JMF to Develop Newborn Screening Test

Collaboration with NIH and Affymetrix will focus on early detection of PI

The Jeffrey Modell Foundation (JMF), the National Human Genome Research Institute (NHGRI) at the National Institutes of Health (NIH), and Affymetrix Inc. (Nasdaq: AFFX) announced a joint research project to develop two molecular DNA tests that could ultimately help save the lives of children born with Severe Combined Immunodeficiency (SCID) and other PI disorders.

The joint research collaboration aims to demonstrate the feasibility of using a pair of molecular DNA tests to detect PI in newborns and children with recurrent opportunistic infections. The first test, which will be developed by NHGRI, will look for expression of a gene found only in children with normal immune systems. If the first test is negative, a secondary test that is based on Affymetrix GeneChip® technology will be used to screen for defects in the specific genes associated with PI.

According to Fred Modell, Co-Founder of JMF, “Over the past 20 years, we have met with too many grieving parents whose infants or very young children were lost because their underlying condition had not been diagnosed in an accurate and timely manner.

Public Service Advertising Campaign Generates $45 Million in Donated Media

New initiative will reach underserved communities

An important mission of the JMF is to bring Primary Immunodeficiencies to the national conscience through education and awareness. The JMF Awareness Campaign, supported in part by the United States Centers for Disease Control and Prevention (CDC), has been described as one of the most successful PSA Campaigns ever. Local television stations and networks, radio, newspapers, magazines, airport dioramas, and Google have donated or granted $45 million to “getting this message out.” Since the campaign launch, support has averaged $2 million per month, with a total of over 175,000 airings and ads reaching an estimated 250 million Americans. The ads were created by Korey Kay & Partners, and have appeared on primetime TV, including ABC World News Tonight, NBC News, FOX News, Good Morning America, Today, Larry King Live, Tonight Show, YES Network, USA Network, and Lifetime. Four-color print ads appeared in Time, Newsweek, U.S. News and World Report, Sports Illustrated, Forbes, Fortune, Business Week, and many others. As a

SAVE THE DATE!

April 26, 2006 JMF’s 20-Year Birthday Celebration—Waldorf=Astoria NEW YORK CITY

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Jeffrey Modell Foundation’s First 20 Years

The words do not come easy. How can it already be 20 years since we lost Jeffrey? It is even harder to believe that a Foundation established in his memory will reach its 20-year milestone this April. Unbelievable. Incredible. Scary. Humbling. So many emotions. The words do not come easy.

When we started Jeffrey’s Foundation, we always seemed to face the same response... “Primary what?” “Immunodeficiency. That’s AIDS, isn’t it?”, “Oh, he had that ‘Bubble Boy Disease’... tragic, but extremely rare.”

And so, the journey began. Awareness, education, advocacy—all leading to a greater understanding of Primary Immunodeficiency, or PI. The public came to know that PI is a group of disorders with over 100 different kinds of genetic defects. There is a wide range of severity. “Bubble Boy,” or SCID, is one of them; HIV/AIDS is not one of them. Rare? Not at all. Taken together, the PI diseases affect as many as 1 million children and young adults in the U.S., and 10 million worldwide. Eventually, the message reached the Congress, NIH, CDC, EU Parliament, pharmaceutical companies, physicians, the media, and so many of you, our generous, compassionate, and treasured supporters.

With your help, the devastating disease that ended Jeffrey’s life is finally assuming its proper place on the public’s radar screen. The PSA Campaign has generated over $45 million in donated media. The CDC has renewed its support for this effort with a fourth-year grant award, and Congress has asked us to be sure and reach African American and Hispanic underserved minorities. Our WIN program has awarded grants to 34 patient groups worldwide, so that patients and their families can help others in their community. Our K.I.D.’s Day programs and Kids Wish program assure the families that they will never be alone or isolated, as it was for us 20 years ago. New initiatives like the Primary Immunodeficiency Network (PIN) will offer researchers, investigators, and physicians worldwide an opportunity to communicate together on a new password-protected Website. And now, with the Jeffrey Modell Center at Harvard Medical School, Immunology stands center stage in an era of accelerated medical research, becoming the core overlapping discipline involving nearly every aspect of healthcare and disease management. But there is still so much to do.
Recently we received a very troubling letter from a family in Long Island. It was written by a bright, articulate, well-educated young mother. She expressed to us her initial joy at giving birth to her first child, Anthony:

“He was born perfect. He came into our lives, and we could not have been happier. At two weeks old, he began running a fever. His blood levels were abnormal, but not to the point where it alerted doctors to look further. When we arrived home, he looked great, ate well, slept perfectly, and constantly smiled. But the fever came back, and we had to return to the hospital. This time, he did not come home. Although the hospital is considered one of our area’s finest, and numerous tests were run, nobody could say with certainty what was happening to my baby. We lost Anthony at seven weeks old, and only on autopsy did we finally learn that he had Severe Combined Immune Deficiency, or SCID.”

— Tara Mingione, Long Island, New York

How tragic. If there was a screening test for SCID, Anthony would have been a prime candidate for a bone marrow transplant, and would have had a chance to be healthy today. Over these past 20 years, we have unfortunately met with too many grieving parents whose infants or very young children were lost because their underlying conditions had not been diagnosed in an accurate and timely manner. That is why JMF has taken the initiative to develop Newborn Screening for Primary Immunodeficiencies. We have committed our own funds to make this a reality in a 3-way partnership with the National Institutes of Health and Affymetrix, an industry-leader in Genomics, using micro-array technology to develop the chip that could target these diseases. We cannot wait another day and risk hearing from another family who loses their child to a disease that can potentially be cured.

Twenty years, but still so many challenges. The journey continues—the work goes on. The breakthroughs are within reach. And we are filled with optimism, energy, and an unwavering commitment to reach every single parent and child affected by this dreaded disease. How can we properly thank you for 20 years of support, encouragement, and generosity? It is you, all of you, who have enabled us to do the work that we do. And every child who is diagnosed early and properly, and receives appropriate treatment, is a child whose life is better for what you have done. You have our profound thanks. We cannot possibly imagine what the next 20 years will bring. Did someone say, “cure”?

Vicki and Fred Modell

Co-Founders of the Jeffrey Modell Foundation
Harvard Medical School to Establish Jeffrey Modell Immunology Center

The Harvard Medical School announced its intention to establish the Jeffrey Modell Center for Immunology on the Medical School campus. The new building, solely dedicated to immunology, will serve as the focal point for the most dynamic and diverse community of immunologists in the world. It is a unique endeavor—the first of its kind. The Center will include new facilities for:

- Teaching
- Receptions
- Conference rooms
- New office space for Immunology faculty

Dr. Joseph B. Martin, Dean, Harvard Medical School, formally launches the Jeffrey Modell Immunology Center with the Modelis.

story continued on page 14...

Dr. Fred S. Rosen

Dr. Fred S. Rosen, the world’s leading voice on Primary Immunodeficiencies in the past half century, died peacefully on June 6, 2005, 4 days before his 75th birthday. Dr. Rosen had a close working relationship with the Jeffrey Modell Foundation, was our mentor and a treasured personal friend. He was the first physician to definitively and accurately diagnose Jeffrey Modell in the late 1970s. He organized the JMF Medical Advisory Board at its inception. He established the first JMF Diagnostic Center, and there are now 23 such Centers worldwide. He collaborated with JMF in organizing World Health Organization conferences over the past 10 years.

Dr. Rosen’s scientific achievements, as one of the most cited authors in biomedical science, were unparalleled among his contemporaries. There were countless discoveries, but what united all of Dr. Rosen’s undertakings was an acute sense of purpose in order to understand the genesis of diseases and provide methods of treatment. He attracted a succession of talented colleagues, all eager to take up the challenges that he defined. Through everything, he treated, comforted, and cheered his pediatric patients, for he had a special rapport with the young and taught generations of students.

Fred Rosen had friends in all parts of the world. He could converse, write, and lecture in any of a half dozen or more languages. He had formidable intellect and range. He read everything, and retained it all. He knew more about antique furniture and silver than the dealers whom he patronized.

Dr. Rosen will be sorely missed and his teachings will impact the field of Primary Immunodeficiencies for at least the next half century.

“Science is seeing what everybody else has seen, and thinking what nobody else has thought.”

– Albert Szent-Györgyi

“Every day is a special day.”

– Dr. Fred S. Rosen

“[Dr. Rosen] was a man of the highest moral integrity; he was a gentleman, both in his dealings with other people and with us. He treated everyone with kindness and respect and with the utmost of courtesy. He had a very high degree of empathy and compassion for others. He cared about his patients, his students, and his colleagues.”

– Dr. Kenneth Chinnery, Head of the Department of Pediatrics, Harvard Medical School

“Dr. Rosen was a true giant in the field of immunodeficiencies and will be sorely missed by his many colleagues and friends around the world.”

– Dr. Robert Fleischmajer, Director of the Immunology Program, NYU School of Medicine

“Dr. Rosen was an inspiration to all who knew him. He was a wonderful teacher, a gentleman, and a modest person. His wisdom, kindness, and gentle spirit will be missed by all of us.”

– Dr. Lloyd Old, Director of the Cancer Research Institute
**JMF Receives Highest 4-Star Rating by Charity Navigator**

The Jeffrey Modell Foundation (JMF) received the **Highest 4-Star Rating** from Charity Navigator, America’s largest independent evaluator of charities. This on-line service applies data driven analysis to the charitable sector, evaluating the financial health of over 4,000 charities.

In a letter to JMF from Trent Stamp, Executive Director, “Charity Navigator salutes JMF’s commitment to prudent fiscal management and congratulates the JMF on receiving our highest 4-Star Rating. A 4-Star rating from Charity Navigator gives your supporters confidence in Jeffrey Modell Foundation’s ability to maximize its charitable return on its donations and demonstrates that it is worthy of the public’s trust. And this **Exceptional 4-Star Rating** means that the JMF is able to efficiently manage its funding, exceed industry standards and outperform most charities in its cause.”

Charity Navigator evaluated two broad areas of financial health: **Organizational Efficiency** and **Organizational Capacity**. These two areas combine to contribute to the overall rating. Fundraising efficiency, administration, program expenses, and working capital ratio all received the exceptional **4-Star Rating**.

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**JMF Launches Primary Immunodeficiency Network (PIN)**

PIN Website provides communication platform for researchers and patients.

JMF has established an exciting new online initiative, the **Primary Immunodeficiency Network (PIN)**. The new PIN Website will serve investigators, researchers, and healthcare professionals on one platform, and there will be a separate platform for patients and patient groups. Both sections of the PIN Website will emphasize updates, communication, exchange of ideas, and breaking news. Specifically, the site will include:

- A message board to facilitate communication
- Disease specific survey results from JMF Centers worldwide
- Therapeutic protocols and best practices
- Latest developments in Newborn Screening
- Upcoming symposia and meetings
- Registries link
- Listings of specialized Referral and Diagnostic Centers and identification of disease-specific specialists worldwide
- Information on funding support and grant opportunities

The sole mission of PIN is to serve the physician and patient PI community with an interactive platform, dedicated to improved diagnosis, treatment, and care. Those wishing to participate in PIN can visit the Website, http://pin.info4pi.org, to receive a protected password for access to the site.
K.I.D.’s Days
continue to flourish across the U.S.
Recent events have been held in

BOSTON
BUFFALO
MIAMI
MID-ATLANTIC
Philadelphia and New Jersey
NEW YORK
STANFORD

Hundreds of “K.I.D.s” (Kids with Immunodeficiencies), along with their families, enjoy these fun-filled events throughout the year.
High Spirits at 19th Annual “Spring Ahead” Gala

Cipriani 42nd Street, in New York City, was sold out for the annual “Spring Ahead” Gala. David Greenbaum, President of the NYC office division of Vornado, was honored as JMF’s “Man of the Year.” The second annual “Dare to Dream” Award was presented to Dr. Irving L. Weissman, Director of the Institute of Cancer, Stem Cell Biology and Medicine at Stanford University, for his remarkable advances in embryonic stem cell research. The night featured high-spirited entertainment by Le Clique, music by Valerie Romanoff, and raised a record-setting $1.4 million.
The crowd joined in!

Ellie Zamek (Vornado) and Peter Lehrer (Lehrer & Co.)

Anthony Della Salla and the New York Land Services table

JMF “Man of the Year”, David Greenbaum and Family, Laureine, Allison, and Jessica

Richard and Linda Schaps (Vornado), Marjorie Grossman, Mike Fascitelli (Vornado)

Steve Siegel (CBRE), Ed Goldman (CBRE), Josh Mermelstein (Fried, Frank, Harris, Shriver & Jacobson), Alan Grossman (Georgetown), and Joe Coppoliti (Structure Tone)

Timothy Gibson (Cushman & Wakefield), Wendy Frank (Tri-Star), and Robert Selsam (Boston Properties)

JMF kids on stage joining the band

Mr. and Mrs. Michael Kleinberg (Milo Kleinberg), Mr. and Mrs. Kevin Daneby (CBRE)

JMF “Dare to Dream” Award recipient, Dr. Irving L. Weissman with Vicki and Fred Modell

Arnold Penner (Penner & Co.), Fred Modell (JMF), and Mr. and Mrs. Phil Altheim (Forest Electric)

David Levinson (CBRE), Jon Mechanic (Fried, Frank, Harris, Shriver & Jacobson), Mr. and Mrs. Michael Laginestra (CBRE), Simone Levinson (CBRE), Evelyn and Steve Alden (Debevoise and Plimpton)

Mr. and Mrs. Tod Waterman (Reckson Associates), Mr. and Mrs. Brian Waterman (Newmark)

Fred & Vicki Modell and Laureine & David Greenbaum
World Health Organization/IUIS Symposium

JMF organizes Budapest Event

Since the early 1960s, the World Health Organization (WHO) has convened an Expert Committee to define and classify the Primary Immunodeficiency diseases. Since then, the committee has been meeting every 2-3 years in various parts of the world to update the report. Recent meetings have taken place in Italy, Japan, the United States, England, Austria, Switzerland, and Portugal. The report not only provides vital information to the medical community, but is also used by various governments to determine healthcare policy.

The Jeffrey Modell Foundation was honored to have been selected once again to organize the WHO expert meeting on Primary Immunodeficiencies. The meeting was considered the outstanding scientific conference in this field, generating important breakthrough findings, and encouraging dialogue with scientists from around the globe. This year’s meeting included 105 physicians and scientists from 21 countries including North America, Europe, Iran, Israel, Australia and Brazil. The Budapest meeting was held in conjunction with the International Union of Immunological Societies with emphasis on molecular biology and the genetics of Primary Immunodeficiency disorders.

The WHO/IUIS Expert Report is available by visiting the JMF Website at www.info4pi.org.
1. Traditional Hungarian ballet troupe
2. Guests enjoying children’s choir in picturesque chapel
3. Festive “Welcome to Budapest” Folklore
4. Pouring wine in the local tradition
5. Guests entering Castle of Vajdahunyad for gala dinner
6. Drs. Raif Geha (Boston) and Luigi Notarangelo (Italy) (IUIS Co-Chairmen)
7. Drs. Luigi Notarangelo (Italy), Chaim Roifman (Canada)
8. Guests out for a gala evening
9. Dr. Fred Alt (Boston), Fred Modell, Larry Stern (CEO, Talecris Biotherapeutics)
10. Drs. Max Cooper (Alabama), Ulrich Von Andrian (Boston) and Reinhold Schmidt (Germany)
11. Drs. Talal Chatila (UCLA), Ramsay Fuleihan (Yale)
12. Drs. Martha Eibl (Austria), Max Cooper (Alabama), Kazuhiko Igarashi (Japan)
13. Guests making music with Hungarian instruments
14. Fred Modell, Ursula Melchers, Vicki Modell, Dr. Fritz Melchers (Switzerland)
15. Dr. Gatti enjoying the Hungarian Conga Line
16. Drs. Richard Gatti (Los Angeles) and Fritz Melchers (Switzerland)
17. Drs. Richard Gatti and Fred Alt (Boston)
18. Drs. Josiah Wedgwood (NIH), Charlotte Cunningham-Rundles (New York City)
19. Dr. Lloyd Mayer (New York City) enjoying an evening out with his mother Mary
Over 200,000 Physicians Reached by NIH/JMF

Physician mailing tied to awareness

Recently, the JMF collaborated with the National Institute of Child Health and Human Development (NICHD), one of our National Institutes of Health (NIH), on a national physician mailing. Dr. Duane Alexander, Director of the NICHD, composed a letter sent to 200,000 pediatricians and sub-specialists, which included the 10 Warning Signs and Physician Algorithm poster. As a follow up, the JMF is distributing a regional mailing to physicians in Florida and Georgia to coincide with the establishment of Jeffrey Modell Diagnostic Centers at the University of Miami and Emory University in Atlanta.

Primary Immunodeficiency Awareness in U.S. and Europe

National Primary Immunodeficiency Awareness week in the U.S. was held in April, 2005. JMF materials were made available to 59 Referral and Diagnostic Centers nationally. This included the 10 Warning Signs Posters, Illustrated Cartoon 10 Warning Signs Posters, Physician Algorithm, Slim Jim, and Patient Starter Kit. Display tables were set up in hospital cafeterias, pharmacies, lobbies, clinic waiting rooms, medical libraries, and children’s centers.

A similar “Day of Immunology” was held throughout Europe. In Hannover, Germany (one of JMF’s Centers), 600 students and schoolteachers attended and heard lectures from physician specialists. Regional and national news covered the event.
23 Jeffrey Modell Diagnostic Centers
Established Worldwide

JMF has recently established Jeffrey Modell Diagnostic Centers in Atlanta, Georgia; Miami, Florida; Düsseldorf, Germany; Zurich, Switzerland; and a National Diagnostic Center Network in Canada. This brings the total number of established Centers to 23 worldwide—10 in the U.S., and 13 in other parts of the world. There are 118 Physician/Referral Centers worldwide in the JMF Referral Network, including 49 leading academic medical centers in the U.S., and 69 international centers in 42 countries.

The Diagnostic Centers are supported by physician education and public awareness campaigns developed by JMF. This initiative has led to earlier and improved diagnosis for PI patients. Sixty-eight survey reports were received from JMF Centers globally, and over a period of one year, there was a 48% increase in diagnosed patients, 46% increase in patients receiving immunoglobulin therapy, and a 28% increase in patient referrals. Discussions have begun to establish Diagnostic Centers in Beijing, China, and a Network for Latin America. Physician symposia and an educational mailing campaign will coincide with the openings of these new JMF Centers.

$100,000 Research Award by NEPIN/JMF

Boston Children’s Hospital receives grant

The New England Primary Immunodeficiency Network (NEPIN) and JMF recently committed $100,000 to Boston Children’s Hospital for an important new research initiative on CVID and IgA deficiency, under the leadership of Dr. Raif Geha, Chief of the Division of Immunology. An award ceremony, tour of the laboratories, and luncheon took place in celebration of this exciting, important research project.

Left to Right: Graziano Family — Maria, Stan, Nancy, Peter, and Joe; Dr. Raif Geha; Andrès Trevino; Vicki & Fred Modell

WIN AWARDS
34 GRANTS TO PATIENT GROUPS

World Immunodeficiency
Network supports patients worldwide

The World Immunodeficiency Network (WIN), established by JMF, supports 59 patient groups in 50 countries throughout the U.S., Latin America, Canada, Europe, Eastern Europe and the Middle East. An esteemed Medical Advisory Board reviews WIN grant applications, and awards are made within 30-45 days. WIN is funded by JMF, multiple U.S. government agencies and global pharmaceutical corporations.

WIN has provided 34 grants to patient organizations, providing them with financial and technical support to assist with publications, posters, educational materials, translations, website development, family days, newsletters, and physician conferences. The 10 Warning Signs poster has now been distributed in 25 countries and is available in at least 18 languages.

WIN patient grant applications are offered on the JMF Website, www.info4pi.org.

Simply click to WIN!
“Play Your Best Defense... Know Your Immune System”

A new 4-color glossy publication entitled, “Play Your Best Defense... Know Your Immune System,” will soon be available. This educational cartoon book was first created in Germany by Doris Theato, a volunteer at DSAI (the German patient organization), and Jurgen Frey (a German artist). Initial funding was provided under a WIN grant. The English version of this user-friendly educational tool was made possible by Talecris, who generously sponsored the translation, production, and distribution of the English version. The new publication will be available in late 2005.

story continued from page 4...

Harvard Medical School to Establish Jeffrey Modell Immunology Center

The Center will also house the Robert A. Good Library, a tribute to one of the most important immunologists of the past half-century. According to Richard L. Cosnotti, Senior Philanthropic Advisor,

“The Jeffrey Modell Center at Harvard Medical School will situate immunology in its rightful place—center stage. This is especially important in an era of accelerated medical research as immunology becomes the core overlapping discipline involving nearly every aspect of healthcare and disease management. We are thrilled with this partnership.”

A Groundbreaking Ceremony for the new building was held at the site on September 22, 2005. The Modells were joined by Dr. Joseph Martin, Dean of the Harvard Medical School, Professor Fred Alt, Professor of Pediatrics at Harvard Medical School, and Rick Cosnotti, Senior Philanthropic Advisor at Harvard Medical School. Architectural plans will be finalized before year-end, and construction is due to begin in early 2006.

Left to Right: Vicki Modell, Co-Founder, JMF; Dr. Joseph B. Martin, Dean, Harvard Medical School; Fred Modell, Co-Founder, JMF; Dr. Frederick W. Alt, Professor of Pediatrics, Harvard Medical School; and Mr. Richard Cosnotti, Senior Philanthropic Advisor, Harvard Medical School.
JMF Addresses IVIG Reimbursement

Advocacy at CMS, HHS, and Congress gives voice for patients and physicians

Proposed new rules from the Centers for Medicare and Medicaid Services (CMS) would drastically reduce reimbursement for Medicare patients receiving life-saving IVIG therapy. Patients, physicians, hospitals, and manufacturers would all be severely impacted by the proposed changes, and jeopardize patients’ ability to access the critical therapy. JMF has vigorously advocated on behalf of the community. Face-to-face meetings at CMS, Congress, and with Secretary Michael Leavitt at the Department of Health and Human Services (HHS) have brought attention to this issue, and the agencies with jurisdiction are considering interim relief. The reduction in reimbursement would affect Medicare patients receiving treatment in the hospital outpatient clinic, physician offices, home therapy, and hospitals. JMF, in collaboration with all of the stakeholders in the community, will continue to meet with officials and assure appropriate and fair reimbursement of this critical therapy.

7th Annual Dina LaVigna Triathlon

This year’s 7th Annual Dina LaVigna “Breath of Life” Triathlon was held at San Buenaventuras State Beach in Ventura, California. A sold-out record breaking group of entrants, totaling nearly 1,000 participants, made it the most successful “Breath of Life” triathlon ever. There were two triathlon courses; an Olympic course and a Sprint course. Olympic course participants were challenged by a 1.5k swim, 40k bike ride and a 10k run. Sprint course participants were equally challenged by sprinting a 400m swim, 20.4k bike ride and running a 5k to the finish line. Winners were declared by best overall time, best female and male competitor, and best team time.

The Dina LaVigna Breath of Life fund was created in memory of a young woman, Dina, who died of complications from Primary Immunodeficiency (PI). “The Jeffrey Modell Foundation funds research, education, patient support and public awareness of PI,” says David LaVigna, Dina’s brother. “The Breath of Life Fund focuses on improving the environment in which children with PI receive their treatment. The end result of the most recent triathlon was that we added about $180,000 toward our ability to fund important patient care projects, such as the newly constructed, world-class PI treatment center, “Dina’s Room”, at Mattel Children’s Hospital, UCLA.”

“The Mattel Children’s Hospital has added significance to us because my sister graduated from UCLA,” LaVigna says. “Our success with this year’s triathlon will help us reach our goals sooner rather than later.”
JMF to Develop Newborn Screening Test

We have discussed this tragic problem with government agencies, with other non-profits and with industry. We believe it is essential that we ‘jumpstart’ the development of newborn screening for SCID, and we have taken the initiative to make this happen now. This collaboration with Affymetrix and NHGRI will give doctors the tools they need to help save these children.”

Jennifer Puck, M.D., Chief of the Genetics and Molecular Biology Branch and Head of the Immunologic Disease Section at NHGRI added that, “Primary Immunodeficiencies are treatable, but to be treated optimally they must be recognized early in life before severe infections occur. This project will combine a simple ‘yes or no’ screening test with advanced technology that may help scientists and ultimately physicians identify infants who need urgent medical attention for Primary Immunodeficiency. The collaboration demonstrates how public, private, and non-profit entities can partner to apply the benefits of the human genome sequence to improving health outcomes.”

“The Jeffrey Modell Foundation sets the standard in advocating for and promoting advanced newborn screening that could save the lives of children with Primary Immunodeficiencies,” said Janet A. Warrington, Ph.D., Vice President, Emerging Markets and Molecular Diagnostics Research and Development at Affymetrix.

“We are honored to be working with the JMF and NHGRI on this important project and believe our GeneChip technology can accelerate more comprehensive detection and treatment of Primary Immunodeficiencies and other genetic conditions.”

Affymetrix GeneChip® probe array

The Affymetrix GeneChip® microarray technology can produce many millions of probes on this small glass chip. This allows researchers to scan the whole human genome and screen for defects in the specific genes associated with Primary Immunodeficiencies.

Public Service Advertising Campaign Generates $45 Million in Donated Media

result of the campaign, JMF Website visits have increased from 175,000 to over 600,000 per month.

“The Committee understands that the Foundation has leveraged more than seven dollars from donors and the media for every federal dollar appropriated and is a model of public-private cooperation.”

– U.S. Congress Appropriations Subcommittee on Health

Building on this success, the U.S. Congress and CDC have encouraged JMF to develop a new campaign targeted to reach African-American and Hispanic communities. These new PSA’s will appear in late Fall 2005, and early 2006.

In the CDC announcement of the award, the agency quoted specific Congressional language from the Appropriations Subcommittee on Health, “In each of the last three years, Congress has made available funds for CDC to support the national physician education and public awareness campaign developed by the Jeffrey Modell Foundation. The Committee understands that the Foundation has leveraged more than seven dollars from donors and the media for every federal dollar appropriated and is a model of public-private cooperation. The Committee encourages the CDC to expand the reach of the Foundation’s campaign to underserved communities, including African-American and Hispanic populations, and has provided sufficient funding to reach that critical goal.”