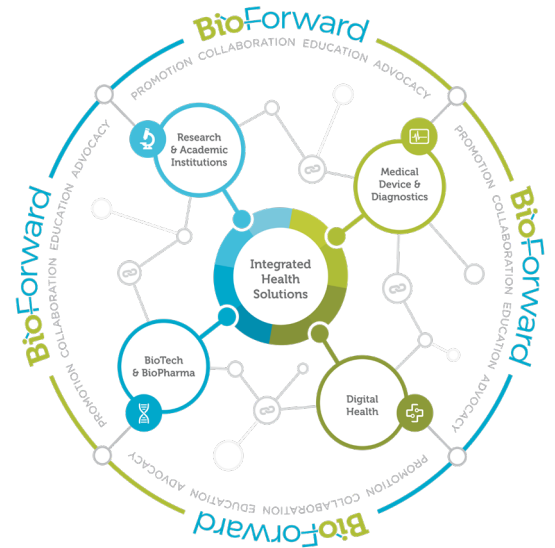


The collective voice of Wisconsin's robust and comprehensive biohealth cluster, representing member organizations across an integrated network of health solution leaders.

- research institutions
- **biotech and biopharma**
- digital health
- medical device
- diagnostics

### A significant benefit of BioForward Membership is our strong state advocacy program.

Our state advocacy program is guided by our members.



#### Advocacy Program

**Wisconsin's Independent Voice-- advocating to strengthen Wisconsin's Biohealth Industry.**

Public policy plays a critical role in biohealth industry success. BioForward is seen as a trusted resource, representing both Wisconsin and global biopharma companies on Wisconsin legislative matters.

BioForward works actively to:

- Shape state and federal policy through education and engaging with policy makers
- Collaborate with legislators, industry, and research institutions on critical biohealth issues and initiatives
- Monitor and inform members about legislation that will impact our industry
- Educate members about how they can be engaged in public policy
- Provide essential data to decision-makers on the economic benefit of Wisconsin's biohealth industry

[bioforward.org/advocacy/](http://bioforward.org/advocacy/)

#### BioForward's Legislative Representation is Led By

##### Jordan Lamb at DeWitt LLP

The DeWitt law firm is comprised of a robust team of more than 120 attorneys and offers experience across more than 30 areas of law. The Madison, Wisconsin-based firm also has offices in Brookfield, Green Bay, and Minneapolis, Minnesota. DeWitt has earned national recognition by U.S. News Media Group and also Best Lawyers®, where it has been ranked a First Tier Law Firm in more than 20 areas of law.

Jordan Lamb leads the DeWitt Government Relations Practice Group for Wisconsin. Jordan's law practice focuses on government relations and administrative law. Jordan assists BioForward with making critical connections between business and Wisconsin state government and in seeking regulatory decisions from Wisconsin state agencies. Her clients are from diverse industries including agriculture, biohealth and business.



#### Sample Members We Represent

abbvie

Genentech  
A Member of the Roche Group



GlaxoSmithKline



SANOFI



#### Partners





*BioForward Wisconsin's mission to grow Wisconsin biohealth companies and unite the industry to develop integrated health solutions that define the future of healthcare is a leading force in our advocacy efforts. As an organization, we believe that improving and saving lives IS NOT a partisan issue. We work within the whole political spectrum to serve our companies and advocate for the best outcomes for patients. We champion those parties and policies that support patients and the medical technologies that save lives.*

-Lisa Johnson, BioForward CEO



[bioforward.org/advocacy/](https://bioforward.org/advocacy/)

## Meeting Member Needs By:

### Being a Trusted Resource –

#### BioForward Builds Relationships

Effective lobbying in any environment requires in-person connections. BioForward's legislative counsel and CEO both have extensive and long-term relationships with legislators, legislative staff, agency leaders and agency staff. This allows us to have exceptional access to officials and legislators. We also strive to build stakeholder connections with other groups or organizations that may share common legislative goals. We work to build strong and diverse stakeholder coalitions to tackle tough legislative issues.

### Involved and Engaged –

#### BioForward's Government Affairs Committee

BioForward's Government Affairs Committee meets monthly to continuously monitor and react to emerging legislation, as well as lead on seeking legislative support for issues of importance or concern to our members. With our legislative counsel, we develop written and verbal messaging that supports our legislative goals and strategic plan. Our committee plans our legislative strategy for our membership that includes meetings with elected and appointed officials, development of all written legislative leave behind pieces, hearing testimony and formal state agency comments.

### Connected to Our Members –

#### Grassroots Participation by Members Has a Broad Geographic Reach

BioForward provides regular and timely communications regarding our legislative and state agency action to our membership. We also encourage our members to bring us issues that may benefit from review and action by our advocacy team. When needed, we call on our large membership base to activate grassroots action on legislative issues of interest or concern. BioForward's membership spans rural areas and urban centers and allows us to connect constituents with a significant percentage of the State Legislature.

Talk to us about how to make your organization's voice heard!  
[membership@bioforward.org](mailto:membership@bioforward.org)

BioForward Wisconsin | 214 N. Hamilton Street, Madison, WI 53703