $756,310 (22.1%)
- **Restricted Program Grants** $585,180 (17.1%)
- **Other** $139,046 (4.3%)

**Total Revenue and Support** $3,422,423

**EXPENSES**

- **Program** $2,698,623 (79.0%)
- **Development** $375,758 (11.0%)
- **Administrative** $341,598 (10.0%)

**Total Expenses** $3,415,979

*Summary information from unaudited financial statements for the fiscal year ended December 31, 2010. Audited financial statements, when available, will be provided upon request. A copy of Research!America's most recently filed IRS Form 990 is available on Research!America's website.

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- Rachael Shoop, Communications Intern
- Laura Steyer, Communications Intern
- Alexander Fortenko

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**2010 Financial Highlights**

- **Event Income** $891,350 (30.7%)
- **Membership Dues** $1,050,737 (34.1%)
- **Contributions & Support** $756,310 (22.1%)
- **Restricted Program Grants** $585,180 (17.1%)
- **Other** $139,046 (4.3%)

**Total Revenue and Support** $3,422,423

**Total Expenses** $3,415,979

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*Summary information from unaudited financial statements for the fiscal year ended December 31, 2010. Audited financial statements, when available, will be provided upon request. A copy of Research!America's most recently filed IRS Form 990 is available on Research!America's website.
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Los Angeles Biomedical Research Institute at Harbor-UCLA Medical Center
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Jay A. Gershen, DDS, PhD, NEUCOM, and The Hon. Eric Fingerhut

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Harvard School of Dental Medicine
Harvard School of Public Health
Herman Ostrow School of Dentistry of USC
Howard Hughes Medical Institute
Howard University College of Dentistry
Howard University College of Medicine
HudsonAlpha Institute for Biotechnology
Institute for Systems Biology
The J. David Gladstone Institutes
Johns Hopkins Medicine

Ruth Wooden, Public Agenda; Herbert Pardes, MD, New York Presbyterian Hospital; and Gil Omenn, MD, PhD, University of Michigan
Northeastern Ohio Universities Colleges of Medicine and Pharmacy
Nova Southeastern University College of Dental Medicine
The Ohio State University College of Dentistry
The Ohio State University College of Medicine
Ohio University College of Public Health
Ohio University College of Osteopathic Medicine
Oklahoma Medical Research Foundation
Oregon Health & Science University
Oregon Research Institute
The Pennsylvania State University College of Medicine
Rice University
The Rockefeller University
The Salk Institute for Biological Studies
The Scripps Research Institute
The Smith-Kettlewell Eye Research Institute
South Dakota State University
Southwest Foundation for Biomedical Research
Stanford University School of Medicine
State University of New York at Buffalo School of Dental Medicine
State University of New York Downstate Medical Center
State University of New York Upstate Medical University
Summa Health System
Temple University College of Allied Health Professions
Texas A&M Health Science Center
Texas Tech University Health Sciences Center
Translational Genomics Research Institute (TGen)
Tufts University
Tufts University School of Dental Medicine
Uniformed Services University of the Health Sciences
The University of Akron
University of Alabama at Birmingham
University of Alabama at Birmingham School of Dentistry
University of Alabama at Birmingham School of Engineering
University of Alabama at Birmingham School of Health Professions
University of Alabama at Birmingham School of Medicine
University of Alabama at Birmingham School of Nursing
University of Arizona College of Medicine
University of Arkansas for Medical Sciences
University of California, Berkeley
University of California, Berkeley School of Public Health
University of California Davis School of Medicine
University of California, Irvine School of Medicine
University of California, Los Angeles School of Dentistry
University of California, San Diego School of Medicine/Health Sciences
University of California, San Francisco
University of California, Systemwide
The University of Chicago Pritzker School of Medicine
University of Cincinnati
University of Colorado Denver
University of Colorado Denver School of Dental Medicine
University of Florida
University of Illinois at Chicago College of Medicine
The University of Iowa College of Dentistry
The University of Iowa College of Public Health
University of Kansas Medical Center
University of Kansas School of Nursing
University of Kentucky College of Dentistry
University of Louisville
University of Louisville School of Dentistry
University of Maryland at Baltimore
University of Maryland at Baltimore School of Nursing
University of Maryland Biotechnology Institute
University of Miami
University of Michigan
University of Mississippi Medical Center
University of Nebraska Medical Center
University of Nebraska Medical Center College of Dentistry
University of Nevada, Las Vegas School of Dental Medicine
University of Nevada, Reno School of Medicine
University of North Carolina Gillings School of Global Public Health
University of North Carolina School of Dentistry
University of North Carolina School of Medicine
University of North Texas Health Science Center
University of Notre Dame
The University of Oklahoma Health Sciences Center
University of Pennsylvania School of Medicine
University of Pennsylvania School of Nursing
University of Pittsburgh School of Medicine
University of Pittsburgh School of Nursing
University of South Florida
University of Texas Health Science Center at Houston
University of Texas Health Science Center at San Antonio
The University of Texas M.D. Anderson Cancer Center
University of Texas Medical Branch at Galveston School of Medicine
University of Texas Southwestern Medical Center
The University of Toledo Medical Center
University of Utah Health Sciences Center School of Medicine
University of Washington School of Medicine
University of Wisconsin School of Medicine and Public Health
Van Andel Research Institute
Vanderbilt University Medical Center
Vanderbilt University School of Nursing

Peter Loupos, sanofi aventis, and Garry Neil, MD, Johnson & Johnson

Frank Lichtenberg, PhD, Columbia Business School; Phillip Musgrove, PhD, Health Affairs; and Ekopimo Ibia, MD, MPH, Merck & Co., Inc.
American Lung Association
American Heart Association
American Diabetes Association
American Chronic Pain Association
American Cancer Society
Weill Medical College of Cornell University
Whitehead Institute for Biomedical Research
Yale University School of Medicine

Business and Industry
Abbott Laboratories
Alnylam Pharmaceuticals
Amgen
Assurant Health
Athena Diagnostics
BIND Biosciences, Inc.
BioEnterprise Corporation
Bristol-Myers Squibb
Burrill & Co.
Canon U.S. Life Sciences
CryerHealth, LLC
Eli Lilly and Company
Elsevier
Endo Pharmaceuticals
Ford Finance, Inc.
Heat Transfer Research, Inc.
Johnson & Johnson
Life Technologies
Merck & Co., Inc.
Novartis Corporation
Oxford Bioscience Partners
Pfizer Inc
Purdue Pharma, L.P.
sanofi-aventis

National Voluntary Health/Patient Advocacy/Trade Associations/Coalitions/Other Nonprofits
Alliance for Aging Research
Alpha-1 Foundation
Alzheimer’s Association
American Autoimmune Related Disease Association
American Cancer Society
American Chronic Pain Association
American Diabetes Association
American Heart Association
American Lung Association
American Medical Group Association
Americans for Medical Progress
amfAR, The Foundation for AIDS Research
Association for the Assessment & Accreditation of Laboratory Animal Care International
Association of Academic Health Centers
Association of American Cancer Institutes
Association of American Medical Colleges
Association for Clinical Research Training
Association of Schools of Public Health
Asthma & Allergy Foundation of America
Autism Speaks
Battelle
Biotechnology Industry Organization
CFIDS Association of America
Center for Advancing Health
Clinical Research Forum

Hereditary Disease Foundation
Home Safety Council
Institute for the Advancement of Multicultural and Minority Medicine
Juvenile Diabetes Research Foundation International
Kidney Cancer Association
The Leukemia & Lymphoma Society
Lupus Foundation of America, Inc.

Community Health Charities
CURE (Citizens United for Research in Epilepsy)
Cystic Fibrosis Foundation
FasterCures
Food Allergy Initiative
Foundation Fighting Blindness
Foundation for Biomedical Research
Friends of Cancer Research
Friends for the National Institute for Dental & Craniofacial Research
Friends of the National Library of Medicine
GBS/CIDP Foundation International
Genetic Alliance
Genetics Policy Institute
Global Health Council, Inc.
Health Affairs

The Lymphatic Research Foundation
March of Dimes Birth Defects Foundation
Muscular Dystrophy Association
NARSAD, The Brain and Behavior Research Fund
National Alliance for Eye & Vision Research
National Alopecia Areata Foundation
National Association of Children’s Hospitals
National Association of Children’s Hospitals and Related Institutions, Inc.
National Caucus of Basic Biomedical Science Chairs
National Foundation for Infectious Diseases
National Health Council

National Multiple Sclerosis Society
National Organization for Rare Disorders
National Osteoporosis Foundation
National Postdoctoral Association
The New York Stem Cell Foundation
Oral Health America
Parent Project Muscular Dystrophy
Parkinson’s Action Network
Parkinson’s Disease Foundation
Partnership for Prevention
Pharmaceutical Research and Manufacturers of America (PhRMA)
RAND Health
Steven A. Schroeder Institute for Tobacco Research and Policy Studies
Sjögren’s Syndrome Foundation
Society for Public Health Education
Society for Women’s Health Research
SPARC, The Scholarly Publishing and Academic Resources Coalition
Spina Bifida Association of America
Vietnam Veterans of America
WomenHeart: the National Coalition for Women with Heart Disease
ZERO The Project to End Prostate Cancer

Professional and Scientific Societies
Academic Pediatric Association
Academy of Radiology Research
AcademyHealth
American Academy of Nursing
American Academy of Pediatrics
American Academy of Physician Assistants
American Association for the Advancement of Science
American Association for Cancer Research
American Association of Anatomists
American Association of Colleges of Nursing
American Association of Colleges of Pharmacy
American Association of Public Health Dentistry
American College of Medical Genetics
The American College of Neuropsychopharmacology
American College of Sports Medicine
American College of Surgeons
American Dental Education Association
American Federation for Medical Research
American Geriatrics Society
American Institute for Medical and Biological Engineering
American Medical Association
American Public Health Association
American Society for Anatomy
American Society for Biochemistry and Molecular Biology
American Society for Bone & Mineral Research
American Society for Clinical Investigation
American Society for Clinical Pathology
American Society for Microbiology
American Society for Virology
American Society of Clinical Oncology
The American Society of Hematology
American Society of Human Genetics
American Society of Hypertension
American Society of Tropical Medicine & Hygiene
American Sociological Association
American Thoracic Society
Association for Prevention Teaching and Research
Association for Psychological Science
The Association for Research in Vision & Ophthalmology
Association of American Physicians
Association of American Veterinary Medical Colleges
Association of Anatomy, Cell Biology and Neurobiology Chairpersons
Association of Chairs of Departments of Physiology
Association of Independent Research Institutes
Association of Medical and Graduate Departments of Biochemistry
Association of Medical School Microbiology and Immunology Chairs
Association of Medical School Pharmacology Chairs
Association of Minority Health Professions Schools
Association of Professors of Human & Medical Genetics
Association of Professors of Medicine
Biophysical Society
Chicago Council on Science and Technology (C2ST)
Coalition for Health Services Research
Coalition for Imaging and Bioengineering Research
Council of Scientific Society Presidents
The Endocrine Society
Federation of American Societies for Experimental Biology (FASEB)
Genetics Society of America
Heart Rhythm Society
Infectious Diseases Society of America
Institute of Electrical and Electronics Engineers (IEEE-USA)
Intercultural Cancer Council Caucus
International & American Association for Dental Research
Keystone Symposia on Molecular and Cellular Biology
Midwest Nursing Research Society
The National Alliance for Hispanic Health
National Pharmaceutical Council
Society for Advancement of Genetics
Society for Experimental Biology
Society for Pediatric Research
Society for the Study of Reproduction
Union of Concerned Scientists

State and Local Organizations
Conference of Boston Teaching Hospitals
Fitzsimons Redevelopment Authority
Georgia Research Alliance
Greater Akron Chamber
Greater Oklahoma City Chamber of Commerce
Jefferson Economic Council
Lasker Foundation
Massachusetts Society for Medical Research
Metro Denver Economic Development Corporation
The Nebraska Coalition for Lifesaving Cures
The New Jersey Association for Biomedical Research
New York State Department of Health
NorTech
North Carolina Association for Biomedical Research
Northwest Association for Biomedical Research

Foundations and Philanthropy
American Transplant Foundation
Burroughs Wellcome Fund
The California Wellness Foundation
Caring for Carcinoid Foundation
CDC Foundation
Foundation for the National Institutes of Health, Inc.
Eugene Garfield Foundation
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