

# Heartbreak and Hope: Meeting the Needs of Older Americans

## 2020 Impact Report

The year 2020 was challenging for just about everyone, but we can all agree that it was especially challenging for America's older adults. Eighty percent of all COVID-related deaths were people aged 65 years and older, showing that the pandemic impacted our older family members and friends more than most. To those who have suffered sickness or loss, we at the Alliance for Aging Research are thinking of you and our hearts go out to you.

Although there was tremendous heartbreak in 2020, there was also hope. At the start of the COVID-19 pandemic, the Alliance pivoted quickly to provide reliable information for older adults about ways to stay safe at home, how to recognize symptoms, and when to reach out for help. With our partners, we stood up for science by supporting the NIH and the FDA and fought against discriminatory healthcare rationing. Through it all, we continued to *Talk NERDY*, educate, and advocate on the research and health issues that matter for older adults.

We are pleased to share with you our 2020 impact report. We are thankful for our **Board of Directors** for their ongoing leadership and our **supporters** who champion our mission in countless ways. We truly appreciate your extra encouragement and our shared commitment to social justice. Collectively, we believe that everyone, regardless of race or ethnicity, should be able to experience healthy aging.

As we mark our 35<sup>th</sup> year in 2021, we know there will still be challenges with COVID-19. But the good news is more COVID-19 vaccines are on the way. When your turn comes, please get vaccinated! Continue to wear a mask, wash your hands, social distance, and stay connected and hopeful. We promise to do the same and to continue championing science on behalf of all older adults.



Sue Peschin, MHS  
President and CEO



**The Alliance for Aging Research** is the leading nonprofit organization dedicated to accelerating the pace of scientific discoveries and their application to vastly improve the universal human experience of aging and health. The Alliance believes advances in research help people live longer, happier, more productive lives and reduce healthcare costs over the long term.

For more than 30 years, the Alliance has guided efforts to substantially increase funding and focus for aging at the National Institutes of Health and the Food and Drug Administration; built influential coalitions to guide groundbreaking regulatory improvements for age-related diseases; and created award-winning, high-impact educational materials to improve the health and well-being of older adults and their family caregivers.

## Financials

**\$3,210,499**

FY20 Total Revenue



**CHARITY NAVIGATOR**  
★★★★ Four Star Charity

For more information about the Alliance's financials, visit [AgingResearch.org/Financials](https://AgingResearch.org/Financials).

## Heroes in Health Annual Celebration

Brought together 400 guests virtually at the annual Roundtable Discussion and Bipartisan Congressional Awards ceremony.

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CLAUDE PEPPER AWARD FOR  
ADVANCING HEALTHY AGING

**The Hon. Frank Pallone, Jr. (D-NJ)**

U.S. House of Representatives

DISTINGUISHED PUBLIC SERVICE  
AWARD

**The Hon. Gus M. Bilirakis (R-FL)**

U.S. House of Representatives

SILVER INNOVATOR AWARD

**Rev. Dr. Derrick C. DeWitt Sr.**

Maryland Baptist Aged Home

EXCELLENCE IN LEADERSHIP FOR  
OLDER ADULTS AWARD

**The Hon. Lawrence J. Hogan, Jr.**

62nd Governor of the State of MD

DANIEL PERRY FOUNDER'S AWARD

**Jack M. Guralnik, M.D., Ph.D.**

University of Maryland School of  
Medicine

PERENNIAL HERO AWARD

**Geri and Jim Taylor**

Advocates for Alzheimer's disease  
research, care, and patient support

CHAMPION OF SCIENCE AWARD

**Anthony S. Fauci, M.D.**

National Institute of Allergy and  
Infectious Diseases

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## Staff

#### **Sue Peschin, MHS**

President and CEO

For a full staff list, visit

[AgingResearch.org/Staff](https://AgingResearch.org/Staff).

## Action to Advance Aging



### ACT-AD

Senate Finance Committee adopted four recommendations provided by the Accelerate Cures/Treatments for All Dementias coalition on integrating care between Medicare and Medicaid and improving cognitive impairment screenings to address gaps in care coordination and detection.

**Visit [ACT-AD.org](https://ACT-AD.org).**



### Aging In Motion

Created a national campaign to educate older adults and healthcare providers to recognize and treat sarcopenia in the clinical setting.

**Visit [AgingInMotion.org](https://AgingInMotion.org).**



### CAD/PAD

Created an infographic on atherosclerosis, which includes coronary artery disease and peripheral artery disease, highlighting the importance of early intervention to prevent stroke, amputation, and mortality that disproportionately impacts African Americans.

**Visit [AgingResearch.org/CADPAD](https://AgingResearch.org/CADPAD).**





## Drug Pricing

### ICER

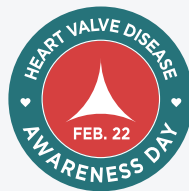
Educated older adults and their caregivers about the Institute for Clinical and Economic Review, a private entity that creates cost analysis reports that health insurance companies use to deny patients access to innovative medical treatments. **Visit [ICERFacts.org](https://www.icerfacts.org).**

### MFN Executive Order

Submitted an amicus brief to halt the Centers for Medicare & Medicaid Services' implementation of Most Favored Nation Model interim final rule to avoid discriminatory foreign drug pricing controls. **Visit [AgingResearch.org/MFN](https://www.agingresearch.org/MFN).**

### Project LOOP

Launched the Project Lowering Out-of-Pocket Costs campaign with 48 national organizations to lower out-of-pocket costs for more than 46 million Medicare Part D beneficiaries. **Visit [LowerOutOfPocketCosts.org](https://www.loweroutofpocketcosts.org).**



## Heart Valve Disease Awareness Day

Convened nearly 80 international partners to raise awareness of the specific risks and symptoms of heart valve disease and improve detection and treatment.

**Visit [ValveDiseaseDay.org](https://www.valvediseaseday.org).**



## Heart Valve Disease Policy Task Force

Expanded Medicare beneficiary coverage for transcatheter edge-to-edge repair, a minimally invasive heart valve disease treatment, for more than four million Americans living with significant mitral regurgitation.

**Visit [AgingResearch.org/HVDTaskForce](https://AgingResearch.org/HVDTaskForce).**



## Project PAUSE

Launched Project Psychoactive Appropriate Use for Safety and Effectiveness which mobilized 16 national advocacy organizations to improve clinical care for neuropsychiatric symptoms in the more than 620,000 long-term care residents with dementia.

**Visit [AgingResearch.org/ProjectPAUSE](https://AgingResearch.org/ProjectPAUSE).**



## Talk NERDY to Me

Virtually educated 41 older adult patients and caregivers on patient-centered outcomes research at the Talk NERDY (Nurturing Engagement in Research and Development with You) to Me training and helped them get involved in advisory roles on clinical trial committees, comparative clinical effectiveness studies, and other research, policy, and health education-focused opportunities.

**Visit [AgingResearch.org/NERDY](https://AgingResearch.org/NERDY).**



## Vaccines and COVID-19

The Alliance for Aging Research is working to help older adults during the COVID-19 crisis. For all of our COVID-19 resources, [visit \*\*AgingResearch.org/COVID\*\*](https://www.AgingResearch.org/COVID).

### **“Common Questions and Answers About COVID-19 For Older Adults and People With Chronic Health Conditions” Fact Sheet**

Partnered with the National Foundation for Infectious Diseases to create a fact sheet of common questions and answers about COVID-19 to help distill complex language into easy actionable steps to prevent the deadly virus.

### **COVID-19 Vaccine Education and Equity Project**

Co-led development of national group focusing on federal adherence to robust regulatory review of COVID-19 vaccines, transparency in the review process, and involvement of all key stakeholders at each stage of that process. Led by the Alliance, HealthyWomen, and the National Caucus and Center on Black Aging, Inc., the project involves more than 140 national organizations representing patients, caregivers and families, diverse communities, healthcare workers, older Americans, veterans, frontline workers, and scientists. [Visit \*\*COVIDVaccineProject.org\*\*](https://www.COVIDVaccineProject.org).

### **Operation Warp Speed**

Partnered with U.S. Health and Human Services Operation Warp Speed to promote older adult COVID-19-specific clinical trial participation in therapeutics, vaccines, and convalescent plasma to the national aging networks.

### **“Follow the Science” Letter to Public Health Officials**

Spearheaded letter published in the Washington, DC-area Wall Street Journal and signed by 79 national advocacy organizations that urged federal health officials to make decisions regarding the COVID-19 virus based on science and not politics.

### **“Staying Safe at Home” Fact Sheet**

Partnered with the National Association of Area Agencies on Aging and the U.S. Administration on Aging’s Eldercare Locator to develop a fact sheet in English and Spanish about staying safe at home during the coronavirus pandemic, which was distributed door-to-door to millions of older adults.

### **Vaccine PSA**

Created and released a new television public service announcement in English and Spanish educating over 60 million people about the importance of getting vaccinated and encouraging people to get a COVID-19 vaccine once available.

### **“Wear a Mask” PSA**

Created and disseminated a 30-second video public service announcement to over 40 million people spotlighting nationally recognized influencers, thought-leaders, and everyday citizens wearing their masks to protect the people they love from the COVID-19 virus.

On behalf of the Alliance for Aging Research team, thank you for taking the time to explore the impact we had in 2020. We are most grateful for the Alliance’s community of support and partnership, which allows us to do meaningful work. We are optimistic for a healthier 2021, thanks to vaccines and continued commitment to stopping the spread of COVID-19. Keep in touch with us and our work at [www.AgingResearch.org](https://www.AgingResearch.org).