INSIDE ONLINE

From the Desk of the president...

It has been an exciting past couple of years here at Online Business Applications. In January 2002, we moved into our brand new office and began a journey of growth that illustrates the quality and determination of our employees. Since our move, we have added nine new employees including Stewart, Tom, Adam, Lindsay, Susie, Mike G, Dianne, Mike B and Cheryl., and we have added 18 new clients. This growth has been the result of the hard work on the part of our sales department headed by Joe.

 We have expanded our client base to include sites in Europe and Australia. These clients include 3M Phar-maceuticals, Proctor & Gamble Pharmaceuticals, Serono International SA, UCB Pharma Inc, and Cephalon, Inc. Most of these clients have come to our site to perform successful vendor audits.

 We now offer IRMS as a service (ASP) from our data center in Lemont, Illinois. Our initial web version of IRMS has been tested and poised to take off as a complimentary product to the parent version of IRMS. Our Adverse Event system is now being used to report AE's to the FDA.

 IRMS Version 5 has been released to handle the globalization of medical information.

We have incorporated everything a pharmaceutical company needs to handle multiple sites or divisions. Of course the new version runs using Access XP and we now can use Oracle <u>OR</u> SQL Server as the database engine. IRMS5 is 21 CFR Part 11 compliant and has undergone more comprehensive testing with procedures instituted by our quality control staff that are more strict than any previous version. The documentation is much improved with a User Guide, an Administrator Guide, a "How To" guide, and our updated online help is on the way.

 We have added semi-annual training seminars, the first of which was held last November in Atlantic City. We are planning the next seminar this October in Las Vegas, Nevada at the Luxor Hotel. There's still time to sign up for this one, so contact Lind-

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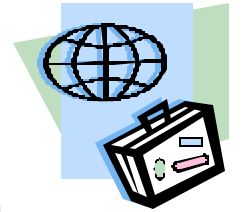
From the desk of the president...

say if you wish to attend.

Our new training department, headed by Dianne, has performed IRMS training in the UK, Switzerland, France, and Germany. Because we felt so strongly about user training, we have acquired more space here in Lemont and created a training facility where we have just completed our first round of user training. If you are interested in IRMS training, please contact Lindsay or go to our Web site at www.irmsonline.com to register.

We also have formed an alliance with Med Communications to provide outsourced medical information services for our clients. See our web site for more information.

More is planned. We will be offering even more services in the future, including business services. We'll let you know about our offerings and continue to provide up-to-date information as necessary. As our company grows, we've accomplished a lot, and we are even more excited to see what happens in the next couple of years.

Dennis Oles, President

From the support Desk...

Many of our clients have expressed the interest (if not the necessity) to notify their representatives of the requests their call-centers receive for a given time period. This can easily be achieved via the RepMemo process in IRMS with two methods of output: E-Mail or Print.

The RepMemo process is dependant on two items of information: (1) Every representative must have an e-mail address in the representative table (unless the memos are to be printed and mailed out), and (2) Each request has a representative defined in the RepTerr# field on the Case Entry screen (required for either output method). Now, it's not that every single request must have an associated representative, but for each request that does not

have one defined, that request will not be included in the memo that gets sent to the representative.

A memo (and the copies of the response letters – if selected in IRMS) is sent to each representative for requests from their territory (or multiple territories). For some of our clients, this is based on representative per product for the territory. An example of this would be that there are two reps for the state of Illinois, only one handles product "A", and the other handles everything for product "B". So when you select the representative for the case, make sure you select the correct one for the product in the question. If you are in the situation where you have multiple representatives covering the same territory (but for different products), and you do receive a single phone call but it's for two different ques-

tions (and the product is different for each question), you should create two different requests since you cannot yet split a single request between two representatives. Believe it or not, we have been asked this question more than once, and a project is underway to allow for multiple representatives per case.

As mentioned earlier, IRMS allows the users to e-mail the RepMemos (and possibly the copies of the response letters sent), or print them to be mailed. If the output method is e-mail, the IRMS user can define a general subject and body text for the email message that is sent to each representative (with the memo attachment). There are three Division Parameters for defining the general email text (RepMemoText, Rep-
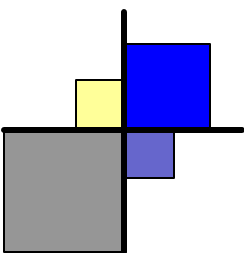
A Note From our trainer…

OBA opened a new training facility at our Lemont, Illinois location on August 24th with a two-day Basic User and a one-day Version 5 training course, attended by users from Celgene Corp., MED Communications, Inc., Nabi, and Sepracor.

Here's what the attendees had to say:

Andrew from Nabi said, "Dianne created a comfortable and positive learning environment for both new and seasoned IRMS users. The new learning's will be invaluable to my day-to-day operations." Felda from Sepracor stated, "Dianne went above and beyond trying to ensure that the content being reviewed was relevant to our work settings. Definitely a good class for new users to IRMS." And finally, Jane from Celgene was very pleased because Dianne covered additional topics to help her with her new IRMS upgrade and install and provided her with additional help for her tables and documents setup.

Dianne Pullman, OBA's trainer, will be offering different IRMS courses each month. "Our goal is to provide you, our IRMS customer, with quality and informative classes in a relaxed, 'away from the office' environment. OBA's commitment to quality and customer service continues to be our primary focus. These IRMS training courses enhance our current onsite training option as we continue to strive for IRMS customer utilization," says Dianne.

Our new training facility has eight, comfortable, new workstations in a pleasant environment. For course information see our website, or contact Dianne at 630-243-9810, ext. 216 or dianne@irmsonline.com.
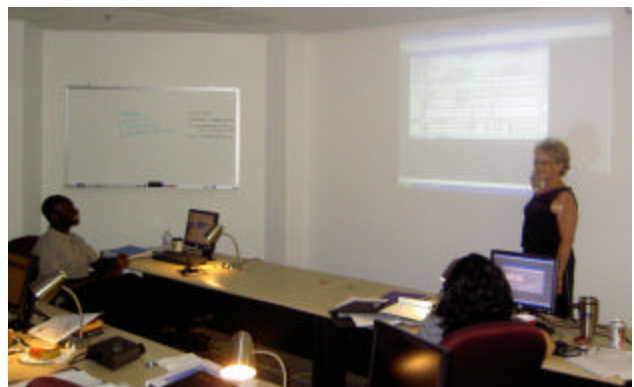
"The new training facility is great! The ability to receive hands on, real time training, is a wonderful experience."
Chris– Med Comm
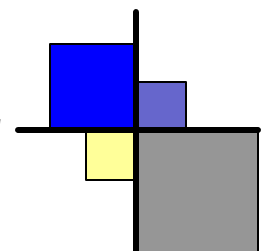
New Employees

OBA would like to welcome Michael Bayne and Cheryl Nabors to our team. Mike is a computer professional with over ten years experience in a variety of networks, languages, development tools, and office tools. He is certified in Microsoft Access and Microsoft Office. Mike is joining us as a member of our product development team.

Cheryl joins us with an eighteen year history of project management. Recently she was the Director of IT for a company that produces motivational pictures you see on your office walls. Cheryl will fill a new Project Manager position at OBA. Her duties will include managing client projects as well as internal projects related to IRMS.

From the Support desk....

MemoText2, and Rep-MemoText3) and each parameter is limited to 255 characters, so the total amount of characters used for the email body text is limited to 765 characters in length.

Running the RepMemo process can be started from the Case menu (select "Rep Memos…" from the list). When the Rep-Memo screen is displayed, the first tab allows the IRMS user to select the criteria (at least one form of response type must be selected – Verbal/ Standard/ Custom). With the criteria selected, the user can click the "Find" toolbar button. Once the query is completed, the results are displayed in the second tab (Review Selection). At this point if the user notices the "Rep Email" field is blank, chances are the output method on the third tab (Process Selection) is set to Print Memos (the default method for RepMemos in IRMS). Once the IRMS user selects "Email Memos" as the output method, there will be a dialog box that asks the user if they want IRMS to get the associated e-mail addresses for the representatives. When the user selects Yes and goes back to the "Review Selection" tab, they should notice that the "Rep Email" addresses should now be populated.

IRMS Web Version

Online Business Applications has rolled out it's first version of Web-IRMS. Web IRMS is a very simple web based interface for the IRMS Medical Information system. Initially designed for remote case entry and document retrieval, Web-IRMS can be deployed to a sales force, Medical Liaisons, or used for case entry at conventions or satellite offices.

Our focus is to continue to develop Web-IRMS, increasing it's functionality to include letter generation, reporting and system administration. We are holding a round-table discussion at our Las Vegas User's Group meeting this year to discuss potential priorities and features in our Web product as we move forward. We are extremely interested in getting our client's feedback as we continue with development. Please feel free to contact us if you have any questions or would like a demonstration. Or call us if you have any ideas or would like to make your contribution to the development of an exiting new product.