



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 an 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. | Data Centrum Communications |
| FoodCare Inc. | Hologic, Inc. | Inspire |
| Medtronic | NBI Health | Pharmavite |
| Radius Health | Regenerative Tech. Corp. | Roche Diagnostics Corp |
| Tango Belt | UCB | |

Membership Details – Structure, Benefits, and Fees

CAR is led by NOF Chief Medical Officer, Andrea Singer, M.D., who serves as CAR's Chair and Claire Gill, 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 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.

- In 2020, NOF grew its Ambassador Leadership Council to nearly 165 members, securing KOLs and patient partners to serve as cause champions on the local level and to assist with national outreach. NOF continued to lead the Protect Medicare Part D Working Group (PMPD) and the Fracture Prevention Coalition, advocating for patient access to all treatments for osteoporosis and appropriate level of reimbursement for bone density tests (DXA), respectively.
- NOF and the Calcium and Vitamin D Working Group continues to promote resources available regarding nutrition and bone health. In December 2020, NOF promoted *The Food-for-Bones Cookbook* to all of its Support Group Leaders. The cookbook showcases 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.

CAR Members can expect regular updates from NOF on its present initiatives as well as current challenges and opportunities and will 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.
- There is also opportunity to host special gatherings of thought leaders in the field.

In 2021, the meetings will take place during the following events:

- NOF’s Interdisciplinary Symposium on Osteoporosis, May 2021 (exact date TBD)
- During the American Society for Bone and Mineral Research (ASBMR) annual meeting October 1-4, 2021 (exact date TBD)

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:

Claire Gill, CEO, 703-647-3025; claire.gill@nof.org or

Andrea Medeiros, Director of Programs, Policy & Membership, 703-647-3010; andrea.medeiros@nof.org.