Partnership for change
Join us at the forefront of the bone, muscle and joint arena

The International Osteoporosis Foundation (IOF) seeks to partner with responsible corporations and foundations to fulfill its vision of a world where people of all ages benefit from good bone, muscle and joint health. IOF strongly believes in mutually beneficial strategic alliances to elevate musculoskeletal health to the top of the public health agenda. Together we can build a world free of fragility fractures due to osteoporosis.

IOF’s Corporate Partnerships are based on mutual respect and transparency, with the views and decisions of each partner having equal value. These ideals reflect the mission and philosophy of each organization.

Together, we design the best possible partnership that will leverage your assets and resources to address your corporate social responsibility objectives and advance IOF’s mission for bone, joint and muscle health.

Why partner with IOF?

**IOF represents a single authoritative voice**

IOF is the ONLY truly international organization which is recognized as the respected voice for the global bone, muscle and joint health community. IOF comprises a unique multi-stakeholder membership, headed by the world’s leading international experts. This lends IOF the authority to call for evidence-based changes in musculoskeletal disease prevention and care.

**IOF unites the patient movement**

With a global structure based on strong regional representation, IOF unites more than 220 national patient and medical societies in 97 countries. Consequently, IOF is able to reach out to a broad constituency of 1 million people across the broader musculoskeletal disease community.

**IOF sets global scientific standards**

IOF leadership and scientific advisory committee include the field’s most influential key opinion leaders. Prolific, highly-regarded scientific output is generated through world-class journals, scientific working groups, high-priority projects, position papers, and key scientific meetings in the field. IOF is considered the global thought leader, with strong brand value and the potential to change clinical practice to the benefit of patients around the world.

**IOF has the power to convene and mobilize the public**

As the largest global foundation in the field, IOF has the power to convene and mobilize people from a wide range of countries in the name of bone, joint and muscle health. Through campaigns such as World Osteoporosis Day, a strong member-society base, and extensive media outreach, IOF mobilizes the public and drives change across a broad patient and community base.

**IOF drives global advocacy efforts**

IOF has played an active role in leading advocacy efforts by calling for health authorities to prioritize bone, muscle and joint health. Both in Europe and other regions of the world, IOF has issued landmark reports which are unique and powerful advocacy tools in the fight for improved osteoporosis prevention and care.

**IOF has a proven track record**

IOF has a solid track record of success. Its membership has tripled over the past 15 years and its high-value programmes and scientific output has grown and expanded. Based in Switzerland, the Foundation has regional representations in Latin America, Middle East & Africa and the Asia-Pacific. Continued partnerships with like-minded organizations have enabled IOF to maximize its effectiveness and outreach.
Why is there an urgent need to act?

Osteoporosis is one of the most common chronic diseases. It causes a person's bones to become more porous and fragile, greatly increasing their risk of suffering a fracture. For the sufferers of these serious yet largely preventable injuries, osteoporotic fractures bring pain, disability and even early death. The burden to health systems, economies and society is also huge.

OSTEOPOROSIS IS A SILENT EPIDEMIC

- 1 in 3 women and 1 in 5 men over the age of 50 will experience an osteoporotic fracture.
- Worldwide, a bone breaks due to osteoporosis every three seconds.
- In Europe, India, Japan and the USA alone, there are an estimated 125 million people with osteoporosis.
- The number of people living with osteoporosis in all regions of the world is set to increase dramatically in the coming decades, due to ageing populations and lifestyle changes.

OSTEOPOROSIS IS DEBILITATING

- Osteoporotic fractures cause an annual global loss of 5.8 million healthy life years to disability.
- After a hip fracture, 40% of individuals cannot walk independently, and 80% cannot perform basic activities such as shopping independently.
- 10-20% of hip fracture sufferers require permanent nursing home care after the incident.
- In women aged over 45 years, osteoporosis accounts for more days in hospital than diabetes, heart attacks or breast cancer.
- In 2010, the cost of long-term disability from osteoporosis in the EU was €10.7 billion.

OSTEOPOROSIS CAUSES EARLY MORTALITY

- Fractures are directly responsible for a 30% increase in mortality in the first year after incidence. An increased risk of dying persists 5 years after fracture.
- In the EU in 2010 there were 43,000 deaths directly attributable to fractures.

OSTEOPOROSIS IS COSTLY

- Available data on the economic burden of osteoporosis shows that currently, the cost of osteoporosis is €37 billion per year in the EU, and $19 billion per year in the USA. Costs are projected to rise dramatically alongside osteoporosis prevalence in coming years.
- Worldwide, 40% of osteoporotic fractures occur in people of working age. The direct annual cost of treating osteoporotic fractures of people in the workplace is $48 billion in Canada, Europe and the USA alone, not taking into account indirect costs such as disability and loss of productivity.
How to partner with IOF

There are many ways that companies and foundations can support IOF’s work to promote prevention and care for diseases of bone, muscles and joints. IOF has defined a variety of programmes and projects in keeping with its strategic priorities:

COMMITTEE OF CORPORATE ADVISORS (CCA)
Joining the IOF CCA is the first step towards developing exciting partnerships
With more than 30 members, the CCA is a dynamic forum composed of a wide range of leading companies across diverse sectors. It gives you a unique opportunity to have a voice and meet with key opinion leaders, researchers, clinicians and patient societies within the IOF family.

SCIENCE AND RESEARCH
Support IOF to advance research and help health-care professionals provide the best patient care
Through its scientific working groups, IOF publishes influential guidance on key issues. It holds the world’s largest annual congress in the field as well as highly regarded regional meetings. Key projects include the Capture the Fracture campaign to promote secondary fracture prevention, and FRAX®, a widely-used fracture-risk assessment tool to identify high-risk individuals.

ADVOCACY
Support IOF to advocate for policy change to make bone, muscle and joint disorders a health-care priority
To raise awareness of the growing burden of musculoskeletal diseases IOF has published landmark Regional Audit reports, which quantify disease burden, identify care gaps, and outline prevention strategies. The EU 27 Policy Report and Scorecard for Osteoporosis in Europe (SCOPE) are the focus of IOF’s European Policy and Advocacy Programme, which aims to inform effective osteoporosis policy in EU member states and make the case for action on osteoporosis, as well as promoting secondary fracture prevention and fracture liaison services as a health priority.

COMMUNICATION AND OUTREACH
Support IOF to campaign and empower people to take action for prevention, diagnosis and care
IOF leads World Osteoporosis Day, the annual global awareness campaign that reaches out to patients, public, health-care professionals and policy officials. Signature Love Your Bones logo on pack programmes can demonstrate your commitment to bone health to consumers, while raising funds and visibility for IOF. IOF’s community outreach efforts include the online patient network OsteoLink, patient and health professional newsletters and the IOF Love Your Bones mobile app consisting of popular tools such as the One-Minute Risk Test and Calcium Calculator.

NATIONAL SOCIETIES AND PATIENT COMMUNITY
Support IOF Worldwide Conference of Osteoporosis Patient Societies
With its large membership network, IOF is able to reach out to the global patient community. The biennial IOF Worldwide Conference of Osteoporosis Patient Societies gives member societies the opportunity to learn new skills that increase their effectiveness at the local level.

CONTACT US TO LEARN MORE
If you have further ideas or proposals which may align with IOF objectives, we would be happy to discuss these with you.

IOF External Relations Team
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Committee of Corporate Advisors

IOF represents a single authoritative voice uniting the global bone, muscle and joint health community. The Foundation strongly believes in partnerships with like-minded organizations to advance musculoskeletal health. IOF has a solid track record in private partnerships and has established a Committee of Corporate Advisors (CCA) to involve corporate partners.

The CCA is an integral part of the IOF family. It is composed of a wide range of corporations including those working in pharmaceuticals, health care, consumer products, food and nutrition, and other businesses involved in the fight against osteoporosis and related musculoskeletal diseases (see members below). The Committee is an active network of interaction between the leading corporations in the field and IOF.

CCA MEMBERSHIP AND BENEFITS

As a CCA Member, your company has a seat at the table of the world’s most influential and respected body in the field of osteoporosis and related musculoskeletal diseases. Joining the IOF CCA is the first step towards developing partnerships with IOF in support of its important programmes and projects.

Your benefits:

- You support IOF’s key activities and contribute to improving the lives of those affected by osteoporosis and related musculoskeletal diseases worldwide.
- Your designated CCA representative attends the bi-annual CCA meetings where they:
  - Take part in working groups on key topics relevant to industry in the field of osteoporosis.
  - Have the chance to meet face to face with other leading global companies, IOF executives, key opinion leaders, researchers, clinicians and member societies.
  - Receive information about IOF strategy and activities and have the opportunity to share views.
  - Raise topics of concern or importance to your company for discussion.

- You gain advanced information about, and preferential partnership opportunities for IOF campaigns and projects.
- You gain advanced information about upcoming IOF scientific congresses and meetings, including priority for symposium slots, exhibition and sponsorship opportunities.

INVESTMENT
See Table Below

CONTACT
Mario Fetz, Director of External Relations
mfetz@iofbonehealth.org
Committee of Corporate Advisors

- You receive 35% reduced institutional subscription and advertising rates for IOF’s scientific journals *Osteoporosis International* and *Calcified Tissue International*. Your employees can also benefit from greatly reduced individual subscription rates.
- You are recognized as a member of IOF’s CCA and as making a difference to improving osteoporosis care, treatment and prevention worldwide on IOF’s website, annual report and other communication channels.

**MEMBERS OF THE COMMITTEE OF CORPORATE ADVISORS (2015)**

- AgNovos Healthcare
- Amgen GmbH
- Asahi Kasei
- Danone
- Depuy Synthes
- DSM
- EffRx Inc
- Fonterra Brands Ltd
- GSK (GlaxoSmithKline)
- Graftys
- Hologic Europe NY
- Immunodiagnostic Systems
- Mengniu Dairy Co.
- Lilly
- Merck MSD
- Nestlé SA
- Pfizer Consumer Healthcare
- Servier International
- Takeda Pharmaceuticals
- Teijin Pharma Limited
- UCB Pharma SA

**MEMBERSHIP FEES**

CCA membership fees are based on a company’s annual revenue. All companies pay the annual fee (and admission fee when they first join) which corresponds to their revenue, in return for the benefits listed above.

**CCA Fees (as of January 1, 2014)**

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<table>
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<tr>
<th>Annual Membership Fee</th>
<th>Swiss francs (CHF)</th>
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<td>Between CHF 50-500 million</td>
<td>13 000</td>
</tr>
<tr>
<td>Less than CHF 50 million</td>
<td>10 000</td>
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</tbody>
</table>
Committee of Corporate Advisors

WHAT THE FEES SUPPORT

The fees paid by CCA Members go towards supporting a number of IOF’s activities, including:

- Organisation and coordination of the CCA and its activities.
- Preparation of CCA meetings.
- IOF’s global advocacy work.
- IOF’s core activities.
- IOF’s enhanced communication strategy and activities.

By joining the CCA, your company can make a major contribution to reducing the osteoporosis burden and advancing bone, muscle and joint health.
IOF Scientific Working Groups

The IOF Committee of Scientific Advisors (CSA) establishes Working Groups and scientific projects with specific objectives, based on the needs and interests of IOF and with a focus on current clinical or research topics that would benefit from international consensus, guidelines or further research.

Working Groups are composed of members of IOF’s CSA and bring together leading scientists on chosen topics to make much-needed advances in the field.

Working Groups (WG) produce internationally influential publications and high quality resources which serve to:

- Establish international consensus, guidance and recommendations with the IOF ‘stamp of approval’.
- Provide valuable resources which assist research efforts or provide guidance to clinicians.
- Set international clinical best practice within the musculoskeletal health professional community.
- Establish important cooperation with other international or regional organizations.

Current Working Groups which offer opportunities for support are:

- Adherence
- Bone and cancer
- Bone and diabetes
- Epidemiology/quality of life (Epi/QoL)
- Fracture
- High resolution peripheral quantitative computer tomography (HR-pQCT)
- Hip bone strength as a therapeutic target
- IOF-IFCC standardization of bone marker standard assays
- Menopausal hormonal therapy
- Paediatrics
- Sarcopenia and impaired mobility
- Skeletal rare diseases.

INVESTMENT

30 000 CHF for Working Group activities
25 000 CHF for IOF Workshop at WCO-IOF-ESCEO

CONTACT

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mfetz@iofbonehealth.org
Detailed information and support opportunities for individual Working Groups is available on request.

OBJECTIVE & TARGET AUDIENCE

Working Group outputs address pressing issues in treatment, prevention and management of osteoporosis and other musculoskeletal health issues to improve clinical practice and public health initiatives. They are of particular interest to health professionals, researchers, policy makers, health authorities, and patient and professional associations.

Where appropriate, and dependent upon investment, IOF will also promote Working Group findings by holding a workshop at the next World Congress on Osteoporosis, Osteoarthritis and Musculoskeletal Diseases (WCO) after publication.

Where relevant WG outputs are adapted into resources to inform changes at all levels of the health system, such as fact sheets for policy makers and health authorities, and brochures for patients and the public. Educational slide kits are also produced to maximise accessibility of information for health professionals.

Targeted communications plans are designed for each Working Group to ensure outputs reach the broadest possible audience.

YOUR BENEFITS

- Support important scientific advancements in the field of musculoskeletal health.
- Recognition on resources (such as slide kits, brochures, fact sheets), and at the WCO workshop, depending on what is produced.
- Recognition in IOF’s annual report, on IOF’s website and through other communication channels where appropriate.
**Capture the Fracture**

Capture the Fracture is a global campaign to facilitate the implementation of Fracture Liaison Services (FLS) for secondary fracture prevention.

**One fracture leads to another – addressing the care gap:**

A prior fragility fracture is associated with a doubling of future fracture risk. By intervening with appropriate treatment and care after the first fragility fracture, we can save significant patient suffering and healthcare costs. However, in most healthcare settings the majority of fragility fracture patients remain untested and undiagnosed for osteoporosis or osteopenia, and do not receive treatment to prevent future fractures. This is despite widely recognized clinical recommendations for intervention following a fragility fracture.

Evidence has shown that FLS, comprehensive coordinator-based systems, are the most clinically- and cost-effective care models to ensure appropriate intervention and prevent future fragility fractures.

Capture the Fracture aims to promote FLS as the single most important change to improve patient care and reduce spiralling fracture related health care costs. It does this by:

- Providing and disseminating internationally endorsed standards for best practice in secondary fracture prevention.
- Facilitating change at a local and national level.
- Raising global awareness of FLS and its potential to significantly improve fracture prevention.

**OBJECTIVES & TARGET AUDIENCE**

Capture the Fracture informs and educates doctors, health care professionals, hospitals, clinics, national health care systems and policy makers about FLS.

The programme has already developed an internationally recognized Best Practice Framework illustrating how to implement FLS. Capture the Fracture now seeks to:

**INVESTMENT**

75 000 CHF annually

**CONTACT**

Mario Fetz, Director of External Relations

mfetz@iofbonehealth.org
Science & Research

• Translate the Capture the Fracture Best Practice Framework into six further languages and promote it broadly to further spread FLS implementation and improvements.
• Grow the Capture the Fracture network to 200 FLS worldwide by the end of 2015.
• Establish a mentor programme to share and spread best practice between institutions.
• Develop and disseminate a consolidated FLS resource toolkit for health systems and training modules for health professionals by end 2015.
• Publish a scientific paper reviewing the successes and opportunities of the first 40 FLS participating in the programme to spread knowledge and best practice.
• Launch the Capture the Fracture ‘Seeding Grant Fund’.

YOUR BENEFITS

• Support the spread of improvements in osteoporosis detection and care to prevent costly and debilitating fractures.
• Recognition on the Capture the Fracture website for the years of support.
• Recognition on regular e-newsletters issued to a growing database of interested readers.
• Recognition at any Capture the Fracture events held in conjunction with scientific meetings.
• Participation on the Partner Committee which will be informed regularly of campaign progress and will have the right to review elements of the campaign at strategic points and prior to final publication of key resources.
• Acknowledgement in the IOF annual report and on the IOF website.
FRAX®

FRAX® is a sophisticated risk assessment calculator which determines a patient’s 10-year probability of sustaining a major osteoporotic fracture. It is a significant milestone in helping health professionals improve identification of patients at high risk of fracture and make informed treatment decisions.

The tool is endorsed by the World Health Organization, and national osteoporosis management guidelines around the world now increasingly recommend that FRAX® be part of any clinical evaluation. Currently FRAX® is used by health professionals to make over 2.5 million risk assessments every year.

IOF supports the maintenance and development of FRAX®, and promotes its use for reducing the number of debilitating and costly fractures suffered worldwide.

FRAX® MOBILE APP

The FRAX® Mobile App makes calculations available via smartphone or tablet without an Internet connection, for maximum flexibility in any clinical setting. It is available on both Apple and Android devices. The app offers users the full risk assessment capability of the FRAX® algorithm for calculating fracture risk, as well as patient result management features.

Currently the app is available in English, with further languages to be made available in the near future. Licensee requests for specific language versions can also be accommodated.

LICENSING OPPORTUNITIES AND BENEFITS

It is possible to license the FRAX® Mobile App complete with your corporate branding for free distribution to health professionals. Your chosen health professionals will receive a redeemable code to download FRAX® for iPhone/iPad or Android free of charge (usual cost $5.99 USD).

As licensee of the FRAX® Mobile App you receive the following benefits and recognition:

- Recognition as the sponsor of the download with your corporate logo and tagline appearing on the app’s welcome page every time it is launched by the user.

MOBILE APP INVESTMENT

Variable, depending on number of downloads sponsored. Example options:

- 10 000 CHF for 300 downloads
- 30 000 CHF for 1000 downloads
- 75 000 CHF for 5000 downloads

CONTACT

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Science & Research

- Recognition in the ‘About’ section of the app.
- Recognition in the webmail which provides the health professionals with their redeemable download code.

IOF offers a webmail service to licensees with which we distribute codes to the contacts you provide. If preferred, you may also distribute the codes directly through your own system.

**OTHER FRAX® RESOURCES**

In addition to the mobile app, IOF has developed a number of other tools to bring FRAX® to the clinical and research setting.

**FRAX® Algorithm Integration** – Allows the integration of FRAX® into your IT systems (e.g. in clinics, electronic health records, research labs). A number of integration options are available; our technical team would be happy to work with you to find the most suitable.

**FRAX® Desktop** – Enables users to download FRAX® to a personal computer and use it without the need for an internet connection. Versions are available for unlimited individual entries (useful for clinicians or researchers requiring regular access) and multiple entries (useful for mass entry of data in a single research study).

**FRAX® Calculator Wheel** – Facilitates the use of the official FRAX® tool in the clinical setting where internet or computer access is not possible. Companies can license and reproduce the calculator wheel featuring their logo.

**FRAX® Slides** – A comprehensive new teaching aid for health professionals to improve understanding and facilitate more targeted interventions using FRAX® to reduce fracture risk. Companies can license and reproduce the slides featuring their logo.

**FRAX® Uptake Map** – A multi-level, interactive map hosted on IOF’s website showing the number of FRAX® calculations made by country. Companies can support the development and maintenance of the map and receive recognition on the map’s webpage.

**INVESTMENT**

For information on licensing and sponsorship options for other FRAX® resources, please contact Ageeth Van Leersum, FRAX® Coordinator

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Progress in Osteoporosis

Progress in Osteoporosis (PIO) is a unique online open access review journal which summarizes the most notable papers that have appeared in the recent literature. It addresses the lack of clinician access to digestible, critically analysed and easy to understand information on the most pressing issues in osteoporosis.

Many clinicians lack the time to keep track of latest advances in osteoporosis care and treatment, and in low-income nations the lack of open access to information makes it inaccessible to health professionals. Edited by Professor Ego Seeman, a leading expert in the field of metabolic bone disease with over 30 years’ experience, PIO summarizes the most important recent studies in the field and provides readers with accurate commentaries and thought-provoking insights.

It has a strong clinical focus, thereby spreading knowledge of the latest advances in therapy and diagnostics to clinicians. PIO offers downloadable slides of the figures that are published in each issue, enabling readers to further spread information to their peers.

PIO is published five times per year.

OBJECTIVE & TARGET AUDIENCE

The publication is directed at health professionals and clinical investigators with the goal of educating them in the latest findings in osteoporosis treatment, diagnosis, and other aspects of clinical bone, muscle and joint research.

PIO is an especially valuable resource for individuals who may otherwise not have access to the latest scientific literature (e.g. in low income regions), giving a concise overview of the hot topics and latest developments in the field from a broad range of sources.

Freely accessible to the growing community of IOF members, the publication has more than 8000 regular readers and a steadily growing audience within IOF’s membership.
YOUR BENEFITS

- Support the development and dissemination of accessible and digestible knowledge on clinical practice and other important issues for health care professionals.
- Logo recognition on PIO sub-site with a hyperlink to the company’s main site.
- Recognition on IOF’s e-blasts announcing new issues of PIO to database of more than 22,000 health professional members.
- Recognition in IOF’s annual report and on IOF’s website.
IOF Scientific Meetings

IOF has developed a diverse and robust scientific meeting/congress programme designed to meet the needs of all of our constituents. Thanks to the commitment of our Committee of Scientific Advisors (CSA), the scientific component of IOF Meetings is best in class globally.

REGIONAL SCIENTIFIC CONFERENCES

IOF hosts Regional Scientific Conferences in cooperation with member societies in Asia-Pacific, Latin America and Middle-East & Africa. These Congresses are attended by approximately 1000 to 2000 healthcare professionals from the region. The scientific programme is developed by the regional IOF Member Societies with input from the CSA Chair. These major congresses provide you with an excellent opportunity to reach health professionals in your targeted region.

IOF’s 2015 regional meeting will be held in the Middle-East & Africa region. It will take place at the Abu Dhabi National Exhibition Center, UAE on the 5-7 December.

IOF-ESCEO WORLD CONGRESS ON OSTEOPOROSIS, OSTEOARTHRITIS AND MUSCULOSKELETAL DISEASES (WCO)

IOF and ESCEO have worked in partnership over several years to develop the largest educational event and most vibrant clinical research forum for osteoporosis, osteoarthritis and musculoskeletal diseases in Europe. The congress is a major event on the osteoporosis and musculoskeletal diseases calendar and is attended by over 4500 healthcare professionals, researchers and young scientists from all over the world.

In 2015, WCO will be held at MiCo, Milan, Italy on the 26-29 March.

A separate Sponsorship & Exhibitor Prospectus is available for each meeting.
LATIN AMERICA REGIONAL TRAINING COURSES

In Latin America, IOF holds regional health professional education and training courses. Opportunities for support enable companies to reach clinicians and allied health professionals in the region and contribute to advanced understanding and clinical practice in the field of osteoporosis.

CONTACT
Monica Calo, Regional Manager LATAM
mcalo@iofbonehealth.org
IOF In-House Advanced Training Course on Osteoporosis

The IOF Advanced Training Course on Osteoporosis is unique in the world, offering a concise but comprehensive educational overview of the latest clinical information on osteoporosis and other musculoskeletal diseases. This landmark training course was originally designed to meet the information needs of a broad range of clinicians and allied healthcare professionals. IOF aims to take the course directly to companies and conduct a tailored in-house training, with the objective of making the course available to as many industry employees as possible worldwide.

ORGANIZATION OF THE COURSE

IOF will provide:

- A tailored programme in English, using core and rotating topics, to ensure longevity of learning outcomes.
- A faculty comprising four international and three local KOLs. IOF is responsible for covering the honoraria, travel and accommodation of the speakers.

The company involved is responsible for organizing local logistics such as venue, audio-visuals, catering and participant selection.

YOUR BENEFITS

- A course tailored to the specific needs of your company.
- A course that is current, including hot issues as well as knowledge essentials.
- Large savings in travel time and staff costs.
- The opportunity for senior management and staff to interact with leading KOLs from the international bone arena.

INVESTMENT

50 000 CHF – 80 000 CHF depending on the number of participants, location and number of days

CONTACT

Mario Fetz, Director of External Relations
mfetz@iofbonehealth.org
IOF Young Investigator Mentoring Programme

As the leading NGO in the field of osteoporosis and other musculoskeletal disorders, IOF is committed to advancing the work of young investigators worldwide. Through nurturing their knowledge and skills according to their research interest, IOF aims to further the field of research and develop the experts of tomorrow.

To be held in December 2015 in conjunction with IOF’s Middle East regional meeting in Abu Dhabi, this novel training programme fosters scientific innovation by young scientists across status, cultures and gender.

A select group of up to 20 promising young researchers under age 40, including the five winners of the IOF Young Investigator Awards, are invited to spend a constructive day of mentoring and interaction with leading researchers in the field. After the training sessions, long-term mentoring and networking contacts are maintained to ensure sustainable and continued benefits for research in the field.

OBJECTIVE & TARGET AUDIENCE

The objective of the Mentoring Programme is to assist promising young researchers under age 40 to:

- Establish professional relationships with leading scientific experts.
- Receive constructive advice on their research.
- Develop grant writing and research publication skills.
- Develop speaking and presentation skills.
- Develop critical analytical skills in relation to scientific literature.
- Gain access to role models.
- Develop their career plans.
- Identify potential funding & collaborative research opportunities.
YOUR BENEFITS

- Support the development of future experts in the field and the advancement of key research.
- Recognition and visibility during the mentoring session.
- Recognition on communications promoting the mentoring programme.
- Recognition in the IOF annual report and on the IOF website.
Advocacy

European Policy and Advocacy Programme

For more than 15 years, IOF has maintained an active and influential advocacy programme which works with national governments in Europe to make musculoskeletal diseases a priority on their health-care agendas.

FOCUS AND PRIORITIES IN 2015

In 2013 IOF published two landmark advocacy tools on osteoporosis in Europe, the EU27 Policy Report and the Scorecard for Osteoporosis in Europe (SCOPE). They provide comprehensive evidence on the state of osteoporosis and related services in 27 European nations.

In 2015, IOF’s European advocacy will focus on the dissemination and communication of these tools to inform effective policy measures and push for greater attention to be accorded to osteoporosis by national governments and health authorities.

Complementary to this aim, IOF will also advocate for the prioritization of secondary fracture prevention through the implementation of Fracture Liaison Services (FLS) as the proven most cost- and cost-effective measure to reduce debilitating and costly fractures, in line with the Capture the Fracture programme.

OBJECTIVES & TARGET AUDIENCE

IOF will work closely with its national member associations in Europe to promote these key messages to policymakers and the media. A targeted advocacy campaign will promote awareness of the impact of osteoporosis and advance positive policy solutions to those in power.

This will involve:

- Implementation of EU27 and SCOPE Advocacy Toolkit – IOF has created an advocacy toolkit to support our 90 member associations in the EU and the EU Osteoporosis Consultation Panel to promote the
findings of EU27 and SCOPE. With IOF’s support and the reports, factsheets, press material and other resources contained in the toolkit, our network will engage policy makers, the media and health professionals to push for meaningful policy change.

- **Meetings of the European Parliament (EP) Osteoporosis Interest Group and EU Osteoporosis Consultation Panel** – IOF holds annual meetings to bring together policymakers and osteoporosis experts. These offer an excellent opportunity to promote the findings of the EU27 Report and SCOPE, and discuss measures to be taken to address shortcomings in osteoporosis services.

**YOUR BENEFITS**

- Support the leading advocacy campaign to improve osteoporosis care and services in the EU.
- Visibility and recognition at meetings of the EP Osteoporosis Interest Group and EU Osteoporosis Consultation Panel.
- Recognition in IOF’s annual report and on the IOF website.
Advocacy

IOF Regional Audits – Showing the Size of the Problem

IOF Regional Audits are landmark reports which address the gaps in epidemiological data, bringing new information and understanding of the osteoporosis burden at regional and national levels. They shed much needed light on the state of osteoporosis and related services in the given regions and the areas in which improvement measures should focus.

Audits have been published for Europe (2008 and 2013), Asia (2009, updated in 2013), Eastern Europe and Central Asia (2010); Middle-East & Africa (2011); and Latin America (2012).

The reports have been extraordinarily successful advocacy tools for IOF national member societies, opening doors to policy officials and health authorities. The have also raised significant media attention to the problem of osteoporosis and related fractures for the regions.

New IOF Audits are planned for 2015 and beyond according to resources.

OBJECTIVE & TARGET AUDIENCES

Regional Audits are directed at health policy officials, national patient societies, health care professionals and the media. The Audits draw attention to the immense current and future burden of osteoporosis and fractures, and are intended to stimulate health authorities to give priority to musculoskeletal diseases and fracture prevention within the national health care system.

IOF and its national member societies carry out extensive media and communication campaigns to disseminate the key Audit messages.

YOUR BENEFITS

- Support important evidence to inform improvements to osteoporosis care and services and drive change.
- Logo recognition on the back cover of the Audit.
- Visibility and recognition through communication and
Advocacy

dissemination campaigns where appropriate. This can include at media launch events, on press releases and through other IOF communication channels.

- Recognition in the IOF annual report and on the IOF website.
Communication and Outreach

World Osteoporosis Day

World Osteoporosis Day (WOD) is celebrated every year on October 20. The WOD campaign is led by IOF and its member societies in over 95 countries. WOD is the focal point of an annual campaign to generate extensive global media coverage and drive public awareness of osteoporosis prevention and the management of musculoskeletal health.

WOD is the world’s largest bone health awareness campaign, reaching millions of people: it brings the issue of bone, joint and muscle health to global, regional and local attention.

The global IOF campaign energizes and supports IOF’s more than 220 member patient and medical societies in their local WOD campaigns.

OBJECTIVE & TARGET AUDIENCE

WOD aims to generate media attention and communicate educational messages that will promote the prevention of osteoporosis and fractures, and enhance awareness of musculoskeletal health. It reaches out to millions of health-care professionals, policy makers, patients and the public at large.

ANNUAL THEME AND CAMPAIGN TOOLS

WOD focuses on a specific theme every year to reflect a topic of high relevance for osteoporosis and other musculoskeletal diseases. In 2015, WOD will focus on nutrition, repring the successful and popular ‘Bone Appétit’ theme from WOD 2006. The campaign will raise awareness of the importance of a balanced diet rich in the right nutrients for maintaining healthy bones, muscles and joints.

The following campaign tools are used to raise awareness around this issue and related key messages:

- WOD thematic report written by leading experts in the field, aimed at policy makers, healthcare professionals and interested public.
- Fact sheets and posters for healthcare professionals and the public.
- Patient brochure: a short booklet that includes a
Communication and Outreach

- Synopsis of the thematic report.
- WOD logo “Love your Bones – World Osteoporosis Day – 20 October” used by the global bone-health community.
- Dedicated website: www.worldosteoporosisday.org and related online social media campaign.
- Media kit, including several press releases.
- Videos and other multimedia.

All materials are distributed worldwide and are available in the following languages: Arabic, Chinese, English, French, German, Italian, Portuguese, Russian and Spanish.

CAMPAIGN EVENTS

Media events and launches are held in Latin America, Asia, Europe and the Middle-East & Africa, with international and local key opinion leaders.

Public events led by IOF member societies are organized worldwide to actively engage all stakeholders in the campaign. Example activities include:

- Roundtables, awareness activities, information events.
- ‘Walks/Runs for your bones’.
- Wear White on World Osteoporosis Day.
- Risk test events.

TIMELINE

The campaign material and website are available in July. All materials remain freely accessible to the public and for use by IOF member societies, most of whom incorporate the campaign into national events carried out throughout the year. Campaign events typically take place from late September to early November, with key events in the days around 20 October.

YOUR BENEFITS

As an “Official World Osteoporosis Day Partner”, you are recognized as a partner of choice for the campaign among IOF member societies, health-care professionals, patients, policy makers and other stakeholders worldwide.
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- You receive a specially designed logo identifying you as an ‘Official World Osteoporosis Day Partner’ for use in your communications during the year of support.

- You receive a World Osteoporosis Day boiler plate to include in your external communications.

- Your logo is displayed on the home page of the WOD website and other materials where possible.

- You are acknowledged in the ‘ends’ sections of WOD press releases, newsletters (distributed to over 22,000 contacts in IOF’s database) and in other stakeholder communications.

- Your support is acknowledged in the WOD thematic report, the ‘Attitudes and Behaviour’ survey report and at IOF WOD-related events when and where possible.

- You attend WOD partner meetings/calls during the year of partnership to discuss campaign opportunities and receive updates on the campaign planning and future direction. You may propose activities relevant to WOD for discussion.

- You have the opportunity to reproduce and distribute WOD materials, including the WOD logo, the official partner logo, the posters and other tools.

- You have access to the media kits and other support materials to prepare your WOD communications. You are supported by the WOD communications team for the review of your press release and other communication tools.

- You have access to the master files of WOD deliverables to facilitate design and development of aligned materials.

- You can organize a variety of WOD-related activities involving IOF senior staff and KOLs, IOF national societies, your employees, the wider bone, joint and muscle health community and the general public.
Communication and Outreach

Love Your Bones Cause-Related Marketing Campaign

IOF seeks to form mutually beneficial, long-term partnerships with corporations that can offer outreach and revenue for the bone health cause. Signature cause-related marketing programmes allow a company to demonstrate its commitment to bone health to consumers. IOF can provide a license to use the Love Your Bones logo on product packaging, advertising, promotional materials and at public and internal events. As well as the logo, products can bear a tagline identifying the company as a supporter of IOF and musculoskeletal health, such as ‘[Your Company] supports IOF to promote Bone Health’.

PROGRAMME AIMS

IOF aims to raise awareness of osteoporosis and vital funds for bone, muscle and joint health promotion and education. We welcome the opportunity to reach millions of people in specific markets around the world with our bone health message.

By providing your support to IOF and the bone health cause, you will:

- Create a unique selling proposition and help differentiate yourself from the competition among your retailers and consumers.
- Stimulate purchases from consumers looking for bone healthy choices for themselves and their families as the Love Your Bones logo gives a mark of recognition from IOF.
- Help consumers identify bone healthy choices and contribute to greater consumer consideration of their bone and musculoskeletal health in their purchasing.
- Enhance your corporate and brand image.
- Show your corporate social responsibility

JOINT COMMUNICATION PLAN

IOF is committed to building campaign recognition, strong messaging and communications for the cause-related marketing programme, to make consumers aware of what the
Communication and Outreach

programme means and prompt them to engage with its message.

The programme will help consumers understand the role of lifestyle in musculoskeletal health, and make healthy choices for their bones. The Love Your Bones logo will be used as the universal sign for bone, muscle and joint health.

IOF and its partner will develop a joint communication/marketing plan to communicate the benefits of bone healthy choices to consumers and enhance the value of the programme.

In particular, IOF aims to provide information on the programme and its aims through:

- An educational webpage on the IOF site or regional microsites, with the URL incorporated into the logo used on pack.
- In-market communications including press releases, consumer leaflets, communications through IOF members, World Osteoporosis Day related events, etc.
- Link to other IOF communications – promotion through World Osteoporosis Day (especially through shared Love Your Bones messaging), Love Your Bones public/patient newsletter.

Company-driven communications could include:

- Love Your Bones logo and URL tagline on-pack.
- Dedicated webpage.
- Consumer leaflets/brochures.
- Hotline.
- Visibility on social media.
- Press releases.
- Awareness/education events.
- In-store activities.

YOUR BENEFITS

Your support will be acknowledged on the IOF website and in the IOF Annual Report. This visibility will make it easier for consumers to identify bone healthy products, understand the role of lifestyle in musculoskeletal health and make healthy
Communication and Outreach

choices. The communication plan will increase your visibility and your recognition as a bone health supporter among the media, your customers and other key stakeholders.

AGREEMENT

IOF and the company will sign a Love Your Bones logo licence agreement specific to each company. This agreement does not imply any promotion or endorsement of the company’s products or services. All products and communication materials bearing the Love Your Bones logo will be approved by IOF beforehand.

IOF will only allow use of the Love Your Bones logo on products that benefit bone, muscle and joint health, from a nutritional or exercise-related standpoint. The company and the brands/products carrying the Love Your Bones logo must be approved by the IOF Executive Committee.

IOF will not grant exclusivity for this programme (categories of products, geographic areas) as the objective is to raise awareness of musculoskeletal health among the general public and help consumers make healthy choices.

Pharmaceutical companies are not eligible for this programme.
Communication and Outreach

IOF Mobile Apps

IOF is planning to produce a series of mobile applications to help educate patients and the general public on their individual risk for bone, muscle and joint diseases, as well as the actions that can be taken to help in their prevention and control. By raising awareness through building interactive and easy-to-use tools, IOF can engage with people directly to deliver bone-healthy messages.

The provision of user-friendly apps, which can be downloaded directly to a smartphone or tablet and used anywhere, will allow IOF to empower patients and the general public to take charge of their bone, muscle and joint health.

Individual apps addressing key elements of osteoporosis prevention and management will be developed. These apps will also be combined into one platform and provided under the umbrella of a ‘Love Your Bones’ app. This will allow people to easily access all apps with just one click.

Apps are available for individual sponsorship. The following apps will be developed:

- **Vitamin D App** – allowing users to calculate their estimated vitamin D intake and providing tips on how to ensure adequate vitamin D levels.
- **IOF One Minute Risk Test App** – The Risk Test is a popular tool and one of the most visited pages on IOF’s website. With 19 simple questions it allows people to understand their personal risk of osteoporosis and raises awareness of risk factors. The app will make the Risk Test widely accessible and shareable.
- **IOF Calcium Calculator App** (already sponsored!) – The popular IOF Calcium Calculator, available on IOF’s website, will be turned into an app to allow people to calculate their daily calcium intake on their smartphones and tablets. The app will also include advice to ensure a calcium-rich diet and bone-friendly recipes.

INVESTMENT
50,000 CHF per app annually

CONTACT
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COMMUNICATION AND OUTREACH

OBJECTIVE & TARGET AUDIENCE

The series of mobile applications are targeted at patients and the broader public, providing them with concise and key information for maintaining healthy bones, muscles and joints. Making this information available in app format will greatly expand the reach of IOF’s work to empower people to lead healthy lifestyles and educate them on the prevention and management of osteoporosis and other musculoskeletal disorders.

YOUR BENEFITS

- Support exciting and interactive tools which will enable patients and the public to take positive steps towards good bone, muscle and joint health.
- Logo and tagline recognition on the app’s welcome page every time it is launched by the user.
- Recognition in the ‘About’ section of the app.
- Recognition in IOF’s annual report and on IOF’s website.
Communication and Outreach

BoneBlast

BoneBlast is IOF’s signature e-newsletter for health professionals, sent to over 22,000 individual members. It offers them a free and easy way to keep up to date with the latest news and events from IOF and the world of bone, muscle and joint health.

The monthly newsletters highlight IOF’s latest publications and health professional resources, campaigns and events (such as World Osteoporosis Day), member association news, relevant advancements in the field and more.

OBJECTIVE & TARGET AUDIENCE

BoneBlast ensures that IOF’s broad membership of health professionals stay informed about important work undertaken by IOF and others in the field. Readers come from a range of professional backgrounds, including clinicians, researchers, allied Health Professionals, patient and professional organisations, industry representatives and policy officials.

YOUR BENEFITS

- Support IOF’s network of health professionals and other members with updates of important issues from the field.
- Logo recognition on each monthly newsletter with a hyperlink to the sponsor’s main site, giving visibility among IOF’s network of over 22,000 health professional and individual members.
- Recognition in IOF’s annual report and on IOF’s website.

INVESTMENT
25,000 CHF annually

CONTACT
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Love Your Bones Public-Patient Newsletter

The Love Your Bones Newsletter is IOF’s monthly e-newsletter for its growing network of patients and the general public.

The colourful newsletter provides topical articles and resources on musculoskeletal health which encourage patient empowerment, the recognition of personal risk and prevention. It provides a vibrant forum of interaction, drawing on sources including patient stories, contributions from IOF experts, IOF’s social media campaigns and the Osteolink patient forum.

OBJECTIVE & TARGET AUDIENCE

With the help of its member associations, IOF is building a large database of patient and public contacts with an interest in bone, muscle and joint health. Through the Love Your Bones newsletter, IOF will encourage better health for all by providing targeted and cutting-edge information on osteoporosis treatment, living with osteoporosis and the maintenance of good bone, muscle and joint health.

In addition to IOF’s public database, the newsletter reaches IOF’s online followers by linking to and from IOF’s social media channels (Facebook, Twitter, YouTube etc.), Osteolink and IOF’s website.

YOUR BENEFITS

- Support IOF’s network of patients and the public with the latest news and tips for maintaining good bone, muscle and joint health.
- Logo recognition on each monthly newsletter with a hyperlink to the company’s main site.
- Recognition in IOF’s annual report and on IOF’s website.

INVESTMENT
25 000 CHF annually

CONTACT
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Communication and Outreach

Osteolink

Osteolink is the first interactive online forum and discussion platform for people with osteoporosis, their friends, families and health-care professionals. The forum responds to the huge unmet need for community-based programmes to support patients with osteoporosis and allow them to be better informed about their condition. It offers patients a place to share their experiences, find credible, up-to-date information about osteoporosis and learn from one another.

Osteolink was launched by IOF and the Division of Bone Diseases at the Faculty of Medicine, University of Geneva. The platform operates globally through IOF’s website, and is promoted broadly to the patient and professional community. It is integrated with Facebook to improve accessibility and engagement, and is currently available in four languages (English, German, Greek and Swedish).

OBJECTIVE & TARGET AUDIENCE

As a forum for communication with other patients, Osteolink aims to be a lifeline for people with osteoporosis and their friends and families - people who are looking for a community of support and credible information in their local language.

YOUR BENEFITS

- Support those affected by osteoporosis share their stories and find information in a positive community setting.
- Recognition on the Osteolink and partners pages of IOF’s website.
- Recognition in IOF’s annual report.

INVESTMENT
30 000 CHF annually

CONTACT
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National Societies and Patient Community

IOF Worldwide Conference of Osteoporosis Patient Societies

One of the IOF’s key strategic priorities is to reach out to the global patient community and promote its network of national osteoporosis societies.

With a global structure based on strong regional representation, IOF unites more than 220 national patient and medical societies in 97 countries. Consequently, IOF is able to reach out to a broad constituency of 1 million people across the musculoskeletal disease community.

The Committee of National Societies (CNS) represents the largest network of organizations dedicated to osteoporosis and musculoskeletal disorders prevention and the promotion of patient care. The IOF Worldwide Conference of Osteoporosis Patient Societies, held every two years, is the single most important forum for the development of the global patient movement.

15TH WORLDWIDE CONFERENCE OF OSTEOPOROSIS PATIENT SOCIETIES IN ATHENS, GREECE, ON SEPTEMBER 11-13, 2015

The IOF Worldwide Conference of Osteoporosis Patient Societies is a much anticipated event targeted at IOF member societies. It helps catalyse the tremendous growth of the bone, muscle and joint health movement.

The Conference contributes to:

- Developing a strong and active network of patient societies worldwide.
- Supporting patient societies to lead national and local advocacy efforts to make bone, muscle and joint health a national priority in their countries.
- Building local capacity for patient societies to improve the impact of their programmes and achieve tangible improvements for people with osteoporosis in their communities.
- Empowering patient societies to mobilize the public for bone, muscle and joint health.

INVESTMENT
65 000 CHF

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National Societies and Patient Community

Key issues are explored in plenaries, workshops and roundtables, with sessions highlighting important topics such as the use of social media, advocacy tools, new science, creative fundraising, and growing the volunteer base. In conjunction with the conference, IOF offers its patient societies valuable grants and awards to support their efforts to raise awareness of osteoporosis and bone health locally.

After the successful 14th Conference in Helsinki, Finland, in 2013, IOF will hold the 15th Worldwide Conference of Osteoporosis Patient Societies in Athens, Greece, on September 11-13, 2015.

YOUR BENEFITS

The Conference represents a perfect opportunity for corporate partners to get visibility and interact with representatives of IOF member societies. It is a unique forum to share views, exchange experiences and discuss potential synergies.

As our member societies could highly benefit from our partners’ experience and expertise of the private sector’s role in social issues, an industry panel about corporate social responsibility/shared value will be included in the Conference programme. Partner companies will be invited to participate in the panel in order to share insights into their social engagement and partnerships with civil society and interact with IOF’s member societies at the conference.

Our partners will get the following benefits:

- Visibility and acknowledgment during the 15th IOF Worldwide Conference of Patient Societies in September 2015 and on communication materials related to the Conference.
- Ability to meet and interact with members of IOF patient societies during the Conference, as well as speakers from diverse disciplines including civil society, government and health professional (up to 8 free registrations per partner – excluding travel and accommodation).
- Participation in the Industry Panel (one representative per partner).
National Societies and Patient Community

BEYOND THE IOF WORLDWIDE CONFERENCE OF OSTEOPOROSIS PATIENT SOCIETIES

The Committee of National Societies (CNS) is one of the cornerstones of IOF’s structure. Carrying forward momentum from the Worldwide Conference of Osteoporosis Patient Societies, IOF supports its member societies throughout the year to help them raise awareness of osteoporosis and promote prevention and care in their countries. Member societies get the following benefits:

- Communication of the latest research in osteoporosis and musculoskeletal health.
- Free registration at IOF’s leading congresses in the field of osteoporosis.
- Support and materials for organising their own scientific meetings.
- Professional education courses.
- A wide range of communication tools and resources, such as World Osteoporosis Day material, patient newsletters, the One-Minute Risk Test and the Calcium Calculator.

Thus, by supporting the IOF Biennial Worldwide Conference of Osteoporosis Patient Societies, our corporate partners will also help IOF build stronger patient societies around the world and empower them to advance bone, muscle and joint health locally.

You will be recognized as a global partner within the IOF patient society network representing one million people and positioned as supporting the global osteoporosis patient movement.

RESOURCE REQUIRED

IOF seeks to actively partner with organisations looking to support the IOF Worldwide Conference of Osteoporosis Patient Societies with an unrestricted grant of 65 000 CHF per partner.

Funding will cover:

- All costs of the IOF Worldwide Conference of
National Societies and Patient Community

Osteoporosis Patient Societies in Athens, Greece.

- Grants and Awards for IOF Patient Societies.
- On-going support to build capacity within IOF Patient Societies.
- Communication and dissemination of materials, tools and resources for IOF National Societies.