

MEDSHADOW FOUNDATION

2021 / 2022

# ANNUAL REPORT





# TABLE OF CONTENTS

## PRESIDENT'S LETTER

Message from **Suzanne Robotti** 3-5

## MISSION FORWARD

**MedShadow** 6

**DES Action USA** 6

## FINANCIALS

Financial Report **Overview** 7

## LOOKING AHEAD

Towards the **Future** 8

## WITH THANKS

Acknowledgements and **Thanks** 9

# PRESIDENT'S LETTER

*Suzanne Robotti*

Dear Friends,

MedShadow Foundation is moving boldly into our next phase. This year we have added two more full-time positions, bringing us up to two full-time staff in the marketing and social media department; one full-time editorial manager, a part-time senior writer, and an intern; one person in strategic development and another developing a new initiative, for a health-related culture desk. Our Community Manager for DES Action USA started early in 2022 and all of them joined Angela (administration) and me (president) to form the MedShadow Foundation team.

In the coming year, we will be retiring the strategic manager role and putting into place an executive director. This will free me up to become a true ambassador for drug safety. I expect to continue my position on the FDA's Drug Safety and Risk Management Advisory Committee. The FDA recently added me to an application review committee that is responsible for recommending new Advisory members for the patient or consumer representative positions.

Additionally, I have been sending out applications to speak at appropriate pharmacovigilance conferences and hope to be successful at writing some op-ed and advocacy articles for other publications. Each year one or more drugs rise to awareness as especially in need of public alerts, Makena being such a drug in 2022 that will continue to be a high priority to speak out about in 2023. I'm active with health activist groups to pool our efforts to make a greater impact. Of course, I remain careful and committed to protect MedShadow and DES Action USA's brand credibility and separation from the pharmaceutical industry.

## MedShadow Platform Highlights

- We continue to expand our footprint as a platform, while actively promoting our presence on Facebook, Instagram and our new addition, TikTok.
- MedShadow's "Power to the Patient" has a growing audience. We are moving from audio-only to video too, in order to attract a wider audience on YouTube. We recently invested a modest budget toward a better microphone and lighting equipment for higher quality production values.
- We are running a pop-up question on MedShadow.org in order to more accurately understand the site visitor experience. The questions rotate, but to me the most important question is, "did you find what you need today?" The question started running only a few weeks ago, but we are receiving 4 to 5 out of five stars. To get deeper, we are conducting one-on-one interviews with site visitors with 45-minute interviews. This combination of techniques will guide our future steps.



“

The information provided by MedShadow speaks to laypersons, as well as healthcare professionals. It is an indispensable resource for which I am appreciative.

- LindaSue

“

Medshadow Foundation is such a treasure of information. Articles are well written and easy to understand. I highly recommend their website to anyone interested in a diverse array of honest medical information.

- Tkabbasi

## PRESIDENT'S **LETTER** CONTINUED

- Our website publishes three new articles a week and, with our large library of more than 2,000 published articles, we spend some time updating our previously published content.
- Months before the COVID-19 vaccinations were released, we launched the COVID-19 Vaccination Side Effect Tracker. We continue to update this article on all the known side effects of each vaccination, even though they've been out and used for a year-and-a-half (as of our fiscal year end in August 2022). We continue to get new comments posted, totaling more than 1,300 now!

Like you, our site visitors are smart and know that drugs and vaccinations given to heal can still cause harm. People want to decide on their own and for their family's safety if the promised benefit of a drug or vaccine is worth the risk of harm. All of our writers and staff feel the same way. We know that the only way to decide that is if we have all the facts, and not just what pharmaceutical advertising tells us.

MedShadow readers know to come to our articles, and now our social media channels and podcasts, expecting the full truth.

Because we don't have to "play nice" with sponsors who sell drugs.

Because we outresearch conspiracy theorists.

Because we don't take pharmaceutical money, and never will, readers come to us for reliable and research-supported journalism. We depend on our readers to support us. MedShadow remains unbiased and unbought.

### **DES Action USA Highlights**

Due to very unhappy circumstances, DES Action USA has morphed from a quiet, member-support organization back into a high-level advocacy for all those exposed to DES and also for those exposed to the broader category of endocrine disruptors, which now includes every person on the planet.

DES (diethylstilbestrol) was prescribed to between five and ten million pregnant women between the 1940s and 1970s. Those pregnant women, their daughters, sons, and grandchildren have all been subjected to the harms of that exposure, mostly targeting the fertility organs. DES interrupted the signals to hormones which made it the first endocrine-disrupting chemical ever released into the population.



## PRESIDENT'S **LETTER** CONTINUED

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The research conducted for nearly 40 years by the National Cancer Institute reveals the generational effects of DES and shows what a hormone disruptor causes over time. This is the only research that can identify the effects of endocrine disruptors, which makes it important to everyone – because we are all now surrounded by these chemicals. Despite the urgent need for such crucial research, it has been defunded. DES Action USA is leading the charge to reinstate and increase that funding.

A drug called Makena is highly similar to DES. The FDA has allowed it to be prescribed to pregnant women for more than a decade. It's already been linked to higher rates of cancer in the children exposed in utero. We are working diligently to urge the FDA to enforce their decision from early 2022 to withdraw approval for Makena. Today, pregnant women are still being given this drug without knowledge of the risks, the dangers, and the lack of any evidence that it does any good.

### **Independence From Pharmaceutical Influence**

Who can put a price on accurate, clear, and unbiased information? Where can such valuable information be found? Advertising is created by drug manufacturers. Advertising on websites, social media, TV, and magazines often influences what and how editors report on drugs.

MedShadow Foundation's guiding passion is to answer questions: Do I have to take a drug to be healthy? Is this the best drug for the condition I have? Could this drug cause harm? Is it worth the risk? Is there something other than a drug that could heal me?

Who wouldn't do anything they could, that they knew to do, to ensure their children, their parents, their partners, and they themselves have the information they need to make informed health decisions?

Our vision? A world where no one is harmed by medicines. Thank you for your support and shared passion.

In gratitude and good health,

**Suzanne Robotti, President and Founder**



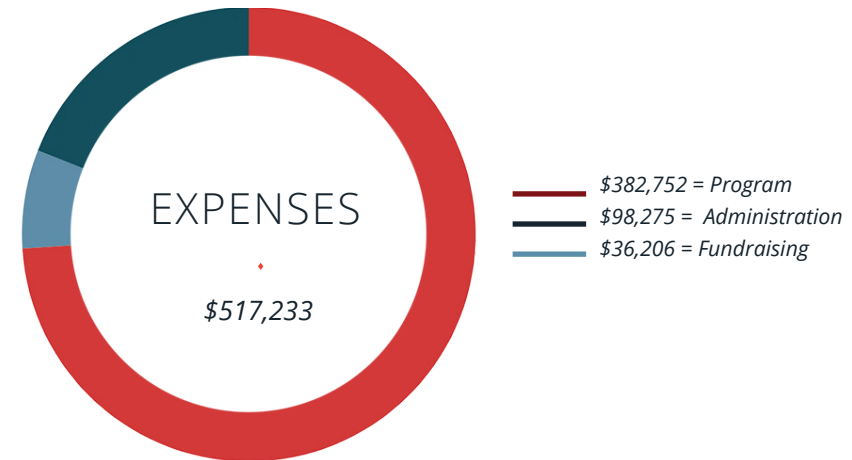
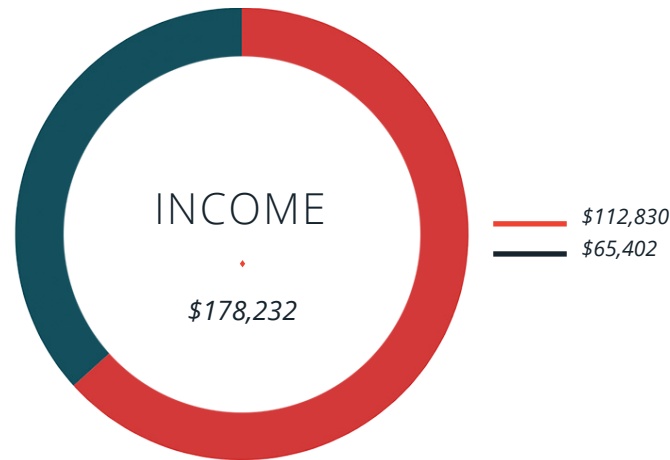

## MISSION FORWARD FOR MEDSHADOW

- Performing one-to-one interviews with MedShadow site visitors to better understand our audience
- Incorporation of multimedia content to supplement our trove of more than 2,000 articles, including infographics, downloadable resources, videos, and podcasts
- Sponsoring live events for video screenings and Q&A sessions open to the public
- Website organization for a more user-friendly interface, including topic-based categories and incorporating links to multimedia options
- Promotion of Giving Season with a synergetic creation of content
- A 2023 long-range content calendar of uniformed, monthly themes
- A dedicated focus on Health and Wellness, Medical Conditions, and Medicine
- Continued partnerships with the PROTECT Study with the University of Dublin, Medicating Normal, CHYPS, National Center for Health Research, Examine.com, People's Pharmacy, Taper MD, and The Endocrine Society.

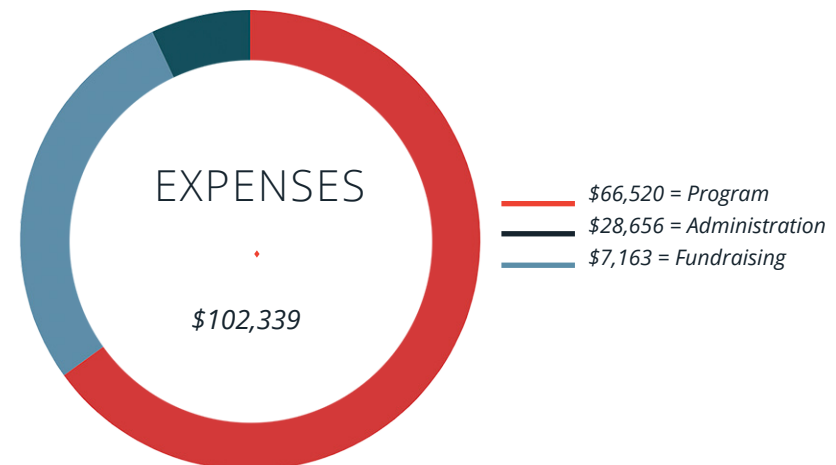
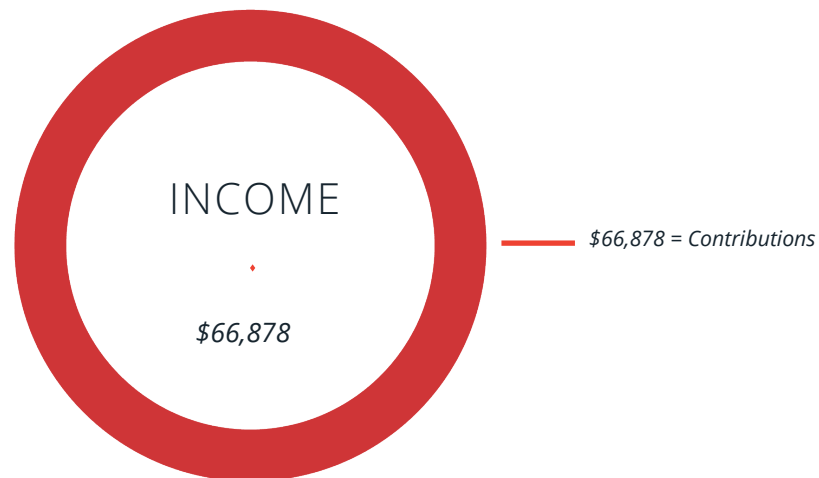
- Welcoming new members and closed FY 21/22 with 750 total members
- Responding to inquiries about DES health impacts, legal options, and policy issues
- Adding alternative version of doctors list with new geographic search function
- Continuing sponsorship of discussion groups for DES Daughters and DES Men
- Planning Second Annual DES Action USA Member Meeting
- Supporting DES Action USA members in speaking up on DES and endocrine disruptor issues
- Forming partnerships and advocated to restore funding for DES Follow-up Study
- Welcomed new Community Manager following resignation of previous
- Maintained Great Nonprofits Status

## MISSION FORWARD FOR DES ACTION USA

## MEDSHADOW FINANCIALS



## DES ACTION USA FINANCIALS



Both MedShadow and DES Action do not accept funding or support from pharmaceutical companies or medical device manufacturers.

# LOOKING AHEAD

*To 2023 and beyond*

We continue to further our mission at MedShadow Foundation by educating more people about the potential side effects of medications. By adding to our robust collection of articles and downloadable resources and graphics, we continue to inform readers about the ways medicine can help, heal, or harm. Exploring additional topics, such as health and wellness and how lifestyle changes can help to reduce the need for medications has broadened our readership base.

With more and more eyes on our content, along with new avenues of reaching them, we are able to impact more lives for the better. We have added to our team, with full-time staffers dedicated to our objectives, bringing refreshing and creative solutions to growing our base of supporters.

As we look ahead to the coming year, we aim to perfect our massive library and make our website more user-friendly and logically organized. As a global pandemic becomes more controlled, we also aim to explore more in-person conferences in order to keep up on the latest technologies and trends in the medical field.

People care now, more than ever, about their health, not to mention that of their loved ones, too. We continue to position ourselves as a reliable resource for those wishing to reduce a reliance on medications and live a happy and healthy life. As one of the only unbiased and uninfluenced publications on the web, we have a responsibility to shed light on these important topics with well-researched and factual information delivered to as many readers as possible.



# THANK YOU

Thank you to our readers, members and supporters. Thank you to our dedicated staff and to our contributors, partners, and members of our Medical Advisory and Board of Directors, all for their generous efforts, insights and support.

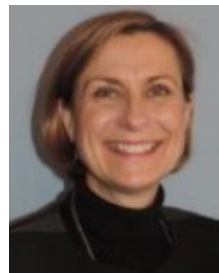
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