Join the IOF Committee of Corporate Advisors

educate • raise awareness • advance • energize • advocate

www.iofbonehealth.org
As a non-governmental organization (NGO) that has successfully partnered with leading companies for more than 15 years, IOF benefits greatly from the spirit of innovation, expertise and keen insights of its corporate members. Above all, our corporate members help to challenge and inspire us to aim for excellence in the implementation of our important global projects and programmes.

Through our vast global network we offer corporate members a unique opportunity to interact with all stakeholders involved in the prevention and treatment of osteoporosis and musculoskeletal diseases. As a member of the IOF Committee of Corporate Advisors (CCA), your company becomes a valued partner in an influential organization that is comprised of patient societies, key experts in the field, renowned national and regional organizations, and other companies working in the bone arena. Most importantly, you are a member of a respected NGO that speaks to a vast constituency of consumers, health care professionals and health authorities around the world.

JOIN THE LEADING GLOBAL ORGANIZATION IN THE FIELD, AND HELP THE INTERNATIONAL OSTEOPOOROSIS FOUNDATION (IOF):

- **educate** and inform health professionals;
- **raise awareness** among the general public;
- **advance** research;
- **energize** global patient societies;
- **lobby and advocate** for improved prevention and patient care to governments and health authorities;
Osteoporosis is a musculoskeletal disease which causes bones to become weak and fragile, greatly increasing the risk of fractures. The loss of bone occurs ‘silently’ and progressively – often there are no symptoms until a first fracture occurs. Fractures, especially those of the spine and hip, are a major cause of long term disability and early death.

**A common and costly disease**
Worldwide, osteoporosis affects one in three women and one in five men over the age of 50. In women aged over 45 years, osteoporotic fractures are responsible for more days spent in hospital than most other diseases, including breast cancer or myocardial infarction. The health economic burden of osteoporosis is enormous and growing in most parts of the world.

**Need for concerted action**
Osteoporosis and fracture risk is easily and painlessly assessed and a variety of effective treatments are available to significantly reduce the risk of fracture. Nevertheless, the majority of high-risk individuals remain undiagnosed and untreated; they are essentially left unprotected against potentially debilitating and life-threatening fractures.
IOF is the world’s leading not-for-profit, non-governmental foundation dedicated to osteoporosis and related musculoskeletal diseases. Launched in 1998, IOF functions as a global alliance of more than 200 patient, medical and research societies, scientists, healthcare professionals, and international companies concerned about musculoskeletal health.

IOF is headquartered in Nyon (Switzerland) with regional offices in Buenos Aires (Argentina), Dubai (UAE) and Singapore (Republic of Singapore). IOF’s Board of Governance is comprised of the world’s most respected thought leaders in the field, with representation from all regions.

**IOF’s unique structure unites major stakeholder groups.** Together we share a passion to advance prevention and improve the care of patients worldwide.
IOF MISSION

IOF’s mission is to promote the maintenance of bone, muscle and joint health as a worldwide priority.

GOALS

• Motivate people to take action to maintain musculoskeletal health and prevent, diagnose and treat bone, muscle and joint disorders.

• Foster the education and training of physicians and allied health-care professionals (HCPs) in the field of musculoskeletal health and bone, muscle and joint disorders.

• Advocate for policy change so that musculoskeletal health and the prevention, diagnosis and treatment of bone, muscle and joint disorders becomes standard worldwide.

• Promote medical innovation and improve patient care in the field of musculoskeletal health.

• Support and maintain contacts with institutions or societies having similar objectives.
SIDE WITH STRENGTH – PARTNER WITH IOF

As a member of the CCA, your company joins the world’s most influential and highly respected voice in the field of osteoporosis and related musculoskeletal diseases.

• IOF leads an enormous global constituency ranging from hundreds of patient societies to thousands of clinicians and researchers.

• IOF’s reputation for scientific excellence and high ethical standards gives our message credibility and influence.

• With its scientific committee of key experts and opinion leaders IOF informs global medical best practice and research, sets global standards, and acts as an effective agent for change.

• As an independent international NGO, IOF can speak directly to health policy makers to advocate for change.

• IOF establishes important synergistic coalitions with key influencers and like-minded organizations in order to seek consensus and common action.

Don’t miss the opportunity to have a seat at the CCA table
Joining the IOF CCA is the first step towards developing partnerships with IOF in support of its important programmes and projects.
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, marketing and other businesses involved in the fight against osteoporosis and related musculoskeletal diseases.

New applicants for membership are approved by CCA member vote. Member companies pay a one-time entry fee and yearly dues, based on company net revenue. Annual CCA membership dues and additional funds raised by members are put towards the cost of general operations and programmes.

- Each member company designates one person from their executive management to act as their representative on the IOF CCA.

- This committee member receives all the communication and membership correspondence from IOF and acts as a liaison with other members of his/her corporation regarding special projects and programmes.

- As a member of the IOF CCA your company representative would participate in two meetings each year.

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This gives the CCA the opportunity to:

- Share views and specific topics of concern, such as challenges faced by the osteoporosis field.

- Gain advance information about upcoming IOF campaigns and scientific meetings.

- Interact with IOF stakeholders and members of the global musculoskeletal health community.

For more information visit www.iofbonehealth.org/committee-corporate-advisors-cca
BENEFITS OF MEMBERSHIP

Improving the lives of millions of people
Worldwide, musculoskeletal disorders are the second greatest cause of disability as measured by years lived with disability and osteoporosis affects more than 200 million people. Your company can make a major contribution by helping to reduce the burden of disability that results from osteoporosis-related fractures.

Our global reach
Your company will be joining an IOF membership base that includes more than 200 national osteoporosis society members in close to 100 countries. In addition, IOF maintains regional representations in the Asia-Pacific, Latin America and Middle East & Africa, and has an active European policy programme, as well as an influential board of governance representing all regions of the world. IOF’s communications plan is global and multi-cultural and many of its publications are produced in multiple languages for worldwide distribution.

A seat at the table with other leading global companies
Your company’s representative attends the bi-annual meetings, and can take part in the committee’s working groups to discuss osteoporosis-related issues.
Bring a positive, empowering message to the public
IOF’s message of prevention and healthy lifestyle is directed at all age groups and both men and women. We seek to empower people to take responsibility for their bone health by making positive lifestyle changes through nutrition and exercise, and by seeking early diagnosis and appropriate management of the disease. Through on-site promotional activities, public awareness campaigns and a strong media presence, IOF reaches millions of people all over the world.

Worldwide media coverage
IOF runs numerous campaigns and events which generate worldwide media coverage. Primary examples include: World Osteoporosis Day and press events, Women Leaders’ Roundtables, IOF Regional and World Congresses on Osteoporosis, public service announcements and advertising. IOF is pleased to work with international PR companies on specific projects and can support all activities through its own communications team and media distribution services.

Global and regional communication strategies
Through its global communication strategy IOF effectively communicates key messages around prevention and management to the general public, HCPs and policy makers. IOF proactively responds to all key bone issues and challenges facing the osteoporosis field. IOF develops integrated regional communication strategies to address specific regional needs.

Activities can be designed
which generate in-store traffic
IOF is pleased to discuss promotions which generate in-store traffic. Past examples include “Taste and Test” activities in which customers can sample various calcium/vitamin D rich foods, cooking or exercise demonstrations, stands featuring information about bone health and the IOF One-Minute Osteoporosis Risk Test.

Third party credibility
IOF is an independent, not-for-profit organization, based in Switzerland, which works on sound scientific principles. As a result, IOF’s voice is respected and heard when we speak to journalists, regulatory agencies, political groups and the public.

IOF CSA Working Groups and scientific projects
IOF’s CSA has been divided into working groups, targeting key topics in the field of bone health. The objectives are to formulate international policy guidance and to generate scientific projects of global relevance. IOF CCA members can lend valuable support for these projects through unrestricted educational grants.

CNS capacity building
The Committee of National Societies (CNS) is IOF’s core membership group which
encompasses more than 200 NGOs at the forefront of patient care. As an IOF member, your company can actively support one of IOF’s most important missions: capacity building to increase the effectiveness and outreach of the CNS at the national level.

**IOF publications**
All IOF CCA members benefit from a 35% reduced institutional subscription and advertising rates for IOF’s scientific journals *Osteoporosis International* and *Calcified Tissue International*. If individuals from a company would like a personal subscription they receive a greatly reduced personal member rate.

**IOF website**
All members are listed and their specific sponsorships acknowledged on the IOF website with a live link. All CCA members have access to a password protected ‘Members only’ section of the IOF website.

** Preferential sponsorship and partnership opportunities**
As a CCA member you receive advance notice of sponsorship and partnership opportunities for major public & HCP awareness activities such as World Osteoporosis Day, IOF congresses, conferences, courses, educational activities and lobbying efforts.
Satellite symposia option at IOF congresses
Advance notice of satellite slots available at upcoming IOF Congresses/Conferences on Osteoporosis, organized by IOF every year alone or in partnership with other organizations. Member companies are able to plan early and reserve their preferred slot for a scientific symposium to present their corporation’s latest research findings.

Exhibition space
Priority is given to space allocation for your exhibits at IOF conferences, courses and events.

Worldwide Conference of Osteoporosis Patient Societies (IOF WWC)
As a CCA member your company is given the opportunity to be a sponsor of this important event which IOF holds for its member patient societies every two years. The IOF WWC provides an exclusive opportunity to informally interact with patient society leaders and to learn about their grassroots work with consumers. Depending on the level of sponsorship your company receives a certain number of free registrations and your contribution is appropriately acknowledged.

Set a standard for enlightened health care within your own company
OF provides a platform called “IOF Corporate Responsibility Programme for Bone Health” in which a company makes certain internal commitments to its staff to provide them with the highest level of
osteoporosis awareness, diagnosis, treatment, and support to improve their musculoskeletal health.

**Positioning as a responsible corporate citizen**
Your company has a social, ethical and moral obligation to support issues that affect large numbers of people. IOF can provide a platform for to promote that positioning.

**Visibility**
IOF is pleased to give sponsor recognition in an appropriate manner and format, primarily through the IOF website, annual report and media events.

While IOF does not endorse specific products or treatments, it does encourage your company to promote osteoporosis awareness in your own corporate communications.
IOF’s Guidelines for Corporate Partnership

IOF is pleased to give sponsor recognition in an appropriate manner and format, in keeping with certain criteria:

- IOF does not endorse any specific consumer product. It does not endorse any specific diagnostic equipment or pharmaceutical medication; such choices must be made by the patient and the health-care professional.

- IOF generally recognizes corporate support with the phrase: “Supported by an unrestricted educational grant from …”

- IOF does encourage companies to promote osteoporosis awareness in their own publicity materials. If IOF is mentioned, such materials must be approved by IOF.

- IOF does not work with companies, or in product areas, which could be deemed harmful to bone health.
Company Name

Address

Name & title of proposed representative

Phone

Fax

Website

**Type of business**

- [ ] Pharmaceutical
- [ ] Consumer products
- [ ] Medical & surgical instruments
- [ ] Financial
- [ ] Communications / Advertising
- [ ] Diagnostic equipment
- [ ] Nutritional products
- [ ] Other

Please explain the company’s interest in osteoporosis and bone disease (i.e. related products, services, etc.)

We would like to join IOF CCA at the following level:

**One-off admission fee based on company annual average revenue (Swiss Francs):**

- [ ] More than 500 million CHF 32 000 CHF
- [ ] Between 50-500 million CHF 16 000 CHF
- [ ] Less than 50 million CHF 11 765 CHF

**If accepted we agree to abide by the regulations of IOF CCA and to pay our annual fees, based on average annual revenue:**

- [ ] More than 500 million CHF 27 200 CHF
- [ ] Between 50-500 million CHF 13 600 CHF
- [ ] Less than 50 million CHF 10 000 CHF

Date

Signature

Please mail or fax to

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Make your voice heard
and help make bone health a global priority by joining the **Committee of Corporate Advisors** today