The Value Pack User Guide for Managers

May 2021



What's In This Guide

Select the button below to lead you to the guide section or continue to the next page for step-by-step directions.

Step-by-step guidance for organizing, naming, and tagging files

How-to for adding new pages and updating existing pages, including quick links

Maintain and add external website links to the Resources section of the site

Rapid Response Process (RRP). Maintain and add individual email addresses to the RRP form notifications

Easily manage a list of Value Pack contacts

How to grant and remove access

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Welcome

The Value Pack centrally stores and communicates critical and up-to-date WW VAP and HEOR materials across all therapeutic areas to support the markets and worldwide teams in launches and submissions.

This guide will allow managers to maintain the entire **Value Pack** website. This includes uploading files and important external links, adding and editing pages, and managing RRP and contacts for further growth in the BMS portfolio.



Uploading Files: Section Overview

Value Pack managers are responsible for uploading and maintaining current files, as well as tagging them to optimize search and access. **This section will focus on:**

- ✓ How to access the Digital Asset Manager (DAM) and complete file properties
- ✓ How to choose which page, tab, section, and/or subsection is appropriate for your file
- \checkmark How to upload and tag files correctly
- \checkmark How front end and back end of the site interface



Uploading Files: User-Facing View

Here is what your users see once all files have been uploaded. Select a button below to visit that section in this guide.



Starting the Upload Process





How to Access the Digital Asset Manager (DAM)







How to Access the Digital Asset Manager (DAM) - continued







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Choose where to upload your file from the folders provided. It is important to keep the DAM organized even though it is not visible on the front end.

For example, if you're uploading a *Melanoma Value Story* file, choose the **Oncology** folder before going to the next step.

How to Access the Digital Asset Manager (DAM) - continued









inside the **Oncology** folder.

Uploading Files to the Value Pack





Once you've chosen the proper folder, select the **Create** button, then open the **Files** menu.

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The **Files** menu allows you to select 1 or more files. You may also drag and drop files to the center of the window.

Uploading Files to the Value Pack - continued



Naming Convention Tips

If your file contains special characters (\$, &, ^, *, etc) you will receive an error message. Simply follow the naming convention example below to update the file name and then upload the file.

CM-9LA GVD Module 2 (April 2021).doc



Example of the error message if the name is typed with special characters.

Editing File Properties

Once a file is uploaded, you'll receive a notice regarding metadata. You must tag your file in order for it to appear for Value Pack users. To start tagging your file:

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Managers can switch to list view for additional file sorting options. Sorting by recently modified allows you to see your newly added file first on the list.



Editing File Properties - continued

Once you have selected your file, you can begin filling out the properties on the Value Pack tab.



File Properties: Value Pack Fields

The file properties describe your file in detail. To be sure you are categorizing your file correctly, we have provided guidance on what each attribution field covers.



- Description: Optional description of file, entered by author
- File Type: The user must enter a file type: DOC, JPG, MP4, PDF, PPT, XLS, or ZIP. The file type does not show automatically
- Page: Main webpage(s) within the site your file will live on
- Tab: Specifies the main tab for the file
- Section: Further identifies the type of file to narrow search results
- Sub-section: The most granular level of categorization
- Other tags: Added keywords to aid in search function. The keywords are hidden from the front end view but will allow your files to be found easier when searched

Categorization Criteria

As you are filling out the file properties, it is important to consider the appropriate location within the Value Pack.

Files may be uploaded to more than 1 page so be sure to select all the relevant pages when uploading your file.

Here is some guidance to help you during the categorization process:

Questions to ask when uploading a file

- Which Page or Pages are best for this type of file?
- Which Tab is the best fit for this type of file?
- Which Section best describes the type of file?
- Does this file require a *Sub-section* for more specificity and does one exist already?



pricing tools and models,

educational resources, and pricing strategies

Categorization Criteria: Choosing the Correct Page

There are 5 main types of pages in the Value Pack. Choosing the appropriate page for your file is critical. See the descriptions under each column to determine which page best fits your file. **NOTE: A file can live on multiple product & indication pages.**

across the portfolio

Products & Ind	ications		DEX
All materials specific to a p It includes items on page and HEOR deliverables, tr publications. Non–product/ materials should be catego other appropriate	roduct/indication. e 4, such as VAP ainings, and key 'indication-specific rized in one of the sections.	ا DEX i clinicc mate sche	RESTRICTED ACCESS s the process through which ess provides input into the al development process. DEX erials—including templates, edule, and presentations— re included in this page.
Pricing	Advocacy		Meetings & Resources
RESTRICTED ACCESS All non-indication-specific	Guidance framewor internal best practice external resources relo	ks, es, ated	Non–product/indication- specific content from key meetings and resources

to patient advocacy

Categorization Criteria: Tab Options

Tabs are the next level of refinement for file categorization. Below are the available tabs for each type of page. If you select a tab not specified as an option for your page, the file will not appear on the front end.

Main tab options

Products/Indications

- Value, Access, & Pricing
- Clinical Data
- HEOR
- Insights
- Q&A/Negotiation Tools

Other tab options for following page types

DEX

- Overview & Templates
- Schedule
- Materials

Pricing

- Pricing Tools & Models
- Educational Resources
- Pricing Strategies
- Innovative Pricing
- Best Practices

Advocacy

- Guidance Framework
- Internal Best Practices
- External Resources
- Country Mappings
- Publications

Meetings & Resources

- VAP
- Oncology
- Hematology
- Immunology
- Cardiovascular

Categorization Criteria: Choosing the Correct Tab

The tab criteria below are for product/indication pages only. Tabs identify a broad category for your file.

 Brand & Access Strategies Value Story & Messages Objection Handlers Pricing Strategy Global Value Dossiers w/ Reference Pack Local Dossiers, such as US AMCP Dossier Training Materials Core Medical Decks Clinical Publications Medical Backgrounders Clinical Guidelines HEOR Publications Systematic Literature Review (SLR) Reports Indirect Treatment Comparison (ITC) Reports Cost-Effectiveness Analysis Reports Budget Impact Analysis Reports Patient-Reported Outcomes (PRO) Reports Real-World Evidence (RWE) Reports

Insights

Q&A / Negotiation Tools

- Competitor Data and Backgrounders
- Local HTA Documents
- Market Research

- Medical Q&As
- Mock Negotiations

Categorization Criteria: Choosing the Correct Section

Sections allow you to further organize your file within the tab. A section specifies the type of file. Choose your section from the list provided.

Section Heading Choose from the followi	List ^{ng:}			
 Access & HTA tracker Advisory Boards Biomarkers Brand & Access Strategies Budget Impact Analysis Business Cases Cardiovascular Clinical Data Clinical Publications Collaborative Engagement Collaborative Negotiation Combination Therapies Competition Contracting Core Medical Decks Cost Effectiveness Analysis Dex Templates & Overview Dosing Administration Expand Noac Market Forma Funding flow Global Value Dossier Guidelines Hematology HEOR data HEOR Models (Restricted)* 	 Indirect Treatment Comparisons (ITC) Local Dossiers Local HTA Market Research Medical Q&As Mock Negotiations Objection Handlers Oncology Other Patient Reported Outcomes (PRO) Policy & Advocacy Pricing Pricing Framework Real World Evidence (RWE) Regulatory Schedule Secure and Maintain Leadership Systematic Literature Reviews (SLR) Tender Management Timelines Trainings & Meetings Value Demonstration Team (VDT) Value Story & Messages 	MAPLE	Myeloid Leukernia (A anstruetos proversetrostas erostat astrostrue totos proverset trostas erostat astrostruetos erostat astrostruet	Inverse A Related Products or Indications CPURES for Acces Mythol Learning MML 3 VICALS for Access Mythol VICALS for Acces
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*Files uploaded to the HEOR Models section are restricted access.

Categorization Criteria: Choosing the Correct Sub-section

Sub-sections are entered as free-text and can be determined by managers. This allows you to further categorize a file beyond the type of file specified in a section. Examples of sub-sections include a clinical trial name, treatment regimen, or type of HEOR publication (RWE, ITC, CEM, BIM, PRO). Sub-sections should be used to improve navigation for the user when there are many files stored at the Section level.



EXAMPLE

How to Access Pop-up Lists and Tag Files

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STEP 2: Tag your files



Select the **Tag** icon **.** Finish by choosing the **Select** button in the upper right-hand corner.

PRO TIP

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For a short cut, start typing the tag name to see a filtered list based on your input. You will see a drop-down list of all the tags containing those letters. Select the appropriate tag(s) from that list.

Saving Tagged Files: Final Check

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If a file has been tagged successfully, the fields should appear as shown here, only with the specific tags you have chosen.

The Sub-section Heading as well as **Other Tags** are optional, free-text fields.



When you have completed identifying and tagging a file, click the **drop-down arrow** on right and click Save.

close file properties.



Archiving and/or Deleting Files

Unpublishing a file will hide it from the front end, archiving it for users. You may also go a step further by deleting the unpublished file.



Managing Pages: Section Overview

Value Pack managers are responsible for creating and managing pages within the site. This section will focus on:

- ✓ What you need to know to add a new page
 - Page tags
 - Page creation
- ✓ How to assign page location
- \checkmark How to edit an existing page
- ✓ Publishing pages



Managing Pages: User-Facing View

Here is what your users see once pages are published. Select a button below to visit that section in this guide.



Create the Page Tag

Your first step in creating a new page is to create a page tag.

WHY: Uploaded files get assigned to tags, not pages. So, you need to first create the tag that will be associated with the new page.









STEP 3: Select the **Tagging** tool.

Create the Page Tag - continued

The tag for your page should be filed in the appropriate location. For example, a new NSCLC page should be filed under Oncology > Lung Cancer.



Entering Tag Title

Enter the tag title in the **Title** field. The title should match your intended page name. Additional fields are either not required or are entered automatically.

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Assigning the Page Location

Now with your tag created, it's time to make your new page. You'll be assigning the page tag you just created during the page creation process.





Sites

Assigning the Page Location - continued

Navigate to the same "location" as the page tag you created by clicking **Value Pack** > **United States** > **English** > **Home** > Therapeutic Area > Disease Category (in this case: Oncology > Lung Cancer).

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Once you have navigated to the appropriate location and section, click **Create**. This will open a menu. Choose **Page** to open the templates menu.

Choosing the Template and Titling the Page

The templates menu will allow you to select the appropriate format for your page. Once you have selected the template, you'll be able to name your page.





Choose the template by hovering over your selection and clicking the **Check mark** icon. All product/indication pages should use the **Value Pack Indication Template**. Then click **Next**.

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While in the **Basic** tab, fill in the first attribute field with your page title. It is recommended to follow the same format as is used for other pages in the same therapeutic area.

Assigning the Page Tag











Page Creation Check and Finish

Check your work. If the page was tagged correctly, the **Indication Tag** field will be filled in. You may then click **Create** to finish, which will open a **Success** notification.

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EXAMPLE: Success notification box/pop-up window that is displayed on top of the current page.



Click **Open** to see your new page. You can edit page components from here.

Editing Pages

On occasion, you may be asked to edit an existing page to make it more current. You can begin editing your page by opening the editing menu.





Editing Pages - continued



PRO TIP

Items that would need to be added to a new page:

- Page Headline With Featured Image
- "Related Products or Indications" sidebar (if applicable)
- "Quick Links" sidebar (if applicable)
- "Meet the Team"sidebar

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Once you open the page, make sure you are in **Edit** mode, not **Preview** mode.



→ This is an example of a brand new page with no icon and no text in headline. Managers will see this view when they create a new page.

Editing Page Headline

This example is for a specific indication, but the process is the same for all pages.

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Hover over the page section you want to edit. This will activate a blue box. Click the box to activate an edit menu.



Click the **Wrench** icon to start editing.
Editing Page Headline - continued

The page headline is what appears at the top of the page to users in the front end.

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You may customize your headline by un-checking the **Tagbased Headline** box. Otherwise, your page headline will be the same title as your page tag.

The **Headline Title** field will appear on the first line. **Headline Description** will appear on the second line.

PRO TIP

A title should be short, self-explanatory, and model the format of other pages in the same therapeutic area.

Editing Page Headline Icon

Click the folder icon to browse and select from a list of icons.







From the list of icons, select the one that best matches the product/indication of the page.

Saving Page Headline Edits



Related Products or Indications Component

Adding a related product or indication uses the same process as a page headline edit. However, instead of hovering over the title, you would hover over the "Related Products or Indications" section to begin your edit.

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Related Products or Indications Component - continued

Opening the attribution field lets you add titles and links to the related product or indication space.





- Add new items
- Re-order how the "Related Products or Indications" list appears on the front end
- Delete items



Related Products or Indications Component - continued

Use the component settings to title your related products and indications and link them to the correct pages in the Value Pack.

	Ideated Products or Indication	0 × × ✓	
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Biomarkers (1) Global Value Dossier (1) Volue Story & Messages	Deer (Lever Wester)	0 kt	12 Quice Linky 13 Quice Linky







Quick Links Component

Quick Links are websites outside the Value Pack related to the product/indication of the page. Adding or editing quick links uses the same process as a page headline edit. However, instead of hovering over the title, you would hover over the "Quick Links" section to begin your edit.

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ADDING QUICK LINKS COMPONENT



If the Quick Links component is not present on the page, click within the empty sidebar component container (pictured left) and select the **Plus sign icon**.

Then click **Quick Links** to add the Quick Links component.



Quick Links Component - continued

Opening the attribution field lets you add external websites to the Quick Links space.





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 \checkmark

As with any page change, click the **Check mark** icon to save your changes.

Meet the Team Component







STEP 1: Hover over the "Meet the Team" component to activate the blue box.

STEP 2: Select the component settings icon (**Wrench**) to change the **Team Members** displayed.





The manager has to add the product/indication team to the the **Contacts Spreadsheet** first before completing the Meet the Teams component.

Please refer to the **Contacts** section of this guide.

3



Editing Pages: Final Check

After making your edits and clicking the check box to save, most of your changes should appear immediately. **NOTE:** The "Meet the Team" component will update after a page reload.





Publishing Page Edits

Publishing your page will make it viewable to users on the front end.





Resources: Section Overview

As a Value Pack manager, you may be asked to maintain and add quick links in the Resources drop-down menu. Quick links direct Value Pack users to external websites of interest. This section will focus on:

- ✓ How to add a new quick link to the Resources drop-down menu
- Editing existing quick links (necessary for updates or broken links)



Resources: User-Facing View

Here is what your users see once you have finished editing the Resources pages.

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1

Adding New Resource Quick Links

Resource quick links are edited like pages. Quick links redirect the user to the off-platform URL specified by the manager.





Adding New Resource Quick Links - continued

Navigate to Value Pack > United States > English > Login > Home > Resources.

All quick link categories will appear in the **Resources** section.





Use the guidance below to make your selection based on link content:

VAP	HEOR	Cross Functional	BMS
Value, Access, & Pricing sites outside Value Pack	Health Economics and Outcomes Research sites outside Value Pack	Commercial and Medical sites outside Value Pack	Broad BMS sites outside Value Pack

Adding New Resource Quick Links - continued





Adding New Resource Quick Links - continued





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Adding New Resource Quick Links: Final Check

Double check that your quick link appears where it should on the back end. After publishing the quick link, check the front end main menu under **Resources**.

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Edit Existing Resource Quick Links

Navigate to **Value Pack** > **United States** > **English** > **Login** > **Home** > **Resources** to find the quick link category and begin the editing process.





Edit Existing Resource Quick Links - continued

Once you have accessed the Properties, you can edit the quick link.

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Rapid Response Process (RRP): Section Overview

The Rapid Response Process (RRP) allows teams in the markets to submit requests to the worldwide team for additional data and analyses.

We'll outline how Managers can update the RRP Spreadsheet, which contains the email addresses for team members who receive these request notifications.

This section will focus on:

✓ Update who receives notifications when users have submitted the RRP Submission Portal form

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RRP: User-Facing View

Here is what your users see when entering information into the RRP Submission Portal.

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Locating and Updating the RRP Spreadsheet

Download the current version of the RRP Spreadsheet from the DAM by locating the Value Pack Manager Documents folder.







Locating and Updating the RRP Spreadsheet - continued







RRP Spreadsheet Format



RRP Spreadsheet format must be as follows:



Each Indication has Primary (TO: section of email) and Secondary (CC: section of email) contacts. Add email addresses only to these table cells. Ensure there are no extra spaces or breaks to avoid broken links.

There is a row for each product/indication combination. When a user selects that product/indication within the RRP form, those people specified in the row receive the email. To add a new product/indication, add a row to the spreadsheet under the appropriate therapeutic area and fill in each column.

Primary Contacts ("TO:" section of email)

WW HEOR HQ, WW HEOR Markets, WW Value & Access Strategy, WW Medical

Secondary Contacts ("CC:" section of email)

WW Value and Segment Marketing/WW Access Execution

Where to Find the RRP Upload Utility





1

Adobe Experience Manager
 Click AEM logo for main menu.
 Click the Hammer icon.
 Click the Hammer icon.

IMPORTANT

The **RRP Upload Utility** updates the website. Uploading the file to the DAM will not change the information on the website. Once the file is saved it needs to be uploaded to this utility and also uploaded to the DAM.

RRP Upload Utility

Use the utility below to upload an updated Excel spreadsheet (XLS or XLSX).

RRP Product Indication Uplos	ad Utility	

1	Choose File	Click the Choose File button to upload the updated Excel spreadsheet.
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A success message will generate when the RRP Spreadsheet is uploaded successfully.

IMPORTANT: Uploading the file here will change who gets notified when RRP form is submitted.

Contacts: Section Overview

It is important to ensure the list of contacts for each product/indication team is current, so users can easily reach out to the correct point(s) of contact.

This section will focus on:

- ✓ How to update the Contacts Spreadsheet
- ✓ Correct spreadsheet format
- ✓ Uploading the Contacts Spreadsheet to Upload Utility



Contacts: User-Facing View

User facing view of the Value Pack Contacts page, as well as the "Meet the Team" component, found on product/indication pages.



Locating and Updating The Contacts Spreadsheet

Download the current version of the spreadsheet from the DAM by clicking the Value Pack Manager Documents folder.







Locating and Updating The Contacts Spreadsheet - continued





STEP 2: 1 FOLDER Value Pack Manager Documents value-pack-manager-documents

In the **valuepack** folder, click on the **Value Pack Manager Documents** folder. Then download the file you wish to edit. Be sure to follow the format outlined on the following page.



Download the Contacts Spreadsheet by hovering over the file and clicking the **Download** icon.





Once you've saved the Contacts Spreadsheet in Excel, update the filename (add a number to the version; ie, V3 replaces V2) and upload back into the **Value Pack Manager Documents** folder so other managers can access the most recent file. You may retain prior versions in the folder once you have added the updated file.

You can upload the new file by dragging it right into the **Value Pack Manager Documents** folder screen.

Correct Format for Contacts Spreadsheet Updates

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1 Oncology Hematology Cardiovascular Immunology + There are 4 sheet tabs, one for each therapeutic area. 2 С D WW Value and Segment Marketing WW Value & Access Strategy Columns define function. Rows define product/indication. Jill Wurtzelman Jill.Wurtzelman@bms.com Marion Maennlein | Marion. Maennlein@bms.com Format name and email address: "Full namelemail@bms.com"

NOTE: If you need to add a new contact, start a new line by pressing Alt + Enter. To add a new product/indication, add a row to the spreadsheet under the appropriate therapeutic area and fill in each column.

Avoid Broken Links

There are no spaces between last name and email address. The name and email is separated by a vertical line (pipe) "I". Follow the correct spreadsheet format:

FirstName LastName email@bms.com

Where to Find the Contacts Upload Utility

The Upload utility updates the actual website. Uploading the file to the DAM will not change the information on the website. Once the file is saved it needs to be uploaded to this utility and also uploaded to the DAM.

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IMPORTANT

The **Contacts Upload Utility** updates the website. Uploading the file to the DAM will not change the information on the website. Once the file is saved it needs to be uploaded to this utility and also uploaded to the DAM.



Contacts Upload Utility

Use the utility below to upload an updated Excel spreadsheet (XLS or XLSX).

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A success message will generate when the Contacts Spreadsheet is uploaded successfully.

IMPORTANT: Uploading the file here will change the Value Pack Contacts Page and Meet the Team sidebar information on the website.

User Permissions: Section Overview

As a Value Pack manager, you will be responsible for adding and managing group members via the Permissions process. This section will focus on:

- ✓ Group name definitions/structure
- ✓ Accessing groups
- ✓ Managing groups



User Permissions: User-Facing View

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Group Definitions/Structure

Groups are structured so that users have access to a specific area of the Value Pack, or the entire Value Pack. When providing permissions, it is important to know which users belong in what group. Groups are defined as follows:

MG-VALPACK-USERS	SG-VALPack-Pricing	SG-VALPack-DEX
All Value Pack Users Allows users to log in to site FUNCTIONS INCLUDED IN GROUP: VAP & HEOR (WW and Markets) WW Medical and WW Commercial upon request	Users with access to Pricing page FUNCTIONS INCLUDED IN GROUP: WW VAP & HEOR	Users with access to DEX page FUNCTIONS INCLUDED IN GROUP: WW VAP & HEOR

SG-VALPack-HEORModels

Users with access to the All Uploads page

SG-VALPack-AllUploads

FUNCTIONS INCLUDED IN GROUP: All Value Pack Managers Users with access to HEOR Models (Restricted) Section

FUNCTIONS INCLUDED IN GROUP: WW VAP & HEOR and HEOR in the Markets

Accessing Groups

Navigate to <u>https://groups.bms.com</u> to access your groups.





To begin adding a new group member, go to the Access Management tab and click on the appropriate group name.

Users need to first be added to the **SG-VALPack-Users** group before being added to other permission groups.



SG-VALPack-AllUploads
SG-VALPack-DEX
SG-VALPack-HEORModels
SG-VALPack-Pricing
SG-VALPack-Users

NOTE:

Access Management groups may be moved to Mail Groups. This would change the group names from "SG-" to "MG-" as well as place them under the Mail Groups tab instead of the Access Management tab.

Adding Members to Groups

Click on a group to access group information. You must first add users to the **SG-VALPack-Users** group before adding them to other permission groups.

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2 Search:				
Use Search to filter the name list to see if a colleague is already in a group.				

IMPORTANT

This platform is solely internal to BMS and external partners should not be added.

Value Pack