



**Corporate Roundtable Breakfast
Wednesday, April 29, 2009
Cirrus Room
Sheraton Seattle
Seattle, WA**

Call to Order: Wednesday, April 29, 2009 at 7:00 a.m. by Pat Toalson, Corporate Roundtable Executive Committee Chair, and Austin Sumner, MD, FAAN, Chair, AAN Foundation.

In Attendance:

AAN/FOUNDATION LEADERSHIP:

Darryl De Vivo, MD, FAAN
Research Council Chair,
AAN Foundation Board of Trustees

Richard Essey
AAN Foundation Public Trustee

Michael Goldstein, MD, FAAN
Vice President, AAN Board of Directors

Robert Griggs, MD, FAAN
President Elect, AAN Board of Directors
AAN Foundation Board of Trustees

Ralph F. Jozefowicz, MD
Chair, AAN Education Committee

Francis Kittredge, Jr., MD, JD, FAAN
AAN Foundation Founding Trustee

Eric Liebler
Vice Chair, AAN Foundation Public Trustee

Sandra Olson, MD, FAAN
AAN Foundation Board of Trustees

Timothy Pedley, MD, FAAN
Chair, AAN Meeting Management Committee

Jay H. Rosenberg, MD, FAAN
Past Chair, AAN Foundation Board of Trustees

Stephen M. Sergay, MB, BCh, FAAN
AAN President, AAN Board of Directors
AAN Foundation Board of Trustees

Kapil Sethi, MD, FAAN
Treasurer, AAN Foundation Trustee

Bruce Sigsbee, MD, FAAN
Treasurer, AAN Board of Directors
Chair, BrainPAC Executive Committee

Kerith St. Louis
AAN Foundation Public Trustee

Austin Sumner, MD, FAAN
Chair, AAN Foundation

James Toole, MD, FAAN
AAN Foundation Board of Trustees

CORPORATE ROUNDTABLE MEMBERS:

Allergan, Inc.

Alana Darden
Product Manager-BOTOX

Geraldine Carroll
Medical Education Manager

Bayer HealthCare Pharmaceuticals, Inc.

Cynthia Guerra, MBA
Medical Education, ISS and Professional
Relations Director

Anish Patel
Senior Product Manager

Biogen Idec

Lisa Hickey
Director, AVONEX Marketing

Mike Jones
Senior Director, Sales

Boehringer Ingelheim Pharmaceuticals, Inc.

Chris Blair
Associate Director, Professional Relations, CNS
and Women's Health

Frank Walters
Senior Product Manager

Cardinal Health

Thomas Dilworth
Director, International Sales & Marketing

Pat Klossner
Director, EEG & Acute Care Marketing

Eisai Inc.

Matthew Kurth
Senior Product Manager

Sheryl Lapidus

Senior Manager, Corporate Affairs -
Professional Organizations

Elan Pharmaceuticals, Inc.

(New CRT Member)

Janet Karlix
Director, MSL - Neurodegenerative Disorders
and Tysabri CD

Lori Taylor
Vice President, US Medical Affairs

Eli Lilly and Company

Patrick Toalson, RPh, BCPP
(CRT Executive Committee Chair)
Manager, US Medical Neuroscience
Professional Relations

Mike Simmons
Consultant, Global Neuroscience Advocacy and
Professional Relations

EMD Serono, Inc.

Michael Utz
Director of Marketing

Melissa Hill
Director of Communications

Endo Pharmaceuticals

Robert Lee, PhD
(CRT Executive Committee Member)
Clinical Affairs Manager

CORPORATE ROUNDTABLE MEMBERS:

Forest Laboratories, Inc.

Brian Carlson, PhD
Assistant Director, External Affairs

Cheryl Rhines
Convention Manager

Genzyme Corporation

Michael Tunkelrott
Senior Marketing Director

Melissa Marsh
(CRT Executive Committee Member)
Associate Director, Medical Affairs
Neurology/Medical Education & Advocacy

Lundbeck Inc.
(Formerly Ovation Pharmaceuticals)
(New CRT Member)

Lauren Gottlieb
Associate Product Manager

Frank Adamo
Product Manager

Merck & Co., Inc.

Henry Rodrique
Director and Team Leader, APA Cardiovascular,
Metabolic Neuroscience & Ophthalmology

Merz Pharmaceuticals Inc.
(New CRT Member)

David Shoup
Vice President, Neurology

David Duff
Senior Director, Marketing

Novartis Pharmaceuticals Corporation
Margaret McCormick, RN, BSN
(New CRT Executive Committee Member)
Director, Alliance Development

Ortho-McNeil Neurologics, Inc.

Walter Danker, PhD
Manager, Professional Education

Robyn Kohn, MA
(CRT Executive Committee Member)
Program Director, Medical
Education/Neurology/Pain

PhotoThera, Inc.

Tony Grover
(CRT Executive Committee Member)
Director of Reimbursement/Government Affairs

Questcor Pharmaceuticals, Inc.

Fran Olson
Director, Marketing

Kelly Hogan, PharmD
Senior Medical Science Liaison

Takeda Pharmaceuticals NA
(New CRT Member)

Kristi Lengyel
Associate Director, Advocacy Alliance &
Development

Teva Neuroscience

Mike Pursel, RPh, MBA
(New CRT Executive Committee Member)
Senior Manager, Professional Affairs

Andy Young
Senior Director, Professional Affairs

UCB, Inc.

Kathy Love-Weitz
Product Manager, Keppra XR

Tracy Butcher
Associate Product Manager, Neupro

CORPORATE ROUNDTABLE MEMBERS:

Upsher-Smith Laboratories

Leslie Helou, PharmD, BCPS
Medical Manager,
Strategic Portfolio Management

Rich Fisher
Director, Strategic Portfolio Management

Guest

Judy Katterhenrich
(CRT Executive Committee Member)
Former CRT Chair

GUESTS:

**Wolters Kluwer Health (Lippincott
Williams & Wilkins)**

Kelly Adamitis
Advertising Sales Manager

Bob Williams
National Accounts Manager

Child Neurology

John Bodensteiner
President, Child Neurology Society

Nancy Harris
Board Member, Child Neurology
Foundation

Roger Larson
Associate Director, Child Neurology Society

John Stone
Executive Director, Child Neurology
Foundation

STAFF ATTENDEES:

Catherine M. Rydell, CAE
Executive Director and Chief Executive
Officer

Christine Phelps
Deputy Executive Director,
AAN/AAN Foundation

Bridget Farley, CEM
Manager, Exhibits and Corporate Relations

Kristine Fridgen
Senior Director,
Research, Education and Development

Andrew Halverson
Promotions Project Manager,
Research, Education and Development

John Hutchins, JD
Associate General Counsel

Jason Kopinski
Chief Marketing and Technology Officer

Rod Larson
Chief Health Policy Officer

Corporate Roundtable Breakfast
Prepared by Kristine Retka

April 29, 2009

STAFF ATTENDEES:

Bruce Polsky
CEO, AAN Press

Kristine Retka
Administrative Assistant, Corporate Relations

Susan Rodmyre
Director, Education

Kelly Rogosheske
Director, Product Development

Murray Sagsveen, JD, CAE
UCNS General Counsel

Andrea Weiss
Associate Publisher, AAN Press

Alberta Zais
Director, Corporate Relations

WELCOME AND INTRODUCTIONS

Patrick Toalson, RPh, BCCP, CRT Executive Committee Chair welcomed attendees and provided an overview of the breakfast.

Mr. Toalson then introduced new Corporate Roundtable Executive Committee members: Margaret McCormick, RN, BSN (Novartis Pharmaceuticals, Inc.) and Mike Pursel (Teva Neuroscience)

WELCOME AND THANK YOU

Austin Sumner, MD, FAAN, AAN Foundation Chair, introduced new Corporate Roundtable member companies: Elan Pharmaceuticals, Inc.; Lundbeck Inc.; Merz Pharmaceuticals Inc.; and Takeda Pharmaceuticals NA.

Dr. Sumner thanked Corporate Roundtable member companies for support of AAN and AAN Foundation initiatives for which all, or a major portion of their support, is directed to the AAN Foundation's mission, including: Corporate Roundtable dues; Corporate Therapeutic Updates, Celebration for Research, Run/Walk for Brain Research, Wine Tasting and Auction, and Resident Scholarship Fund

Stephen Sergay, MB, BCh, AAN President, acknowledged companies for their support of the Annual Meeting and projects outside of the Annual Meeting, including: Palatucci Advocacy Leadership Forum, Dystonia/Spasticity Workshops, Evidence-Based Medicine Toolkit, and AAN Regional Programs

2009 CORPORATE ROUNDTABLE CLINICAL RESEARCH TRAINING FELLOWSHIP

Darryl De Vivo, MD, FAAN, Research Council Chair, reviewed the progress and promise of Clinical Research Training Fellowships (CRTFs). Highlights included:

- A total of nine CRT funded CRTFs have been awarded since 2001.
- The 2009 CRTF recipient, Toni Shih Pearson, MD, Fellow in Movement Disorders at Columbia University, was unable to attend, but had previously stated, “I am very excited to have the opportunity to pursue this study, which will serve as a foundation for important future efforts to improve the treatment of children with motor disorders.”
- Starting in 2010, the CRT will fund two Clinical Research Training Fellowships every other year.

Dr. De Vivo thanked the Corporate Roundtable members for their support.

DEVELOPMENTS AT AAN PRESS

Mr. Bruce Polsky, Chief Executive Officer for AAN Enterprises, Inc., thanked the advertisers, for their support of the patient magazine, *Neurology Now*. Mr. Polsky then presented the concept of a *Neurology Now* books series for the attendees’ consideration. The objective of the series is to promote dialogue between patients and physicians as well as empower patients to make informed decisions.

FOLLOW-UP—CONTINUED STRATEGIC PLANNING

Continuing the discussion started at the January 2009 Stakeholders’ Summit regarding AAN/AAN Foundation future interactions with industry; Mr. Toalson introduced the three topic areas for discussion: Neurology and Non-Endemic Companies, Future Neurologists, and The Future of Industry Partnerships in CME and Exhibits.

TABLES REPORT BACK

Each table shared key points from their discussions:

Neurology and Non-Endemic Companies Summary

- Explore other industries related to neurology as potential customers, i.e. medical device companies
- Create a coalition of disease specific CRT subgroups
- Fund/Endow Clinical Research Training Fellowship in MS

Future Neurologists Summary

- Pilot a fellowship type program for residents who have not determined specialty choice. Incorporate a mentorship aspect to take advantage of emotional ties and transfer that to the “next generation” of neurologists.

- Good program for neurology:
 - i. Good neuroscience program introduction
 - ii. Required clerkship
 - iii. Resident program
 - iv. Strong departments/culture of teaching
 - v. Schedule alignment for teaching/evaluation
 - vi. Consider quarterly coverage in AAN publications
- Change the image of neurology utilizing a young spokesperson and promoting neurology as “fun” and the “last frontier.”

The Future of Industry Partnerships in CME/Exhibits and Sponsorship Summary

- More creative options for increased booth traffic
 - i. Move around food options
 - ii. Product theatre sponsorship
 - iii. Scientific sessions—non-CME
 - iv. Hours starting later
 - v. Need to figure out a way to include patient population
- Post-meeting survey asking attendees what they would like to see in the exhibit hall
- All policies and guidelines from government or PhRMA need to be coordinated so policy changes in industry are consistent
- Need for level playing field among states, corporations
- Broaden AAN influence at medical institutions
- Need to continue face-to-face relationships and dialogue—recognizing best intent, patient benefit.
- The challenge is to find a mutually beneficial medium between industry support and scientific integrity.
- ACCME is very concerned about overt control of content, but industry is concerned about “blindly” funding CME activities that may “drift” into off-label activities, potentially putting the sponsor in jeopardy of government investigation for “off-label” marketing efforts.

CLOSING COMMENTS AND ADJOURNMENT

Mr. Toalson thanked the attendees for their participation.

The meeting was adjourned at 8:45 a.m.