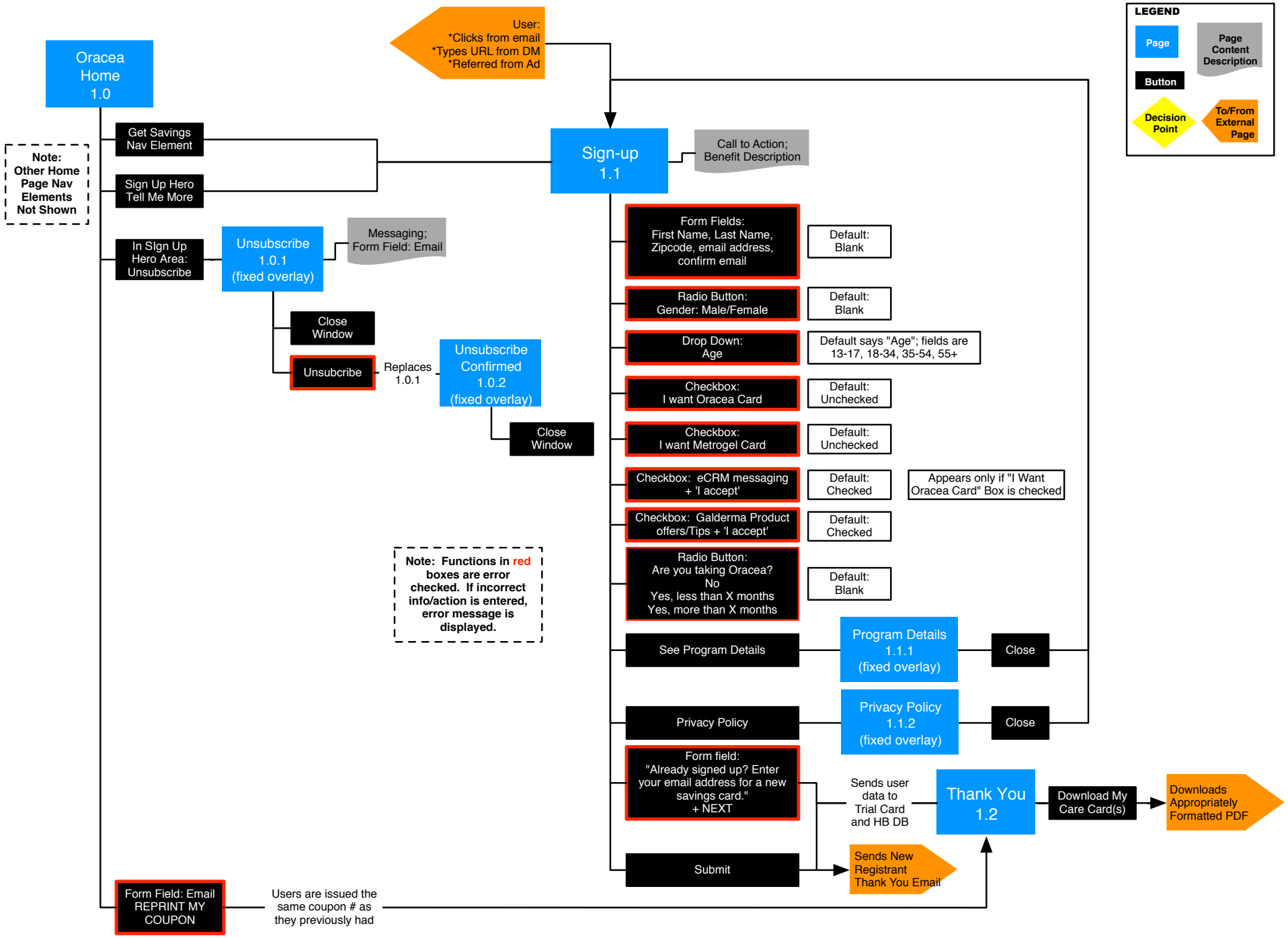
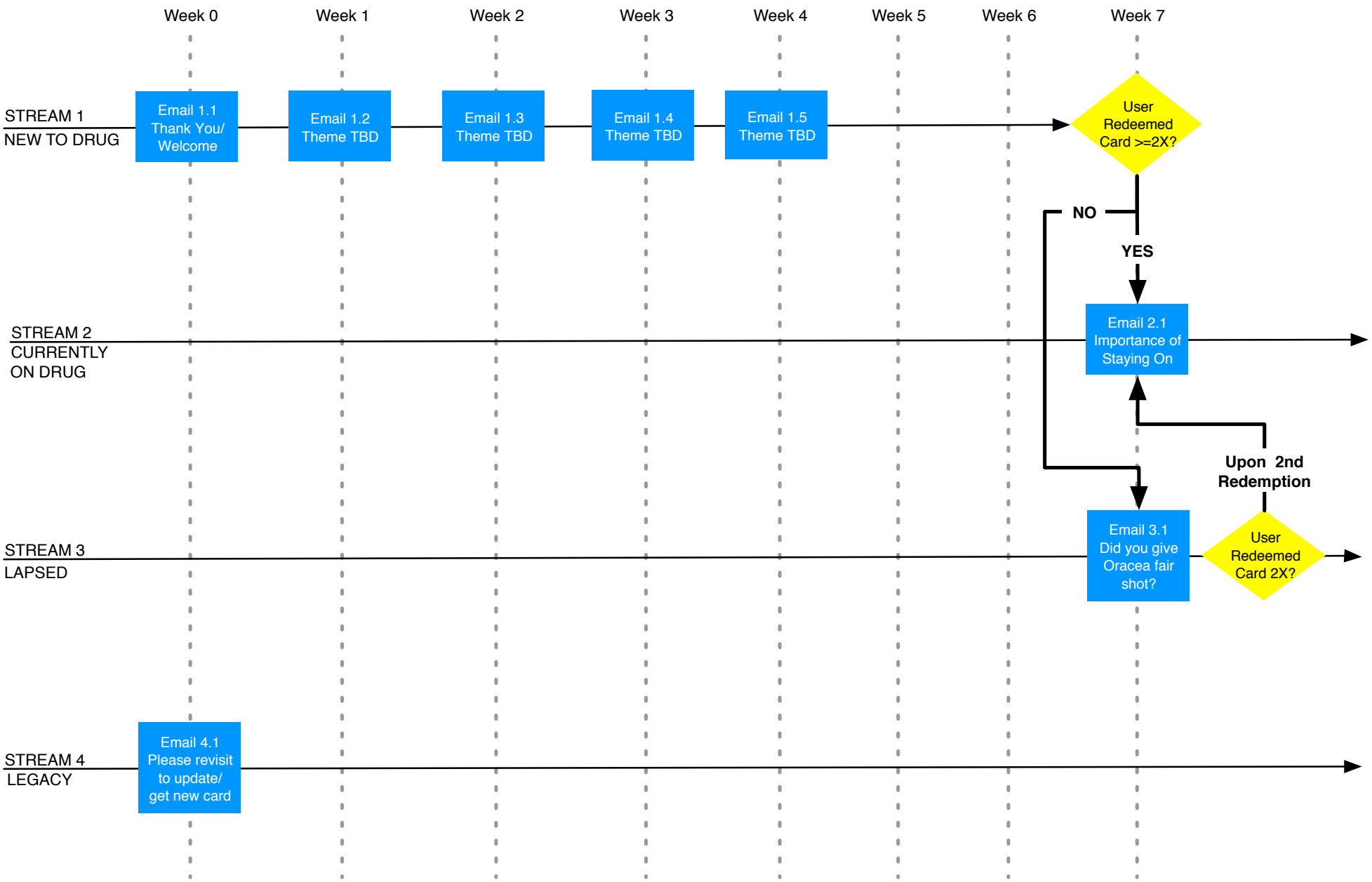

LEGEND
Page
Page Content Description
Button
Decision Point
To/From External Page
Oracea Home 1.0
User: *Clicks from email *Types URL from DM *Referred from Ad
Note: Other Home Page Nav Elements Not Shown
Get Savings Nav Element
Sign Up Hero Tell Me More
Sign-up 1.1
Call to Action; Benefit Description
In SIgn Up Hero Area: Unsubscribe
Unsubscribe 1.0.1 (fixed overlay)
Messaging; Form Field: Email
Close Window
Unsubcribe
Replaces 1.0.1
Unsubscribe Confirmed 1.0.2 (fixed overlay)
Close Window
Form Fields: First Name, Last Name, Zipcode, email address, confirm email
Default: Blank
Radio Button: Gender: Male/Female
Default: Blank
Drop Down: Age
Default says "Age"; fields are 13-17, 18-34, 35-54, 55+
Checkbox: I want Oracea Card
Default: Unchecked
Checkbox: I want Metrogel Card
Default: Unchecked
Checkbox: eCRM messaging + 'I accept'
Default: Checked
Appears only if "I Want Oracea Card" Box is checked
Checkbox: Galderma Product offers/Tips + 'I accept'
Default: Checked
Radio Button: Are you taking Oracea? No Yes, less than X months Yes, more than X months
Default: Blank
Note: Functions in red boxes are error checked. If incorrect info/action is entered, error message is displayed.
See Program Details
Program Details 1.1.1 (fixed overlay)
Close
Privacy Policy
Privacy Policy 1.1.2 (fixed overlay)
Close
Form field: "Already signed up? Enter your email address for a new savings card." + NEXT
Sends user data to Trial Card and HB DB
Thank You 1.2
Download My Care Card(s)
Downloads Appropriately Formatted PDF
Submit
Sends New Registrant Thank You Email
Form Field: Email REPRINT MY COUPON
Users are issued the same coupon # as they previously had


Week 0
Week 1
Week 2
Week 3
Week 4
Week 5
Week 6
Week 7
STREAM 1
NEW TO DRUG
Email 1.1 Thank You/ Welcome
Email 1.2 Theme TBD
Email 1.3 Theme TBD
Email 1.4 Theme TBD
Email 1.5 Theme TBD
User Redeemed Card >=2X?
NO
YES
STREAM 2
CURRENTLY ON DRUG
Email 2.1 Importance of Staying On
Upon 2nd Redemption
STREAM 3
LAPSED
Email 3.1 Did you give Oracea fair shot?
User Redeemed Card 2X?
STREAM 4
LEGACY
Email 4.1 Please revisit to update/ get new card