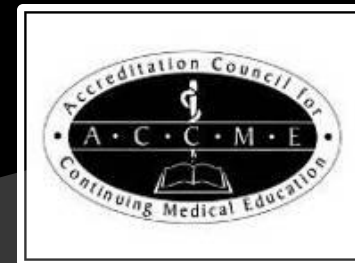


INFORMATION ON: PARADIGM MEDICAL COMMUNICATIONS , LLC

Who We Are

- Paradigm Medical Communications, LLC is an award winning, medical education company that develops medical education activities with research-based needs assessments, that are innovative, well designed, and well-executed, and that are continuously monitored to facilitate ongoing improvements.
- Paradigm Medical Communications, LLC is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. Our 4 year reaccreditation was completed in 2009.



Mission Statement

Paradigm Medical Communications' mission is to provide educational initiatives designed to bridge identified professional practice gaps of physicians and other healthcare professionals.

Paradigm Medical Communications

- ACCME accredited provider with 4 year accreditation (2009)
- Won ACME award - **Outstanding CME Collaboration**
- Utilizes senior staff in program planning, development, and execution
- Collaborated with and has long standing, solid relationships with many highly regarded institutions/ organizations across the country
- Well respected by key opinion leaders in a variety of therapeutic areas
- Expertise in both clinical and non-clinical barriers to care education



Experience with Grantors



Otsuka

Otsuka America Pharmaceutical, Inc.



Bristol-Myers Squibb



For further information concerning Lilly grant funding visit www.lillygrantoffice.com

DERMIK®

A business of sanofi-aventis U.S. LLC



ImClone Systems

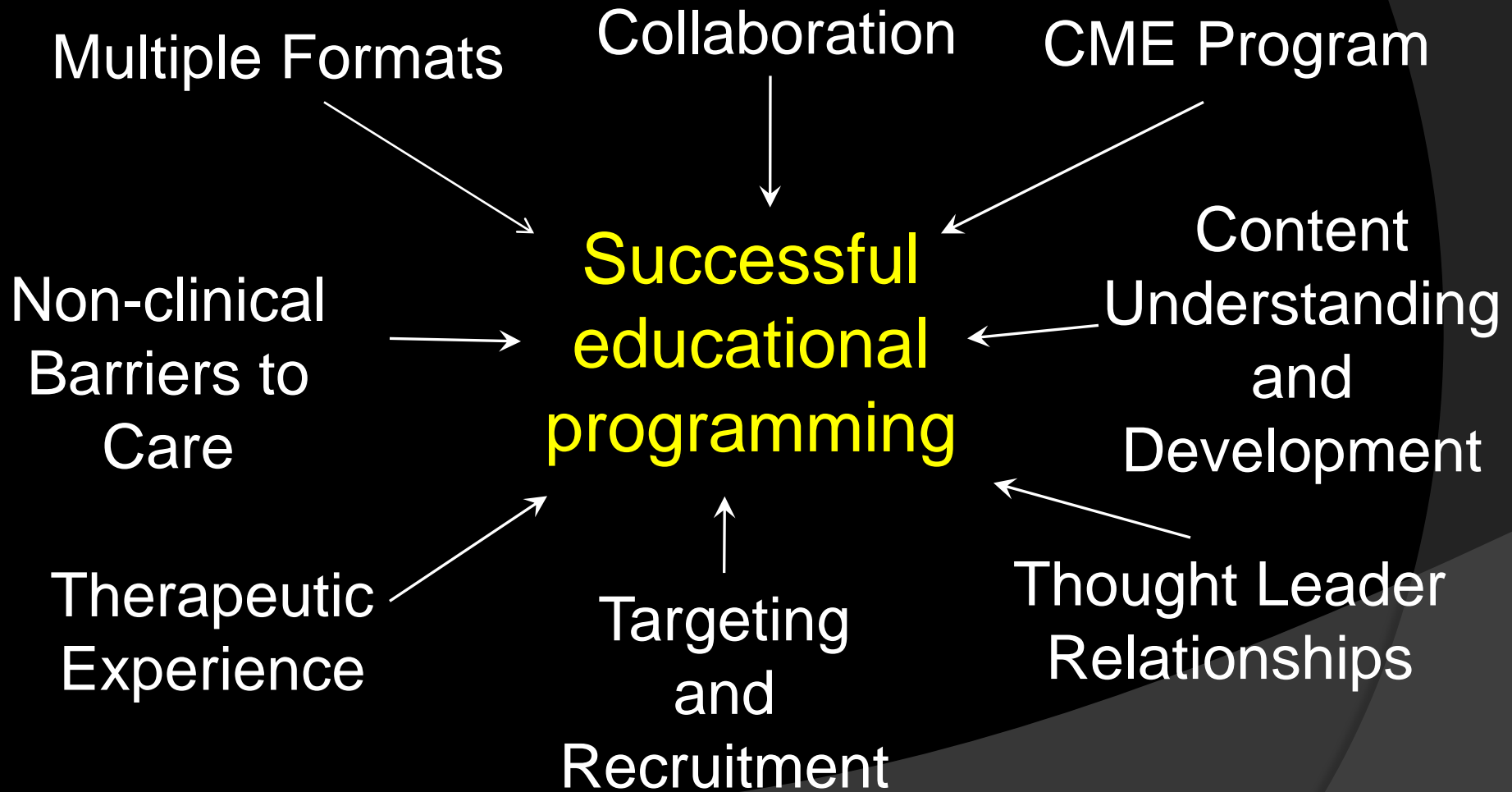
a wholly-owned subsidiary of Eli Lilly and Company



MERZ AESTHETICS™



Areas of Expertise for Successful Educational Programming



CME Program

Paradigm is defined by the strength of our CME Program and results from:

- Excellent medical expert relationships
- Understanding learner identified barriers
- Ongoing program assessment and resulting changes
- Continuing professional development of our staff
- Best practices in compliance

Needs Assessment, Evaluation and Outcomes

- Paradigm utilizes interviews, surveys, literature review, research
- We utilize learner evaluations, including:
 - Pre-meeting or registration survey
 - Case-based scenarios/Audience Response System
 - Evaluations & follow-up surveys
- We integrate ongoing evaluation in all activities
 - Helps in program improvement, planning future initiatives, and in reporting to collaborative partners

The image shows a screenshot of the CME Almanac website. At the top, it says 'ALLIANCE OF CME The International Association of CME Professionals' and 'Almanac'. Below that, it says 'VOLUME 29, NO. 4 A Monthly Member Benefit of the Alliance APRIL 2007'.

The main content is a 'Frances Maitland Memorial Lecture' by Pamela Spencer, MD. The text discusses her experiences with CME and the importance of learning from others. It includes a section titled 'A New Look At Mentoring'.

At the bottom of the screenshot, there is a survey interface with two pie charts. The first chart shows the results for question 79: 'What are important considerations regarding clinical data evaluation?'. The second chart shows the results for question 97: 'Which statement regarding built A clinical profiles is true?'. The survey interface includes a table of questions and responses, and a sidebar with navigation options like 'HOME', 'ABOUT', 'CONTACT', and 'FAQ'.

Question	Response	Percentage
79. What are important considerations regarding clinical data evaluation?		
80. How fast does it start to work and how long it...	0	0%
81. How safe is it for single and repeat treatment...	0	0%
82. Which factors influence the dosing?	0	0%
83. All of the above	20	100%
84. Totals	20	100%
97. Which statement regarding built A clinical profiles is true?		
98. They are the same	1	7.69%
99. They are slightly different	13	84.62%
100. They are very different from each other	0	0%
101. Uncertain of their relative clinical profiles	1	7.69%
102. Totals	15	100%

Best Practices in Compliance

- We identify, resolve and disclose conflicts of interest (COI)
- We ensure independence of CME activities through
 - Peer review
 - All faculty must review the National Faculty Education Initiative (NFEI)
- Our ongoing program evaluation focuses on:
 - Content
 - Faculty
 - Ongoing needs

Therapeutic Experience

Paradigm has experience in the following areas:

Aesthetic Medicine

Anticoagulants

Infectious Disease

Antibiotics

Antifungals

Cardiovascular

ACS

Arrhythmia

Hypertension

CHF

Lipids

Restenosis

Stenting

Dermatology

Eczema

Skin equivalent

Gastroenterology

Acid suppression

Constipation/pain

Hyponatremia

Metabolic

Obesity

Diabetes

Nephrology

Hyperphosphatemia

Organ rejection

Anemia

Neurology

ADHD

Psychosis

Wakefulness

Migraine

Parkinson's disease

Multiple Sclerosis

Stroke (Ischemic and ICH)

Oncology

Melanoma

Bladder cancer

Hematologic malignancies

Head and neck cancer

Kidney cancer

Prostate cancer

Breast cancer

Lung cancer

Upper GI malignancies

Osteoporosis

Pain

Opioids

SSRA

Respiratory

Asthma

COPD

Rheumatology

Urology

BPH

ED

OAB

Content Understanding and Development

- We have the scientific expertise combined with the editorial ability to transform it into “learnable” concepts
- We utilize the principles of adult learning
- We include interactivity whenever possible
- We focus on case-based reinforcement



Thought Leader Relationships

- The faculties that we work with are thought leaders who understand the subject matter and who excel at education.
- Our faculties responds to our approach, which is first class scientifically, editorially, and tactically.
- Our faculties trusts us
- Our faculties want to continue to work with us

Non-Clinical Barriers to Care Expertise

Not all barriers to care are clinical. We have additional expertise in:

➤ Practice management

- Understanding of the specific practice management information needs of health care providers and methods to increase efficiency so as to improve the delivery of quality health care
- Insight into the numerous compliance areas, including reimbursement, Medicare, HIPAA, CLIA and coding compliance
- Career planning expertise to help physicians get started in medical practice

➤ Health care quality

- Understanding of how to build a successful medical practice by demonstrating the delivery of quality health care
- Insight into the issues unique to Senior Care, including improving healthcare quality, while managing costs
- Understanding of the health care quality issues specific to pharmacy practice, including design of quality initiatives and how health plans, physicians, and pharmacists can and are working together to improve health care quality.



Targeting and Recruitment

- There are differences between specialties and subtle differences between subspecialties and they must be approached appropriately
- We know how to effectively target through
 - Leveraging of thought leader relationships
 - Thorough understanding of the specialties involved
 - List research and analysis
 - Specialty societies
 - Institutional lists
 - Effective recruitment techniques including both
 - Non-personal approaches
 - Personal approaches

Expertise in Multiple Formats

To successfully and thoroughly teach all individuals with the most effective educational method for them.

Paradigm has expertise in:

➤ **Live activities**

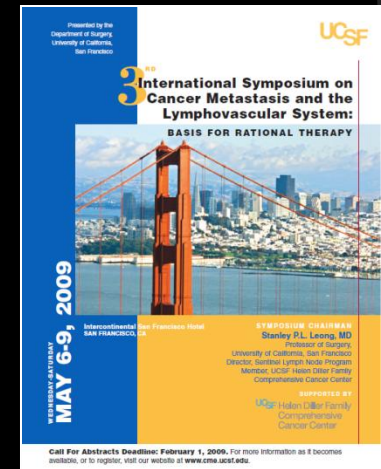
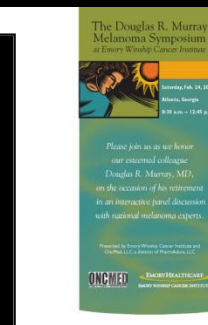
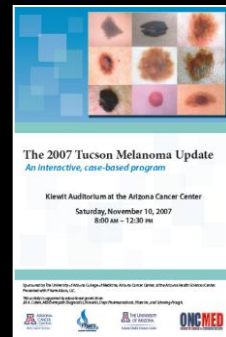
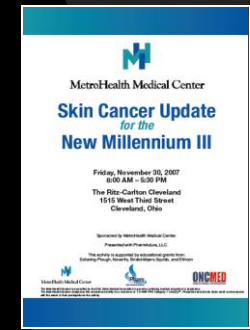
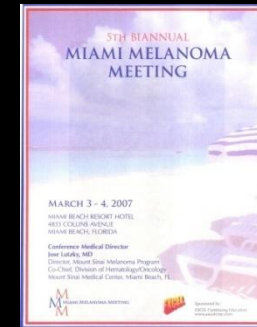
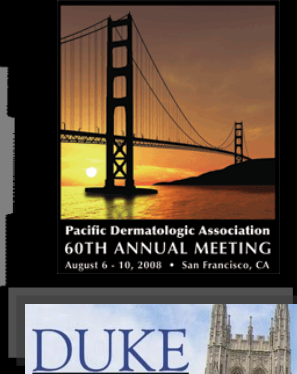
- Large meetings (freestanding and associated)
- Small meetings
 - Workshops
 - Hospital-based meetings (grand rounds, resident/fellow meetings)

➤ **Enduring activities**

- Electronic
 - DVD, CD
 - Websites
 - Webinars
- Printed materials
 - Case-based publications, meeting synopses, etc

Ability to Collaborate Paradigm excels in collaboration

- ACME Award for Collaboration
- Societies
 - AAD/Sulzberger Institute
 - SF Dermatology Society
 - Pacific Dermatology Society
- Institutions/Thought Leaders
 - University of Miami
 - Emory University
 - MetroHealth
 - Stanford University
 - University of Arizona
 - Duke University
- Int'l Sym. on Cancer Mets & the Lymphovascular System
- Patient Advocacy Groups
 - Valerie Guild
 - Aim At Melanoma
 - Melanoma 360
- DOD



Academic Partnerships

- University of Pittsburgh Medical School
 - M. D. Anderson Cancer Center
 - University of Alabama at Birmingham
 - University of Kentucky
 - University of Cincinnati
 - Massachusetts College of Pharmacy
 - University of Michigan
 - University of Medicine and Dentistry of New Jersey
 - University of Arizona
 - University of Pittsburgh School of Nursing
 - University of Wisconsin School of Pharmacy
 - American Nephrology Nursing Association
 - Ernest Mario School of Pharmacy
 - Mt. Sinai School of Medicine
 - University of North Carolina Eshelman School of Pharmacy
 - University of Nebraska Medical Center College of Nursing
 - Albert Einstein College of Medicine
- Paradigm is an ACCME® Accredited Provider



Academic Provider Testimonials

UPMC | University of Pittsburgh
Center for Continuing Education in the Health Sciences

This project included very aggressive timelines...all project deliverables have been achieved by the timeline established....the project was quite complex and required coordination of multiple educational methodologies in addition to a large multi-disciplinary planning group....I find their communication and knowledge of medical education to be outstanding – Rebecca Zukowski, CME Director, University of Pittsburgh Medical Center

THE UNIVERSITY OF TEXAS
MD ANDERSON
CANCER CENTER

Memorandum

By any measurement, Surgical Management of Melanoma was the best symposium I have ever worked on, and I began working on these types of programs approximately 8 years ago – Joan Schauer, CME Director, M. D. Anderson Cancer Center

attached are the miscellaneous expenses I incurred in New Orleans. If you need additional information, please let me know.

Questions?
Contact us at
845-398-5100

Thanks