A Message from the Board of Directors of Cures Within Reach

The entire Board of Directors would like to share that Bruce Bloom, CEO, at Cures Within Reach has provided invaluable support and services to this organization since its inception. His contributions have brought Cures Within Reach from a local to the national and, finally, to the international stage to advocate and present the value of repurposing with the goal of improving and enhancing the life of patients.

We appreciate the endless effort and passion that Bruce has delivered to repurposing. As Cures Within Reach now enters a new chapter that will focus on growth to further extend the reach and impact on patients, effective June 15, 2019, Barbara Goodman will lead the organization as President and COO.

There is a personal message from Bruce that follows to share his thoughts at this time of transition.

We hope that you, like each of the Board members, will not waiver in your continued support of Cures Within Reach, in terms of both your time and your financial support to further the mission and impact, today and tomorrow.

A Note from Bruce Bloom, CEO, Cures Within Reach

For the last 14 years, I have been privileged to see the creation and development of what is now Cures Within Reach. Started as Partnership For Cures in 2005, the organization transitioned into the first repurposing focused not-for-profit in the United States, and a few years later, Cures Within Reach started to impact patients around the world.

My personal and professional passion helped funders and researchers work with Cures Within Reach to impact the lives of so many patients, such as Nicole, whose quality of life living with ALPS is so much better due to Dr. Teachey's repurposing work funded by Cures Within Reach.

After these amazing 14 years, it is time for me to move out of the day-to-day management of Cures Within Reach and move into a board and science advisor role. This will leave me free to work on global repurposing research issues, like creating new economic incentives, and finding ways to commercialize repurposing research therapies that are affordable for patients. I am making this transition with the full support of the Board of Directors.

The Board and I have chosen Barbara Goodman to assume the day-to-day leadership role for Cures Within Reach. I asked Barbara to join Cures Within Reach in 2017 in order for succession to take place, and she has done a terrific job of preparing for this role since that time, leveraging her more than 20 years of healthcare growth and strategy experience. Barbara has developed a board approved plan to take Cures Within Reach into the future with a bold new business model to increase opportunities for repurposing impact, while strengthening and growing the organization, starting with the launch of a Growth Campaign this Summer, 2019.

The Board of Directors, the CWR staff and I are confident that the entire Cures Within Reach community, from donors to our collaborators on the patient advocacy side, to the researchers and institutions, and our industry partners and many volunteers, will join me, Barbara and the Cures Within Reach teams and volunteer leaders with more support, enthusiasm and engagement than ever before.

Thank you all for the important role that each of you has played over the last 14 years to help me and Cures Within Reach arrive at this moment to begin the next phase in repurposing nationally and internationally. We are grateful for the role you will continue to play in ensuring an even stronger future.