

DRAFT VERSION ONLY



Maps



Teva iPad Framework v2.1



Calendar



Teva CRM



Teva Framework Specs and DSA Style Guide

UPON APP LAUNCH

2

Messaging about login and identification. Instructions on user ID/Password recovery. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Enter Rep User ID:

Enter Password:

Login

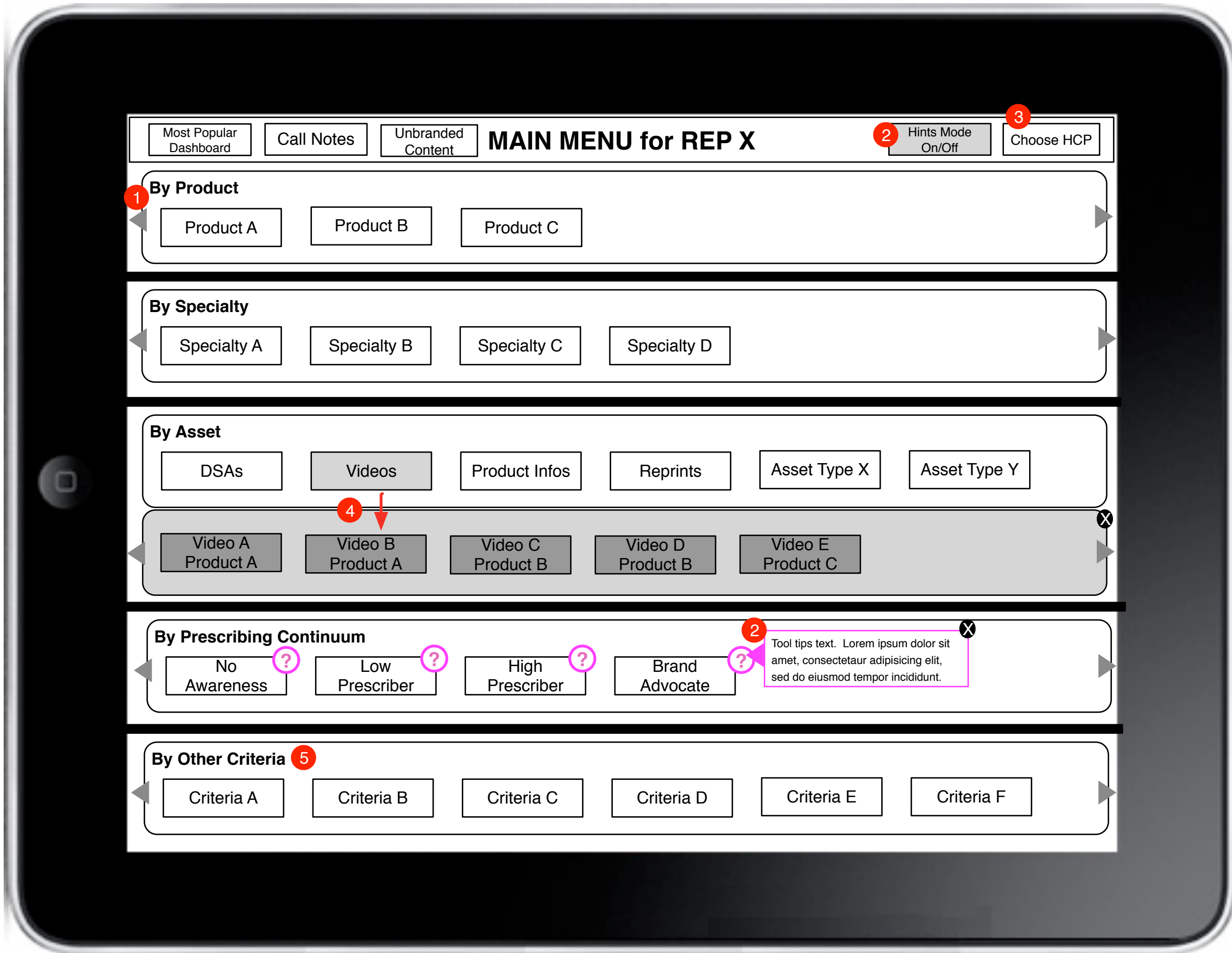
Notes

1 While Framework and CRM system will ultimately exist as separate applications, certain data will need to be shared between programs. In particular, functionality around:

- Bump technology
- Local storage of event tracking which can be batch uploaded to CRM system upon detected connection
- Tracking data feeding into analytics system
- Polling and surveys
- Attachment tracking and compilation
- Call notes generation

See excel business rules document for complete details.

2 Framework should promote login barrier to beginning of application, so content can be customized to Sales Rep.



Notes

- 1 Main menu provides 'swim lanes' that looks at all content by various criteria, such as by product, by HCP speciality, by asset, or by prescribing continuum, etc. Each swim lane allows for infinite swiping left and right to access all content if it cannot be displayed in one pane width. Arrows appear at edge of swim lane to prompt user that additional content is available.
- 2 Hints/Tool tips toggle button. When depressed, icons appear on page indicating that tips are available to users (see ? icons at Prescribing Continuum). When user taps icon, an overlay appears with the tool tip content. An icon within the overlay allows for closing.
- 3 Choose HCP function will behave as it currently does in the Teva prototype.
- 4 Any swim lane may also allow for additional 'sub-swimlanes' to view subsections of content areas. In displayed case, the user taps 'videos' and the 'videos sub-swim lane' is displayed underneath the 'By Asset' swimlane. The main swimlane is frozen from swiping while the active sub-swim lane can now be swiped left or right. User can either explicitly close sub-swimlane by tapping icon or by selecting another category in the main swimlane (here, e.g. 'Reprints')
- 5 System may allow for other parsing criteria categories as determined by Teva management, which could be associated with Rep's login ID.

Notes

- 1 Most Popular screen aggregates data across all Rep's iPad and displays selected top data in this screen. Various cross sections of the data can be displayed as defined by Teva Management. Here for example, shows top assets by product, top videos across all products, top assets across prescribing continua, and a wild card criteria. Each area shows the top 3 results for each cross-sectioned area.
- 2 Displays icon for asset and some indication of percentage of usage across all Rep's iPads.
- 3 Most Popular module for assets. User can employ dropdown to switch between asset classes. Results can be shown in pie chart fashion or some other display method.
- 4 Teva Management may also create wildcard data aggregates that may be displayable across all Rep's iPads or only to selected Reps as determined by Login ID.
- 5 System may allow for user to actively query usage database to discover most popular items given user defined criteria. User is presented with a set of criteria through checkboxes and after tapping 'search' is presented with an additional swim lane showing tops results based on that query.

Main Menu

MOST POPULAR across ALL REPS

Hints Mode On/Off
Choose HCP

1 By Product

Product A	2 Patient App A 57%	Impact of SWD 37%	ISI 14%
Product B	DSA #2 43%	Reprint Research Study 12%	Impact of ED 5%
Product C	PI 73%	KOL Podcast 50%	Asset X 23%

3 By Asset: Top Videos

Asset Type Choices ▼ Choose Product ▼

- Sleep Disorders 50%
- KOL Podcast 13%
- Impact of SWD 12%
- Learning ES 25%

By Prescribing Continuum

Choose Product ▼

No Awareness	DSA #3	Impact of SWD	PI
Low Prescriber	Kurt Role of ES in SWD	Reprint Research Study	Impact of ED
Brand Advocate	ISI	KOL Podcast	Asset Z

4 By Other Cephalon Criteria

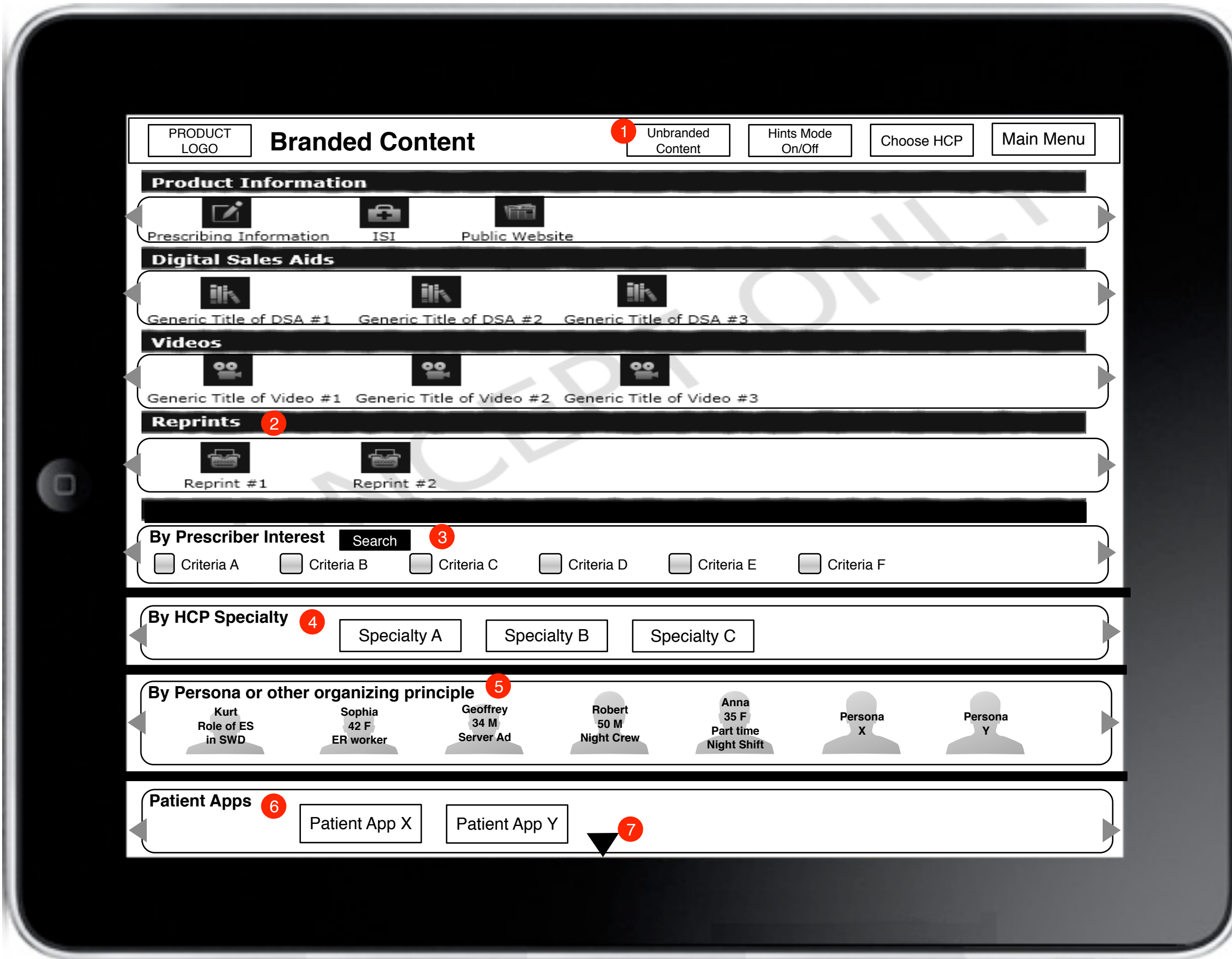
Criteria 1	DSA #3	Impact of SWD	PI
Criteria 2	Kurt Role of ES in SWD	Reprint Research Study	Impact of ED
Criteria 3	ISI	KOL Podcast	Asset Z

Custom Search Search **5**

Criteria A
 Criteria B
 Criteria C
 Criteria D
 Criteria E
 Criteria F

Custom Search Results

Result A 19%
 Result B 10%
 Result C 8%
 Result D 4%
 Result E .2%



Notes

- 1 Unbranded content toggle should be part of Top Navigation menu.
- 2 May also include other asset types as additional separate swim lanes as shown in current Teva prototype.
- 3 Ability to generate asset list by searching by particular prescriber criteria. Criteria is defined by Teva management. User selects appropriate checkbox and taps 'search'. Results are displayed as additional sub-swim lane displayed directly underneath.
- 4 Additional sorting criteria by HCP Specialty. Tapping a specialty brings up in a sub-swim lane directly underneath a customized set of detailing assets tailored to that specialty.
- 5 Additional sorting criteria by Persona. Each icon represents a story line for a particular user group of the Product. May also be organized by other storyline besides persona-based. Tapping respective icon launches DSA specially devised to highlight Persona illness condition through the detailing process.
- 6 Demos of Patient Education apps for sharing with HCP. At end of demo, prompt exists to email link to app to HCP via Teva store or bump technology to share
- 7 Additional swim lanes may be accessed through vertical swiping. Additional swim lanes may have content organized by wildcard method TBD by Teva management.

Notes

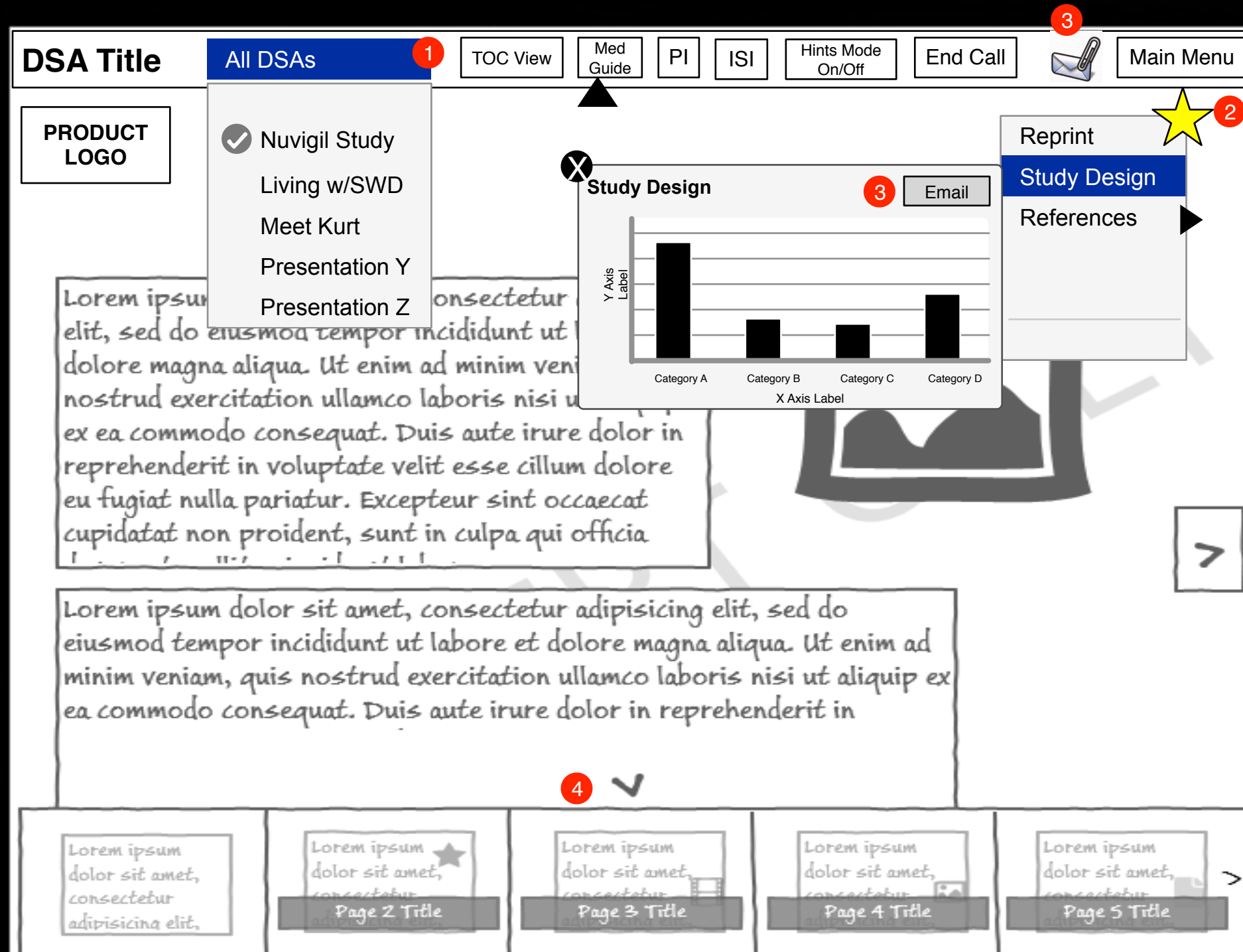
1 Within any presentation, toggle nav button exists that on tap reveals all related presentations for that drug. Current presentation being viewed is indicated with checkmark. User can tap on elements in list to switch to other presentations.

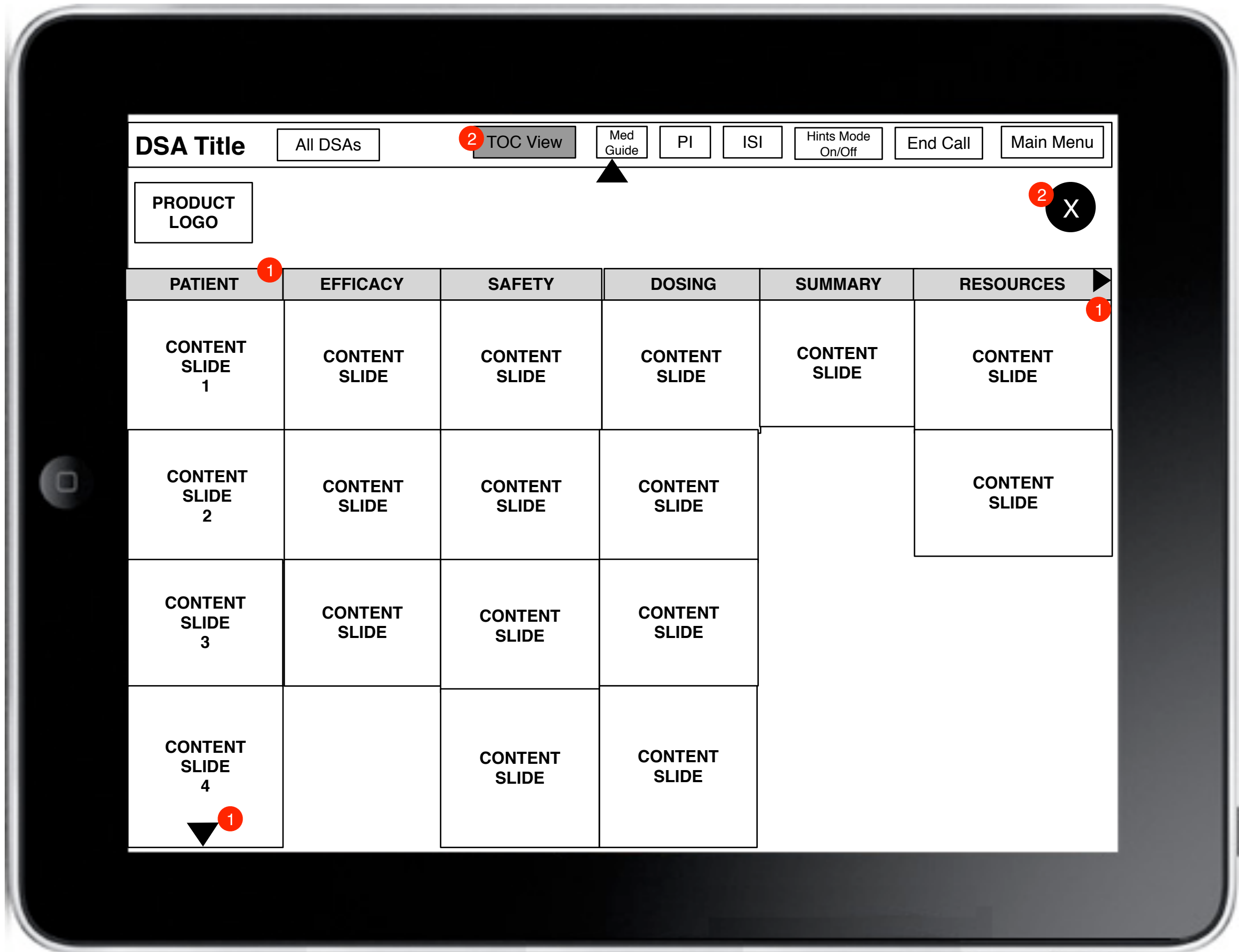
2 At any point in presentation where additional supporting materials are available (reprints, study designs, etc.) a gold star will appear in a consistent, fixed location on the respective screen. Tapping star reveal a menu of supporting materials associated with the slide. Tapping on an item in the list displays the item in a fixed overlay, which can be expanded using two fingers or closed.

A side arrow next to the menu indicates that other groups of associated items may also be associated with this slide. User can swipe left- right to access this additional menu set.

3 For all supporting materials, a button shall be made available to email this material to the the HCP. Tapping the button activates the email attachment icon in the top navigation showing that the item is queued to be sent. User can enter the email/ attachment process by tapping that icon or will automatically be sent there at the end of the call process (see separate wireframe).

4 Bottom swim lane only opens if Rep explicitly taps arrow for open navigation. Swim lane content only shows slides contained in the Chapter that the Rep is currently in. To navigate to content on other slides in other chapters of the DSA requires use of Table of Contents view (see next wireframe).





Notes

- 1 Table of Contents view of DSA. Top row shows chapters and columns contain individual pages within chapters. Chapter row is swipable left-right to show more chapters if available. Columns are swipable up-down to show remaining pages in chapter if more than 4. Tapping any individual page image takes user to that page in the presentation.
- 2 TOC View toggle is in depressed state to indicate that user is in TOC View. If user taps TOC View button or 'X' button, TOC View closes and users return to previous states from where they came into the TOC View.

Review Attachments for HCP

Med Guide

PI

ISI

Hints Mode On/Off

End Call



Main Menu

List of All Attachments

- Product A - Video A **ADD >**
- Product B - Reprint 042012 **ADD >**
- Product B - DSA2, Chart 4 Design **ADD >**
- Product Sample X **ADD >**
- Product Sample Y **ADD >**
- Lorem Ipsum Sequiat Dolor **ADD >**
- Lorem Ipsum Sequiat Dolor **ADD >**
- Lorem Ipsum Sequiat Dolor **ADD >**
- Lorem Ipsum Sequiat Dolor **ADD >**
- Lorem Ipsum Sequiat Dolor **ADD >**
- Lorem Ipsum Sequiat Dolor **ADD >**
- Lorem Ipsum Sequiat Dolor **ADD >**

Current Items to be Sent

- Product A - Video X **X**
- Product B - Reprint 012012 **X**
- Product B - DSA2, Chart 6 Study Design **X**
- Product B HCP Sample Pack **X**

Requires e-Signature

 **Capture**

 Audio e-Signature: **Record On/Off**

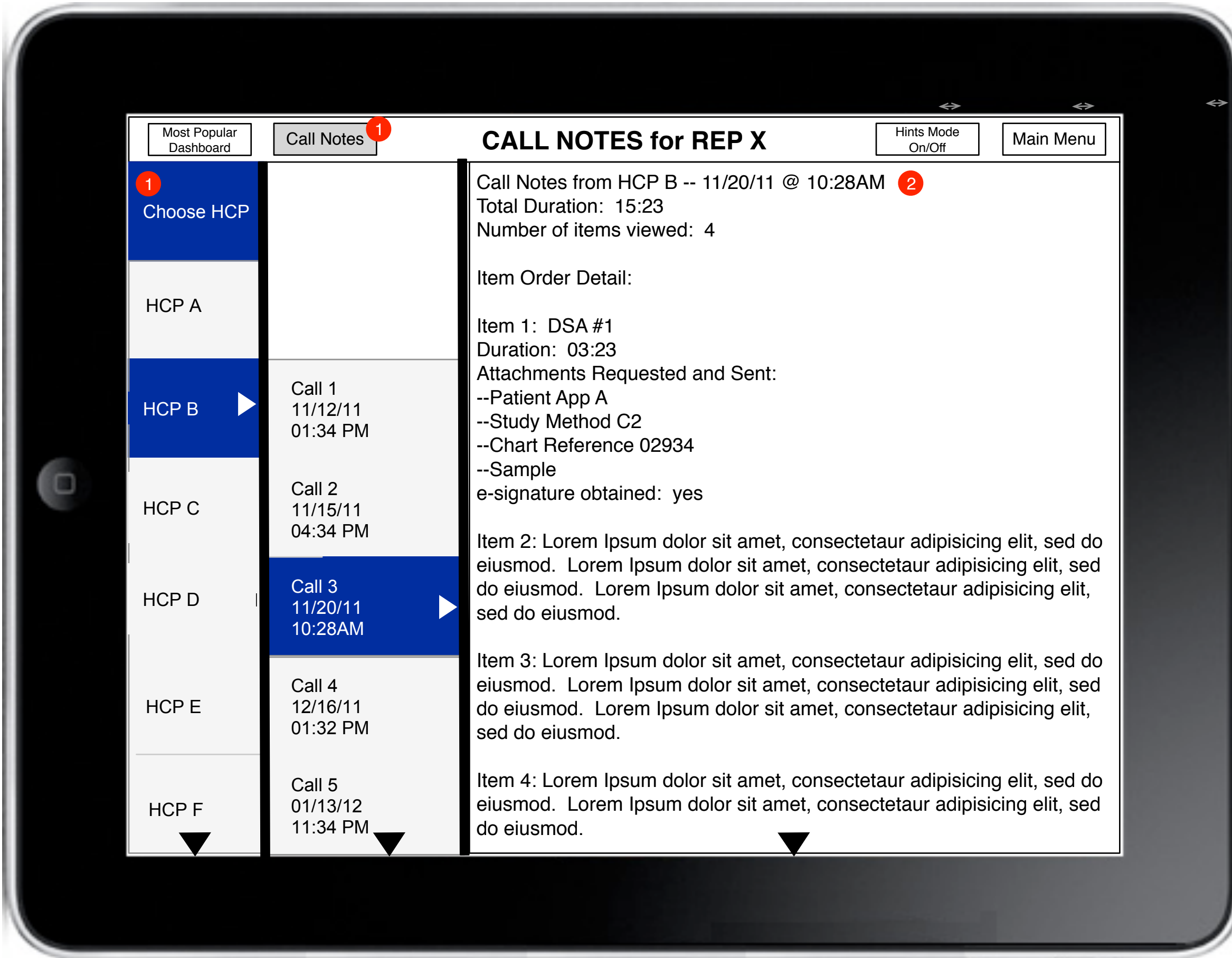
SEND

Confirmation:

Items have been sent to HCP at email and mail address on file. 01/20.2012 10:43AM

Notes

- 1 Review Attachments/Queue for Email Process. User can access consolidated screen for attachment management by tapping either (a) the email attachment icon in the top nav bar (this will appear if they user has queued a document to be sent somewhere within a detailing presentation/video/chart etc.) or (b) when the user taps the 'End Call' button to finish the detailing process with an HCP. In order to complete the detailing process the user must go through this review screen in order to verify the attachments as well as collect an required signatures.
- 2 Screen will always show the list of items currently queued to be sent to the HCP. User can tap the 'X' button in order to delete the item from the queue.
- 3 Screen will always show the complete list of attachments that this Rep has rights to send to HCP he is currently in a call with. For any individual attachment, user taps 'add' button which will move that item into the current queue.
- 4 Sending samples may require HCP signature capture and this area appears on the screen, when User taps 'End Call' button if required. User can either have HCP sign the text entry field area with stylus, then tap 'capture' in order to record, or can audio capture signature using built-in microphone. Once system verifies that signature has been captured, a check displays to indicated completion. This process is a long-term recommended solution; Phase I ability to send samples via this system is TBD.
- 5 'Send' button appears only at end of call process and only when signatures are verified, if needed. Tapping Send initiates send function, where attachments are sent to HCP as well as notifying system backend for appropriate metrics capture.
- 6 After tapping Send and after system has done required processing, a confirmation window appears confirming that attachments have been sent.



Notes

1 When user taps Call Notes button it toggles to show Call Notes view. User is then presented with a successive series of columns to navigate to appropriate Call Note.

System has compiled all call notes through auto-capture as detail is played over time with the HCP.

User first selects from a list of HCPs. If more HCP exists then fit in column, column is available to be swiped up-down. Once an HCP is selected, all available calls are shown. This column is also swipable up-down if there is an overflow of data points. Tapping a particular call entry shows Notes.

2 Call Notes detail. Exact text and layout TBD by Teva management. Display can be customizable by management to display only certain information to certain Reps. Suggested data display: Duration of Call, number of items viewed. List of all items view detail. List of all attachments emailed/bumped/transferred to HCP. Verification of e-signature acquisition. If notes data is larger than screen area, then this column can be swipable up-down by user.

HEARTBEAT IDEAS

Cephalon iPad Framework

IDEAS

HEARTBEAT

Wireframes

MODIFIED:

Wed Sep 26 2012

PLEASE NOTE:

Wireframes indicate content inventory and hierarchy, they do not address aesthetics. Copy indicated within this document is for descriptive purposes only.



