OSTEOPOROSIS. A ‘silent’ disease leaving millions of people around the world at risk of debilitating and life-threatening fractures.
Message from the President and CEO

John A. Kanis
IOF PRESIDENT

IOF’s commitment to strong regional representation and programming took a great leap forward in 2010. Following the launch of our new regional office in Singapore, we were pleased with the success of the first ‘IOF Regionals’ for the Asia-Pacific region. This will be followed by annual regional meetings in Asia-Pacific as well as regional meetings in the Middle-East & Africa (October 2011) and in Latin America (May 2012). This new series of meetings will enable health care professionals around the world to participate in an educational and clinical research forum of international standing with regional focus. As well, the election of the first Regional Advisory Council for Asia, and the establishment of interim Councils for the Middle-East & Africa and Latin American regions are significant stepping stones towards greater regional representation.

Congratulations are due to the Committee of Scientific Advisors (CSA) and staff who are implementing an increasingly dynamic science programme. The CSA gained 14 new members and now benefits from broader regional representation, while its Working Groups have published influential position papers and engaged in new collaborative efforts with related interest groups and other disease areas. As well, IOF has enhanced its scientific publications portfolio through the addition of *Calcified Tissue International*.

Of the many significant achievements in 2010, I would like to highlight IOF’s publication of the Eastern European and Central Asian Audit report. Like the Asian Audit of 2009, this landmark publication has drawn international media attention to the immense burden of osteoporotic fractures in the region, while providing national societies with a valuable tool to advance policy and research in their regions.

These, and other new developments, will help to better serve IOF’s global constituency and will enhance our shared efforts to reduce the burden of osteoporotic fractures.

Patrice McKenney
IOF CHIEF EXECUTIVE OFFICER

Osteoporosis advocates are faced with a long ‘to do’ list in the fight against osteoporosis. Whether educating health professionals, raising public awareness, or helping patients acquire the information they need, it all comes down to effective outreach and communications.

To this end, IOF is setting the stage for a new era of dynamic digital outreach. In 2010 we developed an online communications strategy which includes the launch of an ambitious new website with dedicated subsites for Asia, Latin America and the Middle-East & Africa regions. We began to reach a broader constituency through the use of social media such as Facebook, Twitter and YouTube, while making the FRAX® tool more widely accessible via an iPhone application.

A vibrant World Osteoporosis Day campaign, focused on the recognition of vertebral fractures, generated great media interest and public outreach thanks in part to the use of interactive press releases and Snap!, a unique multimedia photographic essay developed by IOF. We are especially excited about OsteoLink, a promising new online social media platform for osteoporosis patients and the community at large. OsteoLink was finalized in cooperation with several national societies and is now poised for launch in the pilot countries.

We hope that the new digital tools at our disposal will be a key element in our work, helping to energize and inform the public, health professionals and health care providers around the world.

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Who we are

OUR VISION A WORLD WITHOUT OSTEOPOROTIC FRACTURES
As the leading global NGO dedicated to osteoporosis and related bone diseases, the International Osteoporosis Foundation’s (IOF) broad scope of work and partnerships is reflected in its stated mission to:

• increase awareness and understanding of osteoporosis
• motivate people to take action to prevent, diagnose and treat osteoporosis
• support national osteoporosis societies in order to maximize their effectiveness

OUR GOALS

• nurture and enlarge the IOF network of member societies worldwide
• promote medical innovation and improve care
• expand partnerships with organizations working on similar or complementary issues and projects
• lobby for policy change in all countries so that diagnosis and treatment of osteoporosis becomes standard

A UNIQUE ALLIANCE OF THREE MEMBERSHIP GROUPS*

Committee of National Societies (CNS) comprising patient and medical societies dedicated to osteoporosis and bone health. In 2010 there were 192 member societies in 92 countries, regions or territories. The CNS membership has almost tripled over the past decade, indicating the growing importance of osteoporosis in all regions.

Committee of Scientific Advisors (CSA) comprising 109 of the world’s top research and clinical experts, elected to the committee by their peers on the basis of scientific merit and experience. The CSA ensures that IOF has an influential and important global reach in the science and medical arena.

Committee of Corporate Advisors (CCA) representing 31 companies from diverse areas of activity, including leading companies in pharmaceuticals, medical diagnostics, consumer products, food and nutrition, banking, and advertising.

For further information and for a full listing of the committees, membership benefits and how to join, visit the IOF website.

* membership as of December 2010

ABOUT IOF

IOF was founded in 1998 as a not-for-profit, international non-governmental foundation registered in Switzerland. The Foundation functions as a global alliance of patient, medical and research societies, scientists, health care professionals and corporate partners across many fields.

IOF headquarters are in Nyon, Switzerland, with regional representations in Latin America (Argentina), Asia (Singapore), Middle East (Dubai). IOF has been granted Roster Consultative Status with the Economic and Social Council of the United Nations.
ELECTIONS 2010
CSA, CNS AND CCA

In May 2010, Prof Cyrus Cooper and Prof René Rizzoli were elected for another 4-year term as chair and co-chair respectively of the CSA. In December 2010, the CNS elected Dr. José Zanchetta (Argentina) as the new CNS Chair and Dr. Famida Jiwa (Canada) as Chair of the Patient Societies Subcommittee. The CCA elected Laurence Alliot (Servier) and Norma Piggot (Amgen) as Chair and Vice-Chair respectively. The newly elected CCA Chairs assumed their positions in November 2010.

BOARD MEMBERS

IOF is governed by a Board, which includes 21 elected members from six regions of the world as well as ex-officio members. An Executive Committee meets on a regular basis to advise the Board and to delegate day-to-day responsibility to senior management who oversee staff and operations in the IOF head office as well as in the regional offices.

ASIAN REGION
Edith Lau HK
Hajime Orimo JP

EUROPEAN REGION
Silvano Adami IT
Socrates Papapoulos NL
Juliet Compton UK
Jean-Yves Reginster BE
John A. Kanis UK
René Rizzoli CH
Uri Liberman IS

MIDDLE EAST & AFRICAN REGION
Basel Masri JO

NORTH AMERICAN REGION
Jonathon Adachi CA
Harry K. Genant US
John Bilezikian US
Paul D. Miller US
Steven Cummings US
Ethel S. Siris US
Bess Dawson-Hughes US

OCEANIA REGION
Ego Seeman AU

SOUTH AND CENTRAL AMERICAN REGION
Rubem Lederman BR
José Zanchetta AR
Gregorio Riera-Espinoza VE

EXECUTIVE COMMITTEE

PRESIDENT         John Kanis
GENERAL            Bess Dawson-Hughes
SECRETARY          René Rizzoli
TREASURER          Cyrus Cooper
CSA CHAIR           Famida Jiwa
CNS CHAIR           René Rizzoli

COMMITTEE CHAIRS

CSA CHAIR           Cyrus Cooper UK
CSA VICE-CHAIR     René Rizzoli CH
CNS CHAIR           Famida Jiwa CA
CNS VICE-CHAIR     José Zanchetta AR
                  (June-December 2010)
CCA CHAIR           Marcel LeChanteur CA
CCA VICE-CHAIR     Stefan Korte CH
                  (to November 2010)

IOF BUSINESS MEETINGS

Florence, Italy May 3-4, 2010
• Board, CNS, CSA, CCA

Toronto, Canada October 14, 2010
• Board, CCA
A global presence with strong regional representation

* members listed according to IOF Regions and based on membership in March 2011
MOVING FORWARD WITH REGIONAL REPRESENTATION
REGIONAL ADVISORY COUNCILS

As approved by the Board of Directors in 2009, the long-term strategy for the development of the five IOF geographical regions will be reinforced by a fundamental change to the way these regions are to be represented. Each region will have a Chairman and a Regional Advisory Council (RAC), which will have representation from the CNS members in the region. The first RAC was elected by the CNS in the Asia-Pacific region in December 2010 and interim councils are in place for Latin America and the Middle-East & Africa regions. RAC council members are listed in the respective regional section of this annual report.

IOF’s Regional Programme underlines the Foundation’s strong regional structure based on collaboration among the member associations in three designated regions: Asia Pacific (AP), Middle-East & Africa (ME-A), and Latin America (LA).

The ultimate aim is to support the capacity of member societies to develop programmes and policies targeted to the specific needs of each region. This assists national societies to serve people with osteoporosis more effectively and strengthens the osteoporosis movement worldwide.

The goals of the IOF regional programme are to:

- **SUPPORT** national osteoporosis societies in order to maximize their effectiveness in raising awareness of the need for effective prevention, diagnosis and treatment of osteoporosis
- **STRENGTHEN** communication between CNS and the global organization
- **PROVIDE** the regions with guidance on building a governance and management structure
- **CREATE** effective synergy between the IOF global office and the regions to enable economies of scale and sharing of resources
- **ASSIST** the regions to acquire the financial, technical and human resources they need
- **PROVIDE** each region with equal and effective representation on the IOF Board of Governance
- **FACILITATE** the development of world class programmes within each region
NEW IOF ASIA-PACIFIC REGIONAL OFFICE OPENS IN SINGAPORE

IOF celebrated the launch of its new regional office for the Asia-Pacific region in Singapore with a major media event in August 2010. Well attended by local and international press, the event featured an opening address by Guest of Honour, Senior Minister and Coordinating Minister for National Security Professor S. Jayakumar.

The launch was held in coordination with the Osteoporosis Society of Singapore (OSS) and the Endocrine and Metabolic Society of Singapore (EMSS). Guest speakers included IOF, OSS and EMSS officials as well as Dr Shyamala Thilagaratnam, Director for Healthy Ageing Division, Health Promotion Board of Singapore.

ASIAN AUDIT WITH CONTINUED IMPACT!

Published September 2009 in cooperation with 14 IOF member societies in the region, The Asian Audit - Epidemiology, costs and burden of osteoporosis in Asia 2009 was the first publication to collect data on the epidemiology, burden and costs of osteoporosis in individual countries, as well as collectively across Asia. In 2010 the Audit continued to be a valuable tool for the national societies, used to engage media, stimulate research efforts and support the call for improved fracture prevention and management across Asia. Plans are underway to update the Asian Audit in 2011.
WORLD OSTEOPOOROSIS DAY CELEBRATED IN MUMBAI AND THROUGHOUT ASIA

IOF COO Judy Stenmark joined the Arthritis Foundation of India (AFI) at the launch of its ‘Strong Bones, Great Women’ initiative on World Osteoporosis Day, October 20, in Mumbai, India.

The Women Leaders Roundtable featured prominent women from the fields of politics, education, medicine, culture and sport.

LAUNCH OF IOF REGIONALS
1ST ASIA-PACIFIC OSTEOPOOROSIS MEETING - SINGAPORE DECEMBER 10-13

With more than 1000 attendees and 400 abstracts from around the world, the 1st Asia-Pacific Osteoporosis Meeting, held in Singapore from December 10-13, 2010, was a resounding success, surpassing expectations in terms of attendance, scientific quality and media impact. The meeting was held in cooperation with the Osteoporosis Society of Singapore, which organized a well-attended ‘Public Forum’ that brought practical information about osteoporosis to patients and their families.
Europe

NEW MEMBERS IN 2010

CSA
Heike Bischoff-Ferrari CH
Elaine Dennison UK
Klaus Engelke DE
Mickaël Hiligsmann BE
Laura Masi IT
Nicola Napoli IT
Manuel Sosa ES
Pawel Szulc FR

CNS
Netzwerk-Osteoporose e.V. DE
Osteoporose Selbsthilfegruppen Dachverband e.V. DE

CCA
Banque Piguet & Cie S.A. DSM
GSK (GlaxoSmithKline)

EUROPEAN WORLD OSTEOPOROSIS DAY LAUNCH IN BRUSSELS

The European media launch of World Osteoporosis Day and the Snap! photographic essay (see page 27) was held at the Bavarian Representation to the EU in Brussels on October 12, 2010. More than 15 journalists and TV media attended this event, which was co-hosted by the Belgian Bone Club and the chairs of the European Parliament Osteoporosis Interest Group.

SETTING THE POLICY AGENDA IN EUROPE

IOF has continued to work towards achieving its policy goals in Europe, moving the agenda forward to ensure that osteoporosis becomes a healthcare priority and that EU citizens receive equitable access to diagnosis and treatment. Building on the ‘Eight Recommendations from the European Commission (1998) Report’, IOF has published reports and audits, the latest in 2008, which continue to be landmark reports for policy work in the EU. Many countries have used these reports as lobbying tools to reinforce policy and advocacy efforts in their countries. The comparisons outlined in the audits are effective in demonstrating how governments and health officials need to do more to prevent fragility fractures.

Over the next few years, the IOF Policy programme in Europe will focus on:

• Creating synergies with other disease groups and joining forces to maximize impact
• Promoting policy with a focus on a chronic disease approach
• Promoting research that generates Quality of Life and health economics data
• Advocating through the EP Osteoporosis Interest Group and other EU bodies
• Supporting policy change in Eastern European countries by promoting the findings of the Regional Audit Report (see page 12).
EU COUNCIL CONCLUSIONS ON CHRONIC DISEASES

For the first time, IOF President John Kanis, was invited to speak about osteoporosis at the Ministerial Conference on Innovative Approaches to Chronic Illnesses in Public Health and Healthcare Systems. The Conclusions of this Ministerial Conference were presented to the Council of Ministers in December 2010, with results reflected in the adoption of the ‘EU Council Conclusions on Chronic Diseases: Innovative approaches for chronic diseases in public health and healthcare systems’ by the EU Council. The conclusions recognize the serious impact of chronic diseases and outline innovative approaches that can raise the priority of these diseases within European healthcare systems. IOF President John Kanis stated, “IOF welcomes the EU Council Conclusions which, if implemented at the national level, will help to lessen the immense burden of osteoporosis and other chronic diseases while promoting healthy and active ageing.”

EUROPEAN PARLIAMENT OSTEOPOROSIS INTEREST GROUP

The EP Osteoporosis Interest Group is an informal, all-party group founded in December 2001, which currently numbers 29 members. Its aim is to help stimulate much needed policy developments at both national and European levels. Once a year members of the Interest Group are invited to join a meeting of the EU Osteoporosis Consultation Panel.

In 2010 the Interest Group was invited to attend the IOF World Osteoporosis Day event held in October 2010. The Interest Group Chairs hosted an MEP luncheon on March 16, 2010 and a breakfast meeting on 15 September, 2010. In July 2010, the Chairs submitted a written question on osteoporosis to the European Commission. In its reply, the Commission emphasized the need for a coordinated approach to chronic diseases prevention and management.

EU OSTEOPOROSIS CONSULTATION PANEL

The Consultation Panel works with stakeholders at both national and EU levels to implement practical, cost-effective strategies to improve access to diagnosis and proven therapies before the first fracture. Comprised of policy makers and osteoporosis experts from the 27 Member States, the Consultation Panel meets annually to review progresses and challenges in the EU countries and share ideas on how to raise the profile of osteoporosis and bone health nationally and at the EU level.

The ninth annual meeting of the Consultation Panel took place on October 12, 2010 at the Representation of the Free State of Bavaria to the European Union in Brussels, held in conjunction with a World Osteoporosis Day media launch. Around 80 invitees (including journalists) attended the press event which was chaired by Prof. Karsten Dreinhöfer (Germany). Prof. Wolfgang Caselmann, Director-General for Public Health in the Bavarian State Ministry of the Environment and Public Health, opened the Conference as guest of honour. The audience then heard presentations from the following speakers: Patrice McKenney, CEO, IOF; Dr. Anja Weisgerber, MEP and Mary Honeyball, MEP co-chairs of the European Parliament Osteoporosis Interest Group; Judy Stenmark, COO, IOF; Prof. Jean-Yves Reginster, Professor of public health at the University of Liège; patient speaker Ann Vannerem Crosbie; and Prof. Steven Boonen, Professor of geriatrics at the University of Leuven.

Following the press conference, the meeting went on to discuss key findings of the Eastern European and Central Asian Regional Audit Report (see following page), vitamin D deficiency and food supplementation, vertebral fractures, and the need for action on chronic diseases. Informative updates were provided by speakers from Poland (Prof. Roman Lorenz), Romania (Dr. Dorina Farcas) and Hungary (Dr. Istvan Marton).
The preliminary findings of the ‘Eastern European and Central Asian Regional Audit Report’ were announced in St. Petersburg, Russia on September 27, 2010 in conjunction with the IOF Summit of Eastern Europe and Central Asian Osteoporosis Patient Societies. Local Russian media and international press agencies reported on the alarming findings of the report, which was consequently published in its entirety with data from 21 countries, including nine EU countries, in December 2010.

The key findings of the Audit Report revealed the magnitude of the problem in the region, including:

- No set standards of care and lack of modern surgical treatment of patients after hip fracture in many countries, resulting in widespread disability and high death rates – as high as 45-52% in some Russian cities
- Significant increase in numbers of elderly and hence in fragility fractures expected for most countries in the coming decades
- Lack of epidemiological data on fractures and scientific research in the field of osteoporosis in many countries
- Lack of official government-approved national guidelines on osteoporosis and no formal fragility fracture registries in many countries
- Vitamin D status and average daily calcium intake far below the WHO recommendations in most countries
- In countries without reimbursement of drug therapy, treatment remains out of reach for a majority of the population
IOF SUMMIT OF EASTERN EUROPE AND CENTRAL ASIAN OSTEOPOROSIS PATIENT SOCIETIES

Fifteen representatives of national societies in Eastern Europe and Central Asia, attended an IOF Summit to discuss the Audit report findings and the immense challenges which lie ahead. The report will be used throughout the region as a policy tool to raise awareness and spur action among health policy officials, health professionals and the media.

INVEST IN YOUR BONES CAMPAIGN (IYB) PROMOTING BEST PRACTICE

The IYB Campaign, initiated in 2002, commenced its fifth phase in 2010. It aims to promote best practice and policy change throughout Europe with a focus on France, Germany, Italy, Spain and the UK. The key objectives of the campaign are to:

- support and promote advocacy initiatives at the EU level and in the five IYB countries
- promote the implementation of national osteoporosis management guidelines
- support training and capacity building of healthcare providers
- support osteoporosis awareness initiatives
- support research to evaluate patient quality of life and economic impact of osteoporosis in Europe (ICUROS study), and to quantify the burden of disease and access to osteoporosis management in Europe (EFPIA study)
- promote and disseminate evidence and best practice of Models of Care for Secondary Fracture Prevention in Europe

JOINT MEETINGS TO BE HELD IN EUROPE

Due to the enormous success of the World Congress on Osteoporosis and 10th European Congress on Clinical and Economic Aspects of Osteoporosis and Osteoarthritis (IOF WCO-ECCEO10) in May 2010 (see page 18) IOF was pleased to announce further cooperation with ESCEO to hold joint European meetings until 2013. Meetings will be held in Valencia, March 2011 and in Bordeaux, March 2012.
Latin America

Mónica Caló
IOF LATIN AMERICA COORDINATOR

REGIONAL ADVISORY COUNCIL
Interim Council – elections to take place in 2012

- **Chairman and Legal Representative**
  José Zanchetta AR
- **REGION CONO SUR (AR, CL, PY, UY):**
  Claudia Campusano CL
- **BRASIL**
  Sergio Ragi BR
- **REGION ANDINA (CO, ECU, BO, PE)**
  Alexandra Terront CO
- **REGION CARIBE (VE, CENTRAL AMERICA, CARIBBEAN ISLANDS)**
  Sonia Cerdas CR
- **MEXICO**
  Fidencio Cons Molina MX

Ex-officio IOF board members
- José Zanchetta AR
- Rubem Lederman BR
- Gregorio Riera VE

NO TE CURVE! WORLD OSTEOPOROSIS DAY IN LATIN AMERICA

IOF Latin America issued IOF posters and other IOF World Osteoporosis Day materials in Spanish as well as Portuguese to all member societies in Latin America. Exciting public awareness campaigns took place in many countries including in Argentina, Bolivia, Brazil, Chile, Costa Rica, Mexico, Uruguay, and Venezuela.

IOF CEO Patrice McKenney represented IOF at a major public World Osteoporosis Day event held in Rio de Janeiro on October 24, 2010. The impressive public walk and information event was hosted by FENAPCO – National Federation of Osteoporosis Patients Associations – in cooperation with national medical societies involved in bone care in Brazil. Hundreds of people participated in the public walk and informational lectures.
PRESS CONFERENCE SPARKS NATIONWIDE MEDIA CAMPAIGN IN ARGENTINA

An October 5, 2010 press conference organized by IOF Latin America sparked widespread media coverage nationwide. The press event and its topic of ‘Low calcium intake increases the risk of fracture in young women’ generated media reports on bone health and the importance of adequate calcium intake. In addition to articles in newspapers, health magazines, and women’s magazines, radio and television programmes held exclusive interviews with expert speakers and even dedicated an entire segment to osteoporosis. The campaign is estimated to have reached 5 million people.

WHITE PAPERS RELEASED FOR ARGENTINA AND MEXICO

Regional audits and white papers reveal the socioeconomic burden of osteoporosis and thereby play an essential role in advancing advocacy initiatives throughout the regions. In Latin America two noteworthy papers were published for Argentina and Mexico. These, and other national studies for the region, will be the basis of a new Audit report for Latin America to be published in 2011.

- Epidemiology, costs, and burden of osteoporosis in Argentina, 2009

- Epidemiology, costs and burden of osteoporosis in Mexico
  Patricia Clark & Fernando Carlos & José Luis Vázquez Martínez. Arch Osteoporos (2010) 5:9-17

In Mexico, Dr. Patricia Clark, one of the authors of the report, was the IOF speaker for a media tour to raise awareness of osteoporosis and the findings in the cities of Monterrey, Mexico City, Merida and Guadalajara. She was interviewed by the most relevant media in each city, concluding with an interview with El Universal, a major Mexican news conglomerate.

TRAINING COURSES OFFERED BY IOF LATIN AMERICA

1st ISCD-IOF Clinical Densitometry Course with ISCD certification for Latin America
In 2010 IOF Latin America launched a new series of clinical densitometry courses with ISCD certification. This cooperative project with the International Society of Clinical Densitometry (ISCD) will provide health professionals in the region with a high quality educational experience that profits from the strengths of the two organizations. The first 1st IOF-ISCD course was held from 28-30 October in Curitiba, Brazil in cooperation with the Brazilian Society of Densitometry (SBdens). Three courses are planned in 2011.

1st Osteoporosis and Celiac Disease Course
On September 30, 2010 IOF Latin America held the first multidisciplinary course focused on issues related to osteoporosis and the treatment of patients with celiac disease. The 2nd course will be held in Buenos Aires on September 29, 2011.

IOF Advanced Training Course on Osteoporosis in Latin America
The 8th IOF Advanced Training Course in Latin America was held in Caracas, Venezuela from June 17-19, 2010 for 87 health professionals of various disciplines. As in the past, the program was taught by a regionally and internationally renowned faculty.

IOF Paediatric Bone Health Training Course
IOF Latin America has introduced this popular new one-day course designed for paediatricians and other health professionals. In 2010 the course was held in Buenos Aires, Argentina for 63 participants.
The regionalization programme for the Middle-East & Africa region took important steps forward in 2010 with the strong support and leadership of IOF Board member and regional representative Basel Masri.

Planning was underway to establish an IOF Regional Office managed from Dubai. The regional office, to be established in 2011, will have a working administrative structure and a staff that reports directly to the IOF Chief Executive Officer, with guidance by the Regional Chair and Council.

REGIONAL ADVISORY COUNCIL

An Interim Advisory Council has been established until elections for a full Regional Advisory Council can take place in the first half of 2011. At present the Pan Arab Osteoporosis Society (PAOS), which represents the majority of societies in the region, is acting as an Interim Council. As of 2011, the elected regional council will include a broader representation of all countries in the region, as well as PAOS.

NEW MEMBERS IN 2010

CSA Abdellah El Maghraoui, Morocco

HAMDAN AWARD FOR MEDICAL RESEARCH EXCELLENCE

This award was presented to Prof John A. Kanis in Dubai on December 13, 2010 by His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and Industry, UAE, President of the Dubai Department of Health and Medical Services and Patron of the Award for Medical Sciences.

NEW EDUCATIONAL OPPORTUNITY ANNOUNCED!

IOF REGIONALS - 1ST MIDDLE-EAST & AFRICA OSTEOPOOROSIS MEETING
Dubai, UAE, October 19-22, 2011

As part of its new regionalization strategy, IOF will launch a major new event for clinicians and bone health specialists in the region. Following on the pattern of the IOF meeting held in Singapore in December 2010, this will be one of the largest clinical bone meetings ever held in the Middle-East, with some 700+ participants expected. www.iofbonehealth.org/dubai-2011

MIDDLE-EAST AND AFRICA REGIONAL AUDIT

Working with a Steering Committee headed by Prof. Ghada El-Hajj Fuleihan (Lebanon) and Dr Gemma Adib (representing PAOS countries & societies), IOF began gathering data for the compilation of a Regional Audit to be published in October 2011. The audit report, modeled on the very successful reports for Asia and Eastern Europe & Central Asia, will highlight the epidemiology, burden and status of osteoporosis and its management in the participating countries as well as in the region as a whole. IOF expects the report will generate significant media coverage and have impact at a policy level.
IOF furthers scientific advances in the field by running and supporting scientific conferences, engaging in innovative research projects and by expanding professional education and training in osteoporosis.
Taking the lead in science and health professional education

IOF ORGANIZES SCIENTIFIC CONGRESSES, MEETINGS AND TRAINING COURSES

Florence attracts record number of attendees and abstracts

In 2010, IOF joined with the European Society for Clinical and Economic Aspects of Osteoporosis and Osteoarthritis (ESCEO) to stage the most successful global and European congress ever held in IOF’s history, with a record number of participants from all over the world (5,500). The World Congress on Osteoporosis and 10th European Congress on Clinical and Economic Aspects of Osteoporosis and Osteoarthritis (IOF WCO-ECCEO10), held from 5-8 May, 2010, Florence, Italy, was also a scientific success with a record number of abstracts (more than 800) and high quality scientific presentations. This outstanding scientific event has paved the way for further joint congresses with ESCEO, notably the European Congress on Osteoporosis & Osteoarthritis (ECCEO11-IOF) and the 1st IOF-ESCEO Pre-Clinical Symposium to be held in Valencia, Spain in March 2011.

ANNOUNCING A NEW FORUM FOR BASIC AND TRANSLATIONAL BONE SCIENCE

IOF announced the 1st IOF-ESCEO Pre-Clinical Symposium, to be held in Valencia, Spain from March 22-23, 2011. With this new forum, IOF recognizes the importance of translational science, a critical bridge between advances in basic science and new clinically-relevant knowledge. Its unique format includes a focus on oral presentations, which allows younger researchers a new platform to showcase their work.

A NEW SERIES OF CLINICALLY-ORIENTED REGIONAL MEETINGS

The IOF Regionals, a new series of osteoporosis meetings to be held in Asia, Latin America and the Middle-East & Africa, was launched in Singapore with the 1st Asia-Pacific Osteoporosis Meeting in December 2010. The IOF Regionals will enable a greater number of health professionals to attend top quality scientific conferences ‘close to home’ and will address specific local issues to better meet the information needs of health professionals in the region. As an international platform for the work of clinical scientists and national societies in the region, the meetings will also help to generate regional public and policy interest in osteoporosis and its management.

ENDORSED MEETINGS IN SUPPORT OF IOF MEMBER SOCIETIES

Each year IOF supports a number of meetings and conferences held by its member societies. Involvement may be through endorsement, provision of speakers and/or funding. A list of past meetings with IOF involvement is available on the IOF website at: www.iofbonehealth.org/meetings-events/past-meetings-with-iof-involvement.html

PROVIDING GRANTS AND FELLOWSHIPS FOR THE SCIENTIFIC COMMUNITY

The following IOF awards were presented at the World Congress on Osteoporosis 2010 (IOF WCO-ECCEO10) in May 2010

IOF Medal of Achievement

Professor John Kanis was named the winner of the 2010 IOF Medal of Achievement. The award honours an individual researcher who has significantly advanced the field of osteoporosis through original and outstanding scientific work. It underlines an important aspect of IOF’s mission - to increase understanding and awareness of osteoporosis and to promote medical innovation, scientific excellence and improved care.
Pierre Delmas Award

Professor José Zanchetta, a member of the IOF Board and long standing leader of the IOF Latin American Programme, was presented with this significant award named in memory of Pierre D. Delmas, IOF’s renowned founding president. The award honours an IOF member who has been instrumental in the growth and work of the Foundation, helping to promote osteoporosis advocacy worldwide.

IOF-Servier Young Investigator Research Grant

This prestigious grant, valued at €40 000, has been awarded bi-annually since 2000 to outstanding young researchers under the age of 40. It aims to encourage young scientists to carry out high quality research of international relevance that ultimately contributes to the improved care of osteoporosis sufferers worldwide. In 2010 the grant was awarded to co-winners Dr. Frank de Vries, University of Utrecht, the Netherlands, and Dr. Davide Ruffoni, Institute for Biomechanics, ETH Zurich, Switzerland.

Pierre Delmas Prize: An ESCEO-IOF/Servier Achievement Award

This new annual scientific award is named in honour of the late Pierre D. Delmas, the world renowned researcher and co-founder of the IOF. The grant of €40 000 was awarded to Pierre Jean Meunier, Professor Emeritus at the Claude Bernard University of Lyon, France in honour of his outstanding and major scientific contributions to the study of bone and mineral diseases.

ESCEO-IOF-ABBH Young Investigator Awards

Dr Mark Bolland (New Zealand) and Dr Aline Gauthier (UK) were named the winners of the ESCEO-IOF-ABBH Young Investigator Award, a new award which recognizes young researchers for the excellence and quality of their work.
IOF OSTEOPOROSIS DIAGNOSIS COURSE, WITH DENSITOMETRY CERTIFICATION

This popular IOF course with optional densitometry certification has been held in more than 20 countries since 2007. In 2010 around 1000 participants attended courses in Austria, Bahrain, Belarus, Cyprus, India, Iran, Poland, Portugal, Romania and Switzerland. The courses are held in partnership with member national osteoporosis societies and are taught by international experts together with local teaching faculty. Course leaders are Professors Marius Kränzlin and René Rizzoli.

IOF ADVANCED TRAINING COURSE ON OSTEOPOROSIS

Taught by a renowned international faculty, this annual training course offers a comprehensive two and half-day curriculum eligible for 15 EACCME Continuing Medical Education credits. In 2010 the 19th IOF Advanced Training Course on Osteoporosis held in Lyon, France from February 2-4, 2010, was attended by more than 200 international participants. Future courses, chaired by Professor Socrates Papapolous, will be held in Geneva, Switzerland.
The Committee of Scientific Advisors (CSA) has established various working groups which aim to formulate global policy guidance, scientific guidelines and general statements; update IOF positions as appropriate; and develop educational and research projects of international relevance. Detailed information about the working groups, and their members, is available on the IOF website.

2010 CSA WORKING GROUPS

- **Bone Imaging Working Group**
  Co-chairs Mary Bouxsein
  Harry Genant

- **Educational Activities for Young Investigators Working Group**
  Chair Ego Seeman

- **Epidemiology/Quality of Life Working Group**
  Co-chairs Cyrus Cooper
  John A. Kanis

- **Fracture Working Group**
  Chair Kristina Åkesson

- **Inadequate Responders Working Group**
  Chair A. Diez Perez

- **Joint IOF-IFCC Bone Marker Standards Working Group**
  Co-chairs Cyrus Cooper
  with Samuel Vasikaran of IFCC

- **Nutrition Working Group**
  Chair Ambrish Mithal

- **Pathophysiology Working Group**
  Chair Serge Ferrari

NEW IN 2010!

- **IOF-ECTS Glucocorticoid-induced Osteoporosis Guidelines Working Group**
  Chair Juliet Compston

  **AIM** Few guidelines exist that specifically address GIOP and those that do exist need to be updated particularly with respect to the use of FRAX in risk assessment and some of the more newly approved interventions.

- **Markers of bone turnover for the prediction of fracture risk and monitoring of osteoporosis treatment: need for international reference standards.**
  S. Vasikaran, R. Eastell, O. Bruyère, et al.

- **Subtrochanteric fractures after long-term treatment with bisphosphonates: a European Society on Clinical and Economic Aspects of Osteoporosis and Osteoarthritis, and International Osteoporosis Foundation Working Group Report.**
  R. Rizzoli, K. Åkesson, M. Bouxsein, et al.

- **The gaps between patient and physician understanding of the emotional and physical impact of osteoporosis.**

- **Development and validation of a disease model for postmenopausal osteoporosis.**
  A. Gauthier, J.A. Kanis, M. Martin, et al.
  on behalf of the IOF Committee of Scientific Advisors.
  Osteoporosis International. 2010, DOI: 10.1007/s00198-010-1358-3

- **IOF commentary on dietary reference intakes for calcium and vitamin D by the Institute of Medicine of the National Academy of Sciences /December 1, 2010/ authored by B. Dawson Hughes and C. Cooper, www.iofbonehealth.org

- **IOF position statement: vitamin D recommendations for older adults**
IMPORTANT EDUCATIONAL TOOLS AND INITIATIVES

WHO FRACTURE RISK ASSESSMENT TOOL (FRAX®)

FRAX® is being used increasingly by physicians to help evaluate fracture risk and identify those people who are most in need of osteoporosis treatment. To date, FRAX® models are available for 30 countries, with more currently in planning. IOF continues to educate health care professionals on the use of FRAX® through the IOF FRAX® educational slide kit, publications, and educational lectures at international conferences.

NEW IN 2010 - FRAX® IPHONE APP AND FRAX® PADS

In 2010, IOF entered into various license agreements to develop tools that will facilitate the implementation of FRAX® in clinical practice. These include the development of cardboard calculators for specific countries, the incorporation of the FRAX® calculator in DXA technology and the publication of FRAX® Pads – questionnaires now available in 9 languages which facilitate questionnaire-taking in a clinical setting. An additional highlight was the launch of the iPhone app. in May 2010. Close to 2500 iPhone applications have already been downloaded, with numbers expected to increase as iPhone/iPad usage spreads.

ISCD AND IOF FRAX® INITIATIVE - INTERPRETATION AND USE OF FRAX IN CLINICAL PRACTICE

11-13 November, 2010, Bucharest, Romania

Panels of leading experts from IOF and the International Society of Clinical Densitometry gathered to find timely answers to the many FRAX-related questions being raised by clinicians around the world. The ultimate goal of the conference was to develop a comprehensive educational document that will assist healthcare providers in integrating FRAX® in their daily practice.

INTERNATIONAL COSTS AND UTILITIES RELATED TO OSTEOPOROTIC FRACTURES STUDY (ICUROS)

ICUROS, endorsed by IOF, aims to investigate the consequences of osteoporosis-related fractures in terms of costs and health-related quality of life (QoL) in an international perspective. Currently eleven countries have recruited around 4450 fracture patients (Australia, Austria, Estonia, France, Italy, Lithuania, Mexico, Spain, UK, US and Russia), with nearly 2000 hip fracture data. Preliminary results were presented at the IOF WCO-ECCEO10 Congress in Florence.
THE NEW IOF VERTEBRAL FRACTURE INITIATIVE

This eagerly anticipated update of the popular VFI educational resource – advertised at the ASBMR meeting in Toronto, in October 2010 – is due to be launched in early 2011 on the IOF website. Stay tuned for an exciting new online interactive course, with handy slide presentations to download or on CD.

PUBLISHING LEADING SCIENTIFIC JOURNALS IN THE FIELD

Osteoporosis International
2009 Impact Factor: 4.997

Osteoporosis International, a joint publication of IOF and the National Osteoporosis Foundation (NOF), USA is the leading international peer-reviewed publication with a specific focus on the diagnosis, treatment, epidemiology and management of osteoporosis. The monthly journal also publishes position statements and frequent supplements containing the abstracts of major osteoporosis meetings. According to the British Medical Journal (BMJ) citations in the osteoporosis field, Osteoporosis International has had five citations in the top twenty over the past two years. Edited by John Kanis and Robert Lindsay, published by Springer.

NEW IN 2010!

• Calcified Tissue International

Calcified Tissue International became an official journal of IOF in 2010. The well-established monthly peer-reviewed journal publishes original research on the biology and mechanisms of metabolic bone diseases. Edited by Stuart H. Ralston and Roberto Civitelli, published by Springer.

Archives of Osteoporosis

This open access online international multidisciplinary journal is a joint initiative of IOF and the National Osteoporosis Foundation (NOF), USA. It serves as a forum for the communication and exchange of regional research related to osteoporosis and other metabolic bone diseases and provides a useful forum for technical reports, guidelines, and meeting abstracts from member societies around the world. Published online by Springer.

Progress in Osteoporosis Summaries and Critical Analyses of the Current Literature

Progress in Osteoporosis is a free online review journal that provides summaries of the most important articles published in the preceding three to four months as well as insightful editorial comment and review by the editor, Professor Ego Seeman. The quarterly publication has steadily acquired new readers, with some 11,000 readers registered to date.

www.iofbonehealth.org/pio
WORLDWIDE, as many as one in three women and one in five men over the age of 50 will sustain an osteoporotic fracture.
Global outreach - supporting the work of member societies

One of IOF’s major roles as an umbrella organization is to mobilize the IOF network of almost 200 member societies around the world, providing assistance and energizing their important work at the national level.

World Osteoporosis Day
a focal point of the osteoporosis movement

World Osteoporosis Day 2010 (October 20), with its focus on spinal bone health, resulted in the greatest media outreach of any World Osteoporosis Day campaign to date. The campaign generated widespread media reports on spinal bone health and the problem of under-diagnosis and treatment of spinal fractures. It called for action on the part of consumers and health care professionals through these key messages:

‘DON’T MISS THE SIGNS OF A BREAKING SPINE’

- Vertebral fractures are under-recognized and under-treated
- Early diagnosis and treatment essential to prevent the ‘fracture cascade’
- Three major signs of vertebral fractures: height loss; sudden, severe back pain; stoop

An extended media campaign involved multiple press events and releases, issued through major news distribution agencies. For the first time, IOF issued related multimedia (video and stills) and there was extensive pick up of the campaign messages and materials by the CNS at the local level. The number of visitors to the IOF website increased by 35 to 44% over the course of the week-long campaign, with almost 1000 downloads of the new report within two weeks.

Innovative tools provided to the IOF membership included a thematic report, posters, GP and consumer tips cards, and fact sheets. A highlight of the campaign was the launch of ‘Snap!’ , a multimedia photographic exhibition and book.
WORLD OSTEOPOOROSIS DAY ACTIVITIES AROUND THE WORLD

Each year IOF’s member national patient and medical societies, numbering 196 in 92 locations around the world, participate actively in the IOF organized World Osteoporosis Day campaign.

In 2010 the national societies widely used the ‘Don’t miss the signs of a breaking spine’ theme, with creative local variations of the IOF posters. Information about activities carried out by IOF members is available on the IOF website.

IOF officers organized or engaged in World Osteoporosis Day (WOD) launches in Brussels (see page 10) as well as in Toronto, Mumbai, Mexico and Rio de Janeiro.

LAUNCH OF ‘THE BREAKING SPINE’ IN TORONTO

The North American media launch of WOD and ‘The Breaking Spine’ thematic report was held in cooperation with Osteoporosis Canada and in conjunction with the opening of the ASBMR Congress in Toronto on October 14, 2010. The press conference attracted more than 30 print and TV journalists and was moderated by well-known TV anchorman Gord Martineau. Speakers included IOF President John Kanis, Harry Genant (author of the report), IOF CEO Patrice McKenney, IOF COO Judy Stenmark, Osteoporosis Canada CEO and President Famida Jiwa, and Salima Ladak-Kachra, a patient featured in the snap! photographic exhibition. A media kit and a press release ‘New report reveals two-thirds of spinal osteoporotic fractures remain undiagnosed and untreated” was issued. In Canada alone, the press launch resulted in eight television reports, 13 online and 11 print articles in leading national newspapers.

THE BREAKING SPINE - A POPULAR NEW THEMATIC REPORT ON VERTEBRAL FRACTURES

This 24-page report was authored by Professors Harry Genant and Mary Bouxsein on the occasion of World Osteoporosis Day 2010. With a strong focus on the epidemiology and impact of spinal fractures, the report features easy-to-understand information on the aetiology, pathophysiology, prevention, management, rehabilitation, pain management and surgical options (vertebroplasty/ kyphoplasty) of spinal fractures. It also includes follow-up tips for health care professionals and radiologists. IOF member societies were invited to translate and reprint the report in their local languages.

The report can be downloaded in English, Italian, French and Spanish from the IOF website.
An outstanding new multimedia project: snap! the breaking spine

Portraying six patients with vertebral fractures in their home environment, snap! offers a highly personal view of the impact of the disease on the day-to-day lives of people with osteoporosis in Switzerland, Jordan, India, Brazil and Canada.

Snap! is the work and brain-child of IOF photographer and multimedia expert Gilberto Domingues Lontro. The photographic exhibition premiered at the World Osteoporosis Day media launches in Brussels and Toronto and was shown at the ASBMR annual meeting. Considerable interest has been shown in the project and the photographic exhibition will tour to other venues in the coming years.

Snap! appears in book form, as a large scale photographic exhibition and as a audiovisual essay on www.iofsnap.org.
WORLD WIDE CONFERENCE OF PATIENT SOCIETIES

One of the most important events for IOF member patient societies is the IOF Worldwide Conference of Osteoporosis Patient Societies (IOF WWC), held every two years. Representatives of IOF member patient societies are invited to attend the two- and a half day conference to share information about successful national programmes, exchange valuable experience, attend informative lectures, and participate in skill-building workshops. In 2010, IOF member societies were invited to register for the next conference which will be held in Valencia, Spain from March 18-20, 2011.

OSTEOLINK
READY FOR TAKE OFF!

OsteoLink, a novel community-based networking initiative for people with osteoporosis and physicians, has continued to be an innovative and active outreach programme for IOF. It will provide dynamic online and in person networks designed to improve osteoporosis communications with tools that respond to current unmet needs.

Currently, written and online communications tools, interactive web content and an e-mail engagement platform is being finalized and piloted in four European countries: Austria, Germany, Switzerland, and Sweden. All content for the OsteoLink programme is being developed by a scientific committee made up of communications and social networking experts, IOF and national society members, physicians and people with osteoporosis.

THE IOF WEBSITE – A LEADING GLOBAL ONLINE RESOURCE

With a half million visitors per year the IOF website www.iofbonehealth.org has become a leading global resource for online information about osteoporosis. Separate sections for health professionals and the general public feature a wealth of information and unique content such as a database of osteoporosis societies around the world, global guidelines, a calcium calculator, recipe database, and much more. In 2010 IOF began moving forward on a new branding and online communications strategy as it prepares for the launch of a completely redesigned and expanded website in October 2011.

A NEW FOCUS ON SOCIAL MEDIA

IOF has extended its global outreach via online social networks like Facebook, Twitter and YouTube. Although in its infancy, IOF’s social media network is growing daily, and already numbers more than 1000 fans and 200 followers.

PLACING OSTEOPOROSIS IN THE HEADLINES

In 2010, an active communications strategy included dedicated media events and the issue of regular scientific press releases. More than 60 news pieces were released through global media outlets including EurekAlert and, for the first time, Synaptic Digital (with its focus on multimedia). As a result IOF scientific and World Osteoporosis Day news received worldwide coverage in print, TV, radio and online media.
Administration and Finance

René Rizzoli
IOF TREASURER

IOF is pleased to report a continued trend of positive outcomes in 2010, showing lower operating costs and a positive financial impact in all programme areas.

Due to the success of the ECCEO10-IOF meeting in May 2010 and the IOF Regionals 1st Asia-Pacific Osteoporosis Meeting, IOF reported a higher operating result as compared to that of 2009. The decision to focus on a regular cycle of regional meetings, including a commitment to joint annual meetings with ESCEO in Europe, is proving to have clear benefits. First, IOF gains financial stability due to a cycle of annual (rather than biannual) congress income. Second, income from regional meetings will help ensure the financial self-sufficiency of our regional offices. Through strong regional programming IOF hopes to strengthen the national osteoporosis societies, target programmes to regional needs, and educate increasing numbers of clinicians around the world.

I would like to take this opportunity to extend my congratulations and thanks to IOF officers and staff. Despite the lean and streamlined structure resulting from organizational changes that began in 2008, IOF has once again achieved active programming, carrying out more quality projects than ever before.

Furthermore, given its robust financial performance, IOF is on track towards its three-year goal of achieving a higher level of reserves for future stability and security. Assuming relative stability in the markets, we expect that this realistic goal will be comfortably achieved. In this regard, I would like to recognize Bank Piguet as trusted and expert partners. Special thanks should also be extended to our accounting firm AMS (Accounting & Management Services SA) in Geneva and our auditors, the Geneva branch of BDO, for their excellent services. Last but not least, I would like to thank the many corporate partners whose commitment to IOF has enabled us to carry out many worthwhile projects and programmes.

Thanks to this robust financial ‘scaffolding’, IOF is well prepared to address future challenges and meet its obligations as a leading advocate of global bone health.
Financial Statements
OPERATING ACCOUNT FOR THE YEAR ENDED DECEMBER 31, 2010 in CHF

Operating Expenses

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science</td>
<td>5 791 087</td>
<td>798 453</td>
</tr>
<tr>
<td>IOF Family</td>
<td>516 043</td>
<td>1 087 787</td>
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<tr>
<td>Promoting Policy Change</td>
<td>489 337</td>
<td>550 957</td>
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<tr>
<td>Outreach and Education</td>
<td>422 279</td>
<td>253 842</td>
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<tr>
<td>Total Programs and Projects</td>
<td>7 218 746</td>
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<tr>
<td>Management and administration</td>
<td>721 638</td>
<td>1 486 025</td>
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<tr>
<td>Fundraising</td>
<td>67 139</td>
<td>83 309</td>
</tr>
<tr>
<td>Total Supporting Services</td>
<td>788 777</td>
<td>1 569 334</td>
</tr>
<tr>
<td>Total Operating Expenses</td>
<td>8 007 523</td>
<td>4 260 373</td>
</tr>
<tr>
<td>Operating gain for the year</td>
<td>2 333 659</td>
<td>250 502</td>
</tr>
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</table>

Operating Revenues

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Science</td>
<td>8 253 117</td>
<td>1 430 395</td>
</tr>
<tr>
<td>IOF Family</td>
<td>347 396</td>
<td>804 632</td>
</tr>
<tr>
<td>Promoting Policy Change</td>
<td>560 167</td>
<td>947 892</td>
</tr>
<tr>
<td>Outreach and Education</td>
<td>847 468</td>
<td>1 304 155</td>
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<td>Total Programs and Projects</td>
<td>333 032</td>
<td>4 487 073</td>
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<tr>
<td>Other income</td>
<td>333 032</td>
<td>23 802</td>
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<tr>
<td>Total Operating Revenues</td>
<td>10 341 182</td>
<td>4 510 875</td>
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Operating Account 2010

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
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<tr>
<td>Financial income</td>
<td>308 112</td>
<td>411 898</td>
</tr>
<tr>
<td>Financial expenses</td>
<td>927 293</td>
<td>517 995</td>
</tr>
<tr>
<td>Financial loss for the year</td>
<td>- 619 181</td>
<td>- 106 097</td>
</tr>
<tr>
<td>Operating gain for the year</td>
<td>2 333 659</td>
<td>250 502</td>
</tr>
<tr>
<td>Gain/(loss) for the year</td>
<td>1 714 478</td>
<td>144 405</td>
</tr>
</tbody>
</table>
### Detail ‘The 206: A Bone Fund’

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>32 863</td>
<td>59 730</td>
</tr>
<tr>
<td>Expenses</td>
<td>89 711</td>
<td>30 980</td>
</tr>
<tr>
<td>Increase/(decrease) of ‘The 206: A Bone Fund’</td>
<td>- 56 847</td>
<td>28 750</td>
</tr>
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</table>

### Assets

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
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<tbody>
<tr>
<td>Current assets</td>
<td>4 431 720</td>
<td>5 340 151</td>
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<tr>
<td>Fixed assets</td>
<td>3 257 131</td>
<td>3 407 974</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>7 688 852</strong></td>
<td><strong>8 748 125</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short-term liabilities</td>
<td>946 414</td>
<td>3 530 132</td>
</tr>
<tr>
<td>Long-term liabilities</td>
<td>2 328 170</td>
<td>2 461 356</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>3 274 584</strong></td>
<td><strong>5 991 488</strong></td>
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</table>

### ‘The 206: A Bone Fund’

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening balance</td>
<td>982 045</td>
<td>953 296</td>
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<tr>
<td>Increase/(decrease)</td>
<td>- 56 847</td>
<td>28 750</td>
</tr>
<tr>
<td>Closing balance</td>
<td>925 198</td>
<td>982 046</td>
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</table>

### Donation Capital

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening balance</td>
<td>1 774 591</td>
<td>1 630 186</td>
</tr>
<tr>
<td>Gain/(loss) for the year</td>
<td>1 714 478</td>
<td>144 405</td>
</tr>
<tr>
<td>Closing balance</td>
<td>3 489 068</td>
<td>1 774 591</td>
</tr>
</tbody>
</table>

### Total Liabilities, ‘The 206: A Bone Fund’ and Donation Capital

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>7 688 852</strong></td>
<td><strong>8 748 125</strong></td>
</tr>
</tbody>
</table>

The figures indicated on pages 31-33 have been extracted from the statutory financial statements 2010 which have been subject to a limited statutory examination by BDO SA. The full set of the statutory financial statements 2010 and the report of BDO SA are available upon request at the IOF Secretariat, Nyon.
# Notes to the Financial Statements

AS OF DECEMBER 31, 2010 in CHF

## Statement of Expenses

<table>
<thead>
<tr>
<th>Program and Projects</th>
<th>Direct Project Costs</th>
<th>Employee Costs</th>
<th>Supporting Services</th>
<th>Total Expenses 2010</th>
<th>Total Expenses 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Science</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>World-class scientific conferences</td>
<td>4 580 738</td>
<td>285 178</td>
<td>174 930</td>
<td>5 040 845</td>
<td>- 18 818</td>
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<tr>
<td>Support innovative research</td>
<td>85 271</td>
<td>70 997</td>
<td>43 552</td>
<td>199 820</td>
<td>125 412</td>
</tr>
<tr>
<td>Expand professional awareness</td>
<td>237 483</td>
<td>11 595</td>
<td>7 105</td>
<td>256 183</td>
<td>321 472</td>
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<tr>
<td>Training</td>
<td>204 917</td>
<td>51 961</td>
<td>37 006</td>
<td>293 884</td>
<td>370 387</td>
</tr>
<tr>
<td>Others</td>
<td>354</td>
<td></td>
<td></td>
<td>354</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5 108 762</td>
<td>419 732</td>
<td>262 593</td>
<td>5 791 087</td>
<td>798 453</td>
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<tr>
<td><strong>IOF Family</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Expand the Network</td>
<td>3 265</td>
<td>3 100</td>
<td>1 775</td>
<td>8 140</td>
<td>20 491</td>
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<tr>
<td>Service Members</td>
<td>84 373</td>
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<td>32 762</td>
<td>172 797</td>
<td>536 092</td>
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<td>Total Internal meetings and conferences</td>
<td>66 715</td>
<td>166 348</td>
<td>102 044</td>
<td>335 106</td>
<td>531 204</td>
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<tr>
<td>Total</td>
<td>154 352</td>
<td>225 110</td>
<td>136 581</td>
<td>516 043</td>
<td>1 087 787</td>
</tr>
<tr>
<td><strong>Promoting Policy Change</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convince decision makers (publications, meetings)</td>
<td>224 665</td>
<td>110 938</td>
<td>67 980</td>
<td>403 583</td>
<td>517 363</td>
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<tr>
<td>Increase ability of IOF network to lobby for policy change</td>
<td>57 887</td>
<td>17 342</td>
<td>10 525</td>
<td>85 754</td>
<td>33 594</td>
</tr>
<tr>
<td>Total</td>
<td>282 552</td>
<td>128 280</td>
<td>78 505</td>
<td>489 337</td>
<td>550 957</td>
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<tr>
<td><strong>Outreach and Education</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assisting IOF members to raise public awareness</td>
<td>805</td>
<td>450</td>
<td>270</td>
<td>1 524</td>
<td>-</td>
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<tr>
<td>Assisting IOF members to provide the public energy</td>
<td>125 348</td>
<td>95 443</td>
<td>58 080</td>
<td>278 872</td>
<td>99 116</td>
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<tr>
<td>Assisting IOF members to develop education programs</td>
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<td>40 706</td>
<td>24 970</td>
<td>57 959</td>
<td>79 132</td>
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<td>Fundraising materials</td>
<td>37 929</td>
<td>28 960</td>
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<td>165 559</td>
<td>100 356</td>
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</tr>
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<td>578 035</td>
<td>7 218 746</td>
<td>2 691 039</td>
</tr>
<tr>
<td><strong>Supporting Services</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and Administration</td>
<td>876 868</td>
<td>422 805</td>
<td>- 578 035</td>
<td>721 638</td>
<td>1 486 025</td>
</tr>
<tr>
<td>Raising money from existing and new sources (Fundraising)</td>
<td>18 226</td>
<td>48 913</td>
<td>0</td>
<td>67 139</td>
<td>83 308</td>
</tr>
<tr>
<td>Total</td>
<td>895 094</td>
<td>471 718</td>
<td>- 578 035</td>
<td>788 777</td>
<td>1 569 334</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 597 125</td>
<td>1 410 399</td>
<td>0</td>
<td>8 007 523</td>
<td>4 260 373</td>
</tr>
</tbody>
</table>

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International Osteoporosis Foundation - USA, Inc.

In order to establish a legal presence in North America “International Osteoporosis Foundation - USA, Inc.” was established on December 2, 2004, as a non-for-profit corporation organized under the Not-For-Profit Corporation Law of the State of New York.

As of December 31, 2010, International Osteoporosis Foundation - USA, Inc owes to the Foundation CHF 125,224.

Representation Office in Jordan

In 2008, an IOF legal entity was opened in Amman, Jordan. Operations will be conducted through a representation office in Dubai. This representation office is part of the IOF legal entity and is treated as a unit of IOF.

Representation Office in Buenos Aires

In order to establish a presence in Latin America “IOF Latin America” was established in 2006. This representation office is part of the IOF legal entity and is treated as a unit of IOF.

Risk Assessment

A risk evaluation has been performed by the Board in 2010.
IOF Staff

The IOF secretariats in Switzerland and in the regional offices carry out varied tasks related to the management of IOF, including the daily running of the organization, fundraising, project management, member services and liaison, publication management, and congress or course organization.

Permanent Consultants

FINA LIU
Managing Scientific Editor

LAURA MISTELI
Website Editor and Publications Consultant

LAETITIA NAUROY
Science Advisor

Asia-Pacific Office Singapore

RHONDA NG
IOF Asia-Pacific Coordinator Consultant

SUFEN KOH
IOF Asia-Pacific Assistant

Latin America Office Argentina

MÓNICA CALÓ
IOF Latin America Coordinator Consultant

VICTORIA BARRACHINA
IOF Latin America Assistant

PATRICE MCKENNEY
Chief Executive Officer

JUDY STENMARK
Chief Operating Officer

NADIA AKHMISSE
Meeting Manager

PHILIPPE BONNY
Office Logistics Manager

AGEETH VAN LEERSUM-FRIKKEE
Science Administrator

JOËLLE FLACH
Development Coordinator

GILBERTO LONTRO
Graphic Designer, Webmaster, and Photographer

VICTORIA MONTI
Policy Manager

LOHES RAJESWARAN
Policy Coordinator

EVI ROSSETTI
Accounts Coordinator

LAURENCE TRIOULEYRE
Committee of National Societies Coordinator

DENYS WAHL
Science Coordinator

Interns

A SPECIAL THANKS TO THE HARD WORK OF OUR INTERNS
Ruth Henriquez
Samantha Paige
Isabell Scholz
IOF thanks the following corporate sponsors and partners

CONGRESSES, CONFERENCES AND TRAINING COURSES

World Congress on Osteoporosis 2010 - ECCEO10-IOF (Florence, Italy)

DIAMOND
Rottapharm/Madaus
Servier

PLATINUM
Amgen/GSK
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GOLD
Lilly

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GOLD
GSK

SILVER
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DSM

Medi GmbH & Co. KG

Medtronic

Mindways Software, Inc.

MSD

Roche Diagnostics

Sanofi Aventis

IOF Regionals – 1st IOF Asia-Pacific Osteoporosis Meeting (Singapore)

PLATINUM
Servier

GOLD
GSK

SILVER
Fonterra Brands Ltd.

GE Healthcare Lunar

Biomedica Medizinprodukte GmbH & Co. KG

Chugai Pharmaceutical Co., Ltd.

DiaSorin

DSM

Medi GmbH & Co. KG

Medtronic

Mindways Software, Inc.

MSD

Roche Diagnostics

Sanofi Aventis

TRAINING COURSES IN LATIN AMERICA

8th Osteoporosis Advanced Training Course (Caracas, Venezuela – June 17 to 19, 2010)

Novartis Venezuela

5th Children Bone Health Course (Buenos Aires– July 2, 2010)

Conference on Pediatric Bone Health (Santiago – April 8, 2010)

1st Osteoporosis and Celiac Disease Workshop (Buenos Aires – September 20, 2010)

Registration grant from Roux Ocefa

SPECIAL PROJECTS

OSTEOLINK
Ambient Assisted Living (AAL)
Amgen/GSK
Medtronic Foundation

Latin America

2010-2011 Corporate Advertising Campaign
Danone Argentina

2010-2011 Corporate Advertising Campaign Fort Masis
Danone Uruguay & Paraguay

HUES.O.S. Campaign
pro-bono agreement with Aldente Group

WEBSITE
Amgen

FRAX®
Apply Inc.

Eli Lilly

Keiser

MSD

NHS

Novartis

Roche

PUBLICATIONS

IOF Annual Report 2010
Banque Piguet & Cie

Eastern European and Central Asian Audit Report
Servier

Amgen/GSK

WORLD OSTEOPOROSIS DAY

GOLD
Fonterra Brands

Amgen & GSK

Medtronic

CONTRIBUTOR
Lilly

Cline Davis & Mann

Pro-bono support

Latin America

World Osteoporosis Day Press conference in Argentina
Danone Argentina

Media tour – WP Mexico
Pfizer de Mexico, Caltrate Product Division

CONTRIBUTOR
Lilly

Cline Davis & Mann

Pro-bono support
OSTEOPOROTIC FRACTURES can cause long-term disability and severely restrict quality of life.
IOF thanks Banque Piguet & Cie for the unrestricted grant which has made this publication possible.