

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), the Alliance created the [Talk NERDY To Me program](#), 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.

The Alliance then helps 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 2020 the disease areas of focus will include age-related macular degeneration, Alzheimer's disease, atrial fibrillation, chronic pain, and heart valve disease. Disease areas of focus may expand in future years to additional conditions that align with the Alliance's mission.

In order to continue to build this valuable network, and ultimately amplify the Alliance's overall impact, the Alliance is seeking general support from industry partners.

The Alliance is grateful to the current members of the Talk NERDY to Me Advisory Council:

AMGEN

 **Biogen**


Bristol-Myers Squibb


Edwards


GlaxoSmithKline

Johnson & Johnson

OmnicomGroup

 **Otsuka**



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**TALK
NERDY
TO ME**
Nurturing Engagement
in Research and
Development with You

At the core of the Talk NERDY To Me network is the Talk NERDY To Me Advisory Council comprised of patients, researchers, payers, and industry representatives who have been instrumental in shaping the training and engaging directly with network participants.

Gold Sponsorship Benefits \$35,000

- Logo on the Alliance's website
- Logo on the Talk NERDY To Me online community
- One representative on Talk NERDY To Me webcasts
- One representative on Talk NERDY To Me online community
- One representative at in-person Talk NERDY To Me training
- Logo on the Alliance's monthly Living Longer & Loving It eNewsletter
- Speaker role at in-person Talk NERDY To Me training

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- Logo on the Alliance's website
- Logo on the Talk NERDY To Me online community
- One representative on Talk NERDY To Me webcasts
- One representative on Talk NERDY To Me online community
- One representative at in-person Talk NERDY To Me training

Bronze Sponsorship Benefits \$15,000

- Logo on the Alliance's website
- Logo on the Talk NERDY To Me online community
- One representative on Talk NERDY To Me webcasts

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For more information about Talk NERDY To Me Advisory Council sponsorship opportunities, please contact: Sarah DiGiovine at sdigiovine@agingresearch.org or (202) 688-2043.