



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	Adora Calcium	Amgen
A&Z Pharmaceutical	Bone Index Finland, Ltd.	Bristol-Myers Squibb
Data Centrum Communications	Eli Lilly & Company	FoodCare Inc.
Hologic, Inc.	Inspire	Impactwear
Medi USA	Medtronic	Mission Pharmacal
National Bone Health Alliance	Practitioner-Care	Pfizer Consumer Healthcare
Pharmavite	Radius Health	Regenerative Tech. Corp.
Roche Diagnostics Corp	Tarsa Therapeutics, Inc.	UCB

Membership Details – Structure, Benefits, and Fees

CAR is led by NOF Clinical Director, Andrea Singer, M.D., who serves as CAR's Chair and Elizabeth Thompson, NOF's 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 2017, NOF launched its Ambassador Leadership Council securing KOLs and patient partners to serve as cause champions on the local level and to assist with national outreach. NOF also formed its third Working Group focused on Advocacy. With support from Working Group members, NOF hosted a “Town Hall Webinar” on Osteoporosis for Members of Congress and their staff highlighting the epidemic in osteoporosis and key issues impacting patient access to testing and treatment.
- NOF and the Calcium and Vitamin D Working Group submitted comments to the USPSTF Draft Recommendation Statement on Vitamin D, Calcium, or Combined Supplementation for the Primary Prevention of Fractures in Adults in October. NOF also responded to an article in JAMA in December 2017 regarding the Association Between Calcium or Vitamin D Supplementation and Fracture Incidence in Community-Dwelling Older Adults: A Systematic Review and Meta-Analysis. With CAR member support, NOF also created new digital education materials on calcium, vitamin D and nutrition and bone health.
- The Vertebral Fractures Working Group activity included presentations at the AANP and AAPA conferences regarding VCF and mortality. NOF also created new materials on VCF and shared the information via National Osteoporosis Month tool kits with HCPs and the Ambassador Leadership Council.

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 2018, the meetings will take place during the following events:

- NOF’ Interdisciplinary Symposium on Osteoporosis, May 17-19, 2018 in New Orleans, LA. During the American Society for Bone and Mineral Research (ASBMR) annual meeting in Quebec, Canada, September 28-October 1, 2018.

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.

<u>Membership Fee</u>	<u>Annual Revenue</u>
\$25,000	Over \$100 million in revenue
\$10,000	\$25 million - \$99 million in revenue
\$5,000	\$10 million - \$25 million in revenue
TBD	Under \$10 million in revenue

For more information about CAR Membership or activities, please contact:
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 Claire Gill, Chief Marketing Officer, 703-647-3025; claire.gill@nof.org.