

2023 IMPACT REPORT



Advancing Equity – Amplifying Impact



Our Mission

To end the needless death and suffering due to allergies, asthma and related conditions through outreach, education, advocacy and research.

Leadership Team

CEO:

Lynda Mitchell, MA, CAE

Director of Advocacy:

Charmayne Anderson, MPA

Chief Research Officer:

De De Gardner, DrPH, RRT, RRT-NPS, FAARC, FCCP

Director of Administration and Diversity, Equity, and Inclusion:

Marcela Gieminiani

Board of Directors

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Medical Advisors

William E. Berger, MD

Don Bukstein, MD

Bradley Chipps, MD

Jacqueline Eghrari-Sabet, MD

Purvi Parikh, MD

Vickram Tejwani, MD

Advancing Equity and Amplifying Impact

At Allergy & Asthma Network, 2023 represented a year of renewed growth and commitment to the cornerstone of our work, health equity. Advancing health equity is critical to ensuring that everyone has the opportunity to achieve optimal health. We were pleased to see enhanced support from our donors, partners and sponsors which made this crucial work possible. Grounded in health equity, our work is organized into four pillars: outreach, education, advocacy and research.

In 2023, we were able to expand our team and resources to address key needs of those living with asthma, allergies and related conditions.

- Our Trusted Messengers Community Outreach initiative educated and screened hundreds of people in under-resourced communities across the country. Our multimedia campaigns produced **16.8+ billion impressions** among our target audiences, a **66% increase from 2022**.
- We launched our new patient-focused podcast **"Allergy, Asthma & Immunology Innovations,"** in partnership with The Itch Podcast.
- **We relaunched** our Spanish-language website *redalergiayasma.org*.
- Advocacy efforts advanced federal and state legislation, policies and regulations aimed at improving access ranging from prior authorization to telehealth and more. Our work culminated in **60+ federal legislators** co-sponsoring and/or signing on to bills, and the passage of **22 laws** in **14 states** aligned to key priorities.
- Our multi-faceted research efforts advanced and expanded patient-focused research, recruitment and literature, including **14 peer-reviewed publications**. Our clinical research initiatives, study promotions, education and partnerships have reached 60,000+ people and supported nearly **30 studies and focus groups**.

Our work is only possible through passion, participation, commitment and collaboration. We thank our donors, volunteers, partners and sponsors for their support as we continue efforts seeking to advance equity and amplify impact for the communities we serve. We look forward to our collective progress and success in the year to come.



Lynda Mitchell
Lynda Mitchell, MA, CAE
CEO



[Signature]
John Tucker
Co-Chair, Board of Directors

Our programs frequently engage patient advisors to help us understand their needs and lived experience as part of our program planning.

"They did a great job....Thank you for your interest in supporting our community.

— Patient advisory group participant

HEALTH EQUITY AND OUTREACH

Health equity, the heart of our mission, drives every one of our programs and initiatives. Our outreach efforts aim to advance health equity for all, meeting each person where they are — promoting representation, acceptance and inclusivity. Our work promotes equity in healthcare to improve quality of life for all people living with asthma, allergies and related conditions.

KEY INITIATIVES

Trusted Messengers Community Outreach Program

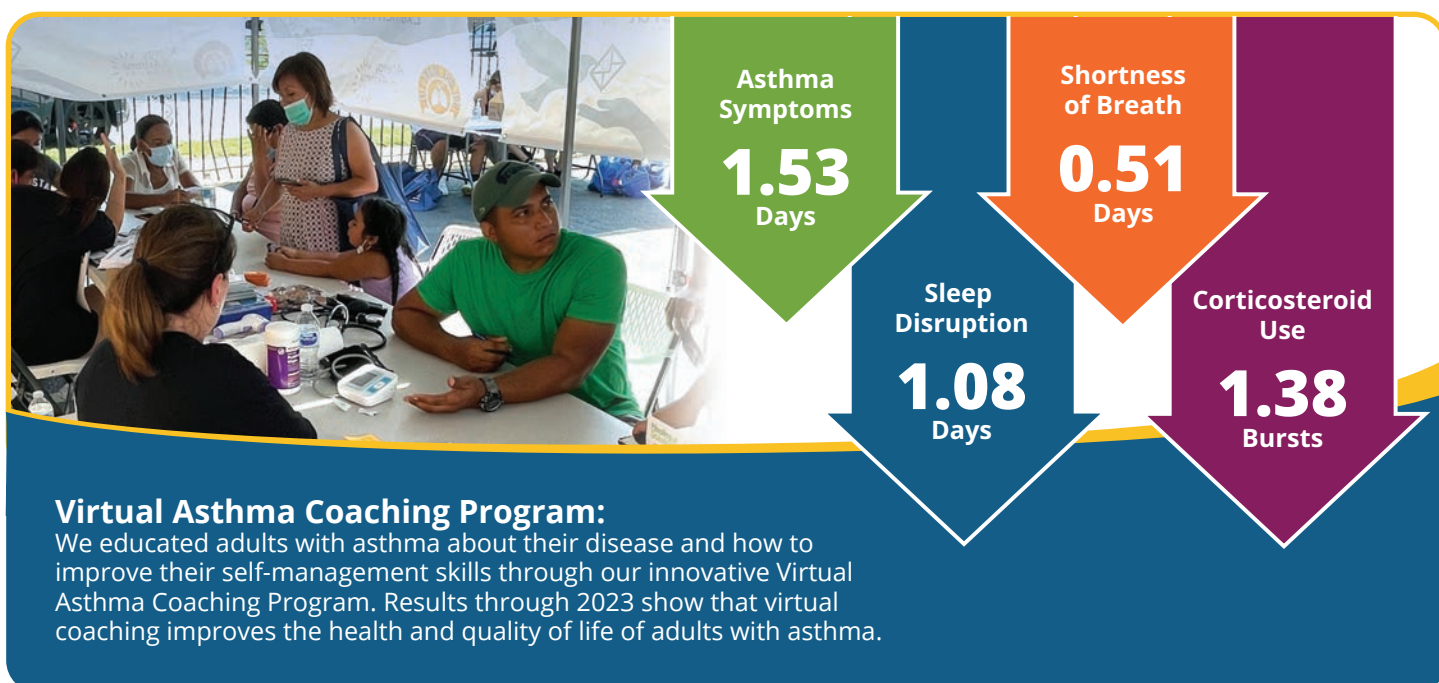
Now in its 4th year, our signature Trusted Messengers program aims to:

- meet people where they live in local communities with high asthma burden;
- provide education needed to improve self-care;
- empower individuals with knowledge to make important individual health decisions.

The program identifies people at risk for asthma, food allergy and eczema and offers local community education and screenings by certified asthma educators.

Our 2023 highlights included:

- 600 people in under-resourced communities attended 6 Trusted Messengers events in 4 cities (New York City – 3 events, Los Angeles, Detroit and Atlanta) and were educated about asthma, allergies and related conditions.
- 220 people with a higher asthma burden completed health screenings.
- 130 people were eligible for the Virtual Asthma Coaching Program.



EDUCATION

We empower people to increase their knowledge and understanding of asthma, allergies, eczema, and related diseases. Our goals are to improve disease self-management, advance guidelines-based care and encourage people to make informed decisions about their healthcare.



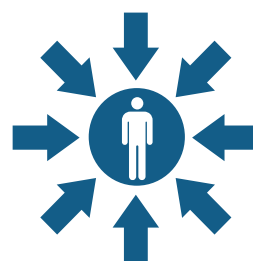
USAsthma Summit, Nov. 10, 2023, Anaheim, California

We hosted 62 in-person and 800+ virtual state asthma representatives, health professionals, patients and industry partners to address how they can advance and implement guidelines-based asthma care in their communities and ensure equal healthcare access for all. Attendees hailed from all 50 states, Guam, Puerto Rico, the Philippines and Canada.

Presentations covered a variety of topics including:

- asthma disparities, asthma prevalence and best practices for asthma management;
- indoor air quality as a social determinant of health;
- educating and empowering patients to self-manage their asthma.

"This was by far the most engaging Summit I have attended. The speakers did a great job! I attended this Summit virtually and didn't find myself distracted with other things."



Patient-Centered Programming:

We increased patient involvement in our programming by convening patient advisory groups to inform our work regarding unmet needs and gaps in care.

EXHALE

CDC grant: Fulfilled year 3 of a 5-year educational grant to disseminate EXHALE strategies to patients and healthcare professionals to improve asthma outcomes.

EDUCATION



NEW PODCASTS

Launched the new 'Allergy, Asthma & Immunology Innovations' patient-focused podcast, developed in partnership with The Itch Podcast; Hosted 5 podcast episodes in all, totaling

6,085
listens.



WEBINARS

Educated **13,000+** healthcare professionals and patients through 23 webinars. As part of our partnership with ACAAI, 11 of our webinars offered CME.



WEBSITE

2.4 million unique visitors to *AllergyAsthmaNetwork.org*, a 28.6 % increase from 2022.



MONTHLY E-NEWSLETTER

Delivered educational information and resources to **60,000** email subscribers per month, with an average open rate of 34%.



SPANISH-LANGUAGE WEBSITE

Relaunched **redalergiayasma.org** with new and updated content.



ONLINE STORE

Distributed **34,250+** materials in print and digital formats; updated Respiratory Treatments poster with new asthma medications.



MEDIA

Totaled **13.8** billion media impressions across broadcast TV, radio and digital media, a 66% increase from 2022.



SOCIAL MEDIA

Totaled **2.1** million profile impressions across eight platforms with a 24.7% overall post engagement increase from 2022.

ADVOCACY

Our advocacy efforts focus on health equity. This means supporting every person living with asthma, allergies and related conditions by breaking down barriers to care, empowering their voices, and championing access to the resources they need for a healthier life. We engage with advocates and federal, state, and local lawmakers to advance legislation and policies supporting patients. Our goal: ensure laws, regulations and resources put patients first and support optimal health outcomes for all.

2023 Policy Priorities

- Improve Access to Medical Care and Treatment
- Asthma and Allergy Program Funding
- Reduce Health Risks for Allergy and Asthma Emergencies
- Mitigate Environmental Health Hazards
- Improve Health Equity



Allergy & Asthma Day Capitol Hill: May 4, 2023, Washington, DC

- We welcomed **66 advocates from 19 states** to advocate for key policy priorities.
- Advocates took part in **90+ meetings** with members of Congress.
- We had **1,446 virtual advocates send 3,684 letters and emails** to members of Congress.

As a result, an additional **25 members of Congress** (in both the House of Representatives and the Senate) signed on as cosponsors for targeted bills pending in Congress, including:

- Safe Step Act
- HELP Copays Act
- Protecting Children with Food Allergies Act
- One School One Nurse Act
- Federal funding for asthma and allergy programs

This is in addition to the **67 members** signed on to our targeted bills during the first session of the 118th Congress.

ADVOCACY



Advocacy Wins



GRASS ROOTS ADVOCACY

Submitted

200+

comments, letters
and testimony on state
and federal legislation
and regulations.



LEGISLATIVE WINS

Supported

38

state and federal bills
on key policy issues and
helped pass 22 laws in 14
states on step therapy,
prior authorizations, stock
albuterol, telehealth
and others.



FEDERAL CAMPAIGNS

Initiated calls to action for

9

key legislative campaigns
on issues related to
affordability and access
to medications, stock
epinephrine in schools,
food safety, protecting
children with food
allergies, and school
nurse staffing.



SCHOOL STOCK EPINEPHRINE

Led efforts to pass an
update to the Wisconsin
school stock epinephrine
law to include needle-free
devices. This legislation
will serve as model
legislation for other
U.S. states

RESEARCH

We ensure the patient's voice is represented in research We conduct and support research to end needless death and suffering due to asthma and allergic diseases; and educate patients about participating in research. In 2023, our patients and their caregiver's voices were central to our research. We developed and conducted three national surveys focused on asthma, immunotherapy, and the perception of oral steroids and biologic safety. We collaborated with researchers to expand our reach and impact through partnerships and study outcomes published in peer-reviewed abstracts and journals.



NIH/NHLBI SBIR SUBAWARD

Received a subaward to develop and test a multilingual asthma self-management platform.



SURVEY RESEARCH

Collaborated with Industry Partners on

3

National Asthma and Immunotherapy Surveys and

2

patient engagement in research playbooks.



RESEARCH STUDY RECRUITMENT

Recruited for

28

research studies and focus groups.



CONTRIBUTIONS TO MEDICAL LITERATURE

Authored or co-authored

15

peer-reviewed publications; presented

18

abstracts at 8 international/national conferences.

RESEARCH



CLINICAL PRACTICE GUIDELINES

Served on a workgroup for Clinical Practice Guideline: Immunotherapy for Inhalant Allergy.



'GET INVOLVED IN RESEARCH' E-NEWSLETTERS

Disseminated bi-weekly E-newsletters to 60,000+ subscribers encouraging them to get involved in research and/or participate in clinical trials.



RESEARCH PARTNERSHIPS

Partnered with asthma researchers on two patient-centered outcomes research projects.



THE PATIENT VOICE

Expanded our research efforts to increase awareness of studies and develop projects that reflect the patient voice and co-create educational materials.



CO-CREATION

Led a project to have patients co-create the playbook; designed to help healthcare professionals and patients to facilitate conversations about participating in research.



Our innovative Virtual Asthma Coaching Program is offered free of charge and has shown through our research to have consistently positive results in improving asthma control. Patients connect with certified asthma educators using a smartphone, tablet or computer for six-week coaching sessions.

"My asthma coach did an excellent job educating and reinforcing information that I did not know. She provided great real-life scenarios to help make the information more relatable." — Virtual Asthma Coaching Program Participant

Your trust and support make our work possible.

Because of supporters like you, we were able to accomplish all the milestones reflected in this report. We are deeply grateful for your commitment to our shared mission to save lives and improve the health of all people living with allergies, asthma and related conditions.

Thank you to our donors, funders and corporate partners



Thank you to our many associates and community partners

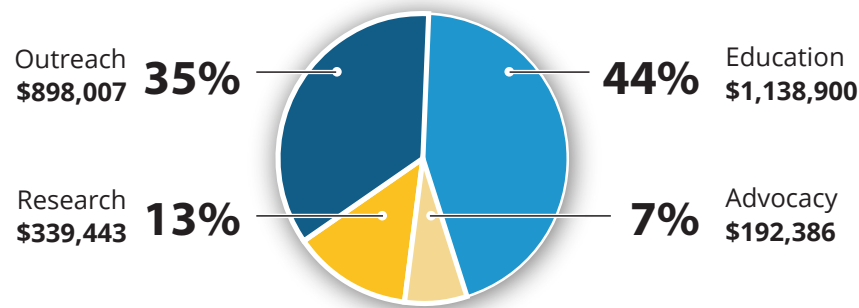
- African American Wellness Project
- American Academy of Otolaryngology – Immunotherapy Clinical Practice Guideline
- American Thoracic Society
- American College of Chest Physicians (CHEST)
- ATS – Public Advisory Roundtable (PAR)
- Blue Marble Health, Inc.
- Centers for Disease Control and Prevention (CDC)
- Environmental Protection Agency (EPA)
- J&J Health Innovations
- Merck
- National Institutes of Health
- National Hispanic Medical Association
- National Medical Association
- PALADIN
- The Association of Pulmonary Advanced Practice Providers
- The Association for Physician Assistants in Asthma Allergy and Immunology (APAAI)
- Third Harmonic Bio

FINANCIAL HIGHLIGHTS

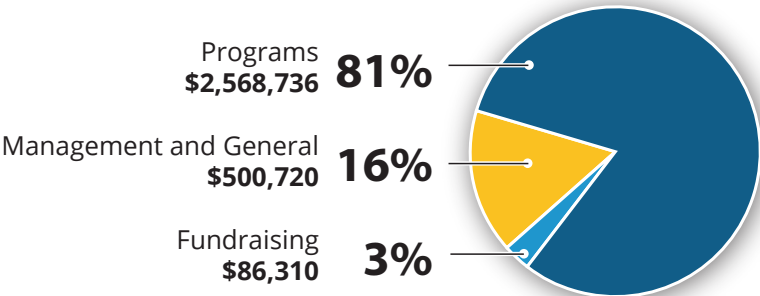
Fiscal year January 1, 2023, through December 31, 2023

Total Revenue:	\$3,421,969
Total Expenses:	\$3,155,766
Change in Net Assets:	+\$266,203
Total Assets:	\$1,037,279

Program Services Expenses By Mission Area



Total Programs: \$2,568,736



Total Expenses: \$3,155,715

A complete copy of the audited financial statements is available upon request from Allergy & Asthma Network, 10304 Eaton Place, Suite 100, Fairfax, VA 22030, or on our website at AllergyAsthmaNetwork.org.

Your Compassion in Action

Every day, millions struggle with allergies, asthma, and related conditions. Your generosity can be their turning point.

Join our mission to empower, educate, and enhance quality of life for all affected.

Your support fuels life-changing research, education, and advocacy. Together, we can create a future where no one's life is limited by these conditions.



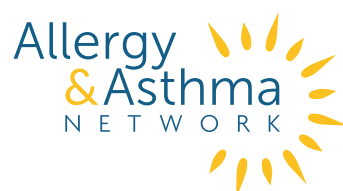
Make a difference today

AllergyAsthmaNetwork.org/donate/



Gifts in Your Will

Contact: Laurie deFleuriot
ldefleuriot@allergyasthmanetwork.org
or 800-878-4403



10304 Eaton Place, Suite 100
Fairfax, VA 22030
800.878.4403
AllergyAsthmaNetwork.org
info@AllergyAsthmaNetwork.org