



Corporate Advisory Roundtable Overview

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

BHOFF relies on 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 bone health 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 BHOFF’s professional membership base through an aggressive outreach and benefits effort that will share developments, news, and updates with healthcare professionals in real time.
- Provide input on priorities and emerging issues in the field.

Current CAR Members

A&Z Pharmaceutical, Inc.	Adora	Agnovos Healthcare
Amgen	Bone Health Policy Institute	Bone Index Finland, Ltd.
Data Centrum Communications	Inspire	Juvent – Regenerative Technologies Corporation
Nutritional Biochemistry, Inc.	Pharmavite	Phoenix Hipwear
Promedius	Radius Health	Sandoz
Tango Belt	UCB	

Membership Details – Structure, Benefits, and Fees

CAR is led by BHOFF Clinical Director, Andrea Singer, M.D., who serves as CAR’s Chair, and Claire Gill, BHOFF’s CEO. Each company is represented by at least one senior employee as its lead member. In order for CAR to be effective, it is critical that participating companies involve high-level representatives who can do the following:

- Determine strategy for the company’s involvement in the bone health/osteoporosis field.
- Provide continuity to the membership and programs.
- Authoritatively represent the company regarding a specific 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.

- Sample Working Groups:
 - BHOF and the Calcium and Vitamin D Working Group continues to promote resources available regarding nutrition and bone health. Work also began on the Be Bone Strong Cookbook, which includes basic information on osteoporosis and bone health nutrition and 75+ recipes featuring ingredients that support good bone health.
 - The Vertebral Fractures Working Group supported development of a toolkit for Advance Practice Providers and presentations on osteoporosis and spinal fractures at national and international meetings.

New Working Groups are created as needed.

CAR Members can expect regular updates from BHOF on its present initiatives as well as current challenges and opportunities and seek member counsel to address them. All companies will be recognized on the BHOF website (logo included) and in the BHOF annual report. In addition, BHOF will host a minimum of two CAR meetings annually. Please note that these meetings are now hosted via Zoom.

- 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.
- There is the opportunity to host special gatherings of field thought leaders.

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:

Andrea Medeiros, Sr. Director, Public Health & Policy; 703-647-3010; amedeiros@bonehealthandosteoporosis.org
Claire Gill, CEO; 703-647-3025; cgill@bonehealthandosteoporosis.org;