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# 2017

BY THE NUMBERS



**530,909 YouTube views**  
26% were ages 65+

Only patient advocacy organization to testify before Congress on PDUFA VI and MDUFA VI.



**151,000 Facebook video views**  
totaling 42,100 minutes



**\$2,378,083 in total revenue**



**2.5 million Twitter impressions**

**42** placements in print publications

**25** speaking engagements by Alliance leaders and staff

## VACCINES



**45,821,500**

impressions and 10,939 airings of TV PSA



Our Best Shot campaign printed materials distributed in both English and Spanish to **>11,000** seniors through Area Agencies on Aging

## NATIONAL HEART VALVE DISEASE AWARENESS DAY

1<sup>st</sup> ever day raising awareness about the disease



More than 29 national organizations called on HHS to declare February 22<sup>nd</sup> National Heart Valve Disease Awareness Day



**27**

Congressional meetings created champions for the day

**21** NATIONAL PARTNERS

27 letters to-the-editor

**123 MILLION** impressions on-line, on TV, and in person

## CLINICAL TRIALS

Pay it Forward: Volunteering for a Clinical Trial pocket film

**113,115 YouTube views**

## ACCELERATE CURE/TREATMENTS FOR ALZHEIMER'S DISEASE

Held the **10<sup>th</sup> Annual FDA/AD Allies meeting**

Led advocacy efforts with partner organizations that resulted in **a \$414M increase in NIH funding for dementia research in FY18**

## AGE-RELATED MACULAR DEGENERATION

Taking a Closer Look at AMD campaign

reached 144,324 people on Twitter with a potential impact of more than 1.9 million



## MENTAL HEALTH AND OLDER ADULTS

Roundtable consensus on **34 recommendations** in public policy and health education

Convened a roundtable with representatives from 13 academic, provider, public policy institutions, 29 patient advocacy organizations, 8 companies, and 17 federal agencies.

## ATRIAL FIBRILLATION STROKE PREVENTION



## AGING IN MOTION **AGING IN MOTION**

Successfully advocated for an FDA public meeting on Patient-Focused Drug Development (PFDD) for sarcopenia. Sarcopenia was one of 4 PFDD meetings selected for 2017.

## OTC PAIN MEDICATION SAFE USE

**Safe Medication Use TV PSA**

Estimated impressions of 69,977,500  
Aired 10,858 times



## VENOUS THROMBOEMBOLISM



**Living with VTE PSA**

Aired **9,591** times on **105** radio stations  
Estimated Audience of 15,591,100