

CCMR Sponsorship Plan

Brings your business to a new horizon

August, 2009



Co-organized by

Chinese College of Cardiovascular Physicians

Chinese Endocrinologists Association

VitalStrategic Research Institute

CCMR Sponsorship Plan in Initial Phase

I. Introduction

Over the last decade or so, there have been tremendous amount of advancement of medical research in China, some of which are direct results from increased participation of randomized and well controlled global clinical trials. However, despite these enhanced activities and subsequent increased number of new medical products launched into China market, there is still a significant lack of epidemiology and clinical outcomes data in Chinese patients, which has made difficult to assess trends and opportunities for future research and development.

There has been precedence where results of real world cohort studies have significantly impacted the quality and the policy of patient care. Since the year of 1999, American College of Cardiologists (ACC) and European Society of Cardiology (ESC) have respectively organized large cohort research programs such as “National Cardiovascular Data Registry” and “Euro Heart Survey”. The results of these studies not only significantly contributed to the advancement of understanding of cardiovascular and metabolic diseases, but also led to significant reduction of the gaps in medical diagnosis and treatment standards in the US and among European countries, and enhanced the quality of patient care and disease management.

Based on these successful experience, in order to better understand the epidemiology and unmet medical needs in major cardiovascular and metabolic diseases, better establish evidence of clinical outcomes, better define gaps in medical guidelines, and ultimately better improve the quality of patient care, Chinese College of Cardiology Physicians (CCCP), Chinese Endocrinologists Associations (CEA) and VitalStrategic Research Institute (VSRI) have decided to co-organize China Cardiometabolic Registries (CCMR). CCMR will include a series of individually designed cohort studies in disease areas such as acute coronary syndromes, hyperlipidemia, hypertension, atrial fibrillation, heart failure, diabetes, etc.

II. CCMR Objectives

CCMR may potentially become the largest evidence based cohort study series in this field. It is aimed to generate a significant impact on improving management of cardiovascular and metabolic diseases globally while improving evidence based patient care in China. The ultimate beneficiary of this program includes patients, physicians, hospitals, and health care industry. The specific objectives of this program include:

- 1) Assess clinical outcomes of current standard of care in managing cardiovascular and metabolic diseases, thereby better defining unmet medical needs and providing evidence to support the evolvement of medical practice guidelines in China;

- 2) Generate clinical evidence in real life settings that are unique to Chinese population which may not have been detected in global clinical trials, thereby providing insights to improving the use of new therapeutics and medical devices;
- 3) Provide physicians an opportunity to better learning the natural history of cardiovascular and metabolic diseases in Chinese population thereby improving the clinical outcomes of disease management;
- 4) Generate high quality publications in peer reviewed international journals, thereby improving the standard of Chinese research in international medical communities.

More introduction of CCMR is located on the website, www.CCMRegistry.org.

III. CCMR Organization and Operation

CCMR is operated under the general supervision of an advisory board appointed by CCCP and CEA, which is composed of internationally renowned medical experts, national medical leaders, clinical research scholars, and Chinese MOH officials. For each individual study, the CCMR advisory board is responsible for assemble a steering committee, which may include members of CCCP and CEA and other physicians of related fields. The execution of the CCMR programs and activities, including individual cohort studies and registries, is led by the CCMR co-organizer, VitalStrategic Research Institute (VSRI), a US based independent research organization with office in China. The data management and data analyses are executed jointly by VitalStrategic Research Institute and Fudan University, School of Public Health, Evidence Based Medicine Research Center.

The CCMR organization structure is illustrated in the diagram Fig 1.1 and the members of the advisory board are shown in Fig 1.2.

Fig 1.1 CCMR Structure

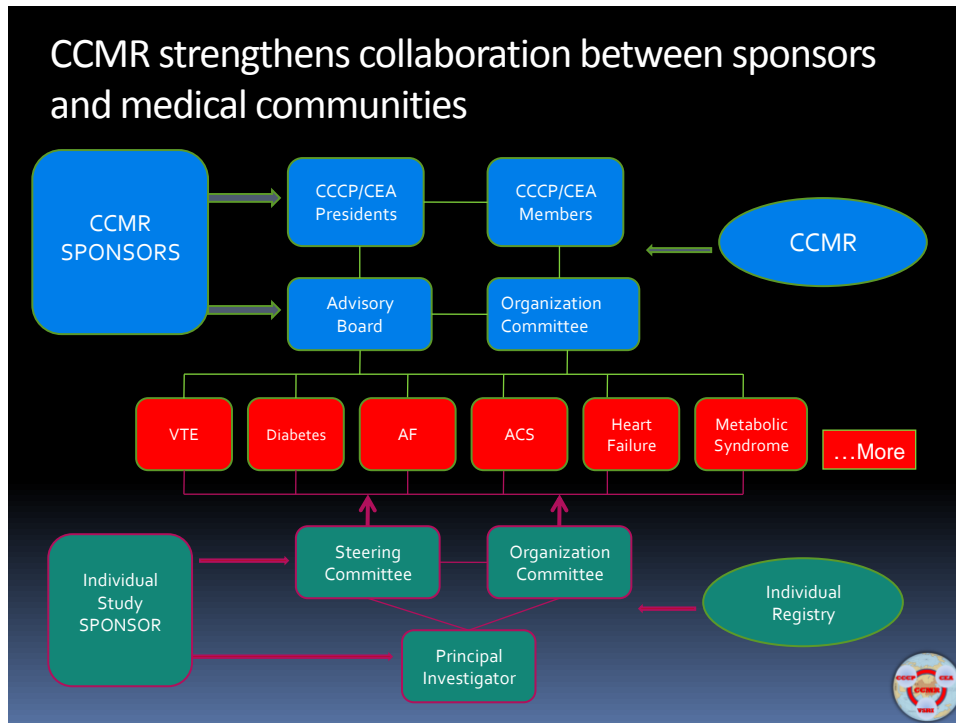


Fig 1.2 CCMR Advisory Board



IV. Sponsorship

Execution of CCMR is divided into four phases: program initiation, data collection, individual study and cross-study analyses, and data reporting and publication. These four phases are interrelated and overlapped. During the initial phase, CCMR sponsorship plan includes two categories, i.e. program and individual study sponsorship.

1. Program Sponsorship

The program sponsorship supports the planning and launching for a registry/cohort study, advisory board meetings, annual symposium, advisory board and sponsor round table meetings, and program level communications and other activities that are related to the program. The actual funding of the program sponsorship can be deducted from the total amount of committed study budget upon study initiation. The benefits of program sponsorship have long term values and include the following:

- Be recognized as the sponsor in all CCMR communications, thereby enhancing the sponsor's corporate image as the leader in the cardiovascular and metabolic areas and demonstrating the sponsor's commitment to improving patient care in China
- Provide input to the design of a patient registry or cohort study in a specific disease area
- Gain access to cross-study data analyses that are otherwise not included in the analysis plan for individual study
- Be invited to annual sponsor- advisory board round table meeting as well as annual CCMR symposium

The program sponsor does not have access to individual study database unless if also sponsor an individual cohort study. The program sponsorship entails one time contribution over the course of three years according to the table below:

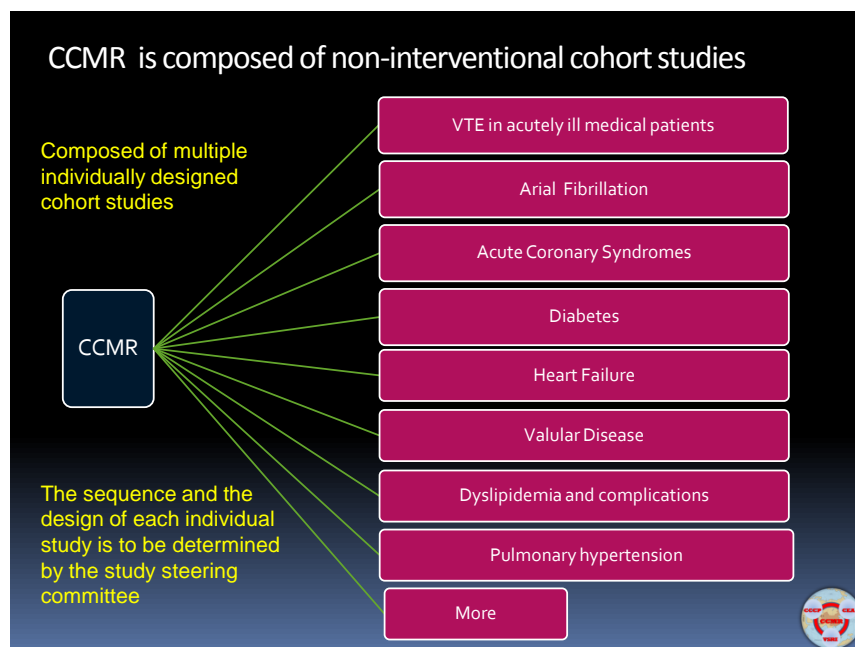
Sponsorship Level	Three Year Sponsorship (RMB)	Benefit
Platinum	1,000,000	All above listed benefits, and all cross-registry data analyses
Gold	500,000	All above listed benefits, and 2 sets of cross-registry data analyses
Silver	300,000	All above listed benefits, and one set of cross-registry data analyses
Contributor (Annual)	100,000	All above listed benefits, but no access to cross-registry data analyses

2. Individual Study Sponsorship

Based on the program sponsorship, a sponsor could participate in one or more individually designed cohort studies by sponsoring (or co-sponsoring) the study. The sponsor may provide input to study design, study budget estimation, and publication plan, and may receive study reports and entire study database. Fig 1.3 illustrates the areas of individual studies currently under consideration.

The total contribution of the individual sponsorship will be dependent on the study design and the number of co-sponsors, if cosponsoring with other organizations.

Fig 1.3 CCMR Individual Studies



The 2009 event sponsorship is also available and is described in the Appendix I.

The value of CCMR relies on the success of collaborations between sponsors and the medical community. Let us join our effort and work toward our common goals: strengthening the quality of medical research, maximizing the value of advanced medicine and medical technologies, improving the quality and quantity of patient care in China.

CCMR Advisory Board and Organization Committee

www.CCMRegistry.org

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APPENDIX I - 2009 CCMR Event Sponsorship

- 1) Event: 2009 Sponsor-Advisors Round Table Meeting
- Date: 10:00 am – 4:00 pm, May 14, 2009
- Location: Beijing, China
- Description: This unique forum provides the sponsor teams an opportunity to gain direct insights from the advisory board on a number of commonly interested topics, and to provide input to the design and execution of CCMR. This forum also stimulates the discussion on best practices for maximizing the values of collaboration between industry and academic.
- Amount: 50,000 RMB (or \$7330 USD)
- Benefits:
- Each sponsor may contribute to the selection of the discussion topics by providing feedback to the questionnaire distributed in advance
 - Sponsor may designate up to 3 representatives to attend this forum.
 - The sponsorship will be acknowledged on the CCMR website, newsletter, and other media
 - Lunch will be provided to all attendees
- 2) Event: 2009 CCMR Symposium
- Date: October 9, 2009
- Location: Beijing, China
- Description: This is the second annual public symposium organized by CCMR advisory board. The purpose of this symposium is to promote the interest of conducting high quality, high values, and large impact basic research and clinical studies in China. Keynote speakers include worldwide experts, advisory board members, industry leaders, and government stake holders. Last year's topic was on "Cardiovascular and Metabolic Risk Factors in Chinese Patients". It was regarded as one of the most informative and professionally conducted events as commented by many attendees.

Plan I Session Sponsorship

Amount: 80,000 RMB (\$7,330 USD)

Benefits:

- Each sponsor may nominate speakers, provide input to program design, and organize a panel discussion. The content of the discussion or presentation must be approved by the CCMR Organization Committee. No product promotion is permitted;
- Sponsor may set up a poster session upon approval by CCMR Organization Committee;
- The image of the sponsor's corporate/product logo may be displayed in the meeting room upon approval by CCMR Organization Committee;
- One speaker from the sponsor organization may receive free registration, and all sponsor's employees receive a discount for meeting registration.

Plan II Lunch Sponsorship

Amount: 10,000 RMB (\$1,466 USD)

Benefits:

- Sponsor may set up a poster session upon approval by CCMR Organization Committee;
- The image of the sponsor's corporate/product logo may be displayed in the meeting room upon approval by CCMR Organization Committee;
- All sponsor's employees receive a discount for meeting registration.