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Health Programs Coordinator

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Communications Associate

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Ryne Carney
Public Policy Associate

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Sarah DiGiovine
Development Manager

Samantha Hunter
Vice President of Development

Noel Lloyd
Vice President of Communications

Sue Peschin
President and CEO

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The Honorable Billy Tauzin
Partner
Tauzin Consultants, LLC

2016 ALLIANCE BY THE NUMBERS

agingresearch.org
2016

**ALLIANCE BY THE NUMBERS**

853,346

YOUTUBE VIEWS IN 196 COUNTRIES

82%

of the YouTube viewers were aged 65+

853,346

Twitter impressions in 2016

23

Speaking engagements by Alliance leaders and staff

1,933,000

1,856,194

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23

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Twitter impressions in 2016

$1,709,842 in grants

$2,714,703 in total revenue

*For full audited financial statements and Form 990 filings, please visit: agingresearch.org/financials

**ON THE HILL**

79

organizations signed on to a letter requesting Dr. Collins continue as director of NIH

$34B

Led advocacy efforts with partner organizations that resulted in a $34B increase in NIH funding for FY17, including $400M for dementia research

6

Participated in 6 PDUFA and MDUFA meetings

Testified at two Congressional hearings

**NUTRITION & MALNUTRITION**

Released pocket films on nutrition and healthy aging, and on malnutrition in older adults

1,856,194

impressions from Nutrition & Malnutrition Twitter “chats”

**GERIATRIC CARDIOVASCULAR DISEASES**

Launched LivingWithValveDisease.org financial navigator to help patients find resources

25,360

people actively used the tool

Launched “Celebrating a Year Without a Stroke” campaign to improve treatment in patients with atrial fibrillation (AFib).

832,000

video views of digital PSA

21

National Partner Organizations

Launched an annual National Heart Valve Disease Awareness Day with the support of 21 National Partner Organizations

21

National Partner Organizations

**VACCINES**

Launched “Our Best Shot” campaign to educate older adults and family caregivers about the importance of vaccination

14

Live Pilot Events

14

Live Pilot Events

31,382,442

impressions from TV PSA campaign and that aired over 5,700 times

**SARCOPENIA**

AIM secures ICD-10-CM code (M62.84) for diagnosing sarcopenia (age-related muscle wasting)

45%

of seniors experience muscle wasting

**PATIENT-CENTERED OUTCOMES RESEARCH**

2 years of funding received from PCORI to launch the first ever Senior Patient & Family Caregiver Network

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