

pharmasentry

corporate&**enterprise**

DISCOVER THE POWER OF PERSONALIZATION

PharmaSentry is a unique, industry-focused tool that provides users with customizable access to leading sources of business news and analysis. Developed by the PharmaLive Team, PharmaSentry allows users to define the information that's critical to their success and determine when and how often they receive updates.

PharmaSentry aggregates news from hundreds of sources, including:

- The Wall Street Journal
- Dow Jones
- American Health Consultants
- Advertising Age
- The Economist
- Financial Times

PharmaSentry additionally culls news from dozens of wire services and local news sources from across the globe. In addition to news services, PharmaSentry features content from leading trade publications and other news sources.



In the ongoing search for clarity in an industry crowded with news and information, PharmaSentry provides a truly unique solution for corporate information managers and team leaders. Delivering a personalized environment, PharmaSentry allows users to pick and choose news topics that are aimed at helping them address their information needs.

PharmaSentry extends this personalization to marketing managers looking for new ways to add value to existing relationships and a subtle approach of marketing to prospects with a valuable information resource.

With its robust search capabilities, extensive information sources, and unparalleled customization, PharmaSentry is the most powerful, comprehensive, and customizable news and analysis tool available online.

USING POWERFUL TECHNOLOGY TO DELIVER OUTSTANDING RESULTS

At the heart of the PharmaSentry system are Search Agents, programmable monitors that users design to track specific items such as keywords, companies, products, therapeutic categories, diseases, and the like. Their options can be as broad or narrow as they require, and they can create up to three Agents.

The Search Agent does more than conduct simple top-level keyword searches. It uses our proprietary database to create an indexing taxonomy that cross-references related materials. For example, if an Agent is instructed to track a particular therapeutic category, PharmaSentry automatically creates a list of related diseases that the Agent includes in the search process. This taxonomy helps create a far more comprehensive and richer set of results.

Powered by unique advanced linguistic and statistical technologies, PharmaSentry can identify the key concepts and sentences in the thousands of documents that are indexed daily. A document whose main theme corresponds to search keywords is ranked higher than a document that merely contains the search keywords once or twice. PharmaSentry also makes sure that it returns the most recent results by constantly monitoring for new and updated stories. Once matches are found, PharmaSentry selects only the stories with the highest relevancy rankings and delivers them in an easy-to-read newsletter.

As part of PharmaSentry's commitment to delivering outstanding results, all news stories containing product information are checked for related matches in our product pipeline database. The names of related products are displayed along with quick links to detailed descriptions of the products that include information on developer, chemical name, drug class, dose form, indication, disease/medical usage, therapeutic category, status, and geographic region.

In addition to delivering outstanding results, PharmaSentry delivers news in succinct article summaries. PharmaSentry's summarization technologies create concise text summaries, enabling users to absorb more information in less time. Links to the complete stories are provided in the article summaries.

TWO POWERFUL VERSIONS

Organizations can employ two versions of PharmaSentry to create unique information services for staff and clients.

1. CORPORATE

Through the Corporate version, company information managers can provide in-house personnel with the ability to create their own customized newsletters, while centrally administering the process.

2. ENTERPRISE

With PharmaSentry's Enterprise version, companies can create branded, private-channel newsletters as value-added services for their clients and prospects. In addition, corporate information managers, department heads, and team leaders can use the Enterprise version to generate custom corporate-, department-, and team-wide newsletters to keep staff up-to-date on industry news and events shaping the industry and their specific market segment.

This guide will walk you through the options available to your organization with PharmaSentry. The guide is broken out into two sections: one covering PharmaSentry Corporate and the other covering PharmaSentry Enterprise.

PHARMASENTRY™ **CORPORATE**

PharmaSentry Corporate is designed for companies with at least 10 users and provides a truly unique solution for corporate information managers and team leaders. Unlike other online services that oblige users to choose from a list of predefined searches or scour the web for relevant news, PharmaSentry lets users define their own search criteria and build their own customized environments.

Information needs vary by department, brand team, and segment of the business. By allowing users to individually define their own criteria, PharmaSentry ensures that each user's needs are met.

For their part, corporate information managers can track and manage their users' subscriptions with the easy-to-use account management tools that are integral to PharmaSentry Corporate. Corporate information managers can also provide multiple points of access.



PharmaSentry Corporate provides top-level reporting to ensure user activity.



Choose from three organizational access options.



PharmaSentry Corporate allows individuals to define what is important.

HOW PHARMASENTRY™ CORPORATE WORKS

Each client is assigned a master account for a predetermined client manager. The client manager handles every aspect of the account, including inviting new users, approving initial access requests, and tracking usage to ensure individual user activity.

The client manager works within a declining balance system; if a company purchases 50 seats, each new user will deduct one from the total number of available seats.

The client manager can also choose access options; users can request access, they can be sent an invitation, or access can be arranged by IP address.

Once a user has been granted permission or accepted an invitation, he or she then becomes an active user within the company's PharmaSentry Corporate subscription. Users can create their own unique accounts with their own unique criteria for displaying news.

To ensure that PharmaSentry is being actively used, a set of basic-level reporting features is included. Since each user deducts from the company's declining balance, these reports ensure that a user is not occupying an unused seat. PharmaSentry's reporting features allow the client manager to view which users have established newsletters and read articles.

If, after viewing the reports, a client manager establishes that a particular user is not actively using PharmaSentry, the manager can remove that user's access. The result of removing a user's access is adding one seat to the declining balance of seats.

In addition to being responsible for managing the company's access to PharmaSentry, client managers will have their own PharmaSentry account to serve their information needs.

PHARMASENTRY™ ENTERPRISE

PharmaSentry Enterprise is an entirely new concept in information customization. Designed to service companies in different capacities, it is built to have a single moderator that chooses the news for a larger audience.

PharmaSentry Enterprise can be used as a completely branded marketing channel by companies looking for a unique, subtle promotional tool to add value to existing client and prospect relationships. It can also be used as an internal information resource by department heads or information managers. In addition, PharmaSentry can be stripped down to bare-bones technology and provide XML data feeds into a company's current information architecture.



An easy-to-use admin panel puts all of PharmaSentry Enterprise's features within two clicks.



Manage each aspect of your newsletter.



Create your own branded newsletter.

PHARMASENTRY™ ENTERPRISE: MARKETING SOLUTION

With PharmaSentry Enterprise, companies can create targeted newsletters and associated web portals with customized news content for clients and in-house staff. The newsletters and portals feature the companies' brands and can carry integrated marketing messages to reinforce the value of the companies' professional services and relationships.

PharmaSentry Enterprise newsletters are built using Search Agents created by company newsletter managers. On the dates and times specified for newsletter delivery, PharmaSentry's search engine creates a queue of high-relevancy articles. Newsletter managers choose which stories to include in the Enterprise newsletter. Once the newsletter is approved, PharmaSentry Enterprise sends it to the list of clients or in-house staff specified by the newsletter manager. Newsletter recipients have access to all PharmaSentry features, including full-text articles and article summaries, key concept extraction, and of course the company's branded marketing message.

Extending Your PharmaSentry Marketing Channel

PharmaSentry Enterprise also features a branded extranet option. This option allows companies to create a branded web portal through which their clients or staff can access news 24/7 in a real-time environment, on demand.

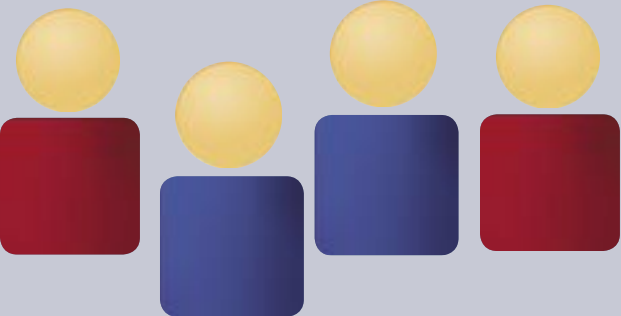
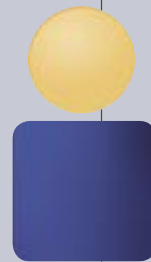
PHARMASENTRY™ **ENTERPRISE:** **INTERNAL INFORMATION** **RESOURCE**

PharmaSentry Corporate is ideal for allowing individuals to create their own accounts and criteria within the service. However, if a company wants to provide the same news to a larger audience, PharmaSentry Enterprise is an ideal solution.

In contrast to the marketing channel solution, PharmaSentry Enterprise can be designed with your company or brand team's logo and utilized as an internal resource.

The search engine would create newsletters based on a Search Agent's predefined criteria. A designated client manager would approve all news stories and execute the send to an internal team.

This is a great way to make sure your team is as up-to-date as possible with the news impacting your business.



PHARMASENTRY™ ENTERPRISE: CUSTOMIZABLE SOLUTION

Different companies have different information needs. PharmaSentry was designed to meet each client's needs regardless of the situation. If PharmaSentry Enterprise's marketing or information solution cannot meet your needs, the service can be stripped into XML data feeds.

Working with the same search Agent technology, PharmaSentry Enterprise allows you to select criteria and have your news results feed via XML into an existing web-based or software application. News feeds can be generated as frequently as every hour.

PHARMASENTRY™ **ENTERPRISE** **REPORTING**

PharmaSentry provides comprehensive reporting tools that allow companies to measure the effectiveness and reach of their newsletters. The reporting system tracks the number of e-mails sent, opened, and read, as well as the total click-through count. Newsletter managers can drill down into a specific newsletter and determine which users are reading which stories. This level of reporting allows managers to refine their Search Agents to ensure relevant news is being delivered. PharmaSentry's reporting capabilities also allow companies to create additional points of contact with clients by understanding their specific areas of interest.



PharmaSentry Enterprise has built-in reporting features.



View monthly overviews with the quick snapshots of each newsletter.



Drill down to the user level to view articles read.

FOR MORE INFORMATION:

Sales & Partnership Programs

Steven Carickhoff

Director of Interactive

scarickhoff@engelpub.com

215-867-0044, ext. 243