

Advancing Cures in Epilepsy

Turning an Idea Into Reality

A wealthy donor's daughter was recently diagnosed with epilepsy. He approached Sterling Foundation Management because he wanted to make a difference in the field.

Epilepsy, one of the oldest known diseases in the world, still afflicts 65 million people and more than half of them still live with uncontrolled seizures or such serious side effects that they cannot live normal lives.

The client had considerable financial resources and some ideas of how change could be made. Sterling worked with him to establish a public charity and developed a strategy that identified priorities, determined where his resources could best make an impact, and implemented a practical plan for making that impact in a measurable way.

In providing a customized approach to implement positive change, Sterling was able to help the client achieve several breakthroughs in the field over the next 14 years.

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In an area known for heavy bureaucracy laden with both financial and political barriers, Sterling was able to help the client focus his resources in an impactful way that achieved real results in advancing the field to help find a permanent cure for Epilepsy. The work continues to this day.

Creation of the world's largest epilepsy website (Epilepsy.com)

It is the premier source for people and their families suffering from epilepsy as well as for professionals and researchers.

Creation of the Epilepsy Therapy Project (ETP)

ETP's sole goal was to bring new treatments from the lab to the patient faster. Of the 12 drugs currently in the pipeline, 8 were sponsored by ETP (usually at either the early stage when a small investment could get a new compound moving or helping it in the later stage get over the famous "valley of death" that so many drugs in development experience). ETP has made grants, investments, lobbied pharma to get involved in new compounds, made connections between different researchers, different pharma companies and even facilitated funding between companies and venture funds. Through continuous rounds of grants and investments, it has worked to continue to make sure new treatments become available.

Supported creation of program dealing exclusively with SUDEP (Sudden Unexplained Death from Epilepsy)

SUDEP impacts one out of a thousand people with Epilepsy every year. We have helped make SUDEP something that epilepsy doctors and researchers can now talk about and shed light on.

Established the Epilepsy Study Consortium

This Consortium of New York based hospitals makes it very easy for drug companies with new compounds to do new trials without the months or years it takes most other states to get patients signed up for new drug trials.

Lowered the cost of overhead for Epilepsy field

We merged ETP into the Epilepsy Foundation and had our client be the chairman of the new combined entity. We have worked collaboratively with the existing Epilepsy Foundation to eliminate redundancy and even help the new organization lower its costs by finding additional areas to save its resources.

Helped create a "Shark Tank" competition

This event encourages entrepreneurs to develop new devices to assist people with epilepsy. It has resulted in the creation of watch monitors, camera monitors, seizure detection algorithms and safety devices.

Implemented some of the first crowd funding campaigns in the field

By keeping up to date with best practices, current events and societal change over time, we were able to help fund new technologies in ways not envisioned when the project was first started.