



Inside Online

WEB-IRMS

Scheduled for release in early 2004 is our first release of the much anticipated WEB-IRMS. As the use of IRMS has grown, from a simple Medical Information system to a full communications system with Adverse Events, Product Complaints, and global deployment capabilities, many of our clients could still take advantage of a completely web version of IRMS.

Many of our clients have deployed IRMS in a thin client architecture utilizing either Citrix or Microsoft Terminal Server, and those deployments are extremely successful at reducing client side maintenance, easing software deployment, and enabling multi-site use. WEB-IRMS, however, will expand the possibilities by enabling IRMS functionality simply through a browser from any location.

WEB-IRMS will initially be limited in functionality, with basic case entry, document searching and retrieval, and case status reporting; however, we will be rapidly expanding the functionality throughout 2004. We envision the benefits of the initial release to be for clients who wish to have access to case entry from shows, or allowing Medical Liaisons to enter cases and retrieve document information.

As the functionality expands, WEB-IRMS could be a full replacement for the desktop distribution of IRMS. The last functionality to convert will most likely be the administration functions, so a single administrator implementation of standard IRMS may be necessary. We would like to receive feedback on interest and requests for functionality as quickly

as possible, so please contact us if you feel this is something your company may be interested in. We also understand many of our clients would like to continue with standard IRMS, and we have no plans of requiring transition to the web version, or dropping support for any of our client who wish to continue to use the current application.



New Clients

Online Business Applications would like to welcome Sepracor Inc. to our growing list of new clients. Sepracor, located in Marlborough, MA will be deploying IRMS in a thin client environment utilizing Microsoft Terminal Server. Once again, we are excited to have Sepracor onboard, and wish to express our gratitude to all of our clients for their continued business.

15th Annual Workshop for Medical Communications

From March 21st-March 24th in Tampa, FL, the DIA is hosting another Medical Communications workshop and we will be there. It's not too early to start planning for the annual meeting in March, well, maybe it is a little early, but not for us. We are looking

forward to seeing all of you again and demonstrating all the new and exiting going-ons at Online.

We plan on having our annual workshop on the Saturday before once again, so keep that in mind when travel plans need to be made. The hotel is the Wyndham

Harbour Tampa, and should provide another great opportunity to meet and greet with your colleagues and friends. There will be more information from us on the workshop, but we wanted to get in this early word.





E-mailing Messages to Sales Representatives from Case Entry

When a request for information has been forwarded to the drug information department from a sales representative, it may become necessary to communicate with that representative via e-mail, regarding the request. You can automate this process by setting up pre-defined text messages and storing them in the Documents table. While in the Case Entry screen, you can choose an e-mail option from the Shortcuts menu which will begin the process of sending an e-mail to the representative using these pre-defined text messages. After sending the e-mail message, the actual text of the message is copied to the note pad of the case.

Add the required DocType record

Before you can add a text message for e-mailing, you must confirm that there is a DocType record called "E-mail". If this record does not exist, add it.

Add pre-defined text messages

Store any number of pre-defined text messages in the Documents table. Make sure that "E-mail" is selected in the Showing Type field. Click the Add New button to create a new Document record and enter values for the fields; DocID, Title, Subject, and the text of the document. The title will be used to select the desired message when sending, the subject will be used as the subject of the e-mail, and the text will be used as the text of the e-mail message. Do NOT create a Word document, use the text field only. You must change the Status of the template to Approved before you can use it in Case Entry.

Special merge fields

Within the text of the message, you can use defined merge fields.

These merge fields are used to substitute information from the case such as the representative name, request number, etc. A list of these fields follows. These fields are indicated within the text with angle brackets (<>). You can place merge fields anywhere within the text.

Merge Fields Definitions

<Today>	Today's date formatted as Month, DD, YYYY (January 1, 2002).
<ReqNo>	The Case Number (Request Number).
<RepName>	The full name of the representative assigned to the case.
<RepNo>	The territory number assigned to the representative.
<RecDate>	The date the request was received.
<ContactNA>	The contact name and address formatted with a salutation and a title
<ProdName>	The product name from the current question on the case
<SignName>	The full name of the owner (referred to) of the case.
<SignTitle>	The title of the owner of the case
<SignPhone>	The phone number of the owner of the case
<Tab>	Replaced with 5 spaces in the text.

Note: When using the <SignName> merge field, the initial look up for the name is done in the Signature table. If the referred to does not exist in this table then a look up is done in the Security table, and <SignTitle> and <SignPhone> will not work.



IRMS Knowledge Base continued...

You can click the *Text* button on the Document screen to view the text of the message but you can not modify the text from this screen. If you are updating the text, remember to click the *Allow Updates* button.

Sending E-mail to a Representative

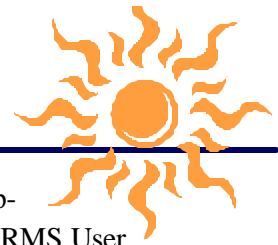
In order to send an e-mail message to a representative while in the Case Entry screen, select the E-mail Representative option from the Shortcuts menu. If a representative is assigned to the case, the rep's e-mail address will be looked up and automatically filled in as the To (Send To of the e-mail). You can manually enter or change an e-mail address. The CC field can be used to send a copy of the e-mail to anyone with a valid e-mail address. The Template field is where you can choose the pre-defined text already set up in Document maintenance. When you select a template, the text of the

message is displayed in the text field with all merge fields merged with the appropriate data from the case.

IMPORTANT: If you mistype a merge field name, the incorrect merge field will be displayed as part of the text. You should carefully test new messages before using them in production.

You will see the results of the template merged with data from the case screen. You can edit this text before sending. Since this is a text field, you can't use editing characteristics like bolding and underlining.

When you are ready to send the message, click the Send button. The e-mail message will be sent and the text of the message will be added to the Note pad of the case. The E-mail screen will close and you will be back on the Case Entry screen. You can send as many e-mail's as you want.



IRMS User Training Session



On November 3rd, 2003, Online Business Applications hosted its First Annual East Coast IRMS User Training Session. We had an excellent turn-out of about 15 different companies, a few with more than one representative. The first part of the session consisted of these five major topics; case overview, searching, document management, sales rep communication, and reports. Following the first session were three separate breakout sessions. The breakout sessions were divided up into smaller groups interested in some specific areas of IRMS. These were the general separation of topics for the breakout sessions; functional use of IRMS, advanced user training, and the future of IRMS.

The case overview presentation discussed the basics of case management in IRMS. A single case in IRMS can store multiple contact, questions, and letters, and this is often confusing while running queries or reports.

Searching was a review of the ways to find information in IRMS. From case query, to document searching, to using the FAQ filter, you should be better able to understand how to get the information you need out of IRMS.

Document management reviewed the document management capabilities of IRMS. Standard documents, enclosures, and opening and closing management were covered, as well as combo docs, template control and image management.



The reports session was a basic review of the report capabilities of IRMS.

A walk-through, as well as some specific examples was demonstrated. We also discussed the possibility of being able to run reports automatically.



The afternoon breakout sessions gave our client the opportunity to work in small groups on areas of interest. Rod worked with some of our new users covering basic functionality. There were many excellent questions on use and tips for Rod. Dennis worked on more advanced functionality in IRMS for some of our advanced users. Joe discussed the future plans of Online Business Applications including Web-IRMS, adverse events and product complaints, and global deployment options.

The session was a big success. While we feel a number of things were accomplished during the session, we also hit a home run with the weather as well enjoying temperatures in the 80s in Atlantic City. We feel this workshop, held each year on the opposite coast of the DIA Medical Communication meeting will be another way to bring value to our clients.

If you have any comments or suggestions for our workshops, please contact us. Our continued communication with our clients helps us to provide better support, as well as a better suite of products. We want to thank everyone who attended this year, and we look forward to a new year of developments and growth with IRMS.

