



Corporate Advisory Roundtable Overview

NOF's Corporate Advisory Roundtable (CAR) is a high-level corporate advisory body to NOF's Board of Trustees dedicated to a strategic and programmatic focus on bone health and addressing the fundamental forces affecting the public's access to osteoporosis information and medical care. CAR identifies issues of common concern to NOF and companies with products and services that benefit people in terms of prevention, detection and treatment of osteoporosis. Through dedicated Working Groups, CAR is addressing specific needs of the field and developing targeted projects in support of NOF's goals and member interests.

NOF counts its CAR members as key partners in reaching the following goals:

- Develop program initiatives that will advance healthcare for osteoporosis.
- Real-time communication of scientifically-based news and information about calcium and Vitamin D to nurses, physicians, patients and the public.
- Stress the importance of adherence to treatments, and to a lifetime prevention routine that includes adequate amounts of the best sources of calcium, Vitamin D, and appropriate exercise.
- Expand NOF's professional membership base through and aggressive outreach and benefits effort that will share developments, news, and updates with health professionals in real time.
- Provide input on priorities and emerging issues in the field.

Current CAR Members

Agnovos Healthcare	Alliance for Potato Research & Ed	Amgen
Bayer Healthcare	Bone Index Finland, Ltd.	CE City
Data Centrum Communications	Eli Lilly & Company	FoodCare Inc.
Hologic, Inc.	Inspire	Impactwear
Lone Oak Medical Tech.	Medimaps Group	Medi USA
Medtronic	Mission Pharmacal	National Bone Health Alliance
National Dairy Council	Pfizer Consumer Healthcare	Pharmavite
Radius Health	Regenerative Tech. Corp.	Roche Diagnostics Corp
Tarsa Therapeutics, Inc.		

Membership Details – Structure, Benefits, and Fees

CAR is led by NOF Clinical Director, Andrea Singer, M.D., who serves as CAR's Chair, a Vice-Chair (TBD), and Amy Porter, NOF's Executive Director and CEO. Each company is represented by at least one senior employee as its lead member of CAR. For CAR to be effective, it is critical that participating companies involve high-level representatives who can:

- Determine strategy for the company's involvement in the bone health/osteoporosis field
- Provide continuity to the membership and programs
- Authoritatively represent the company with regard to company function in or resource allocation to such programs as public affairs, public relations, professional education, basic science, clinical medicine and regulatory affairs.

CAR members are invited to participate in **Working Groups** dedicated to the development of specific osteoporosis program initiatives in their areas of expertise and interest. Each member company may nominate additional qualified company representatives to serve with other experts on various Working Groups.

- In 2015, initiated by the Calcium & Vitamin D Working Group, NOF hosted a webinar for more than 1,000 healthcare professionals on calcium and vitamin D
- With support from the new Vertebral Fractures Working Group, NOF's *Clinician's Guide to the Diagnosis and Treatment of Osteoporosis* was featured in JAMA on April 14, 2015. It included recommendations of vertebral imaging for asymptomatic individuals.
- Representatives from NOF's Primary Care Council, the Exercise and Rehabilitation Council, and the NOF Education committee will participate with CAR to discuss priorities and emerging issues.

CAR Members can expect regular updates from NOF on its present initiatives as well as current challenges and opportunities and seek member input to address them. All companies will be recognized on the NOF website (logo included).

NOF will organize a minimum of two face-to-face CAR meetings each year.

- Meetings may include expert presentations and briefings by participating companies, outside consultants, or government advisors.
- Companies will be invited to help organize special presentations or to involve specific speakers.
- Opportunity to host special gatherings of thought leaders in the field.

In 2016, the meetings will take place during the following events:

- NOF's Interdisciplinary Symposium on Osteoporosis (ISO) in Miami, FL, May 12-15, 2016.
- During the American Society for Bone and Mineral Research (ASBMR) annual meeting in Atlanta, GA, September 16-19, 2016.

All companies that participate in CAR will pay an annual membership fee.

- Membership fees are scaled based on annual revenue as outlined below.
- Terms are for one-year.
- Renewal notices will be sent in advance of the end of your membership term.
- Members may be asked to contribute to NOF programs and events throughout the year as appropriate.
- Companies that donate in-kind contributions of \$10,000 or more may receive a complimentary one-year membership.

Membership Fee
 \$25,000
 \$10,000
 \$5,000
 TBD

Annual Revenue
 Over \$100 million in revenue
 \$25 million - \$99 million in revenue
 \$10 million - \$25 million in revenue
 Under \$10 million in revenue

For more information about CAR Membership or activities, please contact:
 Amy Porter, Executive Director and CEO, 703-647-3020; amy.porter@nof.org) or
 Claire Gill, Chief Marketing Officer, 703-647-3250; claire.gill@nof.org).