

STATE OF NEW HAMPSHIRE

Honorarium or Expense Reimbursement Report (RSA 15-B)



Type or Print all Information Clearly:

Name: Cindy Rosenwald Work Phone No. 271-3580

Work Address: LOB

Office/Appointment/Employment held: State Rep

List the full name, post office address, occupation, and principal place of business, if any, of the source of any reportable honorarium or expense reimbursement.

Source of Honorarium or Expense Reimbursement:

RECEIVED

Name of source: _____

Post Office Address: _____

Occupation: _____

Principal Place of Business: _____

If source is a Corporation or other Entity:

Name of Corporation or Entity: Center for Business Intelligence

Name of Corporate/Entity Representative: Johanna Morse

Work Address of Representative: Woburn, MA

Value of Honorarium: _____ Date Received: _____ If exact value is unknown, provide an estimate of the value of the gift or honorarium and identify the value as an estimate.

Value of Expense Reimbursement: \$695.29 Date Received: 4/27/07 copy of the agenda or an equivalent document must be attached to this filing.

Briefly describe the service or event this Honorarium or Expense Reimbursement relates to:

Pharmaceutical industry conference on prescription data restriction - panel member

"I have read RSA 15-B and hereby swear or affirm that the foregoing information is true and complete to the best of my knowledge and belief."

Signature of Filer: Cindy Rosenwald

Date Filed: 4/30/07

5/06 RSA 15-B:9 Penalty. Any person who knowingly fails to comply with the provisions of this chapter or knowingly files a false report shall be guilty of a misdemeanor.

Return to: Secretary of State's Office, State House Room 204, Concord, NH 03301



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2nd Forum on Prescription Data Restriction

Understand the Motivation and Impact Behind New Legislation and Successfully Apply Data Management Support PDRP

April 26 - 27, 2007
Washington, DC

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Conference Overview

Who Should Attend

Agenda

Day One

Day Two

Speakers

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Day Two — Friday, April 27, 2007

7:30 Registration and Continental Breakfast

8:00 Chairman's Review of Day One
Rob Nauman, Principal, BioPharma Advisors

*Mr. Nauman is an experienced pharmaceutical executive professionally recognized for his ability to solve key business issues and create organizational changes that maximize revenue and minimize cost. His unique talents in commercialization of new products, management of key opinion leaders and sales/marketing management are supported by his strengths as a team player that leads by example, and follows through on every detail. He is a leader of change recognized by management, customers and many of his peers. He accomplishes this through decisive decision making and gaining consensus among his key stakeholders. Mr. Nauman's expertise stems from 19 years of experience in the pharmaceutical industry. In his most recent position as Director, Global eBusiness he led a global initiative to define, design, develop, deliver and demonstrate the value of a company-wide portal that managed the most influential customers of **GlaxoSmithKline**. This initiative along with his previous role as Director, U.S. Key Opinion Leader development changed the way GSK managed its most important customers. Through a cross functional team, Mr. Nauman led an 18 week engagement that analyzed, designed, gained approval for and implemented an approach that coordinated 25 different business groups. This initiative led to a 2 fold increase in the Key Opinion Leaders satisfaction rating of the company which positively impacted the company's ability to commercialize its new products.*

Conference Information

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What is this?

Legislative and Stakeholder's Initiatives Surrounding PDRP

8:15 Comprehensive Overview of State and Federal Legislation Regarding PDRP

On July 1st, 2006, the AMA put the Physician Opt-Out program into effect in an attempt to self regulate the pharmaceutical industry and try to prevent legislation from being created in regards to physician data restriction. Since the physician opt-out has been in place, there has been a whirlwind of legislative proposals both on the federal and state level. This address gives a full overview of what is going on in the legislative world in regards to prescription data restriction.

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- Summary of past legislative efforts regarding prescription data
- Growing trend in states trying to enact legislation
- Overview of major federal efforts to protect prescriber information

John Patrick Oroho, Partner, Porzio, Bromberg & Newman

Mr. Oroho is a principal of Porzio, Bromberg & Newman in the Pharmaceutical Marketing and Sales Compliance and Litigation Department. His practice is concentrated in the areas of regulatory compliance and litigation with respect to the Prescription Drug Marketing Act ("PDMA"), Anti-kickback statute, False Claim Act and Medicare and Medicaid fraud and abuse. Mr. Oroho previously served as Senior Vice President and General Counsel for the PDMA Alliance, a national trade association focused on sample distribution and pharmaceutical marketing and sales compliance. He continues to act as outside counsel to the PDMA Alliance.

9:15 AMA Update on the Prescription Data Restriction Program

The AMA implemented their Physician Opt-Out program on July 1, 2006. The rules allow the industry to retain access to prescriber data for most purposes, but they require companies to police their own sales forces. This presentation offers attendees an opportunity to gain insight into the AMA expectations for the opt-out policy. Hear about the progress of the opt-out program and how this program has affected the pharma industry.

- Explore strategies for proper interactions with physicians that have chosen to participate in the opt-out program
- Learn expectations regarding the physician opt-out program moving forward

Speaker TBD

10:15 Networking and Refreshment Break

LEGISLATIVE PANEL

10:45 The Legislative Point of View — Evaluate How Different States Approach Data Confidentiality

Recently, there has been a great deal of legislation proposed in support of restricting prescription data for marketing purposes. Although on the federal level, the Prescription Privacy Protection Act of 2006 did not become law, there has been no shortage of efforts on the state level regarding legislation protecting prescribing data confidentiality. Attendees have the opportunity to hear directly from the states on their efforts to protect the privacy of prescription data.

Moderator:

Paul Harrington, Executive Vice President, Vermont Medical Society

Panelists:

Dan Foster, West Virginia State Senate

Cindy Rosenwald, New Hampshire State Representative

Shana K. Phares, Acting Pharmaceutical Advocate, Office of

Governor Joe Manchin III, West Virginia

11:45 *Networking Luncheon*

PRESCRIBER PANEL**1:00 Understand Prescribers' Concerns about Commercial Use of Their Data**

It is critical for pharma to hear from prescribers regarding their concerns about the Opt Out Program in order to understand how the use of their data impacts the way prescribers practice medicine. Additionally, pharma can come to a consensus with the prescribing community on how to handle data. In this panel, hear first hand about prescribers concerns on using their data for sales and marketing purposes and how the industry can work with them to develop appropriate methods of communication.

- Determine how prescribers view the use of prescriber data for sales and marketing purposes
- Learn how to change the dynamic between prescribers and the pharma industry:
 - * move to "the same side of the table"
 - * overcome the adversarial relationship that some prescribers have toward pharma reps
 - * learn alternative methods for communicating with prescribers

Moderator:

Noah S. Scheinfeld, M.D., JD, FAAD, Assistant Professor, Department of Dermatology, Columbia University; Director of Consultation Service, Department of Dermatology, Beth Israel Medical Center, St. Luke's Roosevelt Hospital Center

Panelists:

Lawrence Herman, MPA, RPA-C, Assistant Professor, New York Institute of Technology

Jan Towers, Ph.D., NP-C, CRNP, FAANP, Director of Health Policy, American Academy of Nurse Practitioners

Marc Sadowsky, M.D., President, New Hampshire Medical Society

PANEL DISCUSSION**2:00 California Medical Association and IMS Health's Program for Physicians Who Did Not Choose the AMA Opt-Out**

The California Medical Association (CMA) and IMS Health have collaborated together to form a program available to physicians who chose not to participate in the AMA's opt-out program. This particular program gives those physicians who do not participate in the opt-out program, access to see their own data, comparative data and educational material that will focus on prescribing for common diseases and categories of medications that are heavily prescribed. This panel discusses the issues, effectiveness and anticipated results of the CMA and IMS Health's program.

Moderator:

Steve Chick, Senior Vice President, Aptilon Health

Panelists:

John Patrick Oroho, Partner, Porzio, Bromberg & Newman

Laurie Chipman, Senior Consultant Health and Life Sciences, Knightsbridge Solutions LLC

Rob Nauman, Principal, BioPharma Advisors

3:00 Close of Conference

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