

## WHY SHOULD YOU JOIN SDPM?

**Access to Potential Corporate Decision Makers  
Diversified Programming  
More Discounted CME  
Colleagues with Different Perspectives**

**Pick up an application today**

**Join at the discounted annual meeting rate  
Through January 31, 2009**

**OR**

**If you know a corporate decision maker who should consider joining SDPM, take an application to them today—earn a free one-year SDPM membership for a referral**

## AADEP/SDPM DIFFERENTIATORS

### AADEP offers

**Accredited AMA PRA Category 1 Credit  
Seat in AMA House of Delegates  
CEDIR  
Fellow Status  
12-15 live annual CME activities**

**Access to Expert Faculty  
1000 member network  
Same quality programming/Fellow status**

### SDPM offers

**Varied education credit  
Access to Corporate Execs  
AADEP CEDIR  
No enhanced credential  
2 annual AADEP jointly  
sponsored specific CME  
activities  
Access to different Faculty  
Expanded network**

**MEMBERSHIP IN BOTH IS YOUR CHOICE  
IT IS NOT MANDATED**