



The Start of Something New

(OR WHAT THE HECK WAS I THINKING)

On February 6, 1983, I walked into my attorney's office and signed the papers to incorporate a new company. Of course that company is fondly known as Online Business Applications, Inc. That's right; the company name isn't IRMS, its OBA! If you think about it, personal computers weren't invented yet. I'm not even sure Al Gore had yet invented the internet or "W" was out of rehab. Twenty-five years is a long time in company years but we're still around to celebrate it!

OBA was started to provide small and medium sized companies with business and manufacturing applications in an on-line environment. We provided software running on our hardware through dial up telephone lines at speeds of up to 120 characters per second. Things have changed a little since then. We also provided consulting services to chemical, flavoring, and pharmaceutical companies, which is how IRMS was conceived.

In 1989 while consulting for G. D. Searle, I was asked to create a system for their Medical Information department. Providing medical information to health care professionals in essence hasn't changed much, only the method of communication has. While browsing through my files during our recent move, I discovered my original design notes. It's quite interesting to see 20 year old designs and realize that most of it is still relevant.

Dr. Robert Bell, the director of the department at the time, encouraged me to attend the DIA's Medical Communication Symposium held in Hilton Head, South Carolina. He also suggested that a medical information



request system was a product that a number of pharmaceutical companies would be interested in. So in 1991, I attended my first DIA Medical Communications Meeting and I've attended every meeting since.

So there it is; the birth of a company and the birth of a product. It couldn't have been simpler or easier! If you missed my presentation at the IRMS Workshop in Orlando, download it from our web site and take a look. You will see me and Rod in our Pryor life and see the progression of OBA through the years.

Thank you to all our loyal clients and friends.

-Dennis Oles



OBA has a

New HOME!

Our boxes are unpacked, our computers are plugged in and we are back to business. We have settled into our new spacious home in Woodridge, Illinois, located about 25 miles southwest of Chicago. Having this new location will allow our company to grow and also allow us to provide an even more effective training facility (obaEC). So feel free to send us an office warming gift! haha!



New Address:
**9018 Heritage Parkway
Suite 600
Woodridge, IL 60517**

REVIEW

DIA EuroMeeting and DIA Medical Communications Meetings

-Kirsten Carson

As our company continues to grow, we continue to attend more and more industry-related events, meetings and exhibitions. So far this year we have attended 7 events, including:

- DIA Contemporary Pharmacovigilance and Risk Management Strategies
- Left Coast Medical Communications Meeting
- CBI's Pharmaceutical Contact Center Conference
- DIA Electronic Document Management Meeting
- DIA EuroMeeting
- DIA Medical Communications Meeting
- CBI's Knowledge Management for Medical Affairs

Most recently, the Sales and Marketing team flew out to Barcelona for the DIA EuroMeeting and it was a huge success. Online Business Applications and IRMS are becoming more popular overseas and this was another excellent opportunity to get our name out there.

Immediately following the EuroMeeting, we were on another plane to Orlando for the DIA Medical Communications Meeting. This show is, by far, our most successful. We enjoy meeting with all of our current clients and friends and also having the opportunity to meet other IRMS users new to the industry.

As many of you know, Online Business Applications often hosts a hospitality suite at the bigger DIA events. Make sure to stop by our booth to pick up an invitation next time. So far they've been a real hit!!

Upcoming Events:

PIPA Conference 2008

July 7-8, 2008

Bournemouth, UK

<http://www.pipaonline.org/events/conference/2008conference.jsp>

DIA 2nd Annual Clinical Forum – Data Driven Drug Development Decisions/2nd Annual Euro Medical Communications Meeting

October 20-23, 2008

Ljubljana, Slovenia

<http://www.diahome.org/>

*details still to come

For more information go to

www.irmsonline.com



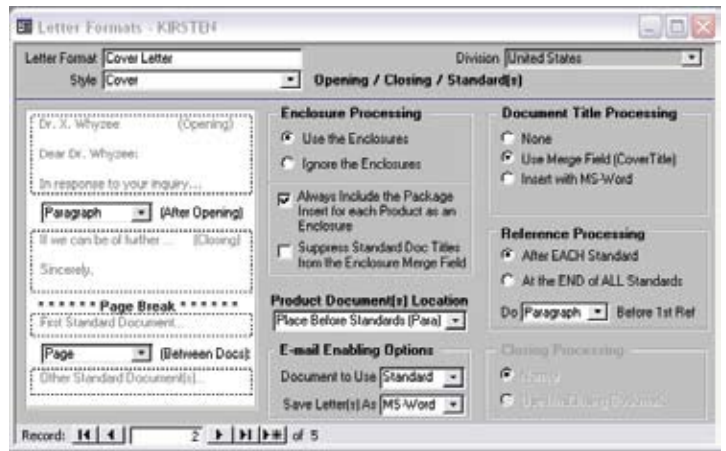
Online Business Applications offers in-depth IRMS training at our education center (obaEC) outside of Chicago with monthly learning and performance improvement classes. These hands on classes offer personal attention, keeping the class size to only six attendees. In addition, Online offers custom training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

2008 Course Schedule

DATE	COURSE
April 14	System Administration - <i>The IRMS System Menu in Detail</i>
April 15	The Tech Behind IRMS
May 12	Advanced User - <i>IRMS 201</i>
May 13	Advanced Queries and Reports - <i>Retrieving Data from IRMS</i>
June 9	Basic User - <i>IRMS 101</i>
June 10	Queries and Reports - <i>Overview</i>
July 14	Documents in Depth - <i>Improving Your Response Letter Generation</i>
July 15	Advanced Queries and Reports - <i>Retrieving Data from IRMS</i>
Aug. 11	System Administration - <i>The IRMS System Menu in Detail</i>
Aug. 12	The Tech Behind IRMS
Sept. 8	Advanced User - <i>IRMS 201</i>
Sept. 9	Advanced Queries and Reports - <i>Retrieving Data from IRMS</i>

Full schedule available at www.irmsonline.com

Customize your response letter formats



You might already know that when you build a response letter in IRMS, you can choose between a traditional business letter format, the Standard Format option, or you can use a Cover Letter format, which places your standard responses and reference citations after your closing.

Did you know that you can also customize these formats and create variations on them?

For example, you might want to have one version of a cover letter format that includes your product indications/disclaimer content, but use a different version for consumers that omits that information. In the latter case, you would set Product Document(s) Location to Do Not Use.

To access the letter format control screen, select IRMS menu option Documents > Letter Formats.

- > Click the New record button on the bottom navigation tool.
- > Enter a Name in the Letter Format field.
- > Set the appropriate Style, Standard or Cover.
- > Modify settings as needed. For example:
- > Change paragraph breaks between sections to page breaks
- > Change location of References
- > Add or change position of Product document

User Preferences Tips

The User Preferences screen (IRMS menu option Tools > User Preferences) can help make IRMS work more efficiently for each user by setting default field values to populate, saving your users a lot of time and effort. But be careful! Users should check the defaulted field values on each case or letter to ensure accuracy and valid reporting.

In addition to setting field defaults, here are some default actions in User Preferences that might also speed up your users' IRMS workflow:

Case Entry tab

If you have IRMS open all day and don't need e-mail notifications for new cases or QA items, select the Do Not Notify Me boxes.

Document tab

If you normally use Document Search to locate approved standard response docs, set the Type default to Standard and the Status default to Approved.

Letter tab

If you use the Template Decision table, the only default fields you should use are Language and Signature. The Language field also controls the default language for your cases.

For more information please contact:
training@irmsonline.com



To Test or not to Test, that is the Question

TEST ENVIRONMENTS: HOW AND WHY

-Mike Green

Part of our New Client Installation protocol is to install an IRMS Test environment. However, we have noticed that many clients don't have Test environments, fail to maintain them with up-to-date data, or portions of it were set up improperly, a situation that has the potential to adversely affect the Production data.

Your Test environment can be utilized in many different ways. Here are just a few:

- Test a new release before upgrading Production
- Review new functionality
- Test a bug fix
- Troubleshoot an issue you're experiencing in your Production environment

One of the main goals of the Test environment is to test a new version before upgrading Production. Online Business Applications recommends that customers use the new version in a Test environment that duplicates the Production environment as closely as possible. We make this recommendation because there is no way to fully test every possible network, hardware and software configuration in which IRMS might be used.

Creating a Test environment is a simple process that typically requires assistance from your IT staff and Oracle or SQL Server DBA. The basic steps are as follows:

- 1) Back-up or copy your Production database. (if using Oracle, modify your TNSnames.ora file to connect to the new DB)
- 2) Copy the Production IRMS System Folder to a new Test folder.
- 3) Work with IRMS Tech support to create new icons and local folder for the Test environment, and to change the System Folder.

Once the Test Database and System Folder have been created, the master IrmsProg for the Test environment needs to be attached to the Test Database with your newly created Test Administrator icon. In the Database Administration window, you will need to specify the Local Jet Data location, as well as the Shared Jet Data location for the new Test Environment. You'll also need to select the proper Oracle or SQL server DB if you're not using MS Access as your backend.

Once the Attach is complete, the Test environment is still not ready to use! This is where some clients neglect to contact IRMS Tech Support, and risk endangering the Production environment. Because the Test environment was attached to a copy of the Production database, the System Folder in Test is still that of the Production environment. The System Folder must be modified so as to point to the newly created Test folder on the network drive, a change that will require a new Activation Code. Failing to make this adjustment could result in the inadvertent modification of Production files such as Documents, Response Letters, and Case Attachments. To ensure that your new Test environment does not conflict with other areas of Production, the following areas of IRMS should also be reviewed: System Parameters --> Other tab, Division Parameters --> Case Import, E-mail Import, and Other tabs.

Now that you have your Test environment, take advantage of it. Play with features you weren't aware of; test functionality you're unsure of, and finally, don't be afraid to break it. You can be a resource to the IRMS community in finding bugs and improving processes.

Support
Center

Did Someone say

“Upgrade?”

If you are using an older version of IRMS, you may be missing out on some of the new features that have been added since your last upgrade. Here are brief descriptions of just some of these features. For more information on these and other improvements, please see the Release Notes section of our website.

IRMS Version 5.8.0

- **Define custom Query types**
In addition to the standard IRMS Query types such as Case(s), Case Questions, etc., users can define their own custom Query types, choosing from up to 375 different IRMS fields. Custom Query types can be accessible to an entire Division, or to just one user.
- **Allow multiple Questions to be included when E-mailing Representative**
When the new replacement field <<CHOOSEQUESTIONS>> is used in an E-mail Template, the user is presented a form showing all the Questions associated with a Case, and can select any or all Questions to be included in the e-mail.
- **New Merge Field for Approved Product**
If any of the Products selected in a Response Letter have a Product Status of “FDA Approved” or “Approved”, the Merge Field will return the name of all the approved Products, separated by the word “or”. Otherwise, the Merge Field will not return any text.
- **My Inbox Modifications**
My Inbox displays the total number of Cases along with total number of new Cases in the Cases, QA, Follow-up and Group folders.

IRMS Version 5.7.1

- **Data Protection**
Define rules for removing patient data from IRMS. Rules are defined separately for different countries.
- **View and Retrieve Deleted Cases**
Cases that have been deleted can be viewed or un-deleted.

IRMS Version 5.7.0

- **Allow for Multiple Documents, Resolutions and Abstracts**
Select multiple Verbal Documents, Resolutions, and Abstracts for each question.

- **Enclosures Modifications on Letter Screen**
Change and save the layout of the Enclosures section of the Response Letter window. Columns may be added, deleted, moved, and resized. Sort by any column.

- **Attach Case Attachments to Case Snapshot**
When sending Case Snapshot by e-mail the System will display the Case Attachments form. The user can select the attachments to be included in the e-mail.

IRMS Version 5.6.0.3

- **Assign a single user to Multiple Divisions**
A Non-Divisional user can be restricted to specific Divisions.

IRMS Version 5.6.0

- **E-mail Import enhancements**
IRMS auto-populates the representative fields Rep Name, Rep Type, and Rep Contact based on the representative code in the imported e-mail. If the code does not match one currently in the system, the code will be orange-highlighted in Case Entry. The entire e-mail can also be copied into the Notes field as a part of the import process.
- **Region drop down is Country-aware**
If the country is changed then the information in the Region Combo box will be changed according to the country.
- **Show or hide fields in Case Entry**
The following Case Entry fields can be turned off or on for each Division: Attention/Dept, Contact Phone, Specialty, Abstract, Resolution, Owner, Call Center.
- **Primary Contact**
A new “Primary Contact” toggle button has been added to the Contact section of Case Entry. By default, the first contact is the Primary Contact, but any Contact can be made the Primary Contact. The Representative look up is populated based on the zip code of the Primary Contact.
- **Inactivity timer**
After a user has been inactive for a specified time period, the user can be logged out of IRMS. Alternatively, the user can be required to enter a password to continue.

IRMS Version 5.5.12.0

- **My Inbox**
The My Inbox window is a replacement for the Attention window. It contains separate folders for a user’s Cases, QA Cases, Follow Ups, and Group Cases. Columns may be moved or deleted, and Cases may be marked as Read or as Unread.

Save Time with Integrated Copyright Permissions Though IRMS

Managing copyright permissions can be time consuming. You've probably spent a fair amount of time on manual tasks, such as compiling lists of works that have been distributed, searching for pricing information, and recording content usage data. Well, life just got a little easier thanks to the new Medical Information Copyright Interface (MICI). What's more, the new interface is fully integrated into the IRMS workflow.

Online Business Applications has teamed up with Copyright Clearance Center, the global leader in rights licensing solutions, to bring you this new exciting feature. This interface integrates IRMS and CCC's extensive rights licensing database to give IRMS users instant

access to copyright permissions. You can quickly search, price and obtain permissions without ever leaving IRMS. MICI also automates usage reports and invoices, saving you even more time and freeing you to focus on other priorities.

MICI enables you to:

- Secure copyright permissions quickly and easily
- Save time with automated usage reports and invoices
- Validate and audit the entire permissions process
- Demonstrate your organization's respect for the intellectual property of others

MICI is NOT a separate module from IRMS; it is a new standard feature that is included in IRMS. MICI will be available for IRMS users in version 5.8.2 which will be released mid April. To schedule an upgrade please contact Support Manager Mike Green at mike.green@irmsonline.com or 630-243-9810 x207.

IRMS Wellness Check



Are you maximizing the functionality of IRMS?



Is IRMS configured appropriately based upon YOUR business needs?



Are you aware of the new enhancements available in each of the upgrades that you've performed?

You have already invested in an information request management system. Let us help you make certain that you've configured **IRMS** optimally.

Let us perform a two-day IRMS wellness check on your set up. We'll make recommendations on improving not only your configuration, but also how to improve your user security settings, improve your response letters, and produce more effective reports.

We are confident that when you invest in an IRMS wellness check you will be rewarded with a return on your investment through overall performance improvement and enhanced functionality.

For more information please contact:
training@irmsonline.com



New Clients

→ MedImmune

MedImmune is dedicated to advancing science and medicine to help people live better lives. The company is focused on the areas of infectious diseases, cancer and inflammatory diseases. The company has three marketed products and an advancing pipeline of promising candidates, all designed to treat or prevent a number of debilitating or life-threatening diseases. MedImmune headquarters is located in Maryland.

→ EKR Therapeutics

EKR Therapeutics is a specialty pharmaceutical company committed to enhancing patient quality-of-life in the acute setting, including pain management and oncology supportive care. Under the leadership of its team of acute care specialists, EKR focuses on identifying, acquiring and maximizing the potential of proprietary prescription products addressing unmet and under-satisfied needs of this segment of the U.S. healthcare market.

→ UCB Pharma SA Worldwide

UCB Pharma SA Worldwide is a global biopharma focused on severe diseases with operations in more than 40 countries. UCB is a leader in allergy and epilepsy with 12 large and small molecules in the pipeline, spanning 16 diseases, from Crohn's and Parkinson's to multiple sclerosis. UCB is also a leader in antibody research supported by proprietary chemistry and over 30 major R&D partners.

New Employees

→ **Michael Ristanovic** is an IRMS Technical Support Specialist that joined OBA in March of this year. Mike has 11 years experience in IT Support and Customer Service. He will be live on the phones in mid-April and looks forward to getting to know many of you.

In his personal life, Mike enjoys the recent birth of his first son Matthew, born October 3, 2007. He also enjoys watching and playing sports, fishing and bicycle riding! Did we mention that his name is Mike?!?!?

→ **Mark Yount** is a .NET Developer, first working as a consultant and now a member of the OBA team since December 2007. Mark has 14 years experience as a developer and also specializes in architecture, business intelligence, Web application and Windows .NET.

In his personal life, Mark has been married to a wonderful woman, Jayne for 21 years and has a 25 year old son, Joshua. Mark's hobbies include film making, script writing and he is also a Master Scuba Diver and Dive Master.

→ **Caryn Drovie** has joined OBA as a Validation Analyst / Technical Writer in March. Caryn has 11 years of technical writing experience and also has a background in technical support. She has worked for various industries including healthcare software and has helped companies achieve FDA approval regarding their documentation. Caryn looks forward to helping out in the documentation, validations and possibly the software testing area.

In her personal life, Caryn has been married to for 15 years and has one 9 year old son named Steven. She enjoys playing tennis, is a Chicago Cubs fan and has flown in a hot air balloon.

2008 March

Workshop Review

Orlando, Florida

-Kirsten Carson

Online Business Applications would like to thank all of our clients who attended the IRMS Workshop in Orlando, FL. We especially want to thank all of our speakers for sharing their knowledge and business processes with the group. We had an excellent turn out this year and hope that attendance at the workshops continues to grow.

We appreciate your continued interest in IRMS, your suggestions, and collaboration for the future versions of IRMS! If you missed the Spring IRMS Workshop, the slide presentations will be available at www.irmsonline.com

DAY 1 As many of you already know, Online Business Applications is celebrating our 25 year Anniversary and in honor of this, Dennis Oles, President of Online Business Applications started the workshop with a hilarious, nostalgic presentation of IRMS from 1983 to 2008. Not only were programming enhancements, features and major changes to the system included, but pictures of the Online staff and clients from the 80's and early 90's as well!!!!



Following the President's Address, Dianne Pullman introduced new features of v 5.8, starting with Case Entry and Case Query. After the break Dianne continued with

more new v5.8 features. Document Maintenance enhancements were pretty exciting this year, including New Document Notification in *SHIFT* Maintenance!! New Security features were introduced as well.

Mike Jaffe from Novo Nordisk gave an excellent presentation of the IRMS QA Module and its functionality within Novo Nordisk. Mike outlined important business rules to be addressed when utilizing the QA module and really gave a complete run through of its functionality. After lunch the training continued with Dianne and Andy going over tips and tricks, e-mail template ideas and letter format options.



Immediately following was a very interactive presentation by Victoria Vowles from Merck Serono International SA. She and Joe Pierce, VP of Sales and Marketing at Online, discussed the Globalization of IRMS in a fun and insightful presentation.

DAY 2 The morning began with a presentation "The World of IRMS According to Genzyme" given by David Perkins. David introduced many new features added to IRMS, driven by the Genzyme project and their applicability based on specific business rules.

Andy took over the training in the morning and went over tips for effective queries and demystifying IRMS reporting. If you are having trouble reporting, this was the session to attend! Other training topics discussed in the morning included validation and the new E2B Interface for AE Case Transfers.

As many of you already know, Online Business Applications has been working with the Copyright Clearance Center to create an interface called MICI, Medical Information Copyright Interface. Chuck Hemenway from CCC along with Andy Crawford from Online discussed the MICI overview, linking data in IRMS to CCC and the basic setup necessary to utilize MICI.

Workshop Review Continued on next page...

Workshop Review continued

After lunch Kelly Lozito and Marianne Kenny from Watson Pharmaceuticals did a presentation on “Physician’s Electronic Signature Capture into IRMS” which the crowd found to be very helpful. If you would like more information on using the Electronic Signature Capture Process, *please call Mike Green at ext 207.*

Immediately following, Amyas Huston from Cubist Pharmaceuticals did a presentation on HTML – 2 – IRMS,

“Capturing Conference Medical Inquiry Requests at the Medical Affairs Booth”. Amyas showed how you can use a web form to import data from a medical conference to IRMS.

The final training session titled “Cool Configurable Considerations” was given by Dianne Pullman and followed by Joe Pierce, presenting the IRMS Content Management System. He explained the basic functions of how the .NET, web-based system works along with a demonstration of its new features and enhancements along with changes from the beta version. For more information on the Content Management System, please contact Joe Pierce at ext 209. (We hope you got a kick out of the clip from “Office Space”!!)

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.

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

How Many Mikes is too Many Mikes?

As you may have read in this newsletter, OBA has hired another support team member named Mike. Yes, 3 support Mikes! We understand this might get a little confusing when calling in for support and not knowing which one you **are** talking to or which one you **were** talking to. To make it a little easier for you, and us, we have decided that they must answer the phones in different ways:

1. *Mike Green*, Support Manager will answer as **Mike Green**.
2. *Mike Holzmeister*, Senior Support Specialist will answer as **Michael**.
3. *Mike Ristanovic*, Support Specialist will answer as **Mike**.

We promise we will try not to hire anymore Mikes for the support team!

join. discuss. enhance.



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