

RESEARCH  
AMERICA  
AN ALLIANCE FOR DISCOVERIES IN HEALTH®

# AMERICA SPEAKS

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POLL DATA SUMMARY :: VOLUME 13

# A MESSAGE FROM RESEARCH!AMERICA'S LEADERSHIP

Research!America is pleased to present *America Speaks*, Volume 13, a snapshot of newly released and relevant polling we have commissioned to provide a window into Americans' views on issues related to biomedical and health research. On behalf of the 125 million Americans represented by our alliance, we express our gratitude to the United Health Foundation for its generous support of *America Speaks*.

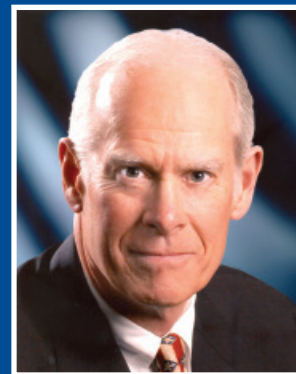
The findings reveal strong public support for research to improve health and health care, and yet there is a startling disconnect between the public's views and the reality that government support for medical research has not kept pace with inflation — much less scientific discovery and the need to prevent, rather than wait to treat, so much of what ails us as a nation. In this context, it is difficult to understand why we haven't made research for health a higher national priority. To the contrary, efforts to reign in government spending put research at unprecedented risk.

Americans recognize the value of research — in finding answers for incurable diseases, maintaining our global competitiveness and boosting the economy — to the extent that more than half say they would pay more in taxes if they knew the dollars were going to medical research. That finding and much more is highlighted in this booklet.

## AMONG POLLING RESULTS:

- ★ *Nearly 60% of Americans say elected officials are not paying enough attention to combating deadly diseases.*
- ★ *85% of Americans are concerned about stagnant funding for medical research.*
- ★ *Nearly 60% of Americans believe medical progress will slip in the U.S. if another country takes the lead in science and innovation.*
- ★ *Nearly 60% doubt the U.S. will be considered the number one world leader in science and technology by the year 2020.*
- ★ *Nearly 70% say it's important that the federal research and development tax credit is made permanent.*

We encourage our nation's leaders to heed public sentiment and put medical innovation on the fast track, ramping up funding for research and shaping other public policy with an eye toward strengthening, rather than stalling, our nation's research enterprise.



Hon. John Edward Porter  
\*\*\*\*\* CHAIR  
RESEARCH!AMERICA



Mary Woolley  
\*\*\*\*\* PRESIDENT  
RESEARCH!AMERICA

# CONTENTS

WASHINGTON . . . . .	4
& RESEARCH	
AMERICAN LEADERSHIP . . . . .	6
& COMPETITIVENESS	
RESEARCH . . . . .	8
FUNDING	
RESEARCH IS . . . . .	10
CLOSE TO HOME	
AMERICANS . . . . .	12
WEIGH IN ON NEED FOR RESEARCH	
METHODOLOGY . . . . .	16
RESEARCH!AMERICA . . . . .	17
BOARD OF DIRECTORS	

LOOK FOR THESE  
INDICATORS THROUGHOUT  
THIS PUBLICATION:

## NEW QUESTION

*Not previously asked by Research!America.*

## TREND CHANGE

*Indicates significant change from previous years.*

NEW QUESTION

TREND CHANGE

*Due to rounding, the total may not  
add to 100% on some charts.*

# HOT TOPICS

## WORLD LEADERSHIP

An increasing number of Americans doubt that the U.S. will remain number one in science and technology by the year 2020. Yet a majority of Americans want our nation to maintain world leadership in medical and health research; this is a consistent poll finding over many years.



## TAXES & SPENDING

Most Americans say that the U.S. is not spending enough on medical research, either as a percentage of total health funding (only 5% is spent on research) or of all government funding (less than 2% goes to research). Consistently over the past two decades, more than half of Americans say they're willing to pay \$1 more in taxes if they were certain the money would be spent for additional medical research.



## SUPPORT FOR RESEARCH

Support for federally funded basic research has been robustly positive for decades. Further, most Americans agree that it's important to fund clinical research and research that focuses on improving our health care system, as well as research that reduces health disparities and expands regulatory science. Americans overwhelmingly see research as part of the solution to what ails us.



## HEALTH ISSUES OF GREATEST CONCERN

Twenty years ago, AIDS was ranked the number one national health concern, followed by cancer, the cost of health care and heart disease. Since then, research has helped save countless lives and continues to drive progress. In 2012, the cost of health care is ranked number one, followed by obesity, cancer, mental health, heart disease and diabetes.



"WE ... ARE ALL TRYING TO LOOK TOWARD CREATING THAT ENVIRONMENT THAT WILL BRING ABOUT THIS INCREDIBLE RETURN THAT SCIENCE HAS DONE FOR US IN IMPROVING OUR LIVES, SAVING OUR LIVES AND HAVING AN EXTRAORDINARY IMPACT ON THE ECONOMY AND THE JOB SITUATION IN THIS COUNTRY."

House Majority Leader Eric Cantor (R-VA)

★ ★ ★ ★ ★

"THE INVESTMENT WE MAKE [IN THE NATIONAL INSTITUTES OF HEALTH] — IN THE SHORT TERM AND THE LONG TERM — WILL NOT ONLY HAVE ECONOMIC BENEFITS, IT WILL ALSO HAVE THE HUMAN BENEFITS."

House Minority Whip Steny Hoyer (D-MD)

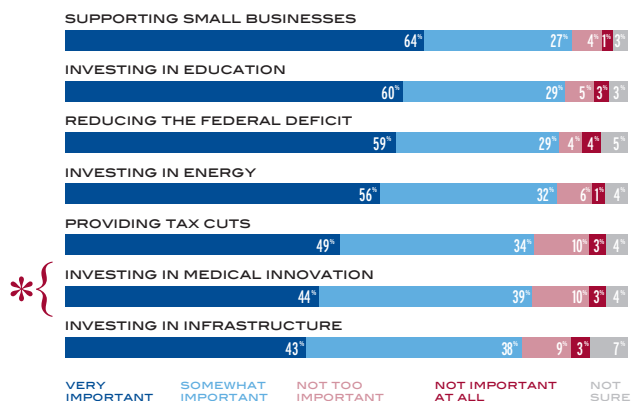
★ ★ ★ ★ ★

# WASHINGTON & RESEARCH

## Many Ways to Fuel the Economy

NEW QUESTION

How important a role does each of the following play in creating jobs and fueling the economy?

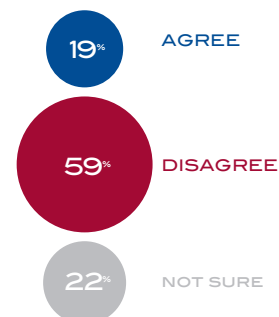


SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

## Officials Aren't Paying Enough Attention to Deadly Diseases

NEW QUESTION

Do you agree or disagree that elected officials in Washington are paying enough attention to combating the many deadly diseases that afflict Americans?

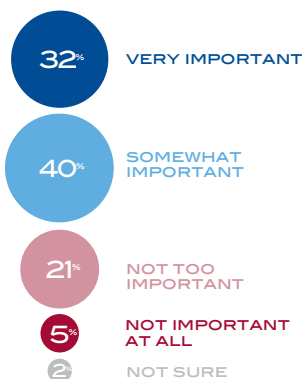


SOURCE: A RESEARCH!AMERICA POLL OF LIKELY VOTERS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN AUGUST 2012.

## Congress, Administration Should Take Action on Expanding Research

NEW QUESTION

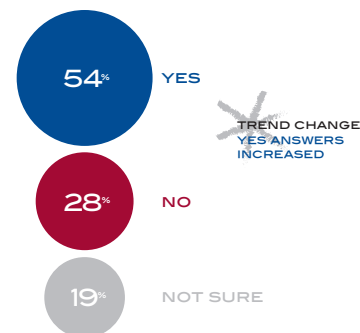
How important is it that the president and the new Congress take action on expanding medical research in the first 100 days of the 113th Congress?



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

## More than Half of Americans Willing to Pay Tax for Research

Would you be willing to pay \$1 per week more in taxes if you were certain that all of the money would be spent on additional medical research?

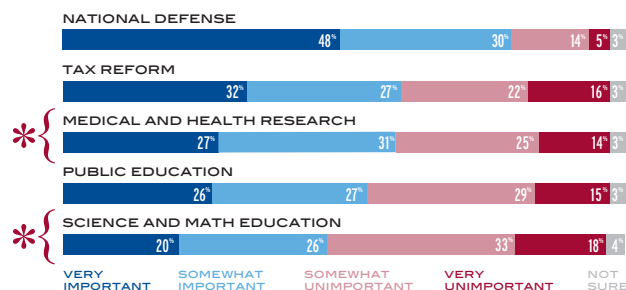


SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

## Research Ranks with Defense, Taxes as Washington Priority

NEW QUESTION

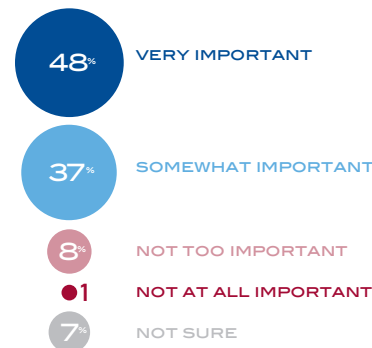
Indicate the value you perceive that elected officials in Washington assign to each of the following:



SOURCE: A RESEARCH!AMERICA POLL OF LIKELY VOTERS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN AUGUST 2012.

## Important for Elected Officials to Listen to Health Professionals

How important is it that elected officials at all levels listen to advice from scientists and public health professionals?



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

“In this time of severe budget constraints, Americans need to know that today’s basic research is the engine that powers tomorrow’s therapeutic discoveries. They need to know that basic research is the type of science that the private sector, which requires rapid returns on investment, cannot afford to fund. They need to know that, because it is impossible to predict whence the next treatment may emerge, the nation must support a broad portfolio of basic research.”

FRANCIS COLLINS, MD, PHD

DIRECTOR, NATIONAL INSTITUTES OF HEALTH

★ ★ ★ ★ ★

"IN TODAY'S CHANGING ECONOMIC LANDSCAPE, SCIENCE AND TECHNOLOGY ARE THE NEW FRONTIERS OF AMERICAN PROSPERITY. THE NATION'S WELL-BEING AND GLOBAL COMPETITIVENESS DEPEND, MORE THAN EVER BEFORE, ON THE STEADY STREAM OF NEW IDEAS AND THE HIGHLY SKILLED SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICAL TALENT THAT THE NATIONAL SCIENCE FOUNDATION SUPPORTS, AND PARTICULARLY THE YOUNG RESEARCHERS THAT NSF SO SKILLFULLY NURTURES."

Subra Suresh, MS, ScD

DIRECTOR, NATIONAL SCIENCE FOUNDATION

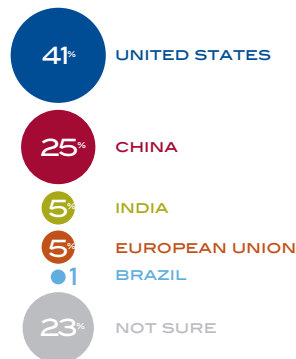
★★★★★

# AMERICAN LEADERSHIP & COMPETITIVENESS

## Over Half Doubt U.S. Leadership in Science and Technology in 2020

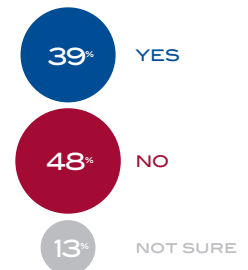
NEW QUESTION

In your view, which of the following will be considered the number one world leader in science and technology in the year 2020?



## Almost Half Believes U.S. Doesn't Have Best Health Care in the World

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

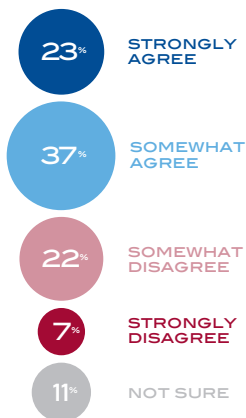




## Medical Progress Suffers if U.S. Loses Innovation Leadership

NEW QUESTION

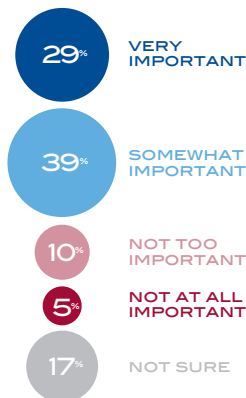
“Medical progress will slip in the U.S. if another country takes the lead in science, technology and medical innovation.”



SOURCE: A RESEARCH!AMERICA POLL OF LIKELY VOTERS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN AUGUST 2012.

## Important to Make R&D Tax Credit Permanent

Since 1981, the federal government has offered a tax credit to businesses pursuing research and development activities. This credit is not permanent, however, and has to be reconsidered regularly. This prevents businesses from being able to plan ahead when it comes to R&D spending. How important is it that the federal research and development tax credit is made permanent?

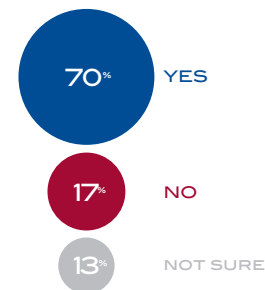


SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

## Americans Feel Government Should Encourage STEM Careers

NEW QUESTION

Do you believe the federal government should increase support for programs and policies that would increase the number of young Americans who pursue careers in science, technology, engineering and mathematics?



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

“Research, especially basic research in the STEM fields, is critical to improving health and preventing disease long term.”

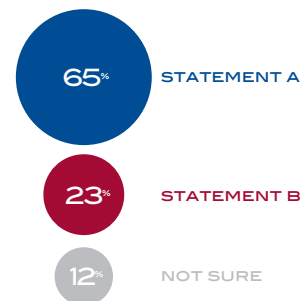
REP. DAN BENISHEK, MD (R-MI)

★★★★★

## U.S. World Leadership Matters

NEW QUESTION

Which of the following statements is closer to your view? Statement **A**: It is important that the U.S. is a leader in medical and health research. Or Statement **B**: It does not matter where in the world medical and health research takes place — in today's world, U.S. consumers will benefit regardless.



SOURCE: A RESEARCH!AMERICA POLL OF LIKELY VOTERS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN MARCH 2012.

"IF YOU THINK RESEARCH IS EXPENSIVE, TRY DISEASE."

Mary Lasker (1901-1994)

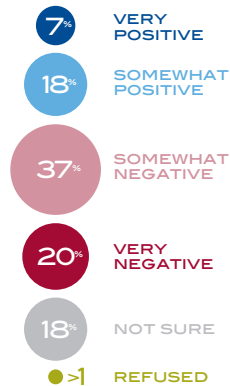
★ ★ ★ ★ ★

# RESEARCH FUNDING

## Majority Has Negative Reaction to Decreased Medical Research Funding

NEW QUESTION

After adjusting for inflation, the amount of money spent by the federal government on medical and health research has declined over the past five years. Hearing this, what is your reaction to the decline in spending?

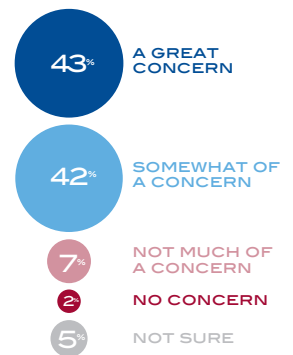


SOURCE: A RESEARCH!AMERICA POLL OF LIKELY VOTERS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN MARCH 2012.

## Wide Majority Concerned About Effects of Stagnant Funding

NEW QUESTION

Science and technology are responsible for about half of our economic growth since World War II. Flat and decreasing federal investment in research creates an uncertain future for scientists. As a result, scientists may leave their profession or move abroad and use their scientific training in countries with strong and stable investments in research. In your judgment, what level of concern is this to the United States?

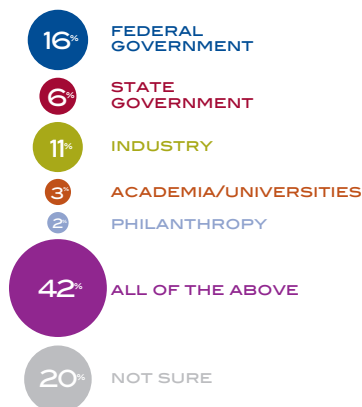


SOURCE: A RESEARCH!AMERICA POLL OF LIKELY VOTERS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN MARCH 2012.

## Research is Funded by Many Sectors

NEW QUESTION

Which of the following is responsible for funding biomedical and health research?

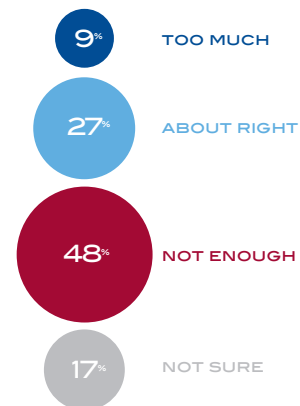


SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

## Nearly Half Say Government Funding of Medical Research Isn't Enough

NEW QUESTION

Roughly one-and-a-half percent of government spending is allocated for biomedical and health research. Would you say that amount is ...

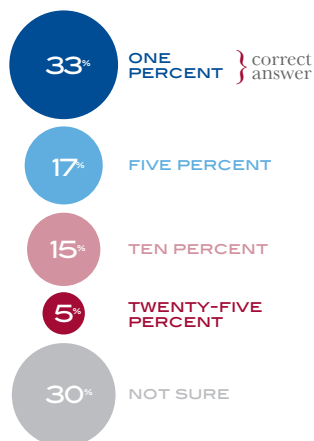


SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

## Wide Range of Estimates on Government Funding of Medical Research

NEW QUESTION

Just your best estimate, what percentage of government spending is allocated for biomedical and health research?



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

“The NIH offers our best hope for treating or curing debilitating diseases like heart disease, cancer and diabetes and so many other illnesses that American families battle every day. It is also our best hope for containing the increasing health care costs associated with the aging of the Baby Boomer generation.”

SEN. RICHARD BURR (R-NC)

★★★★★

"THE TIMELINE OF EXPECTATION OF GETTING AN IDEA FROM AN IDEA STAGE INTO A MARKETPLACE ON THE LIFE SCIENCES SIDE IS EXPONENTIALLY HIGHER THAN IT IS ON THE IT/TELECOM SIDE. WHO'S GOING TO PUT THE DOUGH IN ON THE FRONT END? AT SOME LEVEL, IT HAS TO BE THOSE PUBLIC INVESTMENTS."

Sen. Mark Warner (D-VA)

★ ★ ★ ★ ★

"NONPARTISAN, PEER-REVIEWED SOCIAL AND BEHAVIORAL RESEARCH IS CRUCIAL IN PROVIDING FACTUAL GUIDANCE TO BOTH THE PRIVATE AND PUBLIC SECTOR."

Gary Becker, PhD, and James Heckman, PhD

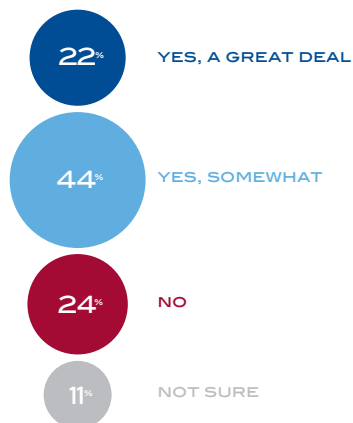
★ ★ ★ ★ ★

# RESEARCH IS CLOSE TO HOME

## Quality of Life Has Been Improved by Medical Research

NEW QUESTION

Thinking of the last decade, would you say that your quality of life has been improved by medical research?

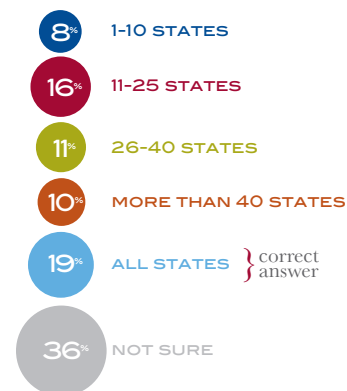


SOURCE: A RESEARCH!AMERICA POLL OF LIKELY VOTERS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN AUGUST 2012.

## Only 1 in 5 Knows Research Conducted Nationally

NEW QUESTION

To the best of your knowledge, would you say that medical research in the U.S. is conducted in:



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

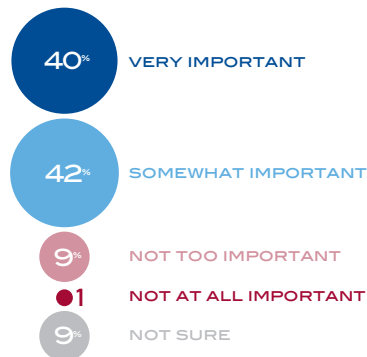
“I think it’s incumbent upon all of us, because we’ve all used this word, ecosystem, to make sure that students, young people, all of us who are in the industry understand that it is not only interdependent, but it is necessary, beneficial and can be rewarding no matter where you are in that process ... All of it feeds together. And it shouldn’t be competitive, but rather it should be mutually supportive.”

JOHN CASTELLANI, PRESIDENT AND CEO, PHRMA

★ ★ ★ ★ ★

## Research is Important to State Economies

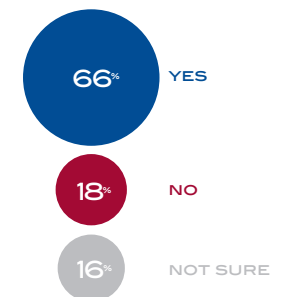
How important do you think research and development is to your state’s economy?



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

## Americans Willing to Share Health Information to Advance Research

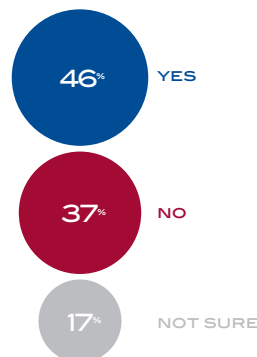
Assuming that appropriate privacy protections were used, would you be willing to share your personal health information to advance medical research?



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

## Opinions Split on Whether Health Care is Based on Latest Research

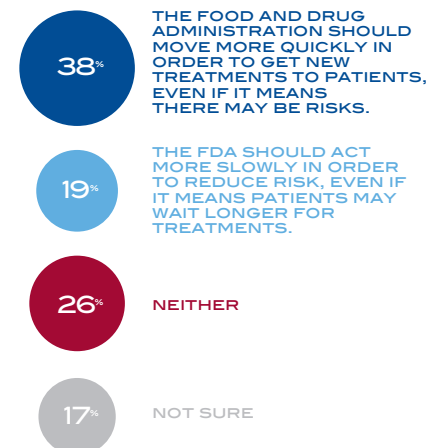
Do you believe that the health care services you receive are based on the best and most recent research available?



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

## Plurality Says FDA Should Move More Quickly, Even If It Means More Risk

Which of the following statements comes closer to your view?



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

"I BELIEVE INVESTMENTS IN RESEARCH AND INNOVATION HAVE BROAD ECONOMIC BENEFITS FOR OUR SOCIETY. IF WE CAN INVEST IN MEDICAL RESEARCH THAT CREATES JOBS TODAY AND SOLVES HEALTH CARE CHALLENGES TOMORROW, EVERYONE WINS."

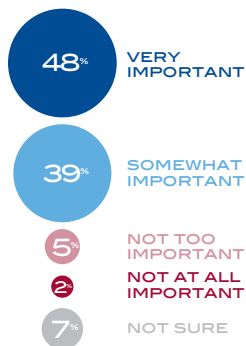
Rep. Joseph Kennedy (D-MA)

★ ★ ★ ★ ★

# AMERICANS WEIGH IN ON NEED FOR RESEARCH

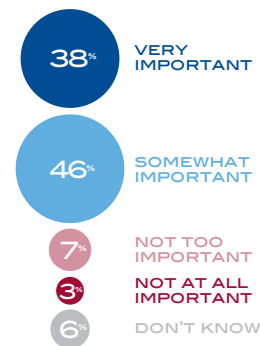
## Very Important to Fund Research on U.S. Health Care System

How important is it that our nation support research that focuses on improving how our health care system is functioning?



## Wide Majority of Americans Say Investment in Regulatory Science is Important

How important would you say it is that the U.S. invest in advancing regulatory science to make the drug and device development process more efficient for businesses and safer for patients?



“There needs to be more research done.  
We need a cure. I might be next.”

**WANDA RICHARDSON**  
ALZHEIMER'S CAREGIVER

★ ★ ★ ★ ★

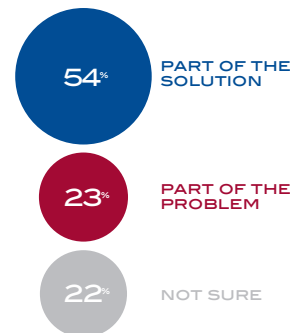
“We need more prevention investments, not less.  
Currently close to half of Americans have at least  
one chronic disease. Together, these conditions  
count for 75% of all health care spending and are  
estimated to cost employers \$73 billion a year. We  
all pay the price for poor health.”

**MARY PITTMAN, DRPH**  
PRESIDENT AND CEO, PUBLIC HEALTH INSTITUTE

★ ★ ★ ★ ★

## Research is Part of the Solution to Rising Health Care Costs

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

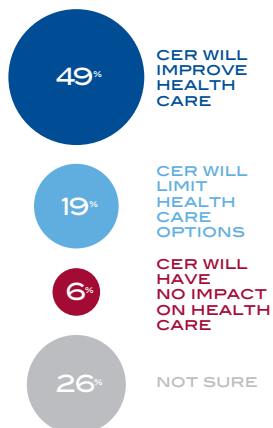


SOURCE: NATIONAL PUBLIC OPINION POLL, OCTOBER 2011,  
ZOGBY ANALYTICS FOR RESEARCH!AMERICA

## Nearly Half Say CER Will Be Beneficial for Health Care System

NEW QUESTION

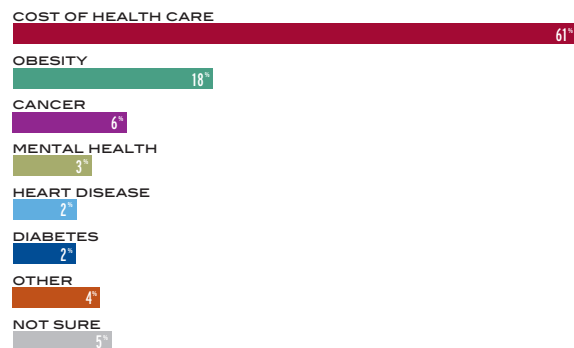
Comparative effectiveness research  
compares ways to prevent,  
diagnose, treat and monitor  
health conditions. This research  
analyzes two or more treatments  
for the same health condition to  
determine which works best for a  
certain patient population. Which  
of the following statements comes  
closer to your view?



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN  
PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

## Cost of Health Care is Most Critical Health Issue in America

What would you say is the single most important health issue  
facing the nation?



SOURCE: A RESEARCH!AMERICA POLL OF LIKELY VOTERS CONDUCTED  
IN PARTNERSHIP WITH ZOGBY ANALYTICS IN AUGUST 2012.

## Most Agree that Basic Research is Necessary

Do you agree or disagree with the following statement?

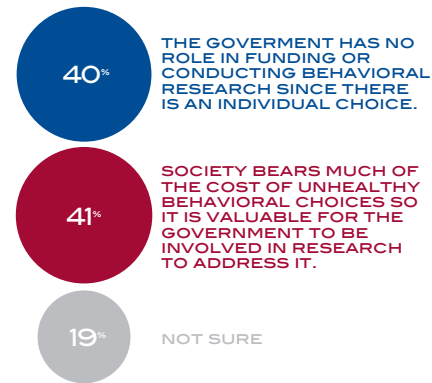
“Even if it brings no immediate benefits, basic scientific research that advances the frontiers of knowledge is necessary and should be supported by the federal government.”



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

## Nearly Even Split on Government Role in Behavioral Research

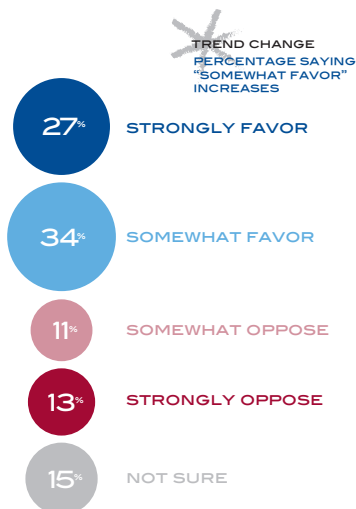
Which of the following comes closer to your opinion?



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

## Americans Favor Expanding Funding for ESC Research

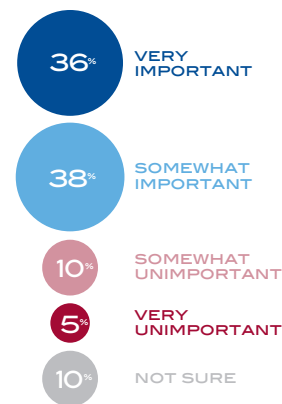
Do you favor or oppose expanding federal funding for research using embryonic stem cells?



SOURCE: A RESEARCH!AMERICA POLL OF LIKELY VOTERS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN AUGUST 2012.

## Important to Conduct Research to Eliminate Health Disparities

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

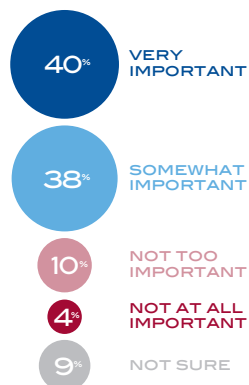


SOURCE: A RESEARCH!AMERICA POLL OF LIKELY VOTERS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN AUGUST 2012.



## Important for the U.S. to Support Global Health Research

How important would you say it is that the U.S. work to improve health globally through research and innovation?



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

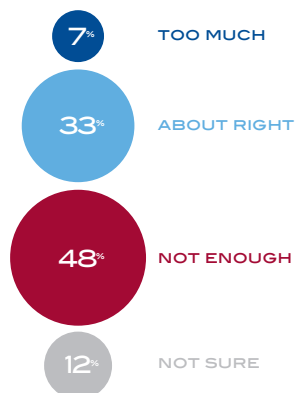
“The issue of whether the United States should be spending money on AIDS policy and global health in light of this debt is something that comes up quite often. The first answer is it’s not the reason why we have a debt. We don’t have a debt because of foreign aid ... In fact if you zeroed out foreign aid it would do nothing for the debt, but it would be devastating not just for the world, but for America’s role in it.”

SEN. MARCO RUBIO (R-FL)

★ ★ ★ ★ ★

## Americans: More Investment Needed for Military Veterans

Would you say government investment in health research for the benefit of military veterans and service members is ...



SOURCE: A RESEARCH!AMERICA POLL OF U.S. ADULTS CONDUCTED IN PARTNERSHIP WITH ZOGBY ANALYTICS IN DECEMBER 2012.

“Researchers know very little about TBI [traumatic brain injury], and more research is desperately needed to enhance our understanding of the disease and ultimately develop effective treatments and prevention strategies.”

RETIRED ARMY GEN. PETER CHIARELLI  
CEO, ONE MIND FOR RESEARCH

★ ★ ★ ★ ★

Research!America began commissioning polls in 1992 in an effort to understand public attitudes toward medical, health and scientific research. The results of Research!America's polls have proven invaluable to our alliance of member organizations and, in turn, to the fulfillment of our mission to make research to improve health a higher national priority. In response to growing usage and demand, Research!America has expanded its portfolio, which includes state, national and issue-specific polling. Poll data is available by request or at [WWW.RESEARCHAMERICA.ORG](http://WWW.RESEARCHAMERICA.ORG).



#### **SURVEY METHODOLOGY**

Online polls are conducted with a sample size of 800-1,052 adults (age 18+) and a maximum theoretical sampling error of +/- 3.2%. Data are demographically representative of adult U.S. residents. Polling in this publication was conducted by Zogby Analytics and Charlton Research Company.



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1101 KING STREET, SUITE 520

ALEXANDRIA, VIRGINIA 22314

703.739.2577

FAX 703.739.2372

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