

MedEd-Link, Inc.
Connecting the *Medical Community*

CAPABILITIES

Company Background

- MedEd Link, Inc. (MEL), was founded in 1997 and provides global management services for the medical/life science industry
- MEL is certified by the Women's Business Enterprise National Council (WBENC)
- MEL specializes in:
 - Meetings Management and Logistics
 - Medical Communications
 - Congress Support
 - Advisor Contract Management
- Extensive experience planning meetings worldwide



Capability Highlights

- Consistently meets or exceeds client objectives
- Adherence to well-defined budgets
- Compliant with all national/local regulations
- Multi-lingual service offerings
- Available to clients 24/7 throughout program life-cycle
- Creative, dynamic and flexible approach
- Dedicated, experienced, solution-driven project partners
- Outstanding relationships with clients and *their* customers
- Established partnerships with meeting support suppliers (i.e., audio visual, vendors, and webcast service providers)
- Up-to-date with compliance, regulations, and guidelines governing pharma policies and procedures

SERVICES



PROGRAMS

Advisory Boards
Steering Committee Meetings
Investigator Meetings
Speaker Training
Convention Logistics Support
Patient Advocacy Meetings
One-on-One Consultancies
KOL Engagements



EDITORIAL SUPPORT

Meeting Reports
Executive Summaries
KOL Development
Content Development
Competitive Intelligence
Conference Reports
Publication/Journal support
Slide Kit Production



SUPPORT

Comprehensive Planning
Logistical Management
Global HCP Contracting Support
Budget Forecasting
Reconciliation Reports



PLATFORMS

Live Meetings
Virtual Meetings
Video Conference Meetings
Interactive Forums



Advisory Board Logistics Support

AUDIENCE GENERATION & CONTRACT MANAGEMENT

Debarment Checks
Communication with Advisers/Clients
Production of Communication Materials

Facilitate Consulting Agreements/International Contracts
Travel: Flights, Trains, Car Service
Bio Sketches of Attendees

IN PERSON MEETING MANAGEMENT

Site Selection
Venue Contracting
Management of Room Blocks

Management of Food and Beverage
Meeting Production
Audio Visual Management

VIRTUAL MEETING MANAGEMENT

Platform Vendor Sourcing
Vendor Contracting
Management of Platform Vendor

Management of Rehearsal and Testing
Meeting Production
Audio Visual Management

POST MEETING

Honoraria Processing & Distribution
Expense Reimbursements
Issuance of Checks/Wire Transfers

Value Exchange Uploads
Reconciliation and Report
Issuance of 1099s for US HCPs



Compliance and Regulatory

- Keep current with all national regulations, guidelines, changes, and updates governing interactions with the medical/life science community and undergoes any company-specific training upon project acceptance
- Works closely with client regulatory and compliance departments and other vendors to ensure all oversight policies are explicitly followed
- Clearly interprets each client's guidelines, policies and procedures for continuous quality improvement and risk mitigation



Technology Capability

- Technology infrastructure is secure and compliant with corporate security policies, yet maintains flexibility to react to changing business needs
- Technology and creative professionals on staff for fast turnaround on support projects
 - Collateral materials
 - Content and media deployment
- Readily available staff allows for immediate action on urgent items from any location
- Comprehensive database system captures all aspects of MEL projects

Convention Client Initiatives

- Contract and manage housing requirements
- Conference registrations
 - Convention badges and materials picked up from registrar and distributed at kick-off meeting
- Organize and stage client kick-off meeting
- Ad hoc meetings for client
 - Competitive intelligence debriefs and internal meetings
 - Food & beverage
 - Manage audio visual setup
- Special events for client team
- Conference coverage and production of conference report

Staging of Meetings



MedEd-Link Managed Unique Venues Within PhRMA Guidelines

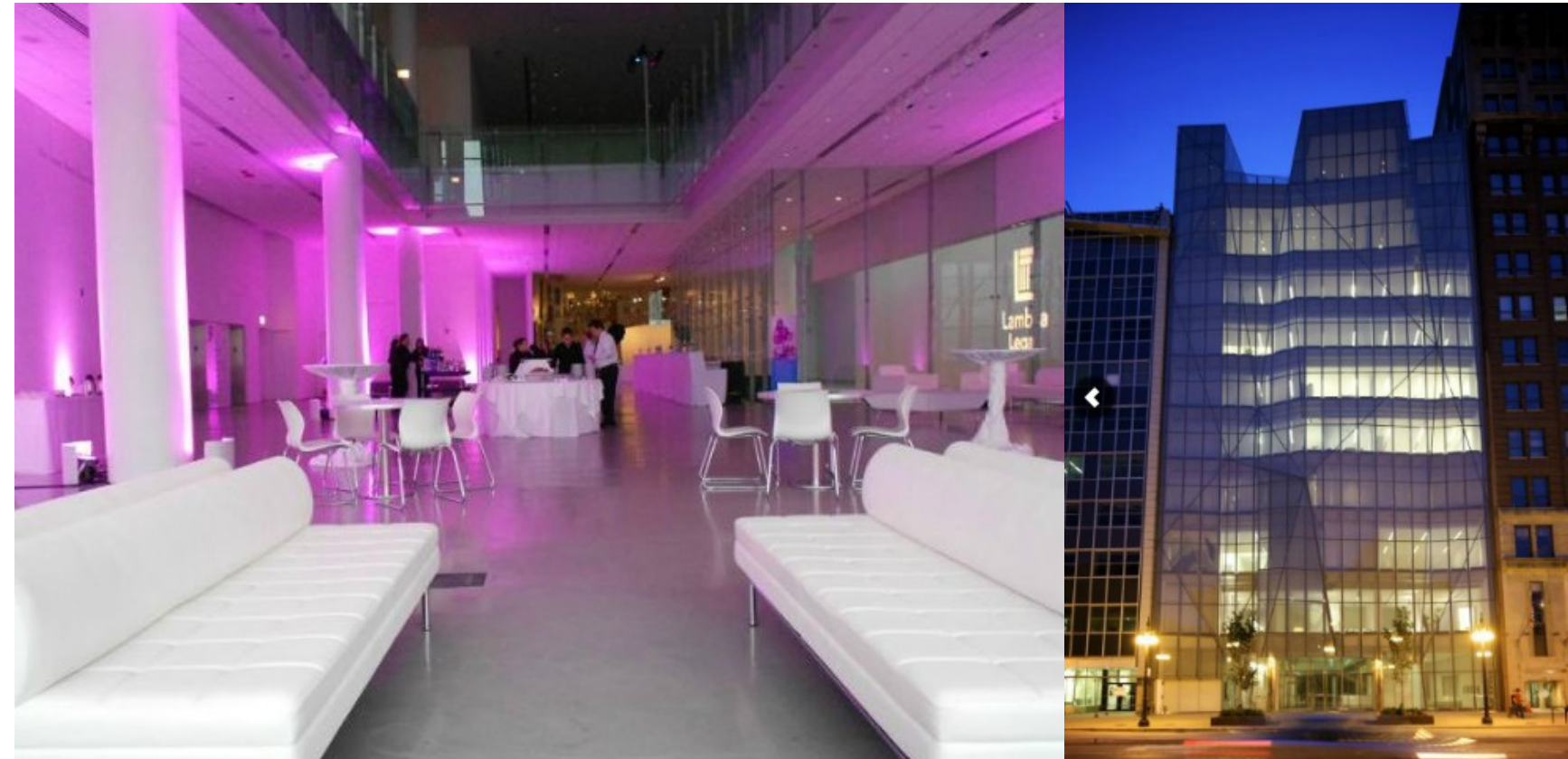
Keith Mansion

Chicago, IL



Venue Six10

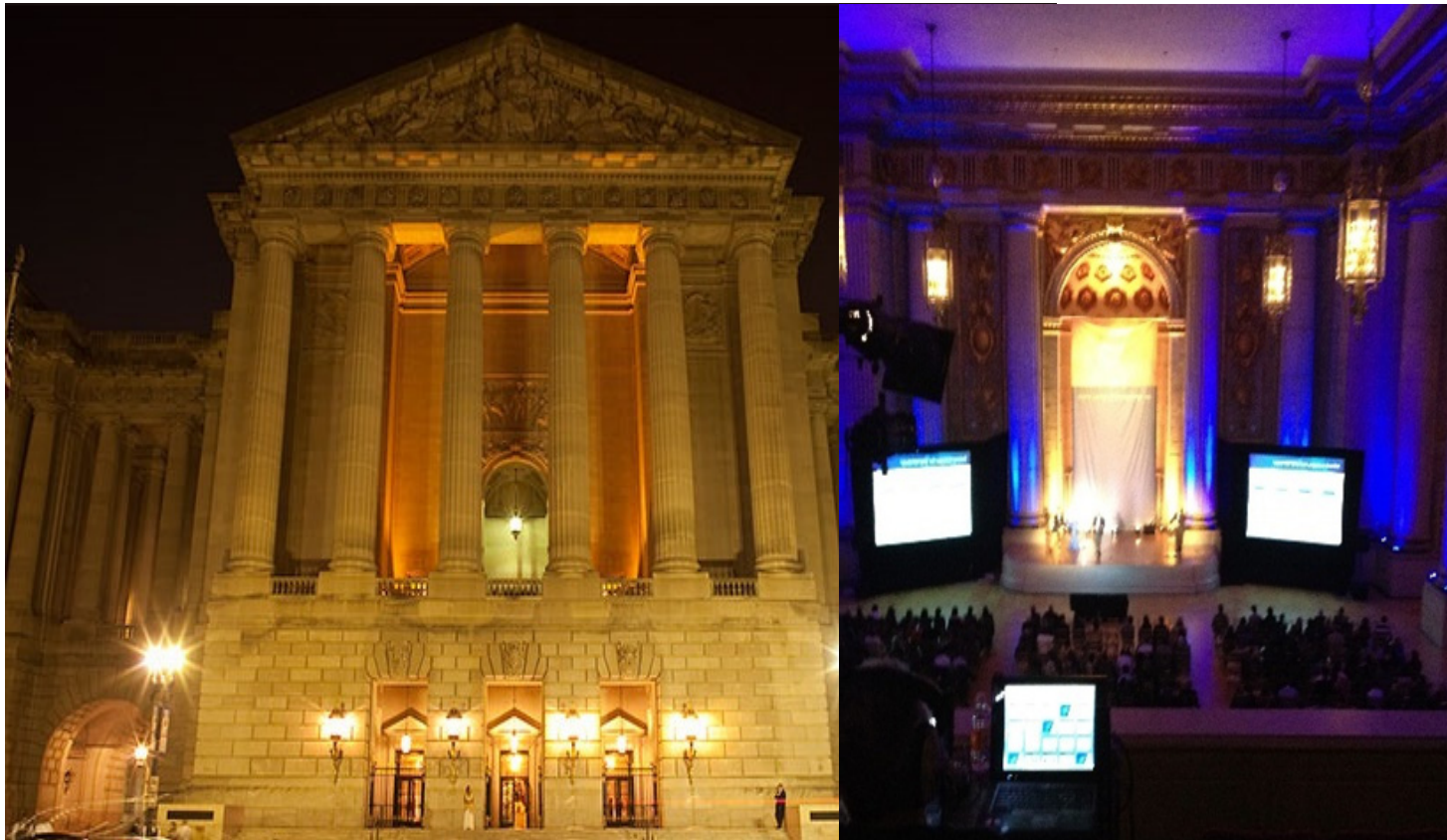
Chicago, IL



MedEd-Link Managed Unique Venues Within PhRMA Guidelines

Andrew Mellon Auditorium

Washington, DC



Carnegie Library

Washington, DC



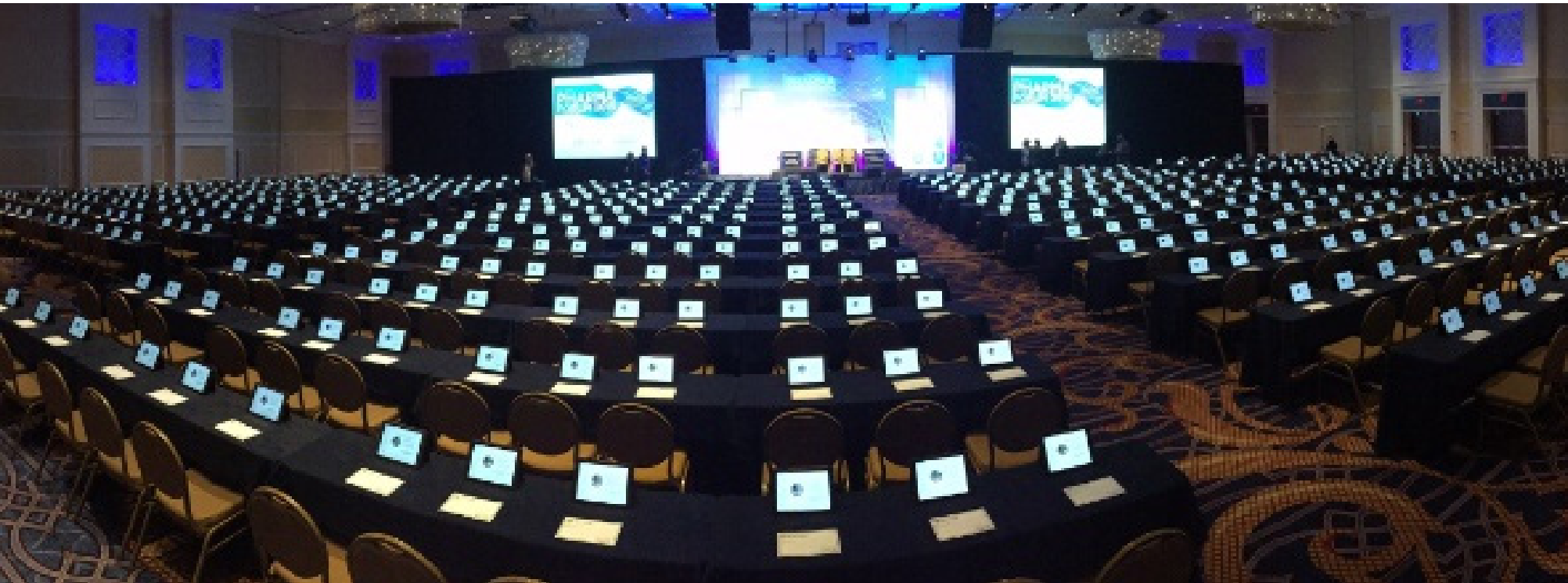
Novel Staging of an Advisory Board

District Hall

Boston, MA



Integrated iPads for Symposia and Advisory Boards



- Each participant is provided with an iPad for the duration of the meeting that includes resources and meeting materials
- Audience is engaged with interactions
- The controlled release of slides and content on the iPad synchs with the projected screen
- Clicks are tracked and interactions recorded providing valuable data and feedback from participants

Our Mission

Our mission is to provide outstanding services to our clients in the healthcare community and to their customers. By partnering collaboratively with our clients and providing dedicated teams for each project, we will support our clients' objectives and exceed expectations for every event from inception to conclusion.



MedEd-Link, Inc.

- A medical meetings and communications company
- Offering experienced, dedicated and creative account teams
- Client-focused and service driven
- Successful industry partners with a proven track record
- Excellent rapport within the healthcare community
- Regulatory compliant
- Cost effective
- WBENC certified
- Member of the Meeting Professionals International
- Member of the Professional Convention Management Association



Experience

MedEd-Link, Inc. produces programs for pharmaceutical clients, healthcare providers, and patient-focused community organizations

MedEd-Link, Inc. has significant experience within, but not limited to, the following disease states:

- Dermatology
- Gastroenterology
- Hematology
- Immunology
- Infectious Diseases
- Oncology
- Respiratory Diseases
- Rheumatology
- Urology
- Vaccines
- Virology (HCV, HIV)

MedEd-Link Collaborations



- Advances in Inflammatory Bowel Diseases (AIBD)
- AIDS Coordinating Committee of the American Bar Association
- American Academy of Dermatology (AAD)
- American Association on the Study of the Liver (AASLD)
- American College of Gastroenterology (ACG)
- American College of Rheumatology (ACR)
- American Gastroenterological Society (DDW)
- American Medical Association (AMA)
- American Society for Microbiology (ASM)
- American Society of Clinical Oncology (ASCO)
- American Society of Hematology (ASH)
- Conference on Retroviruses and Opportunistic Infections (CROI)
- European Association for the Study of the Liver (EASL)
- European Congress of Rheumatology (EULAR)
- European Hematology Association (EHA)
- International AIDS Society (IAS)
- International Congress on Lymphocytic Lymphoma (ICML)
- International Myeloma Society (IMS)
- Midwest AIDS Training Education Center (MATEC)
- Partner of MATEP Chicago (Midwest AIDS Training Education Partnership)
- World AIDS Society

Client Testimonials

Group Product Director, Marketing

Thank you for the successful meeting – I really felt good about the planning, format and overall outcomes. I think that the advisors also felt good about what they heard and were able to comment on. You make everything look easy.

Marketing Director, Advisory Board Meeting

This was one of the smoothest meetings we have had. Thank you for your attention to detail and willingness to "flex" on the fly as we did with the breakout rooms. I greatly appreciate your support and look forward to our meeting in December.

Advisory Board Attendee

The MEL group is just a little better than all other competitors. Best meeting planning services!

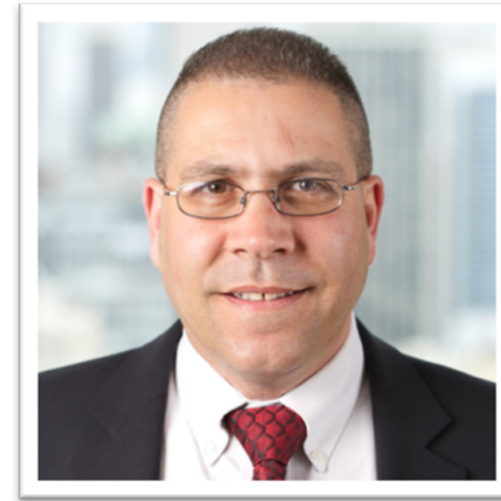
Brand Manager

I just want to thank you again for everything you have done for me over the last two years! You made my hectic world sane. I knew that whenever you were on a project that I didn't need to worry. I knew I could always count on you! You truly are the consummate business partner.



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