

Project: Zyrtec My Allergy Guide (MAG) Content Audit	Version: 1.0
Created by: Heartbeat Ideas	Date: 12/30/11

From	Document/ Page Name	Content Description	Links (if any)	Potential Workflow Location	Useful to HCP Workflow?	Notes/Analysis
Offline	MAG Brochure	Overview of Program Understanding my allergies Indoor Allergens, Outdoor Allergens Do you know what you're allergic to? Manage My Environment (House/Driveway map/tips) Relieve My Symptoms Zyrtec Resources HCP Discussion Questionnaire Additional Resources		Consultation	H	Could be used as takeaway from consultation Should exist in downloadable/QR form Text is abridged consolidation of all HCP MAG pdfs + tearsheet (manage my environment)
Offline	Anatomy Tearsheet	(Front) Drawing and labeling of ENT anatomy (Back) What causes your allergy symptoms		Consultation	H	Should exist in iPad format; Anatomy as image, allergy symptoms as interactive display/callout
Offline	What Can I Do About My Allergies Tearsheet	(Front) House/Driveway drawing with map/callout tips (Back) Common Indoor/Outdoor Triggers (Illustration + text)		Consultation	H	Could be used as takeaway form consultation
Offline	The Triggering of an Upper Respiratory Allergic Reaction Poster	Wall poster merging all Tearsheet illustrations and Text		None	L	Debatable online usefulness
HCP	My Allergy Guide Program	Overview page of the MAG offering		None	L	Should be wrapped into presentation of content
HCP	Understand My Allergies PDF	What is an allergy? Indoor/Outdoor Allergens Triggers Questionnaire		Consultation	M	Abbreviation of Consumer Site content For patient explanation; Content too light, needs depth
HCP	Manage Allergy Triggers PDF	Indoor Allergen Triggers Outdoor Allergen Triggers Kid Allergy Tips		Takeaway	M	Abbreviation of Consumer Site content For patient education; content too light, needs depth Should be accessible in online format
HCP	Relieve My Allergy Symptoms PDF	Medicine Descriptions Fill-in Allergy Profile		Pre-Consultation	L	Abbreviation of Consumer Site content For patient education – needs to be delivered online before patient sees HCP. Profile of debatable use
HCP	Symptoms Quiz PDF	Questionnaire with checkboxes		Pre-Consultation	L	For patient – needs to be delivered online before patient sees HCP
HCP	Allergy Investigation PDF	Child Activity Sheet Tips for Parents		Takeaway	L	Debatable online usefulness; tips should be delivered before patient sees HCP

Cons	Understand My Allergies 1.0	Intro Page	1.1, 1.2, 1.3, 1.4	N/A	L	
Cons	Identifying Allergies 1.1	Definition, Triggers, Diagnosis, Myths/Facts		Pre-Consultation	L	Potential Box QR code content
Cons	Indoor Allergies 1.2	Type Description		Pre-Consultation	L	Potential Box QR code content
Cons	Outdoor Allergies 1.3	Type Description		Pre-Consultation	L	Potential Box QR code content
Cons	Kids/Teens Allergies 1.4	Type Description, Tips for Parents		Pre-Consultation	L	Potential Box QR code content
Cons	Manage My Environment 2.0	Intro Page	2.1, 2.2, 2.3, 2.4	N/A	L	
Cons	Indoor Allergens 2.1	Tips to avoid indoor allergen types	Checklist PDFs 2.1.X	Takeaway	M	Packaged in follow up email? iPad app?
Cons	Bedroom Cleaning Checklist PDF 2.1.1	Checklist by week/month/season + tips		Takeaway	M	Link from email? iPad app?
Cons	Living Room Cleaning Checklist PDF 2.1.2	Checklist by week/month/season + tips		Takeaway	M	Link from email? iPad app?
Cons	Kitchen Cleaning Checklist PDF 2.1.3	Checklist by week/month/season + tips		Takeaway	M	Link from email? iPad app?
Cons	Bathroom Cleaning Checklist PDF 2.1.4	Checklist by week/month/season + tips		Takeaway	M	Link from email? iPad app?
Cons	Basement Cleaning Checklist PDF 2.1.5	Checklist by week/month/season + tips		Takeaway	M	Link from email? iPad app?
Cons	Outdoor Allergens 2.2	Tips by Allergy Type and by Season	ZNA	Takeaway	M	Packaged in follow up email? iPad app?
Cons	Kid/Teens Allergies 2.3	Tips for Parents		Takeaway	M	Packaged in follow up email? iPad app?
Cons	Activities & Allergies 2.4	Index of articles	Individual articles 2.4.X	Takeaway	n/a	Repackage articles as blogposts? Each article contains tips of varying quality and relevance at end of article – these could be recovered and repackaged separately All articles have interactive star rating system for user feedback (doesn't indicate article rating however)
Cons	Outdoor Sports Injury Prevention Plan 2.4.1	Tips for outdoor enthusiasts		Takeaway	L	Not relevant to allergy category discussion
Cons	Top Outdoor Activities for Cooler Weather 2.4.2	Travel ideas for fall		Takeaway	L	Not relevant to allergy category discussion
Cons	Back to School Allergy Tips 2.4.3	Tips/Q&A with Pediatric ENT		Takeaway	M	
Cons	Low Impact Ways to Enjoy the Outdoors 2.4.4	Low-Impact exercise tips for allergy sufferers		Takeaway	M	
Cons	5 Steps to the Perfect Barbecue 2.4.5	BBQ Cooking Tips		Takeaway	L	Not relevant to allergy category discussion
Cons	Best Destinations for Flower Lovers 2.4.6	Travel Ideas		Takeaway	L	Not relevant to allergy category discussion
Cons	Making a Fun Backyard Play Space 2.4.7	Backyard building tips		Takeaway	L	Not relevant to allergy category discussion

Cons	How to Avoid Unexpected Allergens 2.4.8	Tips to minimize allergens in outdoor locations		Takeaway	M	
Cons	Top Allergy Management Tips for Golfers 2.4.9	Tips for golfers with allergies	AAFA.org; Allergy Forecast Tool; AAAAI.org	Takeaway	M	
Cons	Tips & Tricks to Reduce Outdoor Allergy Triggers 2.4.10	Tips to reduce outdoor allergens	Allergy Forecast Tool	Takeaway	M	
Cons	Give Your Kids a Reason to go Outside 2.4.11	Tips for parents to manage child's allergy environment		Takeaway	M	
Cons	Traveling with Allergies 2.4.12	Travel tips for avoiding allergens		Takeaway	M	
Cons	Don't Let Pollen Be Your Training Partner 2.4.13	Tips to avoid pollen outside		Takeaway	M	
Cons	Transplanting How-To Guide 2.4.14	Gardening Tips		Takeaway	L	Not relevant to allergy category discussion
Cons	Soil Secrets to Help Your Garden Grow 2.4.15	Gardening Tips		Takeaway	L	Not relevant to allergy category discussion
Cons	Attracting Nature's Helpers 2.4.16	Gardening Tips – how to get bugs into your garden		Takeaway	L	Not relevant to allergy category discussion
Cons	Growing Young Gardeners 2.4.17	Tips to get kids interested in gardening		Takeaway	L	Not relevant to allergy category discussion
Cons	Help Plants Cope with Heat 2.4.18	Gardening Tips	www.topiarus.com	Takeaway	L	Not relevant to allergy category discussion
Cons	8 Surprising Bulbs for your Garden 2.4.19	Gardening Tips		Takeaway	L	Not relevant to allergy category discussion
Cons	How to Suit Up for Gardening 2.4.20	Clothing tips for gardeners to avoid allergens		Takeaway	M	
Cons	How to Plant an Edible Garden 2.4.21	Gardening Tips		Takeaway	L	Not relevant to allergy category discussion
Cons	Landscaping that will make the birds sing 2.4.22	Gardening Tips - how to get birds into your garden		Takeaway	L	Not relevant to allergy category discussion
Cons	Ten Ways to Reduce your Garden Allergies 2.4.23	Tips for gardeners to reduce allergens		Takeaway	M	

Cons	6 Ways to Streamline Busy Fall Schedules 2.4.24	Tips for organizing your schedule		Takeaway	L	Not relevant to allergy category discussion
Cons	Your Fall Cleaning Checklist 2.4.25	Tips to reduce allergens in fall		Takeaway	M	
Cons	Refinishing Floors: You Can Do It 2.4.26	Tips for how to refinish floors + allergy reduction tips		Takeaway	L	Except for tips - Not relevant to allergy category discussion
Cons	Easy Furniture Makeovers 2.4.27	Furniture repair tips + home repair allergy tips		Takeaway	L	Except for tips - Not relevant to allergy category discussion
Cons	Four Easy Home Refreshers 2.4.28	Tips from design journalist	www.thehappyhomeworkshop.com	Takeaway	L	Not relevant to allergy category discussion
Cons	Cutting Clutter, Room by Room 2.4.29	Tips to reduce clutter in the home		Takeaway	L	Not relevant to allergy category discussion
Cons	Five Ways to Refresh Your Home's Exterior 2.4.30	Tips for home exterior renovation	www.bhamm.com	Takeaway	L	Not relevant to allergy category discussion
Cons	Improve the Air Quality in Your Home 2.4.31	Tips to improve indoor air quality		Takeaway	M	
Cons	Painting Projects: Great Ways to Minimize Your Allergies 2.4.32	Reducing allergens during painting projects	AAFA.org; allergystandardslimited.com; NISH.gov	Takeaway	M	
Cons	Quick Spring Cleaning Tips for Allergy Sufferers 2.4.33	Tips for spring cleaning to reduce allergens		Takeaway	M	
Cons	Deck out your Outdoor Patio with Some Lighting 2.4.34	Tips on outdoor patio lighting systems		Takeaway	L	Not relevant to allergy category discussion
Cons	Leave the Dust in your Home in the Dust 2.4.35	Tips to reduce dust		Takeaway	M	
Cons	Enjoy the Outdoors, Right in Your Backyard 2.4.36	Tips on outdoor living spaces design		Takeaway	L	Not relevant to allergy category discussion
Cons	Steps for Perfect Pet Photographs 2.4.37	Tips for successful pet photos		Takeaway	L	Not relevant to allergy category discussion
Cons	Six Essential Pet Safety Tips 2.4.38	Tips to protect your pet		Takeaway	L	Not relevant to allergy category discussion
Cons	Dog Grooming 101 2.4.39	Tips on how to groom dogs		Takeaway	L	Not relevant to allergy category discussion

Cons	Pet Exercise: Are They Getting Enough? 2.4.40	Q&A about exercising pets		Takeaway	L	Not relevant to allergy category discussion
Cons	Find the Right Vet for Your Pet 2.4.41	Tips on finding a good veterinarian		Takeaway	L	Not relevant to allergy category discussion
Cons	Top Training Tips for Adult Dogs 2.4.42	Tips on training adult dogs		Takeaway	L	Not relevant to allergy category discussion
Cons	Top Cat Care Tips 2.4.43	Q&A about caring for cats		Takeaway	L	Not relevant to allergy category discussion
Cons	What to Consider Before Adopting a Pet 2.4.44	Tips on adopting pets	Aspca.org	Takeaway	L	Not relevant to allergy category discussion
Cons	Five Easy Ways to Cut Down on Pet Allergens at Home 2.4.45	Tips on reducing pet allergens in the home		Takeaway	M	
Cons	Meow: Why do Cats Purr? 2.4.46	Why cats purr		Takeaway	L	Not relevant to allergy category discussion
Cons	Take a Seat: Pet Allergies 101 2.4.47	High level description of mechanics of pet allergies + tips to avoid		Takeaway	M	
Cons	Are there Such Things as Hypoallergenic Pets? 2.4.48	Tips on how to reduce pet allergies		Takeaway	M	
Cons	Relieve My Symptoms 3.0	Intro Page	3.1, 3.2	n/a	L	
Cons	Symptom Relief for Adults 3.1	Description of medications; tips for questions for HCP; allergy resource organizations	Zyrtec Products Page, 1.2, 1.3	Pre-Consultation	L	Potential Box QR code content
Cons	Allergy Relief for Your Children 3.2	Tips for parents to reduce allergens for their child		Takeaway	M	
Cons	Allergy Cast	iPhone App to get allergy forecast and weather info for your location		Takeaway	H	Incorporate into consultation iPad app?
HCP + Cons	Allergy Forecast Tool	Generates allergy forecast based on user input of zipcode		Takeaway	H	Incorporate into consultation iPad app?
Cons	ZNA Dashboard	Interactive app that creates allergy profile based on answers to questionnaire. Generates profile to share with HCP. Incentivizes with Trial coupon. Requires self-identification data (name, address, email) to sign up.		Pre-Consultation	M	Does not function/functions slow/poor in certain browsers. Debatable whether questionnaire is useful as pre-consultation tool. Potential Box QR code content? Incentivizes Trial without HCP visit – are tasks linked appropriately?