



NEWS



Date: October 23, 2009
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For immediate release

INTERNATIONAL ORGANIZATION REWARDS INNOVATION OF PARTNERSHIP FOR CURES

Ashoka: Innovators for the Public, recognizes idea, work of Chicago's Dr. Bruce Bloom

(Chicago, IL) - "Driving effective and inexpensive new treatments to patients in two years or less" has earned the President and Chief Science Officer of Partnership for Cures election to an international Fellowship of social entrepreneurs.

Dr. Bruce Bloom led the launch of Partnership for Cures in 2006 to rush better treatments and cures to patients with catastrophic diseases while they were still well enough to benefit from them. "Patients routinely hear that the newest medical breakthrough is 5-7 years away. If you have a catastrophic disease, that's too long to wait," says Dr. Bloom. "There are better treatments that can reach patients much sooner, and we know where to find them and how to move them to the clinic."

For his innovative approach to creating new treatments using existing resources to save lives now, Dr. Bloom has been elected an Ashoka Fellow. Once elected to Ashoka, Fellows benefit from being part of the Ashoka global Fellowship for life.

Since 2006, Dr. Bloom has led Partnership for Cures from its base in Chicago to create international funding and research partnerships, now managing over 30 projects a year in dozens of diseases from diabetes and lymphoma to rare maladies such as Batten Disease and Birt Hogg Dube Syndrome.

Partnership for Cures is a public foundation expanding the mission established by the private foundation Goldman Philanthropic Partnerships, and its founders, George and Judy Goldman. Their insight and support enabled Dr. Bloom to create the "Two Years to Cures Initiative" at Partnership for Cures, focused on medical research projects that repurpose drugs and devices for new uses in new diseases, validate anecdotal results from clinical practice, or tweak a current treatment protocol to make it work better for more patients. These projects are overlooked by other funders because they do not create a profit for industry or a promotion for academic researchers-but they bring results to patients quickly, safely and inexpensively.

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The “Two Years to Cures Initiative” has posted impressive results, including:

- **Children with ALPS (Autoimmune Lymphoproliferative Syndrome)-PFC** researchers at Children’s Hospital of Philadelphia proved that the drug sirolimus completely alleviates the symptoms of ALPS, a previously fatal disease, for less than \$10/week! The ALPS project cost under \$150,000 and was completed in less than two years. The average ALPS patient on the PFC treatment will live a long and productive life and save as much as \$100,000 per year in reduced medical costs. For the thousands of ALPS patients worldwide this could represent a savings of hundreds of millions of dollars per year for a \$150,000 investment!
- **Lung cancer patients-PFC** researchers at Harvard and Mass General repurposed the drug chloroquine to overcome and then prevent resistance to the lung cancer drug Tarceva, so that more patients had successful outcomes for a much longer period of time. When Tarceva stops working for patients, adding this inexpensive generic drug can start it working again, sometimes for more than a year! When patients first start on Tarceva, adding other drugs can make it work for more patients for a longer period of time, at little increase in cost or side effects!
- **Multiple sclerosis patients-**a 10 patient PFC clinical trial sponsored by PFC at the University of Wisconsin validated the success of a non-invasive device that stimulates the brain to significantly improve patient gait, balance, vision and other MS symptoms in two weeks, helping MS patients quickly and inexpensively regain as much as 5 years of lost function without any side effects.
- **Lymphoma and other blood cancer patients-**a two year PFC supported clinical trial at the Mayo Clinic will determine if adding a naturally occurring immune cell to bone marrow transplants can improve success from 20% to 80% for the more than 600,000 cancer patients worldwide.

Before using his social entrepreneur skills to guide non-profit medical research, Dr. Bloom was a senior executive with Kemper and CNA Insurance Companies and Director of Professional Relations and Clinical Affairs with Bausch and Lomb. As a business entrepreneur he founded two art businesses, Masterworks Gallery with his wife Stacy, and America’s Animation Gallery with James Coleridge. Dr. Bloom also owned and operated the Dairy Queen in Highland Park, Illinois. Dr. Bloom teaches Business Law at Kendall College and Risk Management at University of Illinois. He is a Medical Advisor to LUNGeivity Foundation and Accelerate Progress.org, a Board member of the Judy Hirsch Foundation, and Vice-Chair of the Kendall College School of Business Advisory Board. Dr. Bloom hosts the Clinician’s Roundtable on ReachMD.com and XM 160. Dr. Bloom and his wife live in Deerfield, Illinois and are watching their twenty something children Aly and Ty launch themselves into the world.

Headquartered in Arlington, Va., Ashoka elects emerging social entrepreneurs to an international Fellowship of their peers, providing significant financial support and an array of pro-bono strategic and professional services, primarily through strategic partnerships like McKinsey & Company and the International Senior Lawyers Project. Additional support is available from Ashoka for Fellow-initiated collaborations and exchange visits.

A global organization, Ashoka supports those who share qualities traditionally associated with leading business entrepreneurs - vision, innovation, determination and long-term commitment - but

are committed to systemic *social* change in their fields. Ashoka Fellows are recognized for their innovative solutions to some of society's most pressing social problems.

Ashoka Fellows work in six broad fields: learning/youth development, the environment, health, human rights, economic development and civic participation. Selection criteria include the social impact of the idea, demonstrated creativity in problem solving, the newness of the idea and the entrepreneurial quality of the founder.

Ashoka: Innovators for the Public is a global community of social entrepreneurs who deliver innovative solutions to social problems. To build this citizen sector community, Ashoka identifies and supports leading social entrepreneurs, creates opportunities for collaboration, and builds systems and institutions that facilitate high impact social solutions. Over the past 30 years since Bill Drayton founded Ashoka, the organization has invested in more than 2500 Ashoka Fellows in 60 countries. Ashoka's global fellowship is privately financed by individuals, venture networks, foundations, and leading business entrepreneurs.

Ashoka's US Program, since its launch in 2000, has elected over 120 Fellows. Using new and innovative approaches, social entrepreneurs in the U.S. are working to solve pressing problems in the fields of education, the environment, health, economic development, civic participation, and other areas of human concern. 80% of the first Fellows elected have replicated programs measurably, and all Fellows in the inaugural class have increased the number of people served by their program by more than 100%. The Ashoka US program seeks to provide these extraordinary innovators the same financial, professional, and moral support that is readily available to their business entrepreneur counterparts.

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