

2018 ANNUAL REPORT



Physicians
Committee
for Responsible Medicine

CHANGING MEDICINE. SAVING LIVES. ADVANCING HUMAN HEALTH AND ETHICAL RESEARCH.

Mission

The Physicians Committee is dedicated to saving and improving human and animal lives through plant-based diets and ethical and effective scientific research.

Vision

Creating a healthier world through a new emphasis on plant-based nutrition and scientific research conducted ethically, without using animals.

Table of Contents

5	Eliminating Animal Use in Pediatrics Training
7	Publishing Groundbreaking Plant-Based Research
9	Banning Cosmetics Tested on Animals
11	Making Plant-Based Meals the Law in Hospitals
12	Stopping Hospitals from Serving Fast Food
13	Ending Animal Use in Advanced Medical Training
15	Breaking Up with Bacon
16	Dropping Hot Dogs from Children's Menus
17	Partnering with U.S. Mayors to 'Beet' Heart Disease
18	Kickstarting Health with a Vegan Diet
19	Pushing the Government to End Animal Testing
21	Bringing Plant-Based Nutrition to the World
23	Addressing Racial Disparities in U.S. Food Policy
24	Combatting Animal Use in Military Medical Training
25	Conquering Alzheimer's Disease with Human-Based Research
26	Reversing Diabetes with Dr. Barnard
27	Supporting Native American Communities Fighting Diabetes
28	Treating More than 4,000 Patients at the Barnard Medical Center
29	Teaching Physicians Good Nutrition
31	Fighting the Meat Industry's Influence
32	Reaching Millions in the Exam Room
33	Leadership
34	Financials

In 2018, we
worked together
to make the world
a healthier, more
compassionate
place...



Eliminating Animal Use in Pediatrics Training

The days of using cats, ferrets, piglets, and other animals to teach future pediatricians are over in the United States and Canada, thanks to the perseverance of the Physicians Committee and its members.

It took billboards, more than 100,000 petitions, demonstrations, an appeal to the government of Québec City, Canada, and providing the latest evidence on human-relevant methods to the university. But the last holdout—Laval University in Québec City, Canada—confirmed in June 2018 that it will no longer use animals.

Now, all 228 surveyed pediatrics residency programs in the United States and Canada use only medical simulators and other human-relevant methods.



Human medical training model

When the Physicians Committee launched its pediatrics campaign in 2010, animal use was status quo in many institutions. Residents practiced a variety of invasive procedures, most commonly endotracheal intubation, on animals, which often led to tracheal bruising, bleeding, scarring, severe pain, and even death. By the end of 2011, a dozen programs had ended animal use.

The last program using live animals in the United States, Washington University in St. Louis, Mo., switched to simulation in October 2016, following a Physicians Committee demonstration and ads in the student newspaper featuring Kristin Bauer van Straten, star of *True Blood* and a Washington University alumna.

“Yes, we ended this and are looking for adoptive ‘parents’ for the cats,” the university wrote to the Physicians Committee.

**WASHINGTON UNIVERSITY:
DON'T DISAPPOINT
A PROUD ALUMNA.
STOP USING CATS!**



Why is Wash. U. the last program to use animals?

When 99% of U.S. civilian pediatrics residency programs use only nonanimal training methods like human-based simulators.

Help Kristin Bauer advance medical training at Wash. U.:
www.StLouisDeservesBetter.org

Physicians Committee
Paid for by Physicians Committee for Responsible Medicine



Publishing Groundbreaking Plant-Based Research

A plant-based diet is the best prescription for heart health, diabetes prevention and reversal, and weight loss, as demonstrated by the Physicians Committee's clinical research department, led by Hana Kahleova, M.D., Ph.D., in several groundbreaking nutrition studies and reviews published in 2018.

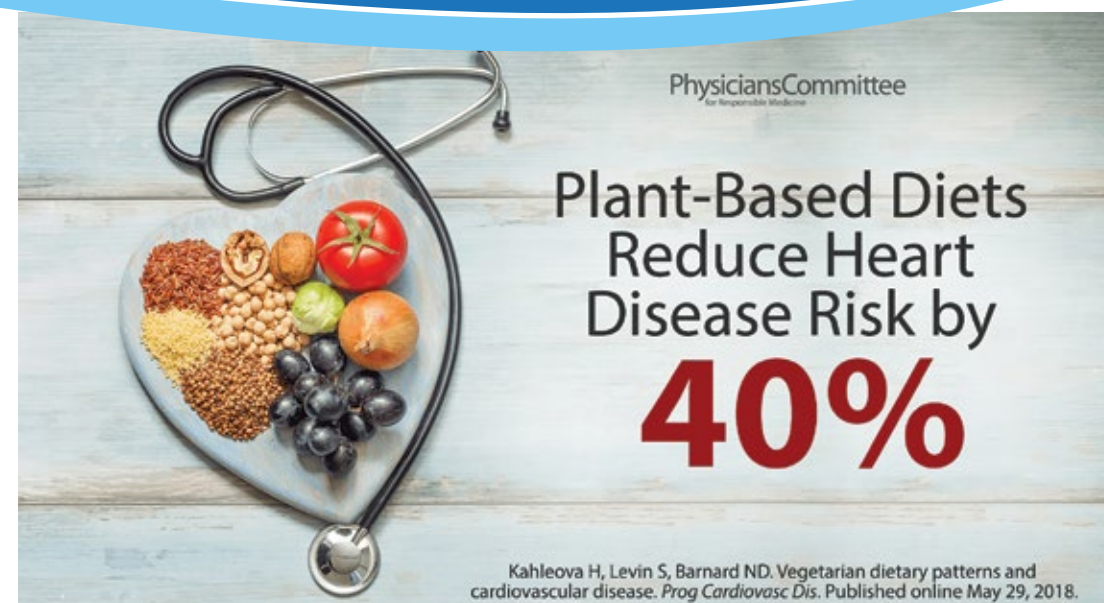
Studies in *Nutrients* and *Nutrition and Diabetes* looked at the Physicians Committee's clinical trial that asked overweight participants to begin a plant-based diet or to maintain their current diets. The study found that a plant-based diet prevents and reverses diabetes and promotes weight loss. A scientific review published in *Clinical Nutrition* came to the same conclusions.

A Physicians Committee study published in the *Journal of the Academy of Nutrition and Dietetics* found that patients with diabetes, who are under reasonably good control with medications, significantly improve their blood sugar control and lose weight effectively when they begin a plant-based diet.

[PCRM.org/ClinicalResearch](https://www.pcrm.org/ClinicalResearch)



Hana Kahleova, M.D., Ph.D.



A Physicians Committee review in *Progress in Cardiovascular Diseases* found that a plant-based diet reduces the risk of death from cardiovascular disease by 40 percent and opens blocked arteries in up to 91 percent of patients, among other heart health benefits. A meta-analysis co-authored by Dr. Kahleova and published in the same journal found that plant protein, fiber, nuts, and plant sterols lower cholesterol and improve blood pressure.

Physicians Committee president Neal Barnard, M.D., also co-authored two articles in the *Journal of the American College of Cardiology*, one on the benefits of a plant-based diet for heart failure and one looking at controversial diets that do not promote heart health.



From left: Rosendo Flores, Hana Kahleova, M.D., Ph.D., Susan Levin, M.S., R.D.

Banning Cosmetics Tested on Animals

No animal should be harmed for the next shampoo scent or eyeshadow color. That's why the Physicians Committee and its members fought strong opposition from the cosmetics industry to pass the California Cruelty-Free Cosmetics Act, which outlaws the sale of cosmetics in California that have been tested on animals or contain ingredients that have been tested on animals. The Physicians Committee's bill, which was introduced by Sen. Cathleen Galgiani, is the first law of its kind in the United States.

"I'm proud of California lawmakers for moving science, industry, and ethics forward today," said Sen. Galgiani. "Cruelty-free cosmetics are good for business, safe for humans, and don't harm animals."



From left: Elizabeth Baker, Esq., Physicians Committee, actor Kristin Bauer van Straten, Betsy Wason, Physicians Committee

The bill's success came thanks to the support of thousands of Physicians Committee member e-mails to California legislators; dozens of visits to the California State Capitol from Physicians Committee scientists, celebrity supporters, and other experts; the support of cruelty-free cosmetics companies including Lush and John Paul Mitchell Systems; and an ad blitz on social media, radio, and newspapers.

Because the new law includes exemptions for some required testing, the Physicians Committee continues to work on eliminating animal testing for all products and chemicals. Compared with animal tests, human-relevant methods are not only a more compassionate choice, but they also provide more reliable information on how humans will react to cosmetics' ingredients.

[PCRM.org/Cosmetics](https://www.pcrm.org/cosmetics)



From left: Kristie Sullivan, M.P.H., Physicians Committee, retired NBA star John Salley, Elizabeth Baker, Esq.

Making Plant-Based Meals the Law in Hospitals



2018 saw a major step forward for the healthfulness of hospital food. Patients in California hospitals will now be able to choose a healthful plant-based option at every meal thanks to a bill sponsored by the Physicians Committee that passed in the California State Legislature in August. Senate Bill 1138 requires licensed California health care facilities to make vegan meals available to all patients. The bill has similar provisions for prisons.

MakeHospitalsHealthy.org

BECKER'S HOSPITAL REVIEW



"Whether to protect animals, our climate, or our health, those of us who choose to eat a vegan diet can celebrate today with Gov. Brown's signing of SB 1138."

— Sen. Nancy Skinner, author of SB 1138, in Becker's Hospital Review



Clogged Arteries?

Your Heart's Not Lovin' the Burgers and Shakes.

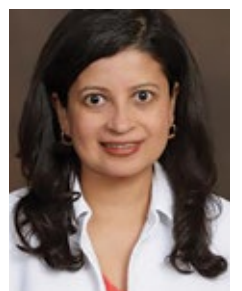
Ask your local hospital to go #FastFoodFree!

www.MakeHospitalsHealthy.org

Paid for by Physicians Committee for Responsible Medicine

Stopping Hospitals from Serving Fast Food

Research shows that people who eat cheeseburgers, milkshakes, and other meaty, cheesy fast food just once a week increase their risk of dying from heart disease by 20 percent. That's why the Physicians Committee is working to get unhealthy fast food out of hospitals, including Ben Taub Hospital in Houston, which confirmed in 2018 that its McDonald's is closed. The announcement followed billboards and testimony by Physicians Committee member Bandana Chawla, M.D., before the hospital's board of trustees.



Bandana Chawla, M.D.

MakeHospitalsHealthy.org

HOUSTON CHRONICLE



"Your cardiologist says you need to lower your fat intake, your sodium, your cholesterol. And then on the way out the hospital door you can grab a Big Mac. Burger joints do not belong in hospitals."

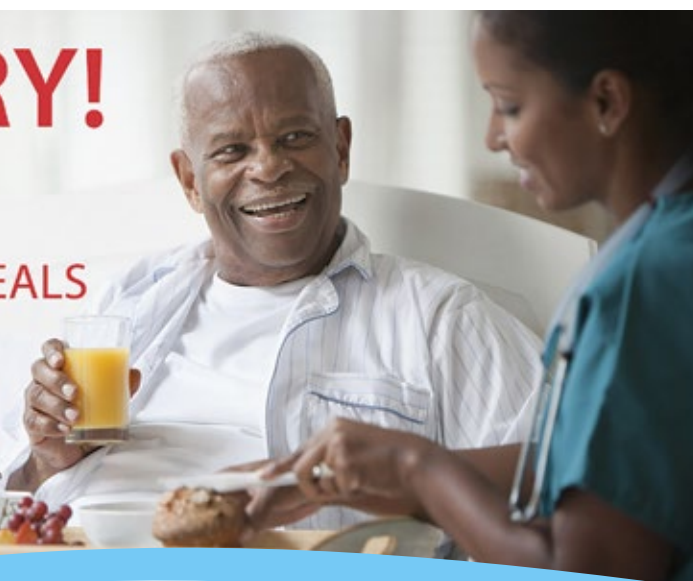
— Leslie Rudloff, Esq., Physicians Committee director of legal affairs, in The Houston Chronicle



VICTORY!

California Passes Bill Requiring PLANT-BASED MEALS IN HOSPITALS

Physicians Committee for Responsible Medicine





Ending Animal Use in Advanced Medical Training



Seven emergency medicine residency programs ended animal use in 2018 thanks to the Physicians Committee and its members urging the programs to switch to simulation.

The programs include Beth Israel Deaconess Medical Center, Doctors Health/Ohio Health, Einstein Healthcare Network, Michigan State University College of Human Medicine, Naval Medical Center in San Diego, the University of Tennessee College of Medicine Chattanooga, and Western Michigan University Homer Stryker M.D. School of Medicine.

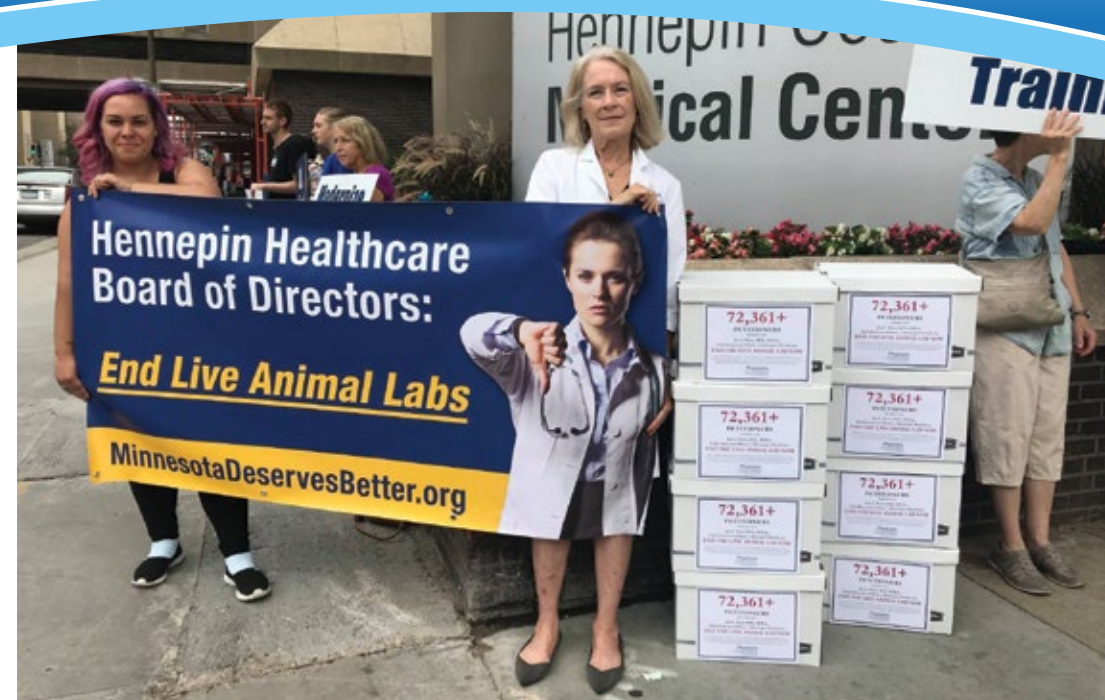
Now, 95 percent of surveyed emergency medicine programs across the United States and Canada train residents without using animals.



Chattanooga Times Free Press

"A nonprofit physicians group that advocates for alternatives to animal research is touting a victory in its efforts to modernize graduate medical education at the University of Tennessee College of Medicine Chattanooga."

– "Group Celebrates End to Animal Use in Chattanooga Emergency Medical Training," in the Chattanooga Times Free Press



Center: Kerry Foley, M.D.

The Physicians Committee continues to work to end animal use in all emergency medicine programs and other areas of advanced medical training. A survey conducted by the Physicians Committee's John Pippin, M.D., F.A.C.C., and Ryan Merkley published in *Alternatives to Laboratory Animals*, found that 84 percent of respondents want their doctor to be trained on simulators instead of live animals.

Kerry Foley, M.D., a Physicians Committee member and emergency medicine physician, led a demonstration in July that urged Hennepin Healthcare in Minneapolis to use modern methods in its emergency medicine residency training. The medical center later decided to end all animal use. She also delivered a petition with 72,000 signatures. In September, she led a demonstration at Vanderbilt University Medical Center in Nashville, where she delivered a petition with 53,453 signatures.

Billboards and bus bench ads also called on the University of Missouri School of Medicine in Columbia, Mo., and University of Toledo Medical Center in Ohio to end the use of live animals for emergency medicine training.

[PCRM.org/Action](https://www.pcrm.org/action)



Breaking Up with Bacon

TV, radio, newspaper, and bus shelter ads in Washington, D.C., in September warned that “Bacon Can Bite You Back!” and urged residents in areas with high rates of colorectal cancer to #BreakUpWithBacon to prevent colon cancer. The World Health Organization has classified bacon and other processed meat as “carcinogenic to humans.” The colorectal cancer rate for African-Americans in Washington is nearly triple that for whites.

BreakUpWithBacon.org



The Washington Post



“The message is, ‘Bacon is the new tobacco.’”

—Physicians Committee president Neal Barnard, M.D., F.A.C.C.,
in *The Washington Post*



Dropping Hot Dogs from Children’s Menus

Bacon, sausage, hot dogs, and other processed meats are one of the reasons colorectal cancer rates are on the rise in young people. Physicians Committee members are working to change that. Riley Hospital for Children in Indianapolis and Kentucky Children’s Hospital in Lexington removed hot dogs from patient menus in 2018 after the Physicians Committee put up billboards and wrote to the hospitals’ CEOs, notifying them of the American Medical Association’s resolution that calls on hospitals to eliminate processed meat. In November, billboards also called on Boston Children’s Hospital to remove hot dogs.

Santa Barbara Unified School District in California became the first school district in the United States to remove processed meat from menus. The Physicians Committee worked with the school district on the policy, which launched in September.

MakeHospitalsHealthy.org



Ask your local hospital to protect patients from #Hazardous HotDogs!
Paid for by Physicians Committee for Responsible Medicine

The Boston Globe



“Hospitals are here to treat people and cure them from illness. It makes no sense for them to be promoting unhealthy lifestyles.”

— Physicians Committee member Margaret Peppercorn, M.D.,
in *The Boston Globe*



Partnering with U.S. Mayors to 'Beet' Heart Disease

The Physicians Committee brought vegan diets to St. Louis, Mo., in April and Raleigh-Durham, N.C., in October. The multiday community programs featured lectures, fitness classes, cooking demonstrations, and screenings of the documentary *Forks Over Knives*. Physicians Committee president Neal Barnard, M.D., also gave lectures at local hospitals. In North Carolina, the mayors of Cary, Durham, and Raleigh proclaimed Oct. 27 Kickstart Your Health Day.

KickstartYourHealth.org



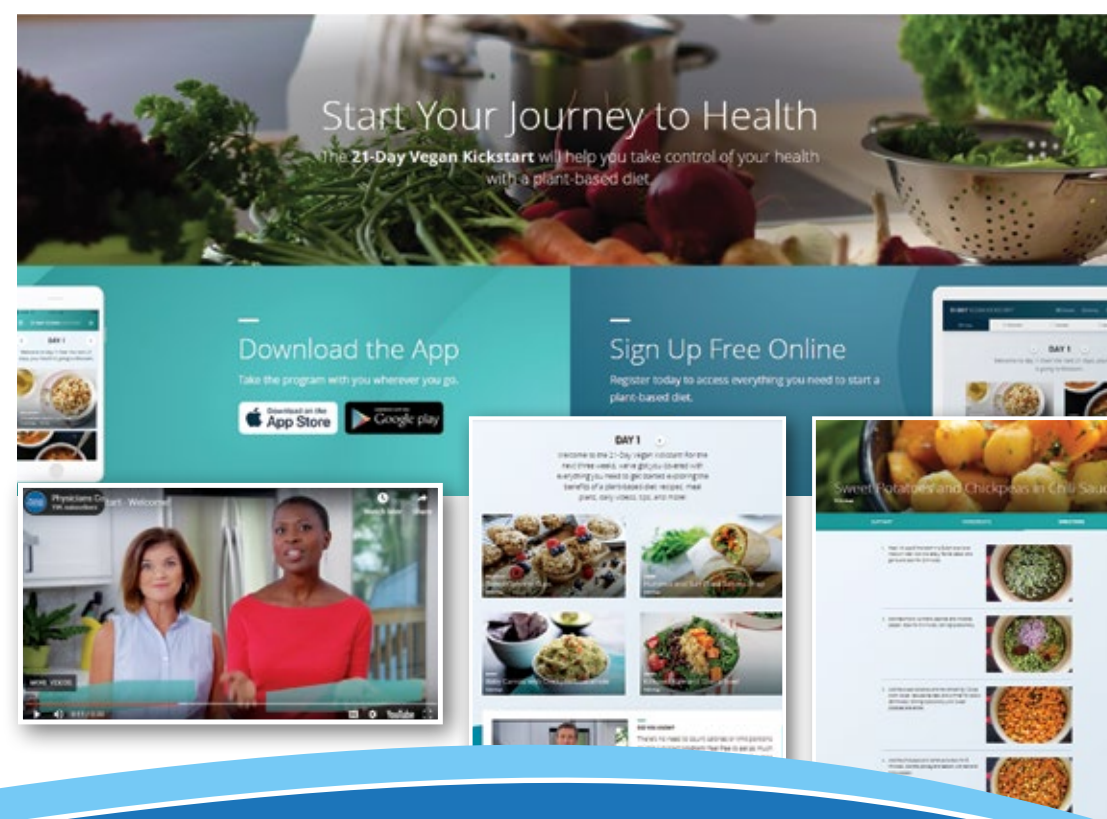
Members of the Kickstart Your Health Triangle team included Parul Kharod, M.S., R.D., L.D.N., and Jonathan Sheline, M.D., M.S.

Kickstarting Health with a Vegan Diet

More than 600,000 people have already participated in the Physicians Committee's 21-Day Vegan Kickstart Program in English, Spanish, Mandarin, and a special English-language program featuring Indian recipes and ingredients. In October 2018, the Physicians Committee launched its new-and-improved 21-Day Vegan Kickstart website and mobile app for iPhone and Android in both English and Spanish. The free online program features 21 days of recipes with step-by-step photos, meal plans, and tips from Physicians Committee nutrition experts Neal Barnard, M.D., Susan Levin, M.S., R.D., and Jill Eckart, C.H.H.C., as well as Aurora Leon, M.D., Joaquin Carral, M.D., and Tracye McQuirter, M.P.H., public health nutritionist and author of *Ageless Vegan*.

Dr. Barnard also published *The Vegan Starter Kit* in 2018. The easy-to-read book is inspired by the Physicians Committee's Vegetarian Starter Kit, the go-to guide to starting a vegan diet for more than 25 years.

21DayKickstart.org



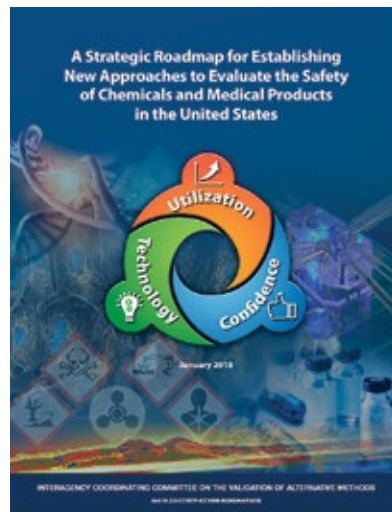


Pushing the Government to End Animal Testing

The Physicians Committee played a critical role in new federal policies published in 2018, which will help eliminate toxicity tests on animals and replace them with human-relevant methods such as organs-on-a-chip.

In January, the National Institutes of Health released “A Strategic Roadmap for Establishing New Approaches to Evaluate the Safety of Chemicals and Medical Products in the United States.” The plan outlines the steps that 16 federal agencies will take to fund and develop new nonanimal methods, modify regulations to replace current animal testing requirements, and train staff toxicologists to accept nonanimal methods. The roadmap highlights the Physicians Committee’s comments and contributions as essential.

The Environmental Protection Agency published its “Strategic Plan to Reduce the Use of Vertebrate Animals in Chemical Testing” in June. The plan was required under the Frank R. Lautenberg Chemical Safety for the 21st Century Act, which the Physicians Committee helped pass. At the EPA’s request, Kristie Sullivan, M.P.H., vice president of research policy for the Physicians Committee, provided recommendations that were incorporated into the final plan.



Kristie Sullivan, M.P.H.

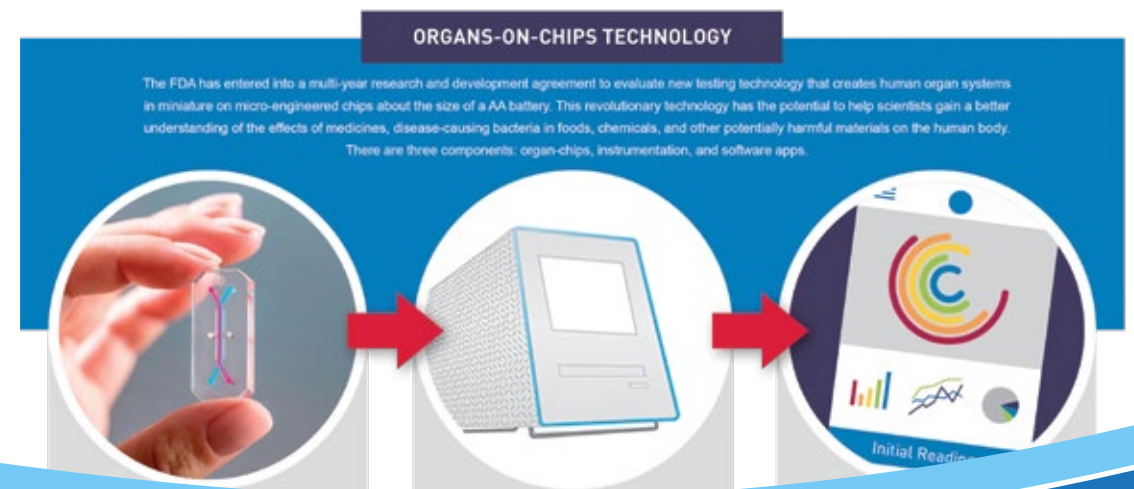
The EPA also announced a new policy in April to begin immediately accepting three alternative tests for the skin sensitization test (an allergy test) on animals, which causes redness, swelling, inflammation, scaling, and ulcers. The Physicians Committee worked closely with the EPA to bring about this policy change, which will save thousands of animals every year from this painful test.

The Physicians Committee also worked with the EPA to develop nonanimal methods to replace animal tests used to assess a chemical’s capacity to disrupt the endocrine system, which regulates all hormonal activity in the body.

In February 2018, the Physicians Committee and the Institute for In Vitro Sciences trained EPA regulators in nonanimal tests for eye and skin irritation, skin sensitization, and respiratory toxicity. Over the last year, Physicians Committee staff has trained more than 500 scientists on how to use alternative test methods.



Physicians Committee toxicologist Esther Haugabrooks, Ph.D., trains scientists on nonanimal test methods.



Bringing Plant-Based Nutrition to the World



India

More than 72 million people in India have a diabetes diagnosis already, and another 42 million have the disease without being aware of it. To help combat this epidemic, Barnard Medical Center medical director James Loomis, M.D., and Physicians Committee Kickstart India specialist Zeeshan Ali, Ph.D., visited 11 medical schools across India in July and August to teach 3,000 medical students and faculty how to use the power of a plant-based diet.

Indian actress Mallika Sherawat supported the tour with two billboards in Mumbai that read: “Eat Plants. End Diabetes. Go Vegan with Mallika Sherawat!” and “Mumbai: Eat More Fruits and Vegetables. Cut the Meat and Dairy!”

21DayKickstartIndia.org



Zeeshan Ali, Ph.D., and James Loomis, M.D., M.B.A.

Government Medical College, Chandigarh



Chirayu Medical College, Bhopal



Handan Yongnian No. 1 High School



TV interviews with Dr. Xu



China

The Physicians Committee was recognized as one of China’s top 10 health influencers in 2018, thanks to the work of China program specialist Jia Xu, Ph.D. The award was presented by the Chinese social media platform Weibo in Beijing in December. The Physicians Committee offers programs throughout China to spread the message of plant-based diets for disease prevention, including lecture tours at medical schools, hospitals, and businesses. The Physicians Committee also offers a free Mandarin-language 21-Day Vegan Kickstart program and mobile app. The Chinese Kickstart program also has a presence on Weibo.

PCRM.org/China



Ireland to Israel



Since 2001, the Physicians Committee’s Food for Life nutrition education and cooking class program—designed by physicians, nurses, and registered dietitians—has brought plant-based nutrition to communities around the world. In 2018, the Physicians Committee trained 28 new instructors, bringing the total to 271 instructors in more than 15 countries.

PCRM.org/FFL





Pictured from left: Manuel Calcagno, M.D.; Dexter Shurney, M.D.; Jamie Kane, M.D.; Stephen Lome, D.O.; Ankush Bansal, M.D.; Neal Barnard, M.D.; Michael Klaper, M.D.; Rosa Kincaid, M.D.; Travis Batts, M.D.; Baxter Montgomery, M.D.; and Ashwani Garg, M.D.

Addressing Racial Disparities in U.S. Food Policy

Physicians Committee doctor members went to Chicago in June to testify in support of a new American Medical Association resolution targeting racial bias in federal food guidelines. The resolution was passed unanimously by the AMA House of Delegates, urging the U.S. Department of Agriculture and U.S. Department of Health and Human Services to change federal food policies to clearly indicate that meat and dairy products are optional, rather than required. It also calls for a change in federal law so that children can request an alternative to cow's milk without having to provide a note from a doctor or parent stating that they have a "medical condition" that requires it.



Combatting Animal Use in Military Medical Training

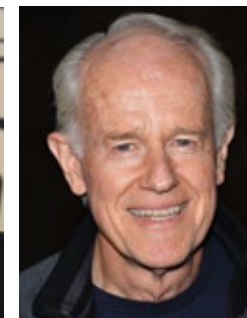
Physicians Committee billboards surrounding U.S. Army Medical Command in San Antonio, Texas, in February, called for animals to be replaced with simulators in Army combat medic training. The Physicians Committee also submitted a letter to Lt. Gen. Nadja Y. West, M.D., Surgeon General of the U.S. Army. In Army combat medic training courses, goats or pigs are stabbed and burned and have their limbs amputated with tree trimmers. Animals that survive these injuries are killed after the training session.

Jamie Farr and Mike Farrell, veterans and stars of the television series *M*A*S*H*, also supported the campaign.

BetterMilitaryMedicine.org



Jamie Farr



Mike Farrell



"There's a sense of immediacy and urgency with the simulators. That's exactly how you train, you train how you fight. With the live animals, it's in a completely different clinical type environment. The anatomy just isn't like a human being, and it's just not good training."

– Robert DeMuth, M.D., Physicians Committee member and former Army Major, CBS San Antonio



Conquering Alzheimer's Disease with Human-Based Research

The National Institutes of Health has set a goal to treat and prevent Alzheimer's disease by 2025. But a staggering 99.6 percent of Alzheimer's disease drugs that succeed in animal experiments fail when tested in humans. Physicians Committee senior medical research specialist Ann Lam, Ph.D., hosted a congressional briefing in cooperation with Rep. Earl Blumenauer (D-Ore.) in September to emphasize the necessity of dedicated funding for human-based Alzheimer's studies in NIH's annual budget.



Ann Lam, Ph.D.

Dr. Lam also hosted a Physicians Committee workshop on Alzheimer's research at the University of California, San Diego, in November, with speakers from a dozen institutions, including the Massachusetts Institute for Neurodegenerative Disease, the Barrow Neurological Institute, and the Green Neuroscience Laboratory.



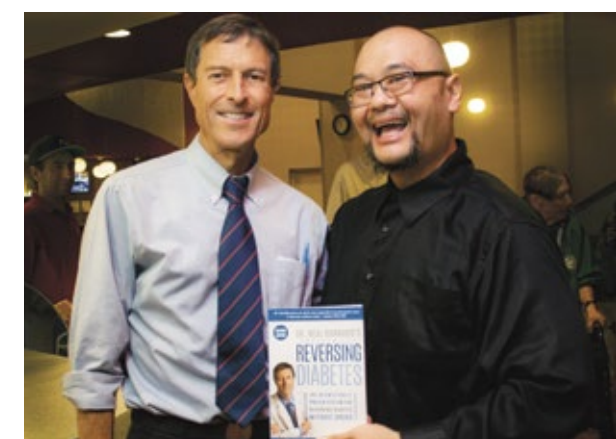
Rep. Earl Blumenauer

Physicians Committee medical research specialist Feng-Yen Li, Ph.D., also presented on the need to transition from animal experiments to human-based research at the 33rd International Conference of Alzheimer's Disease in Chicago.

[PCRM.org/Alzheimers](https://www.pcrm.org/Alzheimers)

Reversing Diabetes with Dr. Barnard

Dr. Neal Barnard's *Program for Reversing Diabetes* has been helping people prevent and reverse diabetes with a plant-based diet since 2007. In 2018, a new edition of the book was published, adding the latest evidence showing the power of a plant-based diet to tackle diabetes. A new companion cookbook, *Dr. Neal Barnard's Cookbook for Reversing Diabetes*, offers 150 delicious, plant-based recipes.



Stanley with Physicians Committee president Neal Barnard, M.D.

Stanley's Success Story

Stanley was visiting his grandmother in the hospital when he realized it could be the last time he saw her. So he asked his wife to capture the moment with a photo. But when he looked at the photo, he didn't recognize himself. At 285 pounds and suffering from type 2 diabetes, he thought, "I'm not in the best shape of my life. This is not how I want to go." That's when he made the decision to improve his health with Dr. Neal Barnard's *Program for Reversing Diabetes*. Within three months, he had lost weight, and his A1C test number plummeted from 6.7, which indicates diabetes, to 5.6—a totally normal value, indicating his diabetes was gone.

[PCRM.org/Diabetes](https://www.pcrm.org/Diabetes)



Supporting Native American Communities Fighting Diabetes

For the past eight years, the Physicians Committee has supported the Navajo Nation's efforts to help its residents fight type 2 diabetes with a plant-based diet of traditional foods. In September, Caroline Trapp, D.N.P., C.D.E., director of diabetes education and care for the Physicians Committee, organized the Food is Medicine for Diabetes event at the Navajo Nation Museum, in Window Rock, Ariz., in partnership with the clinical education department at Tséhootsooí Medical Center, reaching a total of more than 160 clinicians and lay people.

"Let's drive diabetes off our nation," said the president of the Navajo Nation, Jonathan Nez, who follows a vegan diet, in the event's opening remarks. The program's presenters also included April James, the food service director and dietetic technician with the Tséhootsooí Medical Center.

Dr. Trapp also moderated a panel of vegan success stories including Ms. James; Jenson Yazzie, who has lost 80 pounds; Margilene Barney, who works with the Navajo Nation Special Diabetes Program and went from a size 20 to a size 12 and reversed significant joint pain; and Ernie Tsosie III, a comedian and actor.

[PCRM.org/NativeAmerican](https://www.pcrm.org/nativeamerican)



Dr. Barnard and Navajo Nation President Jonathan Nez



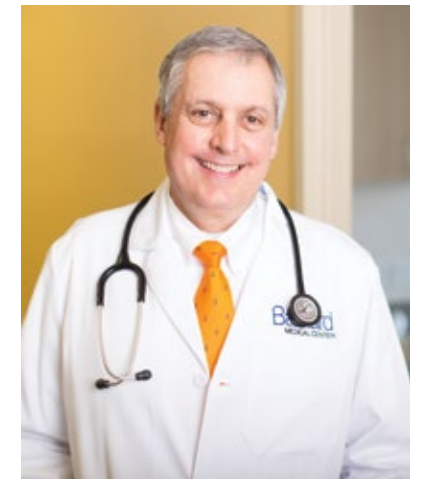
Caroline Trapp, D.N.P., C.D.E.



Jenson Yazzie, Margilene Barney, Ernie Tsosie III, and April James share their success stories.

Treating More than 4,000 Patients at the Barnard Medical Center

Since 2016, the Barnard Medical Center, led by medical director James Loomis, M.D., M.B.A., has worked to help patients achieve optimal health through preventive care and plant-based nutrition. In 2018, the Barnard Medical Center treated its 4,000th patient. It also hosted 25 health care trainees, including medical students and dietitians from Brazil, Canada, India, Ireland, Germany, Norway, Poland, Peru, Romania, South Africa, Switzerland, and the United Kingdom, who completed clinical rotations and will bring their knowledge of plant-based nutrition to their practices around the world.



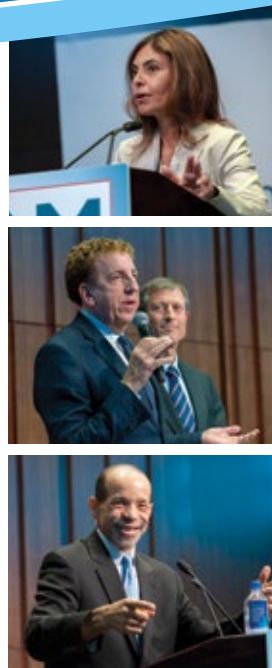
James Loomis, M.D.

BarnardMedical.org



"The clinical rotation at the Barnard Medical Center is an incredibly valuable opportunity for medical students looking to learn more about plant-based nutrition and the role it can have in preventative medicine. I now feel much more confident about addressing nutrition with my patients and knowing how to offer them practical advice that they can implement right away."

– Kelsea Sandefur, medical student at A. T. Still University of Health Sciences' Kirksville College of Osteopathic Medicine in Missouri



Teaching Physicians Good Nutrition

Hundreds of doctors gathered at the White House in August with an important message that could improve Americans' health, lower health care costs, and protect the environment: "Go Vegan!"

The doctors were among the 1,000 health care professionals who participated in the Physicians Committee's sold-out International Conference on Nutrition in Medicine on Aug. 10 and 11, where they heard the latest research on nutrition and chronic diseases and learned how to prescribe a plant-based dietary intervention to their patients. The conference also offered networking opportunities for health care providers to meet with likeminded professionals, a group exercise session, and healthful plant-based meals.

The conference was co-hosted by the Physicians Committee and the George Washington University School of Medicine and Health Sciences. Conference presentations are available for continuing medical education credit on NutritionCME.org.

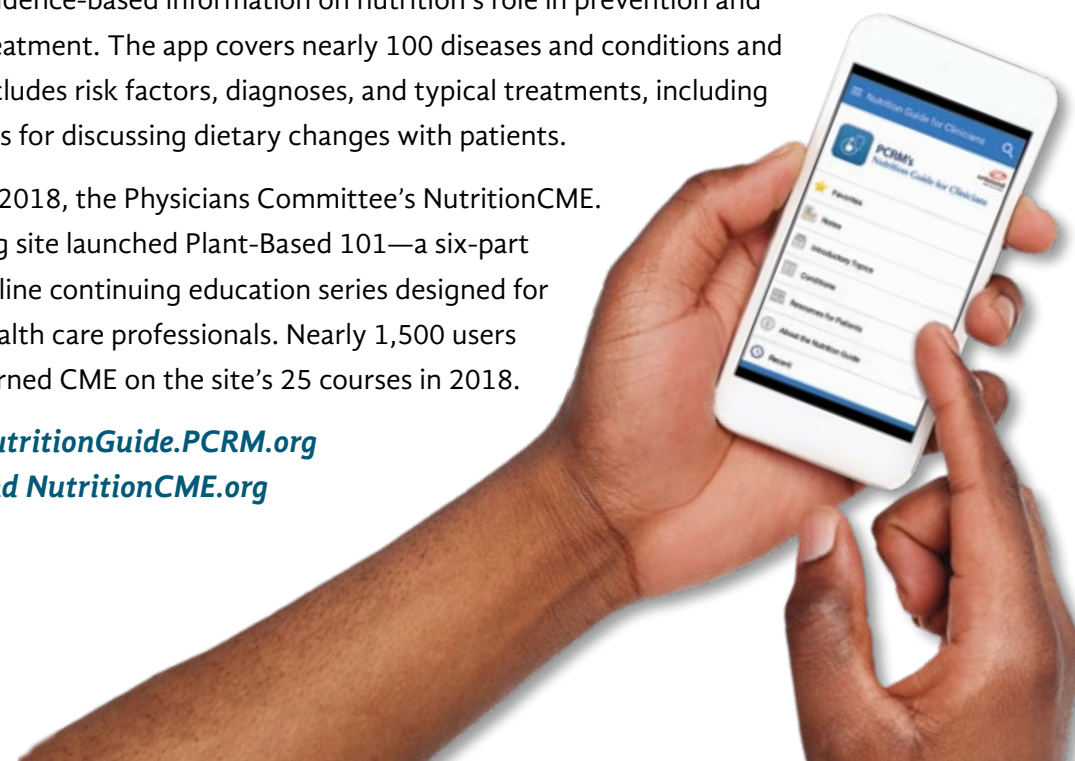
PCRM.org/ICNM



The third edition of the Physicians Committee's *Nutrition Guide for Clinicians* debuted as a free app on Google Play and the Apple Store in March and was downloaded more than 24,000 times in 2018. A web-based version of the guide was launched at the same time. The comprehensive medical reference manual provides clinicians with the latest evidence-based information on nutrition's role in prevention and treatment. The app covers nearly 100 diseases and conditions and includes risk factors, diagnoses, and typical treatments, including tips for discussing dietary changes with patients.

In 2018, the Physicians Committee's NutritionCME.org site launched Plant-Based 101—a six-part online continuing education series designed for health care professionals. Nearly 1,500 users earned CME on the site's 25 courses in 2018.

NutritionGuide.PCRM.org
and NutritionCME.org



Fighting the Meat Industry's Influence

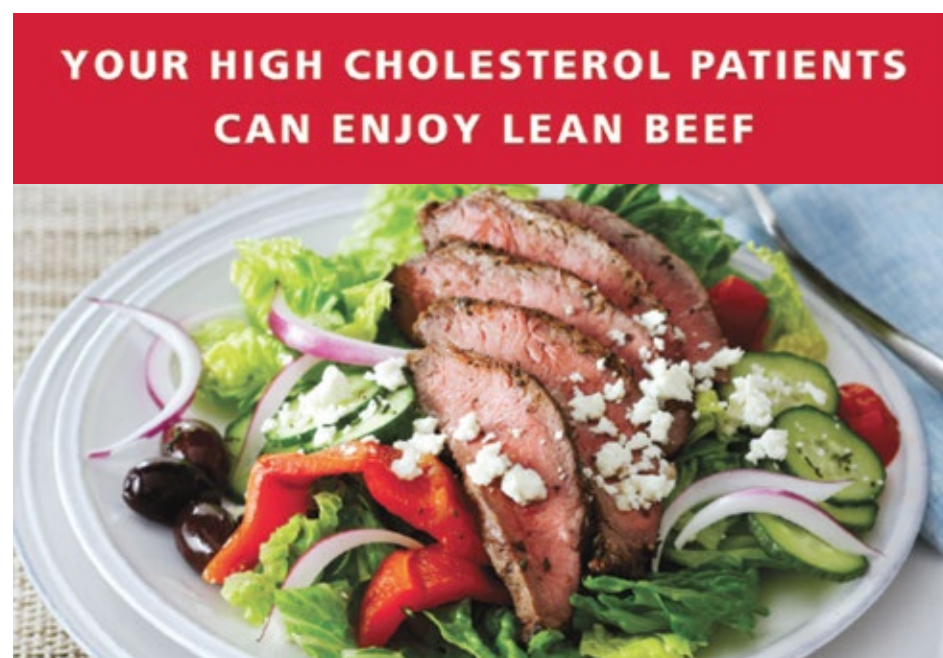
Physicians Committee doctor members filed a legal complaint in March to stop the Texas Beef Council from publishing false and misleading health claims about beef products. Despite clear scientific evidence linking red meat to an increased risk for heart disease, the Texas Beef Council has launched a brochure claiming that beef is a safe choice for patients with high cholesterol and other cardiac conditions. The Council distributes the brochures to Texas physicians.

"The Texas Beef Council is using fake science to convince people to do something that will harm them so that the beef producers in Texas make more money," Physicians Committee director of academic affairs John Pippin, M.D., a Texas cardiologist, told the *San Antonio Express-News*.



John Pippin, M.D.

Texas Beef Council brochure cover



"The U.S. Department of Agriculture said last week that the average consumer will eat 222.2 pounds of red meat and poultry in 2018. For the health of Americans and the environment, let's hope that this prediction proves false."

– Physicians Committee president Neal Barnard, M.D., in *The Hill*



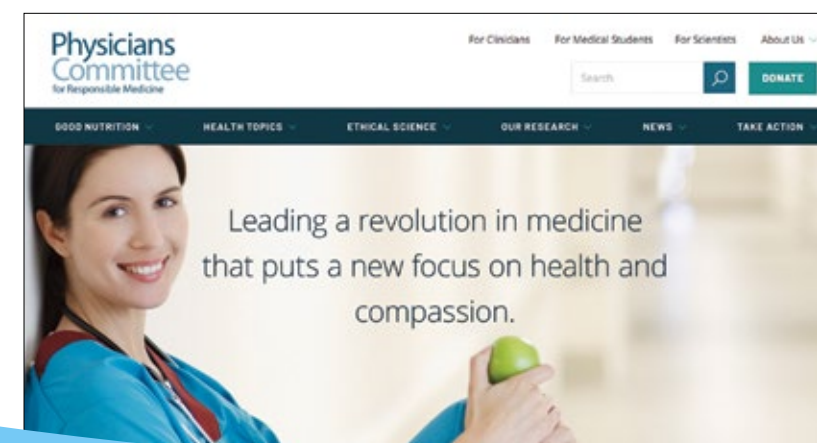
Reaching Millions in The Exam Room

More than 1 million people have already listened to the Physicians Committee's The Exam Room™ podcast hosted by Chuck "The Weight Loss Champion" Carroll, who maintains his 265-pound weight loss with a plant-based diet.

Topics on the weekly podcast, which launched in January 2018, range from the Vegan Superfoods to the Dangers of Dairy. Carroll also interviews patients sharing success stories, celebrities including Maggie Q and Kristin Bauer van Straten, and plant-based physicians such as Barnard Medical Center medical director James Loomis, M.D., M.B.A., and Physicians Committee director of clinical research Hana Kahleova, M.D., Ph.D.

The Physicians Committee also continues to reach tens of millions through its completely revamped and mobile-friendly website, which launched in October 2018, and social media channels including Facebook, Instagram, Twitter, and YouTube.

[PCRM.org/Podcast](https://pcrm.org/podcast)



Leadership

Board of Directors

Neal D. Barnard, M.D., F.A.C.C., President
Russell Bunai, M.D., Treasurer and Secretary
Mindy Kursban, Esq., Chair
Mark Sklar, M.D., Director
Barbara Wasserman, M.D., Director

Scientific Advisory Board

Ron R. Allison, M.D., 21st Century Oncology
Ted Barnett, M.D., Rochester Lifestyle Medicine, PLLC; Borg & Ide Imaging, P.C.
T. Colin Campbell, Ph.D., Cornell University
Joaquin Carral, M.D.
Neil Cooper, M.D., M.H.A., M.Sc., Kaiser Permanente
Brenda Davis, R.D.
Garth Davis, M.D., The Davis Clinic
Caldwell Esselstyn Jr., M.D., The Cleveland Clinic Wellness Institute
Joanne Evans, A.P.R.N., Healthy Nurses...Healthy Communities, LLC
Joel Fuhrman, M.D., Nutritional Research Foundation
Roberta Gray, M.D., Pediatric Nephrology Consultant
Daran Haber, M.D., Riverview Medical Center
David J.A. Jenkins, M.D., Ph.D., D.Sc., St. Michael's Hospital, Toronto
Lawrence H. Kushi, Sc.D., Division of Research, Kaiser Permanente
Aurora Leon, M.D.
Anthony Lim, M.D., The McDougall Program
John McDougall, M.D., Dr. McDougall's Health & Medical Center
Jeffrey I. Mechanick, M.D., Mount Sinai Hospital
Baxter Montgomery, M.D., Montgomery Heart and Wellness
Martha Clare Morris, Sc.D., Rush University
Carl Myers, M.D., Switch Healthcare
Ana Negrón, M.D.
Robert Ostfeld, M.D., M.Sc., F.A.C.C., Montefiore Medical Center

President's Council

Jacob Barrocas	Cindy Landon	Jody Rasch
Milton Berkman, D.M.D.	Ellen Lavinthal	Elizabeth Schneider-Peele
James Costa, Chair	Moby	Mark Smolin
Charlotte Cressey, M.A.	John Peele	Susan Vitka, Ph.D.
Mindy Kursban, Esq.	Pam Popper, Ph.D., N.P.	Gwyn Whittaker

Affiliations are listed for identification only.

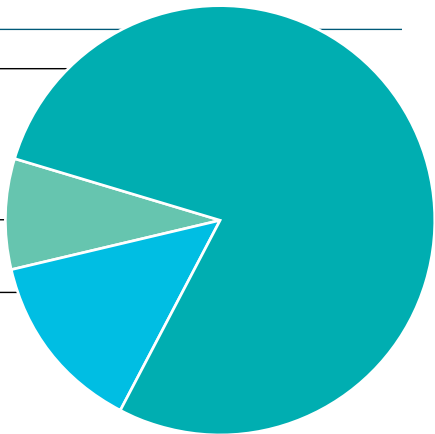
2018 Consolidated Fiscal Year Report

Expenses

Total Program Services 78.24%
Research and Regulatory Affairs, Clinical Research,
Nutrition Education, Legal Advocacy, Publications,
Education and Policy, Medical Services, Communications

Operations 8.12%

Membership Development/Fundraising 13.64%



Program Services	
Research and Regulatory Affairs.....	\$ 3,221,502
Clinical Research.....	\$ 1,547,658
Nutrition Education.....	\$ 2,351,546
Legal Advocacy.....	\$ 390,227
Publications.....	\$ 776,793
Education and Policy.....	\$ 927,301
Medical Services.....	\$ 1,500,013
Communications.....	\$ 1,952,909
Total Program Services.....	\$ 12,667,949
Operations.....	\$ 1,315,141
Membership Development/Fundraising.....	\$ 2,207,980
Total Expenses.....	\$ 16,191,070

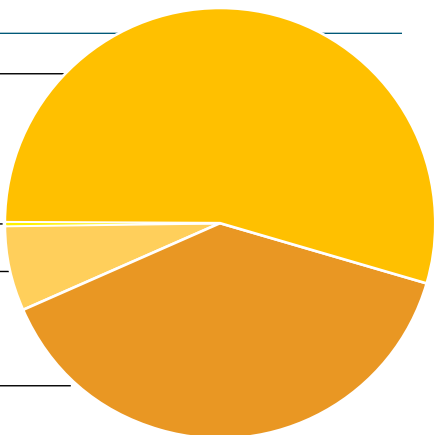
Support and Revenue

Contributions and Donations 54.49%

Grants 0.21%

Other Revenue 6.43%
Medical Services, Investment Income,
Merchandise Sales, Rental and Other Income

Legacies and Bequests 38.87%



Contributions and Donations.....	\$ 11,508,834
Legacies and Bequests.....	\$ 8,210,318
Grants.....	\$ 45,120
Other Revenue.....	\$ 1,358,663
Total Support and Revenue.....	\$ 21,122,935

Net Assets, End of Year: \$ 24,136,472



Physicians Committee

for Responsible Medicine

To support the Physicians Committee's lifesaving work,
visit [PCRM.org/Donate](https://www.pcrm.org/Donate) or call us at 202-527-7304.

The Physicians Committee is a 501c3 organization and donations are tax-deductible by law.
Tax ID: 52-1394893

5100 Wisconsin Ave., NW, Suite 400 • Washington, DC 20016

[PhysiciansCommittee.org](https://www.PhysiciansCommittee.org) • 202-686-2210