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**From:** [REDACTED]  
**Sent:** Monday, December 12, 2011 9:17 PM  
**To:** jeevacation@gmail.com  
**Subject:** numbers  
**Attachments:** PiPS 12\_11 Budget.pdf

Jeffrey,

Good to talk last week. Projected numbers attached.

To reiterate, our ultimate goal is to quantify and elucidate the placebo effect using hard science (e.g., fMRI, PET, TMS, genetic analyses and proteomics). We seek to measure and precisely delineate the pathways whereby symbols, rituals, and the clinical encounter itself create biological and clinical change that can mimic the effects of pharmaceuticals. While we rely on hard science, our work requires behavioral and clinical outcomes to demonstrate the impact of these biological changes (i.e., the placebo effect). We believe we are the only multi-disciplinary center dedicated to the placebo effect in the world.

Let me know if you have questions or want to talk more.

Best,

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