The Geneva Foundation

The future of military medicine. Today.

2012 Annual Report

The Geneva Foundation is a non-profit organization that supports and advances innovative medical research and excellence in education within the U.S. military. We build enduring partnerships dedicated to the health and well-being of service members, their families, and the global community.

About Us

The Geneva Foundation is a non-profit 501(c)3 organization with the sole mission to promote the advancement of military medicine through research and education.

Through partnerships, Geneva connects military investigators with research and educational opportunities in a variety of therapeutic areas. We strive to work hand-in-hand with our partners to shape the future of military medicine.

Who We Are

The Geneva Foundation was founded in 1993 by Jane Taylor, a critical care nurse, at the request of Madigan Army Medical Center. Since its inception, Geneva has supported medical research at Federal Laboratories and Military Treatment Facilities worldwide.

Geneva sets itself apart by offering military researchers an exceptional level of service and expertise through our commitment to shared values of integrity, superior customer service, quality, teamwork, innovation, and respect for all. Geneva builds lasting relationships through our holistic approach to facilitating research in a military setting. We focus on maintaining a streamlined process that provides the researcher with direct access to knowledgeable professionals at Geneva. This allows us to focus on the needs of the researcher in an efficient, responsive, and proactive manner.

What We Do

As a leading foundation serving the military medical community, Geneva has specialized capabilities in supporting federally-funded research, conducting FDA-regulated clinical trials, and hosting conferences and events.

Geneva collaborates with experienced and novice researchers in military and academic settings within a broad range of therapeutic areas. We support military researchers by making the research process accessible and feasible. Understanding that each research project is unique, Geneva's program management team tailors services to best support the needs of the individual Investigator.

How We Do It

Geneva works with researchers from idea inception through the successful completion of the study: understanding individual research interests, locating funding sources, developing grant proposals, and managing the research study. We strive to build relationships that result in the successful conduct of the study and a lasting partnership with the research team and sponsor.

Why We Do It

Geneva recognizes that innovative collaboration is vital to medical advancement. Through our strong partnerships with industry and medical leaders, exciting new ideas are developing. These ideas have the power to improve patient lives and to provide security for the health and well-being of U.S. service members, their families, and the global community.

We strive to work hand-in-hand with our partners to shape the future of military medicine.

We are excited to celebrate a year of collaborations as Geneva continues to serve our mission of advancing innovative military medicine and excellence in education.

Several significant milestones were realized in 2012 and these achievements demonstrate an unwavering commitment by Geneva and our partners to work hand-in-hand to shape the future of military medicine. Geneva has remained steadfast in our support of medical research in the U.S. military, and our success is a direct reflection of a deep-rooted commitment to integrity, quality, superior customer service, innovation, teamwork, and respect for all.

Geneva's enduring success is unequivocally a result of our relationships with world-renowned researchers, dedicated sponsors, and highly-skilled research and administrative professionals working toward a common vision of providing the highest quality healthcare to U.S. service members and veterans, their families, and the global community. We are grateful for the opportunity to build lasting partnerships with the ultimate aim of giving back to the most deserving.

M. Hansch

Michael W. Hansch | Chairman

Elise W. Huszar

Elise W. Huszar | President

MICHAEL W. HANSCH

Chairman

For over 40 years, Mr. Hansch has held progressive leadership positions in the banking industry. He retired in 2011 and continues to manage real estate investments. He has served as chairman and member of several Boards including Boys & Girls Club, Franciscan Foundation, Tacoma Community Foundation, Tacoma Rotary, Goodwill Industries, Point Defiance Zoo, Pierce County Development Corporation and Emergency Food Network.

ELISE W. HUSZAR, MBA

Secretary

Ms. Huszar has served as Geneva's President since 1998. Ms. Huszar has built considerable experience throughout her career in non-profit and research management in support of military medicine and public health. Ms. Huszar was instrumental in shaping Geneva's core values in the early years and continues to embody Geneva's entrepreneurial culture. Under her leadership, The Geneva Foundation continues to thrive and is positioned for lasting success in delivering its mission.

DAVID BLANFORD, CPA

Treasurer

Mr. Blanford has been in finance and accounting for over 20 years, having been employed as CFO and Board member for companies involved in pharmaceutical research, manufacturing and distribution, and healthcare linen. He is currently the CFO for Logan's Linens Holdings, LLC in Kentucky.

DAVID A. LITTLE, JD

Board Member

Mr. Little is a graduate of the University of Washington School of Law and spent his 20-year Army career as a Judge Advocate. His last military assignment was as General Counsel for Tripler Army Medical Center in Hawaii. He is currently the Senior Director of Gift Planning for the western region of The Nature Conservancy, working from Tacoma.

Board of Directors

SCOTT O'HALLORAN, JD

Board Member

Attorney O'Halloran is a Member with Williams Kastner & Gibbs PLLC, one of the largest full-service law firms in the Pacific Northwest. He specializes in Healthcare Litigation and is a member of the firm's Health Care Practice Group. Prior to entering private practice, Mr. O'Halloran served as a Captain in the US Army with the Judge Advocate General Corps.

LINDA NGUYEN

Board Member

Ms. Nguyen is the CEO for WorkForce Central and chief of staff to the Tacoma Pierce County Workforce Development Council. She has over 20 years of experience in workforce development and is actively engaged as a board member of the Tacoma-Pierce County Economic Development Board, Rally Point/6, Making a Difference for Community, and the U.S. Conference of Mayors Workforce Development Council.

CLIFF ROBERTSON, MD, MBA

Board Member

Dr. Cliff Robertson serves as COO of Franciscan Health System, a five hospital, 50-clinic integrated health system in Washington State. Dr. Robertson is responsible for daily operations and strategic direction at Franciscan Health System hospitals. Dr. Robertson completed his Residency and Internship in Family Practice at Madigan Army Medical Center.

FRANK SCOGGINS, MAJOR GENERAL, RET, USAF

Board Member

Major General Scoggins (retired) served as a fighter pilot in the United States Air Force for over 37 years before retiring in 2007. Currently, he is flying as a test pilot with Premier Space Systems and performing as an air show pilot for Classic Aircraft Aviation Museum in Oregon. He is married to Diane Cecchettini, President and CEO of Multicare Health Systems.

DAVID SHOULTZ, MBA, PHD

Board Member & Chair, Scientific Advisory Board

Dr. Shoultz is the Director of Grantee & Partner Engagement at the Bill & Melinda Gates Foundation. Prior to joining the foundation, David was a member of the senior management team for a number of clinical research organizations, including PPD, PRA International, and Biomedical Systems. David serves as the inaugural Chair of the Scientific Advisory Board for The Geneva Foundation.

PATRICK A. STEEL, COL, RET, USA

Board Member

Colonel Steel (retired) serves as the Volunteer Director of the Pierce County/ South Puget Sound Heroes to Hometowns (H2H) organization, a Department of Defense sponsored organization that provides support to veterans and their families. He retired from the US Army after serving for 28 years. He is also a co-Chair of the Multicare Regional Cancer Center Patient and Family Partnership Council.

JANE S. TAYLOR, BSN

Board Member & Founder

Ms. Taylor has a track record for successfully leading and growing for-profit and non-profit organizations. In 1988, Ms. Taylor founded two clinical research organizations – PC3Inc, an SMO supporting physicians conducting pharmaceutical research trials and Northwest Kinetics, an early-phase clinical research unit.

In 1993, Ms. Taylor founded The Geneva Foundation to support research and education within the military medical community. Geneva has since grown to support medical research worldwide. Ms. Taylor currently serves as Geneva's Chief Strategy Officer.

Geneva's Scientific Advisory Board (SAB) – part of our commitment to being a recognized leader in research and education in the U.S. military.

In 2011, the leadership and Board of Directors of The Geneva Foundation recognized that growth in the number and diversity of Geneva's research programs required the establishment of a new advisory board – a scientific advisory board –to provide expert-level review, deliberation, and guidance on topics requiring deep background and knowledge in relevant areas of research. Later that year, we began planning in earnest for the 2012 launch of Geneva's SAB. I was profoundly honored when the leadership of The Geneva Foundation approached me about serving as the inaugural Chair of the SAB.

In considering the responsibilities of the SAB, I felt very fortunate to already have such an exceptional leadership team and Board of Directors in place. This allows the SAB to focus on their unique contributions to Geneva's mission. The primary responsibility of the SAB is to provide scientific consultation, guidance, and direction to various teams that are involved in research programs supported by Geneva.

Our search for the right SAB members was guided by the mission of The Geneva Foundation and the role that we wanted the SAB to play in complementing its Board of Directors and leadership: we sought members who brought expertise in their respective fields but also a commitment to Geneva's mission and vision. Our SAB is now comprised of eight accomplished and dedicated individuals from across the nation with expertise in areas including nursing research, traumatic brain injury, PTSD, orthopedics, trauma and emergency medicine, infectious diseases, international health, and pharmaceutical product development.

The SAB meets in various locations around the country and often visits military medical research facilities to witness Geneva-supported research in action. In 2012, the SAB visited Madigan Army Medical Center in Washington State and Naval Medical Center San Diego in California. We came away from these visits deeply impressed by the quality, diversity, and innovative nature of the research being conducted at these sites and the dedication of the research teams - including the remarkable research professionals employed by The Geneva Foundation!

Geneva's SAB is a key component of our commitment to being a recognized leader in research and education in the US military. We have been successful in establishing a world-class SAB comprised of accomplished and dedicated experts with diverse backgrounds but with a unifying commitment to the mission and vision. We look forward to continuing to support the training and research programs of The Geneva Foundation in the years to come.

David Shoultz | SAB Chairman

Scientific Advisory Board

DAVID SHOULTZ, MBA, PHD, SAB CHAIRMAN

Director of Grantee & Partner Engagement; Bill & Melinda Gates Foundation;
Therapeutic Areas: *Global Health, Infectious Diseases*

"Geneva's SAB is a key component of our commitment to being the recognized leader in research and education in the U.S. military. We look forward to continuing to support the training and research programs at Geneva in the years to come."

ANNA C. ALT-WHITE PHD, RN

Director, Research & Academic Programs, Office of Nursing Services; Department of Veterans Affairs;
Therapeutic Areas: *Nursing Research*

"It is an honor to be a member of Geneva's SAB. The research Geneva supports will advance the science and health care for the men and women who serve or have served their country through their military commitment."

BRIGADIER GENERAL (RET.) GERALD DIETER GRIFFIN, MD, PHARMD

General Practitioner, Emergency Medicine; Pacific Grove, CA;
Therapeutic Areas: *Emergency Medicine, Military Research*

"Our Soldiers, Marines, Sailors, Airmen & women, Coasties and their families are everything! We dedicate ourselves to their success and have been given the privilege and freedom to care for their well-being via our science and research support."

MARLA SALMON, SCD, RN, FAAN

Professor, Psychosocial and Community Health Nursing and Global Health; Senior Visiting Fellow, Evans School of Public Affairs, University of Washington;
Therapeutic Areas: *Nursing Research, Global Health*

"The SAB ensures that Geneva's research is of the highest quality, and that military scientists receive the support they need to improve the health of our service personnel and their families. It is an honor and privilege to be a part of this work."

ELAINE PESKIND, MD

Co-Director, VA Northwest Network Mental Illness Research, Education & Clinical Center; VA Puget Sound Health Care System;
Therapeutic Areas: *Mental Health, mTBI*

KENT THOELKE

Executive Vice President, Scientific & Medical Affairs; PRA International;
Therapeutic Areas: *Oncology*

"The opportunity to be part of Geneva's SAB has been a tremendous honor and pleasure. The U.S. Military medical system is a critical player in the field of research and plays a vital role in bringing life-changing and lifesaving medical advances to active duty and retired military personnel, as well as the general patient population. I am extremely proud to be a part of this process."

NEIL VINING, MD

Orthopaedic Surgeon, Pediatric; Raleigh Orthopaedic Clinic;
Therapeutic Areas: *Orthopaedics, Combat Casualty Care*

"Having served as an enlisted soldier and later as an Army physician, I feel a bond to those who provide medical care in the Armed Forces and to those who find themselves in need. I have seen advances in military medicine put into action on the front lines and know first-hand the benefits of ongoing research. I am excited to continue to play a role in these advances through the work of the SAB."

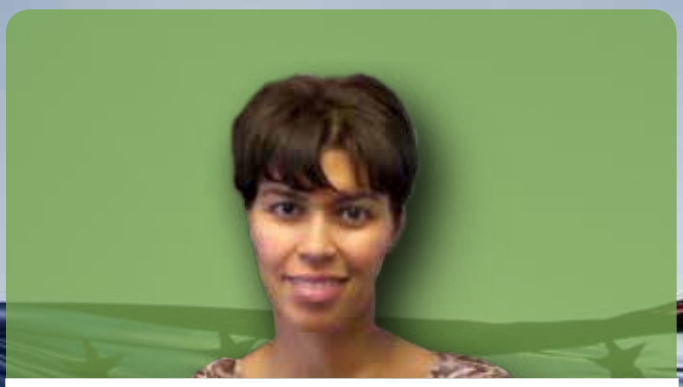
JUDD WALSON, MD, MPH

Departments of Global Health, Medicine (Infectious Disease), Pediatrics and Epidemiology; University of Washington;
Therapeutic Areas: *Infectious Diseases*

"Working with the SAB at Geneva has been a tremendous experience. It has been inspirational to see the wonderfully innovative research being done to further our understanding of the health challenges facing our service members and develop solutions to improve their lives and livelihoods."

Wave The Flag

The Geneva Foundation recognizes excellence in employees who go above and beyond the normal scope of their work, demonstrate Geneva's core values, and strengthen our mission of promoting and supporting the advancement of military medicine.



Q1 DR. CRYSTAL HILL-PRYOR

ROLE Assistant Portfolio Coordinator for Combat Casualty Care Research Program

SITE Telemedicine and Advanced Technology Research Center (TATRC), Fort Detrick, MD

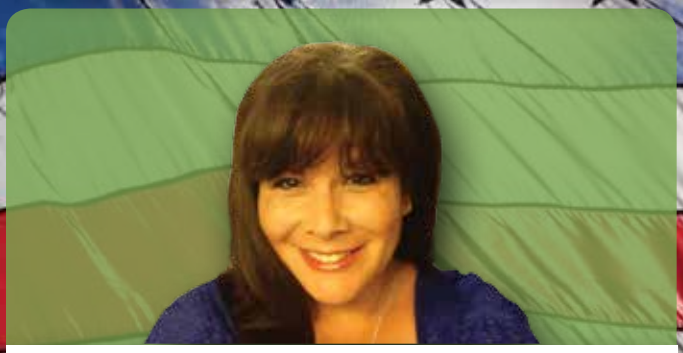
"Dr. Hill-Pryor is one of the hardest working professionals I have ever met. She inspires me to do a good job and work harder to keep up with her enthusiastic spirit… She maintains a positive and professional attitude throughout all the challenges sent her way and takes on additional workloads without one single complaint."

Q2 MS. KATHY CAREY

ROLE Project Director

SITE Wilford Hall Ambulatory Surgical Center, San Antonio, TX

"Ms. Carey is highly motivated, persistent and thorough; she always completes tasks ahead of time. I have complete trust that she will get the job done. She cares about the project and her contribution to it. Ms. Carey possesses the highest level of integrity; she is a role model to others."

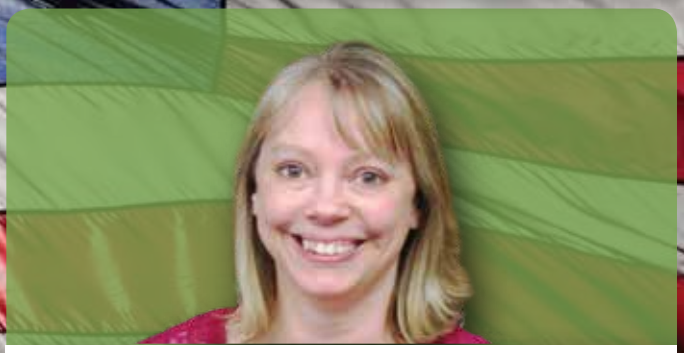


Q3 MS. CATHY BYRNE

ROLE Nursing Research Assistant

SITE Tripler Army Medical Center, Honolulu, HI

"Ms. Byrne has consistently demonstrated each of Geneva's core values. She rapidly learned the military healthcare system enabling her to fit seamlessly into the military culture of care. Recognizing patient care takes priority, she remained flexible in timing all phases of survey research resulting in over 48% patient and 98% staff return rate across three time periods."



Q4 MS. JENNIFER CLANIN

ROLE Payroll Accountant

SITE The Geneva Foundation Corporate Office, Tacoma, WA

"Jennifer consistently goes above and beyond what I would expect by being very proactive. Very little gets by her. She has an amazing grasp on how each employee timesheet should look based on schedules and assignments over multiple projects. She conveys a delightful, positive attitude and I think of her as a trusted partner on my team."

Our Focus

Geneva collaborates with experienced and novice researchers in military and academic settings within a variety of therapeutic areas. Our research priorities are diverse and are targeted to address the military's and the world's greatest health-related concerns.

CENTRAL NERVOUS SYSTEM
TBI/mTBI, PTSD, Pain Management, Neuropathy, Suicide Prevention, Auditory, Vestibular, and Vision Trauma, Neurosensory Trauma, Panuveitis

CARDIOVASCULAR SYSTEM
Congestive Heart Failure, Coronary Artery Disease, Critical Leg Ischemia, Hypertension, Atrial Fibrillation, Cardiac Imaging, Aortic Stenosis, Myocardial Infarction

RESPIRATORY SYSTEM
Lung Cancer, Chronic Obstructive Pulmonary Disease, Pneumonia, Asthma, Bronchitis, Acute Lung Injury

ENDOCRINE SYSTEM
Pre, Type 1 & Type 2 Diabetes, Toxicology, Metabolic Disorders

GASTROINTESTINAL SYSTEM
IBS, Gastroesophageal Reflux Disease, Ulcerative Colitis, Chron's Disease, Colorectal Cancer, Hepatitis C, NASH, Pancreatic Cancer, Liver Cancer

REPRODUCTIVE SYSTEM
Breast Cancer, Preterm Birth, Maternal Fetal Medicine, Obstetrics, Women's Health

URINARY SYSTEM
Prostate Cancer, Interstital Cystitis, Kidney Stones, Renal Cell Carcinoma

IMMUNE SYSTEM
Hemorragic Fever, Vaccines, Malaria, Infectious Diseases

INTEGUMENTARY SYSTEM
Burn Injury, Psoriasis, Regenerative Medicine, Wound Healing

SKELETAL SYSTEM
Bone Health, Osteoarthritis, Prosthetics, Orthopedic Surgery, Dental Bone Growth

2012 Major Accomplishments

FEBRUARY | Geneva submits 6 proposals to TATRC's Forward Surgical, Enroute Care, Shock, and Tissue Stabilization (FSECSTS) Research Program

JULY | Geneva is awarded its first NIH Contract by the National Institute of Allergy and Infectious Diseases to further develop a DNA-based vaccine delivery platform

JANUARY
Geneva initiates its 600th Clinical Trial

DECEMBER | Geneva submits 82nd electronic federally-funded proposal of 2012

SEPTEMBER
Geneva hosts the 7th annual National Liver Conference in San Antonio, TX

JANUARY

- Geneva initiates its 600th Clinical Trial

FEBRUARY

- Geneva submits 15 proposals to DOD Psychological Health and Traumatic Brain Injury Research Program
- Geneva submits 6 proposals to TATRC's Forward Surgical, Enroute Care, Shock, and Tissue Stabilization (FSECSTS) Research Program

MARCH

- Geneva receives 5 TriService Nursing Research Program awards to be conducted at San Antonio Military Medical Center, Madigan Army Medical Center, Walter Reed National Military Medical Center, United States Army Institute of Surgical Research
- Geneva hosts the Pacific Institute of Nursing Conference in Honolulu, HI

APRIL

- The inaugural meeting of Geneva's Scientific Advisory Board occurs in Tacoma, WA

JULY

- Geneva is awarded its first NIH Contract by the National Institute of Allergy and Infectious Diseases to further develop a DNA-based vaccine delivery platform
- Geneva receives 4 TriService Nursing Research Program Awards at Madigan Army Medical Center, Womack Army Medical Center, Walter Reed National Military Medical Center

SEPTEMBER

- Geneva hosts the 7th annual National Liver Conference in San Antonio, TX
- Geneva presents its first community event, *Join the Conversation*, featuring Chief of Center for Nursing Science and Clinical Inquiry at Madigan Army Medical Center and long-time Geneva researcher, Dr. Lori Loan

OCTOBER

- Geneva hires Business Development Manager dedicated to growing industry-sponsored research

DECEMBER

- Geneva submits 82nd electronic federally-funded proposal of 2012

Clinical Trials

Clinical trials play an important role in the development of products to treat chronic and degenerative diseases and improve the health of people around the world.

The Geneva Foundation's Clinical Trials Department focuses on FDA-regulated Clinical Trials that are funded by pharmaceutical or device companies. Geneva facilitates collaboration between industry sponsors and military investigators in Military Treatment Facilities across the United States. Geneva has conducted research in more than 20 therapeutic areas and over 120 indications across these locations.


NAVAL MEDICAL CENTER PORTSMOUTH, VA
• OBGYN
• Pediatrics
• Pulmonary
• Urology
KELLER ARMY COMMUNITY HOSPITAL, NY
• Orthopaedics
WALTER REED NATIONAL MILITARY MEDICAL CENTER, MD
• Endocrinology
• Hepatology
• OBGYN
• Oncology
• Pediatrics
• Pulmonary
• Rheumatology
WOMACK ARMY MEDICAL CENTER, NC
• Gastroenterology
• Pulmonary
• Surgery
• Urology
SAN ANTONIO MILITARY MEDICAL CENTER, TX
• Cardiology
• Gastroenterology
• Hepatology
• Internal Medicine
• Nursing Research
• OBGYN
• Oncology
• Ophthalmology
• Orthopaedics
• Pediatrics
• Urology
• Women's Health
DWIGHT D. EISENHOWER ARMY MEDICAL CENTER, GA
• Cardiology
• Dental Medicine
• Hepatology
• Oncology
• Pulmonary

Targeted Radiation Therapy for Cancer

Prostate cancer is one of the most diagnosed cancers in men and is the second leading cause of cancer death. In 2012, approximately 241,740 men in the United States were diagnosed with prostate cancer with an estimated 28,170 deaths from the disease.*

Men with prostate cancer often undergo radiation therapy in the hopes of curing the cancer. Radiation therapy can be as effective as surgery in treating men with early stage prostate cancer, and can often eradicate more aggressive tumors in the later stages.

Although radiation therapy can eliminate tumors in the prostate, it can also have serious side effects. During the course of typical radiation treatment, the prostate shifts naturally in response to the patient's internal organ movements. In order to ensure the entire prostate is treated, radiation oncologists compensate for this movement by expanding the targeted area to include some normal tissue around the prostate. The damage of surrounding healthy tissue by radiation therapy can result in potential health consequences for the patient, including bladder problems, fecal incontinence, and sexual dysfunction.

Beginning in 2011, Drs. Dusten Macdonald and Brent Tinnel, Radiation Oncologists at Madigan Army Medical Center, assumed a research study that delivers radiation therapy with real-time target tracking to U.S. service members and retirees with prostate cancer. Through collaboration with a device company, Drs. Macdonald and Tinnel use electromagnetic beacon transponders to track the motion of the prostate during the delivery of radiation therapy. This enables them to stop treatment when the prostate is out of its initial position, reducing the amount of surrounding healthy tissue that must be included in the treatment target. Drs. Macdonald and Tinnel are working to quantify patient quality of life benefits from the use of targeted radiation therapy and are exploring the optimal use of this technology in a variety of clinical settings.

To date, the identified positive effects of targeted radiation therapy include enhanced treatment, potential reduction in the number of daily radiation treatments required, and better overall health outcomes for the patient with reduced negative side effects. The Geneva Foundation is proud to collaborate with Drs. Macdonald and Tinnel in this significant research endeavor, and looks forward to expansions of this innovative program into other disease sites, such as breast cancer, and palliative treatment of metastatic disease.

Radiation therapy can be as effective as surgery in treating men with early stage prostate cancer.

* *http://cdmrp.army.mil/pcrp/default.shtml*

Our Commitment to Nursing Research

Military nurses bring expertise and dedication to the duty of caring for America's service members, their families, and our veterans. Throughout history, military nurses have earned numerous medals for bravery, been captured as POWs, and have given their lives in the line of duty.

In 1957, the first military nursing studies were initiated at Walter Reed Army Institute of Research (WRAIR). Early clinical studies included topics such as skin care, oral hygiene, mechanics of vomiting, and body temperature measurements. Since then, military nursing research has focused on health maintenance of military personnel and their beneficiaries, advancing the practice of military nursing in support of mission readiness and deployment, and enhancing delivery systems to improve clinical outcomes. Military nursing research has the capacity to prevent health problems, improve patient care, and contribute to desirable health outcomes that are cost-effective in many situations.

In 1996, The Geneva Foundation received its first nursing research grants from the TriService Nursing Research Program. These grants were Geneva's first federally-funded research programs and launched a rewarding collaboration with the nursing researchers at Madigan Army Medical Center that continues to this day. Since that time, Geneva has remained committed to military nursing research in a broad spectrum of Military Treatment Facilities across the nation. Geneva's nursing research portfolio encompasses a vast array of research topics, to include: PTSD, extremity trauma, pain management, women's health, burn treatments, wound care, and nutrition. Geneva's commitment to nursing research has led to fundamental advancements in nursing and has improved the care of America's service members, veterans, and their families. Geneva is proud to partner with military nurse researchers, who continue to bring comfort to the wounded, pride to their country, and honor to the uniform.

Our commitment to nursing research has led to advancements in nursing and in the care of US service members, veterans, and their families.

NURSING RESEARCH SUBJECT AREAS

- Alternative Medicine / Therapies
- Bone Health
- Cardiac Arrest
- Cardiovascular Risks Among Military Members
- Effective Resuscitation
- Herbal Supplement Treatments
- Infant / Pediatric Care
- Iron Deficiency / Iron Deficiency Anemia
- Maternal Support
- Oral Care
- Pain Management
- PTSD
- Soldier Readiness
- Therapies For Insomnia / Sleep Management
- Traumatic Brain Injury
- Treatment of Burn Injuries
- Treatment of Hemorrhage / Testing of Hemostatic Agents
- Treatment of Shock / Blood Loss
- Viruses & Vaccinations
- Weight Management / Nutrition
- Women's Health Care / Hygiene In Forward-Deployed Operations
- Wound Care Management

The Geneva Foundation is a non-profit 501(c)3 organization with the sole mission to promote the advancement of military medicine through research and education.

GRANTS, CONTRACTS & AWARDS

Revenue	$36,449,784
Research & Education Expenses	$25,626,748
Payments to Subcontractors	$4,719,559
Total Program Expenses	$30,346,307
Net Income from Grants, Contracts and Awards	**$6,103,477**

SUPPORT SERVICES

General & Administrative	$5,308,326
Fund Development	$126,262
Total Support Services	$5,434,588
Operating Income	**$668,889**

OTHER INCOME (EXPENSE)

Unrealized Gain on Investments	$46,833
Interest & Dividend Income	$18,242
Total Other Income	**$65,075**

Increase in Net Assets	**$733,964**

UNRESTRICTED NET ASSETS

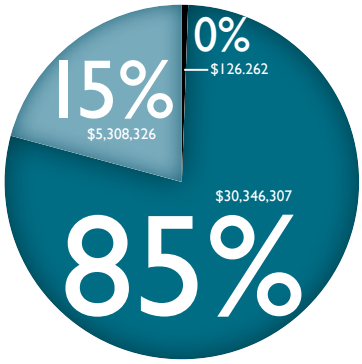
Beginning of 2012	$3,479,964
End of 2012	$4,213,928

2012 Revenue & Expenditures

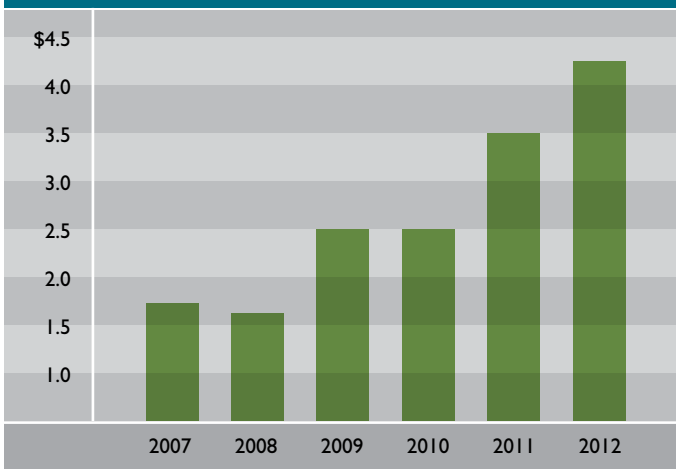
In 2012, Geneva's revenue grew by 23% with over 265 employees supporting military medical research programs around the world.

EXPENSES (%)

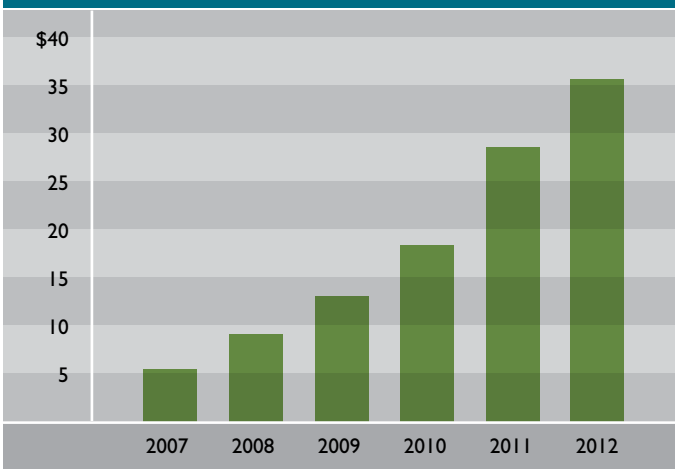
- Research & Education
- General & Administrative
- Fund Development



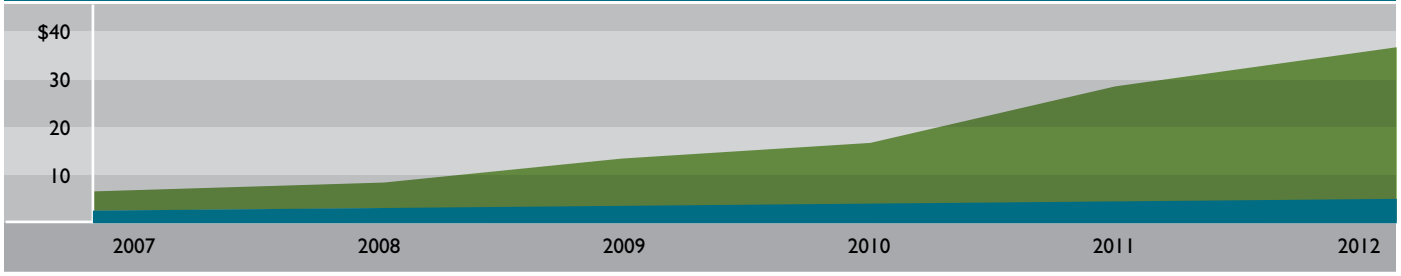
NET ASSETS (000,000)



REVENUE (000,000)



COSTS VS. REVENUE (000,000)



Total Support Services

Total Grant, Contract, Award Revenue

Hearing Center of Excellence

The Hearing Center of Excellence (HCE) was created in 2009 under a directive by the Department of Defense (DoD) to optimize the prevention, diagnosis, treatment, mitigation and rehabilitation of hearing loss and auditory injury in U.S. service members and veterans.

As of 2012, there are nearly two million veterans whose tinnitus and hearing loss, the two most prevalent auditory system disabilities, are directly connected to their military service. Combat-related auditory injuries from the current conflicts alone total nearly 400,000.

A warrior's ability to hear and communicate is essential. The capacity to discriminate critical signals enhances personal and unit safety, and is crucial to successful military operations and communications. Although the DoD has prioritized hearing conservation, hearing loss and auditory injuries are still on the rise.

To enhance readiness and overcome these health threats, the HCE has developed comprehensive Hearing Health Programs to augment hearing conservation programs focusing on prevention (Readiness), and Care (Population Health) as primary measures of effectiveness. In addition, the HCE has developed a Collaborative Research Network, bringing together technical experts in acoustic laboratories, medical treatment facilities, and operational communities to analyze operational needs and improve primary outcomes.

The HCE approached Geneva in 2010 to serve as a research facilitator in this Collaborative Research Network. Geneva provides research support to the HCE's Research Network locations by hiring highly trained research personnel, and allowing them access to Geneva's proven systems developed specifically for conducting research in the military environment. Geneva also connects the HCE to our existing strategic partnerships within the military and other research collaborators. This synergistic partnership has provided an opportunity for both the HCE and Geneva to work together towards fulfillment of parallel missions.

Current trends suggest that the incidence of tinnitus and hearing loss among U.S. service members is increasing.

At Geneva, we recognize that collaboration with entities such as the HCE is necessary to support innovation in military medical research. Geneva is honored to partner with the HCE and its research endeavors and looks forward to continuing this mutually beneficial collaboration in the future.

** Military Health System, Department of Defense Hearing Center of Excellence, http://www. http://hearing.health.mil/*

Developing Treatments for Blast-Related Vision Loss

"I can tell you, from my perspective, the signature weapon of this conflict is blast, and blast is a potentially devastating weapon which can burn, can result in amputation of limbs, that can result in loss of eyesight and hearing, that can damage brains and obviously, as we're all concerned, can lead, because of the context of the conflict for the combatant, to many post-traumatic stress results."

– LTG Eric Schoomaker, Commander, USAMEDCOM, April 17, 2008[1]

Blast injury from detonation of improvised explosive devices (IEDs) has emerged as the most frequent battlefield injury and greatest threat to warfighters in the current operations of Iraq and Afghanistan. Standard penetrating and blunt trauma to the body is the most common injury among survivors, and up to 10% of those afflicted have significant eye injuries[2]. Blast-related eye injuries often occur without any obvious outward signs of trauma, making them difficult to recognize, diagnose, and treat.

A leading cause of vision loss in the warfighter is the result of exposure to blast shock waves and the subsequent non-penetrating traumatic injuries to the eyes and brain visual processing centers[3]. A substantial portion of blast-related closed-eye injuries, up to 26%, involve tears, detachments, and hemorrhaging of the retinas.[4] Based on human clinical studies and recent animal studies, it is of high probability that exposure to even moderate blast waves can lead to neuronal cell death in the retina and brain visual processing centers that is severe enough to cause partial or full blindness.

Permanent loss of vision is a lifelong disability that has a profound impact on the warfighter's quality of life. In 2012, Dr. James DeMar, a Geneva researcher at the Walter Reed Army Institute of Research (WRAIR), began a research study to address the urgent need for new drug therapies to stop the progression of cell death in the retina and brain as a result of exposure to blast waves. This scenario is especially of concern when eye and brain blast injuries suffered by military personnel are not immediately attended to in the field, continuing the inflammation process and damage to the eye for an extended period of time. Dr. DeMar is specifically interested in studying novel drugs derived from omega-3 polyunsaturated fatty acids, which are known to be potent anti-inflammatory agents.[5]

The frequency of blast exposure and the resulting blast injuries from recent combat operations have allowed Geneva researchers to draw a more accurate clinical picture of the impact of blasts. The results of blast injury research have and will continue to be instrumental in improving the safety of our warfighters during combat, the quality of life for veterans, and even the well-being of civilians at job sites. This important research conducted by Geneva teams will continue to add to the growing base of knowledge in the treatment and prevention of injuries related to blast exposure.

1. *US Department of Defense, Blast Injury Research Program, https://blastinjuryresearch.amedd.army.mil/index.cfm?f =application.introduction (Apr. 29, 2011).*
2. *Centers for Disease Control and Prevention*
3. *Capó-Aponte JE, Urosevich TG, Temme LA, Tarbett AK, Navjit K, and Sanghera OD (2012). Visual dysfunctions and symptoms during the subacute stage of blast-Induced mild traumatic brain injury. Military Medicine, 177, 7:804.*
4. *Cockerham GC, Rice TA, Hewes EH, Cockerham KP, Lemke S, Wang G, Lin RC, Glynn-Milley C, and Zumhagen L. (2011). Closed-eye ocular injuries in the Iraq and Afghanistan wars. N Engl J Med. 364(22): 2172-2173.*
5. *Serhan CN. (2010). Novel lipid mediators and resolution mechanisms in acute inflammation: to resolve or not? Am. J. Pathol. 177(4): 1576-1591.*

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