

December 21, 2009

The Honorable Charles E. Grassley  
US Senate  
135 Hart Senate Office Building  
Washington, DC 20510-1501

Dear Senator Grassley:

On behalf of the American Society of Nephrology (ASN), thank you for the opportunity to describe ASN's relationship with "pharmaceutical, medical device companies, foundations established by these companies, or the insurance industry" that provided funding to ASN from January 1, 2006, to the present. ASN is pleased to respond to your request and interested in the possibility of meeting with you and your staff to discuss ways to protect the health of beneficiaries of the Medicare and Medicaid programs as well as safeguard taxpayer dollars Congress authorizes for these programs.

As stated on ASN's website, the Society "is committed to maintaining educational and scientific objectivity as well as institutional integrity through disclosure, evaluation, standardization, and transparency in interactions with industry." ASN has made a sincere effort to meet your two-week deadline for providing this information. Given this short timeline, ASN understands that you or your staff may ask the Society to provide additional information or to clarify aspects of its response.

ASN is a not-for-profit association serving more than 11,100 physicians, scientists, and other caregiver members dedicated to providing high-quality care to patients, conducting cutting-edge research, and educating the next generation of health professionals. To meet its mission, ASN offers educational content through meetings and other activities, disseminates peer-reviewed science through self-published journals, and offers research grants to young investigators and more senior scientists who are between funding. As the most significant organization of kidney care professionals in the world, ASN has led the fight against kidney disease—which afflicts approximately 30 million people in the United States alone—for nearly 50 years.

Since 2000, ASN has been accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education (CME) for physicians. As a result of being an accredited CME provider, ASN has procedures in place to regulate funding from all commercial interests, defined by ACCME as "any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients." ASN, therefore, includes in this response a description of its financial relationships with all such commercial interests, not just the biotechnology, medical device, pharmaceutical, and insurance industries identified in your December 7, 2009, request.

For your review, **Tab 1** lists all of the revenue ASN has generated from commercial interests since January 1, 2006. This information is organized in four separate spreadsheets, one for each year. Each spreadsheet includes the names of the commercial interests, the amount of funding ASN received from these entities, and the reasons for the support.

ASN's fiscal year is January 1 to December 31. Audits by an independent certified public accounting firm (Renner and Company) are performed in January of the year following the fiscal year end. In January 2010, Renner and Company will audit ASN's finances for fiscal year 2009. As a result, the information summarized in **Tab 1** for 2006, 2007, and 2008 is based on audited data; the information for 2009 is subject to change pending final audited figures.

As illustrated in **Tab 1**, ASN generally receives funding from commercial interests related to one of four purposes:

1. **Exhibit Revenue.** Each year, ASN holds Renal Week, which—with nearly 14,000 participants and 850 speakers from the United States and abroad—is the world's largest annual meeting focused on kidney disease. A key aspect of Renal Week is the ASN Scientific Exposition. The exposition includes booths from approximately 180 commercial interests and not-for-profit organizations, such as the National Kidney Foundation.
2. **Educational Revenue.** In addition to Renal Week, ASN holds six to eight regional meetings (called Renal WeekEnds) each winter. The Society also convenes an Annual Board Review Course and Update and posts educational content on its website. Commercial interests provide unrestricted educational grants to help support these activities.
3. **Promotional Revenue.** Renal Week, Renal WeekEnds, and the Annual Board Review Course and Update also include opportunities for promotional support. Commercial interests help cover the costs of promotional items that are important to the success of a specific meeting. For example, ASN solicits external support to cover the cost of providing a wireless local area network in the convention center during Renal Week.
4. **Advertising Revenue.** ASN self-publishes the *Journal of the American Society of Nephrology* (JASN), the *Clinical Journal of the American Society of Nephrology* (CJASN), the *Nephrology Self-Assessment Program* (NephSAP), and *ASN Kidney News* (which was called *ASN Highlights* until this year). Commercial interests advertise in these publications as well as, on occasion, sponsor supplements to the journals and purchase reprints of articles.

**Tab 2** provides ASN's "Corporate Support Opportunities" in 2009. This list outlines specific educational and promotional opportunities provided to commercial entities with interest in kidney disease.

From 2006 to the present, ASN did not solicit support from commercial interests for its research grants program. During this same period, ASN received no funding from foundations established by commercial interests, or from federal, state, or local government.

### ASN Committee on Corporate Relations

ASN believes that it has a responsibility to assess—on a regular basis—potential conflicts of interest that relate to the execution of activities imperative to its mission. To this end, ASN in 2008 created a Committee on Corporate Relations chaired by John B. Stokes, MD, FASN, who is the Director of the Division of Nephrology at the University of Iowa Carver College of Medicine. Dr. Stokes and the committee conducted a comprehensive year-long assessment of ASN’s mechanisms for managing relationships with commercial interests.

Earlier this year, the committee presented its final report to the ASN Council, which is ASN’s governing body. The council unanimously approved the report; endorsed the committee’s 10 recommendations on how to design, monitor, and enforce regulations that improve ASN’s interactions with commercial interests; and developed a detailed strategy for implementing these recommendations.

As an important first step in this plan, ASN in August 2009 added a section to its website called, “ASN Conflict of Interest Initiative: Transparency in Relationships with Commercial Interests.” Located at <http://www.asn-online.org/coi/>, this part of ASN’s website—which is open to the public and not password protected—summarizes ASN action and policy, provides informational resources, and includes a feedback mechanism related to conflicts of interest. Besides serving as a communication vehicle with ASN members, other members of the renal community, and the public, this site is intended to serve as a mechanism for increasing transparency related to ASN’s relationship with commercial interests.

Additionally, ASN published the final report of the Committee on Corporate Relations in the September 2009 issue of JASN (**Tab 3**). The article, entitled “ASN Policy on Managing Conflicts of Interest,” is also posted on the section of the website dedicated to conflicts of interest. Besides summarizing the committee’s 10 recommendations for improving ASN’s interactions with commercial interests, the article includes a table that compares ASN’s approach to these issues to recent recommendations from the Association of American Medical Colleges, the Institute of Medicine, and “Professional Medical Associations and Their Relationships with Industry: A Proposal for Controlling Conflicts of Interest” (published earlier this year in the *Journal of the American Medical Association*).

In September 2009, ASN distributed “ASN Policy on Managing Conflicts of Interest” and a link to the conflict of interest section of its website to the executive directors of nearly 40 medical societies. ASN invited these leaders to “to engage in an exchange of ideas and resources regarding conflict of interest in a shared effort to improve policies and management of this issue.” Seeking “to stimulate and participate in the growing dialogue on conflicts of interest,” ASN welcomed comments regarding the article and information concerning each organization’s efforts to address potential conflicts.

During ASN Renal Week 2009—which took place October 27 to November 1 in San Diego, CA—Bernard Lo, MD, presented the Christopher R. Blagg Endowed Lectureship on “How to Identify and Manage Conflicts.” The Blagg Lecture is one of the most prominent, well-attended, and visible sessions at Renal Week. In addition to serving as Director of the Program in Medical Ethics at the University of California, San Francisco, School of Medicine, Dr. Lo chaired the Institute of Medicine Committee on Conflict of Interest in Medical Research, Education, and Practice.

Since January 2008, ASN has taken concrete steps to increase transparency related to the Society's relationship with commercial interests. These steps are aligned with recommendations from external organizations, such as the Institute of Medicine, and according to the rules of ACCME. Moreover, ASN commends the Council of Medical Specialty Societies (CMSS) for attempting to develop a "Code of Conduct for Specialty Societies in Relationships with Industry." ASN sincerely hopes that CMSS's efforts will result in consistent rules for all medical societies.

### **Specific Responses to the Five Questions**

In your letter, you ask ASN to "explain [its] policies for accepting industry funding and the disclosure requirements for [its] top executives and board members" from January 1, 2006, to the present. To provide this explanation, you asked ASN to answer the following five questions.

**Question 1: Please describe the policies for accepting industry funding and whether or not ASN allows companies to place restrictions or provide guidance on how funding will be spent.**

ASN does not allow commercial interests to place restrictions, provide guidance, or dictate in any way how the Society will spend funding derived from commercial interests. As previously stated, ASN receives funding from commercial interests for one of four purposes: exhibits, educational activities, promotional items, and advertising. ASN has established mechanisms for creating "firewalls" between each activity and the sources of funding.

Since 2001, ASN has contracted with an association management company (SmithBucklin) to manage all aspects of the Scientific Exposition during Renal Week. As a result, SmithBucklin interacts directly with every entity, including commercial interests, interested in exhibiting during the meeting. This separation between ASN and SmithBucklin helps ensure that exhibitors have no influence over Renal Week.

As stated in the *Exhibitors Prospectus* for Renal Week, ASN also "supports the ethical codes of conduct on interactions with health care professionals including, but not limited to, Advanced Medical Technology Association (AdvaMed) "Code of Ethics on Interaction with Health Care Professionals"; the American Medical Association (AMA) "Gifts to Physicians from Industry Ethical Opinion 8.0611"; the Pharmaceutical Research and Manufacturers of America (PhRMA) "Code on Interactions with Healthcare Professionals"; and other ethical guidelines and standards that describe the appropriate relationships between physicians and industry. By articulating, publishing, and enforcing this policy, ASN sends as strong a statement as possible about the Society's expectations for the ethical behavior of exhibitors at Renal Week.

In terms of educational activities, ASN adheres to ACCME's six "Standards for Commercial Support." As an accredited provider of CME credits, ASN has met ACCME standards since 2000. The first standard, "Independence," requires ASN to "ensure" that commercial interests have no role in identifying "CME needs" for nephrologists, determining the "educational objectives" for activities, selecting and presenting "content," selecting "all persons and organizations" positioned "to control the content," selecting the "educational methods" for delivering this content, and evaluating the educational activity.

To meet this standard, ASN has separated planning, delivering, and evaluating educational content from fundraising. ASN members and staff involved in any aspect of the Society’s educational activities—from identifying the educational needs of nephrologists to developing educational objectives for each activity to finalizing content to choosing speakers to selecting educational content to evaluating the activity—are not allowed to interact with commercial interests and vice versa.

“Resolution of Personal Conflicts of Interest” is the second ACCME standard. This standard requires ASN “to show that everyone who is in a position to control the content of an education activity has disclosed all relevant financial relationships with any commercial interest to the provider.” ACCME “defines relevant financial relationships as financial relationships in any amount occurring within the past 12 months [of the educational activity] that create a conflict of interest.” ASN is also required to disqualify any “individual who refuses to disclose relevant financial relationships.” Finally, ACCME requires ASN to implement “a mechanism to identify and resolve all conflicts of interest prior to the education activity being delivered to learners.”

ASN requires that all of the members of the oversight and planning committees for the Society’s educational activities as well as all of the speakers (including moderators) must complete the “ASN Financial/Other Interests Disclosure Form” (**Tab 4**). ASN’s conflict of interest policy requires:

- Disclosure “of any financial or other interest that might be construed as resulting in an actual, potential, or perceived conflict.”
- Disclosure of “any financial relationship held by” everyone who is in the position to control the content of an educational activity as well as his or her spouse or partner.
- Submission of the completed form “whether or not” an individual has a relationship requiring disclosure.

The ASN Program Committee or Postgraduate Education Committee reviews the completed forms, addresses any potential conflicts, and is prepared to disqualify anyone who refuses to disclose relevant financial relationships.

Third, ASN follows ACCME’s standard concerning “Appropriate Use of Commercial Support.” This standard has 13 rules to which ASN must adhere:

1. ASN “must make all decisions regarding the disposition and disbursement of commercial support.”
2. ASN “cannot be required by a commercial interest to accept advice or services concerning teachers, authors, or participants or other education matters, including content, from a commercial interest as conditions of contributing funds or services.”
3. “All commercial support associated with a CME activity must be given with the full knowledge and approval of” ASN.
4. “The terms, conditions, and purposes of the commercial support must be documented in a written agreement between the commercial supporter that includes” ASN “and its educational partner(s). The agreement must include” ASN, “even if the support is given directly to” ASN’s “educational partner or a joint sponsor.”
5. “The written agreement must specify the commercial interest that is the source of commercial support.”
6. “Both the commercial supporter and” ASN “must sign the written agreement between the commercial supporter and” ASN.

7. ASN “must have written policies and procedures governing honoraria and reimbursement of out-of-pocket expenses for planners, teachers, and authors.”
8. ASN, “the joint sponsor, or designated educational partner must pay directly any teacher or author honoraria or reimbursement of out-of-pocket expenses in compliance with” ASN’s “written policies and procedures.”
9. “No other payment shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.”
10. “If teachers or authors are listed on the agenda as facilitating or conducting a presentation or session, but participate in the remainder of an educational event as a learner, their expenses can be reimbursed and honoraria can be paid for their teacher or author role only.”
11. “Social events or meals at CME activities cannot compete with or take precedence over the educational events.”
12. ASN “may not use commercial support to pay for travel, lodging, honoraria, or personal expenses for non-teacher or nonauthor participants of a CME activity.” ASN “may use commercial support to pay for travel, lodging, honoraria, or personal expenses for bona fide employees and volunteers of the provider, joint sponsor or educational partner.”
13. ASN “must be able to produce accurate documentation detailing the receipt and expenditure of the commercial support.”

For nearly one decade, ASN has taken steps to make these 13 rules more stringent. The Society decided in 2003 that only ASN could provide CME credits for the Society’s educational activities. As a result, ASN stopped allowing “educational partners,” such as medical education and communication companies (MECCs), to hold satellite symposia during Renal Week. In 2006, ASN then ceased jointly sponsoring educational activities with other entities. Finally, ASN in 2009 prohibited MECCs from submitting grant requests or securing funds for educational activities connected with the Society. At this time, therefore, ASN is responsible for every aspect of its educational activities.

The fourth standard is “Appropriate Management of Associated Commercial Promotion.” To meet this standard, ASN cannot allow “arrangements for commercial exhibits or advertisements” to “influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.” In addition, ACCME prohibits “product-promotion material or product-specific advertisement of any type...in or during CME activities.” ACCME adds, “The juxtaposition of editorial and advertising material on the same products or subjects must be avoided.” ASN must also keep all educational activities separate from “promotional activities.” According to this standard, “educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.” And, finally, ASN “cannot use a commercial interest as the agent providing a CME activity to learners”; for example, ASN cannot distribute a self study for a CME activity through a commercial interest.

To meet this standard, ASN separates responsibility for educational activities from responsibility for the exhibit hall (which is managed by SmithBucklin) and from responsibility for promotional items. For example, the ASN Program Committee reviews abstracts that are submitted for presentation during Renal Week. An independent group of ASN members reviews the abstracts, which are blinded and scored. Any abstract that is identified as potentially containing bias (advertising, trade names, or product group messages) is flagged, withdrawn from the abstract pool, and subjected to a secondary review by the ASN Program Committee.

Either the ASN Program Committee or Postgraduate Education Committee is also responsible for reviewing slides and handouts for compliance and potential bias. This function is performed either by the appropriate committee member (based on professional expertise) or the moderator(s) of a specific session. If a potential noncompliance issue is identified, it is referred to the committee for resolution.

“Content and Format without Commercial Bias” is the fifth standard. To meet this standard, ASN must ensure that the “content or format of a CME activity or its related materials must promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest.” In addition, presentations “must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CME educational material or content includes trade names, where available trade names from several companies should be used, not just trade names from a single company.”

In addition to requiring full disclosure for everyone who can influence content, ASN instructs all speakers to provide balanced, scientifically rigorous, and evidence-based presentations. The moderators of each session are responsible for ensuring that treatment options are fairly discussed. All presentations are reviewed for conflicts of interest and, if identified, are resolved prior to the activity. All commercial support is disclosed to activity participants in printed meeting material, on a slide prior to the particular educational session, and on signage outside the meeting room.

Moderators—who are chosen by either the ASN Program Committee or Postgraduate Education Committee—monitor presentations, case discussions, and presenters’ answers to questions. These moderators ensure a balanced discussion of the material and are instructed to rectify verbally any perception of bias. Session moderators are also asked to act as “observers” of the session to specifically identify bias on the part of any speaker or participant. Each moderator is instructed to manage the bias, if appropriate, and to report via an electronic submission form, information on observed bias.

The sixth and final ACCME standard is “Disclosures Relevant to Potential Commercial Bias.” Before an educational activity begins, ASN must:

- Ensure that each individual involved in the educational activity (including those responsible for planning the activity as well as speakers) “disclose to learners any relevant financial relationship(s),” which includes the name of the individual, the name of the commercial interest(s), and the “nature of the relationship the person has with each commercial interest.”
- Report when an individual has “no relevant financial relationship(s).”
- Ensure that the “source of all support from commercial interests must be disclosed to learners.”
- Report when “commercial support is ‘in-kind,’” including “the nature of the support.”
- Ensure that “trade names or a product group message” is never included in the disclosure.

Anyone who influences content must complete the “ASN Financial/Other Interests Disclosure Form” before an educational activity. ASN uses this information to identify potential bias. For example, during the planning of Renal Week 2009, two abstracts were flagged by the reviewers as promoting one particular dialysis provider. The abstracts were coauthored by an employee of this company and portrayed the provider in a positive manner. These abstracts were referred back to the ASN Program Committee. The committee reviewed the abstracts and determined that even though they had been coauthored by an employee of a commercial interest and highlighted a single dialysis provider, the

abstracts were reporting results of clinical investigations that were commissioned by the Centers for Medicare and Medicaid Services (CMS), thereby highlighting their importance to the nephrology community.

ACCME's "Standards for Commercial Support" provide an excellent framework for ensuring that ASN's educational activities are free from influence by commercial interests. The ASN Council has also taken steps to strengthen the firewall between fundraising and planning, delivering, and evaluating educational content. These steps are a result of improvements in ASN's governance structure and changes among the Society's staff.

In 2007, ASN restructured its governance to create a series of oversight committees that report directly to the ASN Council. One of these panels, the ASN Education Committee, is now responsible for overseeing every educational activity, including Renal Week, Renal WeekEnds, the Annual Board Review Course, and educational content on the website. The committees, working groups, other panels, and individuals responsible for planning, delivering, and evaluating ASN's educational activities report directly to the ASN Education Committee. Before this change, ASN Director of Postgraduate Education Robert G. Narins, MD, FASN, was responsible for overseeing ASN's educational activities, working with various committees and individuals to plan these activities, and reporting directly to the council.

Additionally, Tod Ibrahim succeeded Karen L. Campbell, PhD, as ASN Executive Director in January 2008. During his first year, Mr. Ibrahim hired Phillip Kokemueller as ASN's first Chief Learning Officer and Kara Davis as ASN's first Senior Manager of Business Development. Mr. Kokemueller is responsible for ensuring the success of ASN's educational activities and maintaining ASN's compliance with ACCME. Ms. Davis is responsible for generating external support for ASN's educational activities and promotional items. Thus, ASN has further separated education from fundraising by establishing these two staff positions.

To generate external support for promotional items, ASN follows ACCME's fourth standard for commercial support: "Appropriate Management of Associated Commercial Promotion." As a result, ASN:

- Does not allow commercial exhibits or advertisements to influence planning or interfere with the presentation of educational material.
- Does not allow commercial exhibits to be a condition of the provision of commercial support for educational activities.
- Prohibits product-promotion material or product-specific advertisement of any type...in or during educational activities.
- Avoids the juxtaposition of editorial and advertising material on the same products or subjects.
- Conducts all educational activities separately from promotional activities.
- Requires educational material that is part of an educational activity (such as slides, abstracts, and handouts) cannot contain any advertising, trade name, or a product-group message.
- Does not use a commercial interest as the agent providing a educational activity to members.

The first three sources of revenue that ASN generates from commercial interests (exhibits, educational activities, and promotional items) are closely related to the Society's educational activities.

Advertising—the fourth and final source of revenue generated from commercial interests—is closely related to the Society's efforts as a publisher.

Since 2004, ASN has contracted with an advertising sales firm (Scherago International) to manage all aspects of advertising in the Society's four publications: JASN, CJASN, NephSAP, and *Kidney News*. As a result, Scherago International interacts directly with every entity, including commercial interests, interested in advertising in one of the journals. This separation between ASN and Scherago International helps ensure that exhibitors have no opportunity to influence the journals' content.

Each issue of the journals also includes the same statement, "The appearance of advertisements in the journal is not a warranty, endorsement, or approval of the products or services advertised or of their effectiveness, quality, or safety." Additionally, Scherago International's "rate cards" for the journals explain that the editor-in-chief of each journal has the right to reject an advertisement.

The editor-in-chief of each journal is also responsible for requesting, reviewing, and maintaining disclosure forms for the editorial staff of that publication. Each issue of an ASN journal states this fact: "To avoid conflicts of interest, all members of the editorial staff have completed financial disclosure forms which are available for review in appropriate circumstances when requested from the editor-in-chief."

Besides traditional advertisements, ASN allowed the editors-in-chief of JASN and CJASN to consider publishing supplements to the journals that are sponsored by commercial interests. (Neither NephSAP nor ASN *Kidney News* published supplements.) The editorial teams for JASN and CJASN are completely responsible for all of the content in a supplement. Since 2006, ASN has published 11 such supplements (five in JASN and six in CJASN).

Earlier this year, the ASN Publications Committee—which oversees the Society's journals—recommended that ASN after 2009 discontinue single-sponsored supplements and discourage multi-sponsor supplements unless these publications involve such entities as the National Institutes of Health or the Doris Duke Charitable Foundation.

In addition to advertising and supplements, the advertising category includes revenue from reprints. Since 2005, ASN has contracted with a commercial printer (Cadmus Professional Communications) to solicit, process, and distribute reprints of articles published in JASN and CJASN. (Neither NephSAP nor ASN *Kidney News* sell reprints.) Because Cadmus is responsible for handling all transactions related to reprints, a firewall exists between ASN and the reprint business.

Moreover, the editors of JASN and CJASN do not receive a report as to which articles are purchased as reprints or which external entities (including commercial interests, institutions, and authors) have purchased reprints. This policy further ensures that the editors have no incentive to publish an article specifically to generate sales from reprints.

**Question 2: If ASN allows companies to place restrictions on industry funding, then please explain all restrictions and/or guidance for each transfer of value from industry. For every transfer of value with a restriction, please provide the following information: year of transfer, name of company, and restriction placed on funding.**

As previously discussed, ASN does not allow commercial interests to place restrictions, provide guidance, or dictate in any way how the Society will spend revenue derived from commercial interests. As further evidence of this fact, **Tab 5** provides examples of ASN's agreements with commercial interests related to:

1. The Scientific Exposition.
2. Educational Activities.
3. Promotional Items.
4. Advertising.

These agreements clearly indicate that ASN is independent from commercial interests.

**Question 3: Please explain what policies, if any, that ASN plans to adopt to ensure transparency of funding in order to provide a greater public trust in the independence of your organization.**

Since January 1, 2008, ASN has:

- Hired a new Executive Director who was specifically charged with ensuring that ASN maintained educational and scientific objectivity as well as institutional integrity through disclosure, evaluation, standardization, and transparency in interactions with industry.
- Created a Committee on Corporate Relations to conduct a comprehensive year-long assessment of ASN's mechanisms for managing relationships with commercial interests.
- Approved unanimously the final report of this committee, which included 10 recommendations on how to design, monitor, and enforce regulations that improve ASN's interactions with commercial interests.
- Developed a detailed strategy for implementing these recommendations (that the Society is now executing).
- Published the final report of the Committee on Corporate Relations, entitled "ASN Policy on Managing Conflicts of Interest," in the September 2009 issue of JASN.
- Added a section on ASN's website ("ASN Conflict of Interest Initiative: Transparency in Relationships with Commercial Interests") to highlight ASN's activities in this arena.
- Distributed "ASN Policy on Managing Conflicts of Interest" and a link to the conflict of interest section of its website to the executive directors of nearly 40 medical societies; invited these leaders to "to engage in an exchange of ideas and resources regarding conflict of interest in a shared effort to improve policies and management of this issue."
- Invited Dr. Lo to present the Christopher R. Blagg Endowed Lectureship on "How to Identify and Manage Conflicts" during ASN Renal Week 2009.

The final report of the ASN Committee on Corporate Relations recommended highlighting the importance of separating education from fundraising, prohibiting any interaction with MECCs, renaming the "ASN Financial/Other Interests Disclosure Form," continuing to emphasize the importance of having abstract

reviews look for potential bias, trying to use “educated reviewers” to monitor every educational activity, clarifying the importance of session moderators, prohibiting individuals involved in corporate-sponsored exhibits from participating in educational activities (and vice versa), developing clear guidelines for informing ASN members and staff (and commercial interests) about the Society’s expectations and policies, and forming a committee to review ASN’s activities and policies related to conflicts of interest.

To date, ASN has implemented eight of the committee’s 10 recommendations. In 2010, ASN will implement the final two recommendations:

1. Form the Conflicts of Interest Management Committee to review the Society’s COI activities and policies as well as its instituted documentation processes.
2. Rename the present disclosure form as the “Financial Disclosure and Potential Conflict of Interest Form.”

In addition to forming the committee and renaming the form, ASN plans to expand the section of its website dedicated to conflicts of interest. For example, ASN distributes a “Faculty Disclosure Digest” at Renal Week. In 2010, ASN will post on the website the information summarized in the digest, which lists the financial disclosures for each of the nearly 850 faculty at Renal Week.

ASN also looks forward to continuing its efforts to work with the leaders of other medical societies to improve policies and management of conflicts of interest. Along these lines, ASN hopes to contribute to CMSS’s efforts to develop a “Code of Conduct for Specialty Societies in Relationships with Industry.”

**Question 4: Please explain your policies on disclosure of outside income by your top executives and board members.**

ASN is governed by an eight-member council that includes the Society’s President, President-Elect, Past President, and Secretary-Treasurer as well as four councilors. No member of the staff, including the executive director, has a vote in council discussions.

Each year, ASN requires all of its volunteers, including the eight councilors, to complete disclosure forms. These forms solicit information about both financial relationships with commercial entities and leadership activities in other organizations. ASN expects everyone who completes a disclosure form to update this form during the course of the year. Before every meeting of the council or any other ASN-sponsored panel, participants are asked to update their disclosures.

ASN has never had an Executive Director who is a physician. At the council’s request when he was hired, the current executive director, Mr. Ibrahim, agreed not to serve on the leadership of any commercial interest (such as on the board of directors of a pharmaceutical company). In addition, Mr. Ibrahim agreed not to accept any payment from entities related to ASN (or its mission), including commercial interests. In turn, Mr. Ibrahim has instructed the rest of the staff (none of whom is a physician) to follow these policies as well.

**Question 5: Please provide the disclosures of outside income filed with your organization by your top executives and board members.**

**Tab 6** provides the disclosures of outside income filed by the eight members of the ASN Council. Because none of the staff is allowed to receive payment from entities related to ASN (or its mission), including commercial interests, the staff, including Mr. Ibrahim, have nothing to disclose.

In 2010, the new ASN Conflicts of Interest Management Committee will review the disclosures from the ASN Council. The committee is also responsible for identifying any potential conflicts of interest, and, if needed, working with the individual leader and the council to implement a plan for managing these conflicts.

Furthermore, each of the eight members of the ASN Council is a fulltime employee of a US university or medical school. Therefore, the councilors are also required to file disclosures with these institutions, which review the information, identify potential conflicts of interest, and, if needed, work with individual councilors to implement a plan to manage these conflicts. This institutional review provides an additional layer of scrutiny for each member of the ASN Council.

Again, thank you for the opportunity to describe ASN's relationship with commercial interests since January 1, 2006. ASN is pleased to respond to your request and meet your deadline for providing this information. Given this short timeline, ASN recognizes that you or your staff may ask ASN to provide additional information or to clarify any aspect of its response or information reflected on the timeline (**Tab 7**).

To discuss this letter, the background material, or ASN, please contact Mr. Ibrahim at (202) 416-0666 or [tibrahim@asn-online.org](mailto:tibrahim@asn-online.org).

Sincerely,



Sharon Anderson, MD, FASN  
President



Tod Ibrahim  
Executive Director

Enclosure

<u>Company</u>	<u>Exhibit Revenue</u>	<u>Educational Revenue</u>	<u>Promotional Revenue</u>	<u>Advertising Revenue</u>	<u>Total Revenue</u>
Abbott	\$ 140,400.00	\$ 660,000.00	\$ 125,000.00	\$ 171,768.00	\$ 1,097,168.00
Academy for Healthcare Education				\$ 4,300.00	\$ 4,300.00
Adis International				\$ 11,407.00	\$ 11,407.00
Advanced Renal Technologies	\$ 3,100.00				\$ 3,100.00
Alcavis International, Inc.	\$ 6,200.00				\$ 6,200.00
Altus Pharmaceuticals Inc.	\$ 6,200.00				\$ 6,200.00
American Regent, Inc.	\$ 35,100.00			\$ 35,534.00	\$ 70,634.00
American Renal Associates, Inc. (ARA)	\$ 6,200.00			\$ 33,609.00	\$ 39,809.00
Amgen	\$ 132,600.00	\$ 735,000.00	\$ 483,000.00	\$ 192,913.00	\$ 1,543,513.00
AngioDynamics, Inc.	\$ 15,600.00			\$ 104,217.00	\$ 119,817.00
Apheresis Technologies, Inc.	\$ 3,100.00				\$ 3,100.00
Arbor Research Collaborative for Health	\$ 3,100.00				\$ 3,100.00
Arrow International	\$ 6,200.00				\$ 6,200.00
Asahi Kasei Medical	\$ 23,400.00				\$ 23,400.00
Aspreva Pharmaceuticals Corp.		\$ 135,871.00			\$ 135,871.00
Astellas Pharma US, Inc.	\$ 65,500.00	\$ 275,000.00	\$ 60,000.00	\$ 4,521.00	\$ 405,021.00
AstraZeneca			\$ 10,000.00	\$ 2,342.00	\$ 12,342.00
AtCor Medical, Inc.	\$ 6,200.00				\$ 6,200.00
Athena Diagnostics, Inc.	\$ 3,100.00			\$ 4,870.00	\$ 7,970.00
B. Braun Medical Inc.	\$ 23,400.00				\$ 23,400.00
Bard Access Systems	\$ 6,200.00				\$ 6,200.00
Baxter Healthcare	\$ 97,500.00			\$ 23,532.00	\$ 121,032.00
Bayer Healthcare Diagnostic Division	\$ 3,100.00			\$ 14,394.00	\$ 17,494.00
Biosite Incorporated	\$ 6,200.00	\$ -	\$ 10,000.00	\$ 3,223.00	\$ 19,423.00
Blackwell Publishing, Inc.	\$ 3,100.00				\$ 3,100.00
Boehringer-Ingelheim		\$ 180,000.00			\$ 180,000.00
Bostwick Laboratories	\$ 3,100.00				\$ 3,100.00
Braintree Laboratories				\$ 59,617.00	\$ 59,617.00
Brandywine Medical Management Services, Inc.	\$ 6,200.00				\$ 6,200.00
Bristol-Myers Squibb	\$ 6,200.00		\$ 10,000.00	\$ 6,015.00	\$ 22,215.00
Bristol-Myers Squibb/Sanofi-Aventis	\$ 23,400.00				\$ 23,400.00
Calwest Homes, LLC	\$ 3,100.00				\$ 3,100.00
CardioMed Supplies Inc.	\$ 3,100.00				\$ 3,100.00
CGB Enterprises	\$ 3,100.00				\$ 3,100.00
Charles River Laboratories	\$ 3,100.00				\$ 3,100.00
CHF Solutions, Inc.	\$ 3,100.00			\$ 7,611.00	\$ 10,711.00
Clarus Health			\$ 9,000.00		\$ 9,000.00
Clinical Computing, Inc.	\$ 6,200.00				\$ 6,200.00
Cook Medical	\$ 3,100.00				\$ 3,100.00
CORA Corp.	\$ 3,100.00				\$ 3,100.00
Coromega Company, The	\$ 3,100.00				\$ 3,100.00
CourierMed Inc.	\$ 3,100.00				\$ 3,100.00
Cybernius Medical	\$ 3,100.00				\$ 3,100.00
Dade Behring	\$ 3,100.00				\$ 3,100.00
Daiichi Sankyo, Inc.	\$ 15,600.00				\$ 15,600.00
DaVita	\$ 15,600.00				\$ 15,600.00
Daxor Corporation	\$ 3,100.00				\$ 3,100.00
Dialysis Corporation of America (DCA)	\$ 6,200.00				\$ 6,200.00
Dialysis Solutions Inc.	\$ 3,100.00				\$ 3,100.00
Diasol Inc.	\$ 3,100.00				\$ 3,100.00
DocTalk	\$ 3,100.00				\$ 3,100.00
Dustri-Verlag	\$ 3,100.00				\$ 3,100.00
DVA Laboratory Services	\$ 3,100.00				\$ 3,100.00
Eli Lilly and Company			\$ 10,000.00		\$ 10,000.00
Elsevier				\$ 2,100.00	\$ 2,100.00
Encyclopaedia Britannica Products	\$ 3,100.00				\$ 3,100.00
European Renal Association (EDTA)	\$ 3,100.00				\$ 3,100.00
Excelsior Medical	\$ 3,100.00				\$ 3,100.00
Exemplo Medical, LLC	\$ 3,100.00				\$ 3,100.00
F. Hoffman - La Roche				\$ 10,875.00	\$ 10,875.00
Fleming and Company	\$ 3,100.00				\$ 3,100.00
Fresenius Medical Care	\$ 136,500.00			\$ 17,221.00	\$ 153,721.00
Fujisawa				\$ 9,844.00	\$ 9,844.00
GAMBRO	\$ 78,000.00				\$ 78,000.00
GE Healthcare	\$ 3,100.00	\$ 135,000.00			\$ 138,100.00
Genzyme	\$ 140,400.00	\$ 422,000.00	\$ 131,000.00	\$ 91,127.00	\$ 784,527.00
GIA Medical	\$ 3,100.00				\$ 3,100.00
Gore & Associates	\$ 3,100.00				\$ 3,100.00
GS Worldwide				\$ 17,300.00	\$ 17,300.00
GTI Diagnostics	\$ 3,100.00				\$ 3,100.00
Hancock Jaffe Laboratories, Inc.	\$ 3,100.00				\$ 3,100.00
Health Informatics, Inc. (HII)	\$ 6,200.00				\$ 6,200.00
HemoCue, Inc.	\$ 3,100.00				\$ 3,100.00
Hoffman La Roche			\$ 100,000.00		\$ 100,000.00
HRA Research	\$ 3,100.00				\$ 3,100.00
Hygeia Marketing Associates, Inc.	\$ 3,100.00				\$ 3,100.00
ICU Medical, Inc.	\$ 15,600.00				\$ 15,600.00

Immunodiagnostic Systems Inc (IDS Inc)	\$	3,100.00			\$	3,100.00				
Immutoxics International	\$	3,100.00			\$	3,100.00				
Institute for Continuing Healthcare Education	\$	3,100.00			\$	3,100.00				
International Society of Nephrology	\$	3,850.00			\$	3,850.00				
JMS North America Corp.	\$	6,200.00			\$	6,200.00				
Karger Publishers	\$	6,200.00			\$	6,200.00				
Kemp Goldberg Strategic Comm			\$	4,300.00	\$	4,300.00				
Keryx Biopharmaceuticals, Inc.	\$	15,600.00			\$	15,600.00				
Kibow Biotech Inc.	\$	3,100.00			\$	3,100.00				
Kidney Center Inc. (KCI)	\$	3,100.00			\$	3,100.00				
King Pharmaceuticals, Inc.			\$	195,000.00	\$	195,000.00				
Kuraray Medical Inc				\$	2,736.00	\$	2,736.00			
LeMaitre Vascular, Inc.	\$	3,100.00			\$	3,100.00				
Liberty Dialysis, LLC	\$	3,100.00			\$	3,100.00				
Lippincott Williams & Wilkins	\$	3,100.00			\$	3,100.00				
Luitpold Pharm				\$	13,835.00	\$	13,835.00			
Mar Cor Purification (MCP)	\$	3,100.00			\$	3,100.00				
MarCap Corporation	\$	3,100.00			\$	3,100.00				
MCM Environmental Technologies, Inc.	\$	3,100.00			\$	3,100.00				
MedBuild	\$	3,100.00			\$	3,100.00				
medCOMP	\$	15,600.00			\$	15,600.00				
Med-Conduit, Inc.	\$	3,100.00			\$	3,100.00				
MediBuild Development Group, LLC	\$	3,100.00			\$	3,100.00				
MEDIGROUP, INC.	\$	3,100.00			\$	3,100.00				
MediHoney				\$	1,608.00	\$	1,608.00			
Medionics International Inc.	\$	3,100.00			\$	3,100.00				
Medisystems Corporation	\$	15,600.00			\$	15,600.00				
Medscape from WebMD/eMedicine from WebMD	\$	15,600.00			\$	15,600.00				
Merck & Co. Inc.			\$	36,800.00	\$	7,335.00	\$	44,135.00		
MIQS Software	\$	3,100.00			\$	3,100.00				
Mission Pharmacal Company	\$	3,100.00			\$	3,100.00				
Molded Products, Inc.	\$	3,100.00			\$	3,100.00				
Nabi Biopharmaceuticals	\$	62,400.00	\$	200,000.00	\$	32,975.00	\$	295,375.00		
National Renal Alliance	\$	6,200.00			\$	6,200.00				
Nationwide Laboratory Services	\$	3,100.00			\$	3,100.00				
Nature Publishing Group	\$	3,100.00			\$	3,100.00				
Nephrology News & Issues (NN&I)	\$	3,100.00			\$	3,100.00				
NephroPath	\$	6,200.00			\$	6,200.00				
Nephros, Inc.	\$	6,200.00			\$	6,200.00				
Nephro-Tech, Inc.	\$	3,100.00			\$	3,100.00				
New England Journal of Medicine, The	\$	3,100.00			\$	4,600.00	\$	7,700.00		
Next Generation Clinical Research	\$	3,100.00			\$	3,100.00				
NIKKISO CO., LTD.	\$	15,600.00			\$	15,600.00				
Nipro Medical Corporation	\$	23,400.00			\$	23,400.00				
Novaflux Technologies, Inc.	\$	3,100.00			\$	3,100.00				
Novartis Pharmaceuticals Corporation	\$	3,100.00			\$	60,636.00	\$	63,736.00		
NovoSci Corp	\$	3,100.00			\$	3,100.00				
NxStage Medical, Inc.	\$	6,200.00	\$	-	\$	5,000.00	\$	11,200.00		
Ortho Biotech Products L.P.	\$	81,100.00	\$	202,000.00	\$		\$	283,100.00		
PeaceHealth	\$	3,100.00			\$	3,100.00				
Pentec Health	\$	6,200.00			\$	2,473.00	\$	8,673.00		
Pfizer Inc.	\$	46,800.00			\$	46,800.00				
Photon Technology International, Inc.	\$	3,100.00			\$	3,100.00				
QOL Medical	\$	3,100.00			\$	3,100.00				
Quantitative Medical Systems (QMS)	\$	3,100.00			\$	3,100.00				
Reed Business Information					\$	3,804.00	\$	3,804.00		
Reliant Pharmaceuticals					\$	25,859.00	\$	25,859.00		
Renal & Urology News	\$	3,100.00			\$	3,100.00				
Renal Business Today	\$	3,100.00			\$	3,100.00				
Renal CarePartners, Inc.	\$	3,100.00			\$	3,100.00				
Renal Research Institute					\$	2,800.00	\$	2,800.00		
Renal Solutions, Inc.	\$	6,200.00			\$	6,200.00				
Renal Ventures Management, LLC	\$	6,200.00			\$	6,200.00				
RenalTrax	\$	3,100.00			\$	3,100.00				
Renesan Software	\$	3,100.00			\$	3,100.00				
Research Diets, Inc.	\$	3,100.00			\$	3,100.00				
RMS Lifeline Inc.	\$	6,200.00			\$	6,200.00				
Roche	\$	78,000.00	\$	616,000.00	\$	20,000.00	\$	145,499.00	\$	859,499.00
Rockwell Medical Technologies, Inc.	\$	3,100.00			\$	3,100.00				
Ross Products Division Abbott Laboratories	\$	3,100.00			\$	3,100.00				
Sanofi Aventis					\$	15,974.00	\$	15,974.00		
Satellite Laboratory Services, LLC	\$	6,200.00			\$	6,200.00				
Saunders - Mosby/Elsevier	\$	3,100.00			\$	3,100.00				
Scantibodies Clinical Laboratory	\$	3,100.00			\$	15,986.00	\$	19,086.00		
Scwarz Pharma					\$	8,852.00	\$	8,852.00		
Shire Pharmaceuticals	\$	163,800.00	\$	973,362.00	\$	177,300.00	\$	240,443.00	\$	1,554,905.00
Sigma-Tau Pharmaceuticals, Inc.	\$	15,600.00			\$	15,600.00				
Soaptronic, LLC	\$	3,100.00			\$	3,100.00				

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Spire Biomedical, Inc.	\$	6,200.00			\$	11,665.00	\$	17,865.00
Springer	\$	3,100.00					\$	3,100.00
Synergy Dialysis Associates	\$	3,100.00					\$	3,100.00
Terumo Interventional Systems	\$	3,100.00					\$	3,100.00
The Binding Site Inc.	\$	6,200.00			\$	4,300.00	\$	10,500.00
THERAKOS, Inc.	\$	3,100.00					\$	3,100.00
Toray Medical Co., Ltd.	\$	3,100.00					\$	3,100.00
TrakAnemia	\$	3,100.00					\$	3,100.00
Trasonic Systems Inc.	\$	7,100.00			\$	3,091.00	\$	10,191.00
Tyco Healthcare/Kendall	\$	3,100.00					\$	3,100.00
Vasc-Alert	\$	3,100.00					\$	3,100.00
Vascular Access Centers	\$	3,100.00					\$	3,100.00
ViraCor Laboratories	\$	3,100.00					\$	3,100.00
Visonex, LLC	\$	3,100.00					\$	3,100.00
Watson Nephrology	\$	46,800.00	\$	457,000.00	\$	81,000.00	\$	211,491.00
Wedgewood Communications							\$	11,200.00
Wiley	\$	3,100.00					\$	3,100.00
WS Far IR Medical Technology Co., Ltd.	\$	3,100.00					\$	3,100.00
Wyeth Pharmaceuticals	\$	62,400.00	\$	215,000.00	\$	115,000.00	\$	125,435.00
<b>Total</b>	\$	<b>2,071,150.00</b>	\$	<b>5,401,233.00</b>	\$	<b>1,383,100.00</b>	\$	<b>1,785,237.00</b>
							\$	<b>10,640,720.00</b>

<u>Company</u>	<u>Exhibit Revenue</u>	<u>Educational Revenue</u>	<u>Promotional Revenue</u>	<u>Advertising Revenue</u>	<u>Total Revenue</u>
Abbott	\$ 155,600.00	\$ 710,000.00	\$ 125,000.00	\$ 166,001.00	\$ 1,156,601.00
Advanced Renal Technologies	\$ 3,200.00				\$ 3,200.00
AKDHC	\$ 3,200.00				\$ 3,200.00
Alcavis International, Inc.	\$ 6,400.00				\$ 6,400.00
AMAG Pharmaceuticals, Inc.	\$ 15,600.00				\$ 15,600.00
American Regent, Inc.	\$ 35,100.00			\$ 43,973.00	\$ 79,073.00
American Renal Associates, Inc. (ARA)	\$ 6,400.00			\$ 49,537.00	\$ 55,937.00
American Vascular Access	\$ 3,200.00				\$ 3,200.00
Amgen	\$ 132,600.00	\$ 988,000.00	\$ 483,000.00	\$ 200,691.00	\$ 1,804,291.00
AngioDynamics, Inc.	\$ 15,600.00				\$ 15,600.00
Angiotech	\$ 6,400.00				\$ 6,400.00
Antibodyshop A/S	\$ 3,200.00				\$ 3,200.00
Apheresis Technologies, Inc.	\$ 3,200.00				\$ 3,200.00
Arbor Research Collaborative for Health	\$ 3,200.00				\$ 3,200.00
Arrow International	\$ 6,400.00				\$ 6,400.00
Asahi Kasei Medical America	\$ 23,400.00				\$ 23,400.00
Astellas Pharma US, Inc.	\$ 65,600.00	\$ 170,000.00		\$ 123,023.00	\$ 358,623.00
AtCor Medical, Inc. (USA)	\$ 6,400.00				\$ 6,400.00
Athena Diagnostics, Inc.	\$ 3,200.00			\$ 2,571.00	\$ 5,771.00
Athenian Science Bookstore				\$ 2,101.00	\$ 2,101.00
B. Braun Medical Inc.	\$ 23,400.00				\$ 23,400.00
Bard Access Systems	\$ 6,400.00			\$ 2,707.00	\$ 9,107.00
Baxter Healthcare	\$ 97,500.00			\$ 61,040.00	\$ 158,540.00
Bayer Healthcare Pharmaceuticals	\$ 6,400.00	\$ 145,000.00		\$ 2,707.00	\$ 154,107.00
BioPhysics Assay Laboratory, Inc.	\$ 3,200.00				\$ 3,200.00
Biosite Incorporated	\$ 3,200.00			\$ 2,707.00	\$ 5,907.00
Blackwell Publishing, Inc.	\$ 3,200.00				\$ 3,200.00
Boehringer Ingelheim		\$ 170,000.00		\$ 2,938.00	\$ 172,938.00
Bracco				\$ 32,373.00	\$ 32,373.00
Braintree Labs				\$ 10,099.00	\$ 10,099.00
Breckenridge Pharmaceutical, Inc.	\$ 3,200.00				\$ 3,200.00
Bristol-Myers Squibb			\$ 10,000.00		\$ 10,000.00
CardioMed Supplies Inc.	\$ 3,200.00				\$ 3,200.00
Charles River Laboratories	\$ 3,200.00				\$ 3,200.00
Clarion Health				\$ 2,707.00	\$ 2,707.00
Clinical Computing, Inc.	\$ 6,400.00				\$ 6,400.00
CORA Corp.	\$ 3,100.00				\$ 3,100.00
CourierMed Inc.	\$ 3,200.00			\$ 18,197.00	\$ 21,397.00
CreatiVasc Medical	\$ 3,200.00				\$ 3,200.00
Cubist Pharmaceuticals	\$ 15,600.00	\$ 170,000.00	\$ 20,000.00	\$ 48,871.00	\$ 254,471.00
CVRx, Inc.	\$ 3,200.00			\$ 4,500.00	\$ 7,700.00
Cybernius Medical	\$ 3,200.00				\$ 3,200.00
Dade Behring	\$ 3,200.00			\$ 5,869.00	\$ 9,069.00
Daiichi Sankyo, Inc.	\$ 15,600.00				\$ 15,600.00
DaVita	\$ 15,600.00			\$ 14,566.00	\$ 30,166.00
Daxor Corporation	\$ 3,200.00				\$ 3,200.00
DCA	\$ 6,400.00				\$ 6,400.00
DiagnOptics Technologies B.V.	\$ 3,200.00				\$ 3,200.00
Dialysis & Transplantation	\$ 3,200.00				\$ 3,200.00
Dialysis at Sea Cruises	\$ 3,100.00				\$ 3,100.00
Dialysis Solutions Inc.	\$ 3,200.00				\$ 3,200.00
Diasol Inc.	\$ 3,100.00				\$ 3,100.00
Dustri-Verlag Dr. Karl Feistle GmbH & Co. KG	\$ 3,200.00				\$ 3,200.00
DVA Laboratory Services	\$ 3,100.00				\$ 3,100.00
ENACT - Education Network for Anemia in Chronic	\$ 3,200.00				\$ 3,200.00
European Renal Association (EDTA)	\$ 3,100.00				\$ 3,100.00
Excelsior Medical	\$ 3,100.00				\$ 3,100.00
Exemplo Medical, LLC	\$ 3,200.00				\$ 3,200.00
F. Hoffman - La Roche				\$ 44,305.00	\$ 44,305.00
Faculty of 1000 Medicine	\$ 3,200.00				\$ 3,200.00
FMQAI: The Florida ESRD Network	\$ 3,200.00				\$ 3,200.00
Forest Research Institute		\$ 135,725.00			\$ 135,725.00
Foundation Medical Staffing	\$ 3,200.00				\$ 3,200.00
Fresenius Medical Care	\$ 117,000.00	\$ 170,000.00		\$ 44,904.00	\$ 331,904.00
GAMBRO	\$ 78,000.00			\$ 3,330.00	\$ 81,330.00
Gambro BCT	\$ 3,100.00			\$ 6,831.00	\$ 9,931.00
GE Healthcare	\$ 3,200.00				\$ 3,200.00
Genentech, Inc.	\$ 3,200.00	\$ 221,000.00			\$ 224,200.00
Genzyme	\$ 140,400.00	\$ 503,000.00	\$ 146,000.00	\$ 206,515.00	\$ 995,915.00
GIA Medical	\$ 3,200.00				\$ 3,200.00
GlaxoSmithKline				\$ 6,095.00	\$ 6,095.00
HDC Medical, Inc.	\$ 3,200.00				\$ 3,200.00
Health Informatics, Inc. (HII)	\$ 6,400.00				\$ 6,400.00

HemoCue, Inc.	\$	3,200.00		\$	3,200.00			
HRA Research	\$	3,200.00		\$	3,200.00			
Huffman Developments	\$	3,200.00		\$	3,200.00			
I3CME			\$	4,800.00	\$	4,800.00		
ICU Medical, Inc.	\$	15,600.00		\$	4,500.00	\$	20,100.00	
iMedica	\$	3,200.00			\$	3,200.00		
Immutopics International	\$	3,200.00			\$	3,200.00		
INEOS			\$	25,000.00		\$	25,000.00	
International Society of Nephrology	\$	3,200.00			\$	3,200.00		
JMS North America Corp.	\$	6,400.00			\$	6,400.00		
JSM Healthcare Inc.	\$	6,400.00			\$	6,400.00		
Karger Publishers	\$	6,400.00			\$	6,400.00		
Keryx Biopharmaceuticals, Inc.	\$	15,600.00		\$	2,995.00	\$	18,595.00	
Kibow Biotech Inc.	\$	3,200.00			\$	3,200.00		
Kidney Center Inc. (KCI)	\$	6,400.00			\$	6,400.00		
Lahoy			\$	1,200.00		\$	1,200.00	
Liberty Dialysis, LLC	\$	3,200.00			\$	3,200.00		
Lippincott Williams & Wilkins	\$	3,200.00			\$	3,200.00		
Mar Cor Purification (MCP)	\$	3,200.00			\$	3,200.00		
MedActionPlan.Com LLC	\$	3,200.00			\$	3,200.00		
MedBuild, a division of Modular Space	\$	3,200.00			\$	3,200.00		
medCOMP	\$	15,600.00			\$	15,600.00		
MediBuild Development Group	\$	3,200.00			\$	3,200.00		
MEDIGROUP, INC.	\$	3,200.00			\$	3,200.00		
Medionics International Inc.	\$	3,200.00			\$	3,200.00		
Medisystems Corporation	\$	6,400.00			\$	6,400.00		
Medivisor	\$	3,100.00			\$	3,100.00		
Merck & Co. Inc.			\$	50,000.00	\$	4,081.00	\$	54,081.00
MIQS Software	\$	3,200.00			\$	3,200.00		
Mission Pharmacal Company	\$	3,100.00			\$	3,100.00		
Mosby/Saunders-Elsevier	\$	3,200.00			\$	3,200.00		
Mundicongres, SL			\$	2,384.00		\$	2,384.00	
Nabi Pharmaceuticals		\$	212,000.00			\$	212,000.00	
National Renal Alliance	\$	6,400.00			\$	6,400.00		
Nationwide Laboratory Services	\$	6,400.00			\$	6,400.00		
Nature Publishing Group	\$	3,200.00			\$	3,200.00		
Nephrocor	\$	15,600.00		\$	8,100.00	\$	23,700.00	
Nephrology News & Issues (NN&I)	\$	3,200.00			\$	3,200.00		
NephroPath	\$	6,400.00		\$	8,500.00	\$	14,900.00	
Nephros, Inc.	\$	6,400.00			\$	6,400.00		
Nephro-Tech, Inc.	\$	3,200.00			\$	3,200.00		
New England Journal of Medicine, The	\$	3,200.00		\$	4,500.00	\$	7,700.00	
Next Generation Clinical Research	\$	3,200.00			\$	3,200.00		
NIKKISO CO., LTD.	\$	15,600.00			\$	15,600.00		
Nipro Medical Corporation	\$	15,600.00			\$	15,600.00		
Nova Biomedical	\$	3,200.00			\$	3,200.00		
Novaflux Technologies, Inc.	\$	3,200.00			\$	3,200.00		
Novartis Pharmaceuticals Corporation	\$	6,400.00		\$	84,264.00	\$	90,664.00	
Novo Nordisk, Inc.		\$	220,000.00	\$	10,769.00	\$	230,769.00	
NovoSci Corp	\$	3,200.00			\$	3,200.00		
NutrePletion Resources	\$	3,200.00			\$	3,200.00		
NxStage Medical, Inc.	\$	6,400.00			\$	6,400.00		
Ortho Biotech Products , Inc.	\$	81,100.00	\$	196,000.00	\$	27,529.00	\$	304,629.00
Otsuka America Pharmaceutical, Inc.		\$	144,000.00			\$	144,000.00	
Oxford University Press	\$	3,200.00			\$	3,200.00		
Pentec Health	\$	3,200.00			\$	3,200.00		
Pfizer Inc.	\$	23,400.00		\$	24,205.00	\$	47,605.00	
PhosLo	\$	62,400.00			\$	62,400.00		
Physicians Choice Dialysis	\$	3,200.00			\$	3,200.00		
PLC Medical Systems, Inc.	\$	3,200.00		\$	1,200.00	\$	4,400.00	
Porter Novelli			\$	25,000.00		\$	25,000.00	
Prime Medica				\$	9,000.00	\$	9,000.00	
Probetex, Inc.	\$	3,200.00			\$	3,200.00		
Quantitative Medical Systems (QMS)	\$	3,100.00			\$	3,100.00		
Redsense Medical AB	\$	6,400.00			\$	6,400.00		
Reliant Pharmaceuticals				\$	41,259.00	\$	41,259.00	
Renal & Urology News	\$	3,100.00			\$	3,100.00		
Renal Business Today/Virgo Publishing	\$	3,100.00			\$	3,100.00		
Renal CarePartners, Inc.	\$	6,400.00			\$	6,400.00		
Renal Solutions, Inc.	\$	6,400.00			\$	6,400.00		
Renal Ventures Management, LLC	\$	6,400.00			\$	6,400.00		
Renalab, Inc.	\$	3,200.00			\$	3,200.00		
Renesan Software	\$	3,200.00			\$	3,200.00		
Research Diets, Inc.	\$	3,200.00			\$	3,200.00		

## ASN in 2007

RMS Lifeline Inc.	\$	6,400.00				\$	6,400.00			
Roche	\$	159,900.00	\$	505,000.00	\$	142,400.00	\$	137,374.00	\$	944,674.00
Rockwell Medical Technologies, Inc.	\$	3,200.00					\$	3,200.00		
Ross Products Division Abbott Laboratories	\$	3,200.00					\$	3,200.00		
Sanofi-Aventis						\$	5,223.00	\$	5,223.00	
Satellite Healthcare, Inc.	\$	6,400.00					\$	6,400.00		
Satellite Laboratory Services, LLC	\$	15,600.00					\$	15,600.00		
Saunders/Mosby-Elsevier	\$	3,200.00					\$	3,200.00		
Savient Pharmaceuticals	\$	6,400.00	\$	145,000.00			\$	151,400.00		
Scantibodies Clinical Laboratory	\$	3,200.00				\$	15,988.00	\$	19,188.00	
Scius						\$	4,800.00	\$	4,800.00	
Servier						\$	2,905.00	\$	2,905.00	
Shire Pharmaceuticals	\$	163,800.00	\$	475,000.00	\$	85,000.00	\$	144,718.00	\$	868,518.00
Sigma-Tau Pharmaceuticals, Inc.	\$	15,600.00	\$	170,000.00				\$	185,600.00	
Spire Biomedical, Inc.	\$	6,400.00						\$	6,400.00	
Springer	\$	3,200.00						\$	3,200.00	
Sudler and Hennessey						\$	7,500.00	\$	7,500.00	
The Binding Site Inc.	\$	6,400.00				\$	41,800.00	\$	48,200.00	
The Fortus Group	\$	3,200.00						\$	3,200.00	
Therakos						\$	2,243.00	\$	2,243.00	
Toray Medical Co., Ltd.	\$	15,600.00						\$	15,600.00	
Total Renal Care						\$	10,500.00	\$	10,500.00	
Transonic Systems Inc.	\$	3,200.00						\$	3,200.00	
Tyco Healthcare/Kendall	\$	3,200.00						\$	3,200.00	
UpToDate	\$	3,200.00						\$	3,200.00	
US Renal Care, Inc.	\$	6,400.00						\$	6,400.00	
Vasc-Alert	\$	3,200.00						\$	3,200.00	
Vascular Access Centers	\$	3,200.00						\$	3,200.00	
ViraCor Laboratories	\$	3,200.00						\$	3,200.00	
Visonex	\$	3,200.00						\$	3,200.00	
VisualSonics Inc.	\$	3,200.00						\$	3,200.00	
VitalRemedyMD	\$	3,200.00						\$	3,200.00	
Watson Pharmaceutical	\$	46,800.00	\$	442,000.00	\$	105,000.00	\$	178,536.00	\$	772,336.00
Wedgewood Communications							\$	11,600.00	\$	11,600.00
Williams Scotsman	\$	3,100.00					\$	2,707.00	\$	5,807.00
WS Far IR Medical Technology Co., Ltd.	\$	3,200.00						\$	3,200.00	
Wyeth Pharmaceuticals	\$	62,400.00					\$	117,007.00	\$	179,407.00
<b>Total</b>	\$	<b>2,187,900.00</b>	\$	<b>5,891,725.00</b>	\$	<b>1,216,400.00</b>	\$	<b>2,031,345.00</b>	\$	<b>11,327,370.00</b>

<u>Company</u>	<u>Exhibit Revenue</u>	<u>Educational Revenue</u>	<u>Promotional Revenue</u>	<u>Advertising Revenue</u>	<u>Total Revenue</u>
aaXess Health, LLC	\$ 3,200.00				\$ 3,200.00
Abbott	\$ 103,800.00	\$ 680,000.00	\$ 100,000.00	\$ 168,924.00	\$ 1,052,724.00
Advanced Renal Technologies	\$ 3,200.00				\$ 3,200.00
Alcavis HDC	\$ 6,400.00				\$ 6,400.00
AMAG Pharmaceuticals, Inc.	\$ 78,000.00	\$ 290,000.00	\$ 75,000.00	\$ 112,695.00	\$ 555,695.00
American Access Care	\$ 3,200.00				\$ 3,200.00
American Regent, Inc.	\$ 35,100.00			\$ 74,723.00	\$ 109,823.00
American Renal Associates, Inc.	\$ 6,400.00			\$ 3,698.00	\$ 10,098.00
American Vascular Access	\$ 3,200.00				\$ 3,200.00
Amgen	\$ 132,600.00	\$ 689,000.00	\$ 189,000.00	\$ 203,112.00	\$ 1,213,712.00
AngioDynamics, Inc.	\$ 6,400.00				\$ 6,400.00
Angiotech Interventional	\$ 6,400.00				\$ 6,400.00
Aperio	\$ 6,400.00				\$ 6,400.00
Apheresis Technologies, Inc.	\$ 3,100.00				\$ 3,100.00
Arbor Research Collaborative for Health	\$ 3,200.00				\$ 3,200.00
Arrow, A Teleflex Medical Co.	\$ 6,400.00				\$ 6,400.00
Asahi Kasei Medical America	\$ 9,600.00				\$ 9,600.00
Astellas Pharma US, Inc.	\$ 68,800.00	\$ 135,000.00		\$ 110,922.00	\$ 314,722.00
AtCor Medical, Inc. (USA)	\$ 6,400.00				\$ 6,400.00
Athena Diagnostics, Inc.	\$ 3,200.00			\$ 34,761.00	\$ 37,961.00
B. Braun Medical Inc.	\$ 23,400.00			\$ 4,045.00	\$ 27,445.00
Bain Medical Equipment	\$ 3,200.00				\$ 3,200.00
Banff Allograft Pathology Meeting 2009	\$ 3,100.00				\$ 3,100.00
Bard Access Systems	\$ 15,600.00				\$ 15,600.00
Baxter Healthcare	\$ 97,500.00			\$ 1,090.00	\$ 98,590.00
Bayer Healthcare Pharmaceuticals	\$ 9,600.00				\$ 9,600.00
BioPhysics Assay Laboratory, Inc.	\$ 3,200.00				\$ 3,200.00
BioPorto Diagnostics A/S	\$ 3,200.00			\$ 2,295.00	\$ 5,495.00
Biosite Diagnostics				\$ 2,843.00	\$ 2,843.00
Boehringer-Ingelheim Pharmaceuticals, Inc.	\$ 23,400.00		\$ 20,000.00		\$ 43,400.00
Brandywine Medical Management Services, Inc.	\$ 3,200.00				\$ 3,200.00
Braintree Laboratories				\$ 20,192.00	\$ 20,192.00
Bristol-Myers Squibb	\$ 6,400.00	\$ 376,005.00	\$ 22,000.00	\$ 10,186.00	\$ 414,591.00
CardioMed Supplies Inc.	\$ 3,200.00				\$ 3,200.00
CaridianBCT	\$ 3,100.00			\$ 3,500.00	\$ 6,600.00
Clarion Health				\$ 8,529.00	\$ 8,529.00
Clinical Computing, Inc.	\$ 3,200.00				\$ 3,200.00
Communication Interface Co LTD			\$ 50,000.00		\$ 50,000.00
Compas, Inc				\$ 45,814.00	\$ 45,814.00
CompHealth	\$ 3,200.00				\$ 3,200.00
Content Ed Net Communications				\$ 11,417.00	\$ 11,417.00
Covidien	\$ 3,200.00		\$ 5,000.00		\$ 8,200.00
CreatiVasc Medical	\$ 3,200.00				\$ 3,200.00
Cubist Pharmaceuticals	\$ 15,600.00			\$ 34,991.00	\$ 50,591.00
CVRx, Inc.	\$ 3,100.00				\$ 3,100.00
Cybernius Medical	\$ 3,200.00				\$ 3,200.00
Daiichi Sankyo, Inc.	\$ 15,600.00				\$ 15,600.00
DaVita	\$ 15,600.00		\$ 15,000.00	\$ 4,500.00	\$ 35,100.00
Daxor Corporation	\$ 3,200.00				\$ 3,200.00
DCA	\$ 6,400.00				\$ 6,400.00
DCRX Infusion	\$ 3,200.00				\$ 3,200.00
Dermaport	\$ 3,200.00				\$ 3,200.00
DiagnOptics	\$ 3,200.00				\$ 3,200.00
Dialysis & Transplantation	\$ 3,200.00				\$ 3,200.00
Dialysis at Sea Cruises	\$ 3,100.00				\$ 3,100.00
Dialysis Recruiting Specialists/The Fortus Group	\$ 3,200.00				\$ 3,200.00
Dustri-Verlag	\$ 3,200.00				\$ 3,200.00
Elseveir Brazil				\$ 6,007.00	\$ 6,007.00
ENACT - Education Network for Anemia in Chronic	\$ 3,200.00				\$ 3,200.00
Exemplo Medical, LLC	\$ 3,200.00				\$ 3,200.00
F. Hoffman - La Roche				\$ 94,978.00	\$ 94,978.00
Falcon Medica LLC			\$ 2,000.00		\$ 2,000.00
Fresenius Medical Care - North America	\$ 202,800.00	\$ 410,000.00	\$ 100,000.00	\$ 91,298.00	\$ 804,098.00
G.I.A. Medical	\$ 3,200.00				\$ 3,200.00
GAMBRO	\$ 93,600.00			\$ 9,034.00	\$ 102,634.00
GE Healthcare	\$ 6,400.00				\$ 6,400.00
Genentech		\$ 179,226.00			\$ 179,226.00
Genzyme	\$ 140,400.00	\$ 378,000.00	\$ 141,849.00	\$ 158,149.00	\$ 818,398.00
Gilead Sciences				\$ 11,373.00	\$ 11,373.00
Hart Press				\$ 4,649.00	\$ 4,649.00
Health Informatics International	\$ 6,400.00				\$ 6,400.00
Hema Metrics	\$ 3,200.00				\$ 3,200.00
HemoCue, Inc.	\$ 3,200.00				\$ 3,200.00
HRA Research	\$ 3,100.00				\$ 3,100.00
Huffman Developments	\$ 3,200.00				\$ 3,200.00

ICU Medical, Inc.	\$	15,600.00			\$	15,600.00				
Immutopics International	\$	3,200.00			\$	3,200.00				
Innovations For Dialysis	\$	3,100.00			\$	3,100.00				
Integrated Nephrology Network	\$	3,100.00			\$	3,100.00				
Inverness Medical / Biosite	\$	3,200.00			\$	3,200.00				
Johnson and Johnson			\$	15,000.00	\$	2,167.00	\$	17,167.00		
JMS North America Corp.	\$	6,400.00				\$	6,400.00			
Karger Publishers	\$	6,400.00				\$	6,400.00			
Kibow Biotech Inc.	\$	6,400.00			\$	3,825.00	\$	10,225.00		
Kidney Center Inc. (KCI)	\$	6,400.00				\$	6,400.00			
Kidney Community Emergency Response Coalition	\$	3,100.00				\$	3,100.00			
Liberty Dialysis, LLC	\$	15,600.00				\$	15,600.00			
Lifeline Vascular Access	\$	6,400.00				\$	6,400.00			
Lippincott Williams & Wilkins	\$	3,200.00				\$	3,200.00			
Mar Cor Purification (MCP)	\$	3,200.00				\$	3,200.00			
Marriott Vacation Club	\$	3,200.00				\$	3,200.00			
MedBuild	\$	3,200.00				\$	3,200.00			
medCOMP	\$	15,600.00				\$	15,600.00			
MediBuild Development Group	\$	3,200.00				\$	3,200.00			
MEDIGROUP, INC.	\$	3,200.00				\$	3,200.00			
Medionics International Inc.	\$	3,200.00				\$	3,200.00			
Merck & Co., Inc.			\$	50,000.00	\$	5,220.00	\$	55,220.00		
Meso Scale Discovery	\$	3,200.00				\$	3,200.00			
MIQS Software	\$	3,200.00				\$	3,200.00			
Mosby / Saunders - Elsevier	\$	3,200.00				\$	3,200.00			
National Kidney and Urologic Diseases	\$	3,100.00				\$	3,100.00			
Nationwide Laboratory Services	\$	3,100.00				\$	3,100.00			
Nature Publishing Group	\$	3,200.00				\$	3,200.00			
Nephrocor	\$	3,200.00			\$	6,608.00	\$	9,808.00		
Nephrology News & Issues (NN&I)	\$	3,200.00				\$	3,200.00			
NephroPath	\$	6,400.00			\$	24,500.00	\$	30,900.00		
Nephros, Inc.	\$	3,200.00				\$	3,200.00			
Nephro-Tech, Inc.	\$	3,200.00				\$	3,200.00			
New England Journal of Medicine, The	\$	3,200.00				\$	3,200.00			
NIKKISO CO., LTD.	\$	15,600.00				\$	15,600.00			
Nipro Medical Corporation	\$	23,400.00				\$	23,400.00			
Nova Biomedical	\$	3,100.00				\$	3,100.00			
Novartis Pharmaceuticals Corporation	\$	19,200.00	\$	179,000.00	\$	55,000.00	\$	117,423.00	\$	370,623.00
Novo Nordisk Pharmaceuticals						\$	16,697.00	\$	16,697.00	
NutrePletion Resources	\$	3,200.00				\$	3,200.00			
NxStage Medical, Inc.	\$	15,600.00			\$	15,000.00	\$	30,600.00		
Ortho Biotech Products LP	\$	81,200.00	\$	196,000.00		\$	128,691.00	\$	405,891.00	
Otsuka America Pharmaceutical, Inc.	\$	15,600.00	\$	145,000.00	\$	110,200.00	\$	270,800.00		
Oxford University Press	\$	3,200.00				\$	3,200.00			
Pentec Health	\$	3,100.00				\$	4,976.00	\$	8,076.00	
Pfizer Inc.	\$	23,400.00				\$	4,649.00	\$	28,049.00	
Physicians Choice Dialysis	\$	3,200.00				\$	3,200.00			
Practice One	\$	3,200.00				\$	3,200.00			
ProPath	\$	3,200.00				\$	3,200.00			
Quality Dialysis	\$	3,200.00				\$	3,200.00			
Quantitative Medical Systems	\$	3,100.00				\$	3,100.00			
Quest Information Services						\$	4,643.00	\$	4,643.00	
Redsense Medical AB	\$	6,400.00				\$	6,400.00			
Renal & Urology News	\$	3,100.00				\$	3,100.00			
Renal Business Today/Virgo Publishing	\$	3,100.00				\$	3,100.00			
Renal CarePartners, Inc.	\$	6,400.00				\$	6,400.00			
Renal Solutions, Inc.	\$	3,200.00				\$	3,200.00			
Renal Ventures Management, LLC	\$	6,400.00				\$	6,400.00			
RenaLab	\$	3,200.00				\$	3,200.00			
Reprints Desk						\$	14,504.00	\$	14,504.00	
Reprints Unlimited						\$	2,960.00	\$	2,960.00	
Research Diets, Inc.	\$	3,200.00				\$	3,200.00			
Roche	\$	62,400.00			\$	20,000.00	\$	73,336.00	\$	155,736.00
Rockwell Medical Technologies, Inc.	\$	6,400.00				\$	6,400.00			
Satellite Healthcare/Wellbound	\$	6,400.00				\$	6,400.00			
Satellite Laboratory Services, LLC	\$	15,600.00				\$	15,600.00			
Savient Pharmaceuticals			\$	10,000.00	\$	3,112.00	\$	13,112.00		
Saunders / Mosby - Elsevier	\$	3,100.00				\$	3,100.00			
Scantibodies Clinical Laboratory	\$	6,400.00				\$	14,003.00	\$	20,403.00	
Servier						\$	3,338.00	\$	3,338.00	
Shire Pharmaceuticals	\$	163,800.00			\$	55,000.00	\$	96,880.00	\$	315,680.00
Siemens Healthcare Diagnostics	\$	3,200.00				\$	3,200.00			
Sigma-Tau Pharmaceuticals, Inc.	\$	6,400.00				\$	6,400.00			
Spectra Laboratories	\$	15,600.00				\$	1,476.00	\$	17,076.00	
Spire Biomedical, Inc.	\$	6,400.00				\$	6,400.00			
Springer	\$	3,100.00				\$	3,100.00			

## ASN in 2008

Symex America, Inc.	\$	3,100.00				\$	3,100.00
Takeda				\$	7,589.00	\$	7,589.00
TauroPharm GmbH	\$	3,200.00				\$	3,200.00
The Binding Site Inc.	\$	6,400.00			\$	45,019.00	\$ 51,419.00
The British Library				\$	8,090.00	\$	8,090.00
Ther-Rx Corporation	\$	3,200.00				\$	3,200.00
Toray Medical Co., Ltd.	\$	6,400.00				\$	6,400.00
Total Quality Medical	\$	3,100.00				\$	3,100.00
Tran PA-C Inc	\$	3,200.00				\$	3,200.00
TranSonic Systems Inc.	\$	3,200.00				\$	3,200.00
Ultroid Technologies, Inc.	\$	3,200.00				\$	3,200.00
University of Iowa Diagnostic Laboratories	\$	3,200.00				\$	3,200.00
UpToDate	\$	3,200.00				\$	3,200.00
USACO				\$	2,399.00	\$	2,399.00
US Renal Care, Inc.	\$	6,400.00				\$	6,400.00
Vasc-Alert	\$	3,200.00				\$	3,200.00
Vascular Access Centers	\$	3,200.00				\$	3,200.00
Veeda Clinical Research	\$	3,100.00				\$	3,100.00
Visonex	\$	3,200.00				\$	3,200.00
VisualSonics Inc.	\$	3,200.00				\$	3,200.00
VitalRemedyMD	\$	3,200.00				\$	3,200.00
Voxmedia International				\$	15,257.00	\$	15,257.00
Wall Bed Systems	\$	3,200.00				\$	3,200.00
Watson Pharmaceutical	\$	58,500.00	\$	425,000.00	\$	95,000.00	\$ 77,519.00
Wiley Blackwell	\$	3,200.00				\$	3,200.00
Williams Scotsman	\$	3,100.00				\$	3,100.00
WoltersKluwer Health Pharma					\$	17,245.00	\$ 17,245.00
Wyeth Pharmaceuticals	\$	15,600.00				\$	83,565.00
Z Protein Laboratories, Inc.	\$	3,200.00				\$	3,200.00
<b>Total</b>	\$	<b>2,131,100.00</b>	\$	<b>4,082,231.00</b>	\$	<b>1,145,049.00</b>	\$ <b>2,019,416.00</b>
						\$	<b>9,377,796.00</b>

<u>Company</u>	<u>Exhibit Revenue</u>	<u>Educational Revenue</u>	<u>Promotional Revenue</u>	<u>Advertising Revenue</u>	<u>Total Revenue</u>
5strong Healthcare				\$ 1,960.00	\$ 1,960.00
Abbott Renal Care	\$ 42,800.00	\$ 441,819.00	\$ 115,000.00	\$ 155,747.00	\$ 755,366.00
Advanced Renal Technologies	\$ 3,400.00			\$ 1,366.00	\$ 4,766.00
Affymax, Inc.			\$ 55,000.00		\$ 55,000.00
Alcavis HDC	\$ 6,400.00				\$ 6,400.00
Alexion Pharmaceuticals	\$ 16,000.00			\$ 13,425.00	\$ 29,425.00
AMAG Pharmaceuticals, Inc.	\$ 96,000.00	\$ 291,819.00	\$ 175,000.00	\$ 361,950.00	\$ 924,769.00
American Access Care	\$ 3,400.00				\$ 3,400.00
American Regent, Inc.	\$ 36,000.00			\$ 37,153.00	\$ 73,153.00
American Renal Associates, Inc.	\$ 6,800.00				\$ 6,800.00
Amgen	\$ 220,000.00	\$ 454,638.00	\$ 230,000.00	\$ 126,061.00	\$ 1,030,699.00
AngioDynamics, Inc.	\$ 3,400.00			\$ 87,518.00	\$ 90,918.00
Angiotech Interventional	\$ 6,800.00				\$ 6,800.00
Aperio	\$ 6,800.00				\$ 6,800.00
Apheresis Technologies, Inc.	\$ 3,200.00				\$ 3,200.00
Arbor Research				\$ 4,378.00	\$ 4,378.00
Argutus Medical Limited	\$ 3,200.00				\$ 3,200.00
Asahi Kasei Medical America	\$ 10,200.00				\$ 10,200.00
Astellas Pharma US, Inc.	\$ 64,000.00	\$ 137,819.00			\$ 201,819.00
AstraZeneca		\$ 78,985.00			\$ 78,985.00
AtCor Medical, Inc. (USA)	\$ 6,800.00				\$ 6,800.00
Athena Diagnostics, Inc.	\$ 6,400.00			\$ 16,074.00	\$ 22,474.00
AWAK Technologies	\$ 3,400.00				\$ 3,400.00
B. Braun Medical Inc.	\$ 24,000.00		\$ 10,000.00	\$ 6,608.00	\$ 40,608.00
Bain Medical Equipment	\$ 24,000.00				\$ 24,000.00
Bard Access Systems	\$ 16,000.00				\$ 16,000.00
Baxter Healthcare Corporation	\$ 112,000.00		\$ 10,000.00	\$ 10,354.00	\$ 132,354.00
Biocommunications Development				\$ 17,969.00	\$ 17,969.00
BioPorto Diagnostics A/S	\$ 3,400.00			\$ 4,165.00	\$ 7,565.00
Biosite	\$ 3,400.00				\$ 3,400.00
Biosound Esaote	\$ 6,400.00				\$ 6,400.00
Bracco Diagnostics Inc.	\$ 6,800.00			\$ 24,800.00	\$ 31,600.00
Brandywine Medical Management Services, Inc.	\$ 3,400.00				\$ 3,400.00
Bristol-Myers Squibb	\$ 16,000.00	\$ 260,704.00		\$ 74,008.00	\$ 350,712.00
Boehringer-Ingelheim			\$ 15,000.00		\$ 15,000.00
CardioMed Supplies Inc.	\$ 3,400.00				\$ 3,400.00
CaridianBCT	\$ 3,400.00			\$ 3,952.00	\$ 7,352.00
Centocor Ortho Biotech Products LP	\$ 64,000.00			\$ 19,466.00	\$ 83,466.00
Christopher Kidd & Associates, LLC	\$ 3,400.00				\$ 3,400.00
CMIC Co., Ltd.	\$ 3,400.00				\$ 3,400.00
CM&D Pharma Limited				\$ 3,112.00	\$ 3,112.00
Compas				\$ 123,445.00	\$ 123,445.00
Conectics				\$ 5,012.00	\$ 5,012.00
Covidien	\$ 3,400.00		\$ 5,000.00		\$ 8,400.00
Daiichi Sankyo, Inc.	\$ 10,200.00		\$ 40,000.00		\$ 50,200.00
DaVita	\$ 64,000.00				\$ 64,000.00
DCA	\$ 6,800.00			\$ 15,810.00	\$ 22,610.00
DiagnOptics	\$ 3,400.00				\$ 3,400.00
Dial Medical Supply				\$ 1,462.00	\$ 1,462.00
Dialysis & Transplantation	\$ 3,200.00				\$ 3,200.00
Diasol Inc./Discount Medical Supply Inc.	\$ 3,400.00				\$ 3,400.00
Diaverum	\$ 3,400.00				\$ 3,400.00
DoctorsXL	\$ 3,400.00				\$ 3,400.00
Dustri-Verlag	\$ 3,400.00				\$ 3,400.00
Elsevier Canada				\$ 3,844.00	\$ 3,844.00
EMD Healthcare Communications				\$ 9,458.00	\$ 9,458.00
ERA - EDTA	\$ 6,800.00				\$ 6,800.00
Evidence Meda SRL				\$ 3,561.00	\$ 3,561.00
Excerpta Medicial Content Svcs				\$ 7,932.00	\$ 7,932.00
Exemplo Medical, LLC	\$ 6,800.00				\$ 6,800.00
R. Hoffmann-La Roche AG				\$ 4,708.00	\$ 4,708.00
Fairway Physicians Insurance Co., RRG	\$ 3,400.00				\$ 3,400.00
FibroGen				\$ 4,623.00	\$ 4,623.00
Forest Pharmaceuticals, Inc.	\$ 3,400.00				\$ 3,400.00
Fortus Group / Dialysis Recruiting Specialists	\$ 3,400.00				\$ 3,400.00
Fresenius Medical Care - North America	\$ 203,200.00	\$ 201,819.00	\$ 10,000.00	\$ 213,433.00	\$ 628,452.00
G.I.A. Medical	\$ 3,400.00				\$ 3,400.00
Gaia Healthcare Systems	\$ 3,200.00				\$ 3,200.00
GAMBRO	\$ 48,000.00			\$ 44,275.00	\$ 92,275.00
Genentech	\$ 64,000.00		\$ 20,000.00		\$ 84,000.00
Genzyme	\$ 64,000.00	\$ 235,819.00	\$ 150,800.00	\$ 189,909.00	\$ 640,528.00
Health Informatics International	\$ 6,800.00				\$ 6,800.00
Healthcare Media Europe Ltd				\$ 3,258.00	\$ 3,258.00
Hema Metrics	\$ 3,200.00				\$ 3,200.00
HRA Research	\$ 3,400.00				\$ 3,400.00
IKARIA	\$ 16,000.00	\$ 91,819.00	\$ 30,000.00		\$ 137,819.00
Immutopics International	\$ 3,400.00				\$ 3,400.00

Ineos Healthcare		\$	20,000.00	\$	20,000.00					
INN	\$	3,200.00		\$	3,200.00					
Inverness			\$	10,710.00	\$	10,710.00				
JMS North America Corporation	\$	6,800.00			\$	6,800.00				
Karger Publishers	\$	6,800.00			\$	6,800.00				
Kibow Biotech Inc.	\$	6,800.00		\$	3,527.00	\$	10,327.00			
Liberty Dialysis, LLC	\$	16,000.00			\$	16,000.00				
Licosa SPA			\$	13,181.00	\$	13,181.00				
Lippincott Williams & Wilkins	\$	3,400.00			\$	3,400.00				
LithoLink			\$	3,280.00	\$	3,280.00				
Mar Cor Purification (MCP)	\$	3,400.00			\$	3,400.00				
medCOMP	\$	6,800.00			\$	6,800.00				
Medelita	\$	3,200.00			\$	3,200.00				
Medical Education Institute, Inc.	\$	750.00			\$	750.00				
Medical Management & Data Services	\$	3,400.00			\$	3,400.00				
MEDIGROUP, INC.	\$	3,400.00			\$	3,400.00				
Medionics International Inc.	\$	3,400.00			\$	3,400.00				
Merck & Co., Inc.		\$	75,000.00		\$	75,000.00				
Meso Scale Discovery	\$	3,400.00			\$	3,400.00				
Mespere Lifesciences	\$	3,200.00			\$	3,200.00				
MIQS Software	\$	3,200.00			\$	3,200.00				
Nationwide Laboratory Services	\$	6,800.00			\$	6,800.00				
Nature Publishing Group	\$	3,400.00			\$	3,400.00				
Nephrian	\$	3,200.00			\$	3,200.00				
Nephroceuticals	\$	16,000.00			\$	16,000.00				
Nephrology News & Issues	\$	3,400.00			\$	3,400.00				
NephroPath	\$	6,800.00		\$	25,007.00	\$	31,807.00			
Nephros, Inc.	\$	3,400.00			\$	3,400.00				
Nephro-Tech, Inc.	\$	3,200.00			\$	3,200.00				
Next Generation Clinical Research	\$	3,400.00			\$	3,400.00				
NIKKISO CO., LTD.	\$	16,000.00			\$	16,000.00				
Nipro Medical Corporation	\$	24,000.00			\$	24,000.00				
Nova Biomedical	\$	3,200.00			\$	3,200.00				
Novartis Pharmaceuticals Corporation	\$	23,800.00	\$	35,000.00	\$	256,783.00	\$	315,583.00		
Novo Nordisk, Inc.		\$	190,000.00		\$	190,000.00				
NutrePletion Resources	\$	3,200.00			\$	3,200.00				
NxStage Medical, Inc.	\$	10,200.00			\$	10,200.00				
One Source Reprints, Inc.				\$	2,944.00	\$	2,944.00			
Otsuka America Pharmaceutical, Inc.	\$	16,000.00	\$	176,819.00	\$	25,000.00	\$	48,258.00	\$	266,077.00
Oxford University Press	\$	3,200.00			\$	3,200.00				
Path Logic	\$	3,400.00			\$	2,082.00	\$	5,482.00		
Pfizer Inc.	\$	24,000.00			\$	24,000.00				
Physicians Choice Dialysis	\$	3,200.00			\$	3,200.00				
PracticeOne	\$	3,200.00			\$	3,200.00				
Prente Publishing				\$	4,000.00	\$	4,000.00			
Prime Clinical Systems, Inc.	\$	3,400.00			\$	3,400.00				
ProPath	\$	3,400.00			\$	3,400.00				
Quality Dialysis	\$	3,400.00			\$	3,400.00				
Questcor		\$	20,000.00		\$	20,000.00				
Quest Information Services (A-Z)				\$	2,209.00	\$	2,209.00			
Renal & Urology News	\$	3,200.00			\$	3,200.00				
Renal Business Today/Virgo Publishing Medical Group	\$	3,200.00			\$	3,200.00				
Renal CarePartners, Inc.	\$	6,800.00		\$	2,762.00	\$	9,562.00			
Renal Solutions, Inc.	\$	6,800.00			\$	6,800.00				
Renal Ventures Management, LLC	\$	6,800.00			\$	6,800.00				
RenaLab	\$	3,400.00			\$	3,400.00				
Reprint Publications GmbH				\$	2,399.00	\$	2,399.00			
Reprints Unlimited				\$	5,386.00	\$	5,386.00			
Research Diets, Inc.	\$	3,400.00			\$	3,400.00				
Roche			\$	5,000.00	\$	157,026.00	\$	162,026.00		
Rockwell Medical Technologies, Inc.	\$	16,000.00			\$	16,000.00				
Sanofi Aventis				\$	41,980.00	\$	41,980.00			
Satellite Healthcare/Wellbound	\$	6,800.00			\$	6,800.00				
Satellite Laboratory Services, LLC	\$	16,000.00			\$	16,000.00				
Saunders / Mosby - Elsevier	\$	6,800.00			\$	6,800.00				
Savient				\$	11,458.00	\$	11,458.00			
Scantibodies Clinical Laboratory	\$	6,800.00			\$	5,967.00	\$	12,767.00		
Sem Data Information Co Ltd				\$	4,895.00	\$	4,895.00			
Servier				\$	8,349.00	\$	8,349.00			
Shire Pharmaceuticals	\$	168,000.00			\$	182,694.00	\$	350,694.00		
Siemens Healthcare Diagnostics	\$	3,400.00			\$	3,400.00				
Sigma-Tau Pharmaceuticals, Inc.	\$	6,800.00			\$	6,800.00				
Spectra Laboratories	\$	16,000.00			\$	16,000.00				
Springer Healthcare				\$	12,387.00	\$	12,387.00			
Sysmex America, Inc.	\$	3,200.00			\$	3,200.00				
Takeda Pharmaceuticals North America	\$	36,000.00	\$	65,000.00	\$	18,287.00	\$	119,287.00		
Teleflex Medical	\$	3,400.00			\$	3,400.00				
The Binding Site Inc.	\$	6,800.00			\$	58,786.00	\$	65,586.00		

## ASN in 2009

The Hart Press				\$	2,261.00	\$	2,261.00			
the Jikei Univ Sch of Med Tokyo				\$	3,077.00	\$	3,077.00			
Tissue Gnostics USA	\$	3,400.00				\$	3,400.00			
Toray Medical Co., Ltd.	\$	3,400.00				\$	3,400.00			
Transonic Systems Inc.	\$	3,400.00				\$	3,400.00			
UpToDate	\$	3,200.00				\$	3,200.00			
US Renal Care, Inc.	\$	6,800.00				\$	6,800.00			
Vasc-Alert	\$	3,400.00				\$	3,400.00			
Vascular Access Centers	\$	3,400.00				\$	3,400.00			
Visonex	\$	6,800.00				\$	6,800.00			
VisualSonics Inc.	\$	3,200.00				\$	3,200.00			
VitalRemedyMD, Inc.	\$	3,200.00				\$	3,200.00			
VM Verlagsservice				\$	4,478.00	\$	4,478.00			
Watson Pharma	\$	60,000.00	\$	180,000.00	\$	20,000.00	\$	74,709.00	\$	334,709.00
Wiley Blackwell	\$	3,400.00					\$	3,400.00		
WoltersKluwer Health					\$	56,816.00	\$	56,816.00		
WS Far IR Medical Technology Co., Ltd.	\$	3,400.00					\$	3,400.00		
Wyeth					\$	3,312.00	\$	3,312.00		
Z-Medica Corporation	\$	24,000.00					\$	24,000.00		
<b>Total</b>	\$	<b>2,115,950.00</b>	\$	<b>2,837,060.00</b>	\$	<b>1,035,800.00</b>	\$	<b>2,627,846.00</b>	\$	<b>8,618,616.00</b>

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# Corporate Support Opportunities

**ASN**<sup>®</sup>  
THE AMERICAN SOCIETY OF  
NEPHROLOGY

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# ABOUT ASN

More than 11,000 physicians and scientists, all committed to preventing kidney disease and making life better for patients, work together as members of the American Society of Nephrology (ASN).

Whether providing expert care to patients, performing cutting-edge medical research, or training the next generation of kidney experts, these nephrologists change lives.

Through advocacy, ASN informs policymakers about issues of importance to kidney doctors and their patients. ASN also funds research, convenes world-renowned meetings, and generates educational tools that enable nephrologists to be most effective.

Building on a 40-year history, ASN brings rigor, integrity, and ingenuity to all its work.

## ASN Members

- 11,000 members from 61 countries.
- 75% live in the United States.
- 92% have earned an MD, DO, or equivalent; 15% have earned a PhD; and 9% have earned both.
- 80% have an academic appointment; a majority of this group (71%) indicates that they are full-time faculty members.
- More than 90% care for patients.
- 68% are involved in clinical research.
- 47% are involved in laboratory research.
- Nearly 100% of the nephrology fellows in the United States are members.

## Accreditation Statement

The American Society of Nephrology is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

## PARTNERING WITH ASN

Ways to access the nephrology community:

- Support ASN education, which takes place at conferences and via enduring material.
- Advertise in ASN-sponsored journals and publications.
- Exhibit at the ASN annual conference—Renal Week—the largest kidney meeting in the world.
- Support promotional opportunities throughout the year.

All corporate support of educational activities is requested in the form of educational grants. These grants enable ASN to continue to meet the professional and continuing education needs of the nephrology community. You may designate your company's grant to be used to help support one of the specific activities outlined in this catalog. Additionally, if you have ideas for support opportunities not listed, please contact ASN. Please note that corporate support of ASN educational activities also earns your company additional **PRIORITY POINTS** for future exhibit hall space assignments.

## Contacting ASN

For information regarding support opportunities, priority points, and categories of corporate support, please contact:

### Kara Davis

Manager of Business Development  
American Society of Nephrology  
1725 I Street, NW  
Suite 510  
Washington, DC 20006  
Phone: (202) 416-0642  
Fax: (202) 466-0943  
Email: kdavis@asn-online.org

# CORPORATE SUPPORT PROGRAM

Support ASN activities throughout the calendar year and gain recognition through the Society's corporate support program.

## 2009 Recognition Chart

### 2009 Levels of Support

#### Diamond

\$500,000+

#### Platinum

\$300,000 – \$499,999

#### Gold

\$200,000 – \$299,999

#### Silver

\$100,000 – \$199,999

#### Bronze

\$50,000 – \$99,999

### RENAL WEEK RECOGNITION

Categories of Support	Diamond Level	Platinum Level	Gold Level	Silver Level	Bronze Level
Acknowledgement included in plenary lecture welcoming slides	✓ Company Logo				
Acknowledgement included in opening slides of general session rooms	✓ Company Logo				
Recognition on registration area signage	✓ Company Logo and Booth #	✓ Company Logo			
Recognition in the Preliminary Program	✓ Company Logo	✓ Company Logo	✓ Name		
Recognition in the Onsite Program Book (if support is secured prior to production)	✓ Company Logo	✓ Company Logo	✓ Name	✓ Name	
Highlighted recognition on Exhibit Hall signage	✓ Company Logo and Booth #	✓ Company Logo and Booth #	✓ Name and Booth #	✓ Name and Booth #	✓ Name and Booth #
Advanced selection of priority hotel room blocks	✓				
Priority assignment of ancillary meeting space	✓				
Complimentary 24-hour hold on ancillary meeting space	✓ 2 rooms	✓ 1 room			
Complimentary Full Registration(s)	✓ 3	✓ 2	✓ 1		
Recognition in JASN, CJASN, and ASN <i>Kidney News</i> (monthly distribution of more than 11,000 per journal)	✓ Company Logo	✓ Company Logo			
Recognition on www.asn-online.org	✓ Company Logo and Link	✓ Company Logo and Link	✓ Name and Link	✓ Name and Link	✓ Name and Link
Recognition in the 2010 Catalog of Corporate Support Opportunities	✓ Company Logo	✓ Company Logo	✓ Name	✓ Name	✓ Name

### RENAL WEEK BENEFITS

### ANNUAL RECOGNITION

All levels qualify supporter to receive complimentary subscriptions to JASN, CJASN, NephSAP, and ASN Kidney News.

# 2008 CORPORATE SUPPORTERS

ASN gratefully acknowledges the following companies whose generous support assists the Society in meeting its mission, which includes providing research grants and other services to meet the needs of today's nephrologists.

## Diamond Level



Fresenius Medical Care



## Platinum Level



Bristol-Myers Squibb



Otsuka  
Otsuka America Pharmaceutical, Inc.

## Gold Level

Astellas Pharma US  
Genentech and Biogen Idec

Novartis  
Ortho Biotech

## Bronze Level

Merck & Co.  
Shire Pharmaceuticals

## Friend of the Society

Roche

# CONFERENCES & MEETINGS

## Renal Week 2009

42nd Annual Meeting and Scientific Exposition  
October 27 – November 1  
San Diego Convention Center, San Diego, CA

Renal Week remains the world's largest meeting devoted to the latest advances in nephrology care, research, and education.

Join nearly 14,000 participants at the world's preeminent kidney event—Renal Week 2009.



### Statistics from Renal Week 2008:

- 13,500 participants from 102 countries
- 192 exhibiting companies
- 160 sessions
- 20 educational symposia

## Promotional Opportunities

*Please note: opportunities are subject to change and offered on a limited basis.*

### Meeting Bags

Print your four-color company logo on the back of the meeting bag that nearly 14,000 participants carry throughout San Diego, CA, and beyond.

*\$90,000 for sole support*

*\$100,000 for sole support of Renal Week and the 14th Annual Board Review Course and Update, held August 29 to September 4 in San Francisco, CA*

### Meeting Portfolios

Provide participants a convenient option for taking notes as well as imprint your company logo on the portfolio included in each meeting bag.

*\$80,000 for sole support*

### Lanyards

Receive continuous recognition by customizing lanyards to include your company logo and website. Your company information appears on one side and the ASN website URL appears on the other.

*\$50,000 for sole support*

*\$60,000 for sole support of Renal Week, the 14th Annual Board Review Course and Update, and Renal WeekEnds 2010*

### Meeting Bag Pens

Place your company logo in the hands of every participant at Renal Week. A pen is included in every meeting bag and can be customized with your company logo.

*\$30,000 for sole support*

*\$40,000 for sole support of Renal Week, the 14th Annual Board Review Course and Update, and Renal WeekEnds 2010*

## Water Bottles

Help participants stay hydrated during Renal Week and beyond. Water bottles can be customized to include your company name and/or company logo. Production and cost are the responsibility of the corporate supporter.

*\$25,000 for sole support (rights only)*

## Water Stations

Provide participants a convenient way to stay refreshed during the conference. Water stations are placed throughout the convention center and can be customized with wraps that display your company's logo and booth number.

*\$25,000 for sole support (rights only)*

## Flash Drives NEW OPPORTUNITY

Print your company logo and/or website address on this paperless storage device that attendees continue to use long after the conclusion of Renal Week. In 2009, select educational materials are stored and distributed to participants on this convenient flash drive.

*\$100,000 for sole support*

## Exhibit Hall Map

Display your company logo and booth number on this pocket-size fold-out map of the exhibit hall. Opened often to help participants maneuver through the busy hall, the map is included in each meeting bag. Your company logo (two-color) is printed on both sides of the map cover.

*\$30,000 for sole support*

## Convention Center Banner

Attract additional visitors to your company's booth with a four-color banner, prominently displayed in the San Diego Convention Center and designed to strengthen brand recognition.

*\$25,000 per banner*

### **Refreshment Breaks**

Gain additional exposure in the Exhibit Hall by supporting a Refreshment Break. Please note that cups, napkins, or cup holders with your company logo can be provided (at corporate supporter's cost). Exhibit Hall signage and recognition in the Onsite Program Book are included in the support fee.

Schedule: Thursday, October 29, Friday, October 30, Saturday, October 31, and Sunday, November 1

*\$35,000 per day for sole support (includes both morning and afternoon breaks)*

*\$20,000 per day for sole support of either the morning or afternoon break*

### **Cyber Center**

Increase your company's visibility at the hub of the meeting's activity—where participants check email, review abstracts, complete meeting evaluations, and plan their daily activities at Renal Week. This marketing opportunity provides your company with the interactive and multimedia tools to create relationships and strengthen brand recognition.

Corporate support includes:

- Supporter's website as the Cyber Center homepage.
- Company logo printed on Cyber Center kiosks.
- Company logo on Cyber Center signage.
- Company logo as wallpaper on each computer desktop.

*\$50,000 for sole support*

### **ASN Service Center**

Reach individual members by supporting the online service center where the benefits of ASN membership are reinforced at their best. Participants can access ASN online services, including the ASN Career Center, the Online Continuing Medical Education Center, and the ASN Membership Directory. ASN members can even renew their 2010 membership online.

Corporate support includes:

- Supporter's website as ASN Service Center homepage.
- Company logo printed on ASN Service Center kiosk.
- Company logo on ASN Service Center signage.
- Company logo as wallpaper on each computer desktop.

*\$50,000 for sole support*

### **Press Room**

Help promote the dissemination of groundbreaking, scientific information presented during Renal Week 2009 to the general public. In 2008, ASN registered a record number of media representatives which encouraged broad, robust coverage in major consumer and trade outlets.

Benefits:

- Company logo included on Press Room signage.

*\$15,000 for sole support*

### **Speaker Concierge/Faculty Check-in**

Reach the nearly 700 nephrology leaders who serve as Renal Week faculty where they check in, upload presentations, and congregate during the meeting. Entrance signage and Onsite Program Book recognition are included in the fee. Sole supporters also have the option of providing a speaker amenity or refreshment lounge for an additional fee.

*\$15,000 for sole support of the Speaker Concierge*

*\$15,000 for support of the Refreshment Lounge or Speaker Amenity (Speaker Amenity cost in addition to support fee)*

### **General Support**

Become a supporter of Renal Week by providing an unrestricted educational grant to ASN. ASN accepts unrestricted educational grants in the form of general support at any monetary level. Please contact ASN Manager of Business Development Kara Davis at (202) 416-0642 or [kdavis@asn-online.com](mailto:kdavis@asn-online.com) for further information.

### **Receptions and Special Events**

#### **President's Dinner**

Help ASN President Thomas M. Coffman, MD, FASN, thank, recognize, and honor the Society's leaders and supporters. Participants at this annual black-tie event include ASN's current leaders, past presidents, and other principals in the nephrology community.

Benefits:

- Acknowledgement on the invitation and event signage.
- Verbal recognition during the program.
- Five complimentary tickets to the event.

*\$50,000 for sole support*

#### **President's VIP Reception**

Join ASN President Thomas M. Coffman, MD, FASN, in celebrating the success of Renal Week 2009, particularly the Society's members who make the meeting happen. The attendance at this reception ranges from 650-800; in addition to the ASN Program and Postgraduate Education Committees, the reception includes the Society's current leadership and past presidents as well as Renal Week speakers, moderators, abstract reviewers, and award recipients.

Benefits:

- Acknowledgement on the invitation and event signage.
- Verbal recognition during the program.
- Five complimentary tickets to the event.

*\$50,000 for sole support*

# RENAL WEEK 2009

## **Invited Residents Welcome Reception**

Help celebrate the beginning of Renal Week for nearly 150 internal medicine residents. This unique support opportunity kicks off the Renal Week Residents Program and allows residents to network with ASN leadership, the nearly 140 nephrology fellowship training program directors, and fellow residents.

Benefits:

- Acknowledgement on the invitation and event signage.
- Verbal recognition during the program.
- Five complimentary invitations to the event.

*\$10,000 for sole support*

## **Invited Residents Closing Lunch**

Help the future generation of nephrologists—the participants of the ASN Residents Program—pursue networking opportunities with key players in the renal community. Not surprisingly, the residents develop longstanding relationships during Renal Week, and this lunch helps strengthen those connections.

Benefits:

- Acknowledgement on the invitation and event signage.
- Verbal recognition during the program.
- Five complimentary invitations to the event.

*\$15,000 for sole support*

## **Beyond the Convention Center**

### **Shuttle Buses**

Transport thousands of Renal Week 2009 participants, who rely on ASN Shuttle Buses, between their hotels and the convention center each day. This unique opportunity provides exposure beyond the confines of the convention center.

Corporate support includes:

- Company logo on bus schedules distributed at the hotels and convention center.
- Company logo at the hotel and convention center shuttle stops.
- A sign, which includes the company logo, in the bus window indicating the route.
- Signs at the convention center, both directional and informational, related to the bus routes, which includes the company logo.
- Additional promotional opportunities, such as upgraded shuttle signage, vinyl ribbons, or full bus wraps available at cost to the corporate supporter.

*\$90,000 for sole support or \$15,000 per route*

### **Hotel Key Cards**

Customize hotel key cards with your company's logo in full color. Participants cannot miss your company's support of Renal Week 2009 with this opportunity. Production and distribution costs are in addition to the corporate support fee.

*\$20,000 for sole support (rights only)*

## **Educational Products**

### **Preliminary Program**

Contribute to the first and primary source of information regarding the program for Renal Week 2009. ASN distributes the Preliminary Program in June 2009 to more than 25,000 ASN members, physicians, caregivers, researchers, and past participants.

Benefits:

- Back cover for placement of a two-color advertisement (Camera ready art must be provided by May 1, 2009.)

*\$30,000 for sole support*

### **Official ASN Onsite Program Book**

Help supply nearly 14,000 participants with everything they need to know about Renal Week by supporting the Official ASN Onsite Program Book. At registration, every participant receives the book in his/her meeting bag. In addition to a comprehensive list of sessions, the book includes general meeting information, conference services and travel information, an exhibitor listing, and a day-at-a-glance schedule.

Benefits:

- Inside front and back covers for placement of a four-color advertisement. (Camera ready art must be provided by August 1, 2009); additional opportunities can be negotiated (for example, a bookmark).

*\$60,000 for sole support*

### **Day-at-a-Glance Pocket Guide**

Help highlight the daily activities of the annual meeting program with this pocket-size version of the Onsite Program Book. Introduced in 2008, the Day-at-a-Glance Pocket Guide serves as a map for the meeting's participants.

Benefits:

- Back cover for placement of a four-color advertisement (Camera ready art must be provided by August 1, 2009.)

*\$30,000 for sole support*

### **Program and Abstracts-on-Disk™**

Increase traffic at your company's exhibit booth by supporting the ever-popular Program and Abstracts-on-Disk™. Each CD details the program and includes a full copy of each abstract, allowing each participant to access this information well after the meeting. The supporter is provided with 8,000 CDs to distribute from their exhibit booth, while attendees are provided with vouchers in their meeting bags to exchange for the CD.

Benefits:

- Company logo listed on the cover and title page of the CD.

*\$80,000 for sole support*

**Abstract Issue and Abstracts2View™ with Itinerary Builder**

Provide Renal Week participants with the first opportunity to view the accepted abstracts online in both the Abstract Issue and with Abstracts2View™. Additionally, the itinerary builder provides each attendee with the option to build customized schedules and download them to PDAs. Abstracts2View™ remains active for two years, while the Abstract Issue remains forever archived on the ASN website.

Benefits:

- Company logo listed on title page of Abstracts2View™.
- Company logo listed on title page of the Abstract Issue.

*\$40,000 for sole support*

**Clinical Nephrology Conferences: Online Syllabus**

Support educational sessions targeted to practicing nephrologists and focused on late-breaking information related to basic, translational, and clinical research discoveries in specific areas within the field of nephrology. Renal Week 2009 features more than 30 Clinical Nephrology Conferences as part of the official program. This Online Syllabus includes actual PowerPoint presentations and related information for each of these sessions and remains online for one year.

Benefits:

- Acknowledgement provided in the Onsite Program Book and on the title page of the online program.

*\$50,000 for sole support*

**Scientific Programs**

**Pathway Support** NEW OPPORTUNITY

Receive week-long recognition at every Clinical Nephrology Conference, Basic and Clinical Science Symposium, and Free Communication session included in a pathway, while helping participants determine their session schedules for Renal Week. ASN divides sessions among pathways or “tracks” that guide participants through the selection of more than 150 sessions offered throughout the week. Gain continuous recognition in a targeted area of nephrology by supporting an ASN Pathway.

**Past Pathways Include:** Acute Kidney Injury, Bone and Mineral Metabolism, Cell and Transport Physiology, Chronic Kidney Disease, Development, Dialysis, Glomerulonephritis, Hypertension and Cardiovascular Disease, Novel Translational Approaches, Pathology, Renal Cystic Diseases, and Transplantation/Immunology

Benefits:

- Company’s name listed in the Preliminary Program, Onsite Program Book, and Abstract Issue, if support is secured prior to production.
- Acknowledgement on all session signage and introductory slides in the pathway.

*\$200,000 per pathway for sole support*

**Clinical Nephrology Conferences**

Support educational sessions targeted to practicing nephrologists and focused on late-breaking information related to basic, translational, and clinical research discoveries in specific areas within the field of nephrology. Renal Week 2009 features more than 30 Clinical Nephrology Conferences as part of the official program. During these sessions, highly respected speakers join a discussion of the latest in research and treatment. Perhaps the most popular events of Renal Week, the Clinical Nephrology Conferences draw thousands of participants.

Benefits:

- Company’s name listed in the Preliminary Program, Onsite Book, and Abstract Issue, if support is secured prior to production.
- Acknowledgement on session signage and introductory slides.

*\$30,000 per each Clinical Nephrology Conference for sole support*

**Basic and Clinical Science Symposia**

Support one of more than 50 sessions consisting of three to four lectures each and focusing on a single area of clinical or basic research.

Benefits:

- Company’s name listed in the Preliminary Program, Onsite Program Book, and Abstract Issue, if support is secured prior to production.
- Acknowledgement on session signage and introductory slides.

*\$30,000 per symposium for sole support*

**State-of-the-Art Lectures – Plenary Sessions**

Become part of the cutting-edge science that begins each day of the Annual Meeting. These four plenary sessions—which also feature State-of-the-Art Lectures—draw a huge audience—nearly 5,000 participants—daily. Your company can reach the majority of Renal Week participants at the start of their day by supporting these State-of-the-Art Lectures.

Benefits:

- Company’s name listed in the Preliminary Program, Onsite Program Book, and Abstract Issue, if support is secured prior to production.
- Acknowledgement on session signage and introductory slides.

*\$30,000 per lecture for sole support;*

*\$100,000 for sole support of all four lectures*

# RENAL WEEK 2009

## In-Depth Courses in Nephrology

Help update nephrologists on the latest developments in research and treatment. Approximately 1,600 participants arrive early in San Diego, CA, for these intensive one- and two-day reviews of specific topics within the field of nephrology.

Schedule:

Tuesday, October 27, and Wednesday, October 28

Benefits:

- Company's name listed in the Preliminary Program, Onsite Program Book, and Abstract Issue, if support is secured prior to production.
- Acknowledgement on session signage, syllabus, and introductory slides.

*\$75,000 per program for sole support*



## Educational Symposia

Target specific constituencies in attendance at Renal Week 2009. During the meeting, ASN offers breakfast, lunch, and dinner symposia to address specific areas in the field of nephrology. The Society recruits faculty, develops syllabus materials, selects menus, arranges audiovisual requirements, and administers continuing medical education. For further information regarding Educational Symposia, please contact ASN Manager of Business Development Kara Davis at (202) 416-0642 or [kdavis@asn-online.org](mailto:kdavis@asn-online.org).

Benefits

- Company name listed in the Abstract Book and the Onsite Program Book, if support is secured prior to production.
- Acknowledgement on session signage and introductory slides.

*\$135,000 for sole support of a breakfast symposium (300 participants anticipated)*

*\$170,000 for sole support of a lunch symposium (500 participants anticipated)*

*\$170,000 for sole support of a dinner symposium (300 participants anticipated)*

*(NOTE: The anticipated attendance for each educational symposium is a minimum. The number of planned participants can be increased by multiples of 100 for an additional fee.)*



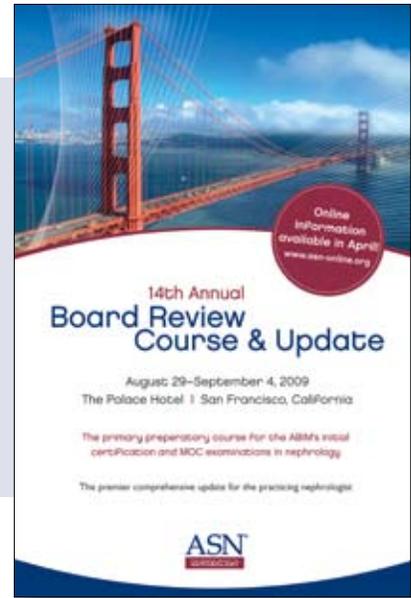
# ADDITIONAL MEETINGS

## 14th Annual Board Review Course and Update

August 29 – September 4

The Palace Hotel, San Francisco, CA

The 14th Annual Board Review Course and Update is the primary preparatory course for the American Board of Internal Medicine's initial certification and maintenance of certification examinations. It is also the premier comprehensive update for the practicing nephrologist.



## Promotional Opportunities

### Meeting Bags

Print your four-color company logo on the back of the meeting bag that nearly 600 participants carry from session to session throughout the week and beyond.

Benefits

- Company logo included on the 14th Annual Board Review Course and Update page of the ASN website.

*\$15,000 for sole support*

### Lanyards

Receive continuous recognition by customizing lanyards to include your company logo and website. Your company information appears on one side and the ASN website URL appears on the other.

Benefits

- Company logo included on the 14th Annual Board Review Course and Update page of the ASN website.

*\$10,000 for sole support*

### Meeting Bag Pens

Place your company logo in the hands of every participant at the meeting. Pens are distributed to every attendee at registration.

Benefits

- Company logo included on the 14th Annual Board Review Course and Update page of the ASN website.

*\$10,000 for sole support*

### General Support

Provide an unrestricted educational grant for the foremost nephrology board review course and update. ASN accepts unrestricted educational grants at any monetary level. Please contact ASN Manager of Business Development Kara Davis at (202) 416-0642 or kdavis@asn-online.com for further information.

## Receptions

### Welcome Reception

Help kick off the 14th Annual Board Review Course and Update. This reception allows participants to network with each other and the course's faculty at the start of the week.

Benefits

- Company logo listed in promotional and meeting materials, if support is secured prior to production.
- Acknowledgement on session signage.
- Company logo included on the 14th Annual Board Review Course and Update page of the ASN website.

*\$30,000 for sole support (350 participants anticipated)*

## Educational Symposia

Target specific constituencies in attendance at the 14th Annual Board Review Course and Update. During the meeting, ASN offers dinner symposia to address specific areas in the field of nephrology. The Society recruits faculty, develops syllabus materials, selects menus, arranges audiovisual requirements, and administers continuing medical education. For further information regarding Educational Symposia, please contact ASN Manager of Business Development Kara Davis at (202) 416-0642 or kdavis@asn-online.org.

Benefits

- Company logo listed in promotional and meeting materials, if support is secured prior to production.
- Acknowledgement on session signage.
- Company logo included on the 14th Annual Board Review Course and Update page of the ASN website.

*\$50,000 for sole support of a dinner symposium (150 participants anticipated)*

### Renal WeekEnds 2010

Renal WeekEnds 2010 are the perfect complement to Renal Week 2009. Conveniently offered regionally throughout the United States, expert faculty summarize, critique, and integrate all key lectures, symposia, abstract presentations, and posters from Renal Week 2009, held October 27 to November 1, in San Diego, CA. Whether seeking a synopsis of key topics in nephrology or perspectives by leaders in the field, participants at Renal WeekEnds 2010 have a convenient option for “bringing home” Renal Week.



### Promotional Opportunities

#### Lanyards

Receive continuous recognition by customizing lanyards to include your company logo and website. Your company information appears on one side and the ASN URL appears on the other.

#### Benefits

- Company logo listed in Program Syllabus Book, if support is secured prior to production.
- Company logo included on the Renal WeekEnds page of the ASN website.

*\$10,000 for sole support*

#### Meeting Bag Pens

Place your company logo in the hands of every Renal WeekEnds participant. Pens are distributed to every attendee at registration.

#### Benefits

- Company logo listed in Program Syllabus Book, if support is secured prior to production.
- Company logo included on the Renal WeekEnds page of the ASN website.

*\$10,000 for sole support*

#### General Support

Provide an unrestricted educational grant for Renal WeekEnds 2010. ASN accepts unrestricted educational grants in the form of general support at any monetary level. Please contact ASN Manager of Business Development Kara Davis at (202) 416-0642 or [kdavis@asn-online.com](mailto:kdavis@asn-online.com) for further information.



### Receptions and Refreshment Breaks

#### Meet the Professors Reception

Help facilitate one-on-one communication between faculty and participants. This unique opportunity allows participants to mingle with and meet the Renal WeekEnds faculty.

#### Benefits

- Company logo listed in Program Syllabus Book, if support is secured prior to production.
- Acknowledgement on session signage.
- Company logo included on the Renal WeekEnds page of the ASN website.

*\$25,000 for sole support per city*

#### Refreshment Breaks

Provide participants the opportunity to enjoy a snack between sessions.

#### Benefits

- Company logo listed in Program Syllabus Book, if support is secured prior to production.
- Acknowledgement on refreshment break signage.
- Company logo included on the Renal WeekEnds page of the ASN website.

*\$5,000 for sole support per city*

### Educational Symposia

Target specific constituencies in attendance at Renal WeekEnds 2010. During the meetings, ASN offers breakfast, lunch, and dinner symposia to address specific areas in the field of nephrology. The Society recruits faculty, develops syllabus materials, selects menus, arranges audiovisual requirements, and administers continuing medical education. For further information regarding Educational Symposia, please contact ASN Manager of Business Development Kara Davis at (202) 416-0642 or [kdavis@asn-online.org](mailto:kdavis@asn-online.org).

#### Benefits

- Company logo listed in Program Syllabus Book, if support is secured prior to production.
- Acknowledgement on session signage.
- Company logo included on the Renal WeekEnds page of the ASN website.

*\$40,000 per city for sole support of a breakfast, lunch, or dinner symposium*

# ADVERTISING OPPORTUNITIES

## Publications and Communications

ASN publishes the most respected kidney-related journals in the world. These renowned publications are read in nearly 130 countries.

ASN publications include:

### ***Journal of the American Society of Nephrology (JASN)***

The highest-rated, most often cited nephrology and urology publication in the world.

### ***Clinical Journal of the American Society of Nephrology (CJASN)***

The primary resource for breaking clinical nephrology studies—published monthly in 2009.

### ***Nephrology Self-Assessment Program (NephSAP)***

An innovative tool for earning continuing medical education credits and maintenance of certification points.

### ***ASN Kidney News***

New in 2009: a newsmagazine aimed specifically at the nephrology community.

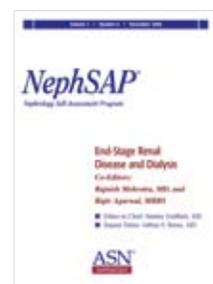
For information on advertising in any of the above listed publications, please visit [www.asn-online.org/partnerships](http://www.asn-online.org/partnerships) or contact:

**Michael Minakowski**  
Scherago International  
Phone: (215) 860-0912  
Fax: (215) 860-0913  
Email: [mikem@scherago.com](mailto:mikem@scherago.com)

## Journal Supplements

ASN will publish supplements to both *JASN* and *CJASN*. Supplements are published when scientific or educational logic exists for combining papers in one issue rather than publishing the information separately. The number and quality of the articles in the supplement must be sufficient to constitute a body of important information that is current and of interest to the clinical and scientific community in nephrology.

For further information regarding journal supplements, please visit [www.asn-online.org/partnerships/](http://www.asn-online.org/partnerships/) or contact ASN Publications Manager Bob Henkel (504) 942-0902 or [bhenkel@asn-online.org](mailto:bhenkel@asn-online.org).



## FUTURE MEETINGS

### **ASN Renal Week 2010**

November 16 – 21  
Colorado Convention Center  
Denver, Colorado

### **ASN Renal Week 2011**

November 8 – 13  
Pennsylvania Convention Center  
Philadelphia, Pennsylvania

### **ASN Renal Week 2012**

October 30 – November 4  
San Diego Convention Center  
San Diego, California



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## ASN Policy on Managing Conflicts of Interest

John B. Stokes, Allison Haupt, Bruce A. Molitoris, Phillip Kokemueller, and Tod Ibrahim for the ASN Committee on Corporate Relations and the ASN Council, Washington, DC  
American Society of Nephrology

*J Am Soc Nephrol* 20: 1853–1859, 2009.  
doi: 10.1681/ASN.2009060676

The federal government, foundations, associations, and the Institute of Medicine (IOM) are examining the relationships between physicians and “commercial interests,” particularly biotechnology, medical device, and pharmaceutical companies (Table 1). Discovering a lack of “systematic information” about conflicts of interest (COI) and commercial bias, IOM recently recommended that the federal government study the effect of such conflicts “on the quality of medical research, education, and practice.”<sup>1</sup>

The American Society of Nephrology (ASN) shares IOM’s concern over the lack of data related to COI and agrees that more research is needed. However, even in the absence of concrete information, it is the responsibility of a professional society to try to understand the extent to which COI interface with its missions. Perhaps no single aspect of COI for societies and those who represent them is as visible and subject to scrutiny as continuing medical education (CME).

The longest phase of the educational continuum for physicians, CME is also a critical element of the country’s health care system. “Given the accelerating pace of change in clinical information and technology, continuing education has never been more important,” observed the Josiah Macy, Jr., Foundation.<sup>2</sup> By providing a preponderance of CME, professional societies such as ASN improve the quality of health care.<sup>3</sup>

In addition to CME, societies like ASN provide access to new knowledge by publishing peer-reviewed journals, support basic and clinical investigation through research grants, and advocate for the development of national health policies. To support these missions, many societies—including ASN—solicit funding from commercial interests.

Although some have argued that professional societies should begin to eliminate such funding, others have suggested that such a restriction “would marginalize critical roles that industry, and many physicians working in industry, play in critical medical research alliances.”<sup>3,4</sup> Prohibiting industry support could limit the educational offerings provided by societies newly hampered by budget shortfalls. Completely eradicating any semblance of a conflict—and any individual with a corporate relationship—might diminish the pool of qualified speakers a professional society is able to recruit, thus reducing the quality of CME offered, which is the opposite of what such restrictions are meant to produce.<sup>4</sup>

To assess its mechanisms for managing relationships with commercial interests and to consider new approaches for protecting its members from perceived bias, ASN created a committee on corporate relations in 2008. The ad hoc committee (chaired by John B. Stokes, MD, FASN) was charged with developing policies for governing ASN’s interactions with the biotechnology, medical device, and pharmaceutical industries—or any group with which ASN, its leaders, employees, or other individuals whom the review identified might have COI or bias.

The committee reviewed existing interactions between ASN and commercial interests, evaluated relevant literature, and considered COI policies of similar professional and medical organizations. Through a series of interviews with Society leaders and staff who manage ASN’s educational, publications, and fundraising programs, the committee identified areas where the Society effectively restricted industry influence as well as gaps in ASN’s COI policies.

The committee on corporate relations developed ten recommendations on how to design, monitor, and enforce regulations that improve the Society’s interactions with industry. These recommendations are based on the premise that ASN can develop beneficial partnerships with commercial interests as long as the Society’s leaders, staff, and members appropriately and responsibly manage their relationships with these entities.

The ASN Council unanimously approved all ten of the committee’s recommendations, which relate to industry participation, disclosure, evaluation, standardization, and transparency. The implementation of these policies—including programs that improve transparency and documentation—and past initiatives to separate the development of program content from the Society’s interactions with corporations and their representatives, should assure ASN members that the Society is taking the proper steps to prevent bias in the educational and scientific programs in which it participates. ASN is committed to these recommendations and will work in a timely fashion to modify the Society’s existing processes and databases to implement these proposals.

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**Table 1.** Recent activity concerning COI and commercial bias

Date	Activity
April 2007	The Senate Committee on Finance report states that independent educational programs are used by the pharmaceutical industry for advertising
August 2007	ACCME modifies definition of a commercial interest as it relates to joint sponsorship
November 2007	AAMC holds a workshop on addressing COI with professional medical associations
December 2007	ACCME clarifies policy on standards for commercial support (SCS)
January 2008	Senator Grassley asks the American Heart Association and the American College of Cardiology for details on industry funding
April 2008	The AAMC Task Force on Industry Funding of Medical Education releases recommendations for managing industry participation in medical education
May 2008	The Josiah Macy, Jr., Foundation publishes conclusions and recommendations from 2007 conference
June 2008	ACCME, Accreditation Council for Pharmacy Education, and American Nurses Credentialing Center respond to Macy Report
June 2008	ACCME publishes report on whether the literature supports evidence of bias in commercially supported CME
June 2008	ACCME issues two "Calls-for-Comment" and informational items on new ACCME policies relative to SCS
June 2008	ACCME provides statement to IOM
June 2008	AMA considers resolution
June 2008	American Association of Medical Society Executives responds to AMA resolution
June 2008	Senate Special Committee on Aging requests information from ACCME
July 2008	Pfizer changes CME funding model
July 2008	Senator Grassley asks the American Psychiatric Association (APA) for details on industry funding
July 2008	PhRMA revises "Code on Interactions with Healthcare Professionals"
July 2008	ACCME initiates "formal inquiry" of several medical societies, including ASN
March 2009	APA votes to eliminate industry-sponsored symposia and meals
April 2009	<i>Journal of the American Medical Association (JAMA)</i> authors propose recommendations for professional medical associations' interactions with industry
April 2009	The Independent Drug Education and Outreach Act (S 767/HR 1859) is introduced in Congress
April 2009	ACCME issues calls for comment regarding CME designations and funding
May 2009	IOM releases report on "Conflict of Interest in Medical Research, Education, and Practice"

## INDUSTRY PARTICIPATION

Legislators, policy-makers, patients, and physicians have reasonable concerns about the influence of commercial interests over CME. As cited in numerous reports, industry-funded CME has the potential to influence clinical decision-making.<sup>3,5</sup> However, the mere presence of commercial interests does not indicate influence. Rather, certain behaviors—such as corporate involvement in speaker selection—are associated with potential bias.

To insulate the Society, ASN has created a firewall that limits all engagement between industry representatives and education planners. The firewall effectively—yet not onerously—protects the integrity of CME and ensures that industry support enhances, but never dictates, the programs ASN provides for its members.

### Recommendation 1

*Only personnel not involved in planning or implementing educational content or ASN public policy should conduct fundraising activities for the Society. From time to time, it is in the best interests of ASN to participate with corporate sponsors in the areas of health policy, research, and program development, to name a few. Thus while fundraising activities should be separate from program development, the Society should not avoid interactions with corporations that serve to advance the missions of the Society.*

A firewall allows ASN leaders to create educational programs without considering which company will sponsor its costs, avoiding the danger of considering how program decisions might encourage greater company funding. The Society is opposed to eliminating industry support completely because it would likely diminish the quality and quantity of CME, in turn reducing physicians' knowledge of new technologies and practices and impacting overall patient care.

### Recommendation 2

*ASN should maintain its policy of prohibiting corporate influence in the planning of its educational symposia, which are accredited by the Accreditation Council for Continuing Medical Education (ACCME). The specific planning and identification of speakers for all symposia should be the sole responsibility of the relevant planning committee. ASN should not accept planned programs proposed by educational companies on behalf of corporations.*

The Society recognizes the hidden influence industry has through medical education and communication companies (MECCs). As reported by the Senate Finance Committee in April 2007, "the use of third-party CME providers makes it difficult to demonstrate that the educational programs' favorable product messages should be attributed to the sponsoring drug company."<sup>6</sup>

In response to the finance committee's concerns, ASN es-

tablished strict rules for MECC collaboration on industry-sponsored symposia that prohibit any engagement with industry before contact and programmatic discussion with the Society. ASN intends to track its involvement with MECCs to ensure its policies are effective, but believes an outright ban on their involvement may be against the Society's best interest because MECCs can be "innovative, they're efficient, and they have competencies that other provider groups often lack."<sup>7</sup>

Although some groups have called for professional medical associations to stop "endorsing...industry's programs, facilitating their operation, or profiting from them," ASN has found that the quality and effectiveness of associated symposia have improved drastically since the Society became involved.<sup>3</sup> Rather than returning to a model in which the quality of these programs is in question, ASN plans the programs with heightened scrutiny.

## DISCLOSURE

In considering its policies, ASN had to differentiate between organizational relationships and its members' individual relationships with commercial interests. By virtue of nephrology's expansiveness, many members have numerous opportunities to collaborate with, and benefit from, industry. These opportunities include participating in trials, sitting on boards, and speaking on a company's behalf. Recognizing this fact, ASN requires its leaders, members, and speakers to disclose all information related to financial and professional conflicts; yet the Society is unwilling to prevent qualified nephrologists from participating in its activities solely because a relationship is cited.

To maintain and benefit from the involvement of these leaders, the Society supports processes that effectively review, document, track, and respond to concerns about potential conflicts.

### Recommendation 3

*The Society should rename the present disclosure form as "the Financial Disclosure and Potential Conflict of Interest Form." The revised form should include disclosure of two kinds of information: (1) activities related to other societies with similar missions and (2) financial interests related to private corporations (including royalties):*

- *The Financial Disclosure and Potential Conflict of Interest Form should include a level of financial involvement with private corporations.*
- *ASN should develop a process for reviewing the Financial Disclosure and Potential Conflict of Interest Form and taking action in cases where further information is needed or where a potential conflict exceeds a threshold.*
- *The Society should educate its group leaders about their responsibility to review the revised Financial Disclosure and Potential Conflict of Interest Form, and discuss with their groups the need for additional information specific for each group's activity. Furthermore, the information included on these forms should be considered confidential.*

ASN leaders and staff must collaborate to manage the formalized review, whereas the Society believes a second-level of review is necessary to adjudicate any conflicts as well as ensure consistency and fairness. The guiding principles articulated by the Federation of American Societies for Experimental Biology for its researchers extend to all aspects of medicine: Individuals "must operate with transparency... [and] must be accountable to stakeholders."<sup>8</sup> ASN's leaders will identify when conflicts require further action and will either prohibit those individuals from participating in Society activities or require them to disqualify themselves from pertinent discussions.

ASN typically requires those members participating in a committee or in one of the Society's educational programs to complete a disclosure form. However, the Society now feels that disclosure should be required of all individuals involved in any activity promoted or supported by the Society.

### Recommendation 4

*Individuals who review manuscripts submitted to the Society's journals should complete an annual COI disclosure form that can be updated. ASN will develop software to integrate submission and review of manuscript reviewer disclosures into the peer review process. The relevant editor or associate editor should review the forms for any potential COI. Identified potential conflicts should be subject to action by the editor or associate editor. Actions taken by the editor should be recorded in the journal's review documentation.*

### Recommendation 5

*The ASN Program Committee (which helps plan the Society's annual meeting) should review the process of disclosure required for abstract reviewers. Specifically, the primary reviewers should avoid grading an abstract if (1) there is a potential conflict with an institutional affiliation with an author (as currently exists) or (2) if the reviewer has a financial involvement with a product or the competitor of a product mentioned in the abstract. Program committee members should excuse themselves from voting on a presentation if they have a financial involvement with a product, or competing product, mentioned in the abstract.*

ASN believes that professional societies must offer additional consideration to the role of review on the dissemination of scientific knowledge. Undeclared corporate bias in one reviewer may greatly influence the acceptance of a manuscript or abstract, which may then influence clinical opinion and practice. In terms of abstract review, the Society is especially conscious of the financial implications associated with presentation. There are many examples in which an individual company's stock value fluctuated based on the presentation of the results of a clinical trial. Any attempt to improve disclosure must start at the beginning of the educational process and must include all participating individuals.

In terms of speaker disclosure, ASN believes current provisions fail to truly inform the participant of what conflicts may exist. For example, the Society maintains that it is vital for the moderators of educational sessions to highlight the potential conflicts for each speaker in that session.

**Table 2. Organizational recommendations for addressing concerns about COI**

Issue	JAMA Authors	IOM
Limits industry support for Society programming	Imposes a complete ban on pharmaceutical and medical device funding except for advertising and exhibit fees. Until change can be made, restricts total industry funding to 25% of operating budget. Those funds should be pooled and distributed through a central repository.	Proposes a new system of funding CME via a consensus development process. Options include maintaining indirect industry funding, implementing a central entity for distributing funds, and restricting industry support (but identifying new funds for CME).
Manages Society control of educational content	Establishes an institutional/organizational CME committee responsible for distributing educational grants. Members should be conflict-free and have control over topic and speaker selection. Prohibits identification of industry support for specific lectures/individuals.	Concludes that the current system of funding CME is unacceptable, but does not offer specific rules for changing the process.
Sets requirements for COI disclosure of program committee members	Requires, at a minimum, members of program committees to disclose any financial ties with industry. Recommends making disclosures publicly available.	Requires financial disclosure on an annual basis and when significant changes arise. Disclosures should be significantly specific, without a minimum monetary threshold. Institutions/organizations should make the process as administratively simple as possible for respondents and require further disclosure when necessary.
Determines appropriate distribution of industry-specific material	Prohibits distribution of corporate-branded items to members. Prohibits the appearance of company logos on tote bags, lanyards, etc. Requires standards of conduct in the exhibit hall, including a ban on gifts and food.	Prohibits the acceptance of items of material value from industry, at campus and off-campus settings. Encourages professional associations to adopt supportive policies.
Dictates Society involvement in industry-sponsored symposia	Restricts completely collaborating in, or profiting from, industry marketing activities. Prohibits association endorsement or facilitation of industry programs.	NA
Prevents industry influence over Society journals	Prevents association publications from bearing the logo of a drug or device company. Disallows industry funding for journal supplements.	NA
Encourages policies that prevent industry influence via journal advertising	Requires association journals to institute advertising policies that protect editorial decision-making from the effect of advertising interest.	NA
Requires appropriate disclosure or conflict-free status for Society leaders	Requires officers and board members, but at a minimum officers, to be conflict-free (\$0 threshold, no personal income or research support from industry) at the time of election through their period of service.	Requires the implementation of financial COI policies for all individuals whose decisions impact the organization's mission. In practice, these policies will also pertain to relevant, nonfinancial relationships, such as leadership positions. Encourages creation of national guidelines and procedures for disclosure.
Establishes a process for reviewing COI	Requires a formal mechanism for reviewing disclosure. Encourages some combination of president, chief executive officer, general counsel, and compliance officer to lead review. Requires detailed and explicit disclosure with sections for activity description and sums received.	Encourages the formation of a standing committee with members free of conflict and with relevant expertise. The committee should use a full range of management tools, including eliminating the conflicts, removing individuals from the relevant activity, and requiring additional disclosure.

Although each group commented on other issues—JAMA authors on affiliated foundations, IOM on National Institutes of Health research, AAMC on prescription drug samples, etc.—the chart topics are the issues that impact society interactions with industry, as agreed upon by most groups. NA, not applicable.

Table 2. Continued

AAMC	ASN
Encourages national medical organizations to define processes to ensure objective CME. Does not restrict industry funding.	Maintains relationships with industry as long as there is a clear firewall between the development of program content and the Society's interactions with corporations.
Establishes a central CME office to distribute funds. Encourages a cooperative academic medicine-industry effort to develop information systems for CME. Requires recognition of industry funding sources for all CME activities.	Charges the Society's educational committees with controlling all educational content and maintains a strict firewall between fundraising and educational development. Continues to identify industry support for meeting sessions and materials.
NA	Requires members of the program committee (and all Society committees and advisory groups) to thoroughly disclose their financial and professional relationships. Maintains that disclosures should be reviewed by the staff and leadership, but otherwise remain confidential.
Prohibits the acceptance of gifts from industry by physicians and other faculty, staff, students, and trainees, whether on-site or off-site.	Prohibits speakers from participating in exhibit hall presentations and/or activities. Allows the distribution of branded items on the basis of PhRMA guidelines.
Requires academically oriented management of CME programs and prevents industry from restricting the content of programs it sponsors or specifying which faculty or other persons should be selected as presenters.	Prohibits corporate influence in the planning of educational symposia. The specific planning and identification of speakers must remain the sole responsibility of the relevant planning committee.
NA	Encourages analysis and possible reconsideration of the process for accepting journal supplements.
NA	Does not comment on this issue because the Society's journals already abide by rules protecting editorial decision-making.
NA	Requires financial and professional disclosure of leaders, chairs, and committee members.
Requires institutions to develop audit mechanisms to ensure ACCME compliance.	Institutes a two-level review process to assess conflicts and ensure consistency. Establishes a COI committee to adjudicate concerns about conflict and continually assess the Society's programs and policies to prevent industry influence.

### Recommendation 6

ASN should require its moderators to clearly and completely declare the speakers' relationships (financial and other) at the beginning of sessions. While ACCME regulations require speakers to disclose all financial interests, the moderator is responsible for highlighting specific information about financial ties to organizations that make products that are relevant to the subject discussed in the session. The Society should consider creating a threshold value necessary for declaring "significant" financial involvement. The ASN Education Committee should develop a system for evaluating the extent to which speakers comply with the instituted policies.

ASN, like many other professional societies, represents a broad membership of physicians and investigators with varying degrees of understanding about the products created by commercial interests, such as industry. Therefore, ASN believes meeting participants should learn how disclosed relationships relate in the context of the speakers' discussions.

By charging the moderator with improving disclosure, the Society is encouraging greater moderator involvement in preventing, tracking, and responding to bias. New requirements could include increasing moderator participation in premeeting presentation review, educating moderators on how to manage bias arising during a presentation or question and answer period, and restricting moderators from serving as presenters during the session in which they are moderating. Clear policies that inform and direct moderators on responding to bias concerns will enhance the Society's ability to provide high-quality, bias-free CME in the future.

In addition, mechanisms to support documentation—such as a centralized database—will allow ASN to track potential conflicts and document any transgressions among its speakers, reviewers, and leaders. Such a system will allow the Society to better understand individuals' financial and professional backgrounds before they are invited to serve.

To further protect the integrity of CME, ASN agrees with previous reports that marketing and educational activities must remain completely distinct, with no opportunity for overlap (even if such crossover is coincidental rather than manipulative). As such, the Society believes that a second firewall should be built between advertisers and educators.

### Recommendation 7

ASN should prohibit individuals involved in corporate-sponsored exhibits or marketing activities from participating in educational activities (such as CME) during ASN Renal Week (the Society's annual meeting) and vice versa.

## EVALUATION

Although encouraging the implementation of numerous processes to prevent bias, ASN maintains that the best mechanism for protecting educational programming in the long term is to

require broad evaluation. To date, the Society is disappointed by the response rate for meeting surveys and the quality of these instruments.

### Recommendation 8

ASN should institute a more thorough process for evaluating the appearance of commercial bias in educational presentations.

- The Society should require "educated" reviewers to monitor all major presentations at its educational meetings. ASN believes that the session moderators are the most logical people for this task. The meeting planners should provide reviewers with appropriate instructions on how to identify commercial bias. They should also assess evaluations from the assigned reviewers.
- The Society should require participants who complete evaluation forms to be specific about why they detected commercial bias in a meeting or presentation. Asking participants if they detected bias or commercial bias will require education of the audience.

Currently, participants seeking CME credits respond to the question of whether they "perceive[d] commercial bias; defined as the obvious appearance of skewed material which has been influenced by commercial support."<sup>9</sup> Yet responses appear random at best, and anecdotal evidence suggests that the mere presence of industry—whether in the exhibit hall or recognized on signage—leads to responses of perceived bias.

To collect accurate data, ASN must question a broader selection of meeting participants, educate respondents on what constitutes bias in the educational arena, and require participants to thoroughly explain where they perceive bias. Once the Society properly understands where there are concerns—and where perceived corporate influence is not actually impactful—it will create a system to evaluate and address issues of bias after its educational meetings.

## STANDARDIZATION AND TRANSPARENCY

Long-term evaluation will require continual review and update to ASN's policies related to COI and bias. This effort will require a substantial, but necessary, investment in ASN's infrastructure.

### Recommendation 9

ASN should develop a group or committee to review the Society's COI activities and policies as well as its instituted documentation processes.

Such a committee is essential to review current policies and practices on an annual basis and recommend changes accordingly. Recommendations might be based on changing national standards and ideas or operational and practical matters within ASN. This committee can also serve as the second level of review of perceived COI and bias and as an arbiter for actions taken in response to conflicts or allegations; serve as a

core cog in the Society's machinery for standardizing and communicating policies to its membership and the Society's corporate partners; and help ensure that everyone associated with ASN (including the Society's staff) continue to understand the rules in a fluid, ever-changing environment.

### Recommendation 10

*ASN should develop clear guidelines for informing the Society's representatives (members and staff) and commercial interests of its expectations and policies. Selected ASN staff should be expected to know (or have access to) the policies of ASN, IOM, the Association of American Medical Colleges (AAMC), the Pharmaceutical Research and Manufacturers of America (PhRMA), the American Medical Association (AMA), and ACCME. In addition, ASN should begin a process to communicate to its members the steps being taken to ensure objectivity in its programs and policies. The Society might consider developing an electronic forum where members can raise questions and concerns about the relationship of ASN's programs with commercial interests.*

In an era of increased scrutiny of industry partnerships, myriad organizations are offering recommendations for how best to manage potential conflicts. ASN leaders must be aware of requirements that affect the implementation of educational programming and consider the ways in which national guidelines—put forth by the medical community rather than dictated by external entities—could improve the provision of the Society's services.

ASN considered various options for interacting with commercial interests and purposely chose to direct its attention to managing its relationships with these entities.<sup>10</sup> Some of the Society's policies closely follow the recommendations of other organizations (such as IOM), whereas others rest on the other side of the spectrum (such as AAMC). However, regardless of the ultimate decision made on resolving COI and bias, all parties appear to agree on the broad issues that require attention (Table 2).

ASN's policies are strict to the extent that the Society is intolerant of corporate influence on its activities. However, ASN recognizes and appreciates that industry support is vital to the Society's ability to provide its members with the premier tools and opportunities necessary to be successful in an ever-expanding medical field.

The management of COI is a long-term process, and ASN encourages ongoing discussion, input, and guidance from the Society's members on how best to interact with commercial interests. ASN is acutely aware that concerns about conflicts and bias are leading federal and state governments to intervene in what has always been a self-regulating profession.

Although individual actions are necessary first steps in the process, ASN calls on other professional societies to join together to articulate national standards for managing relationships with commercial interests. There are many interpretations of "ethical guidance" for interacting with commercial interests, and if physicians do not articulate their own standard, a disparate one will likely be forced upon them.<sup>11</sup>

## ACKNOWLEDGMENTS

### Committee and Council

*ASN Committee on Corporate Relations.*

Arnold S. Berns, MD, FASN; William L. Henrich, MD, FASN; T. Dwight McKinney, MD; Dr. Molitoris; Biff F. Palmer, MD, FASN; and Dr. Stokes.

*ASN Council.*

Sharon Anderson, MD, FASN; Peter S. Aronson, MD, FASN; Joseph V. Bonventre, MD, PhD; Thomas M. Coffman, MD, FASN; Ronald J. Falk, MD, FASN; Sharon M. Moe, MD, FASN; Dr. Molitoris; and Donald E. Wesson, MD.

## DISCLOSURES

None.

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See related editorial, "Managing Conflicts of Interest: The Road Ahead," on pages 1860–1862.

## ASN FINANCIAL/OTHER INTERESTS DISCLOSURE FORM-2009

The American Society of Nephrology (ASN) is committed to ensuring the integrity of its scientific, educational, and research activities. ASN's conflict of interest policy requires disclosure of any financial or other interest that might be construed as resulting in an actual, potential, or perceived conflict. You are required to disclose any financial relationship held by yourself, and your spouse or partner. This form must be submitted whether or not you have a relationship requiring disclosure. Further, by submitting this form, you agree that you have read the document entitled "Conflict of Interest and Disclosure Policy" of the American Society of Nephrology and you understand and support its intent.

<b>Name:</b> <i>(First, MI, Last, Degree)</i>	
<b>Institution:</b>	
<b>ASN Appointment:</b>	<b>Council</b>
<b>ASN Activity:</b> <i>(ASN Committee, Taskforce, Project/Initiative)</i>	

Please indicate if you or any individual with whom you directly share income has a relationship requiring disclosure, including:

NO	YES	List the company name/s under each of the categories below: <b>PLEASE PRINT (attach additional sheets if needed)</b>
<input type="checkbox"/>	<input type="checkbox"/>	<b>Current Employer.</b>
<input type="checkbox"/>	<input type="checkbox"/>	<b>Consultancy agreements.</b>
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ownership interest</b> including stock options in a private or publicly traded company but excluding mutual funds.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Research funding</b> from a pharmaceutical or equipment manufacturer, in any amount per year, within the past two years.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Honoraria</b> directly received from an entity in any amount per year, within the past three years.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Patents and Inventions</b> for which you receive royalties.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Scientific Advisor or Membership</b> (current) on an entity's Board of Directors, Editorial Board, its advisory committees, or similar leadership position.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Any other interests/relationships.</b>

I represent that the information reported above is accurate. I understand that, where appropriate, this information may be disclosed publicly. I further understand that ASN reserves the right to replace me in a scientific or educational program, decline to publish my work, or otherwise limit my participation in the particular ASN activity if the Society believes a significant conflict of interest exists. Finally, I understand that failure to complete this "ASN Conflict of Interest Disclosure Form" will disqualify me from participating in the affected activity.

Submitted by: \_\_\_\_\_ Date \_\_\_\_\_  
Signature Date

## **GLOSSARY OF TERMS**

### **Commercial Interest**

ACCME defines a commercial interest as “any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.”

### **Financial relationships**

Financial relationships are defined as those relationships in which the individual benefits by receiving a salary, royalty, intellectual property rights, consulting fee, honoraria, ownership interest (like stocks, stock options or other ownership interest, excluding diversified mutual funds), or other financial benefit. Financial benefits are usually associated with such roles as those of employee, manager, independent contractor (including contracted research), consultant, speaker/lecturer, faculty, membership on advisory committees or review panels, board membership, or involvement in other activities for which remuneration is received or expected. ACCME considers relationships of the person involved in the CME activity to include financial relationships of a spouse or partner.

### **Relevant financial relationships**

ACCME focuses on financial relationships with commercial interests in the 12-month period preceding the time that the individual is being asked to assume a role controlling content of the CME activity. ACCME has not set a minimal dollar amount for relationships to be significant. Inherent in any amount is the incentive to maintain or increase the value of the relationship. The ACCME defines “‘relevant’ financial relationships” as financial relationships in any amount occurring within the past 12 months that create a conflict of interest.

### **Other Interests**

ASN expects that each individual required by this policy to file a disclosure statement will also disclose situations that include other interests that may compromise the individual’s ability to act in the best interest of the Society. These other interests may include, but are not limited to, the following situations: leadership position (voluntary or compensated) in another organization in the same area of medicine, non-compensated consultancy, leadership position (voluntary or compensated) in foundations/fundraising organizations in the same area of medicine, and others.

### **Conflict of Interest**

Circumstances create a conflict of interest when an individual has an opportunity to affect CME content about products or services of a commercial interest with which he/she has a financial relationship and/or other interests that might compromise the ability to act in the best interest of the Society.



**Priority Point Deadline:**  
**March 9, 2009**

## ASN Renal Week 2009

Exhibit Dates: October 29 – 31  
San Diego Convention Center  
San Diego, California

### Location

Please list choices in order of preference by booth number, referring to the floor plan in the ASN Renal Week 2009 Exhibitor Prospectus.

\_\_\_\_\_  
First Choice

\_\_\_\_\_  
Second Choice

\_\_\_\_\_  
Third Choice

\_\_\_\_\_  
I wish to be NEXT TO the following company(ies)

\_\_\_\_\_  
I wish to be located AWAY FROM the following company(ies)

### Agreement *(unsigned applications will not be accepted)*

We hereby apply for the booth space indicated herein at the listed cost, and we understand that if the preferred space is not available, alternate space will be assigned by ASN. We further understand that space will be assigned only upon receipt of a completed application and payment of exhibit fees as noted in the Exhibitor Prospectus. We acknowledge that we have received, read, and understand the conditions, rules and regulations contained in the 2009 ASN Exhibitor Prospectus, that these conditions, rules and regulations are a part of this application and contract, and that by signing this application, we agree to be bound by all the terms contained therein. We also agree to receive fax, e-mail, and /or telephone communications by or on behalf of ASN at the contact details listed under Company Identification.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

### Booth Size and Payment Information

Inline – \$32.00 per square foot  
Corner – \$34.00 per square foot  
Island – \$40.00 per square foot  
\_\_\_\_\_ = Square feet of exhibit space required  
\_\_\_\_\_ = Cost per square foot  
\_\_\_\_\_ = Total cost of exhibit space

### Return Completed Form and Payment To:

ASN  
PO Box 890658  
Charlotte, NC 28289-0658  
Overnight Packages are NOT ACCEPTED at this address.

## Application to Exhibit

### Company Identification *(please type or print neatly)*

Please complete the following information for the person who should receive all exhibit-related correspondence for your company.

\_\_\_\_\_  
Company Name – will be used for all ASN RW 2009 publications

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Address/PO Box

\_\_\_\_\_  
City, State, Zip Code

\_\_\_\_\_  
Country

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Facsimile

\_\_\_\_\_  
Email

\_\_\_\_\_  
Website/URL

### Company/Product Information

- Association/Non-Profit
- Biotech Company
- Computer Support
- Dialysis Provider
- Food Company
- Health Care Facility/System
- Laboratory
- Market Research
- Medical Education
- Medical Equipment Manufacturer
- Medical Publisher
- Pharmaceutical Company
- Research
- Other (explain) \_\_\_\_\_

Exhibitors may include a 50-word product description for their company or products for publication in the ASN Renal Week 2009 Onsite Program. I will:

- Submit a new description by August 3, 2009
- Authorize ASN to use the previous 2008 description (the 2008 description will not be reprinted for 2009 without authorization)

Fifty percent (50%) of the exhibit fee must accompany this contract or it will not be processed. The balance of the exhibit space fee is due by June 26, 2009. Applications received after June 26, 2009 MUST be accompanied by payment in full. Please make checks payable to the American Society of Nephrology. If you have any questions about the payment process, please contact ASN Exhibits Management at 202-367-2412.

Exhibit Space will be charged at the highest rate for those companies combining booth space to include a corner booth and a line booth.

#### For Office Use Only

Confirmation:

\_\_\_\_\_  
Priority Points

\_\_\_\_\_  
ID#

\_\_\_\_\_  
Deposit \$

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Check Date



## WRITTEN AGREEMENT FOR COMMERCIAL SUPPORT

ASN is committed to presenting CME activities that promote improvements and quality in healthcare and are independent of the control of commercial interests. As part of this commitment, ASN has outlined in this written agreement the terms, conditions, and purposes of commercial support for its CME activities. Commercial Support is defined as financial, or in-kind, contributions given by a commercial interest\* which is used to pay all or part of the costs of a CME activity.

<b>ASN Event:</b>			
<b>Type of CME Activity:</b>			
<b>Tentative Title</b>			
<b>Enduring Material:</b>			
<b>Activity Location (for live activity):</b>			
<b>Activity Date(s)</b>	<b>Begin date/s:</b>		
	<b>End date/s</b>		
<b>Name of Commercial Interest:</b>			
<b>Amount of Independent Educational Grant (direct or in-kind):</b>			
<b>Grant will be used for the following:</b> Detailed budget provided with grant request.			
<b>Name of Accredited Provider: The American Society of Nephrology</b>			
Contact Person		Email Address	
Phone Number		Fax Number	
<b>Name of Commercial Interest:</b>			
Address			
City, State, Zip			
Contact Person		Email Address	
Phone Number		Fax Number	

## Terms, Conditions, and Purposes

### Independence

1. This activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of the Commercial Interest.
2. As the Accredited Provider, ASN is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CME, selection of education methods, and the evaluation of the activity.

### Appropriate Use of Commercial Support

3. ASN will make all decisions regarding the disposition and disbursement of the funds from the Commercial Interest.
4. The Commercial Interest will not require ASN to accept advice or services concerning speakers, authors, or participants or other education matters, including content, as conditions of receiving this grant.
5. All commercial support associated with this activity will be given with the full knowledge and approval of ASN. No other payments shall be given to the director of the activity, planning committee members, speakers or authors, joint sponsors, or any others involved with the supported activity.
6. ASN will upon request, furnish the Commercial Interest documentation detailing the receipt and expenditure of the commercial support.

### Commercial Promotion

7. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live or enduring promotional activities must be kept separate from the CME activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during, or after a CME activity. Commercial Interests may not engage in sales or promotional activities while in the space or place of the CME activity.
8. The Commercial Interest may not be the agent providing the CME activity to the learners.

### Disclosure

9. ASN will ensure that the source of support from the Commercial Interest, either direct or "in-kind," is disclosed to the participants, in program brochures, syllabi, and other program materials, and at the time of the activity. This disclosure will not include the use of a trade name or a product-group message. The acknowledgment of commercial support may state the name of the company or institution and may include corporate logos if they are not product promotional in nature.

### Attachment:

1. ACCME Standards for Commercial Support

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\* A 'commercial interest' is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients. (ACCME Standards for Commercial Support<sup>SM</sup>: Standards to Ensure the Independence of CME Activities. 2004. Revised 2007.

## Cancellation Policy and Payment Schedule

### Cancellation Policy

ASN reserves the right to terminate this Agreement, without cause or penalty, upon written notice to the Commercial Interest, if it is determined that such termination is in ASN's best interest. The Commercial Interest shall make payment to ASN for all expenses reasonably incurred pursuant to this Agreement prior to the date of termination, less any payment(s) already made to ASN by the Commercial Interest to ASN pursuant to this Agreement; provided however that no such payment shall be made if the Commercial Interest determines that the ASN had breached any of the terms and conditions set forth herein. In no event shall any such payment exceed the total amount of the Grant, and payment under this paragraph shall be contingent upon receipt of proof satisfactory to the Commercial Interest that such expenses have been incurred and are not cancelable or recoverable.

### Payment Schedule

The Commercial Interest shall pay ASN the total funded amount **within 60 days of the receipt of the signed agreement unless another payment schedule is agreed upon by both parties and added to the Written Agreement for Commercial Support.**

The Commercial Interest must designate the form of payment below:

Check:

Make checks payable to "American Society of Nephrology" and delivered to:

American Society of Nephrology  
1725 I Street, NW  
Suite 510  
Washington, DC 20006

Credit Card:

Credit Card:  American Express  MasterCard  Visa

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ASN Federal Tax ID#52-6078378**

The Commercial Interest and ASN agree to abide by all requirements of the Accreditation Council for Continuing Medical Education (ACCME) ***Standards for Commercial Support of Continuing Medical Education.***

**Agreed by Authorized Representatives**

**Commercial Interest**

**Signature and Date:** \_\_\_\_\_

**Printed Name and Title:** \_\_\_\_\_

**AMERICAN SOCIETY OF NEPHROLOGY (Accredited Provider)**

**Signature and Date:** \_\_\_\_\_

**Printed Name and Title:** \_\_\_\_\_



## 2009 WRITTEN AGREEMENT FOR PROMOTIONAL SUPPORT

This Agreement, dated as of the last date set forth on the signature hereto (the "Effective Date"), is entered into by and between **Amgen ("SUPPORTER")**, having a place of business at One Amgen Center, Thousand Oaks, CA 91320, and the **American Society of Nephrology ("ASN")**, a 501(c) 3 corporation, having a place of business at 1725 I Street, NW Suite 510, Washington, DC 20006. In consideration of the promises hereinafter made to each other, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

### 1. PROMOTIONAL CONSIDERATIONS

SUPPORTER agrees to pay to ASN the amount set forth on **Exhibit A** attached hereto (the "Support Fee") in consideration of ASN providing, on behalf of SUPPORTER, the promotional services and consideration set forth on **Exhibit B** attached hereto (the "Promotional Services") in connection with Renal Week 2009 to be held October 27 – November 1, 2009, at the San Diego Convention Center in San Diego, CA ("Renal Week 2009").

### 2. PAYMENT

SUPPORTER shall pay the Support Fee to ASN **within 60 days of the Effective Date**. The Support Fee is non-refundable.

SUPPORTER must designate the form of payment below:

Check:

Make checks payable to "American Society of Nephrology" and delivered to:

American Society of Nephrology  
1725 I Street, NW  
Suite 510  
Washington, DC 20006  
Attn: Kara Davis

Credit Card:

Credit Card:  American Express  MasterCard  Visa

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ASN Federal Tax ID#52-6078378**

### 3. TERM

The term of this Agreement shall commence as of the Effective Date and shall terminate at the end of Renal Week 2009 (the "Term").

### 4. LICENSE, USE AND PROTECTION OF TRADEMARKS

A. ASN and the SUPPORTER acknowledge that ASN and SUPPORTER each own certain names, trademarks, service marks, and other intellectual property, in each case as set forth in Exhibit C hereto ("Marks"), and all rights therein, including, without limitation, all goodwill associated with or symbolized by the Marks. It is understood that in promoting Renal Week 2009, ASN and SUPPORTER may make reference to Renal Week 2009 and may use and display the Marks of the other in connection therewith, subject to the terms and conditions set forth in this Agreement. Accordingly, each party hereto (the "Licensor") grants to the other (the "Licensee") a nonexclusive, nontransferable, royalty-free, worldwide license to use its Marks during the Term of this Agreement and subject to the terms and conditions hereinafter set forth, solely in connection with advertising and promoting Renal Week 2009.

B. Nothing in this Agreement shall give the Licensee any right, title or interest in or to the Marks owned by the Licensor, except for the license expressly granted herein. The parties agree that the Licensee shall not act in a manner that is inconsistent with the Licensor's ownership of the Marks and shall not claim adversely to the Licensor, or assist any third party in attempting to claim adversely to the Licensor, with regards to such ownership of the Marks. The Licensee agrees that it will not challenge the title of the Licensor to the Marks, oppose any registration thereof, or challenge the validity of this Agreement or the licenses granted herein. Furthermore, the Licensee will not register, nor attempt to register, any trade name or trademark which, in whole or in part, incorporates or is confusingly similar to the Marks. Each Licensor represents and warrants to the Licensee that it owns all right and title to its Marks, or otherwise has the right and authority to grant the license granted herein, and that use of the Marks by the Licensee does not, and will not, infringe on the rights of any third party.

C. The Licensee shall, upon Licensor's reasonable request, supply samples of any products, advertisements or other promotional material bearing or incorporating the Marks to the Licensor. The Licensee shall deliver to the Licensor, upon the Licensor's request and without charge, representative samples of any such products to enable the Licensor to ensure that such the Marks are used in a manner consistent with this Agreement.

D. Nothing herein shall be deemed to grant the Licensee any right or license to sublicense the Marks, or to sell, or distribute for sale, any of the promotional or advertising materials, or items related to Renal Week 2009. If the Licensee desires to sell, or distribute for sale, any of such materials or other merchandising or promotional items bearing the Marks of the Licensor, then the Licensee shall request the Licensor's prior written consent to do so, which consent may be granted or denied in the Licensor's sole and absolute discretion, and if granted, the parties shall negotiate in good faith a separate licensing agreement covering such materials or items before they may be sold or distributed for sale.

### 5. INDEMNIFICATION

A. ASN agrees to indemnify, defend and hold harmless SUPPORTER, its officers, directors, agents and employees, from and against any and all claims, demands, obligations, causes of action and lawsuits and all damages, liabilities, fines, judgments, costs (including settlement costs) and expenses associated therewith (including the payment of reasonable attorney fees and disbursements), arising out of: (1) the failure of ASN, its employees or agents, to comply with the terms and conditions of this Agreement; (2) ASN's negligence or willful misconduct; or (3) ASN's breach of any representation, warranty or covenant set forth herein. Except for breach of any representation, warranty or covenant set forth in Section 4 of this Agreement, ASN's aggregate liability, if any, arising out of or in any way related to its performance under this Agreement, shall be limited to the amount of the Support Fee; and in no event shall ASN, its directors, officers, employees, members, or agents be liable for indirect, special, or punitive damages, even if they have been advised of or should have foreseen, the possibility of such damages.

B. SUPPORTER agrees to indemnify, defend and hold harmless ASN, its officers, directors, agents and employees from and against any and all claims, demands, obligations, causes of action and lawsuits and all damages, liabilities, fines, judgments, costs (including settlement costs) and expenses associated therewith (including the payment of reasonable attorney fees and disbursements), arising out of: (1) the failure of SUPPORTER, its employees or agents, to comply with the terms and conditions of this Agreement; (2) SUPPORTER'S negligence or willful misconduct, or (3) SUPPORTER's breach of any representation, warranty or covenant set forth herein. In no event shall SUPPORTER, its directors, officers, employees, members, or agents be liable for indirect, special, or punitive damages, even if they have been advised of or should have foreseen, the possibility of such damages.

C. The obligations to indemnify contained in this Section 5 will survive the expiration or termination of this Agreement.

#### 6. CANCELLATION FOR BREACH; INSOLVENCY

A. Either party may cancel this Agreement, without liability to the other party, upon such other party's: (1) repudiation or breach of any of the terms of this Agreement; or (2) failure to make progress so as to endanger timely and proper completion of its obligations hereunder; and, in either case, does not correct such failure or breach, or take immediate action to correct such failure or breach in a diligent and expeditious manner, within five (5) days after receipt of written notice from the non-defaulting party specifying such failure or breach. ASN reserves the right to cancel this Agreement if payment is not received within 60 days from the Effective Date.

B. Either party may cancel this Agreement immediately, without liability to the other party, upon the happening of any of the following or any other comparable event: (1) insolvency of the other party; (2) filing of any petition by or against the other party under any bankruptcy, reorganization or receivership law; (3) execution of an assignment for the benefit of the other party's creditors; or (4) appointment of any trustee or receiver of the other party's business or assets or any part thereof; unless such petition, assignment or appointment be withdrawn or nullified within sixty (60) days of such event.

C. In the event this Agreement is canceled, each party shall immediately cease using the other party's Marks.

D. The foregoing remedies are in addition to, and not in lieu of, any other rights or remedies that a party may have at law or in equity.

#### 7. FORCE MAJEURE

Any delay or failure of either party to perform its obligations hereunder shall be excused to the extent that it is caused by an event or occurrence beyond its reasonable control such as, by way of example and not by way of limitation, acts of God and nature, acts of terrorism, actions by governmental authority (whether valid or invalid), fires, explosions, riots, epidemics, wars, sabotage or labor disputes; provided the party claiming force majeure promptly notifies the other party of the event of force majeure, the anticipated duration of the event of force majeure, and the steps being taken to remedy the failure. Should the event of force majeure continue beyond the earlier of thirty (30) days or the end of the Term, or such shorter time period as may be reasonable under the circumstances, either party may terminate this Agreement.

#### 8. GOVERNING LAW; SEVERABILITY

This Agreement is to be governed by and construed according to the laws of the District of Columbia, excluding any such laws which direct the application of laws of any other jurisdiction. If any term of this Agreement is invalid or unenforceable under any statute, regulation, ordinance, executive order or other rule of law, such term shall be deemed reformed or deleted, but only to the extent necessary to comply with such statute, regulation, ordinance, order or rule, and the remaining provisions of this Agreement shall remain in full force and effect.

9. COMPLIANCE WITH LAWS

Each party will perform its obligations under this Agreement in compliance with all applicable laws, orders, or regulations of all appropriate jurisdictions.

10. NO IMPLIED WAIVERS

Failure by either party at any time to require performance by the other party of any provision hereof shall in no way affect the right to require full performance any time thereafter, nor shall the waiver by either party of a breach of any provision of this Agreement constitute a waiver of any succeeding breach of same or any other provision, nor constitute a waiver of the provision itself.

11. NO ASSIGNMENT

Neither party may assign its rights, nor delegate its obligations under this Agreement, without the prior written approval of the other party.

12. RELATIONSHIP OF THE PARTIES

ASN and SUPPORTER are independent contracting parties, and nothing contained in this Agreement shall be deemed to create a partnership, joint venture or agency relationship between them, nor does it grant either party any authority to assume or create any obligation on behalf of or in the name of the other.

13. NOTICES

Any notice required or permitted to be given by either party under or in connection with this Agreement shall be in writing and shall be deemed duly given when personally delivered or sent by: registered or certified mail, return receipt requested, postage prepaid; overnight courier service (such as Federal Express); or by electronic mail or facsimile, confirmed by letter, as aforesaid, in any case to the addresses indicated in the introductory paragraph of this Agreement, unless otherwise agreed to by the parties. SUPPORTER must designate a key contact by completing the section below.

Contact Information:

Company Name and Contact:

Mailing Address:

City: State: Zip:

Telephone: Fax:

Email:

Company Website:

14. ENTIRE AGREEMENT

This Agreement (i) contains the entire understanding of the parties hereto, (ii) supersedes all prior agreements for promotional support, and (iii) shall not be amended except by a written instrument hereafter signed by all parties hereto. No waiver of any provision of this Agreement shall be effective unless evidenced by a written instrument signed by the waiving party. THE PARTIES FURTHER ACKNOWLEDGE AND AGREE THAT, IN ENTERING INTO THIS AGREEMENT, THEY HAVE NOT IN ANY WAY RELIED UPON ANY ORAL OR WRITTEN AGREEMENTS, UNDERSTANDINGS, REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, NOT SPECIFICALLY SET FORTH IN THIS AGREEMENT. The parties expressly waive application

of any local, state, or federal law, statute, or judicial decision allowing oral modifications, amendments, or additions to this Agreement notwithstanding an express provision requiring a writing signed by the parties.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized representatives on the dates indicated below.

**ASN**

**SUPPORTER**

By: \_\_\_\_\_

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

# ASN Supplement Policy

*Journal of the American Society of Nephrology*  
*Clinical Journal of the American Society of Nephrology*  
August 1, 2005

Supplement topics must be of importance to *JASN/CJASN* readers and related to the academic and educational mission of the ASN. Priority will be given to supplements that do not focus on a single product but rather on a field of inquiry.

Supplements will be published when there is scientific or educational logic for combining papers in one publication rather than publishing them separately. The number and quality of the articles in the supplement must be sufficient to constitute a body of important information that is current and of interest to the clinical and scientific community in nephrology.

*JASN/CJASN* will consider supplements based on material derived from ASN-sanctioned meetings or courses, or meetings of other recognized organizations or groups. This policy is designed to ensure the accuracy and objectivity of material published in the Journal.

*JASN/CJASN* will consider publishing proceedings only from symposia that are organized by an independent body of professionals in which the funding organization does not have a controlling voice. It is preferable that a majority of the members of the independent body also be members of the ASN.

Each supplement must have a Guest Editor who is an expert in the designated topic. It is preferable that the Guest Editor be a member of the ASN. The Guest Editor is responsible for:

- a) Ensuring that all articles in the supplement will be subjected to internal peer review
- b) Providing the editor of *JASN/CJASN* with information regarding the nature of the peer review process
- c) Compiling articles for inclusion in the supplement
- d) Assisting with editing of the publication if necessary.
- e) Selection of an appropriate cover picture for the supplement.

The Editor-in-Chief of *JASN/CJASN* will decide upon the suitability of the submitted proposal. The initial decision to publish a supplement is based on the significance and timeliness of the proposed topic and the qualifications of the Guest Editor. Final acceptance is based on review of the submitted manuscripts to ensure a balanced presentation.

The Editor-in-Chief retains the right to determine whether any individual article in a supplement submitted for publication requires additional peer review. For disputed manuscripts the Editor-in-Chief retains authority to determine whether the final manuscript will be published. Individual authors are responsible for the content of their own contributions and for editing those contributions. The Guest Editor of the supplement accepts responsibility for the overall quality and integrity of the supplement.

All supplements must have a statement indicating the source of funding, together with any restrictions. Furthermore, the Guest Editor and all contributors must clearly indicate whether there is any conflict of interest and, if so, the extent and nature of the potential conflict.

At submission, the supplement manuscript will be reviewed to assure that the content is not biased in the interest of any sponsor. *JASN/CJASN* will not permit presentations within the scientific and educational portion of the supplement that extol a commercial product.

Publication of supplements does not constitute product or sponsor endorsement by the ASN and the following Disclaimer will be printed at the beginning of each supplement: “The contents of this issue represent a supplement to *JASN/CJASN*, prepared and paid for by the sponsoring organization. *JASN/CJASN* endeavors to assure that the material presented is not biased in the interest of the sponsoring organization. However, it should be understood by the reader that the articles included have generally not been subjected to peer-review by the Editorial Board of *JASN/CJASN*, but rather have been subjected to an internal peer review organized by the sponsoring organization. Publication of this supplement does not constitute product or sponsor endorsement by the American Society of Nephrology.”

Submissions must follow the specifications provided in the “Instructions to Authors,” and are subject to the same terms and conditions, including copyright, as is other material published in the journals.

Proposals for supplements should be directed to the ASN offices, at the following address:

The American Society of Nephrology  
Publications Program  
1725 I Street, NW  
Suite 510  
Washington, DC 20006

Proposals may also be sent by e-mail to Bob Henkel, [bhenkel@asn-online.org](mailto:bhenkel@asn-online.org).

ASN staff will coordinate the review of the proposal with the Editor-in-Chief for *JASN/CJASN*. Initial consideration of a supplement proposal does not signify or imply acceptance. The decision to publish a supplement rests solely with the Editor-in-Chief. Charges for supplements are based on a number of factors, including the number of pages required.

Name	ASN Position	Employer	Consultancy	Ownership	Research	Honoraria	Patents/Inventions	Advisor/Membership
Anderson, Sharon	President	Oregon Health & Science University	N/A	N/A	N/A	Multiple universities without conflict	N/A	N/A
Bonventre, Joseph V.	President-Elect	Brigham & Women's Hospital Harvard Medical School	Johnson & Johnson Aresis Genzyme Merck Pacific Biosciences Inotek Corporation Nuon Therapeutics	Genzyme Corporation Pacific Biosciences Patent Keeper	Johnson & Johnson Merck (Donation)	Genzyme Johnson & Johnson	Kim-1 patents	AMAG Pharmaceuticals NKF of Massachusetts, Rhode Island, Vermont, and New Hampshire Genzyme Review Board Editor, Seminars in Nephrology Editorial Board-Am J Physiology, J Clin Investigation Editor, Nephrology Rounds (supported by Amgen) National Space Biology Research Institute Board of Directors
Coffman, Thomas M.	Past President	Duke University		N/A	N/A	Merck	N/A	Lily Scientific Advisory Board Daiichi-Sankyo Scientific Advisory Boards Novartis Scientific Advisory Board Abbott Scientific Advisory Board AHA Council for High Blood Pressure Research Member-at-Large, Leadership Council AHA Council for High Blood Pressure Research Program Committee
Falk, Ronald J.	Councilor	University of North Carolina	N/A	N/A	N/A	Multiple universities	N/A	UpToDate
Himmelfarb, Jonathan	Councilor	University of Washington	Nephron, Inc. Genzyme Corp. Kai Pharmaceuticals	N/A	Several NIH/NHBL grants Fresenius Med Services	Multiple universities	N/A	JASN Editorial Board Kidney International Editorial Board BMC Medicine Editorial Board Section Editor for Current Opinion in Nephrology and Hypertension Section Head Editor for Faculty of 1000 in Medicine International Society of Renal Nutrition and Metabolism
Moe, Sharon M.	Councilor	Indiana University Indianapolis VA Medical Center	Amgen Genzyme Ineos LithoLink Shire	Eli Lilly (stock)	Amgen Genzyme Shire	Amgen Genzyme Ineos LithoLink Shire WellPoint NIH Multiple universities	Amgen	NKF Indiana Board of Directors CJASN Editorial Board AJN Editorial Board
Molitoris, Bruce A.	Councilor	Indiana University	Astra Zeneca Quark Pharmaceutical Eli Lilly FAST Diagnostics ISIS Pharm	INphoton LLC FAST Diagnostics	Quark Pharmaceutical Eli Lilly FAST Diagnostics (pharmacophotomics) Cardione Pharmaceutical Thrasos	Multiple university honoraria for scientific presentations NIH for study section and meetings	IU-RTC GFR Device IU-C2 Gentamicin Lilly-soluble Thrombomodulin	ISN Program Committee-2009 AKIN Executive Board JASN Editorial Board ISN AKI Advisory Committee Nephrology editorial boards AJP-Renal and Nature Review
Wesson, Donald E.	Secretary-Treasurer	Texas A&M	N/A	N/A	N/A	Academic Health Centers for multiple presentations ABIM Foundation	N/A	N/A

**ASN: Ongoing Evaluation and Management of Relationships with Outside Interests  
2000-2009**

2000	2001	2003	2004	2005	2006	2007	2008	2009
ASN becomes an accredited provider of CME credits and meets ACCME standards	ASN contracts with SmithBucklin to manage all aspects of the Scientific Exposition during Renal Week	ASN decides that only ASN can provide CME credits for educational activities connected with the Society's educational activities	ASN contracts with Scherago International to manage all aspects of advertising in the journals	ASN contracts with Cadmus Professional Communications to solicit, process, and distribute reprints of journal articles	ASN reevaluates and strengthens its compliance with the 13 standards in the ACCME "Appropriate Use of Commercial Support" policy	ASN restructures internal governance, establishing oversight committees that report directly to ASN Council and charging Education Committee with overseeing all educational activities	ASN hires Tod Ibrahim as Executive Director and charges him with ensuring ASN maintains educational and scientific objectivity and transparency in all interactions with industry	ASN publishes "ASN Policy on Managing Conflict of Interest" and "Managing Conflicts of Interest: The Road Ahead" (J Am Soc Nephrol 20: 1853-1859, and 1860-1862, Sept 2009)
							ASN hires Phillip Kokemueller as Chief Learning Officer, strengthening ASN's core knowledge of ACCME and other compliance issues	ASN establishes conflict of interest section on website, open to the public at <a href="http://www.asn-online.org/coi/">http://www.asn-online.org/coi/</a>
							ASN hires Kara Davis as Senior Manager for Business Development, solidifying separation of education activities from fundraising	ASN Council approves "Conflicts of Interest Management Committee" charged with reviewing ASN leaders' disclosures and addressing and resolving any potential conflicts
							ASN creates Committee on Corporate Relations to conduct comprehensive assessment of ASN's mechanisms for managing relationships with commercial interests	ASN distributes its Policy on Managing Conflicts of Interest and a link to the ASN conflict of interest section of the website to 40 medical societies and invites leaders of these societies to join a shared effort to improve COI policies and management
								ASN Publications Committee prohibits single sponsor supplement publication in journals (only multi-sponsor supplements that include groups such as NIH will be considered)
								ASN Renal Week Oct 2009, Christopher R. Blagg Endowed Lecture features Dr. Bernard Lo (Dir of Program in Medical Ethics, UCSF) speaking on "How to Identify and Manage Conflicts"
								ASN prohibits Medical Education and Communications Companies (MECCs) from submitting grant requests or securing funds for educational activities associated with ASN