

# Pharma Insight Platform

## USER REFERENCE GUIDE

# Homepages...

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- The products on the new Informa Pharma Insights Platform are:

- **Scrip:** [Scrip.PharmaMedtechBI.com](http://Scrip.PharmaMedtechBI.com)

- **Pink Sheet** [Pink.PharmaMedtechBI.com](http://Pink.PharmaMedtechBI.com)

- **MedTech Insight:** [Medtech.PharmaMedtechBI.com](http://Medtech.PharmaMedtechBI.com)

- **In Vivo:** [InVivo.PharmaMedtechBI.com](http://InVivo.PharmaMedtechBI.com)

- **Rose Sheet:** [Rose.PharmaMedtechBI.com](http://Rose.PharmaMedtechBI.com)

- Note: [www.ScripIntelligence.com](http://www.ScripIntelligence.com) will continue to re-direct users to the Scrip homepage

- Once you have arrived at one of one of our product sites, you can easily navigate to content from our Homepage, Menu bars, Topic pages, Article pages, or our new cross product faceted Search.
- Or, manage your account by navigating to "My Account".



# Registration & Sign In

**Register** and **Sign In** links are located on the upper right of the pages. To Register, you will set up a Username and Password, which will work across all of our products. Once you have registered and created an account, Sign In to access your account so you can set, view, and manage your custom alerts and saved articles, topics, and searches.

Usernames are typically your work email address. Your same Username and Password will work across all of our products, and when you Sign In to your account, you will be able to pass seamlessly between the product sites

The screenshot shows the top navigation bar of the Scrip Pharma intelligence website. On the right side, there is a 'Register' button with a user icon and a 'Sign In' button with a lock and user icon. Two red arrows point from the explanatory text below to these two buttons. The rest of the page includes a search bar, a menu icon, highlights about the new website, and a timestamp.

**Register** to create an account – so you can receive free email newsletters, set custom email alerts, and save articles, topics, and searches.

**Sign In** with your username and password to access and manage your account.

Scrip  
Pharma intelligence

Search the site

MENU

Highlights: Welcome to the new Scrip website! [Click here](#) to get started!  
Give feedback on our new site [here](#).

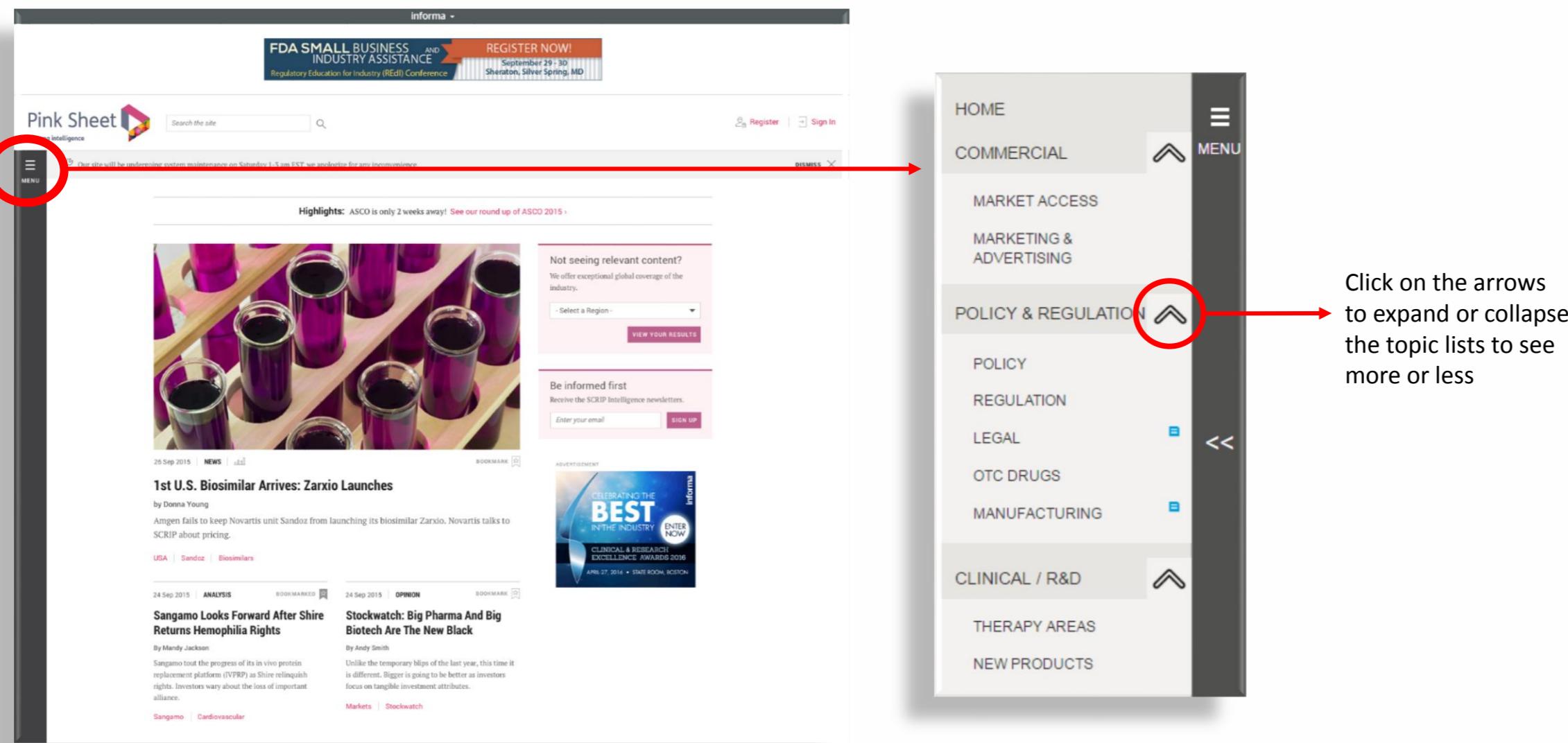
BOOKMARK

05 May 2016 | ANALYSIS



# Menu Bars

Each product has a **Menu** that is located down the left side of the screen\* that expands when clicked to list Topic Pages.



\*On mobile devices the menu may appear different but will be located In the upper left near the product logo.



# Topic Pages

Click on a **Topic** from the **Menu** to Explore Topic

The screenshot shows the 'Policy & Regulation' topic page. At the top, there's a heading 'Policy & Regulation' and a link 'Explore this Topic >'. Below the heading is a photograph of several purple vials. To the right of the photo is a red circle highlighting the 'Set Alert for Policy & Regulation' button, which has a bell icon. Further down, there's an article titled '1st U.S. Biosimilar Arrives: Zarxio Launches' by Donna Young, dated 26 Sep 2015, under the NEWS category. Below the article is a section titled 'Latest from Policy & Regulation' containing four more news items, each with a bookmark icon circled in red.

Date	Category	Title	Author	Bookmark
26 Sep 2015	NEWS	Pfizer/Hospira's Biosimilar Pipeline: Substantial Overlap, Limited Divestiture So Far	By Brenda Sandburg	Unfilled bookmark icon
25 Sep 2015	ANALYSIS	Leo Pharma's Global Ambitions In Hot Dermatology Space: Assembles New Top Team	By John Davis	Filled bookmark icon
24 Sep 2015	OPINION	Cipla Injects Scale With \$550m US Buy	By Anju Ghangurde	Filled bookmark icon
26 Sep 2015	NEWS	Sangamo Looks Forward After Shire Returns Hemophilia Rights	By Mandy Jackson	Unfilled bookmark icon
25 Sep 2015	ANALYSIS	Stockwatch: Big Pharma And Big Biotech Are The New Black	By Andy Smith	Unfilled bookmark icon
24 Sep 2015	OPINION	Eight Approvals, Four Launches And A Breakthrough	By Alex Shimmings	Filled bookmark icon

Set an **Alert** from any **Topic Page** with “1-click” – and whenever new content is published about your topic, an email alert will be delivered to you. When you set an alert, the alert icon will change state to a filled in appearance so you can easily see where you have set your alerts while on Topic pages.

**Bookmark** any article from a **Topic Page** with “1-click” on the bookmark icon. When an article is bookmarked, the bookmark icon changes state to a filled in appearance so it is easy to see which articles have been bookmarked .



# Article Pages

Across the top and bottom of every **article page** there is a toolbar to make sharing and saving content of interest simple.

- Click **EMAIL** icon to fill out a simple form to share the article by email
- Click the **PRINT** icon to print the article
- Click the **BOOKMARK** icon to save the article to your Bookmarked Articles listing which is located under “My Account”
- Click the **LINKED IN** or **TWITTER** icons to share the article with your social networks.

The screenshot shows a web page from the Scrip Pharma intelligence website. At the top, there is a navigation bar with the Scrip logo, a search bar, and links for 'Register' and 'Sign In'. Below the navigation bar, there is a toolbar with icons for 'EMAIL', 'PRINT', 'BOOKMARK', and 'SHARE' (with links for LinkedIn and Twitter). This toolbar is highlighted with a red rectangle. The main content area features a large headline: 'Industry Tightens Drug Pricing Message, But Loose Ends Remain'. Below the headline, there is a sub-headline: '20 Jun 2016 | ANALYSIS'. To the left of the sub-headline is a profile picture of Mandy Jackson and her name. Below the sub-headline, there is a bio: '@ScripMandy | Mandy.Jackson@informausa.com'. To the right of the main content area, there is an advertisement for 'encapsia NEW GENERATION Clinical Data Suite' and 'Cmed A Technology-Led CRO'. At the bottom of the page, there is a section titled 'Related Content'.



# Article Pages

To make it quick and easy for you to find other relevant content without having to dig around, our Article pages have numerous **RELATED CONTENT** links

The screenshot shows an article titled "Industry Tightens Drug Pricing Message, But Loose Ends Remain" by Mandy Jackson. The article has three tags: Companies, Reimbursement, and Cost Effectiveness. A red box highlights these tags at the top of the page. To the right of the article, there is a sidebar with a section titled "Related Content" which lists several other articles. A red box highlights this "Related Content" section.

**TAGS** at the top and bottom of each article quickly show main topics of article and link to more on those topics.

## Topics

### SUBJECTS

- Clinical Development & Trials
- Cost Effectiveness

### THERAPY AREAS

- Cancer

**RELATED CONTENT** links along the right of each article page provide quick links to related topics and sub-topics; related companies; related deals; and key documents. Articles also have links to related stories/content. Within the article itself when relevant.



# Use SEARCH to Pinpoint Specific Content

Once you have initiated a search, you can refine that search in numerous ways using the **Search Filters** located down the left side of the page.

Simply click the boxes next to the filters you want to apply to your search, and see your result set respond.

The screenshot shows a 'Search Results' page with a sidebar containing several filter categories: Publication, Industry, Subject, Pharma Therapeutic Area, and Device Market Area. Each category has a list of checkboxes for specific topics. A red box highlights the 'Subject' section. At the top right of the main content area is a 'Search' bar with the term 'biosimilars' entered, a magnifying glass icon, and a 'Search Tips' link. Below the search bar is a 'SORT BY' dropdown set to 'Date'. The main content area displays two news articles about biosimilars, each with a 'BOOKMARK' button. Red arrows point from the explanatory text to the search bar, the sort options, and the bookmark buttons.

You will find the **Search Bar** towards the top of every page.  
View our **Search Tips** to ensure you get the most of your searches.

You can also **Sort** your search by date published or relevancy.

**Bookmark** articles from search results with “1-click”



# One Search...does it all

What you see is up to you.

The screenshot shows a search interface with a red box highlighting the 'Filter By' section. A red arrow points from this section to a callout box containing descriptive text about the search function.

**Search Results**

**Filter By** [Clear All](#)

**Publication**

- In Vivo (217)
- Medtech Insight (6921)
- Pink Sheet (1918)
- Rose Sheet (217)
- Scrip (2259)

**Industry**

- Medical Device (7231)
- BioPharmaceutical (1946)
- Consumer (323)

**Subject**

- Companies (476)
- Regulatory (475)

**Search**

heart  Search headlines only

Showing 1 - 10 of 11,532 results for "heart"

View headlines only  OFF

11 Jun 2016 | NEWS

IN VIVO

## ev3: The Virtues of Focus

By David Cassak

Six years ago, ev3 was launched aiming at a broad attack on cardio- and endovascular disease. But the company...

Medical Device | Business Models

EMAIL

On the new platform, the search functions across all of our publications – showing the full breadth of content we offer on any given search parameters. You can **filter** your results to limit them to display only the content you have full access to, or, you can choose to view results from any or all of our publications.

**One search does it all.**



# Save and Share your Searches

## Search Results

**Filter By** [Clear All](#)

**Publication** [▼](#)

- In Vivo (217)
- Medtech Insight (6921)
- Pink Sheet (1918)
- Rose Sheet (217)
- Scrip (2259)

**Industry** [▼](#)

- Medical Device (7231)
- BioPharmaceutical (1946)
- Consumer (999)

**Search**

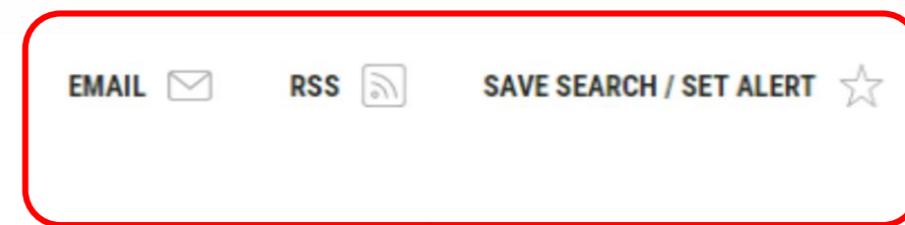
 [X](#) [SEARCH](#) [REFINE](#)

Showing 1 - 10 of 11,532 results for "heart"

OFF [View headlines only](#) [SORT BY Date](#)

11 Jun 2016 | NEWS  
IN VIVO

### ev3: The Virtues of Focus



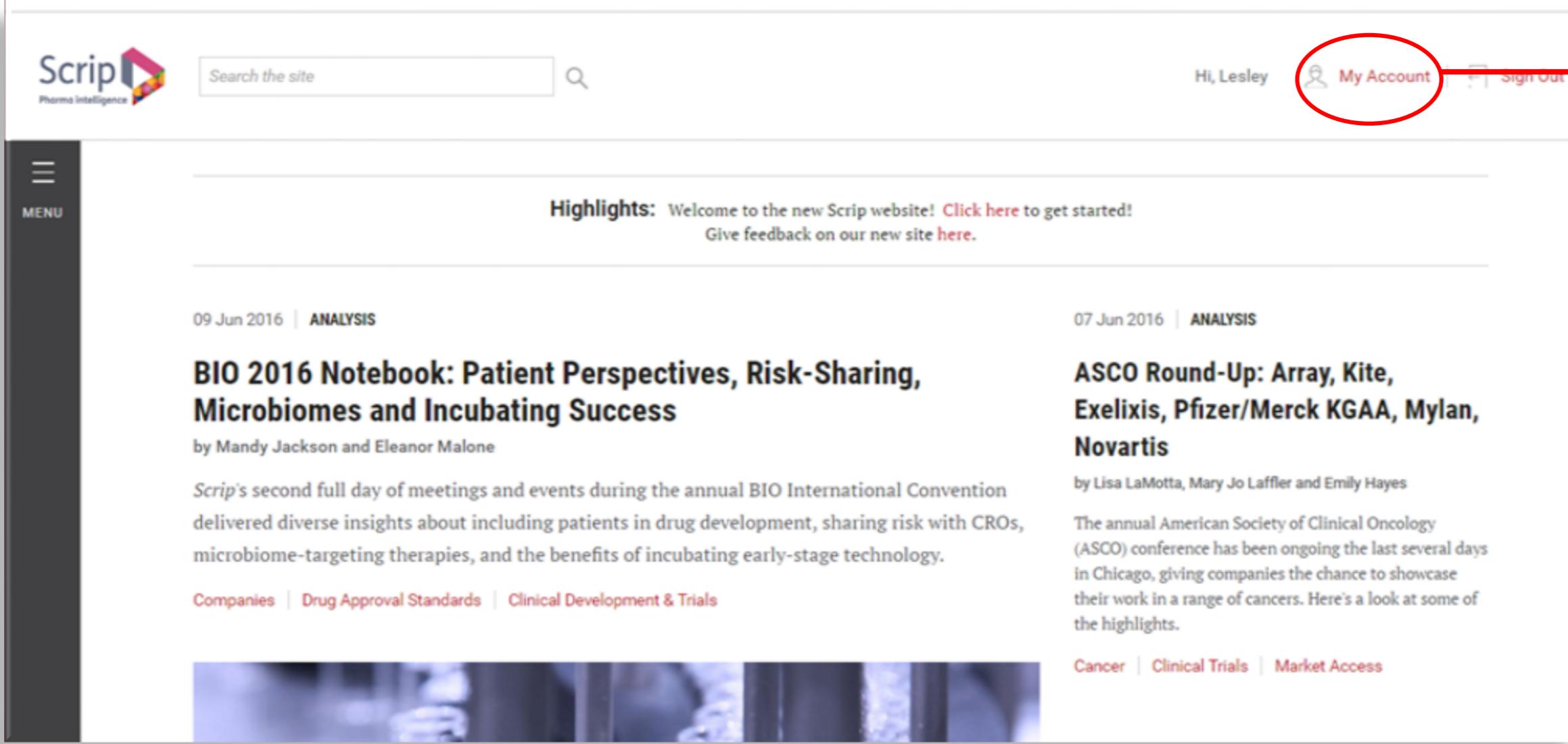
In the upper right corner of your search results pages, is where you will find tools so you can easily once you have performed your search:

- **Email your search results** to others by filling out a simple form
- Set up a **Custom RSS Feed** by clicking the RSS icon and subscribing
- **Save your search** with "1-click" and a name, to easily access updated results at any time; and/or Set up a **Custom Email Alert** to receive an email alert whenever new content matching your search criteria is published.



# Managing Your Account

Your account is managed from the “**My Account**” link located on the upper right side of the sites. The **My Account** section reflects your account and activity across all of our publications.



The screenshot shows the top navigation bar of the Scrip Pharma Intelligence website. On the far left is the Scrip logo. To its right is a search bar with the placeholder "Search the site". Further right are links for "Hi, Lesley" (the user's name), "My Account" (which is circled in red), and "Sign Out". A red arrow points from the text "From My Account you will manage your:" to the "My Account" link in the header. Below the header, there is a "Highlights" section with a welcome message and links to start and provide feedback on the new site. The main content area displays two news articles. The first article, titled "BIO 2016 Notebook: Patient Perspectives, Risk-Sharing, Microbiomes and Incubating Success" by Mandy Jackson and Eleanor Malone, was published on 09 Jun 2016 and falls under the ANALYSIS category. It discusses the second day of the BIO International Convention, focusing on patient perspectives, risk-sharing, microbiomes, and early-stage technology. The second article, titled "ASCO Round-Up: Array, Kite, Exelixis, Pfizer/Merck KGAA, Mylan, Novartis" by Lisa LaMotta, Mary Jo Laffler, and Emily Hayes, was published on 07 Jun 2016 and also falls under the ANALYSIS category. It covers the annual American Society of Clinical Oncology (ASCO) conference, highlighting work in various cancers. Both articles include links to related categories like Companies, Drug Approval Standards, Clinical Development & Trials, and Market Access.



# My Account: Bookmarked Articles

Articles can be **Bookmarked** from the Homepage, Topic Pages, Article Pages, and Search Results Pages.

Once an article is bookmarked, it will be listed on your **Bookmarked Articles** section under **My Account** where you can see the Publication name, the article title, and the date the article was published. This is also where you will go to remove bookmarks you no longer want to keep, by simply clicking the “Remove” button

## Bookmarked Articles

Publication	Title	Date	
SCRIP Intelligence	Panel: Oncology Business Models Determined By Capital And Culture	13 May 2015	<a href="#">REMOVE</a>
IN VIVO	Gilead Working 24/7 To Fix Manufacturing Problems In HIV "Complete Response" Letters 	7 May 2015	<a href="#">REMOVE</a>
MedTech Insight	U.K. Packages All Electronic Cigarettes Under Medical Regulation 	14 Jun 2014	<a href="#">REMOVE</a>
The Pink Sheet	Sunshine On Journal Article Reprints Could See Legal Challenge 	22 Aug 2013	<a href="#">REMOVE</a>
SCRIP Intelligence	Novo Nordisk Withholding Tresiba From German HTA Process	6 Aug 2013	<a href="#">REMOVE</a>
The Pink Sheet	Pradaxa Increases GI Bleeding But Not Heart Attack Risk, Medicare Data Show 	19 May 2012	<a href="#">REMOVE</a>
IN VIVO	Antibody developer Alder Biopharmaceuticals' IPO nets \$74.4mm 	25 Jul 2011	<a href="#">REMOVE</a>
MedTech Insight	St. Jude Revises Timeline For Quadripolar CRT-D Device 	19 May 2011	<a href="#">REMOVE</a>

You can view and manage all articles you have **Bookmarked** from any of our publications’ **Homepages**, **Topic pages**, **Article Pages**, and **Search Results pages** in the **Bookmarked Articles** section



# My Account: Saved Searches & Alerts

From our Search Function, it is simple to save any search so you can return to see updated results at any time without having to take the time to re-input each of your desired search parameters. You can also opt to receive an email alert whenever new content is published that meets your search criteria, so you never miss a thing.

The **Saved Searches & Alerts** section under **My Account** is where all of your Saved Searches and Alerts will be listed and managed. Here you will see the publication(s) being searched, the Title you give each custom search you save, the date you saved the search, and a simple toggle you set to select which searches you want email alerts for. You can also remove any searches you no longer need.

Saved Searches & Alerts			
Publication	Title	Date Created	Email Alert
SCRIP Intelligence	Cancer Drugs	20 Jul 2015	<input checked="" type="radio"/> ON <input type="radio"/> OFF REMOVE
IN VIVO	Merck Acquisition 	7 May 2015	<input type="radio"/> OFF <input checked="" type="radio"/> ON REMOVE
MedTech Insight	Commercial 	4 Jun 2014	<input checked="" type="radio"/> ON <input type="radio"/> OFF REMOVE
The Pink Sheet	Companies 	4 Jun 2014	<input checked="" type="radio"/> ON <input type="radio"/> OFF REMOVE
All	Companies	4 Jun 2014	<input type="radio"/> OFF REMOVE
Multiple <a href="#">(show list)</a>	Companies	4 Jun 2014	<input type="radio"/> OFF REMOVE
Multiple: MedTech Insight, SCRIP Intelligence, The Pink Sheet <a href="#">(hide list)</a>	Companies	4 Jun 2014	<input type="radio"/> OFF REMOVE

Easily toggle on/off **Email Alerts**  
For as many of your **Custom Saved Searches** as you want at any time.



# My Account: Account Settings

The **Account Settings** section under **My Account** is where you will update your Contact Information: including your name, Company and Job Information, Shipping & Billing addresses, and it is also where you can update your password when you desire.

The screenshot shows the 'My Account' section of the Scrip Pharma intelligence website. At the top, there is a navigation bar with a search bar containing 'Search the site' and a magnifying glass icon. Below the search bar, the 'My Account' menu is displayed, featuring options like 'BOOKMARKED ARTICLES', 'SAVED SEARCHES & ALERTS', 'ACCOUNT SETTINGS' (which is highlighted with a red box), 'SUBSCRIPTIONS & PURCHASES', and 'EMAIL PREFERENCES'. A breadcrumb trail at the bottom of the menu area indicates the user is at 'Home > My Account > Account Settings'. The main content area has a title 'Account Settings' and two buttons: 'User Name / Email Address' and 'Update Your Password'.



# My Account: Subscriptions & Purchases

The **Subscriptions & Purchases** section under **My Account** is where you will find a listing of all of the publications you are subscribed to as well as any articles you may have purchased. This is where you can also look to see when your subscriptions are due to expire so that you can ensure your renewals are planned without any breaks in service!

## Subscriptions & Purchases

### Subscriptions

Publication	Subscription Type	Expiration Date	
SCRIP Subscription	Individual	13 Jan 2016	<a href="#">RENEW</a>
MedTech Subscription	Individual	14 Jan 2016	<a href="#">RENEW</a>
The Pink Sheet Subscription	Site License	13 May 2016	
IN VIVO Subscription	Free Trial	13 May 2016	<a href="#">SUBSCRIBE</a>

### Purchases

Publication	Title	Expiration Date
SCRIP	Article Name Goes Here and is Usually Quite Long	13 Jul 2016
MedTech	Article Name Goes Here and is Usually Quite Long <a href="#">[link]</a>	13 May 2015
The Pink Sheet	Article Name Goes Here and is Usually Quite Long <a href="#">[link]</a>	13 May 2015
IN VIVO	Article Name Goes Here and is Usually Quite Long <a href="#">[link]</a>	13 May 2015



# My Account: Email Preferences

The **Email Preferences** section under **My Account** is where you indicate which of our Email newsletters you want to receive. You can update your preferences here at any time.

*Watch this space for further enhancements coming soon!*

## Email Preferences

Here is some placeholder text to communicate the different types of emails users will be receiving. The emails are daily, weekly and breaking news, and when a user signs up to receive emails, they will receive all three emails from all four TS2 publications.

### Email Newsletters

Title	Receive Emails
SCRIP Intelligence	<input type="checkbox"/> Yes
MedTech Insight	<input checked="" type="checkbox"/> Yes
The Pink Sheet	<input type="checkbox"/> Yes
IN VIVO	<input checked="" type="checkbox"/> Yes
The Rose Sheet	<input type="checkbox"/> Yes

Please do not send me any promotional information or offers via email

UPDATE EMAIL PREFERENCES

Check the **Email Newsletters** you wish to receive



# For More Information...

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If you still have questions about how to access or use any of our products, please contact **Client Services** at:

- ❖ US: 888-670-8900 or +1 908-547-2200
- ❖ UK: +44 (20) 337 73737
- ❖ Australia: +61 2 8705 6907

**Did you know...** Informa Pharma Business Intelligence has **Product Managers** for their Insights products, who are available and eager to speak with our customers about their experiences using our products...

If you have experiences you would like to share -- positive or negative, or ideas for how we can improve our products to make them more useful please contact us so we can arrange a time to speak:

[Lesley.Greene@Informa.com](mailto:Lesley.Greene@Informa.com) : Pharma

[Julia.Seto@Infoma.com](mailto:Julia.Seto@Infoma.com): Medical Devices

