

From the Presidents Desk:

A Year in Review



Dennis Oles

The end of another successful year is quickly approaching. Again in 2007, Online Business Applications has grown in more ways than one. We've added ten new clients, 3 new employees, increased the size of our home office, attended new medical trade shows in Europe, enhanced our

IRMS Workshops, added numerous enhancements to our IRMS product, released an alpha version of our web based Document Management system, validated IRMS at a number of sites, and more. You can read about new clients and employees in this issue of the newsletter.

However, the success of OBA is due primarily to the dedication and hard work of its employees. In a medium sized company like ours, it is critical that every individual pull their weight. And that is the case here, and I would like to recognize them for their efforts. The support staff led by **Mike Green** with **Mike Holzmeister** has done an outstanding job as evidenced by numerous reports from our clients. The education team, led by **Dianne Pullman** with **Andy Crawford**, has provided our clients and our internal staff with superb training classes. The development team led by **Bill Nabors** with **Tom Heywood**, **Gary Phillips**, **Ray Razik**, **Cheryl Nabors**, **Dave Beck**, and **Jason Villalobos**, has continued their exceptional work improving and enhancing IRMS. Our Quality Assurance team led by **Raji Sudarshan** with **Mary Kauthe** has continued to guarantee a consistent and quality product. **Adam Oles** continues to enhance the OBA image with an improved web site, content and all things graphical. **Chris Niemiec**, our installation and client technical representative has performed exceptionally and has this year become a 100,000 mile flyer. **Stewart Hartz**, our IT Services manager, continues to improve our internal infrastructure. The Sales and marketing team led by **Joe Pierce** with **Kirsten Carson** continue to provide the company a continuing growth path. Our business

manager, **Lindsay Oles** manages to keep everything afloat, from human resources to scheduling workshops. And **David Hayward**, our VP and account manager gives our clients and the user group a shoulder to cry on. Without the efforts of each of these individuals, OBA would not be where it is today. I wish to personally thank each individual for a job well done.

Another successful aspect of OBA is its relationship with its customers. I continually stress to all the staff the importance of customer service and believe we provide the best customer support in the industry. The fall and spring workshop have become an excellent vehicle for a unique brand of client relations and sharing ideas among clients. Please read the Chicago Workshop review later in this issue, and I recommend you attend the next IRMS Workshop coming this March in Orlando, Florida. Information is available on our web site and in this issue. I also urge you become active in the IRMS User Group. The GOOGLE group bulletin board is being used by a larger number of users and is used for various types of discussions. Please read Dave's article in this issue about focus groups.

We are expanding our presence at a number of upcoming meetings. Take a look at the list of upcoming events and if you are attending one of these events, stop by our booth for a friendly visit!

Also included in this issue of the newsletter are articles from the support staff and from the training staff, a preview of the new Copyright Clearance Center integration, a review of the 2007 Chicago workshop, information about the latest activity of the IRMS User Group, training schedules, new employees, and new clients. We welcome volunteers willing to write articles for the newsletter and for presentations at the workshops. So if you're interested, please contact us.

Thank you for another great year. Have a happy holiday and best of wishes for the upcoming year.

Dennis Oles

2008 Spring IRMS Workshop: Orlando, Florida

The Spring IRMS Workshop will be in Orlando, FL this year, corresponding with the DIA Medical Communications show.

IRMS Workshop

March 7 & 8

Cost: \$250 per person

Marriott Orlando World Resort & Convention Center
8701 World Center Drive
Orlando, FL 32821

For reservations please call: 1(800) 228-9290
Name of event: Online Business Applications
* Special rates available until February 15, 2008

*details and agenda coming soon



The registration form will be available at www.irmsonline.com and can be e-mailed to Lindsay Oles at lindsay.oles@irmsonline.com or faxed to 1(630) 243-9811.

Upcoming Events that Online will be Attending

Left Coast Medical Communications Annual Meeting

January 25, 2008
Westlake Village Inn
31943 Agoura Road
Westlake Village, CA 91361

CBI's 7th Annual Pharmaceutical Contact Centers Conference

January 28-29, 2008
Park Hyatt
Broad and Walnut Street
Philadelphia, PA 19102

21st Annual DIA Conference for Electronic Document Management: Managing Documents and Records - The Never-ending Process

February 5-8, 2008
Philadelphia Marriott Downtown
1201 Market Street
Philadelphia, PA 19107-2817

20th Annual EuroMeeting

March 3-5, 2008
Centre Convencions Internacional
Barcelona, SPAIN

Spring IRMS Workshop

March 7-8, 2008
Marriott Orlando World Resort & Convention Center
8701 World Center Drive
Orlando, FL 32821

DIA 19th Annual Workshop on Medical Communications

March 9-12, 2008
Buena Vista Palace Hotel & Spa
1900 Buena Vista Drive
Lake Buena Vista, FL 32830

CBI Biopharmaceutical Forum on Knowledge Management for Medical Information

March 31- April 1, 2008
Philadelphia, PA
- details coming soon

The Admin Icon vs. IRMSADMIN User ID



Michael Holzmeister

Not all IRMS users have access to an Administrator Icon, but those that do are sometimes confused about the differences between logging into IRMS using the Administrator Icon, logging into IRMS using the Standard Icon, and logging into IRMS with the IRMSADMIN User ID.

The main thing to understand is that logging into IRMS with the Administrator Icon does not grant the user any additional privileges. In fact, logging in this way has only one purpose, which is to perform what is called an "Attach". Simply put, the Attach process tells IRMS how to connect to the database containing all the data that has been entered into the IRMS system. With the exception of performing this single function, the Administrator Icon should never be used to login to IRMS.

It is not the Icon, but rather the User ID used to login to IRMS that determines the parts of the system to which the user has access. Modifying the Security Group that is assigned to a User ID will allow that user different privileges in IRMS. If a user has a full set of security privileges (such as is usually granted to the IRMSADMIN User ID), then the user can perform any function in IRMS, regardless of the Icon used to login to the system.

The IRMSADMIN User ID is a standard part of IRMS, and it, along with the IRMSADMIN Security Group, generally should not ever be changed or deleted, as IRMS Technical Support may have the need to use it in order to assist with support issues. If there is a need for any user to have the same privileges as are granted to the IRMSADMIN Login ID, a separate Security Group should be created, and that Group should then be assigned to the user's User ID. It is always possible for any Security Group to be granted the same privileges as the IRMSADMIN Security Group.

For more information on granting user privileges, please see the IRMS Admin Guide, which can be found on our website www.irmsonline.com - under the Documentation section

SUPPORT CORNER

Copyright Clearance Center Integration

Jason Villalobos

Dave Beck

Copyright Clearance Center (CCC) integration is one of the more interesting new features planned for IRMS. Our clients have conveyed to us that copyright compliance is an extremely manual process requiring a person to 1) compile a list and count of works distributed; 2) manually search CCC's database; 3) enter the usage information on CCC's website. In an effort to help automate the copyright compliance process, OBA is working on a utility that will enable users to gather and queue copyrighted works usage statistics and easily submit their usage electronically to CCC to initiate an invoice. Utilizing CCC's published web services a user will be able to verify that rights to distribute a work are available for purchase with just a

few clicks of the mouse or keystrokes right in IRMS document maintenance.

CCC integration will feature the ability to set criteria on the copyright usage that will be queued for submission and edit your usage before reporting to CCC. After the desired usage statistics are queued, a click of a button will connect to CCC and create orders for each copyrighted enclosure in the queue.

This new process will provide the following benefits:

- Automated reporting and invoicing of copyright usage to CCC
- Validation and auditing of the entire process
- Minimal user interaction required
- Time savings
- Improved compliance



Fall Workshop Review Chicago 2007



Kirsten Carson

On behalf of Dennis Oles and everyone at Online Business Applications we would like to thank all of our clients who attended the IRMS Fall Workshop in Chicago. It was another successful event and a great learning experience for all. Another special thanks to those of you who attended the White Sox after-party, it was a blast!!

“OBA get off the traaiinn!!!!”

The morning half of the Chicago Workshop covered new features and enhancements of v 5.8.0 and detailed many new helpful tips and tricks. The trainings covered System Configuration, Query, Reporting, Case Correspondence, Exporting Documents, Combo Docs, Templates and more. A review of the new enhancements is available now on our website.



The afternoon portion of the day began with “Choose Your Training Topic/Open Forum” sections, allowing the group to discuss topics they choose and work together to share solutions and discuss processes. Dianne Pullman and Andy Crawford did a fantastic job providing the training along with successful question and answer sessions. The group discussion topics included Globalization of IRMS, Returned e-mails, Verbal Tools and Outside Vendors. OBA thanks everyone for their input, solutions and ideas.



Bill Neighbors, VP of Development, discussed Data Protection Features in IRMS covering the implementation process of data protection in IRMS, a demonstration, overview and questions and answer forum. Data protection was originally added to IRMS in v 5.7.1

As many of you already know, Online Business Applications is in the late stages of introducing the WEB-IRMS Document Management System. WEB-IRMS will be a document repository system allowing users inside and outside of IRMS to manage all their documents using work flow and combine FAQ's into the Document Management system allowing a single search to take place simultaneously for all types of documents. WEB-IRMS will also be able to store all types of documents. Online hopes to release the WEB-IRMS Document Management System in the beginning of 2008.

Wrapping up the day, Dave Hayward discussed the IRMS User Group and invited everyone to join and participate. So far there are 129 active members and it continues to grow. The User Group has a Google Board discussion forum open to all IRMS Users and is a very helpful way to share information and collaborate on different topics in IRMS and other industry related material. If you are interested in joining, please contact Dave at ext. 215 for more information.

Thanks again to everyone who joined us this year. If you couldn't make it, hopefully we'll be seeing you and everyone else again in Orlando in March 2008. (details found later in this issue!)

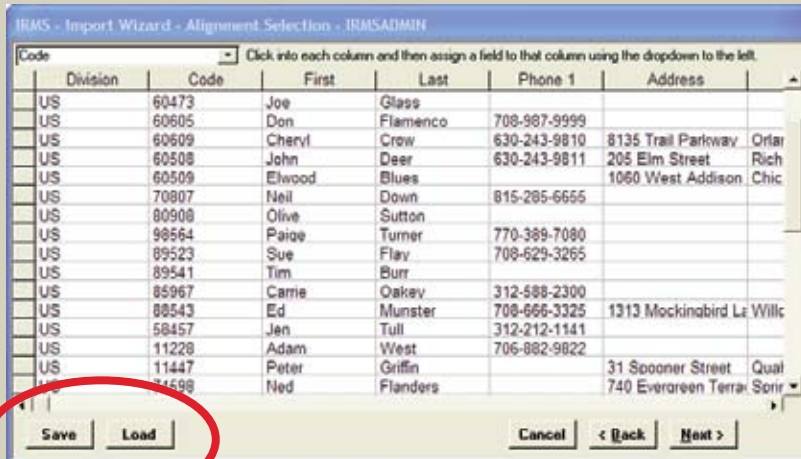


Tips from the Trainers

Rep info update made quicker and easier

Here is a tip that can save lots of time when importing sales rep info (or other table data) using the Tables Import Wizard (IRMS command menu option Tables > Import Wizard).

When importing new table data into IRMS, after completing the column alignment step, click the Save button before clicking Next. Then, when you import the updated data table in the future, just click the Load button to automatically map the same column headings to the correct IRMS fields.



Case Query tips

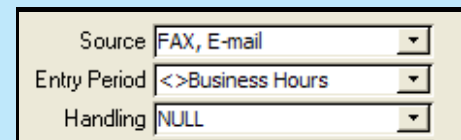
Did you know that you can include logical query symbols in your Case Query search fields?

Examples:

Use commas (,) to include multiple values. IRMS interprets “,” to mean “or” – or “either”.

Combine the Less Than symbol (<) with the Greater Than symbol (>) to exclude a value, meaning “NOT”.

Enter a query value of NULL to find records that have no value for that field.



For a full list and description of IRMS query symbols, open the Case Query screen, then click menu option Help > Tips.

Customize your Inbox (available in version 5.7.0 and above)

Use the following tips to customize the layout of your Inbox window.

Select menu path **Form > Save Size & Location** to retain your Inbox position and size.

Right-click any column header and select **Show Fields**.
Use the **Add** and **Remove** buttons to select the columns.
Use the **Move Up** and **Move Down** buttons to change the left-to-right order.
Click **OK**. Then right-click a column header again and select **Save Layout**.

Case	Sub No.	Name	Product	Received	Status
2007-00024		Michael Jacks...	BOTX	11/29/2007 2:44...	Open
2007-00023		Kirsten Carson	XAN	What is the d...	Open
2007-00022		Adam Oles	ACE	What does thi...	Open

Available fields:
Question
Case
Priority

Show these fields in this order:
Sub No.
Name
Product
Received
Status
Source
Case Type
Service Rep
Referred To
Referred To Date

IRMS Usability & Feature Evaluation Focus Group

David Hayward



Driven by discussions amongst our user community, Online Business Applications is approached regularly with requests for features and suggested enhancements, all of which are reviewed by the management, development and support departments of the organization.

Many of the reviewed requests are added to our 'Wish List' simply because of the time and human resources constraints that have existed, however in order to support its growth and outreach within the industry, OBA have added significantly to staffing levels in our main operational areas over the last twelve months.

With this in mind, on July 12th 2007 The IRMS User Group in association with Online Business Applications announced their latest initiative, The IRMS Usability and Feature Evaluation Focus Group. In view of the headway that was being made by the OBA development department

with previous UG initiatives such as Case Query and Document Management, it was thought a good time to obtain a consensus from key users as to which of the seventy-six suggested features would provide the maximum utility for all of our over 60 clients.

On July 31st a teleconference took place at which it was decided that OBA, in conjunction with the UG, would put together an online survey for users to assess and vote for the features that they would most like Online to add to a future version.

The survey was launched on the 19th of September 2007 and by the time of its closure on the 19th of October had attracted in excess of 20 separate pharmaceutical organizations and a total response representing 25% of the client membership of the User Group.

Both Online Business Applications and the IRMS User Group view this initiative as highly successful with OBA in particular obtaining useful information as to where resources may be targeted in coming versions to deliver maximum utility to the broad User community.

At the time of going to press Online Business Applications management, development and support in conjunction with the management of the User Group where undertaking an evaluation of the raw data, however we expect to announce in the coming weeks a schedule for adding the most important enhancements to a future version of IRMS.

join. discuss. enhance.



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



» **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.

» **Career Opportunities**

Online Business Applications is always looking for new additions to our team and we welcome your interests. Our office is located in the southwest suburbs of Chicago, about 25 miles from the city.

To find out more about the latest career opportunities go to www.irmsonline.com and click on the career opportunities section.

» **5.8.0 New Features**

At our 2007 IRMS Workshop in Chicago, Dianne Pullman and Andy Crawford did a presentation on the new features of 5.8.0. Those presentations are available for download on our website www.irmsonline.com. They are available under the User Center Section. For login information for the User Center, please contact usercenter@irmsonline.com.

A few highlights of 5.8.0:

- Added Query List Maintenance to allow defining query types
- Share saved queries
- Modify My Inbox: Totals summed for cases and new cases for Cases, QA, Follow-up and Group
- Ability to QA/Query on Call Center
- Add secondary contact phone to case snapshot
- QA enhancements
- Explicitly define action during Document Enclosure import
- Allow multiple questions to merge into Rep E-mail
- Add merge field for Approved Product

Education Center Schedule

Online Business Applications has scheduled the following courses at our Education Center in Lemont, Illinois. Each course offers hands on learning with practical exercises. Class size is limited to the first four registered students.

IRMS Basic User

Two days
January 14 – 15 8:30am – 4:00pm

Querying & Reporting

Half day
February 11 8:30am – 12:00pm

IRMS Advanced User

One and a half days
February 11 12:30 pm– 4:00pm
February 12 8:30am – 4:00pm

System Administration

One and a half days
April 14 8:30am – 4:00pm
April 15 8:30am – 12:00pm

The Tech Behind IRMS

Half day
April 15 12:30pm – 4:00pm

Documents in Depth: Effective Response Letters

One and a half days
May 12 8:30am – 4:00pm
May 13 8:30am – 12:00pm

What's New in IRMS

Half day
May 13 12:30pm – 4:00pm

If your specific training needs are not met in this schedule, please contact our Education Services team at training@irmsonline.com or at 630-243-9810 x216 or x218.

NEW Employees



Dave Beck

Dave Beck came to OBA in July from a long-term engagement at IBM Global Services. His primary responsibilities at IBM were the development of automated metrics reporting solutions and leading projects to integrate our reporting solutions with our clients' problem, change and enterprise management systems. He has over 10 years of experience in

Information Technology covering development and network administration. He has also worked with several Fortune 500 companies.

At OBA Dave is currently managing a project to deliver a brand new call center system for the Hospital for Sick Children in Toronto. He is also doing a point release and IRMS customization development for specific clients and assisting the support staff with technical support calls.



Jason Vilalobos

Jason Villalobos is a Developer and Project Manager for OBA. Jason has a BA in Management Information Systems (MIS) from Lewis University and over the last 7 years has been a Senior Systems Analyst and Applications Development Manager to two fortune 100 companies, Hewitt Associates and Lincoln Financial Group.

Jason manages several software implementations and integrations and is also experienced in Database Architecture and Design. He has experience with various programming languages (Visual Basic, Visual Basic.net, VBA, SQL, etc)

On a more personal note, Jason is a very outgoing person and loves playing and watching sports. He and his wife are expecting a baby boy in February!



Andy Crawford

Andy Crawford joined our Education Services team in August 2007 and is already busy providing training for IRMS clients and his colleagues at OBA. Andy brings with him over 12 years experience in delivering learning solutions for software and other techy kinds of things. He also brings with him very little hair, hence his online moniker, "BaldAndy".

collecting random bits of useless information. For example, did you know the following?

- Aspirin and Heroin were created by the same chemist 11 days apart
- On average, a child uses 730 crayons by their 10th birthday
- A fear of long words is, ironically, called "Hippopotomonstrosesquippedaliophobia"

Andy is available to tackle your IRMS questions and training needs. Just don't ask him how to pronounce "Hippopotomonstrosesquippedaliophobia"!

In addition to helping others embrace new technologies, Andy is devoted to his family and to

We would like to welcome our **New Clients**

Genzyme

Genzyme, a biotechnology company, is dedicated to making a major positive impact on the lives of people with serious diseases. With many established products and services helping patients in nearly 90 countries, Genzyme is a leader in the effort to develop and apply the most advanced technologies in the life sciences. Genzyme's commitment to innovation continues today with a substantial research and development program focused on these fields, as well as immune disease, infectious disease, and other areas of unmet medical need.

Alexion

Alexion Pharmaceuticals is a leading American biotechnology company. Alexion has held a determined focus on translating cutting edge science into novel therapeutic products. Alexion's strategy is to build on our strong scientific and product development base to develop novel antibody therapeutics targeting the treatment of patients with a wide array of severe disease states, including hematologic diseases, cancer, and autoimmune disorders.

GMD Pharma Solutions

GMD Pharma Solutions provides one integrated solution for the management of Pharmaceutical and Biological Drug Manufacturer products. Their one integrated solution ensures that each step in the commercialization and delivery of your product is customized to best suit your needs for maximum results. GMD Pharma Solutions has one of the most experienced management teams in the business. GMD Pharma Solutions provides one integrated solution through a complete menu of services.

JHP Pharma

JHP Pharmaceuticals is an integrated specialty healthcare company that acquires, develops, manufactures and distributes sterile injectable products predominantly to hospitals and clinicians in the USA and Puerto Rico. JHP Pharmaceuticals provides a complete range of contract manufacturing services to clients in pharmaceuticals and biopharmaceuticals, with a knowledgeable team. JHP Pharmaceuticals was formed in 2007 in conjunction with the acquisition of selected specialty pharmaceutical products from King Pharmaceuticals.

Anesiva, Inc.

Anesiva, Inc. is a late-stage biopharmaceutical company focused on the development and commercialization of novel therapeutic treatments for pain management. Anesiva is developing products that target unmet needs in pain management and have dedicated themselves to the development and commercialization of new therapies because they believe there is a significant unmet medical need for new treatment options in this area.



*Happy
Holidays!*

*From,
All of us here at
Online Business Applications*

