Volume: 7 Issue: 2 Summer 2008

Inside Online Newsletter

2008 Fall Workshop in Las Vegas

The workshop is a great opportunity to learn about new IRMS enhancements, gain knowledge on a variety of training topics, and also enjoy client user presentations. IRMS users get a chance to come together and discuss with their colleagues how they are using the system and leave the workshop with new ideas on how to use IRMS to its full potential.

When: Septemeber 19, 2008

Where: **Monte Carlo Resort & Casino**
3600 Las Vegas Boulevard South
Las Vegas, Nevada 89109

Workshop Schedule

Introduction of IRMS-CM, Content Management System
Online will be showing its new web-based document management system.

AE Enhancements and Development Efforts
Find out about OBA's collaboration with ICON Clinical to develop a robust, full featured adverse events system that can be deployed globally.

Reporting
Reporting, friend or foe? Learn some of the newest reporting techniques and turn the troublesome task of reporting into an easy rewarding process.

New Features
See the lastest and greatest that IRMS has to offer.

Tips and Tricks
Make life a little easier, learn some tips and tricks from the pros.

Question and Answer / Open Forum
Everyone's favorite part of any workshop. Be ready with questions or share your IRMS experience.

register at
www.irmsonline.com

Discover the Potential

obaEC
• Education Center •

Webinar Schedule

August 13	**IRMS Report Module**
September 10	**System Configuration and Security**
October 15	**All About Templates**
November 12	**Adverse Events Module**

Class Schedule

August 11	**System Administration** *IRMS System Menu in Detail*
August 12	**The Tech Behind IRMS**
Sept. 8 & 9	**Advanced User Course** *IRMS 201 & Advanced Queries and Reports*
Oct. 13 & 14	**Basic User Course** *IRMS 101 & Queries and Reports*
Nov. 10	**Adverse Event and Product Complaint Modules**
Nov. 11	**Advanced User** *Queries and Reports*
Dec. 15	**System Administration** *IRMS System Menu in Detail*
Dec .1 6	**The Tech Behind IRMS**

Online Business Applications offers in-depth IRMS training at our education center (obaEC) outside of Chicago with monthly learning and performance improvement classes. These hands on classes offer personal attention, as the class size is kept to only six attendees. In addition, Online offers custom training courses. We accommodate your needs the best we can by offering custom on-site, off-site or even online training opportunities.

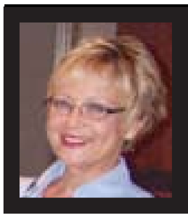
"obaEC training facility is great! The ability to receive hands on, real time training is a wonderful experience."

Webinars Now Available

The obaEC is now offering webinar classes. The word webinar is short for web-based class. Webinars are just like a classroom based session, however, participants view the presentation through their web-browser and listen to the audio through their telephone. Webinars are a great way to keep your company up to date with the latest features in IRMS.

For more information please contact:
training@irmsonline.com

E-mail Representative
(Actually, e-mail anyone)
from Case Entry



-Dianne Pullman

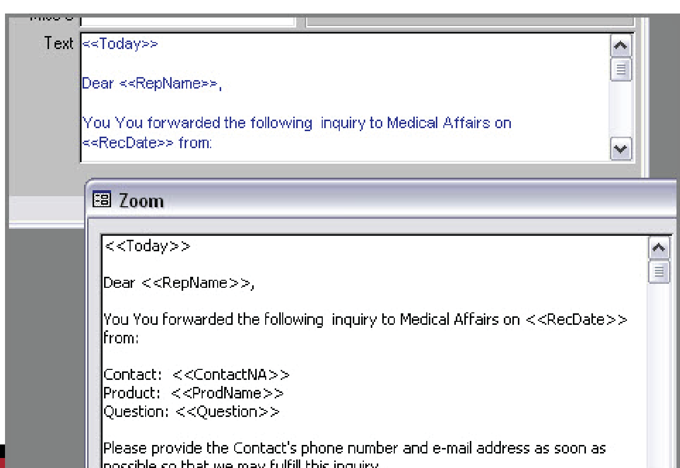
IRMS has a feature called E-mail Representative (found under the Shortcuts Menu) that creates and sends an e-mail while in a Case Entry record. E-mail Rep allows you to quickly generate and send an e-mail using your current e-mail solution and stores a copy of the e-mail in either the Case Notes or Case Attachments and also logs it in the Case Log.

Initially, this feature was created as a tool to communicate with the Rep via e-mail regarding questionable or missing case information. Therefore by default, IRMS automatically populates the e-mail address of the Rep associated with the case into the e-mail 'To' field.

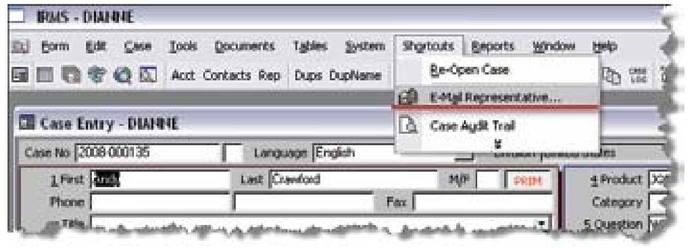
Even though this feature is called 'E-mail Representative', many IRMS clients also use this feature to send e-mails to other departments within their company such as Safety, or even to clarify the question with the Case Contact. You can specify a particular e-mail address when setting up the template which will then automatically populate the e-mail 'To' field with the specified address.

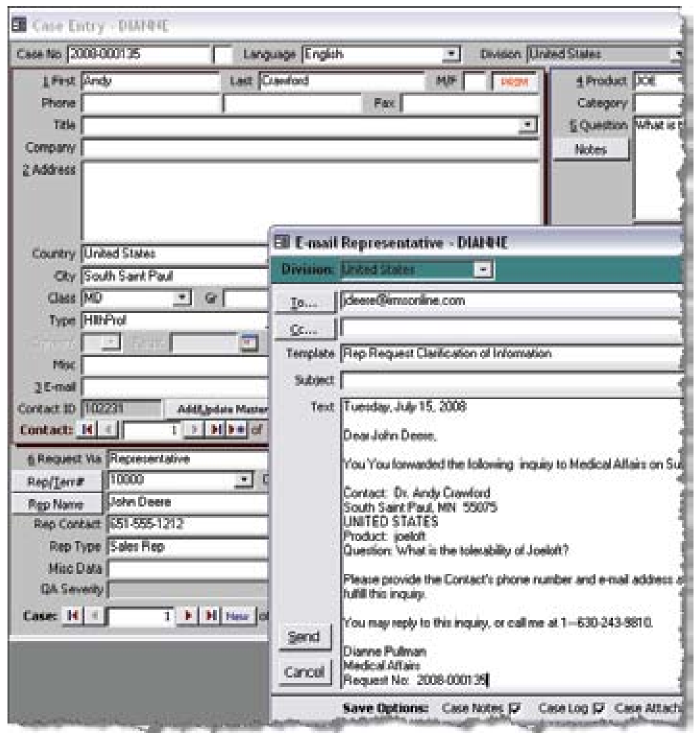
Here's how it works:

First, create the E-mail Template in Document Maintenance by typing directly into the text field. To go to the next line, press Ctrl/Enter. Use E-Mail Replacement Fields (found in your IRMS Field Codes Guide) to pull information from within the Case Entry record to your e-mail. Once you've changed the status of your template to approved, you can begin using them in Case Entry.



Next, select E-mail Representative from the Shortcuts Menu. Select the E-mail Template that you want to use from the Template pick list. Edit your e-mail if you wish and then click the Send button. IRMS will place a copy of your e-mail in either Case Notes or as an Attachment (available in Version 5.8.2).





Some uses for E-mail Representative are:

-Emailing the Rep to clarify or provide missing case information

-Alerting the Rep to contact you via telephone ASAP

-Notifying the Rep of inquiry fulfillment, providing only selected information from the case (this is done instead of Rep Memos)

-Sending selected case information to the Adverse Event or Product Complaint Departments

-Sending an email to the Contact(s) requesting question clarification or to provide additional information

For more information please contact:
training@irmsonline.com

Is it time to Upgrade?

What features are you missing?

We decided to make the "Upgrade" section a regular feature in our Newsletter. It gives you an opportunity to read about exciting new features that you may not have been aware of if you weren't staying up-to-date on the latest IRMS release. Here are brief descriptions of just some of the new features found in versions since 5.8.0. For more information on these and other improvements, please see the Release Notes section of our website.

IRMS Version 5.8.2.1

- **Letter Format Enhancement**
  A new option has been added which allows the Product Document to be inserted before each Standard Document.

- **Dymo Label Printer Integration**
  The System allows the user to define the default label printer in the User preferences.

IRMS Version 5.8.2.0

- **Multiple Product Documents**
  Product documents are now specified in the Product Table. Multiples can also be selected here. Finally, Product Documents can also be selected on a document-by-document basis in the Standard Document record.

- **New SubType field for Standards & Enclosures**
  A new field is now available to further classify your SRDs and Enclosures. This new field will be added to the following forms: Case Entry, Response Letter, FAQ, Document Security, Case Copy, and Template Control.

- **Interface with Copyright Clearance Center**
  You heard about it at our Workshop, and read about it in our last news letter, now it's here in 5.8.2.0! This new functionality allows your IRMS system to interface with the Copyright Clearance Center and report document usage.

- **Store E-mails from Case Entry as Case Attachments**
  You'll now have the option to save your e-mails from E-mail Representative, E-mail Corporate, and Case Snapshot E-mails as attachments to the case.

- **E-mail Representative enhancements**
  From Shortcuts->E-mail Representative, e-mail addresses will now be available for: IRMS Users, Representatives, Case Contacts, and your MS Outlook folder of choice.

- **Question Status**
  The ability to close individual questions, separate from the Case Status, has been added. Also available is the Question Owner field. When the question is closed, a date/time stamp is also applied.

- **Require a password to close a case**
  A new Division Parameter is available to require a password to close a case. When a case is completed IRMS will prompt the user for a password before changing status.

IRMS Version 5.8.1.0

- **E-mail Lookup**
  A new System Parameter allows you to select a Public Contact folder or Global Address List found in your MS Outlook Contacts. Then from E-mail Representative, you can access all your e-mail addresses without going into Outlook first.

- **Require Master Contact for each Case**
  Do you maintain Contacts? If so, you may prefer that your IRMS users use the Master Contact list. This new Division Parameter forces users to use contacts from your list.

- **Security By Product**
  A new System Parameter allows you to restrict users to certain Products. Throughout IRMS, the System will then allow the user to view only cases or questions associated with the allowed product.

- **Question Notes**
  Each Question/Response now has its own Notes button.

- **Business Rules**
  This is an exciting new feature which will benefit many of our clients. It allows you to enforce rules and actions based on the resolution type selected for the case. You can have it force a verbal response, response letter, or an e-mail. The case cannot be closed until the rule is satisfied.

Advanced Criteria:

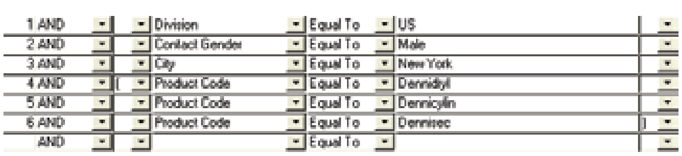
What's that About, Anyway?

-Michael Ristanovic

Reports are a component of IRMS utilized by many IRMS users on a regular basis. They are an integral part of IRMS that can allow data output to be truly customized. However, some users are unfamiliar with the Advanced Criteria component, which allows for the highest level of customization.

Probably the least understood aspect of Advanced Criteria is the use of parentheses, which simply allow similar conditions to be grouped together. For our example, consider a report with the following requirements: Cases completed from May 1st to May 31st 2008, responses for any of three specific products (Dennidryl, Dennicylin, and Dennisec), Contact Gender (Male), City (New York), and Division (US).

The important point here is that the report will return records where any of those three Products is selected, as long as all the other criteria are met. This can be accomplished by using the Logical Operator "OR", along with parentheses encompassing all similar "OR" conditions. In the screenshot below, note the use of parentheses to group the "OR" conditions together. The group can then be treated by the report as a single "AND" condition. Be sure to always use parenthesis to group similar "OR" conditions, otherwise the report may return unexpected results



The results from the above example can be duplicated by replacing the three "OR" conditions with a single "AND" condition that utilizes the Comparison Rule "One Of". For this condition, the criteria would consist of the three Product Codes separated by commas, and would look like this: *AND Product Code One Of Dennidryl,Dennicylin,Dennisec*. Here, the parenthesis are no longer necessary because there is now only one condition instead of three, so there is no need to group conditions together..

A third way to attain the same results is by using the Comparison Rule "Like". This Comparison Rule can be used for criteria that contain the same characters in the beginning or end. In this case, the three Product Codes all begin with the same five letters. In the Advanced Selection Rule Entry window the condition would look something like this: *AND Product Code Like Denni*. Records* returned by the report would then include only those where the Product Code BEGINS with the letters "Denni". The use of the * wild indicates that what comes after those 5 letters is not important.

Two other Logical Operators are "NOT" and "AND NOT". These can be used to return all records EXCEPT the ones where the value of the specified Field Name matches the Criterion. For example, consider this condition: *NOT Product Code One Of Dennidryl,Dennicylin,Dennisec*. In this example the Report would display all records EXCEPT those where the Product Code is one of the three listed.

Finally, there is a rarely used Comparison Rule, "IS NULL", that allows the report to return records where the specified Field Name is blank. For example, with a condition of AND Product Code Is Null, the report would return any records where a Product was never selected.

For additional information, please see our Reporting Guide, which can be found in the Downloads section of our website. If you have any additional questions, call the Support Line at 1-630-243-9810 x250, or drop us a line at support@irmsonline.com.

Support Center

www.irmsonline.com

Copyright for Business Professionals

Copyright Clearance Center (CCC)

As a business professional, you rely on third-party information to support the work you do. This information is critical to many of the functions—such as sales, market research, communications, strategic planning, new product development, R&D and information services—required to stay competitive and achieve the goals of your organization. Yet, in re-using or distributing content without the permission of the copyright holder, you may be violating copyright law.

Under copyright law you have a personal responsibility to the copyright holder and to your employer to be compliant. Ignoring this responsibility while you go about your job can put you and your organization at risk. Penalties for copyright infringement can range from restrictions on the information available to you, to a lawsuit that could damage the reputation of your organization and cause financial harm. Copyright requirements also extend to outside suppliers, such as document deliverers and other information sources that provide you with copyright-protected material.

In addition to the legal responsibilities, there are also ethical responsibilities in using content created by other parties. Publishers, writers and other creators produce work with the expectation that it will not be used without their express permission, they will be compensated fairly for the re-use of their work, and the integrity of their work will be maintained. By complying with copyright law, you are demonstrating respect for other's property and helping to ensure the continued availability of the third-party content you rely on.

The bottom line is that almost all of the content produced today is protected by copyright law. From both a legal and an ethical standpoint, you need the permission of the copyright holder before you re-use most copyright-protected material.

As you may have read in the spring 2008 issue of the Inside Online newsletter, Online Business Applications teamed up with Copyright Clearance Center to integrate IRMS (version 5.8.2) and CCC's extensive rights licensing database to give IRMS users like you instant access to copyright permissions. This integration allows you to quickly search, price, and obtain permissions directly within IRMS. What's more, it automates usage reporting and invoicing, saving you even more time and freeing you to focus on other activities.

Check out these upcoming corporate education events from CCC:

Webinars (2:00 – 3:00 p.m. EST)

- August 14th, 2008
- September 25th, 2008

Corporate Regional Workshops (8:00 a.m. – Noon):

Cost: $199 registration fee

- Washington, DC - September 18th, 2008
- Chicago, IL - October 23rd, 2008
- San Jose, CA - November 6th, 2008

For more information about these and upcoming educational events, contact Educational Services by e-mail at education@copyright.com, or by phone at 1-978-646-2436. For general information about CCC, please visit www.copyright.com

Going Global

-Victoria Vowles

Why have a global medical information function? There are pros and cons to many things. Personally, I believe in the global structure as it enables resources and people to be brought together. It reduces duplication of effort around the world and gives a consolidated worldwide "image" to the market. The information medical information professionals send in response to customers is consistent worldwide. These are the major benefits.

One major area of work the harmonisation of processes are not always possible country-to-country, so some flexibility is required not only in the way medical information is handled but also in terms of applications used. Another part to consider is local validation of all responses as well as translation is required due to local labelling differences. Furthermore some products may not be covered on a global scale and may be particular to one region or country. In these circumstances a system needs to be flexible enough to handle all of these situations.

Whether a global medical information structure is enforced or flexible, the motto remains the same: we are here to provide a service to improve the access to information and handling of inquiries for the local affiliates.

What can global medical information do?

In supporting the local affiliates here are some of the possible things to setup:

- availability of required information in order for affiliates to answer inquiries
- provide training on resources and applications
- administration support team for smaller affiliates
- create "global" responses support frequent customer medical information questions and sensitive issues
- prepare responses pre-launch in anticipation provide a service of quick responses for isolated inquiries (infrequent questions)
- support local affiliates during congresses in terms of scheduling, locating the relevant information, reporting and analysing the congress presentations and posters and capturing inquiries
- proactively alert the affiliates with up-to-date literature relevant to the business and analyse it with the effect on the business, strengths and weaknesses, etc.

When setting up a global structure the best advice I can give is visit the people, see how they work. This will also give you an opportunity to determine how applications will work, speed of network issues, procedures and who is behind each function.

IRMS and globalisation

IRMS is an extremely flexible system that allows you to follow a number of different procedures. The main issues you will encounter are deployment on Citrix and character set issues. Citrix is relatively unstable on long-routed networks and file transfer protocols from IRMS to local PCs have been known to be seriously affected. This should not be an issue once IRMS becomes .NET.

Other things to consider when setting up global structure is that it changes! This is where divisions need to be split, mass sets of information need to be transferred or copied, including data in tables.

Another point which has cropped up is that the system is extremely heavy to administrate, the less administration the local users have to perform the better. In regions where fully dedicated medical information departments are setup local administration is advised. However, many regions may not have the resources and therefore need a lot more administrative support, this is where global medical information can work closely with them to enhance their use of IRMS as well as improve processes. Some global control over administration is advised, especially if you want standardised reporting on types of questions asked, types of customers and so forth.

More important questions to ask when setting up globally…

Who are the people answering the inquiries in your regions? What are their backgrounds? What are their job descriptions? These will often define how they will use the tools as well as any local procedures in place.

Disclaimer: The views and comments here are not necessarily those of the companies or organisations concerned.

New Clients

Online would like to welcome our newest clients

DDN Pharmaceuticals

DDN/Obergfel possesses an in-depth knowledge of every link in the pharmaceutical supply chain as well as unrivaled expertise in logistics technologies. As a logistics specialist, DDN takes care of the complexities involved in distributing products including inventory management, regulatory compliant storage, order processing and fulfillment, centralized customer service, and customized support services.

Actelion Global

Actelion is a global, independent biopharmaceutical company discovering, developing and marketing innovative drugs for high unmet medical needs. Actelion has subsidiaries in 24 countries, covering all major pharmaceutical markets world-wide. Actelion was previously a client of OBA and recently launched a globalization project.

Stiefel Laboratories

Stiefel Laboratories is a specialized pharmaceutical company with a singular, steadfast focus on the advancement of dermatology and skin care around the world. Stiefel Laboratories is renowned for its legacy of over 160 years of skin care "firsts", endeavoring to provide the highest quality, most effective prescription and over the counter skin care products available in more than 100 countries. One of their primary missions is to make their products available in as many countries as possible, as soon as possible. Stiefel has a sense of urgency to improve the quality of life for millions of people around the world.

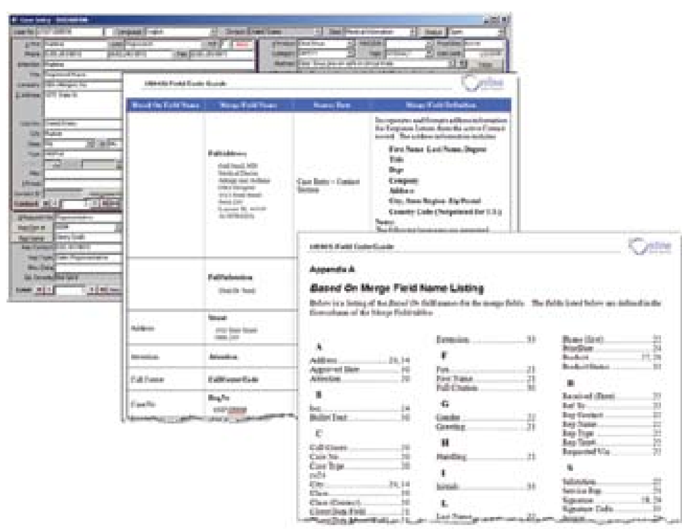
Do You Know Your Merge Fields?

{MERGEFIELD Cheryl Nabors }

Do you know what merge and replacement fields are available in IRMS? OBA has replaced the old Merge Field Guide with a new and improved IRMS Field Codes Guide. The guide explains all the merge and replacement fields used in IRMS. It is available for versions 5.8.1 and later.

However, it may be helpful for any version of IRMS. The guide is structured differently and provides a screen shot of each tab in Case Entry, Response Letters, Adverse Events and Product Complaints. Along with the screen shot is the Merge or Replacement field name, the "Based On" field name, the "Source" of the data, and a brief description of the field. In addition, there are several indexes to easily find a merge or replacement field. The "Based On" index allows you to look up a merge field by the field name on the screen. The Merge or Replacement field index allows you to look up where the merge field is used. This guide should make it easier to find and use the merge and replacement fields in IRMS.

The Fields Code Guide is available on our website from the Documentation page. If you have a chance to review the guide and have any comments, please send them to Documentation@irmsonline.com.



Capturing Conference Medical Inquiry Requests at the Medical Affairs Booth

-Amyas Huston

HTML-2-IRMS is a utility used to capture Medical Conference attendees' medical inquiries for import into the IRMS database. In the Fall of 2007, Cubist Drug Information completed and employed our HTML-2-IRMS project for use at the Medical Affairs booth for scientific conferences. Previously, Medical Affairs booth personnel captured customer requests using a Lead Retrieval system supplied through a Marketing vendor. A summary of the **HTML-2-IRMS** method of Capturing Conference Medical Inquiry Requests at the Medical Affairs Booth is provided below:

Conference attendees manually submit their medical inquiries regarding Cubist product(s) at the Medical Affairs booth using a desktop HTML form (independent of a lead retrieval scanner system provided through a Marketing vendor, a cost saving measure).

The **HTML-2-IRMS** self-extracting executable file, brought to the medical conference stored both on a Drug Information conference laptop and a back-up USB stick, launches a customer contact data entry form.

Attendees visiting the Medical Affairs booth or booth staff enter contact information and the medical inquiries into the form and then select the submit button. A successful capture message appears for 5 seconds and then the form resets itself.

Submitted requests are captured in a comma delimited text file (CSV format).

When the form is run for the first time, a data file is created in the folder C:\IRMS. The new file is named according to the current date (e.g., 2007-9-1.csv). Each time the form is run, a new line will be created in the existing data file. A data file will continue to be used, as long as the date has not changed. If the date has changed, the next time the form is run a new file will be created. The new file will be created and named according to the new date and time (e.g., 2007-9-2.csv).

At the end of each day of the conference the captured customer data is sent from the conference to the Cubist Drug Information email box for processing by the DI Specialists. The CSV file is then converted to an .XLS spreadsheet prior to review of customer contact data. Those contacts that meet the criteria for DI database entry are then imported into the IRMS database. Import of the captured data into the database is conducted using the IRMS Tables Import Wizard.

Important Note: *Prior to importing data into IRMS, the data must first be evaluated to determine if it meets the criteria for DI database entry. Taking the step to 'Import the CSV data from the text file prior to review of customer contact data into an Excel spreadsheet' addresses the Zip Codes with Preceding Zeros issue associated with importing of the data from CSV files. The spreadsheet may then be reviewed and edited to select only those cases which meet the criteria for import into the DI database.*

Modifying Form Setting via the CONFIG.XML File

The file CONFIG.XML contains settings that can be edited to modify the look and feel of the form as well as the default fields captured into IRMS.

```
<configuration>
<title>Cubist Pharmaceuticals Medical Affairs Drug Information Customer Entry Form</title>
<thanksmessage>Thank you for visiting the Cubist Medical Affairs booth! Your information has been successfully collected.</thanksmessage>
<irms_fields>
<Source>Medical Conference</Source>
<ReqBy>Non-Representative</ReqBy>
</irms_fields>
</configuration>
```

The section <title> is used to edit the title on the top of the form page. The section <thanksmessage> is used to allow modification of the message that users of the form will see after successfully completing the form. The section <irms_fields> is used to create default values for IRMS fields.

...CONTINUED as *Inquiry Requests*

Inquiry Requests Continued

These default values will be in all of the results created by the form. In this example the IRMS field <Source> will be given a default value of "Medical Conference" and the IRMS field <ReqBy> will be given a default value of "Non-Representative".

Cubist Medical Affairs Booth HTML-2-IRMS Experience

Our turn around time for completing customer requests from the date of the Medical Affairs booth visit averages one day using **HTML-2-IRMS** for capturing of medical inquiries. With the Drug Information laptop utilized at the conference we are able to connect to the IRMS database through the VPN. However, we do not attempt to enter or process the cases at the booth as this would take us away from being present with our visiting customers. Instead, at the end of each conference day we send the customers data to our colleagues at the company base for review and processing.

The requirement for manual input of customer data within the **HTML-2-IRMS** form to capture contacts is not as streamline as the process of using a Lead Retrieval system. However, engagement of the Medical Affairs booth staff with the customer ensures that the customer contact information is captured correctly (Lead Retrieval customer card scans may not provide accurate contact information appropriate for medical affairs responses) and that the medical inquiries are captured in a format that may be readily imported into the IRMS database for processing. Currently, the Cubist Medical Affairs booth is using a combination of both the **HTML-2-IRMS** and Lead Retrieval systems at medical conferences. The **HTML-2-IRMS** is generally used to capture medical inquiries and the Lead Retrieval is used to capture more general types of contacts requests.

Don't Forget About Services

Have a challenging IRMS related task ahead of you? Some things are just easier when you have professional help. We provide assistance for:

- Installs
- Upgrades
- Database Conversions
- Data Migrations
- Client Configurations
- 3rd Party Software Integration
- and more...

Contact Kirsten Carson for more information at kirsten.carson@irmsonline.com

Be a Guest Writer!

Are you interested in being a guest writer for our newsletter?

Do you have suggestions or ideas for future articles?

We aspire to make this newsletter as helpful as possible to our readers. So, with that in mind, we encourage you to become guest writers. Use your creative genius to help out your fellow colleagues. If you are interested, please contact Kirsten Carson at Kirsten.carson@irmsonline.com or 1(630) 243-9810 x220.

join. discuss. enhance.

IRMS User Group

http://groups.google.com/group/IRMS-User-Group