

2016 Annual Report

Message from the CEO

"Over the past year we have committed ourselves to modernize our image, outlined a new strategy toward health solutions, and improved marketing efforts to promote Wisconsin and the impact of our industry. We have demonstrated to you an energy and commitment to elevating Wisconsin's biohealth industry. Although BioForward is the collective voice of our industry, we depend on all of you to actively participate in issues important to our industry's vitality to be successful.

We must unite behind this vision of making Wisconsin a leader in integrated health solutions, so we can continue to be a powerful force in this state and our nation. 2016 was a fantastic year for our industry and we look forward to helping you have an even more successful 2017. "

- Lisa Johnson, CEO of BioForward

About BioForward

BioForward serves as the voice of the Wisconsin biohealth industry, representing over 200 members who develop health solutions in the biosciences, digital health, medical devices, diagnostics and biomanufacturing. BioForward is committed to providing value to our members through educational and networking events, legislative advocacy, and our select savings program. We have the vision and resources to grow Wisconsin's companies, developing integrated health solutions that define the future of healthcare.

Get to Know BioForward:

- BioForward's fiscal/membership year is April 1 through March 31 of the next calendar year.
- BioForward has offices in both Madison and Milwaukee, and represents the industry state-wide.
- BioForward is a 501(c)(6) membership-based organization that exists to serve its members and further their interests.
- BioForward was founded in 1987, as the Wisconsin Biotechnology Association.

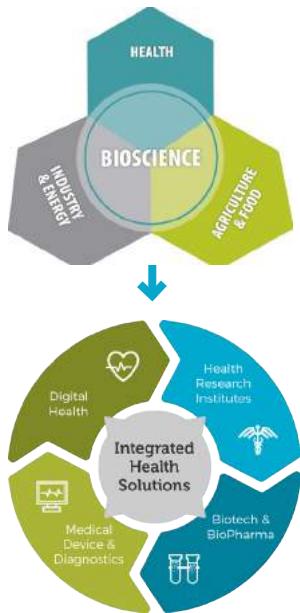
Milwaukee Expansion and Outreach

BioForward expanded its reach in 2016 to further support companies in the Greater Milwaukee area by opening its first satellite office at the UWM Innovation Accelerator, demonstrating our commitment to Milwaukee and statewide industry support. In addition, BioForward welcomed Mike Harrison, MD, PhD to the team as the Southeast Business Development Manager. Mike is a physician/scientist with over 10 years of experience in the field of biomedical science. We also hosted a number of Milwaukee events and partnered with various Milwaukee-based organizations throughout the year.



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Telling Wisconsin's Story



Over the past year, BioForward dedicated itself to telling the story of the Wisconsin biohealth industry by revamping our brand and logo, and defining how biohealth represents Wisconsin's strengths. We led this effort with a new website, promotional video, and marketing efforts highlighting state-wide events, resources for our members, and Wisconsin companies.

We focused our 2016 initiatives on defining biohealth and its place in Wisconsin. Biohealth is the intersection of the biosciences, digital health, medical devices, diagnostics, and biomanufacturing. This key component has served as a catalyst representing the changes in both BioForward and our industry. In 2017, BioForward will continue to work hard to promote the Wisconsin biohealth industry and will launch a number of campaigns in support of this initiative.

A new web page will launch in 2017, promoting the strength of Wisconsin and highlighting biomanufacturing, state collaborations, the economic impact of the industry, and the high quality-of-life Wisconsin offers. Additional efforts include new membership structuring, new web pages, and increased digital presence.

Promoting the Wisconsin Biohealth Industry

BioForward expanded the variety and location of their events in 2016, offering new opportunities for members to get involved and collaborate. We rolled out our speaker and educational series events where attendees had the chance to learn about industry trends, innovation happening in Wisconsin, and more.

Highlighted Events

- Wisconsin Biohealth Summit** – The focus of this year's annual summit was showcasing the convergence of the different industry sectors and what Wisconsin has to offer. The event hosted over 300 attendees as well as a series of panel discussions, keynote speakers, breakout sessions, and the 2016 Wisconsin Biohealth Awards presentation.
- BioForward Speaker Series** – BioForward hosted a number of breakfast and afternoon speaker events featuring speakers that highlighted Wisconsin's strengths, collaborations within the state, and industry success stories.
- Milwaukee Entrepreneurship Educational Series** – In 2016, BioForward hosted their first Milwaukee event. The event proved to be successful with over 50 attendees who had the chance to collaborate over an open-table discussion on topics related to entrepreneurship in Wisconsin.
- Annual Meeting** – Rachel Roller, Senior Vice President of Community and Government Relations at Aurora Health Care, covered the current legislative state of healthcare in Wisconsin and made post-election predictions to keep companies informed of potential changes to the Affordable Care Act.
- Thermo Fisher Customer Appreciation Lunch** – BioForward teamed up with Thermo Fisher to host the first customer appreciation lunch including vendors, local food carts, and games for our members and their employees to enjoy.



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Serving as the Voice of the Industry - Legislative Advocacy

BioForward worked diligently to educate our members, the public, and our state and federal legislators about the significant economic and social impact of the biohealth industry in Wisconsin.

In 2016, we hosted advocacy events featuring Wisconsin legislators and also updated our own members and the public on current legislative efforts. We enhanced our website to keep our members better informed on key legislative initiatives. BioForward also supported a number of federal and state efforts throughout the year including:



State

- **Protect and Enhance Wisconsin's Research Community.** Throughout the 2015-17 state legislative session, BioForward worked diligently with our partners in the Cures for Tomorrow Coalition to prevent legislation from passing that would ban research using fetal tissues and cells from being conducted in the State of Wisconsin. Our work to prevent this legislation continues into the 2017-18 legislative session.
- **Promote Policies that Support Economic Development in the Biohealth Sector.** Support for innovation through economic development initiatives is an important issue for BioForward. Accordingly, BioForward worked with Senator Alberta Darling and Representative Adam Jarchow on economic incentives for industry clusters during the 2015 legislative session. Work on this legislation continues into the 2017-18 session.
- **Support for UW-Madison and the University of Wisconsin System.** A strong and vibrant university educational and research community is an essential part of a strong and vibrant biohealth economy. Accordingly, BioForward's advocacy program continually supports a well-funded UW-Madison and UW System budget. We worked along side the university during the 2015-17 state biennial budget process and we will again during the 2017-19 biennial budget process to encourage the legislature and the Governor to support these institutions.

Federal

- **Senate and House Pass 21st Century Cures Act.** Proactive communications with federal legislators to pass this bi-partisan legislation containing key elements for funding the NIH and Next Generation Researchers.
- **BIO Fly-In.** BioForward participated with BIO and other state associations for a legislative day April 2016, Washington D.C. We met with Wisconsin congressional offices focusing on biohealth issues such as NIH and FDA funding support, protecting Medicare Part D, medical device tax, targeting abuses of U.S. patent system, and support to the Fostering Innovation Act.
- **Variety of Support to BioForward Member Companies**
 - We reinforce the issues outlined above through ongoing letters of support.
 - We supported S. 1767, the Combination Product Regulatory Fairness Act which would lead to a streamlined pathway for FDA approval of new products.
 - We supported H.R. 160 which would repeal the Medical Device Excise Tax with subsequent support to Representative Ron Kind of Wisconsin for his sponsorship of the Protect Medical Innovation Act of 2017

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Wisconsin Biohealth Awards

In 2015, BioForward launched the tradition of annually recognizing scientific and business achievements in the biosciences. Our recipients in 2016 captured Wisconsin's broad impact on global human health. Additionally, their scientific and business contributions have had a significant impact on Wisconsin's economy.

2016 Hector F. DeLuca Scientific Achievement Award: Dr. James Thomson

Dr. James Thomson has conducted pioneering work on the isolation and culture of human pluripotent stem cells -- undifferentiated cells that can proliferate without limit and have the ability to become any of the differentiated cells of the body. Dr. Thomson directed the group that reported the first isolation of embryonic stem cell lines from a nonhuman primate in 1995. This work led his group to the first successful isolation of human embryonic stem cell lines in 1998. In 2007, Dr. Thomson's lab reported (concurrently with Dr. Shinya Yamanaka) the first isolation of human induced pluripotent stem cells.



2016 Wisconsin Biohealth Business Achievement Award: Ralph Kauten

Ralph Kauten serves as Chairman and CEO of Lucigen Corporation. He also serves on the Boards of Directors and Advisory Boards for companies in the biotechnology, healthcare, banking and manufacturing industries. Mr. Kauten has been instrumental in incorporating commercial thinking and direction in collaboration with scientific teams. He has helped shape the purpose, vision, values, and strategy for a number of Wisconsin biotechnology companies.



Providing Value to Our Members

In 2016, BioForward invested in growing our select savings program to provide our members with the best discounts and incentives available on high quality products and services. We've already improved UPS and Fisher Scientific pricing for BioForward members in 2017. New select savings providers were added to the program, including AirGas, Office Depot, and ShareVault. Keep an eye out for new data center service and facility service vendors in the near future!



Exclusive Fisher Scientific Contract -- BioForward and Fisher Scientific have partnered to provide our members the best pricing and rebates on all Life Science Group products. Visit www.bioforward.org/select-savings/ to learn more!



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- **Emily Bauer**, WARF, Licensing Manager

BioForward Staff

Lisa Johnson

CEO
ljohnson@bioforward.org

Brian Moeller

Operations Manager
bmoeller@bioforward.org

Kate Rodgers

Marketing Manager
krodgers@bioforward.org

Mike Harrison

Business Development Manager
mharrison@bioforward.org



Thank you for being a member of BioForward and we look forward to working with you to make 2017 a highly successful year!



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Thank you to BioForward's 2016 Medallion Members!



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