



# 2018 SENIOR PATIENT ENGAGEMENT ADVISORY COUNCIL

## The Benefits of Supporting Innovation

The Alliance for Aging Research is the leading national, non-profit organization dedicated to accelerating the pace of scientific discoveries and their application to vastly improve the universal experience of aging and health. The Alliance's record of success is substantial: increased funding and focus for aging at the NIH and FDA; influential coalitions that guide groundbreaking regulatory improvements for age-related diseases; and award-winning, and high-impact educational materials that improve the health and well-being of older adults and their family caregivers. To see recent metrics of our success, visit Alliance By the Numbers at [www.agingresearch.org/bythenumbers](http://www.agingresearch.org/bythenumbers).

### Research shows that involving older adult patients in decision-making about their healthcare leads to better patient outcomes and satisfaction.

Older adult patient and family caregiver engagement in research is more critical than ever to the Alliance's overall mission. With support from the Patient-Centered Outcomes Research Institute (PCORI), we created the Senior Patient and Family Caregiver Network, to train a new group of older adult patients and family caregivers each year on:

- Patient-centered outcomes research (PCOR) and the clinical trials process;
- How to develop research questions that are important to older patients and their family caregivers; and
- How to find PCOR opportunities and encourage others to do the same.

We then help get them involved in public and private advisory roles on clinical trial review committees, IRBs, and other research, policy, and health education-focused opportunities. In 2017 and 2018 our disease areas of focus include Alzheimer's disease, sarcopenia, atrial fibrillation, and chronic pain, and may change or expand in future years to additional conditions that align with the Alliance for Aging Research's mission.

At the core of the network is the **Senior Patient Engagement Advisory Council** comprised of patients, researchers, payers, and industry representatives who have been instrumental in shaping the training and engaging directly with network participants. In order to continue to build this valuable network, and ultimately amplify the Alliance's overall impact, we are seeking general support from industry partners.

### Changing Aging and Innovation Through Our Initiatives

- ✓ **Alliance for Aging Research Websites:** Informing more than 275,000 visitors/year through our 9 websites.
- ✓ **Health Education Campaigns:** Reaching millions of older adults through pocket films, Silver Books®, brochures, community leader kits, and public service announcements.
- ✓ **Public Policy Efforts:** Advocating for change through ACT-AD and AIM Coalitions; NIH/FDA appropriations; whitepapers; and FDA/CMS regulatory issues.
- ✓ **Senior Patient & Family Caregiver Network (SP&FCN) Online Community and Webcast Training:** Facilitating a critical conversation between older adult patients, family caregivers, academic experts, and industry.
- ✓ **SP&FCN e-newsletter:** Spreading the word about our work through a quarterly e-newsletter to network participants and Alliance friends and supporters.
- ✓ **In-Person Participation at SP&FCN Training:** Getting older adult patients, family caregivers, academic experts, and industry all together in the same room.
- ✓ **Living Longer and Loving It E-Newsletter:** Reaching more than 11,000 subscribers through a consumer e-newsletter.

Sponsorship Packages*	Gold \$35K	Silver \$25K	Bronze \$15K
Logo on Alliance website	✓	✓	✓
Logo on SP&FCN online community	✓	✓	✓
Logo on quarterly SP&FCN e-newsletter	✓	✓	✓
One representative on SP&FCN training webcasts	✓	✓	✓
Corporate feature in one SP&FCN e-newsletter	✓	✓	
One representative on SP&FCN online community	✓	✓	
One representative at in-person SP&FCN training	✓	✓	
Logo on Alliance monthly <i>Living Longer &amp; Loving It</i> e-newsletter	✓		
Speaker role at in-person SP&FCN training	✓		

\*Sponsorships are general contributions to support the Alliance's mission.

**For more information about Senior Patient Engagement Advisory Council sponsorship opportunities, please contact:**  
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