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2016 ALLIANCE BY THE NUMBERS



agingresearch.org



2016



ALLIANCE BY THE NUMBERS

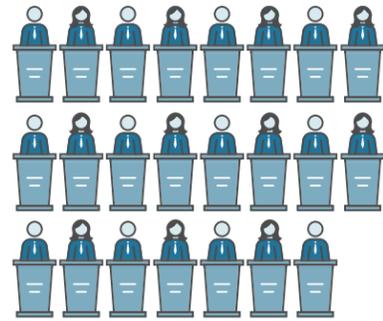


853,346

YOUTUBE VIEWS IN 196 COUNTRIES



82% of the YouTube viewers were aged 65+



23 Speaking engagements by Alliance leaders and staff



1,993,000 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

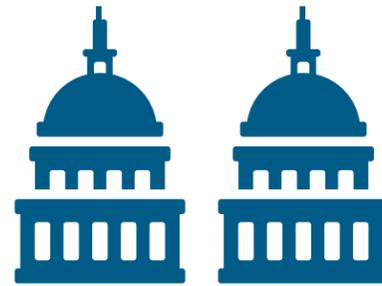
ON THE HILL

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



Testified at two Congressional hearings



Participated in 6 PDUFA and MDUFA meetings

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).

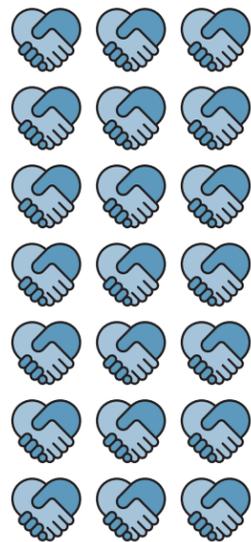


832,000 video views of digital PSA

Established an annual National Heart Valve Disease Awareness Day with the support of

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



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

AGING IN MOTION

PATIENT-CENTERED OUTCOMES RESEARCH



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