



43 Golden Drive  
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# Physicians Office Resource

Technical Document - PharmaCONNECT

PharmaCONNECT represents the future of healthcare. PharmaCONNECT is a virtual pharmaceutical information exchange that allows on demand interaction between physicians and pharmaceutical company representatives, at the physician's convenience and in real time. The exchange occurs in a product agnostic or neutral environment.

## GETTING STARTED

The following items will need to be provided by you, the customer:

- 1. Company Logo:** This image is the corporate logo for your company. It can be in any of the following formats: .jpg, .gif, .png, .eps, .tif or .bmp. The image dimensions should not exceed **230px wide by 150px tall**. If your logo is larger than this it will be resized proportionately to fit within these dimensions.
- 2. Product Image/Logo:** This image is a high-resolution image of the product or the brand logo. It can be in any of the following formats: .jpg, .gif, .png, .eps, .tif or .bmp. The image dimensions should not exceed **300px wide by 150px tall**. If the image provided is larger than this it will be resized proportionately to fit within these dimensions.
- 3. Product Name:** The name of the product or brand, up to 75 characters in length. This can include alphanumeric characters as well as special characters (trademarks, superscript characters, etc.).
- 4. Product Detail Information:** The following brand information should be included in order to build a more complete detail page: Adult dosing, Child dosing, Adverse reactions, Contraindications, Generic name, How supplied, Indications, Interactions, Pharmacological class, Warnings and Precautions and Therapeutic category.



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**5. Product/Brand Short Description:** When a company name or brand is searched from our website the initial results returned include a *short description* of up to **500 characters**. Please include a short description of your brand and company so this information can be loaded.

**6. Meta Keywords & Meta Description:** If there are any keywords you want associated with your product (i.e. CPT medical reimbursement codes, ICD codes, product relevant words, etc.), please provide them to us and we can associate them to your product/brand. Physicians Office Resource builds additional web pages with your product centric solutions which helps increase your web presence and drive visitors to your product pages. This also helps increase your rankings in the various web search engine results.

**7. *CONNECT* Now Information:** Part of our interactive product features include Call-Ups, Click-To-Chat, Meeting Scheduler, Video Detailing and online e-Sampling.

You can provide as many phone numbers as you want for Call-Ups. This phone number is displayed on the website when a visitor wants to call your company for more information.

The Click-To-Chat feature is a real-time chat tool that allows you to chat with the visitor. A transcript is emailed to you once the online engagement has ended. *This does require that a representative from your company is setup and is online when the visitor wishes to chat with you.*

If a visitor prefers to schedule a meeting at a later time to discuss the specifics of your product, there is an online scheduler that will accommodate this. As with the Click-To-Chat tool, this will require a representative from your company be setup who can receive the meeting requests and respond in kind to the visitor.



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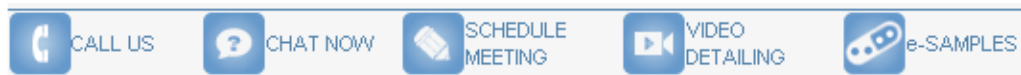
Technical Document - Pharma *CONNECT*

## 7. *CONNECT* Now Information cont...:

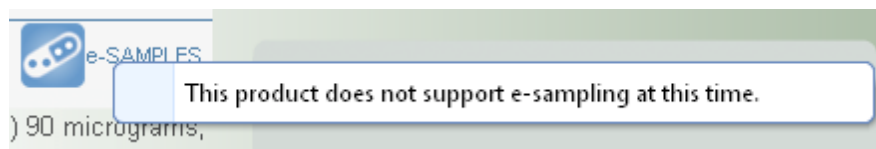
Video detailing allows you to post videos of your product and/or company. Videos are a great way to interact with visitors and provide a rich, multimedia experience for people wishing to learn more about your product.

Videos can be submitted to Physicians Office Resource in a number of formats and they in turn will be converted into a Shockwave Flash Object. There is currently no limit to the number of videos you can post or the size of the video.

Online e-Sampling is a feature whereby Physicians (validated previously by Physicians Office Resource by the doctor's NPI number and other key identifiers) may request drug samples online. Due to the regulations surrounding e-Sampling, Physicians Office Resource will work with you to establish the best way to integrate this solution.



If a particular feature is not available or supported by your company, a message will be displayed and where appropriate the visitor will be re-directed to the Electronic Response Card web page where they can submit their contact information and request additional follow-up by a representative from your company..





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## YOUR ONLINE PRODUCT DISPLAY

Once Physicians Office Resource receives the information outlined previously, our technical implementation team will begin building your site. Information provided is used to set-up keywords for your products; setup company level information; setup company contacts, configure your **CONNECT** capabilities (Online chat, Click-to-Call, Scheduling and Video) and setup other product related elements. Our team then builds the primary areas that visitors will visit to view information about you and your product offering. There are three main areas that visitors interact with your products in:

**1. Initial Search Results:** Visitors search for products and other medical information on our website. If your product or company name is found in the keyword search results, the *short description* is displayed. **The dimensions for the search page allocated to each customer is 865px wide by up to 350px tall.** This initial search result will include the company name, type of company you are (pharma, diagnostics, e-Health, etc.), the brand name, any drug precautions/warnings and the *short description* of the product/brand. There will also be a hyperlink that users can click on to take them to your product detail page.

The screenshot shows a search interface with a search bar containing 'copd' and a 'GO' button. Below the search bar, it indicates that 11 records were returned for the keyword 'copd'. It lists additional keywords included in the search: COPD, COP, and a link to search only for 'copd'. Three search results are displayed, each with a checkmark icon, the drug name, the manufacturer, and a short description:

- DRUG NAME: Combivent**  
Boehringer Ingelheim, Binger Strasse 173, Ingelheim am Rhein, DE  
COPD when a second aerosol bronchodilator is needed. Atropine, soybean, soya lecithin, peanut, or related allergy.
- DRUG NAME: Singulair**  
Merck, One Merck Drive, Whitehouse Station, NJ, US  
Seasonal allergic rhinitis (for patients =2 years old). Perennial allergic rhinitis (for patients =6 months old).
- DRUG NAME: Advair**  
GSK, Stockley Park West, Uxbridge, UK  
Maintenance treatment of asthma in patients not adequately controlled on other asthma-controller medications or whose disease severity warrants initiation of 2 maintenance therapies. Not for treatment of acute attacks or intensive measures of COPD. Concomitant with other forms of salmeterol or formoterol. Severe milk protein sensitivity.



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YOUR ONLINE PRODUCT DISPLAY cont...

2. Pharma *CONNECT* **Detail Page:** When a user clicks on your brand link OR selects the brand from your Company *CONNECT* page, they are taken to a brand page that lists the specific information regarding your brand or product.

The detail page is sectioned into three areas. The top section includes your brand image and company image as well as the name of your company with a hyperlink that can take visitors back to your Company *CONNECT* page. This top section also includes the interactive **CONNECT** features consisting of: Call Us, Click-To-Chat, Meeting Scheduler, Video Detailing, and online e-Sampling. **The top section dimensions are 530px Wide by 235px Tall.**

Directly below the **CONNECT** control is the main product detail section. This includes details about your brand such as the generic name of the drug, indications, contraindications, warning/precautions, dosing and other pertinent information. **The dimensions for this section are 530px Wide. There are currently no height restrictions.**

Located on the right-hand side of the webpage is the Additional Product section. This area is where you can have additional electronic media that showcases your product/brand or company. These can include items such as:

- Powerpoint™ documents
- Adobe Acrobat™ documents
- Video files (\* note videos are converted into Shockwave Flash Objects)
- Links to websites

For other product information you would like added to the website not listed above please speak to your account representative.



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YOUR ONLINE PRODUCT DISPLAY cont...

3. Company *CONNECT* Detail Page: The Company-*CONNECT* detail page is another area where your company and product information is displayed.

Similar to the Pharma *CONNECT* detail page, this page is broken up into three sections. The top section includes your company image as well as the name of your company and your business address. This top section also includes the interactive *CONNECT* features consisting of: Call Us, Click-To-Chat, Meeting Scheduler, Video Detailing, and online e-Sampling. **The top section dimensions are 530px Wide by 235px Tall.**

Directly below the *CONNECT* control is a short summary of your company. Underneath the company summary is a section that lists all of the products/brands that you provide. This product/brand listing section includes the product/brand name, short description and a hyperlink to the brand detail page. **The dimensions for this section are 530px Wide. There are currently no height restrictions.**

## PRODUCT LISTING

Combivent	COPD when a second aerosol bronchodilator is needed.	➤ <b>CONNECT</b>
Flomax	BPH.	➤ <b>CONNECT</b>
Spiriva	Long-term maintenance treatment of bronchospasm due to COPD, including chronic bronchitis and emphysema. To reduce exacerbations of COPD.	➤ <b>CONNECT</b>



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YOUR ONLINE PRODUCT DISPLAY cont...

### 3. Company *CONNECT* Detail Page cont....:

Located on the right-hand side of the webpage is the Additional Product section. This area is where you can have additional electronic media hosted that showcases your product/brands and your company. These can include items such as:

- Powerpoint™ documents
- Adobe Acrobat™ documents
- Video files (\* note: videos are converted into Shock-wave Flash Objects by the Physicians Office Resource technical staff)
- Links to websites

For other product information you would like added to the website not listed above please speak to your account representative.

Request Information	Documents
<ul style="list-style-type: none"><li>▶ Have Company Rep Call Me</li><li>▶ Send More Information</li><li>▶ Send Pricing</li><li>▶ Would Like A Demo</li><li>▶ Order Now!</li></ul>	<p>PDF - Case Study - Birmingham Heart Clinic</p> <p>4 documents.</p>