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Media Kit

Mission (To Facilitate Coordination)

We are a patient-centered, consumer-oriented public policy coalition and 501c3 nonprofit thinktank working directly with members of the healthspan research industry and scientific community worldwide in support of the large-scale research and development of new treatments to address the underlying causes of aging-related disease. Our direct role is to facilitate the inclusion of all relevant stakeholders in a think tank setting in order to create broader consumer and regulatory acceptance for new treatments relevant to our core purpose of advancing the development of immediate interventions for aging-related disease. Our coalition is membership-based for relevant thought and industry leaders and provides an opportunity for broad-based networking, strategic planning, and coordinated messaging to regulators, consumers, and members of the press.

A key component of our work is in ensuring that our thinktank's coalition will benefit and include major governmental employers, healthcare professionals and consortiums, consumer, patient, and pharmaceutical advocacy groups, "first-responder" consumers, psychological experts, celebrities, academics, and thought leaders in the targeted areas of distribution for relevant interventions that can restore function and ensure the highest quality and most productive healthspans for all persons around the world.

Our Experience

Our CEO, Edwina Rogers, has been a public policy expert for over 20 years and has worked for two Presidents and four Senators. Notably, as the founder and executive director of the Patient Centered Primary Care Collaborative, Edwina was responsible for the national Patient Centered Medical Home movement and implementing the model around the US.

- Managed all operations of the nation's first and largest group promoting the patient-centered medical home, which now has 1,200 member groups representing more than 50 million consumers;
- Managed all activities for coalition including healthcare providers, labor unions, hospitals, health plans, physicians, and consumers;
- Raised revenue from zero to \$1.8 million;
- Ran numerous conferences, national calls, webinars, and congressional advocacy programs;
- Published guides and toolkits and worked with member groups to implement the Patient Centered Medical Home model throughout the country; and
- Worked with federal policy-makers to ensure that patient-centered care received substantial funding and prioritization under the Affordable Care Act.



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Services Provided

Through a variety of similar services and practices, including advertising, marketing, market and demographic research, content creation, political briefings, state/national legislative/research updates to supporters and legislators, annual conferences, coalition-building and new partner outreach, and other tactics, we work to expand the voice and message of our stakeholders. A Washington, D.C. - based office has been created to house lobbying and advocacy efforts, conducted on an ongoing, weekly schedule. Relationship-building with all high-ranking members of the NIH, FDA, executive, congressional, and judicial bodies, members of Congress and staff, the Congressional Budget Office, and other relevant authorities as identified in the strategic plan are conducted on a prioritized schedule according to stakeholders of both personal briefings and targeted correspondence. Connecting legislators to our identified thought leaders and their research is a core service.

Organizational Structure

An executive committee oversees all board and organizational operations, as well as the operations of staff. Staff members function as the agents of the board's executive committee. The Organization is a 501(c)(3) US charity.

Our Projects

- Aging Scholar Lobby Day & Conference
- Top Scientists & Aging Thought Leaders as Fellows to Expand Reach
- Seeking UN Observer Status as an NGO
- Congressional Briefings
- Monthly Coordinating Call for International Healthy Aging Groups
- Objective Truths for World Leaders, by GHPI Fellows
- Press Releases & Public Relations Campaigns
- Coalition for Healthy Aging Affiliates
- Healthy Aging Speakers' Bureau
- Healthy Aging Demographics Guides
- Connection to Our Growing Celebrity Support Network, including Actor Edward James Olmos, Ted Talks Founder Richard Wurman, and Many More
- World's Most Comprehensive List of Healthy Aging Resources
- International Directory of Aging Research and Advocacy Groups
- International Calendar of Major Aging-related Events
- Community Building for Aging Groups
- Aging Polling Data & Original Research
- Journalists' Toolkit on Healthy Aging Policy Positions
- Messaging of Healthy Aging Ideas through Newsletters and Social Media