



China Outcomes Research & Evidence Based Medicine
March 30-31 2012
Shanghai International Convention Center, China



To Whom It May Concern:

The 2nd China Outcomes Research and Evidence-based Medicine (CORE) Summit, co-sponsored by Chinese Medical Doctor's Association (CMDA) and Vitalstrategic Research Institute (VSRI), will be held in Shanghai International Convention Center On March 30th and 31st, 2012. CORE Summit is the only venue in China that's dedicated to outcomes research, comparative effectiveness research, health technology assessment, value based health management, and eHealth.

I. Trends and Opportunities

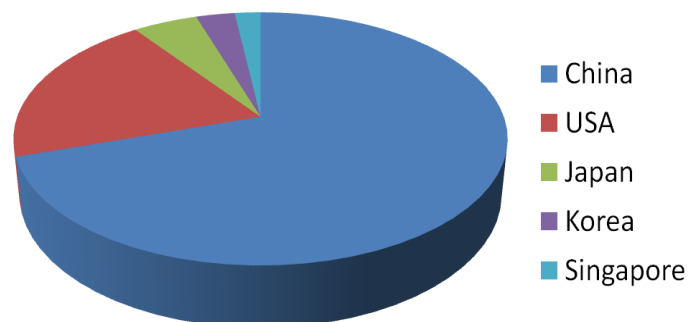
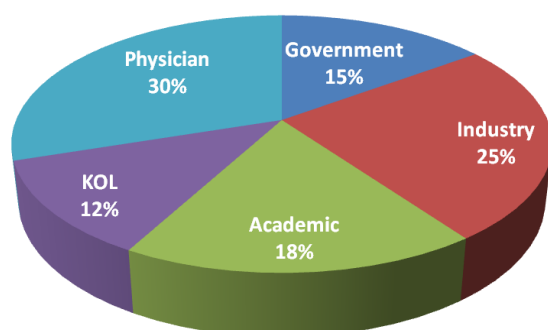
Internationally, the healthcare community has been showing growing interest in real world outcomes research and integrated health care management. While the safety and efficacy of a medical product are usually assessed in randomized controlled trials (RCTs), real world outcomes research has been deemed to be an effective way to define the clinical and cost effectiveness of a medical intervention in the setting of large patient population. Currently, several trends in healthcare have been observed in China:

- Clinical experts are demanding more data on comparative effectiveness studies and patient reported outcomes studies;
- Social health insurance agencies and commercial health insurance companies are increasingly demanding evidence of medical pathways in the process of reimbursement;
- China Ministry of Health and SFDA are strengthening post-market safety monitoring of medical products;
- Most health professionals in China have accepted the concept of evidence-based Medicine, and are demanding more data on the effectiveness and safety of medical products on Chinese patient population.

II. Participants of 2011 CORE Summit

Participants of the First CORE SUMMIT in March 2011 included officials and experts from FDA (US), NICE (UK), MOH (China), Social Insurance offices, as well as clinicians and leaders from industry.

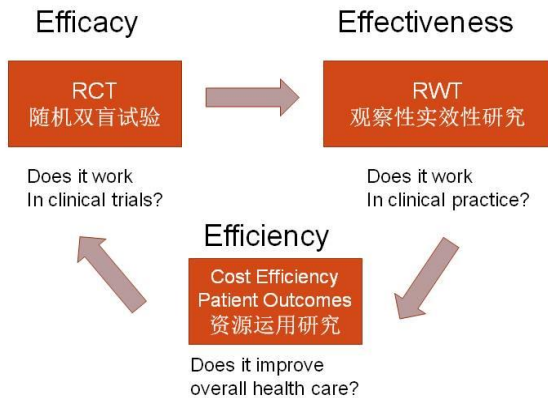
Distribution of Participants of the First CORE SUMMIT in March 2011



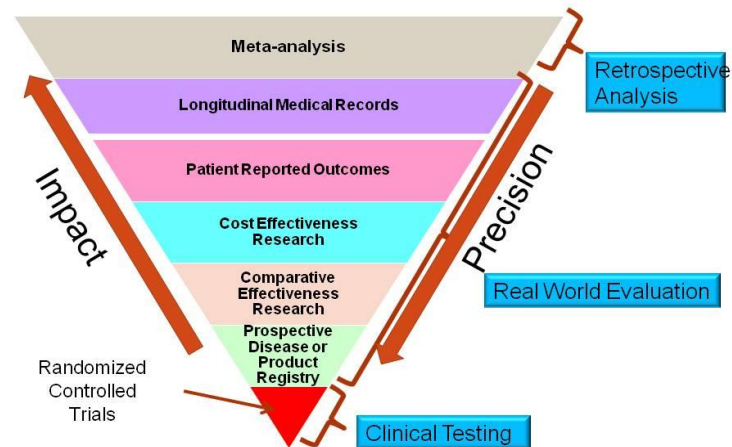
III. Topics of 2012 CORE Summit

Many new and insightful topics have been planned for the 2nd CORE Summit in 2012, including ones that will be related to clinical effectiveness, value based cost effectiveness, healthcare management, and digesting evidence in evidence-based medicine.

The Circulation Between Efficacy and Efficiency



The Hierarchical of Medical Evidence



The CORE summit will be a conference of high business value as well as high scientific value. This event provides a unique platform for sponsors to interact with the stake-holders from government, medical community, academic and research organizations. It represents a good opportunity for sponsors to demonstrate and solidify their commitment and leadership in evidence-based medicine and marketing in China. You are cordially invited to be a sponsor for this event.

IV. Sponsorship & Exhibition Options

- Platinum conference sponsor - \$50,000
 - Receive one prime exhibition space, one page summary in program, banner and logo display, logo and statement on meeting website, 4 free registrations.
 - Receive an invitation to host a planetary session
 - Receive an invitation for a keynote speaking opportunity
 - Receive an invitation to an special event to meet with selected stake-holders
 - Design and distribution of conference portfolio
- Gold conference sponsor - \$10,000
 - Receive one exhibition space, one page summary in program, banner and logo display, logo and statement on meeting website, 2 free meeting registrations
 - Receive an invitation for session leader speaking opportunity
 - Design and distribution of conference pens & pads

- Special session sponsor - \$5,000
 - Receive half page summary in program, logo and statement on meeting website, one free registration
 - Receiving a session speaking opportunity
- Sponsor for young investigator awards- \$1,000
 - Receive half page summary in program, logo and statement on meeting website
 - Speech opportunity at award ceremony
- Evening Gala sponsor - \$8,000
 - Receive one page summary in program, logo and statement on meeting website, one free registration
 - Receive an opportunity to speak during the evening gala.
 - Receive an exhibition space in the venue of the evening gala
 -
- Lunch sponsor - \$3,000
 - Receive half page ad in program, logo and statement on meeting website, one free registration
 - Receive an exhibition space in the venue in the lunch place for the two days.

Exhibition:

- \$4,000 per exhibition space. Good opportunity to demonstrate your leadership in evidence-based medicine and outcomes research.
- Receive half page summary in program, logo and statement on meeting website
- Receive one free registration

V. Registration

Registration fee will cover the following:

- Admission to all sessions and exhibitions
- Morning and Afternoon coffee breaks during both days
- Lunch during both days
- Evening gala on the first night
- Program book
- On line access to speakers' presentations for 3 months

For CMDA members (registered physicians), all participating physicians are eligible to receive CME credit upon completion and submission of the CME CREDIT REQUEST FORM.

Please see the online Registration procedures and download Registration Form at www.CORESUMMIT.org.

VI. Abstract Submission

New for the 2012 CORE Summit, there will be an oral presentation session allowing researchers to share the highlight of their research findings in outcomes research, epidemiology, cost effectiveness research, comparative effectiveness research, healthcare management, personalized care, and patient reported outcomes. For more detailed submission rules, please visit www.CORESUMMIT.org.

VII. Contact

Exhibition spaces will be limited. Potential sponsors and exhibitors please contact :

Ms. Ketty Xu
CORE Summit Coordination Center (Shanghai, China)
VitalStrategic Research Institute
445 Jiangning Road, Suite 16D, Shanghai, China 200041
Tel: +86 21 6271 5538
Fax: +86 21 6271 5668
Email: kettyxu@coresummit.org

or

Mr. ZiHao Xu
CMDA contact office
11 Dongzhimengwai XinZhong Street, Beijing
Tel: +86 10 64175040
Fax: +86 10 64175117
Email: xuzihaocmda@163.com