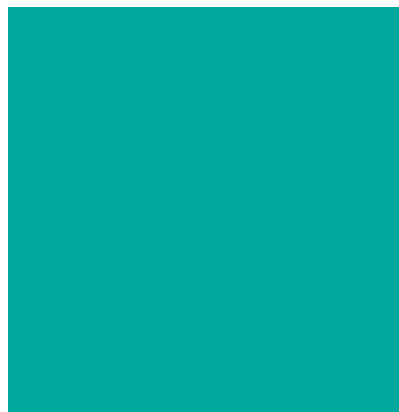
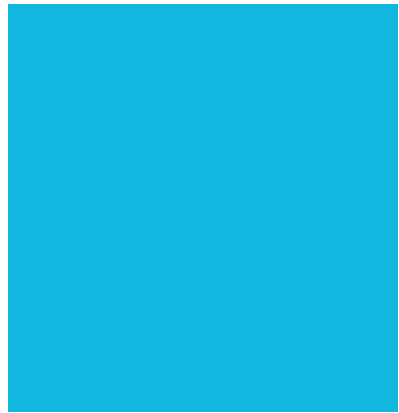
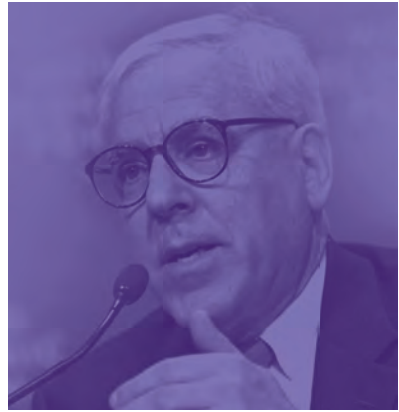
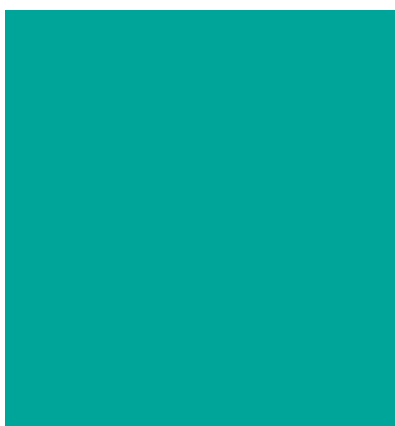
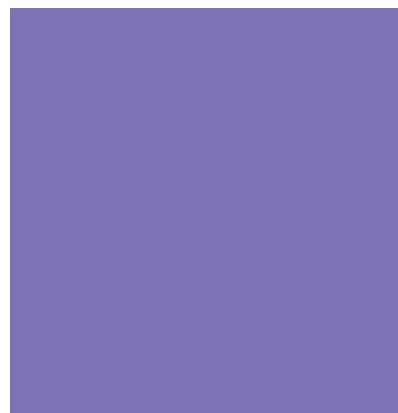




Focused Ultrasound Foundation

2020
Midyear Report





Remaining Focused In Uncertain Times

We are all preoccupied with the COVID pandemic—and the threats it brings to the pillars underlying our way of life, be it our physical health, financial freedom, even our sense of fulfillment and purpose.

But the long-term importance of focused ultrasound to millions of people around the world who suffer from serious medical disorders remains undiminished. After much COVID-related delay this year, progress is once again being made in researching new indications, FDA approvals, commercial treatments, reimbursement, and increased critical manufacturing investment.

You have heard by now that our biennial symposium in November will be a virtual format. We will greatly miss seeing you in person, but are thrilled that a record number of registrants and abstract submissions have been received from around the world.

These are indeed uncertain times. But what is certain is that as a result of your continued involvement, the Foundation remains fully capable of and committed to uncompromising pursuit of our mission of accelerating the development and adoption of focused ultrasound. Please read on to learn about successes in cancer immunotherapy and pancreatic cancer; symposium news; how we've reached hundreds of thousands about the technology in 2020; and much more.

Thanks for your continued interest and support. Be well.
Be safe. Be happy.

Neal F. Kassell, MD



Effect of COVID on the Field

The COVID-19 pandemic has had a dramatic impact on all of our lives—our homes, our families, our businesses, and our health have all been affected. The focused ultrasound community is no exception.

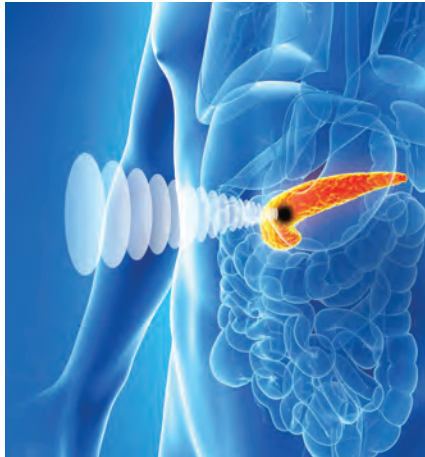
As the SARS-CoV-2 virus began to spread globally in early 2020, focused ultrasound laboratories around the world shut down and clinical trials were halted. With the shuttering of laboratories have come delays in critical research and a costly loss in resources that will push back timelines for promising therapeutic advancements.

Yet the ingenuity and spirit of the community remain strong, as researchers, physicians, and industry continue to focus where they can—moving lab meetings, patient consults, and business development meetings online, providing educational and awareness-building webinars to grow our community, and directing laboratory and manufacturing resources like personal protective equipment to those in critical need.

Now, as restrictions are easing, we see laboratories coming back online, clinical trials restarting, and some workers returning to offices. As our healthcare system seeks to rebuild, focused ultrasound is well positioned to help us build back better. Focused ultrasound treatments are noninvasive, with less risk of infection than the alternatives, and also are typically outpatient procedures, not taking up much-needed hospital beds. With no ionizing radiation and no systemic toxicity, focused ultrasound is less likely to impair a patient's immune system which could make them more susceptible to SARS-CoV-2 or other pathogens.

Although this crisis is far from over, the focused ultrasound community has demonstrated great resilience over the past several months, and we will all continue to rise to face the challenges ahead because we know that patients are counting on us. ■

► First-of-its-kind pancreatic cancer patient registry launched and strategic partnerships forged in order to further advance the technology's role in treating this deadly disease.



International Registry Launched

In January the Foundation launched a multicenter, international registry to evaluate focused ultrasound as a treatment option for patients with pancreatic cancer. The initiative—funded by the Foundation and called “Focused Ultrasound for the Treatment of Pancreatic Cancer—an International Registry,” or ARRAY—will gather and compare data on the broad spectrum of worldwide focused ultrasound approaches in treating pancreatic cancer and their impact on patients’ overall health; the goal is to use this information to optimize focused ultrasound therapy for these patients, who currently have few clinical options.

In all, ARRAY will enroll 100 patients from 10 international sites; patients will be followed for 12 months posttreatment. ■



New Foundation Partnership

The Foundation and **Pancreatic Cancer UK** announced their partnership in April to advance the development of focused ultrasound therapy as a potential treatment for pancreatic cancer.

In the first project funded through the partnership, a multidisciplinary team at **The Institute of Cancer Research** in London will study how focused ultrasound may improve the local delivery of specially engineered viruses that target pancreatic cancer cells.

Since its establishment in 2003, Pancreatic Cancer UK has been dedicated to supporting all those affected by the disease, in part by funding innovative research to find breakthroughs that will change how we understand, diagnose, and treat pancreatic cancer. ■

10 sites x 100 patients
12 months

 Collaborative Cancer Immunotherapy Program assesses the full potential of focused ultrasound to treat a variety of cancers.

Cancer Immunotherapy

The Foundation recognizes that the intersection of focused ultrasound and cancer immunotherapy offers a highly promising opportunity for combination approaches to treat a variety of cancers. Through our **Cancer Immunotherapy Program**, launched in 2015, and in collaboration with our partners and the research community, we aim to explore and assess the full potential of focused ultrasound to turn this promise into reality in the shortest time possible.

In recognition of this year's 8th annual **Cancer Immunotherapy Month™** in June, the Foundation coordinated with the Cancer Research Institute,

CRI,—a leader in the field of cancer immunotherapy and an important partner to the Foundation—throughout the month to help raise awareness of immunotherapy for all types of cancer and to emphasize the role of focused ultrasound.



Spotlight shines on awareness of immunotherapy for all types of cancer during Cancer Immunotherapy Month™.

Activities

Awareness activities conducted for Cancer Immunotherapy Month™ included the following:

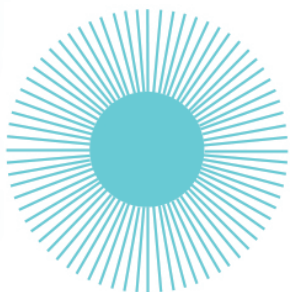
- A **webinar** featuring Cancer Research Institute CEO, Jill O'Donnell-Tormey, PhD, and the Foundation's chief scientific officer, Jessica Foley, PhD, discussing the lifesaving potential of cancer immunotherapy and the ways that CRI and the Foundation are working together to advance exciting research, through the lens of the new COVID-19 environment.
- A **Cancer Immunotherapy Focus Feature** highlighting important progress that has been made in the field and key Foundation activities in our flagship program.

- A dedicated **web page**, "Cancer Immunotherapy at a Glance," providing videos, workshop summaries, helpful links, and periodic updates on the Foundation's efforts to accelerate the powerful intersection of focused ultrasound and cancer immunotherapy.
- The launch of a five-year, **\$5 million campaign** supporting research on focused ultrasound's role in cancer immunotherapy.
- The Foundation's demonstration of commitment by joining together in wearing white for CRI's **Wear White Day** on June 12.
- The Foundation's sharing of key cancer immunotherapy moments in the field of focused ultrasound throughout June across our **social media channels**, which reached more than 35,000 people.



To date, the webinar featuring Jill O'Donnell-Tormey has reached more than 1,000 people.

The Foundation has launched a \$5 million, five-year campaign to support research of focused ultrasound's role in cancer immunotherapy.



CANCER IMMUNOTHERAPY MONTH

▶ **Saving time, saving lives.** The Foundation continues to support research worldwide toward the goal of making focused ultrasound available to the greatest number of patients in the shortest time possible.

Foundation-funded Research Update

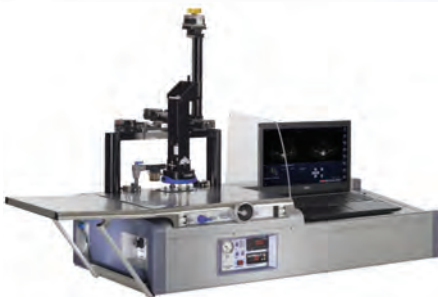
A collaborative group led by **Gail ter Haar, PhD**, and **Elizabeth Respasky, PhD**, recently completed a two-year pancreatic cancer immunotherapy project titled, “Defining Basic Properties of Physical Immunotherapy using HIFU and Immune Checkpoint Inhibition.”

With a goal of determining whether pulsed high-intensity focused ultrasound, HIFU, could improve the anticancer effects of immune checkpoint inhibitors in pancreatic cancer, researchers used the Alpinion VIFU 2000 platform to expose implanted cells to a range of HIFU power levels while administering two types of monoclonal antibodies every three days.

During the study period, the group measured tumor growth along with immune cell levels in the tumors, blood, spleen, and lymph nodes. The treatment improved tumor control, extended survival, and elevated immune cell levels. ■



Top to bottom
Gail ter Haar
Alpinion VIFU 2000



Researcher Receives **Lockhart Memorial Prize**

In March, **Zhen Xu**, PhD, associate professor in the Department of Biomedical Engineering at the University of Michigan, was awarded the **Andrew J. Lockhart Memorial Prize**—a \$75,000 annual prize recognizing outstanding contributions in advancing cancer treatment using focused ultrasound, and the potential for continued achievements in the field.

The prize was established in 2017 by the family and friends of Andrew J. Lockhart, who passed away in 2016 at the age of 39 after a hard-fought battle with cholangiocarcinoma, a cancer affecting the biliary system.

The primary focus of Dr. Xu's research is expanding the use of histotripsy to treat cancer and neurological diseases. She is one of the original inventors of histotripsy, a process that uses focused ultrasound to mechanically disrupt target tissue, as opposed to thermal ablation, the heating of tissue. ■



Top to bottom
Zhen Xu
Andrew J. Lockhart

“A signature value of every member of the team is a calling to help other people. Feeding the hungry in our community, especially during a time of greater need, aligns perfectly with that core value.”

— Neal F. Kassell, MD

Foundation Team **Community Support**

During this time of global pandemic, the Foundation recognizes that the well-being of people throughout the world—and many in our community—is in jeopardy. To help those in our area who have been impacted, the Foundation launched an internal campaign this summer to support the **Blue Ridge Area**

Food Bank during the month of June, and **No Kid Hungry** in July. Foundation staff also invited the organization's Board of Directors and Council to join in the campaign.

These efforts were a continuation of a voluntary, internal philanthropic campaign among the Foundation team that commenced when the COVID-19 quarantine started. Employees initially supported their favorite nonprofits before deciding to pool their resources. ■

▶ **Virtual symposium will explore** the most promising areas of research using focused ultrasound to treat a range of conditions across oncology, neurology, women's health, cardiovascular disease, pediatrics, and more.

Symposium Planning

The world's leading forum for sharing the latest translational and clinical advances in focused ultrasound is now a virtual meeting due to the worldwide COVID-19 pandemic.

Targeted to scientists, clinicians, and other stakeholders, the **7th International Symposium on Focused Ultrasound** will be held online **November 8–13, 2020**, offering a multifaceted exploration of focused ultrasound via virtual plenary sessions, panel discussions, poster presentations, and technical exhibits. We are enthusiastic that this will be a very positive experience for all, and we continue to solicit your ideas as we work to make this a successful meeting. ■



Symposium Speakers

▶ **James Allison**, PhD, along with his colleague, Tasuku Honjo, MD, PhD, of Kyoto University in Japan, received the Nobel Prize in Physiology or Medicine in 2018 for developing an immune checkpoint blockade; he will share three decades of experience studying cancer immunotherapies. ■



▶ **Clifton Leaf**, *Fortune* editor-in-chief, authored the book, *The Truth in Small Doses: Why We're Losing the War on Cancer—and How to Win It*, which was hailed by *Newsweek* in 2015 as one of "The Best Books About Cancer." ■

Registration & Schedule
symposium.fusfoundation.org

virtual symposium



▲ **Merit Cudkowicz**, MD, chief of neurology at Massachusetts General Hospital, will present a special lecture about progress in the use of therapeutics to address neurodegenerative disorders, with amyotrophic lateral sclerosis, ALS, as an example. ■



▲ **Ralph Northam**, MD, the governor of Virginia and a pediatric neurologist, is a valuable advocate of focused ultrasound, and he continues to allocate funds for focused ultrasound research in the state budget. Governor Northam's medical background affords him a unique perspective on the need to champion healthcare innovation. ■

Larry Crum to Receive Visionary Award

A leading voice in the fields of focused ultrasound and acoustics, **Lawrence A. Crum**, PhD, has been selected for the Foundation's 2020 Visionary Award. This award, given every two years at the Foundation's Symposium, recognizes an individual who has created a larger vision for what the future of focused ultrasound may hold and whose effort, passion, and persistence have been crucial to advancing the field. During this year's virtual meeting format, Dr. Crum will give a presentation on the path focused ultrasound has traveled from the Fry brothers to today, and his vision for the technology's future.

Dr. Crum recently retired after a 25-year career in focused ultrasound. Most recently he was research professor of bioengineering and electrical engineering at the University of Washington, principal physicist in the Applied Physics Laboratory, and founder and director of the Center for Industrial and Medical Ultrasound. ■

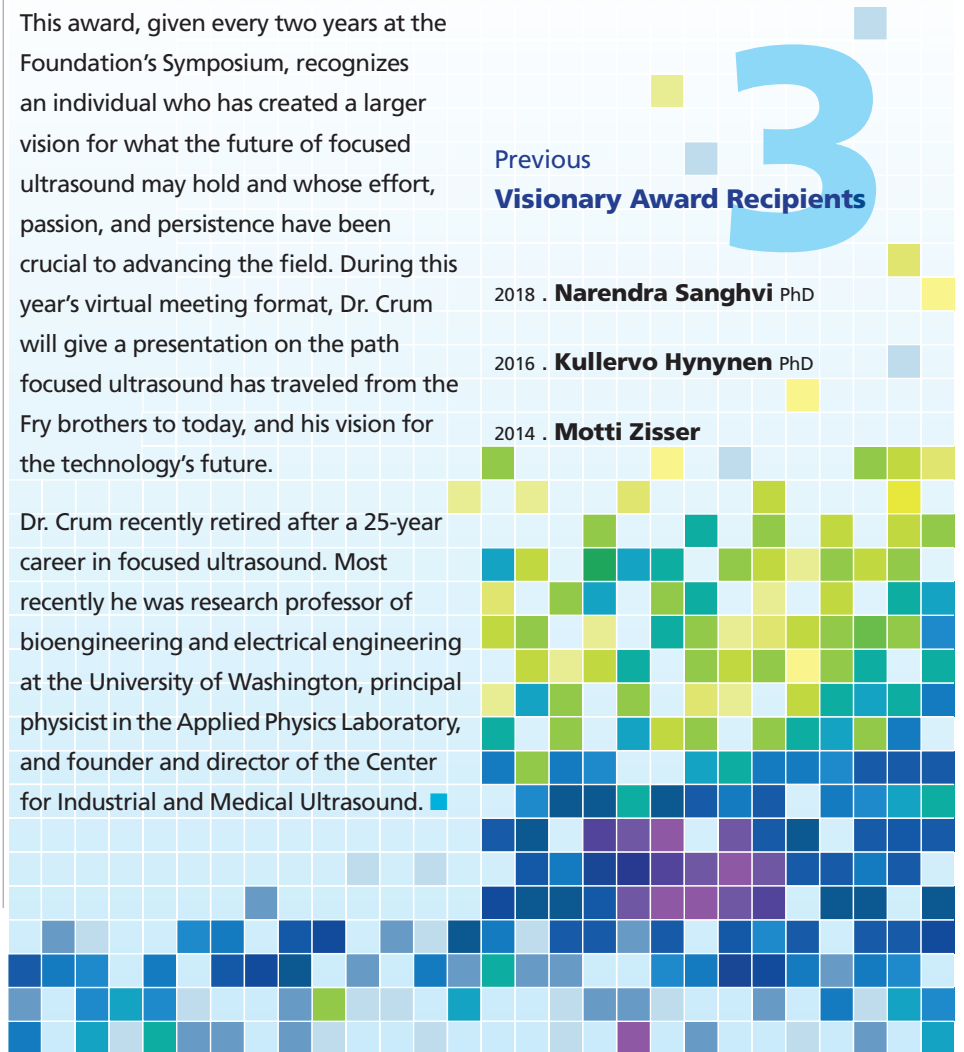


Previous Visionary Award Recipients

2018 . **Narendra Sanghvi** PhD

2016 . **Kullervo Hynynen** PhD

2014 . **Motti Zisser**



▶ The Foundation is passionate on Capitol Hill. Said the Foundation's chief scientific officer, Jessica Foley, PhD, "The patients' powerful stories went a long way toward demonstrating the need for policy changes that will provide more widespread access to life-saving and life-changing technology."

fly-in #2

Stakeholder Engagement

Following the success of last year's inaugural "fly-in," the Foundation partnered with MITA, Medical Imaging & Technology Alliance, to host a second event on Capitol Hill in March. A passionate group of focused ultrasound patients and physicians joined representatives from the Foundation, MITA, and the industry to educate policymakers on the innovative technology. Their goal was twofold:

1 Clearly define a problem plaguing newly approved medical devices—that is, the lack of a clear and efficient path for these treatments from FDA approval to reimbursement by CMS, the Centers for Medicare and Medicaid Services.


2 Introduce a plan forward. ■

▶ Essential tremor patient Beverly with Congressman Greg Gianforte of Montana at the Foundation's 2020 fly-in event on Capitol Hill



In April 2018, the Foundation and MITA formed a partnership with the goal of raising awareness of focused ultrasound technology among policymakers, payors, and medical societies.

.....
They hosted the first fly-in event in February 2019.

 **2020 successes in reimbursement** include a major “first”: Medicare coverage in all 50 US states of focused ultrasound treatment for eligible essential tremor patients.

+3 Reimbursement Expanded

- **Parkinson’s Disease**
Starting in February, Medicare reimbursement for focused ultrasound for medication-refractory tremor-dominant Parkinson’s disease, PD, is eligible for approval via Palmetto GBA in eight states. This is the first reimbursement eligibility for focused ultrasound for PD.
- **Prostate Cancer**
Focused ultrasound therapy for patients with prostate cancer that has not responded to prior radiation treatment may now be covered in Connecticut, Illinois, Maine, Minnesota, New Hampshire, New York, Rhode Island, Vermont, and Wisconsin via National

Government Services, Inc., for procedures performed on or after April 1, 2020, and in Michigan via Blue Cross Blue Shield of Michigan, effective March 1, 2020.

- **Essential Tremor**
Eligible essential tremor, ET, patients can now access the benefit of reimbursement for focused ultrasound treatment through CMS in all 50 states. Insightec’s Exablate Neuro™ device—branded as Neuravive—has gained incremental reimbursement coverage by CMS since its approval in 2016. As of July 12, 2020, 12 states and Washington, DC, now join the rest of the US in eligibility for Medicare reimbursement of focused ultrasound treatments for ET. ■

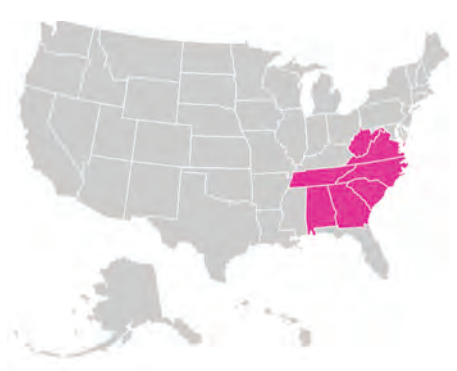
+2 New Regulatory Approvals



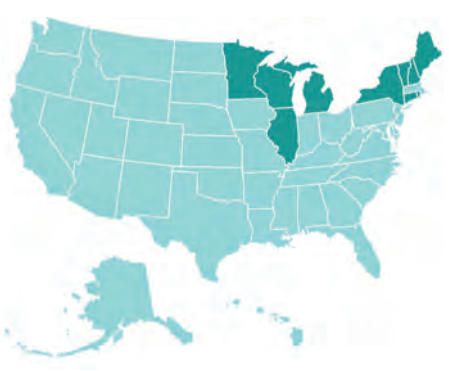
Insightec received a Pre-Market Approval for its Exablate Neuro™ device from the Japanese Ministry of Health, Labour and Welfare in January. The approval for Exablate Neuro™ now extends to targeting the thalamus for treating tremor-dominant PD, and the globus pallidus for treating advanced PD patients suffering from mobility, rigidity, or dyskinesia symptoms. ■



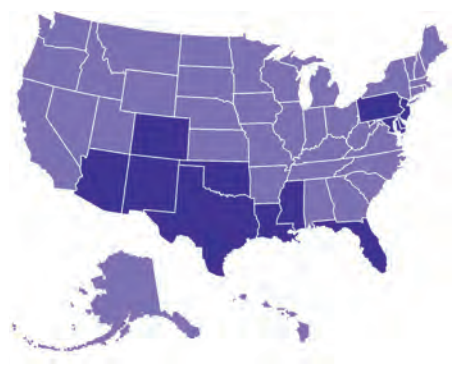
SonaCare Medical’s Sonablate® device has earned regulatory approval from the National Medical Products Administration, formerly known as the Chinese FDA, to treat prostate cancer and benign prostatic hypertrophy, BPH. ■



Parkinson’s disease reimbursement is now available in seven states. ▲



Prostate cancer reimbursement is expanded further in ten states. ▲



Essential tremor Medicare reimbursement now covers all 50 states and Washington, DC. ▲

▶ “Virtual conversations” reach tens of thousands
in exploring the field of focused ultrasound.

Podcast Series Launched

Neal F. Kassell, MD, virtually sat down with Chase Koch, the president of Koch Disruptive Technologies, KDT, in the spring for an in-depth discussion about the field of focused ultrasound and how their organizations are working together to revolutionize health care with this highly disruptive technology.

The [podcast](#) was launched via e-blast, social media, and YouTube; a [three-part blog series](#), edited and condensed from their conversation, was also rolled out in consecutive Foundation newsletters beginning in July.

The blog topics included: why KDT is excited about focused ultrasound, the state of the field as it transitions from research to commercialization, KDT’s relationship with the Foundation as they pursue their shared goal of improving the lives of millions around the world, KDT’s current position in the field, future investment plans, and how they feel about spawning the first focused ultrasound “unicorn”—a privately held company with a valuation of more than one billion dollars via Israeli manufacturer Insightec. ■

This effort
has reached
100,000+
people and
counting

Available on the Foundation website.



Podcast | Transcript | Blog/PDF

▶ Chase Koch
President, Koch Disruptive Technologies

David Rubenstein Talks with Neal Kassell and John Grisham

David Rubenstein is a former financial analyst, lawyer, and philanthropist who is well-known for his thoughtful interviews with “influential people” on his program, **The David Rubenstein Show: Peer to Peer Conversations**. Recently, he interviewed Foundation chairman Neal Kassell and Board member John Grisham to help raise awareness of focused ultrasound.

A founder and co-executive chairman of The Carlyle Group, a global private equity firm based in Washington, DC, Mr. Rubenstein also serves as chairman of the Kennedy Center for the Performing Arts and of the Smithsonian Institution. He is president of the Economic Club of Washington, DC, and sits on the boards of Johns Hopkins

Medicine and Memorial Sloan-Kettering Cancer Center, among other positions.

His program premiered in 2016 and can be viewed on Bloomberg, PBS, and YouTube; his interviews explore “successful leadership through the personal and professional choices of the most influential people in business” and have included Jeff Bezos, Bill Clinton, Warren Buffett, Donald Trump, Oprah, and Anthony Fauci, to name a few.

The interview was conducted via Zoom and will soon be distributed via YouTube and social media. ■



with



&



David Rubenstein, ▲
Neal Kassell, and John Grisham

▶ Spreading the word in the COVID environment about focused ultrasound is enhanced by online efforts such as blogs, social media campaigns, and webinars.

4 Blog Posts Shared

The Foundation's four new blog posts by our staff were shared widely on social media and can be accessed via our website. ■

Focused Ultrasound as the Future of Equine Medicine

Kelsie Timbie PhD, *Scientific programs manager and Veterinary program director*

How Focused Ultrasound Can Help Combat the Opioid Crisis

Lauren Powlovich MD, *Director of special projects*

Frequently Asked Questions and Resources for Patients

Tim Meakem MD, *Chief medical officer*

Hope on the Horizon—Focused Ultrasound Therapy for Brain Tumors

Suzanne LeBlang MD, *Director of clinical relationships*
Lauren Powlovich MD, *Director of special projects*



Clockwise from upper right
Suzanne LeBlang, Tim Meakem, Lauren Powlovich, and Kelsie Timbie

7 Social media Campaigns

In the first half of 2020, the Foundation's social media campaigns included numerous collaborations. ■



7 Webinars Hosted

This year, we have shared a record number of webinars from experts in the field on a wide range of focused ultrasound topics. ■

Immunotherapy for Brain Tumors

Michael Lim MD, *Johns Hopkins University*

Immunotherapy Treatment of Cancer and Neurological Diseases

Zhen Xu PhD, *University of Michigan*

Curing with Sound

Neal F. Kassell MD, *Chairman and Founder*

Focused Ultrasound Therapies for Parkinson's Disease in Preclinical Models

Elisa Konofagou PhD, *Columbia University*

Breaking Barriers with Sound The Future of Parkinson's Disease Therapy with Focused Ultrasound

Nir Lipsman MD, PhD, *Sunnybrook*

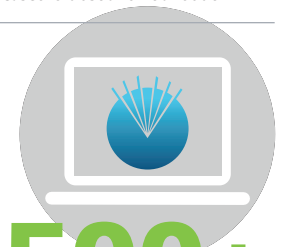
Liquid Biopsy for Brain Tumors Recent Advances and Future Directions

Stephen J. Bagley MD, MSCE, *University of Pennsylvania*

Cancer Immunotherapy Treatment and Research in a COVID-19 World

Jill O'Donnell-Tormey PhD, *Cancer Research Institute*

Jessica Foley PhD, *Focused Ultrasound Foundation*



7,500+
Combined webinar viewings

▶ **Harrison was just 13 years old** when doctors used focused ultrasound to treat a benign mass on his hand and enabled him to return to the sport he loved.

Patient Spotlight Desmoid Tumor

By age 13, Harrison had been playing lacrosse for more than half his life. During a training camp in 2014 he noticed something was off. “I was doing pushups, and I felt a lump on the palm of my right hand.”

Doctors biopsied the mass and revealed that it was a type of desmoid tumor. It was a benign diagnosis, but the tumor had a good chance of spreading locally. Harrison also learned the tumor was wrapping around the ulnar nerve, threatening to affect the use of his hand. He made the difficult decision to stop playing lacrosse.

Harrison and his parents traveled around the country in search of the right treatment option. “The standard treatment for this is surgery—which I wasn’t eligible for since it was too close to the nerve—and chemotherapy. There had to be something better.”

That’s when family friend and neuroradiologist Suzanne LeBlang, MD—now the Foundation’s director of clinical relationships—suggested Harrison speak to Pejman Ghanouni, MD, PhD, at Stanford University. After an initial consultation Harrison traveled to Stanford for treatment over his school’s winter break, and Dr. Ghanouni used

▶ Read Harrison’s [full story](#) on the Foundation’s website.

focused ultrasound therapy to noninvasively destroy the tumor.

“He told us that he was hoping to treat 40 to 50 percent of the tumor, but in the end, he was able to treat 85 to 90 percent.” There was no visible change to the tumor at first, but it shrank over time and was completely gone in 18 months. Now, five years later, it hasn’t returned.

During his senior year, Harrison made a comeback on the lacrosse field and was an Academic All-American. Today, he is busy with his pre-med courses at Stanford University.

“I chose to attend Stanford because of my experience being treated there—100 percent. The thing that keeps me moving forward is the hope that one day I will be able to impact someone’s health and life in the way that Dr. Ghanouni did.” ■



▶ **New therapeutic technologies can take decades** to become available. We are grateful to our donors whose support is speeding the time to widespread adoption of focused ultrasound.

Jane and Dorothy Batten

Supporters of the Foundation Jane and her daughter, Dorothy, have advanced the field of focused ultrasound immeasurably through their philanthropy and conviction in the potential of the technology. Known for their influence and generosity, Jane and Dorothy are presented with countless opportunities to support worthy causes—and yet...

“**No family has done more to accelerate the widespread adoption of focused ultrasound. The Battens wholeheartedly share in our mission to improve the lives of millions with this revolutionary technology, and we have been incredibly fortunate to benefit from their devotion and philanthropy.**”

— Neal F. Kassell, MD

The Battens have been involved with the Foundation since its inception in 2006, with Dorothy serving as one of the first Board members and Jane serving as co-chair of the Council—the Foundation’s group of goodwill ambassadors who provide advice and assist with raising



▶ Read the [full profile](#) on our website.

▲ Jane Batten with Neal Kassell

funds and awareness. While the Battens had not previously been donors in the healthcare space, it was Dorothy’s belief in the potential of focused ultrasound that ignited her parents’ interest so many years ago.

The Battens understand the potential impact of focused ultrasound as a revolution in health and wellness.

“**I like to help seed new ideas. The technology fascinates me—it seems that every week there is a positive new clinical trial result.**”

— Jane Batten

“**I thought focused ultrasound was a good bet. It drew on two existing technologies, MR and ultrasound. I was certain that focused ultrasound was going to provide a vastly better protocol for patients. Neal is such a force—brilliant and determined—if anybody can get this accomplished, he can.**”

— Dorothy Batten

Focused ultrasound also fits within their philanthropic construct: Dorothy appreciates the technology as a holistic, noninvasive alternative to surgery, which minimizes risk of infection and damage to surrounding tissue. She is particularly interested in focused ultrasound’s potential to stimulate the immune system to fight disease and to temporarily open the blood-brain barrier. ■

\$60M

FUS Partners Expands

The Foundation's FUS Partners Program expanded the scope of its activities this year by taking a more holistic approach toward the ever adjusting needs of key stakeholders in the focused ultrasound community. The expanded FUS Partners Program aims to identify key bottlenecks and remove them through coordinated efforts and targeted solutions. Program activities include fostering relationships and developing critical resources to aid the focused ultrasound community with regulatory and reimbursement efforts, corporate financing, training and credentialing, employee recruiting, strategic partnerships, technology transfer, industry advocacy, and intellectual property.

Despite this expansion in the scope of its activities, the FUS Partners Program's primary goal remains the same. Said Foundation chairman Neal F. Kassell, MD, "This program serves as a galvanizing force in facilitating the rapid success of the commercial stakeholder segment of the focused ultrasound ecosystem. Our mission is to improve millions of lives by speeding the time from laboratory research to widespread utilization of the technology." ■

\$60 Million Campaign

The Foundation's work to accelerate the development and adoption of focused ultrasound continues even during this challenging time of COVID-19. We are gratified and amazed by the progress made in the field to date, but considerable work remains. This mission is why we recently embarked on a \$60 million campaign over the next five years to support research and activities that will have an extraordinary impact on millions of lives.

More than 60 percent of our annual budget supports core activities including medical research, education, and advocacy. Single and multiyear gifts will enable commitments to research projects and activities in the following areas: Alzheimer's and Parkinson's diseases, psychiatric disorders, epilepsy, pain, veterinary uses, cancer, and cancer immunotherapy.

The Foundation has not been immune to the economic consequences of the COVID-19 pandemic. Due to this financial uncertainty, fundraising has been and will continue to be challenging. However, to date, we have secured \$18 million against our \$60 million goal. As always, we very much appreciate your interest and support. ■

2020 CARES Act Tax Advantages



incentivizes donors to pull forward charitable contributions planned for future years

1-for-1 Foundation Match



gifts will be matched one-to-one up to \$2 million in 2020 and 2021

▶ **New faces join the Foundation's team** in the first half of 2020—likeminded individuals who share in our mission.



Foundation Appoints Two New Directors

The Foundation appointed two leading executives to its Board of Directors this year: **Scott Beardsley**, dean of the University of Virginia Darden School of Business, and **Mike Lincoln**, global business department chair at the international law firm Cooley LLP.

Scott Beardsley is a highly experienced businessman, scholar, teacher, and leader of higher education. He joined the Darden School as its ninth dean in 2015, and during his tenure the School has reached new heights in diversity, student and faculty excellence, rankings, and fundraising. Beardsley also teaches graduate courses in strategy, leadership, global business, and general management.

“ I am delighted to join the Board of such an outstanding organization as the Foundation; I believe deeply in their mission and drive to improve and save lives around the world through focused ultrasound technology.”

— Scott Beardsley

“ I have been involved with the Foundation since its inception, and I am honored to now join the Board. I am passionate about fostering innovation, and I believe that focused ultrasound has the power to transform health care in so many ways.”

— Mike Lincoln

Mike Lincoln is the head of Cooley LLP's global business department, where he leads lateral recruiting and strategy. His practice focuses on emerging companies, venture capital, and mergers and acquisitions. In his current role, Lincoln oversees more than half of the firm's \$1.5 billion revenue. Lincoln is also an adjunct professor at the University of Virginia School of Law, teaching a course on emerging growth companies and venture capital. ■

Above, top to bottom
Scott Beardsley, Mike Lincoln



Council Gains Two New Members

After forming the popular band Genesis in the 1970s, **Peter Gabriel** pursued a solo career. Other work interests have included innovative technology, especially in digital media, audio, visual language, and more recently, healthcare and medical treatment options. “Since my wife had a nasty non-Hodgkin’s lymphoma and was lucky enough to come through it as a result of taking part in a trial for CAR T-cell treatment, we thought long and hard about access to high-tech treatment,” he said.

“Although currently focused ultrasound requires costly equipment and very controlled and precise environments, it has the long-term potential to be digitized, miniaturized, and augmented with artificial intelligence, and therefore made affordable and accessible around the world. I’m excited about the transformative reach that focused ultrasound could have.”

— Peter Gabriel

Above middle, top to bottom
Kat Imhoff, Peter Gabriel

Above right
Patrick Edelmann



Kat Imhoff is senior conservation fellow at the Piedmont Environmental Council, PEC, one of the most effective community-based environmental groups in the country. PEC is dedicated to conserving land, promoting sustainability, and improving people’s access to nature.

Kat’s interest in focused ultrasound is very personal. “Years ago my brother-in-law died from a brain tumor, and it was so clear that we didn’t have all the weapons we needed for such a horrific circumstance. The Focused Ultrasound Foundation is a source of inspiration, looking for new ways to combat serious disease and improve quality of life. I’m very honored to be able to help in whatever small way I can.” ■



Patrick Edelmann Joins Foundation Team

The Foundation welcomed senior executive **Patrick Edelmann** this year, after his nearly two decades at BlackRock, Inc.—where he was a managing director and member of the Global Allocation Fund overseeing healthcare-related investments across all asset classes and geography.

“A chance encounter with Neal Kassell at a Milken Conference in Abu Dhabi a few years ago immediately stirred my interest in focused ultrasound and how the Foundation is changing lives,” said Mr. Edelmann. “When Neal later approached me with an opportunity to be part of this unique, entrepreneurial organization, I couldn’t say no.”

Patrick’s responsibilities include spearheading the Foundation’s initiatives to facilitate commercialization of the technology; launching our Institutional Giving Program to include family offices, corporate foundations, and community foundations; and leveraging our Veterinary Program on a path to widespread utilization. He can be reached at pedelmann@fusfoundation.org. ■

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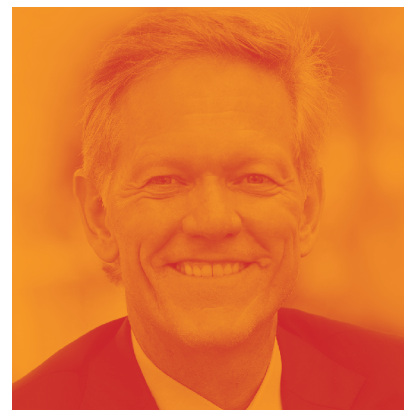
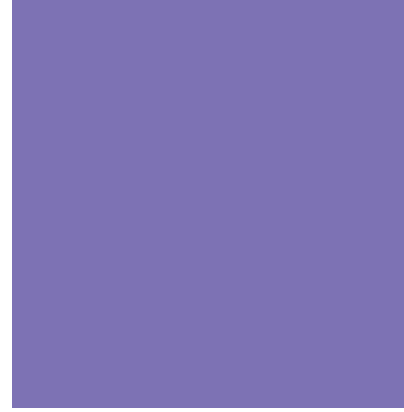
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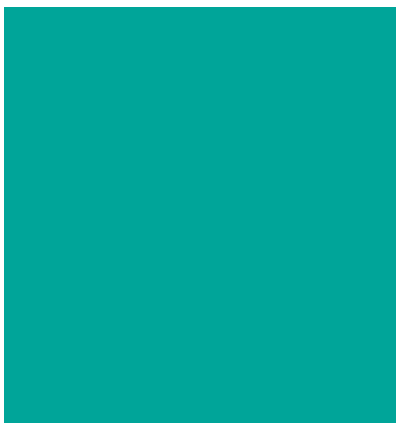
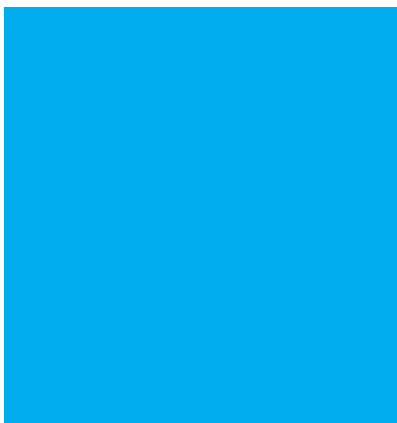
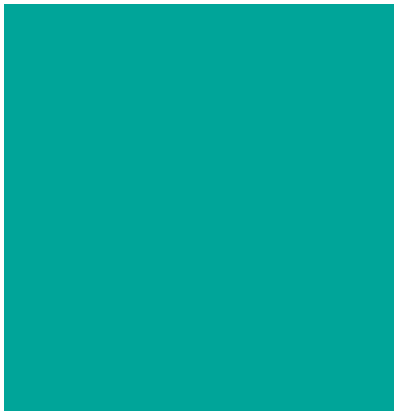
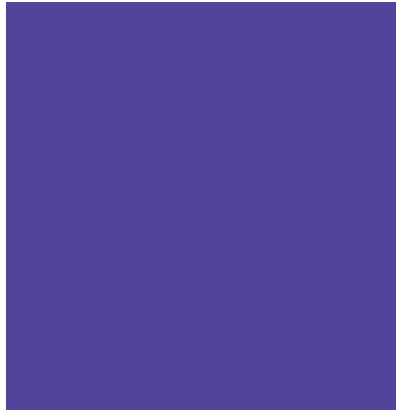
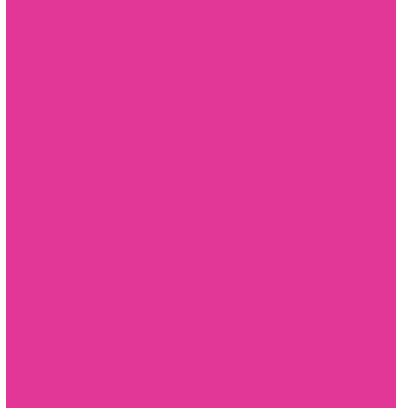
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