

## Technical Specifications Document-PharmaCONNECT

<b><u>PharmaCONNECT</u></b>	<p>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.</p>
<b><u>Getting Started</u></b>	<p>The following items will need to be provided by you, the customer:</p> <ol style="list-style-type: none"><li><b>1. Company Logo:</b> 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 <b>230px wide by 150px tall</b>. If your logo is larger than this, it will be resized proportionately to fit within these dimensions.</li><li><b>2. Product Image/Logo:</b> 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 <b>300px wide by 150px tall</b>. If the image provided is larger than this, it will be resized proportionately to fit within these dimensions.</li><li><b>3. Top/Bottom Banner:</b> Can be in any of the following formats: .jpg, .gif, .png, .eps, .tif, or .bmp. The image dimensions should not exceed <b>728px wide by 90px tall</b>. If the image provided is larger than this, it will be resized proportionately to fit within these dimensions.</li></ol>

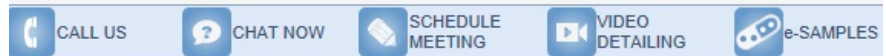
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<p>-pg 2/11-</p>	<ol style="list-style-type: none"><li><b>4. Scrolling Side Banner:</b> Can be in any of the following formats: .jpg, .gif, .png, .eps, .tif, or .bmp. The image dimensions should not exceed <b>300px wide by 150px tall</b>. If the image provided is larger than this, it will be resized proportionately to fit within these dimensions. The scrolling side banner may also include up to 250 characters of product information verbiage.</li><li><b>5. Product Name:</b> The product or brand name may be up to 75 characters in length. This can include alphanumeric characters as well as special characters (trademarks, superscript characters, etc.).</li><li><b>6. Product Detail Information:</b> 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.</li><li><b>7. Product/Brand Short Description:</b> When a company name or brand is searched on 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.</li><li><b>8. Meta Keywords &amp; Meta Description:</b> If there are any keywords you want associated with your product (i.e. CPT medical reimbursement codes, ICD codes, product relevant words, etc.), please provided them</li></ol>
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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 drives visitors to your product pages. This also helps increase your rankings in the various web search engine results.

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



The Call-US feature allows you to provide as many contact phone numbers as you'd like. These phone numbers are 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 feature requires that a representative from your company is set up and is online when the visitor wishes to chat with you.*

Our online Meeting Scheduler accommodates visitors who prefer to schedule a meeting at a later time to discuss the specifics of your product. As with the Click-To-Chat tool, *this will require that a*

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*representative from your company be set up who can receive the meeting requests and respond in kind to the visitor.*

Our Video Detailing feature 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 those interested in learning more about your product. Videos can be submitted to Physicians Office Resource in a number of formats. In turn, they will be converted into a Shockwave Flash Object by the Physicians Office Resource team. There are currently no allowance limits to the number or size of videos you can post.

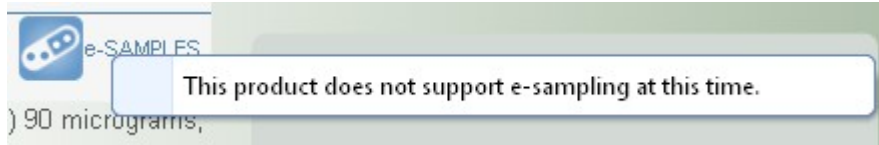
Online e-Sampling is a feature whereby Physicians (validated previously by Physicians Office Resource by the doctor's NPI number and other key identifiers) may request drug samples online. Due to the regulations surrounding e-Sampling, Physicians Office Resource will work with you to establish the best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

If a particular feature is not available or supported by your company, a message will be displayed, and where appropriate, the visitor will be redirected to the Electronic Response Card web page where they can submit their contact information and request

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### Your Online Product Display

additional follow-up by a representative from your company.

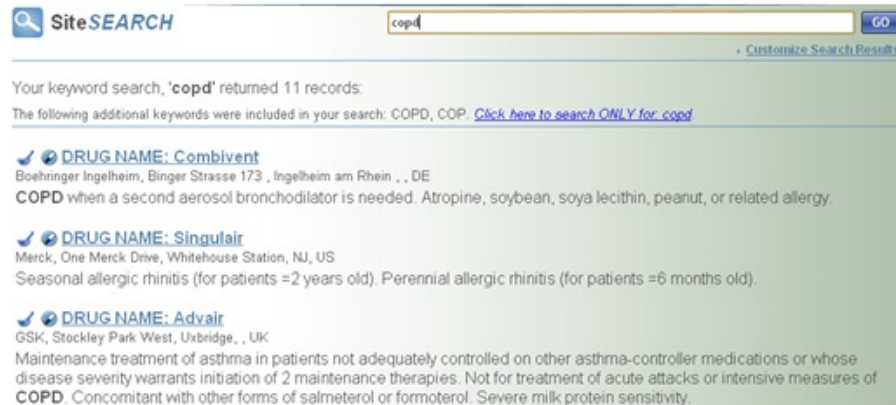


Once Physicians Office Resource receives the information outlined previously, our technical implementation team will begin building your site. Information provided is used to set up keywords for your products, company level information, company contacts, configure your CONNECT capabilities (Online Chat, Click-to-Call, Scheduling, and Video), and to set up 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 onsite in which visitors interact with your products:

- 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 allocated dimensions for the search page are 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

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page.

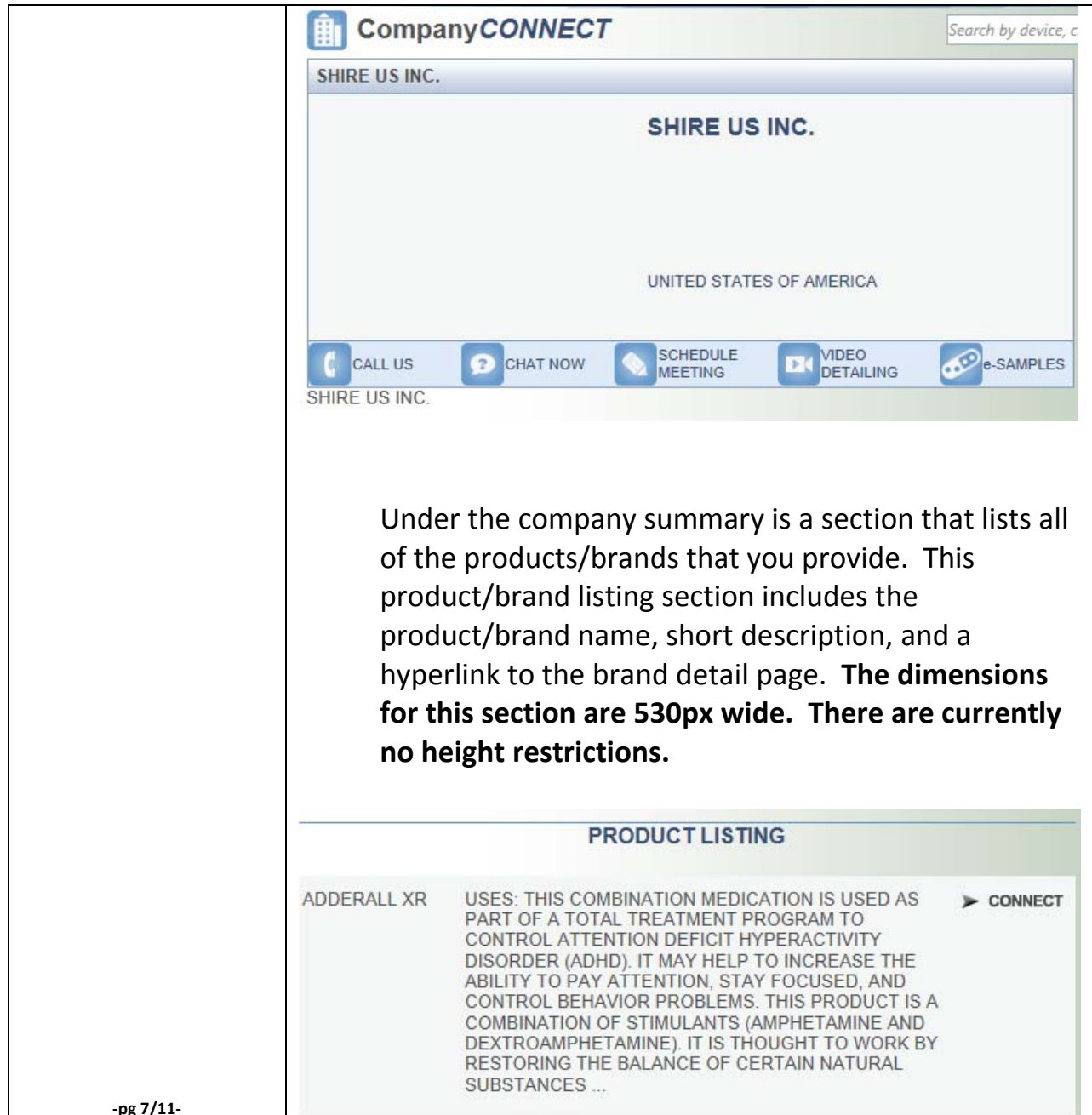


### 2. CompanyCONNECT Detail Page: The

CompanyCONNECT detail page is another area where your company and product information are displayed.

The CompanyCONNECT detail page is broken up into three sections. The top section includes your company image as well as your company name and business address. This 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 beneath the CompanyCONNECT section is a brief summary of your company.

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The screenshot displays the PharmaCONNECT interface for the company SHIRE US INC. The header includes the PharmaCONNECT logo and a search bar. The main content area shows the company name and location (UNITED STATES OF AMERICA). Below this is a navigation bar with icons for CALL US, CHAT NOW, SCHEDULE MEETING, VIDEO DETAILING, and e-SAMPLES. The product listing section is titled "PRODUCT LISTING" and contains a table with the following information:

Product Name	Description	Action
ADDERALL XR	USES: THIS COMBINATION MEDICATION IS USED AS PART OF A TOTAL TREATMENT PROGRAM TO CONTROL ATTENTION DEFICIT HYPERACTIVITY DISORDER (ADHD). IT MAY HELP TO INCREASE THE ABILITY TO PAY ATTENTION, STAY FOCUSED, AND CONTROL BEHAVIOR PROBLEMS. THIS PRODUCT IS A COMBINATION OF STIMULANTS (AMPHETAMINE AND DEXTROAMPHETAMINE). IT IS THOUGHT TO WORK BY RESTORING THE BALANCE OF CERTAIN NATURAL SUBSTANCES ...	CONNECT

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Medical Education Resources, LLC

Physicians Office Resource, LLC

43 Golden Dr., Bedford, NH 03110

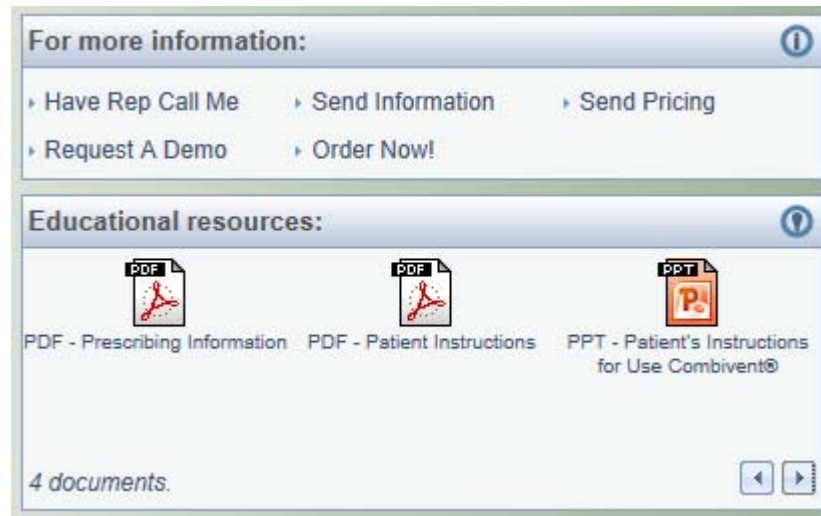
Visit us at [www.physiciansofficeresource.com](http://www.physiciansofficeresource.com)

Advertising: 603.497.9001 Support: 603.497.9002

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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/brand/company. These can include items such as:

- PowerPoint™ documents
- Adobe Acrobat™ documents
- Video files (Please note that all videos will be converted into Shockwave Flash Objects by the Physicians Office Resource team.)
- Links to websites



For other product information you would like to have

Medical Education Resources, LLC  
Physicians Office Resource, LLC  
43 Golden Dr., Bedford, NH 03110

Visit us at [www.physiciansofficeresource.com](http://www.physiciansofficeresource.com)

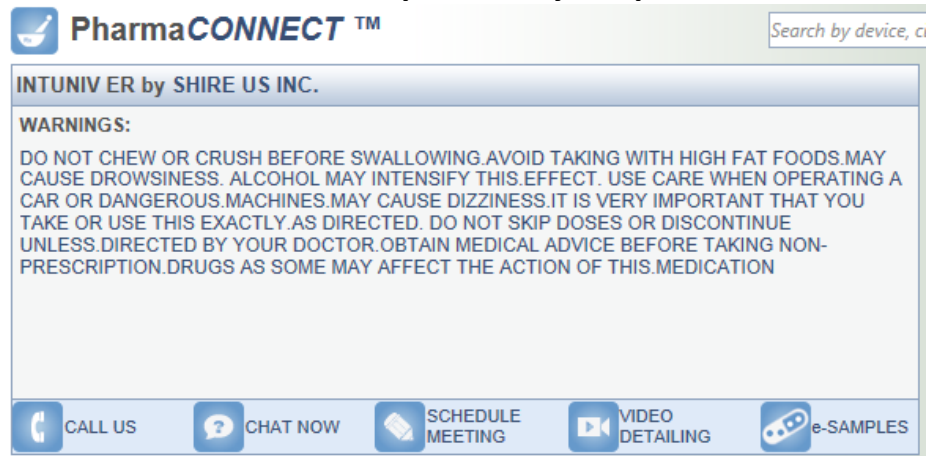
Advertising: 603.497.9001 Support: 603.497.9002


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added to the website not listed above, please contact your account representative.

- 3. PharmaCONNECT Detail Page:** When a user clicks on your brand link OR selects the brand from CompanyCONNECT 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 CompanyCONNECT 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.**








 PharmaCONNECT™ Search by device, c

**INTUNIVER by SHIRE US INC.**

**WARNINGS:**

DO NOT CHEW OR CRUSH BEFORE SWALLOWING. AVOID TAKING WITH HIGH FAT FOODS. MAY CAUSE DROWSINESS. ALCOHOL MAY INTENSIFY THIS EFFECT. USE CARE WHEN OPERATING A CAR OR DANGEROUS MACHINES. MAY CAUSE DIZZINESS. IT IS VERY IMPORTANT THAT YOU TAKE OR USE THIS EXACTLY AS DIRECTED. DO NOT SKIP DOSES OR DISCONTINUE UNLESS DIRECTED BY YOUR DOCTOR. OBTAIN MEDICAL ADVICE BEFORE TAKING NON-PRESCRIPTION DRUGS AS SOME MAY AFFECT THE ACTION OF THIS MEDICATION

 CALL US  CHAT NOW  SCHEDULE MEETING  VIDEO DETAILING  e-SAMPLES

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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.**

**Select a specific drug for more details:**

- Intuniv ER 1 mg 24 hr Tab
- Intuniv ER 2 mg 24 hr Tab
- Intuniv ER 3 mg 24 hr Tab
- Intuniv ER 4 mg 24 hr Tab

USES: THIS MEDICATION IS USED TO TREAT ATTENTION DEFICIT HYPERACTIVITY DISORDER, OR ADHD, IN PATIENTS OLDER THAN 6 YEARS OF AGE, AS PART OF A TOTAL TREATMENT PLAN INCLUDING PSYCHOLOGICAL, EDUCATIONAL, AND SOCIAL MEASURES. UNLIKE OTHER DRUGS USED TO TREAT ADHD, GUANFACINE IS NOT A STIMULANT. THE EXACT WAY THAT GUANFACINE WORKS TO TREAT ADHD IS UNKNOWN. GUANFACINE IS THOUGHT TO AFFECT RECEPTORS IN THE PARTS OF THE BRAIN THAT LEAD TO STRENGTHENING WORKING MEMORY, REDUCING DISTRACTION, AND IMPROVING ATTENTION AND IMPULSE CONTROL. GUANFACINE MAY HELP LESSEN ADHD SYMPTOMS SUCH AS BEING DISRUPTIVE, INATTENTIVE, HYPERACTIVE, IMPULSIVE, AND ARGUING WITH ADULTS OR LOSING ONE'S TEMPER.

**INDICATIONS:**

ATTENTION DEFICIT DISORDER WITH HYPERACTIVITY

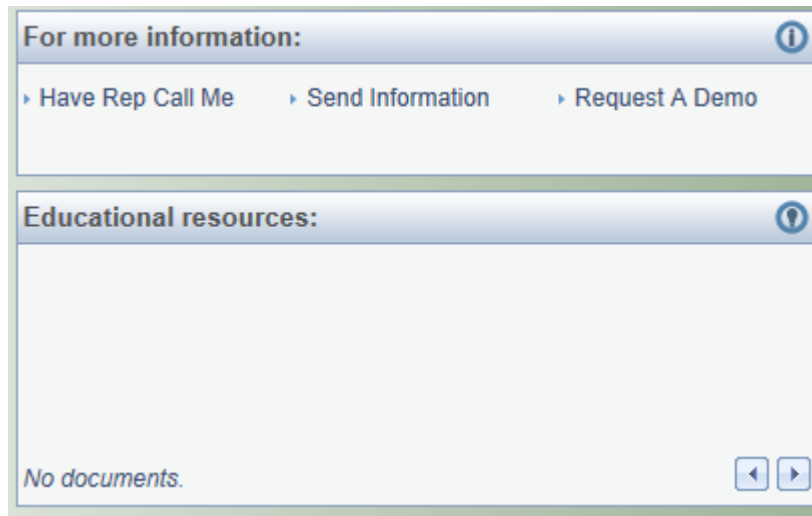
Located on the right-hand side of the webpage is the Additional Product section. This area is where you can have additional electronic media that showcases your product/brand or company. These can include items such as:

- PowerPoint™ documents
- Adobe Acrobat™ documents
- Video files (Please note that all videos will be

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converted into Shockwave Flash Objects by the Physicians Office Resource team.)

- Links to websites



If you would like to have other product information added to the website that is not listed above, please contact your account representative.