

INSIDE ONLINE

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IRMS opposite coast workshop

On the Morning of August 29th 2005 a storm of such magnitude hit the city of New Orleans it is almost unparalleled in the history of the United States.

Initial reports that New Orleans missed the worst of Hurricane Katrina gave us all false hope that a disaster was averted, however it soon became clear that the subsequent flooding that was to hit the city was to be the major factor in this still unfolding story.

We here at Online Business Applications would like to reiterate our sincere condolences to those caught up in such a catastrophe, the words "ten days later and that would have been us" have been heard around our office and we are sure that is also true with many of our clients.

It was with this difficult backdrop that we had to make a decision as to whether our

2005 workshop should go ahead and thus we turned to you our clients, users and friends for advice.

We were staggered by the response to our request for feedback regarding what to do, with the overwhelming majority asking us to put back the date and relocate to Atlantic City.

Online Business Applications is therefore happy and proud to announce the re-scheduling of its opposite coast workshop to the Atlantic City Hilton Hotel NJ, to be held on Friday 21st October 2005.

I would like to take this opportunity to thank Lindsay for her efforts in rescheduling our workshop at short notice and also thank our many customers' users and friends for working with us while we made alternative arrangements.

For more information visit our website at www.irmsonline.com.

David Hayward

New Employee

OBA welcomes Gary Phillips to our staff as a member of the product development team. Gary is an IT professional with over seventeen years experience with a variety of software development tools. He has worked with numerous clients to design, develop and implement custom solutions to meet their business objectives. His work experiences have taken him to Chattanooga TN, the San Francisco bay area and now back to Chicago.



So Long... It's been nice knowing you!

Online Business Applications has been in business for over twenty years now. IRMS, our core software product, has been available since 1989. While we've enjoyed steady growth over the life of our company, we've chosen to continue to focus on what we know best, Medical Communications software.

Lot's of companies have come and gone in the last 20 years, especially in the growth and bust of the dot-com era. One company in particular, has been injected

into our business more than others recently. Siebel, a CRM application developer, was born less than 10 years ago, grew as if on steroids, struggled when the dot-com era ended, and is soon to be no more. Oracle has agreed to purchase Siebel, and take over the struggling application. What this means for customers of Siebel who have spent millions trying to implement their solution is not clear. As Jim Morrison said *'the future's uncertain and the end is always near'*.

What it means for clients of Online Business Applications, well, nothing. Our clients will continue to receive our expert support and continued focused application development. We will do our best to work with Oracle and their partner companies to ensure our integration effort with the Siebel software package continues to evolve and be available, as well as offer our clients integration with any SFA or CRM application.

Siebel, the pleasure was all yours.-

Using Listing Types in Case Query

When listing data results from a case query, IRMS now provides a number of List Types you can use depending on the type of data you want to see. See Figure 1. Most often you simply want to display the cases which match your criteria. The "Case(S)" type will display one line in the list for every case match. In the Figure 1, IRMS found 245 records matching the criteria provided.

The screenshot shows the 'Case Query - IRMSADMIN' application window. The interface is divided into several sections for search criteria and results display options.

Search Criteria:

- Case / Contact...:** Division (United States), Department (Medical Information), Language, Case Prefix, Case (Numeric), Case (Full), Entered Date, Received Date, Completed Date, Service Rep, Call Center, Referred To, Case Status, SP Case #, Transfer Status, Transfer Date.
- Product / Question / Letter...:** Source, Entry Period, Handling, Priority, Case Type, Req'd Via, Rep No., Rep Name, Rep Type, Rep Contact, Letter Count, Attachments, Has AE, Has PC, QA Severity.
- Advanced...:** First Name, Last Name, Phone, Fax Phone, Title, Company, Address.

Select List...: A dropdown menu is open, showing various listing types. The 'Case(s)' option is selected and highlighted in black. Other options include Standard, Enhanced, Case Contact(s), Case Question(s), Case Questions (All Info), Letter(s), Letter Response Document(s), Letter Enclosure Document(s), Adverse Event(s), Adverse Event Term(s), Adverse Event Suspect Medication(s), Adverse Event Concomitant Medication(s), Product Complaint(s), Product Complaint Drug(s), and Product Complaint Enhanced.

Select List Settings:

- Use Alternate Query Logic?
- Remember Last Query?
- Sort by Entered Date?
- Type: Case(s)

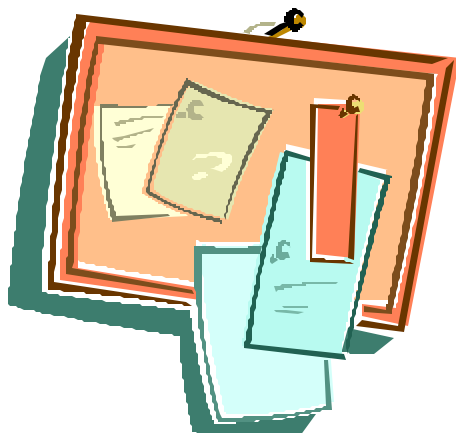
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User group

The User Group has moved from strength to strength in recent months with many of our clients having signed up to the Message Board, which acts as membership enrolment for the User Group itself.

A by-product of using the message board as the enrolment process for the User Group is that posting to our website has found a new lease of life, with many of you adding your comments and asking questions about IRMS to the group and Online. The message board thus provides our clients with extra support in finding answers to the many and varied questions asked, enabling organizations to share ways in which IRMS can be used and giving many of you the opportunity to improve your efficiency and abilities.

Adam Oles and Mike Schur keep an eye on what is happening on the board and Online learns some of what



our customers need, therefore I would like to encourage all of our clients and users to sign up and get involved.

The User Group itself had its first official teleconference on 28th July, which was kindly hosted by P&G. The User Group and Online Business Applications would like to publicly thank Bob Toia for his support.

The Group elected five officials Mike Schur of Procter & Gamble Pharmaceuticals (Chairman), Mlada Kamenshchik of Cephalon, Inc., Christine Cameron of Chiron Corporation (UK/Euro liaison), Carl Mancini of Serracor, Inc. and Karen Benson of Intermune, in accordance with the constitution and I would like to congratulate them on their election and wish them luck in dealing with User Group activities.

A major decision from the meeting was that a follow up user survey should be carried out and is to be conducted on the basis of current user issues posted to the message board with the results reported to the group.

The data was collected and



analyzed by Mike Schur in two ways and both produced identical results as your choices for future IRMS enhancement;

Document, FAQ enhancement

Case Query Enhancement Report writing.

We offer many thanks to all those who took part in the survey. Twenty-five different companies within the pharmaceutical and biotechnology industry offered opinions. This fantastic showing by our customers supports the proposition that Online Business Applications is one of the major players in the medical information sector of the industry.

In closing I would like to encourage our clients to continue to support their group and their board in order to help us help you.

Many Thanks
David Hayward

Using Listing Types in Case Query

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If you want to list all of the questions for the cases matching the criteria, you should select “Case Question(s)” from the type pick list. You will notice two differences between these list type. First the fields displayed in each list are different. The Cases type display case level information only. Secondly the number of records found is higher on the Questions list. This is because there is more than one question on some cases as you can see in the Figure 3. Case number US2005-

Case / Contact...	Product / Question / Letter...	Adverse Events...	Product Complaint...	Advanced...	Select List...			
Case	Language	Divis	Department	Status	Request Via	Rep/Terr #	Rep Name	
US2005-00014	English	US	Medical Informator	Open	Representative	00005	Tom Brokaw	Sak
US2005-00046	English	US	Medical Informator	Open	Non-Representativ			
US2005-00066	English	US	Medical Informator	Completed	Representative			GNI
US2005-00073	English	US	Medical Informator	Completed	Representative			GNI
US2005-00084	English	US	Medical Informator	Open	Non-Representativ			
US2005-00085	English	US	Medical Informator	Open	Non-Representativ			
US2005-00086	English	US	Medical Informator	Open	Non-Representativ			

0014 actually has three questions.

You can set the default List Type in your User Preferences. From the Tools menu, select User Preferences... and then click the Case Query tab. See Figure 4.

You also have the ability to export the data from your list into an Excel spreadsheet. To accomplish this, simply select the data you want to export and then click on the Excel button on the toolbar. See Figure 5. To select data you can click on a row selector and then drag your mouse to another row. If you want to select all of the rows, simply click on the Headings row selector.

User Preferences - IRMSADMIN

User ID: IRMSADMIN | Security Group: TESTING DMU.S.A.

Full Name: IRMSAdmin | Division: United States

Initials: IA | Department: Medical Informator

Document .. | E-mail / PDF / Fax ... | Folders... | Letter... | Other...

Case Entry... | Case Query... | Contact... | AE... | Copy Cases...

Field Defaults:

Division: United States | Source: []

Department: Medical Informator | Contact Class: []

Service Rep: [] | Requested Via: []

Referred To: [] | Handling: []

Case Status: [] | Case Type: []

Remember Last Case Query:

Select List Option:

Case(s)

Record: 14 of 21

Case Query - IRMSADMIN

Department	Case	Language	Divis	Status	Request Via	Rep/Terr #	Rep Name	
Medical Informator	US2005-00014	English	US	Open	Representative	00005	Tom Brokaw	Sak
Medical Informator	US2005-00046	English	US	Open	Non-Representativ			
Medical Informator	US2005-00066	English	US	Completed	Representative			GNI
Medical Informator	US2005-00073	English	US	Completed	Representative			GNI
Medical Informator	US2005-00084	English	US	Open	Non-Representativ			
Medical Informator	US2005-00085	English	US	Open	Non-Representativ			
Medical Informator	US2005-00086	English	US	Open	Non-Representativ			
Medical Informator	US2005-00087	English	US	Completed	Non-Representativ	00006	WJ Stahl	Sak
Medical Informator	US2005-00088	English	US	Open	Non-Representativ			
Medical Informator	US2005-00089	English	US	Completed	Non-Representativ	00006	WJ Stahl	Sak
Medical Informator	US2005-00090	English	US	Completed	Non-Representativ	00006	WJ Stahl	Sak
Medical Informator	US2005-00051	English	US	Completed	Non-Representativ	00006	WJ Stahl	Sak
Medical Informator	US2005-00052	English	US	Completed	Non-Representativ	00006	WJ Stahl	Sak
Medical Informator	US2005-00057	English	US	Completed	Representative	00006	R Honda	GNI
Medical Informator	US2005-00059	English	US	Completed	Non-Representativ	00006	WJ Stahl	Sak
Medical Informator	US2005-00061	English	US	Open	Representative	00006	R Honda	GNI
Medical Informator	US2005-00064	English	US	Completed	Representative	00006	R Honda	GNI
Medical Informator	US2005-00065	English	US	Completed	Non-Representativ	00006	WJ Stahl	Sak
Medical Informator	US2005-00066	English	US	Open	Non-Representativ			
Medical Informator	US2005-00067	English	US	Completed	Representative			GNI
Medical Informator	US2005-00068	English	US	Open	Non-Representativ			
Medical Informator	US2005-00069	English	US	Completed	Non-Representativ	00006	Brian Jones	Service

Record: 14 of 245

New features

Online Business Applications has introduced two new and exciting features into our latest version of IRMS.

IRMS Staff Calendar:

The IRMS Staff Calendar greatly enhances the way IRMS cases can be routed and handled. A Medical Information department can setup multiple “Shifts”. A “Shift” is a defined period of time, and can be a work week, after hours, holiday or any other determination of days and time.

Once a shift is defined, IRMS users can be assigned to these shifts. Therefore, a department can setup which IRMS users are available for various shifts. This changes the capabilities of the ‘Refer To’ component. When a user refers a case to another IRMS user, they are presented with a screen that shows who is available and who is not.

Users can setup their availability, time off, and setup backups. This will greatly affect the efficiency of the use of IRMS, especially in larger departments.

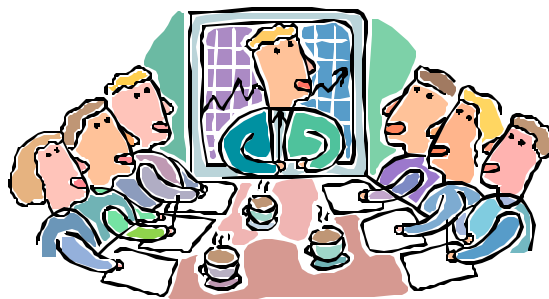
IRMS Quality Assurance Module

Not to be confused with the IRMS Product Complaint module, the Quality Assurance module is a new feature of IRMS that allows Medical Information departments to setup, schedule and manage an internal process for reviewing Cases for quality and accuracy. Rules can be built and managed that allow for the automatic or manual selection of cases for review based upon a number of different criteria. Cases that fit the criteria are flagged as needing review. IRMS users can be specified as responsible for reviewing the flagged cases, and the cases will appear in the New Cases screen.

New features continued...

An entry screen for Quality Assurance information exists that can be filled out for the cases that are reviewed. This information is stored with the case and can be reported on. In addition, cases found to need work or additional information can be assigned back to the IRMS user who handled the case for correction.

The IRMS Quality Assurance module is an add-on component that can be purchased for use with IRMS.



New Clients

OBA extends a warm welcome to two new IRMS clients. Camille A. Motta, Ph.D. is Associate Director, Medical Information for **Critical Therapeutics, Inc.** of Lexington, MA. Camille was waiting for the opportunity to use IRMS for a while now and with Critical Therapeutics will

be able to do so. Mitra Sadeghi, Pharm.D. recently left a company that uses IRMS and joined **Protein Design Labs** of Fremont, CA. as Director, Medical Information. Mitra has always enjoyed working with OBA and lead the effort to have IRMS installed at PDL. Thank you

Camille and Mitra for your perseverance and commitment to our company and product.

