

INSIDE ONLINE

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2005 Review

2005 has been another exciting year for Online Business Applications, where there is always something new going on.

Our two "Road Warriors", Chris Niemiec and Dianne Pullman, have now attained elite status in their frequent flyer programs due to the astonishing number of client site visits they made last year, with Chris performing over 27 installs and conversions, while Dianne conducted over 25 training and implementation sessions.

As in the past, The 2005 IRMS Workshop in San Diego was a total success as was the Atlantic City Opposite Coast Workshop later in the year. The IRMS User group originally conceived at the 2004 Las Vegas Training session has blossomed further and is helping OBA determine the direction of IRMS and promises to be an integral part of its future.

A first for OBA was achieved in its participation in the Phar-

maceutical Information & Pharmacovigilance Association (PIPA) meetings in the UK last year, an organization similar to the Medical Communications group within the DIA. IRMS is steadily making its way into Europe as a regional, international and global application either through existing clients in the US, or with new clients headquartered in the EU such as Serono.

As always, we have added a number of improvements and enhancement to IRMS. New features include: Staff Calendar, Quality Assurance, My InBox, Requestor's scanned image capturing, e-mail reminders for documents, multi-user case locking, PDF-Exchange a replacement for Adobe Distiller, owner property added to case question, copy question right click menu, enhancements to case log, document management and client data screens, import wizard for Reference Manager data, and a whole lot more.

We have also updated our interfaces to sales force automation software including the latest ver-

sions of Siebel. Adding a server module enables cases from the Sales Force Automation systems to be processed without the need to have IRMS running on a workstation. The entire process is handled on the server.

IRMS has been installed and **Validated** at two new client sites, both of which are up live and running with excellent results. Working with an experienced validation partner has enabled Online to advance our product to a level that will allow IRMS to operate as "The Primary Safety Software" as well as an interface to third party systems. We can now offer a complete validation service or provide our clients with the documentation to assist with their own validation project.

We've added a few key professionals to our staff. David Hayward was hired as our Account Manager; Dave has improved our communications with our clients



2005 Review Continued...

tremendously and given them a key person to help with matters other than support. Gary Phillips was added to the product development staff to assist with the increasing work load of enhancements to IRMS and Rajashree (Raji) Sudarshan, a qualified quality assurance professional, is developing both QA and validation processes here at Online Business Applications and for IRMS.

The look and usability of our web site has been improved. We have recently added improved documentation for new releases of IRMS including User Requirement, Functional Specifications, Traceability Matrix, and enhanced Release Notes.

Target SFA Integration

Many of our clients require a physician's signature with a request for off-label product information. Efficiently capturing that signature has always been a challenge for medical information departments. Even if the Sales Force Automation (SFA) package possesses the capability, attaching the signature image to a case in IRMS remained a manual process... until now. The latest release of IRMS 5 can not only interface with Target SFA, but with any sales force package where the physician's signature can be captured electronically. Obviously, this will require a tablet pc or a palm device capable of capturing the signature, but once implemented, filing or scanning faxed requests to store the physician's signature will become a thing of the past.

These documents can now be downloaded from the support area of the site.

New clients who have either purchased or gone live with IRMS within the last year include Biovail Pharmaceuticals, Critical Therapeutics, Wyeth Pharmaceuticals Canada, Genentech, PDL BioPharma, CV Therapeutics, and NPS Pharmaceuticals. I personally welcome these companies into the IRMS community. A number of employees from these new clients have come from other IRMS client companies. I want to express a special thank you for your assistance in guiding your company to our path.

Any image, including the signature of a physician, will be stored with the IRMS case in the 'Attachments' section. Also, unlike our Email Import, which restricts the input to a predefined structure, customizable only with the assistance of IT; the new automated Case Import can be configured to accept a variety of input formats from text to Microsoft Excel to XML. This gives the user complete control over the data alignment and provides benefits from features like combo fields, where the user can choose multiple source fields from the import file and assign them to one IRMS field.

Would you like to see an image of the business card scanned at a conference with the case? The file import is not limited to physicians' signatures. IRMS will support any and all file types that

Online Business Applications has been going strong now for over 22 years and we don't plan to stop. We will continue to make great strides to improve our products, to guarantee the quality of those products, to improve relations with our clients and to continue to be the best business partner for our clients.

Have a great year.

Dennis S. Oles
President

Online Business Application,
Inc.



are supported by your windows environment. If you can make the attachment part of the import source, IRMS can make that attachment part of the case. Of course all this functionality has been retrofitted into our manual Case Import, for those with varying import needs.

IRMS has simplified the medical information fulfillment process even further. With the help of our Code Converter, IRMS can now match questions from the Target (or other) SFA package with FAQ's from IRMS, providing the user with a complete case, ready to be reviewed and submitted. A seamless link between the physician and your medical information department, with no paperwork to clutter the way.

Atlantic City Review

On Friday 21st October OBA held its 2005 Opposite Coast Workshop in Atlantic City NJ. This re-arranged event, due to the damage caused to New Orleans by hurricane Katrina, proved to be amazingly successful actually attracting more participants than were initially signed up to go to Louisiana.

Thirteen major pharmaceutical companies, represented by twenty-six medical information professionals, attended the workshop and were treated to lectures and discussion conducted by Dianne Pullman our Director of Training and Joe Pierce our Director of Sales, supported by Rod Bjerke VP of Online, David Hayward Account Manager and Lindsay Oles the event coordinator.

When compiling its 2005 workshop programs OBA endeavored to provide not only the best learning environment it could but also to give its customers an opportunity for networking and discussion, which can provide cli-

ents with valuable efficiency and operating information regarding IRMS, Atlantic City 2005 proved to be a great success on both fronts.

The Atlantic City opposite coast workshop also attracted two organizations with particularly close links to OBA, Med Communications and Focused Consulting.

Med Communications, Inc was represented by its President J. Allen Scoggin, Med Communications is a provider of drug and medical information services to many of our clients and is the only communications service provider endorsed by Online.

Allen who attends many of our workshops was in Atlantic City to learn the latest and greatest with IRMS, however he also took the opportunity provided by the event to meet, discuss and network with current and prospective clients.

Focused Consulting Inc, a consulting organization based in

Pennsylvania, was represented by no less than three team members all with experience of having successfully completed projects in the field of validation in conjunction with clients of OBA. The close working relationship between the two organizations looks set to continue providing benefits for both organizations but most importantly to you our clients.

Since Atlantic City we have now held our annual workshop at Orlando Florida, this as ever was held in conjunction with the DIA medical communications workshop and following-on in our tradition was a runaway success.

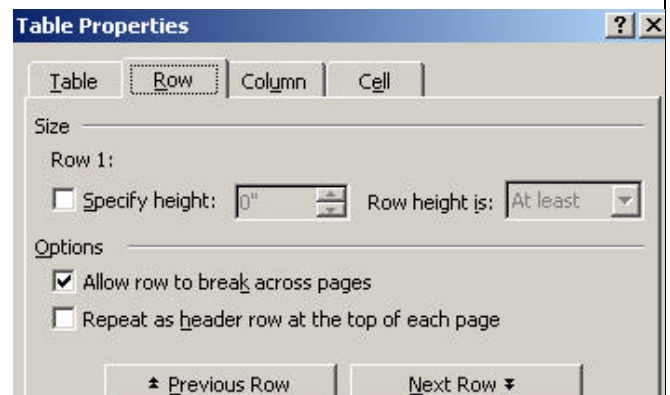
The workshop was attended by twenty-three different organizations and on the second day approaching fifty of our clients, partners and prospects were in attendance for presentations of IRMS by Genentech, Novo Nordisk and Serono. A full report will appear in the next issue of Inside Online.

IRMS Tips & Tricks...

Would you like the first row or header of your table to be repeated if the table in your merged IRMS response letter breaks across multiple pages?

How?

1. In IRMS Document Maintenance, locate the Standard that contains the table.
2. Place your cursor anywhere within the first row or header of your table.
3. *Right click* and select *Table Properties*.
4. On the *Row tab*, check *Repeat as header row at the top of each page*.



Good-Bye and Good luck!

It was announced at Orlando 2006 that Rodney A Bjerke the co-founder of Online Business Applications and Vice President had retired as of the end of January.

Rod and Dennis Oles co-founded Online Business Applications in 1983 and by 1989 had developed the concept of IRMS in conjunction with the Medical Information department of G.D. Searle.

IRMS is now the leading information request system in use

IRMS User Group

Carl Mancini a founding member of the IRMS User Group Committee resigned in early October due to a career change that took him away from the Medical Information Group at Sepracor. Online would like to thank Carl for his work with us and his presence will be missed at our future workshops.

On the 25th October 2005 the User Group committee held a telephone conference with Online Business Applications who were represented by Dennis Oles, Rod Bjerke, Joe Pierce and David Hayward with the following agenda

1. Review IRMS Enhancement Survey Results
2. IRMS Atlantic City workshop review
3. Comment regarding proposed IRMS changes

It was decided that the chairman would email a Power Point presentation to members of the User Group regarding some of the

within the pharmaceutical industry a legacy of which he can be rightly proud.

Rod who had a long and distinguished career within the Medical Communications Industry was well known to almost all of our clients and he will be sadly missed around our office.

We wish Rod, on behalf of ourselves and our clients, the best of luck in retirement.

key results of the IRMS Enhancement Survey and a goal of establishing focus groups to study and report on possible action points was decided upon.

Members were subsequently advised of a full telephone meeting of the User Group, this was held on the 19th January 2005; a full agenda was discussed with a "minimum" of sixteen separate major pharmaceutical organizations taking part on two continents.

The main decisions taken at the full meeting were

1. A survey was to be undertaken regarding individual interest in enhancement focus groups before the IRMS workshop in Florida
2. The User Group would move toward Google Groups as a medium of communication on IRMS issues
3. Online will sponsor a User Group Logo competition with a prize of \$100 for the logo adopted by the user group

On Saturday 4th March, 2006 at the afternoon session of our annual

New Employee

OBA welcomes Raji Sudarshan to our staff as Quality Assurance Analyst. Her addition to the staff will help assure the highest quality standards we place on IRMS. Raji comes to us with experience developing, testing, and maintaining adverse events system currently being used by many global pharmaceutical companies. Her validation experience includes; user requirements, functional specifications, software design documents, IQ's, OQ's, PQ's, trace ability matrix, and more.

IRMS workshop the Annual General Meeting of the User Group took place at which several key decisions were made.

Karen Benson was elected as Chairperson of the User Group for 2006, with Mike Schur as Vice Chairman.

The Focus Groups were discussed and each group was to be notified of the group leader going forward.

A design created by Adam Oles was announced as the winner of the User Group Logo competition as voted for by the members and Google Groups were demonstrated and officially adopted as the User Groups prime means of communication.

A full summary of activities from Orlando will appear in the next edition of Inside Online.

