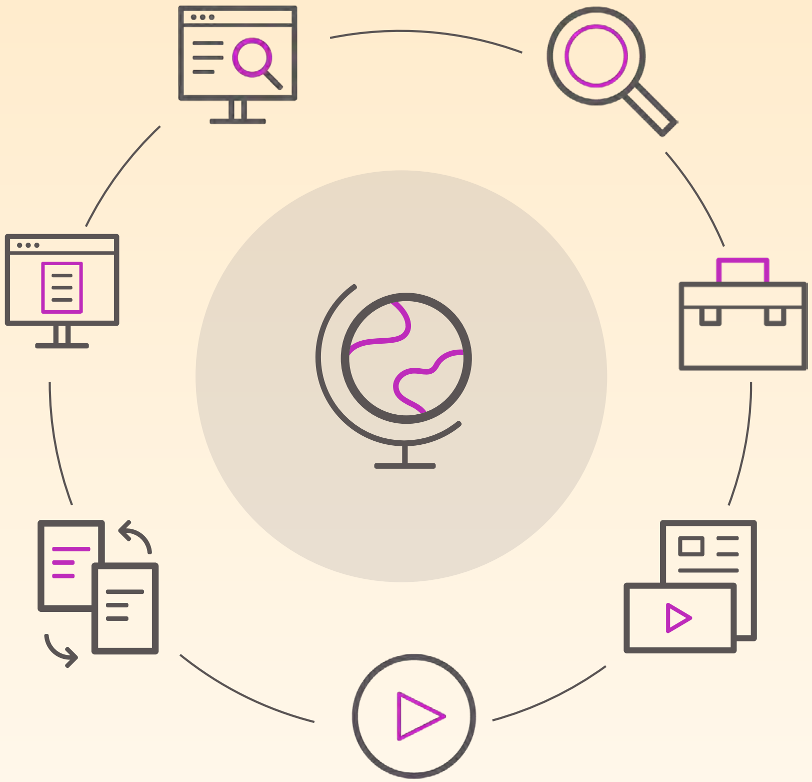
The Value Pack User Guide for Managers

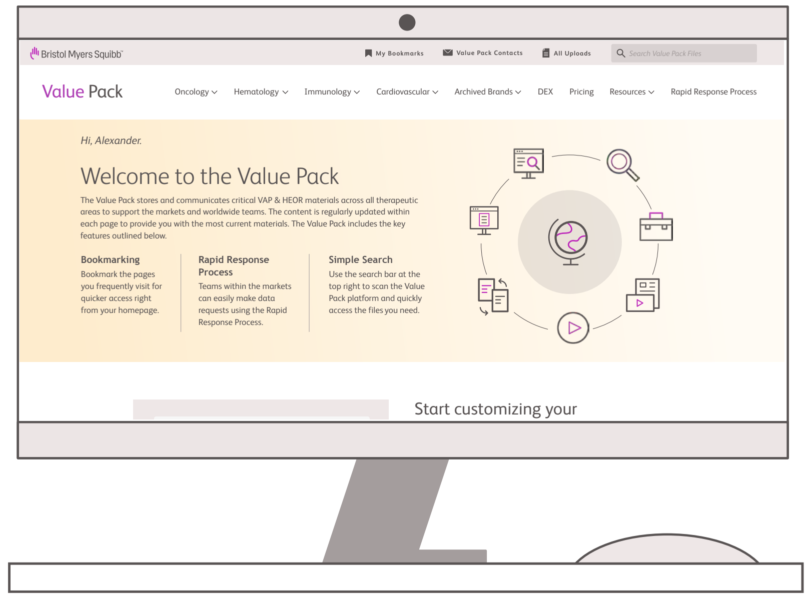
May 2021



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.

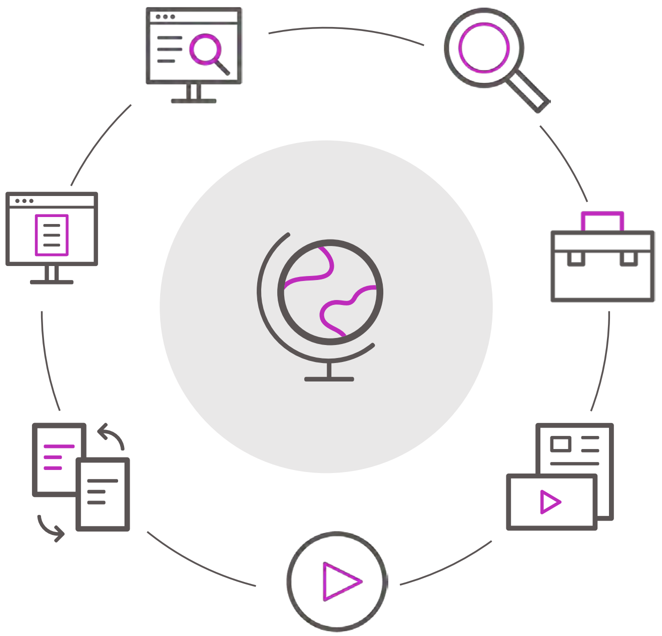
Uploading Files	Step-by-step guidance for organizing, naming, and tagging files
Managing Pages	How-to for adding new pages and updating existing pages, including quick links
Resources	Maintain and add external website links to the Resources section of the site
RRP	Rapid Response Process (RRP). Maintain and add individual email addresses to the RRP form notifications
Contacts	Easily manage a list of Value Pack contacts
Permissions	How to grant and remove access



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.

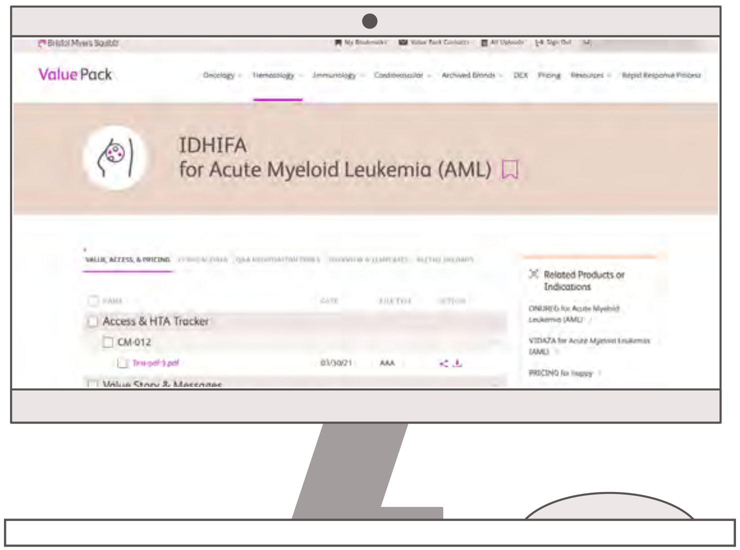
This guide will allow managers to maintain the entire Value Pack website. This includes uploading files and important external links, adding and editing pages, and managing RRP and contacts for further growth in the BMS portfolio.



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
- How to upload and tag files correctly
- 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.

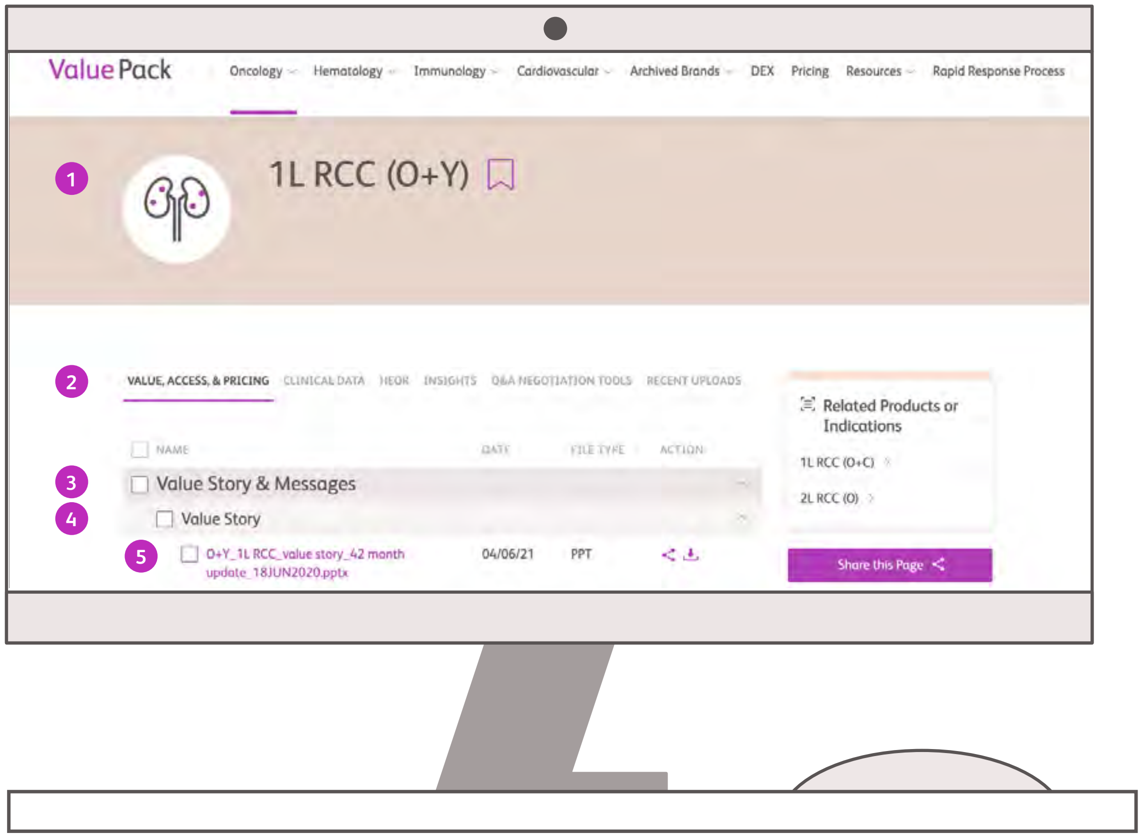
1 Page

2 Tab

3 Section

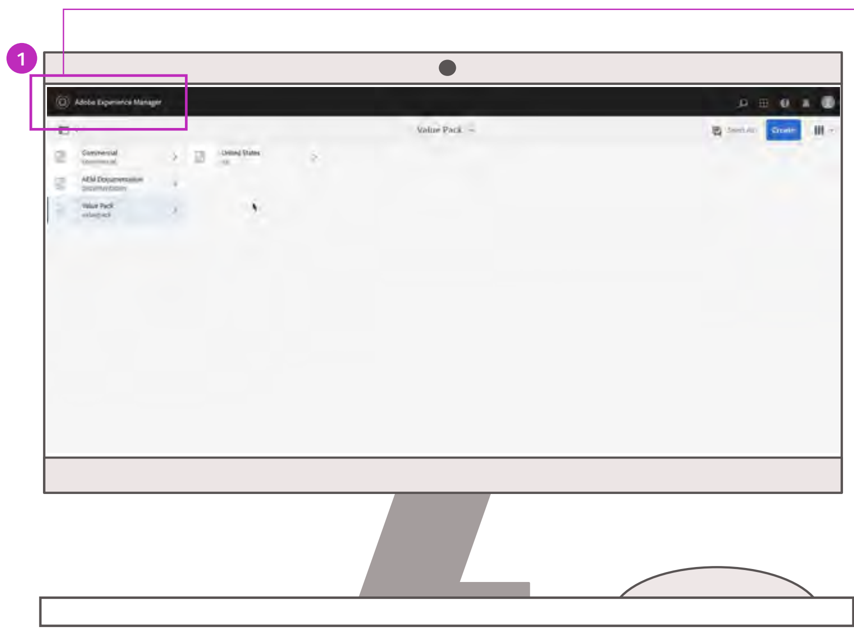
4 Sub-section

5 File



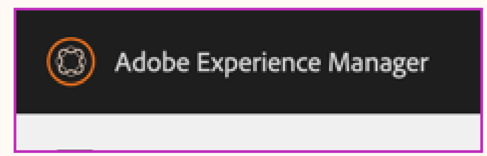
Starting the Upload Process

1



1

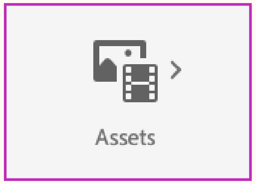
Launch Manager Portal



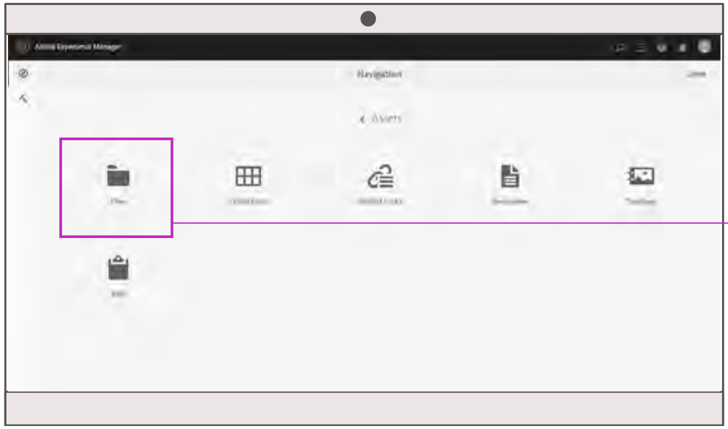
To start the upload process, click on the Adobe Experience Manager tab in the upper left corner. This will open the main page.

How to Access the Digital Asset Manager (DAM)

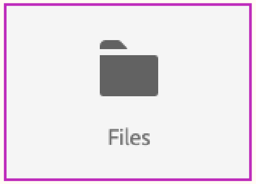
1



Select the **Assets** icon on the main page to access the DAM.

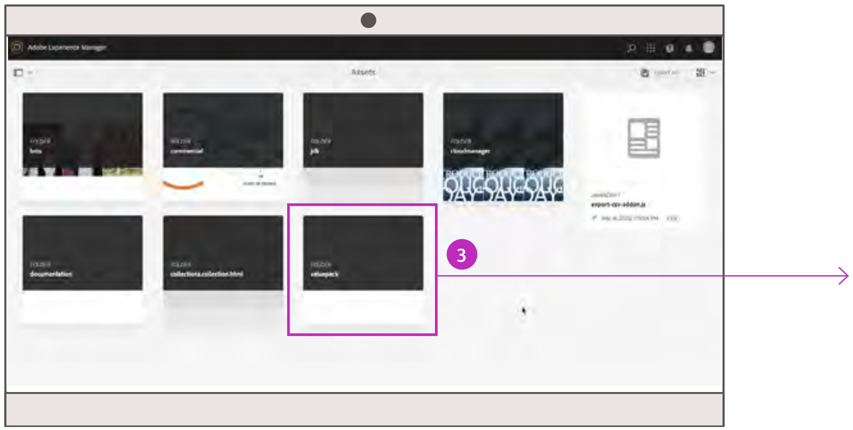


2

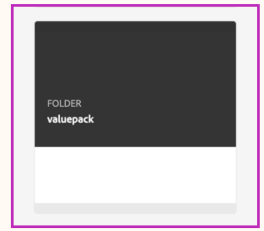


Select the **Files** icon to open all files on the DAM.

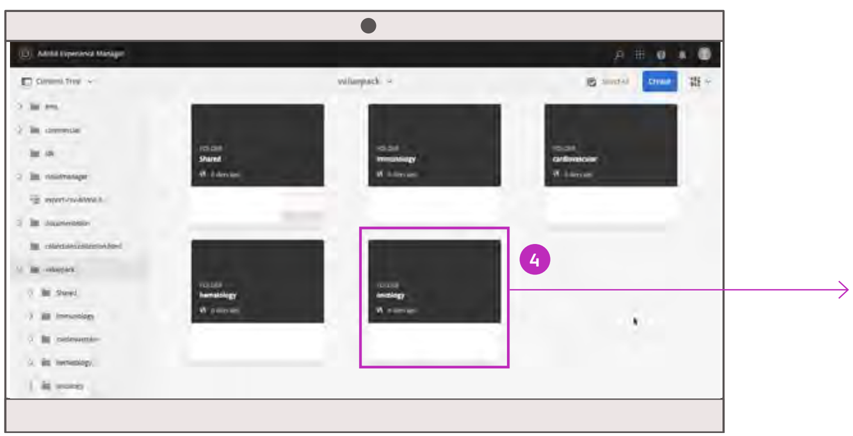
How to Access the Digital Asset Manager (DAM) - continued



3



Select **Value Pack** from the files list to open the Value Pack folders view.

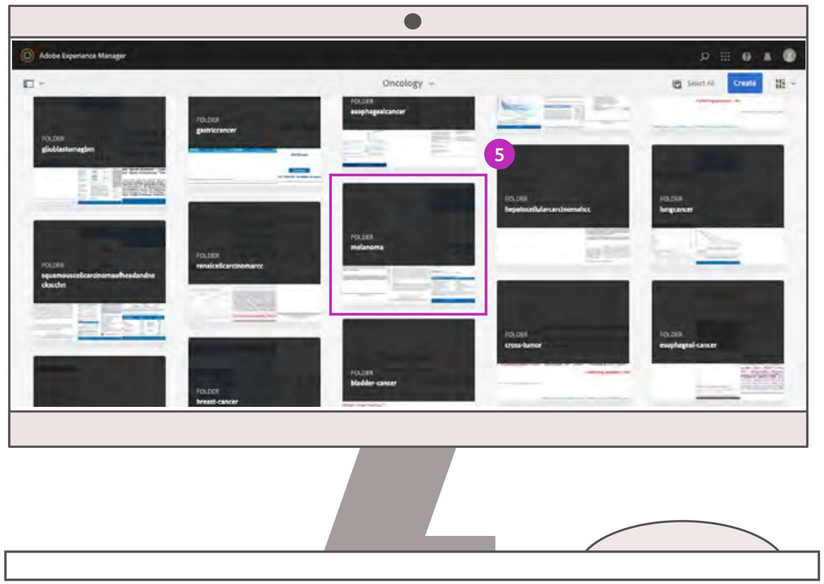


4

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



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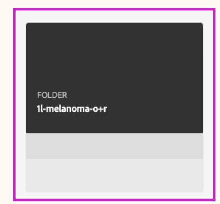
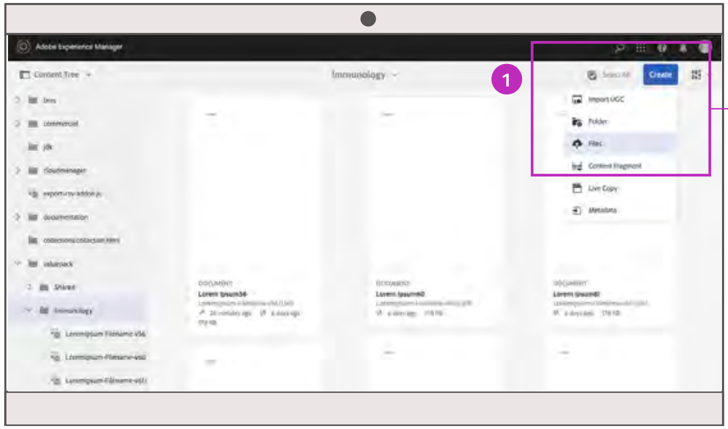
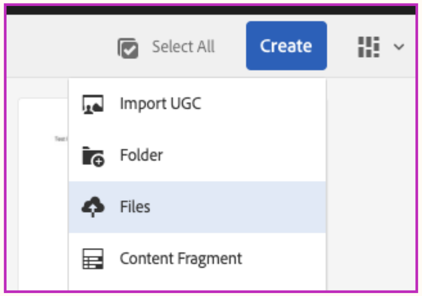


Continuing with this example, once inside the **Oncology** folder. Choose the **Melanoma** folder, then the **1L Melanoma (O+R)** folder.

Uploading Files to the Value Pack





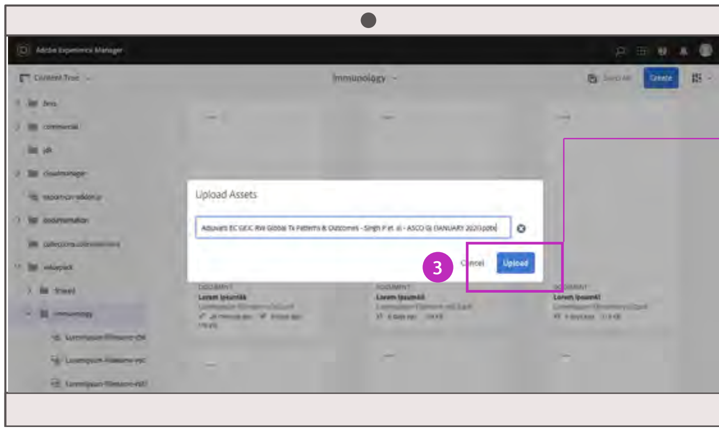
1

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

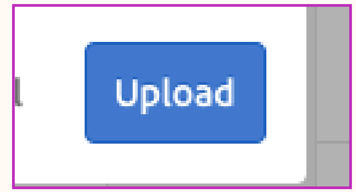
2

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



3



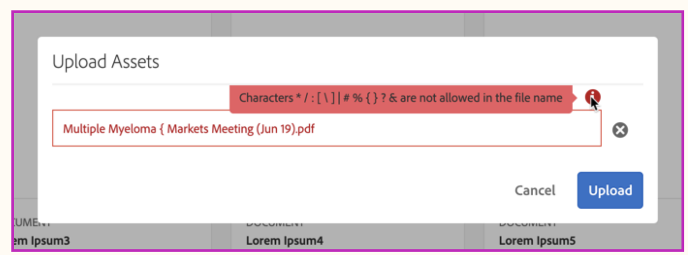
Select the **Upload** button to initiate the file transfer process.

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

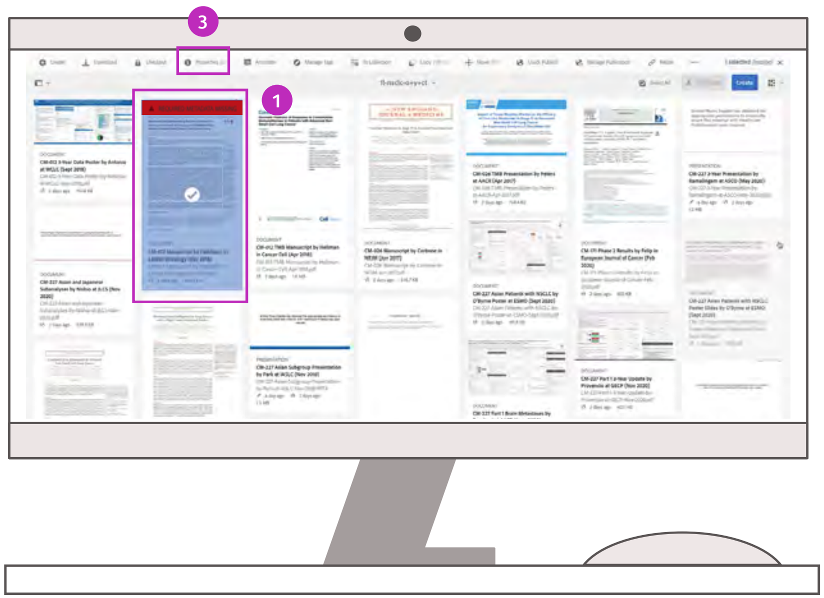
- CM-9LA: PRODUCT, INDICATION, AND/OR CLINICAL TRIAL
- GVD Module 2: FILE TYPE
- (April 2021): MONTH AND YEAR FILE WAS DELIVERED



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

Editing File Properties

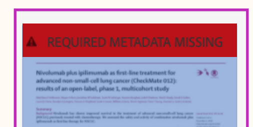
Once a file is uploaded, you'll receive a notice regarding metadata. You must tag your file in order for it to appear for Value Pack users. To start tagging your file:



PRO TIP

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.

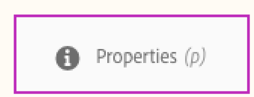
1



Find your file, which will have a red banner. By default, new files will appear at the bottom.

Click the check mark at the top of the screen to choose the file you wish to edit.

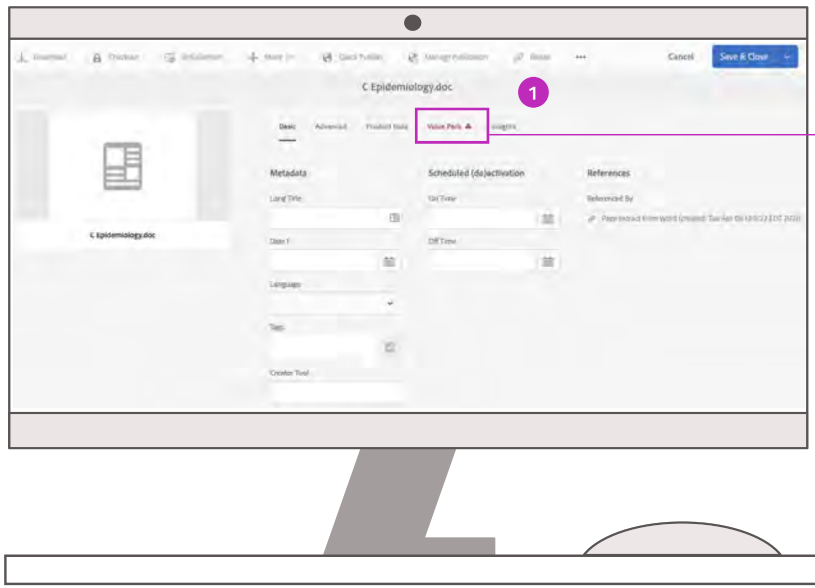
2



Click **Properties** to attribute a file and categorize it for users.

Editing File Properties - continued

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

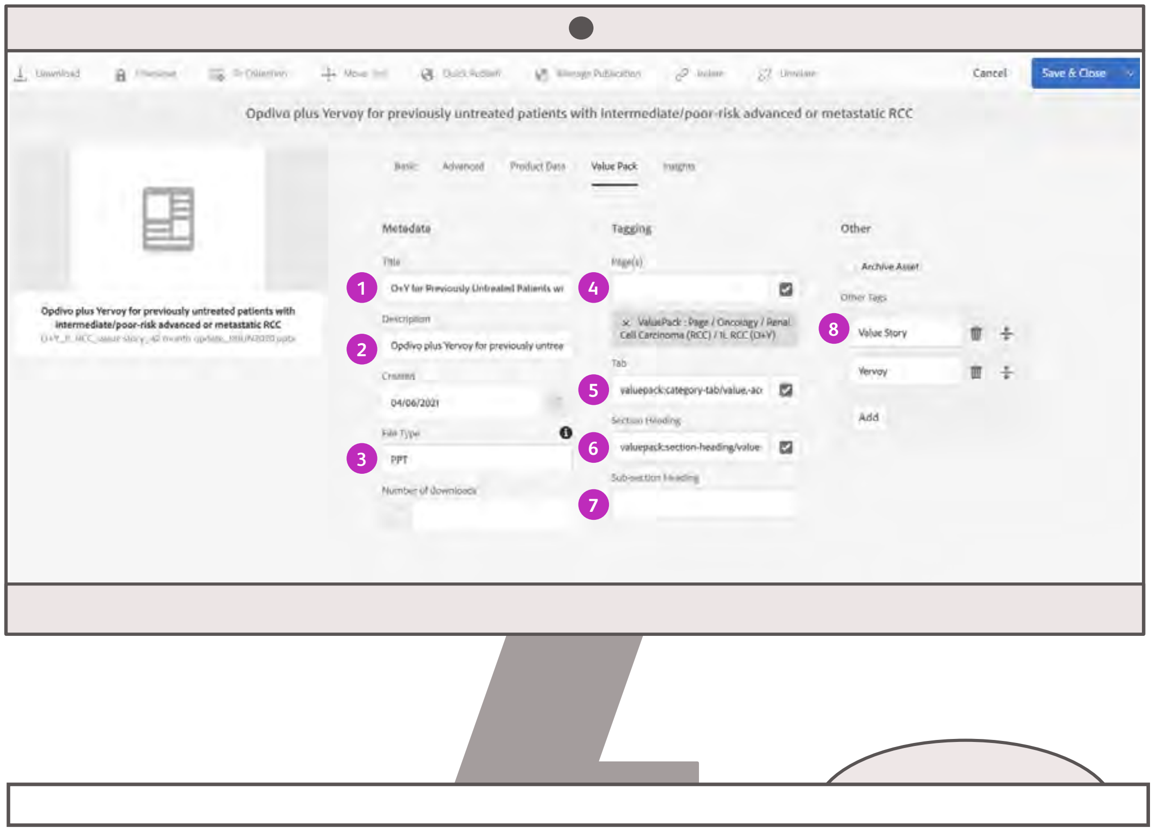


1

Select the **Value Pack** tab to begin editing your file properties. The text will appear red until the required tags have been saved.

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.



1. **Title:** User-facing file name
2. **Description:** Optional description of file, entered by author
3. **File Type:** The user must enter a file type: DOC, JPG, MP4, PDF, PPT, XLS, or ZIP. The file type does not show automatically
4. **Page:** Main webpage(s) within the site your file will live on
5. **Tab:** Specifies the main tab for the file
6. **Section:** Further identifies the type of file to narrow search results
7. **Sub-section:** The most granular level of categorization
8. **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

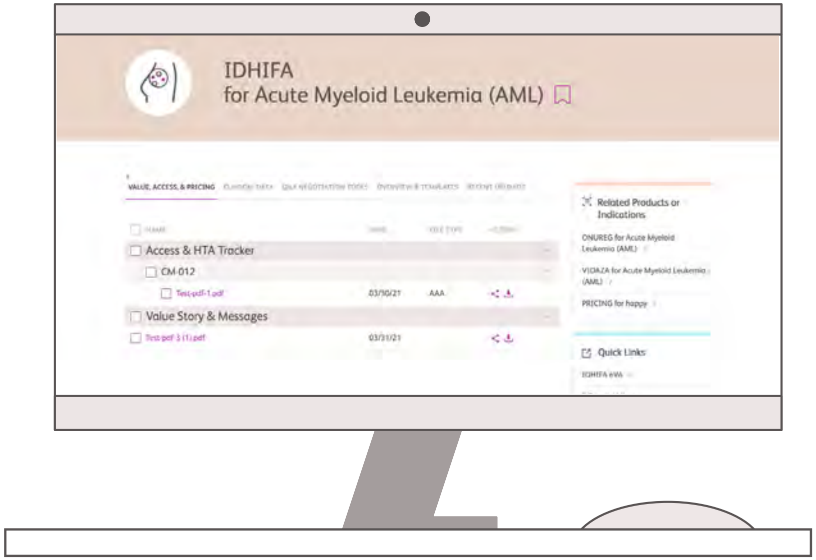
As you are filling out the file properties, it is important to consider the appropriate location within the Value Pack.

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?



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.**

Products & Indications

All materials specific to a product/indication. It includes items on page 4, such as VAP and HEOR deliverables, trainings, and key publications. Non–product/indication-specific materials should be categorized in one of the other appropriate sections.

DEX

RESTRICTED ACCESS

DEX is the process through which access provides input into the clinical development process. DEX materials—including templates, schedule, and presentations—are included in this page.

Pricing

RESTRICTED ACCESS

All non–indication-specific pricing tools and models, educational resources, and pricing strategies

Advocacy

Guidance frameworks, internal best practices, external resources related to patient advocacy

Meetings & Resources

Non–product/indication-specific content from key meetings and resources across the portfolio

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.

Value, Access, & Pricing

- 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

Clinical Data

- Core Medical Decks
- Clinical Publications
- Medical Backgrounders
- Clinical Guidelines

HEOR

- 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

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

Q&A / Negotiation Tools

- Medical Q&As
- Mock Negotiations

Categorization Criteria: Choosing the Correct Section

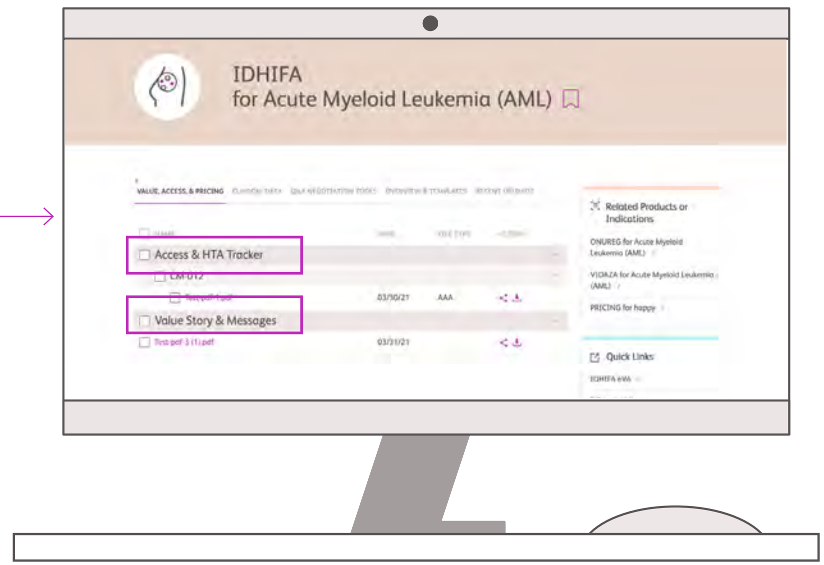
Sections allow you to further organize your file within the tab. A section specifies the type of file. Choose your section from the list provided.

Section Heading List

Choose from the following:

- 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)*
- HEOR Publications
- Immunology
- 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

EXAMPLE

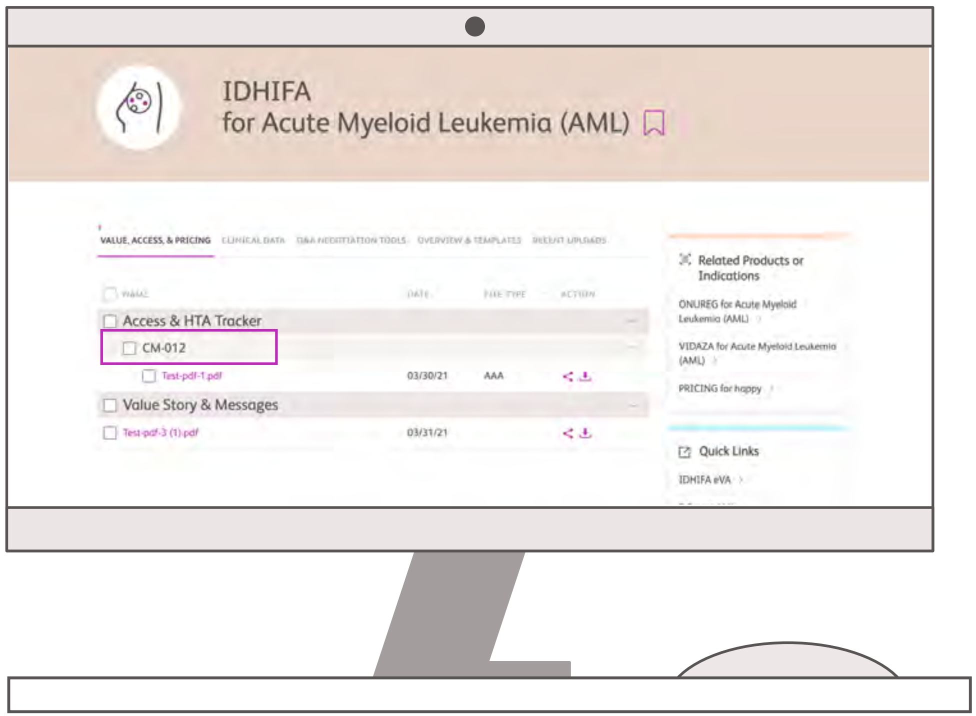


*Files uploaded to the HEOR Models section are restricted access.

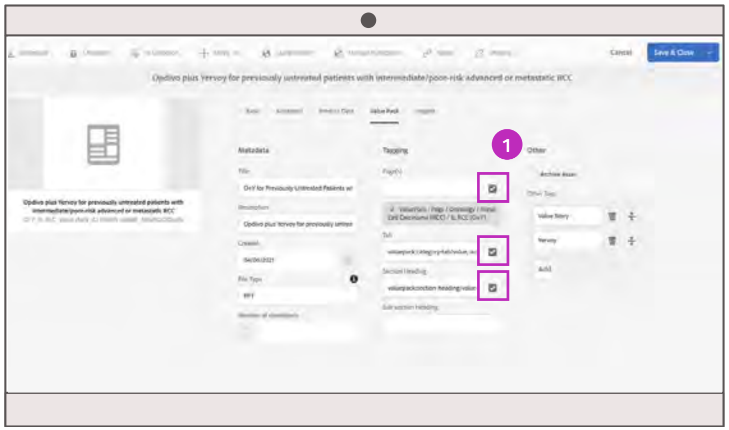
Categorization Criteria: Choosing the Correct Sub-section

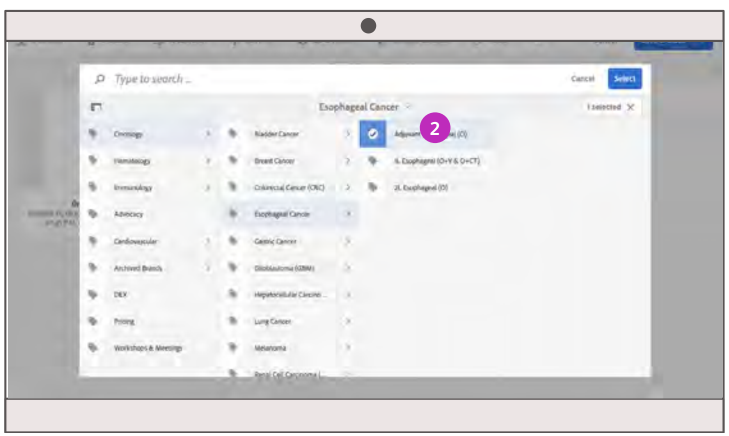
Sub-sections are entered as free-text and can be determined by managers. This allows you to further categorize a file beyond the type of file specified in a section. Examples of sub-sections include a clinical trial name, treatment regimen, or type of HEOR publication (RWE, ITC, CEM, BIM, PRO). Sub-sections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

EXAMPLE



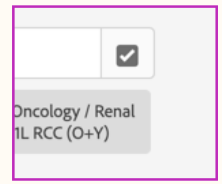
How to Access Pop-up Lists and Tag Files

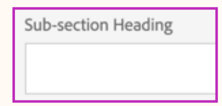




1

STEP 1: Choose your option:



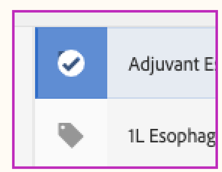


Click the **Check mark** icon ☑ to access a pop-up list of possible tags.

Pages, Tabs and Section Headings have check marks indicating a list of tags to choose from. The Sub-section field is optional and can be typed in by a manager as free text.

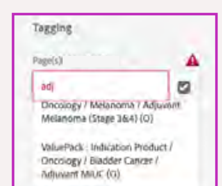
2

STEP 2: Tag your files



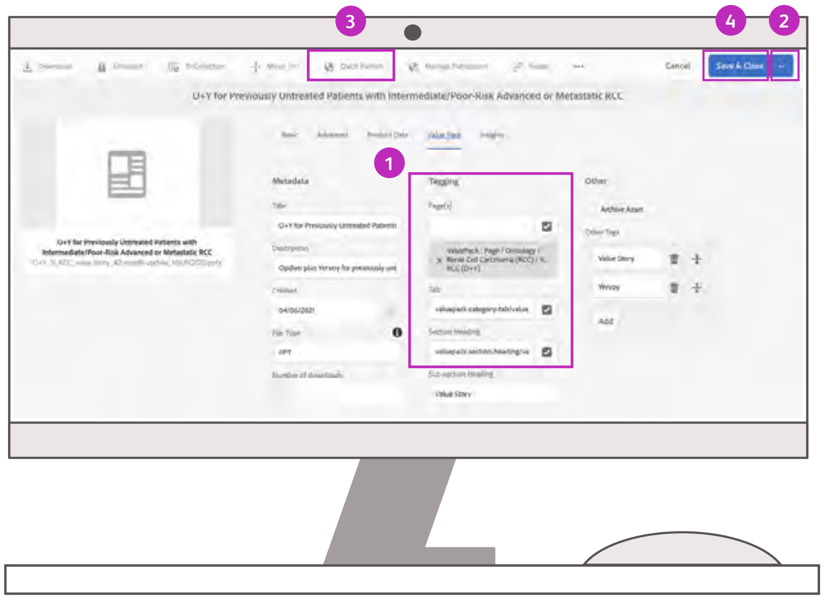
Select the **Tag** icon. Finish by choosing the **Select** button in the upper right-hand corner.

PRO TIP

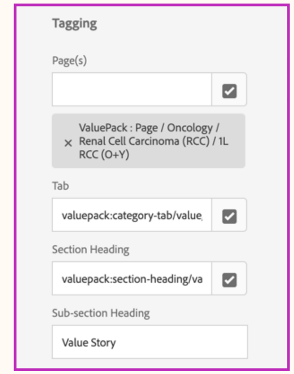


For a short cut, start typing the tag name to see a filtered list based on your input. You will see a drop-down list of all the tags containing those letters. Select the appropriate tag(s) from that list.

Saving Tagged Files: Final Check



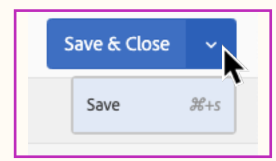
1



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.

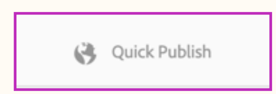
2



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

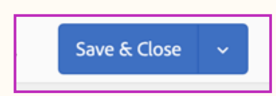
IMPORTANT

3



Click **Quick Publish** to make files visible to users on front end.

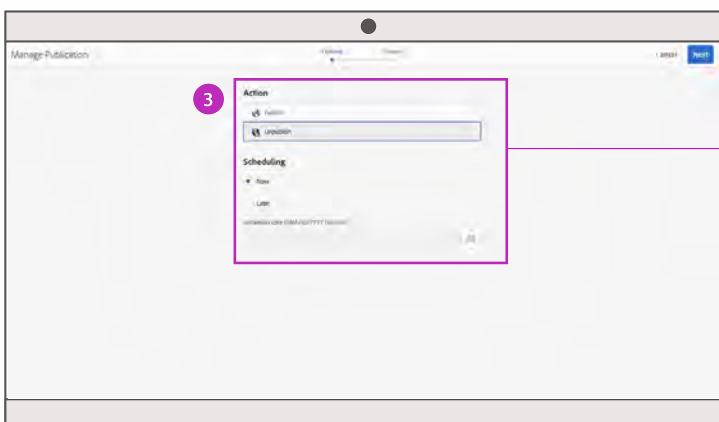
4



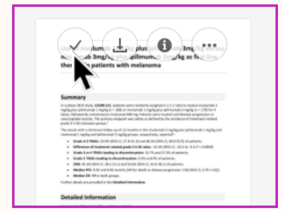
Then click **Save & Close** to close file properties.

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.

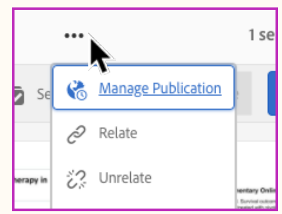


1



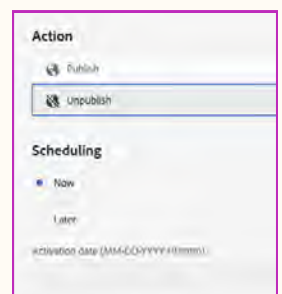
First select the file.

2



Click **Manage Publication** from the drop down menu.

3



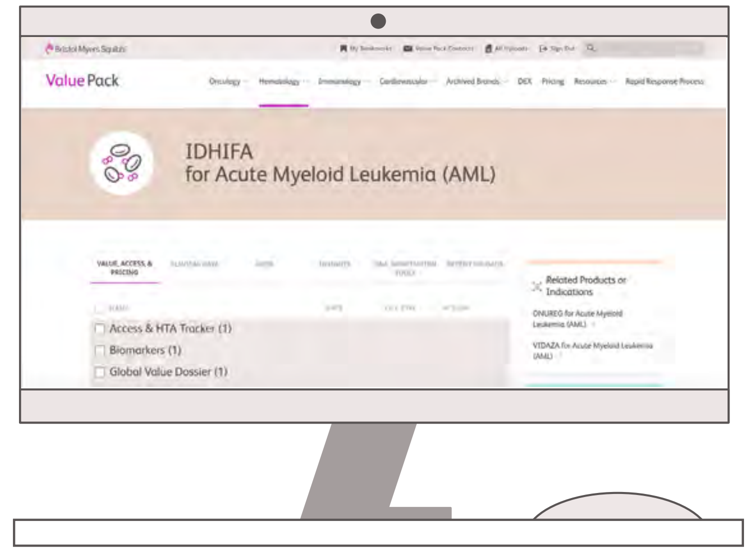
Select **Unpublish** and then **Next**.

NOTE: File will now be hidden from front end users. You may now also delete the file after it has been unpublished, by selecting it and clicking “Delete (backspace)”

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
- ✓ How to edit an existing page
- ✓ Publishing pages



Managing Pages: User-Facing View

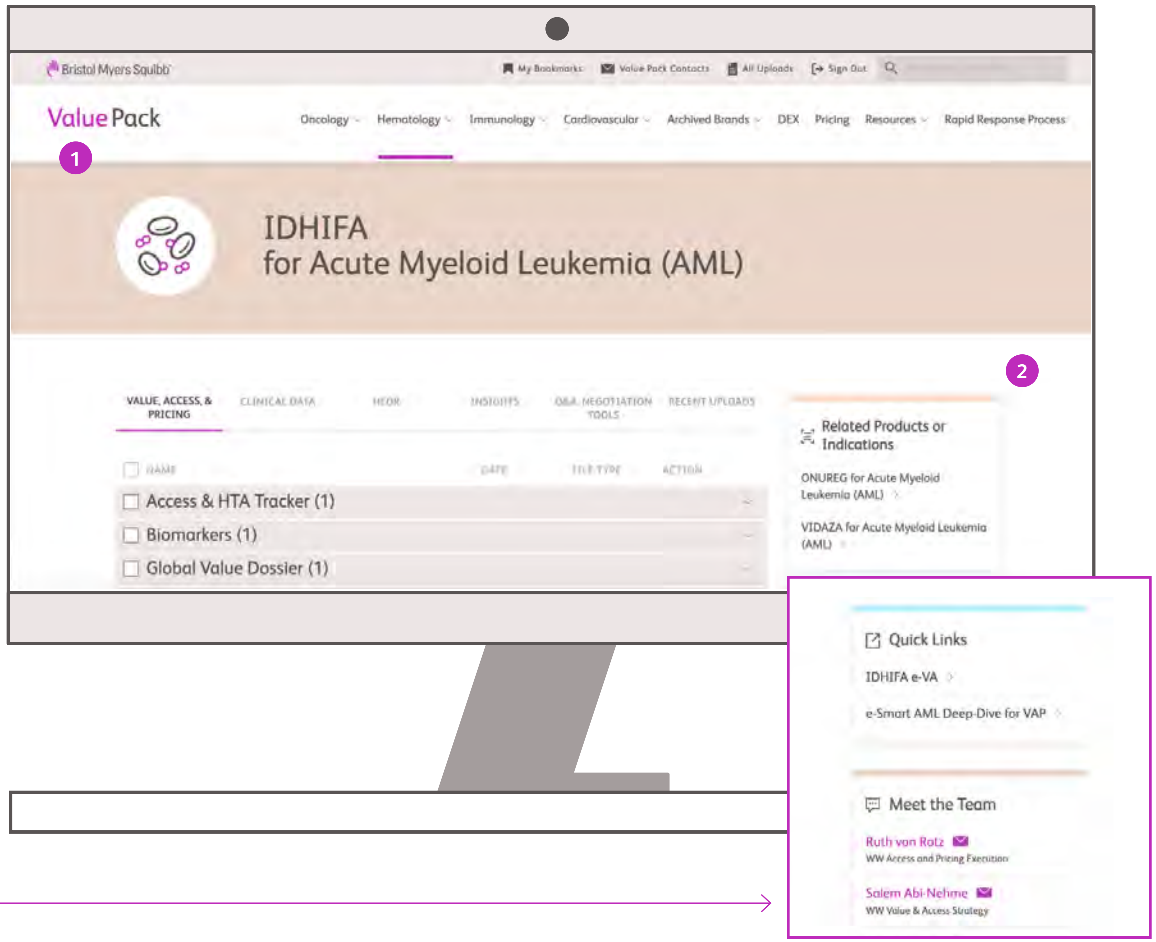
Here is what your users see once pages are published. Select a button below to visit that section in this guide.

1 Page Headline With Featured Image Component

2 “Related Products or Indications” sidebar component

3 “Quick Links” sidebar component
Optional, if Quick Links are available to add.

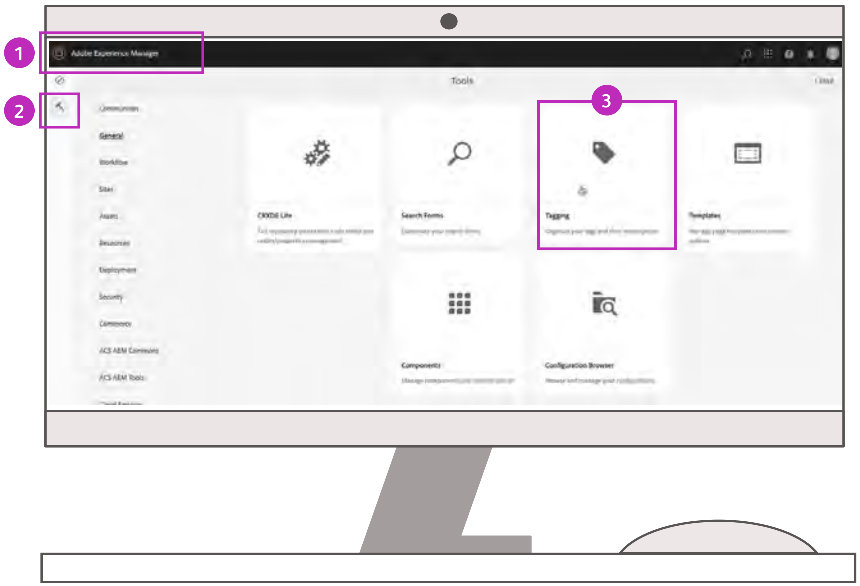
4 “Meet the Team” sidebar component



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.

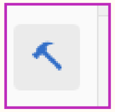


1

Launch Manager Portal

STEP 1: Click **Adobe Experience Manager**.

2



STEP 2: Click the **Hammer** icon.

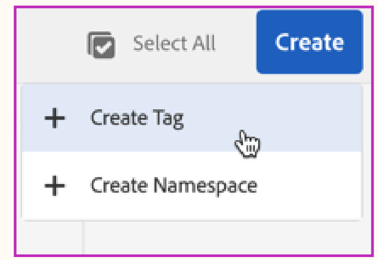
3

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.

1



Navigate to the appropriate category, then click **Create Tag**. This will open an attribution field.

Entering Tag Title

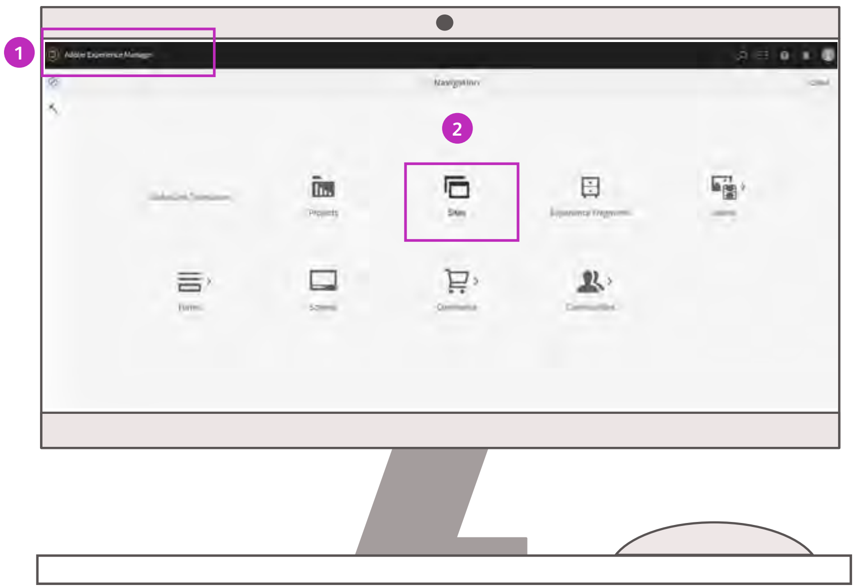
Enter the tag title in the **Title** field. The title should match your intended page name. Additional fields are either not required or are entered automatically.

1

Add your page tag to the **Title** field and click **Submit**.

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.



1

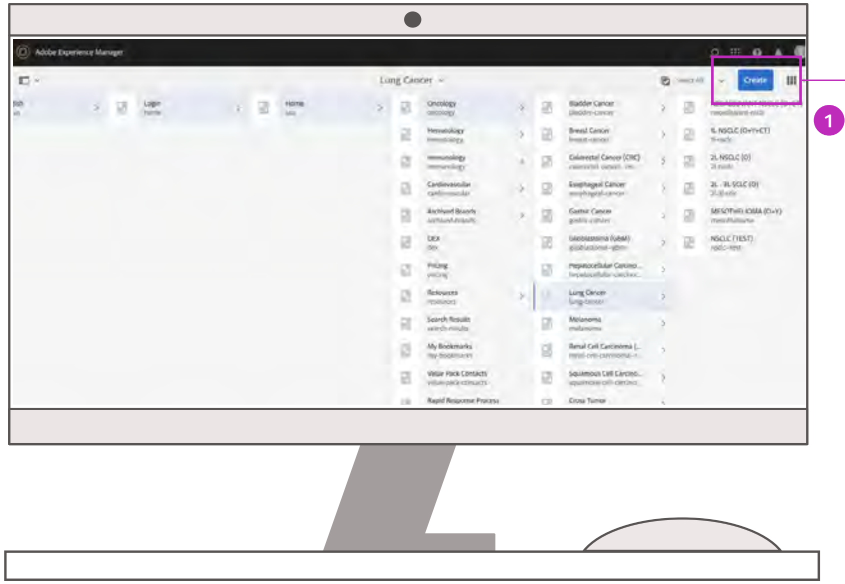
Select **Adobe Experience Manager** to begin assigning your page tag to a specific location.

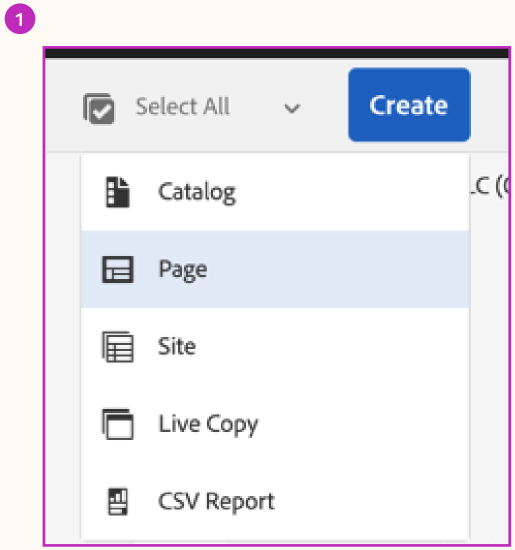
2

Click **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**).

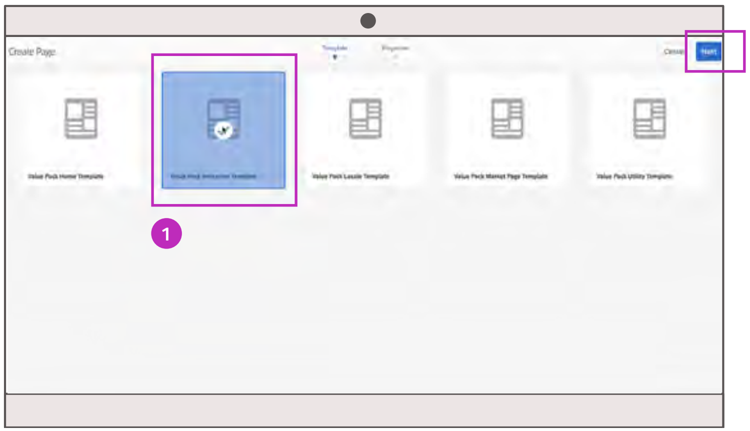




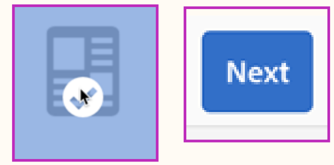
Once you have navigated to the appropriate location and section, click **Create**. This will open a menu. Choose **Page** to open the templates menu.

Choosing the Template and Titling the Page

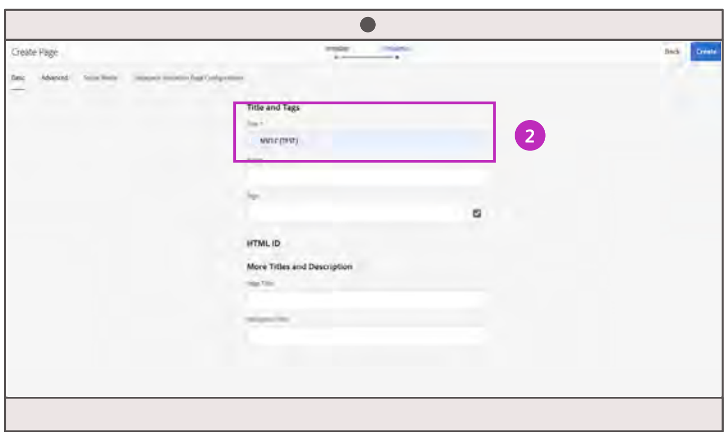
The templates menu will allow you to select the appropriate format for your page. Once you have selected the template, you'll be able to name your page.



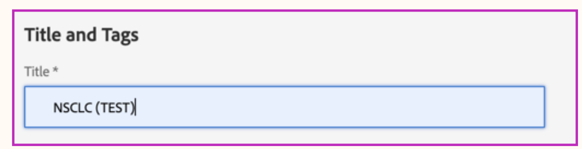
1



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**.

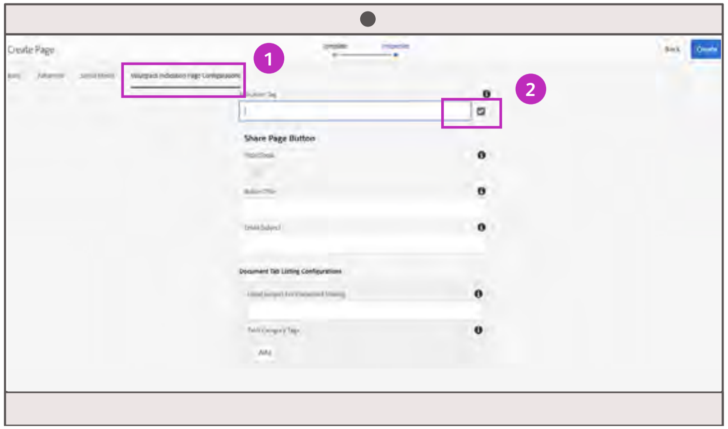


2

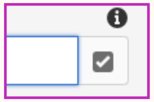


While in the **Basic** tab, fill in the first attribute field with your page title. It is recommended to follow the same format as is used for other pages in the same therapeutic area.

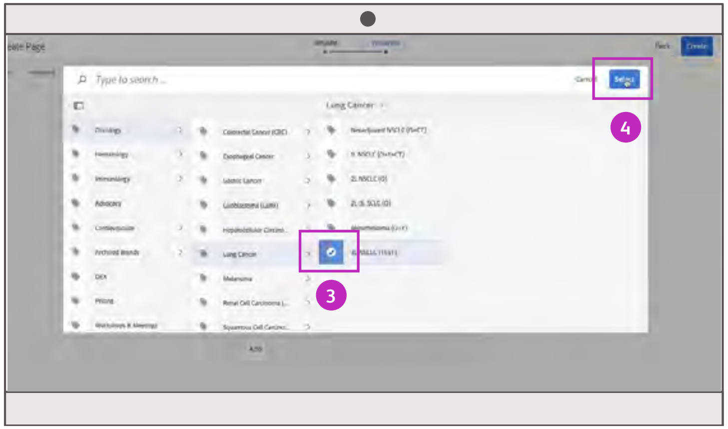
Assigning the Page Tag

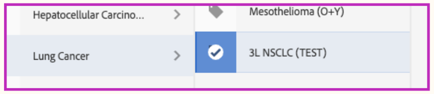


1 Click the **Value Pack Configurations** tab.

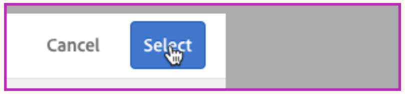


2 Click the **Check mark** icon next to the tag field to activate pop-up menu.





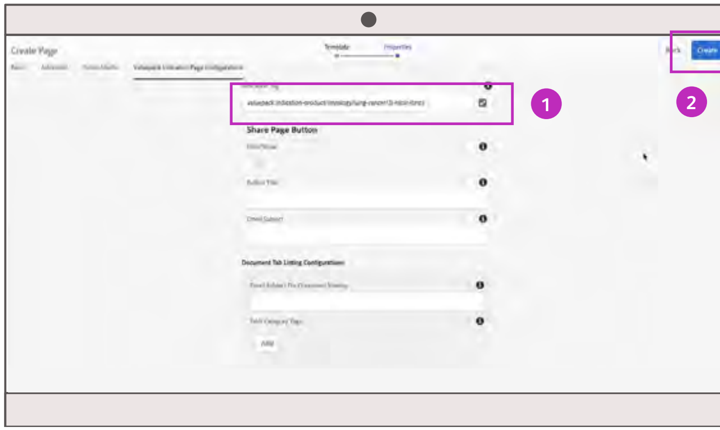
3 Select the tag you previously created for your page from the menu. Click on the **Check mark** icon.

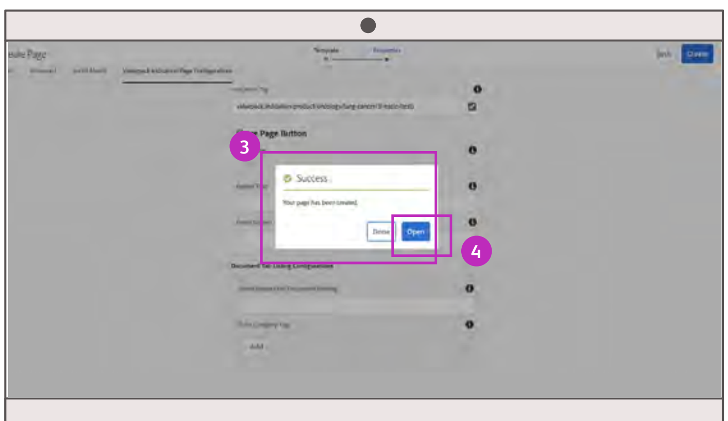


4 Then click **Select**.

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.

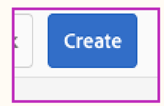




1

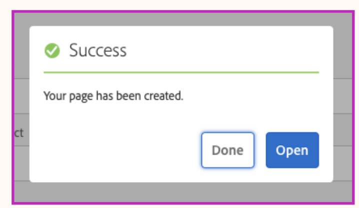
NOTE: Ensure the **Indication Tag** field has been filled in.

2



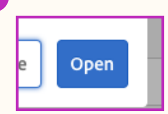
Click **Create** to finish.

3



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

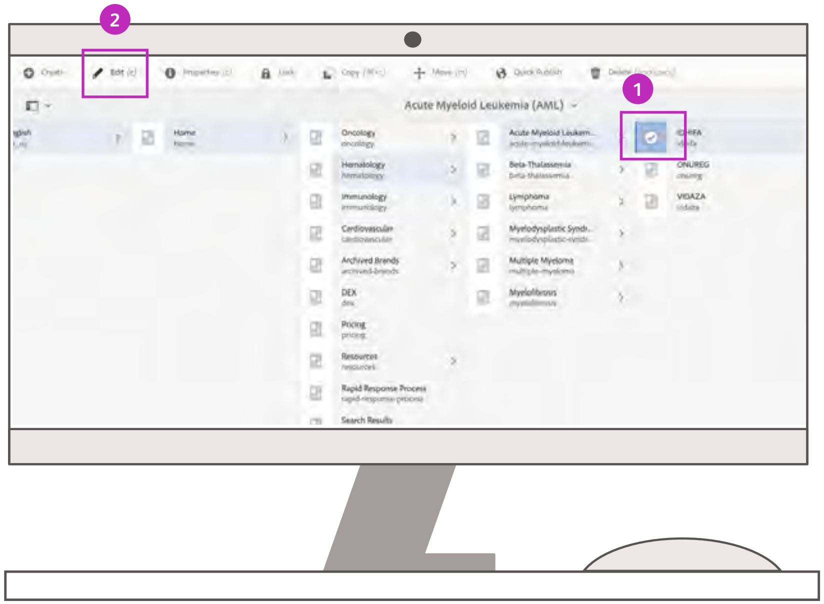
4



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.



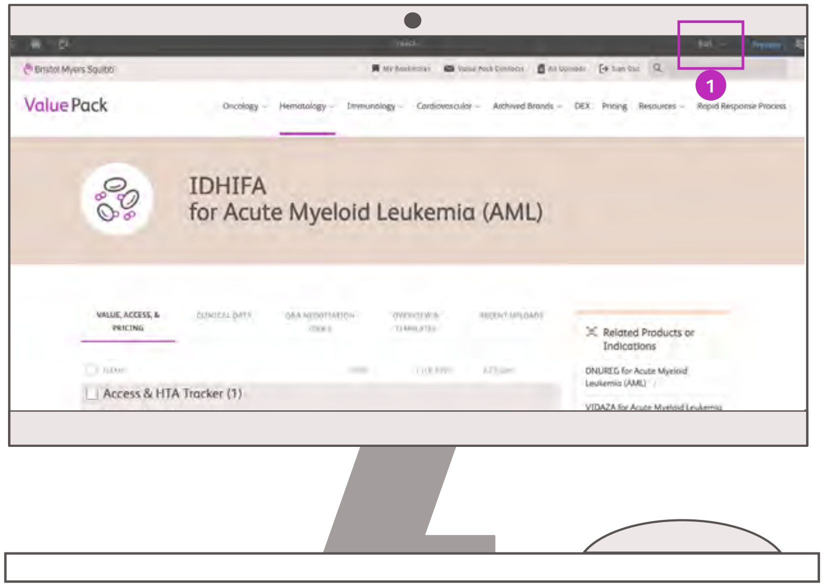
1

To open the editing menu, click the **Check mark** icon next to the page you wish to edit.

2

Choose **Edit** from the menu.

Editing Pages - continued

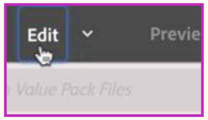


PRO TIP

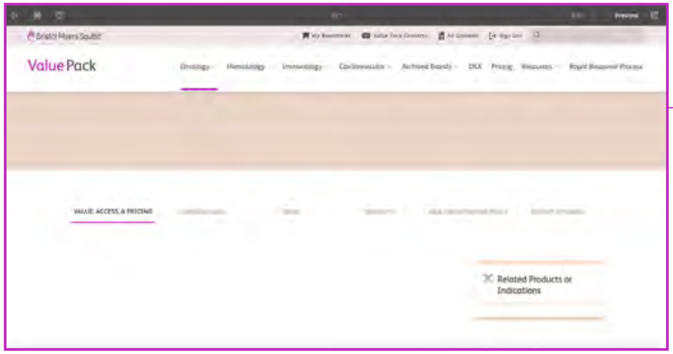
Items that would need to be added to a new page:

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

1



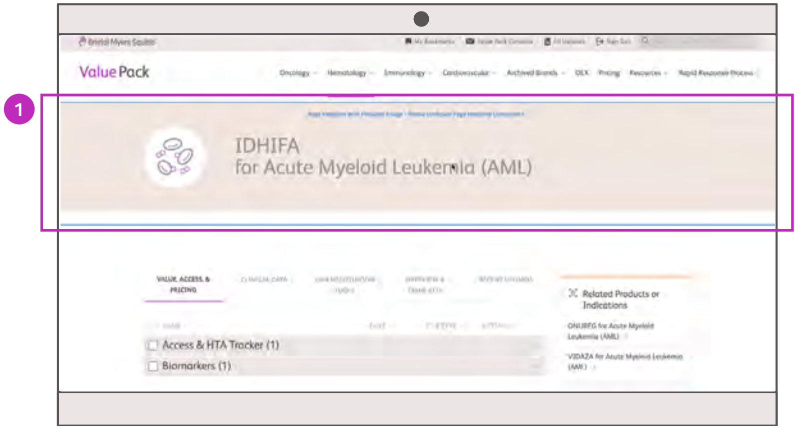
Once you open the page, make sure you are in **Edit** mode, not **Preview** mode.

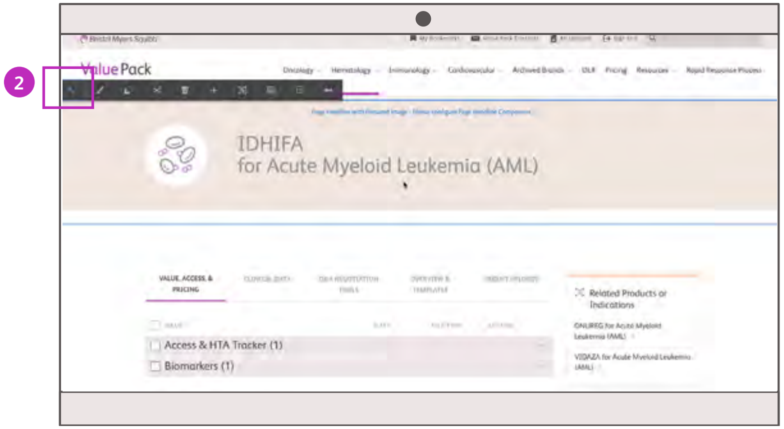


This is an example of a brand new page with no icon and no text in headline. Managers will see this view when they create a new page.

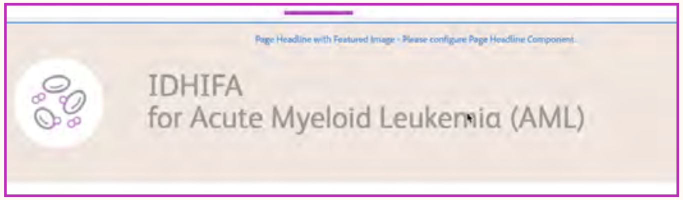
Editing Page Headline

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



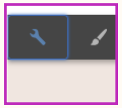


1



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

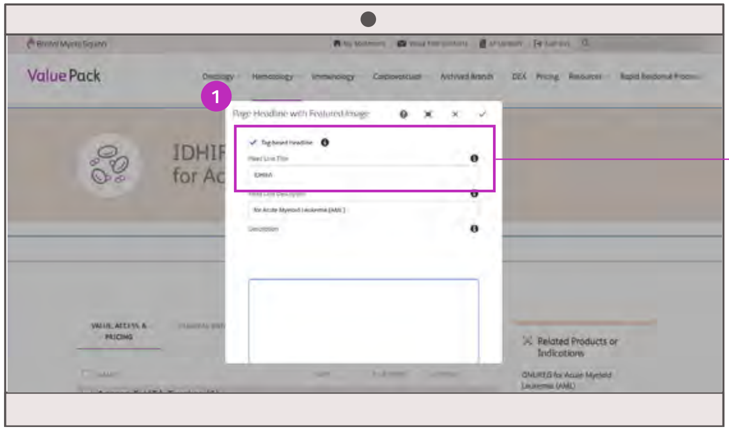
2



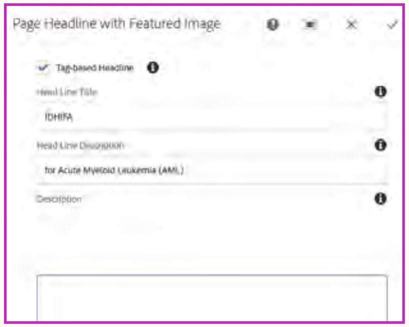
Click the **Wrench** icon to start editing.

Editing Page Headline - continued

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



1



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

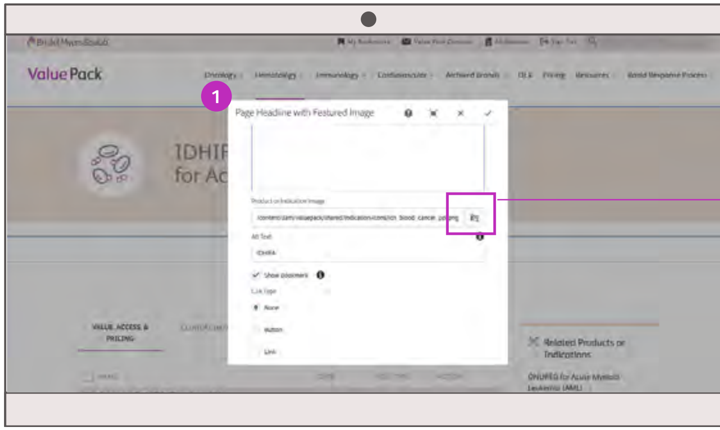
The **Headline Title** field will appear on the first line. **Headline Description** will appear on the second line.

PRO TIP

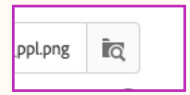
A title should be short, self-explanatory, and model the format of other pages in the same therapeutic area.

Editing Page Headline Icon

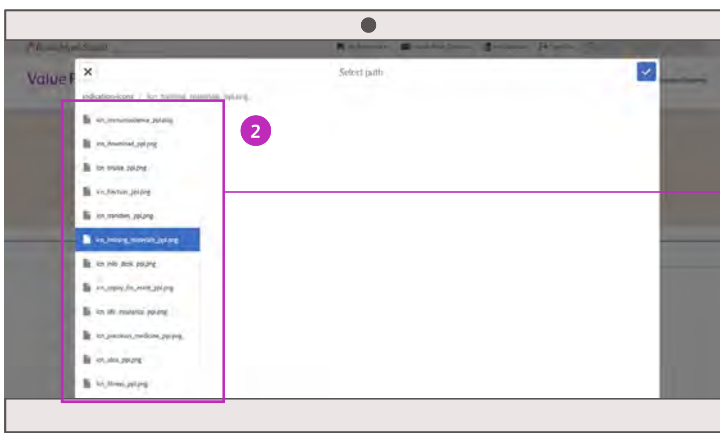
Click the folder icon to browse and select from a list of icons.



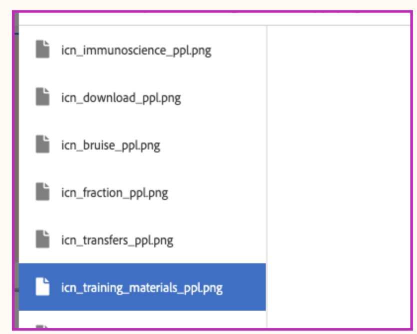
1



Within the page headline menu, scroll down to the **Product or Indication Image** field and click the **Folder** icon to browse all BMS icons.

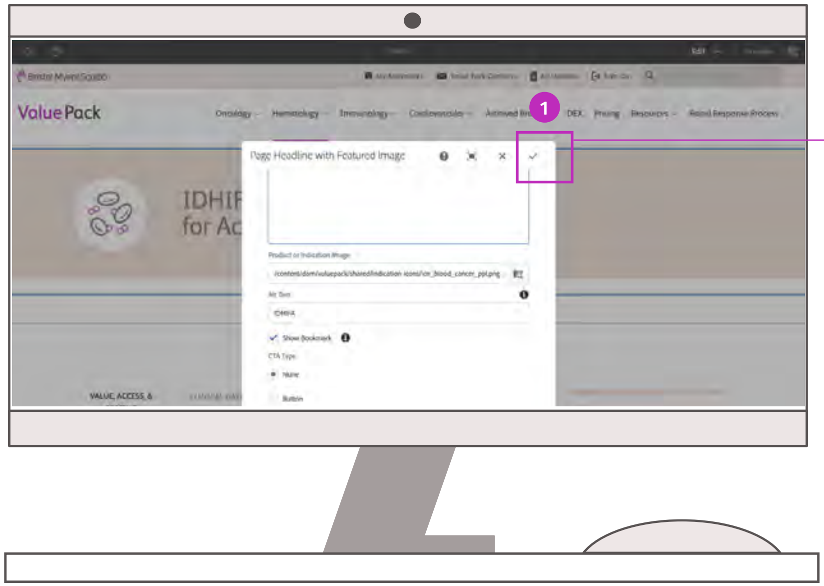


2

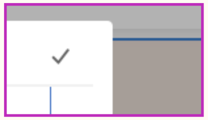


From the list of icons, select the one that best matches the product/indication of the page.

Saving Page Headline Edits



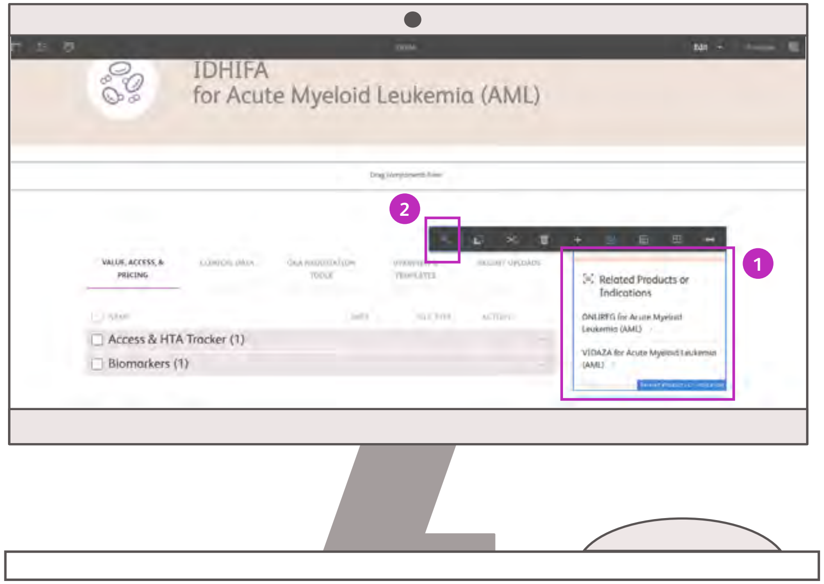
1



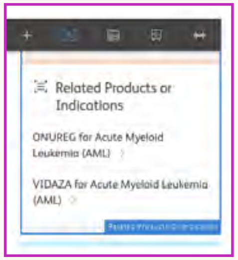
Save your edits by clicking the **Check mark** icon.

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.



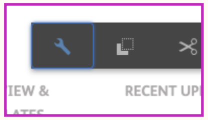
1



STEP 1: Hover to activate the blue box.

STEP 2: Click the box to activate the component menu bar.

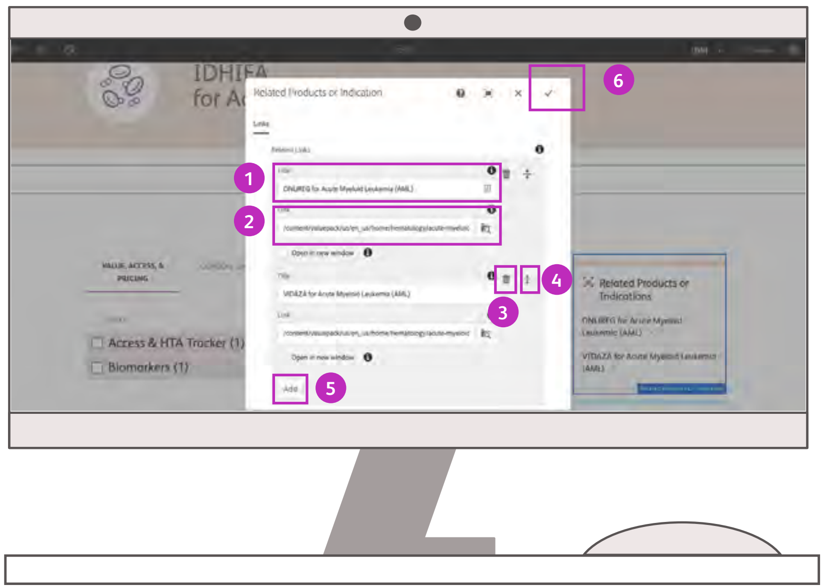
2



STEP 3: Click the **Wrench** icon to open component settings.

Related Products or Indications Component - continued

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



You may also use this attribution field to:

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

ONUREG for Acute — 1 Item Title

/content/valuepac — 2 Item Link

3 Delete Item

4 Reorder Item, (click and drag)

Add — 5 Add New Item

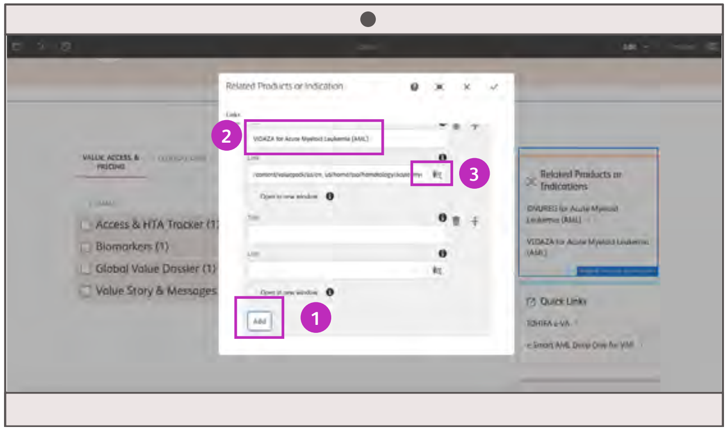
6 **Save Changes**

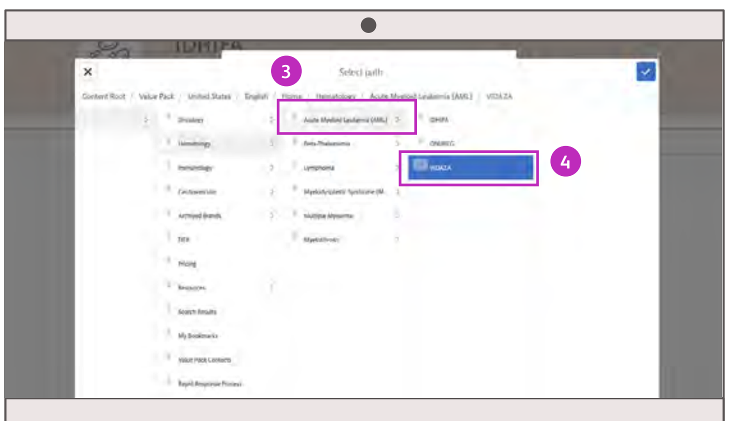
6

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

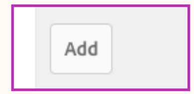
Related Products or Indications Component - continued

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





1

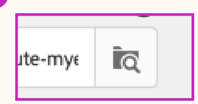


Click the **Add** button to add a new related page.

2

Type the name of the related page you would like to add.

3



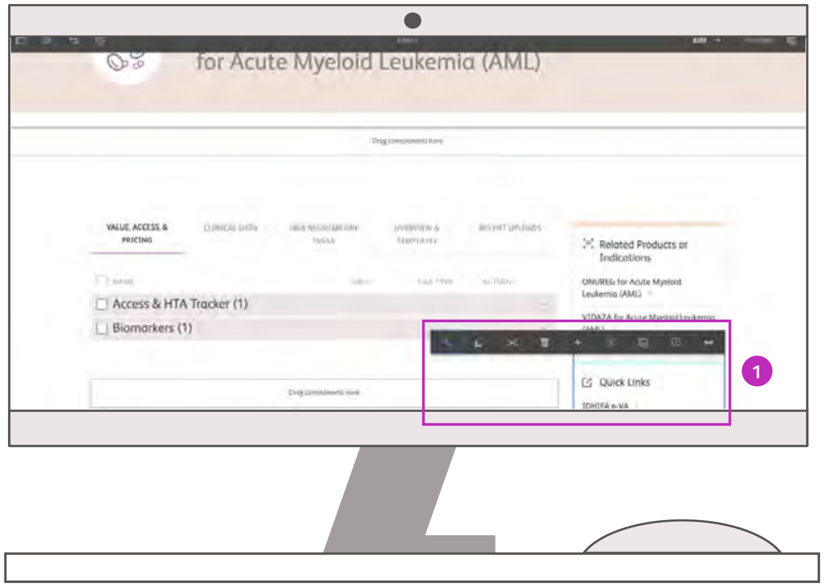
Select the folder icon to browse a pop-up list of pages within the Value Pack.

4

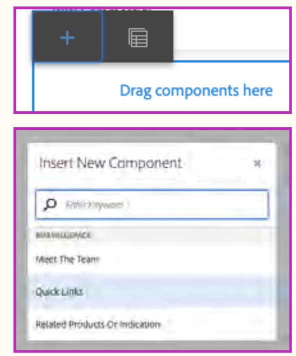
Select the matching page link then click the blue checkmark in upper right.

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.



ADDING QUICK LINKS COMPONENT

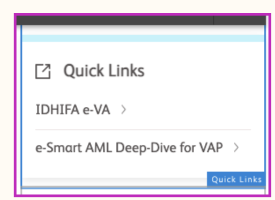


If the Quick Links component is not present on the page, click within the empty sidebar component container (pictured left) and select the **Plus sign icon**.

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

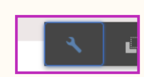
EDITING QUICK LINKS COMPONENT

1



STEP 1: Hover to activate the blue box.

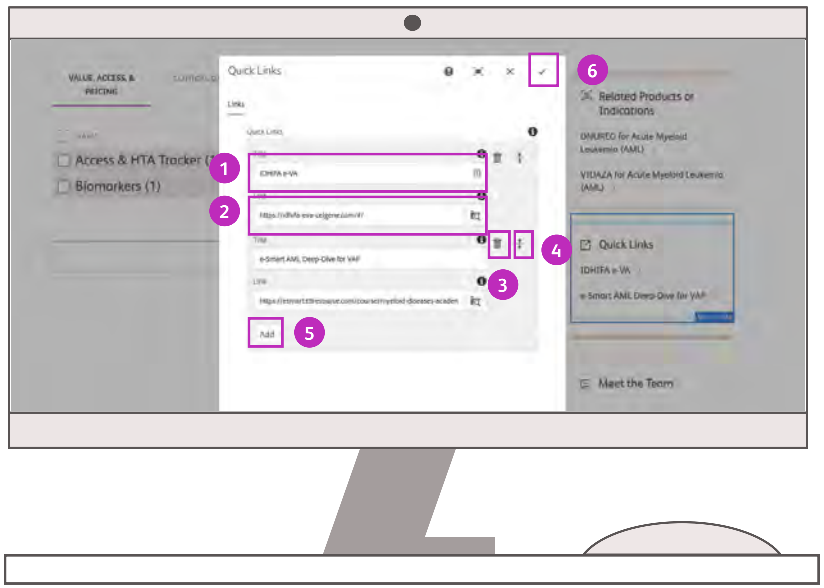
STEP 2: Click the box to activate component menu bar.



STEP 3: Click the **Wrench** icon to open component settings.

Quick Links Component - continued

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



You may also use this attribution field to:

- Add new items
- Re-order how the "Quick Links" list appears on the front end
- Delete items

IDHIFA e-VA — 1 Item Title

https://idhifa-eva-cel — 2 Item Link, must start with "https://" since quick links should be sites outside Value Pack

3 Delete Item

4 Reorder Item, (click and drag)

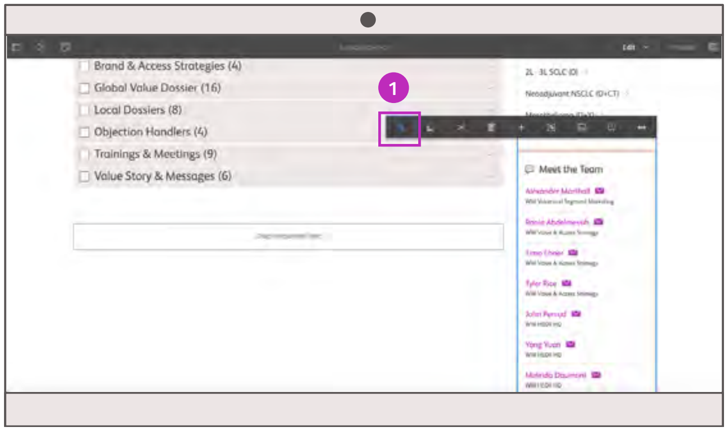
Add — 5 Add New Item

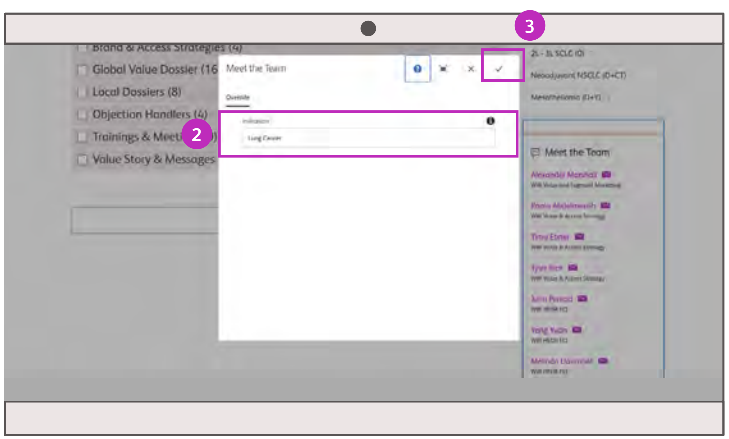
6 Save Changes

6

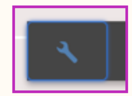
As with any page change, click the **Check mark** icon to save your changes.

Meet the Team Component





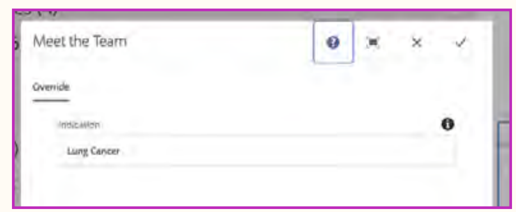
1



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.

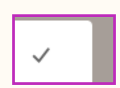
2



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.

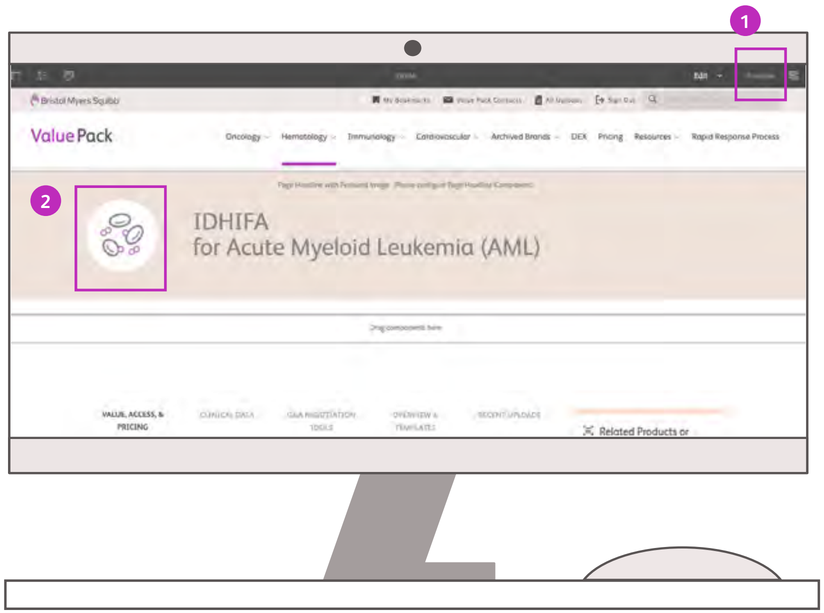
3



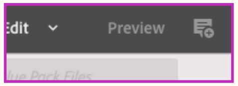
As with any page change, click the **Check mark** icon to save your changes.

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.



1



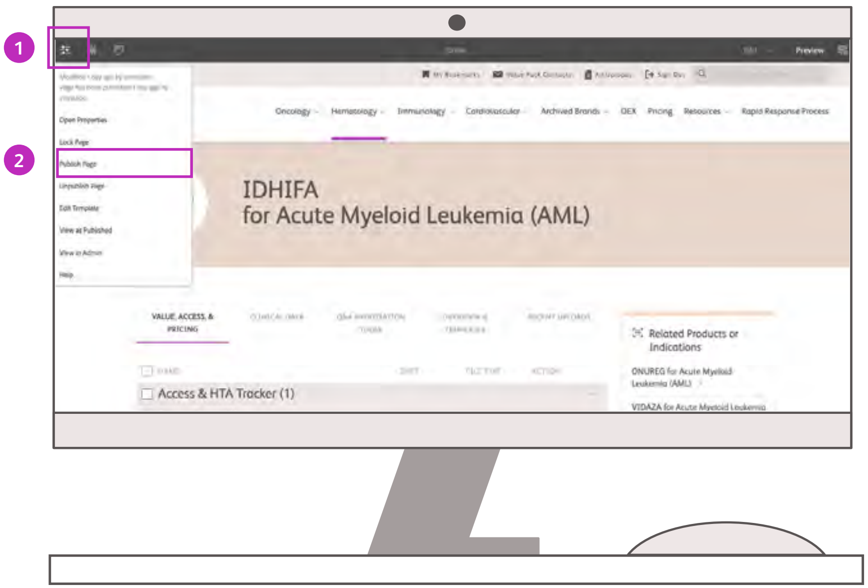
You can click **Preview** to see a front end user view. No changes are public until you publish a page.

2

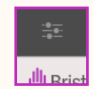
Icon and Text edits will appear right away.

Publishing Page Edits

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



1



Click the **Page Settings** icon to open the menu.

IMPORTANT

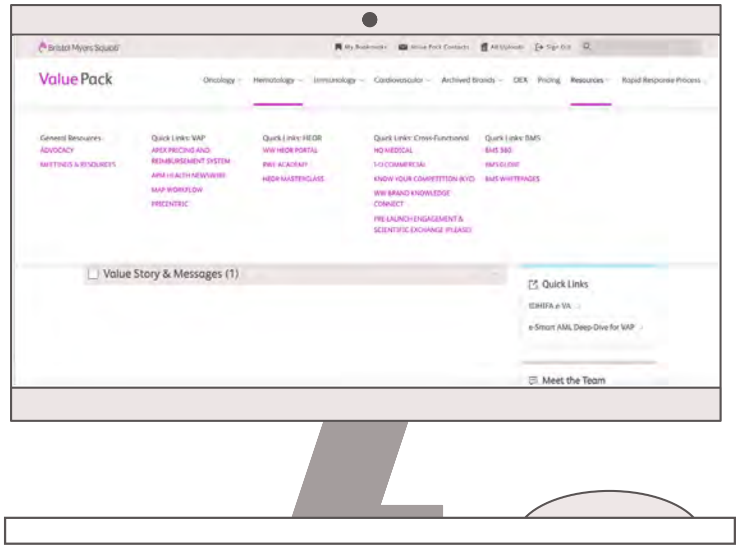
2

Click **Publish Page** to make your page changes public to users. Users cannot see edits to pages or new pages until they are published.

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:**

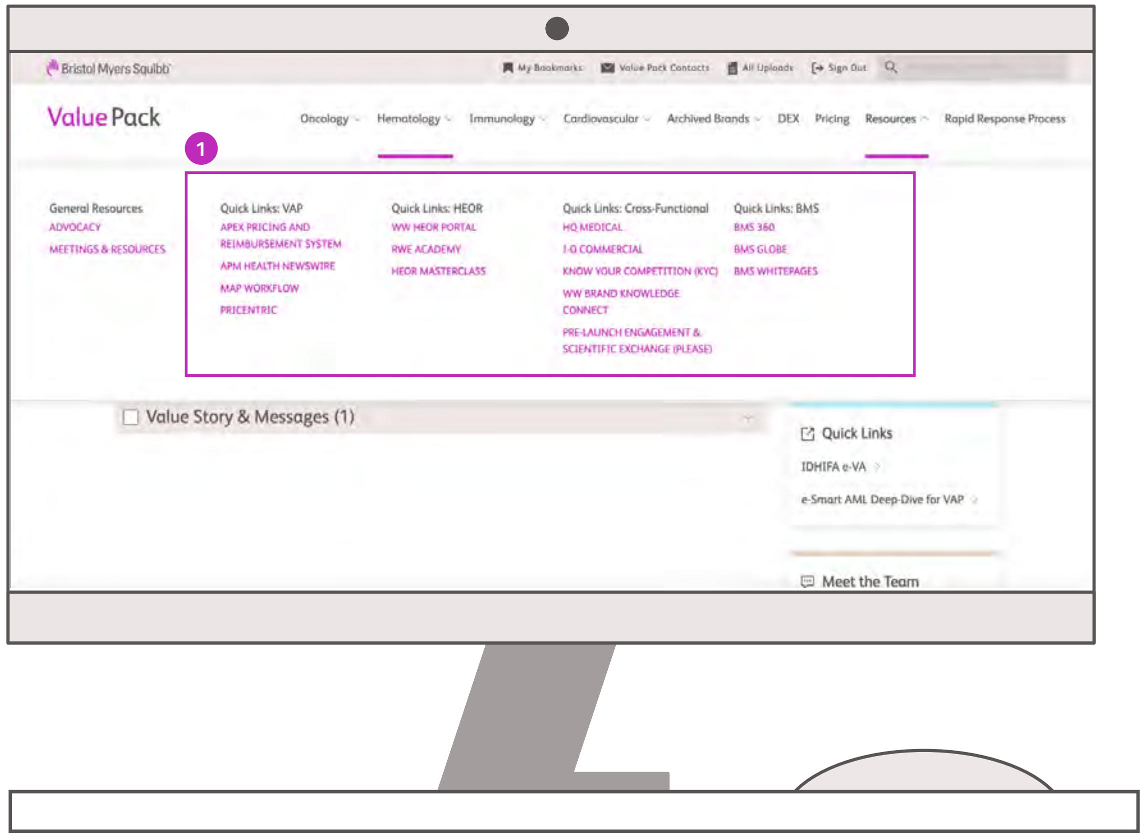
- ✓ How to add a new quick link to the Resources drop-down menu
- ✓ Editing existing quick links (necessary for updates or broken links)



Resources: User-Facing View

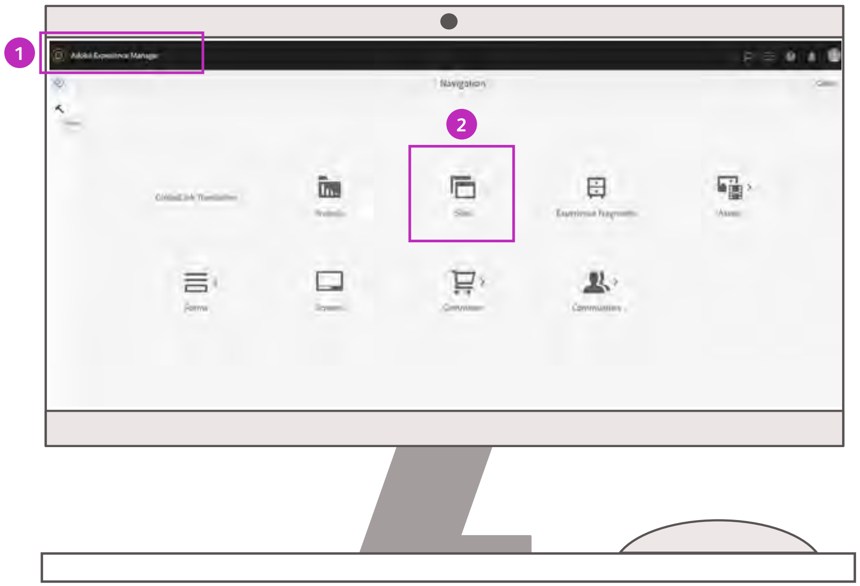
Here is what your users see once you have finished editing the Resources pages.

1 Quick Links Categories: VAP, HEOR, Cross-Functional, BMS

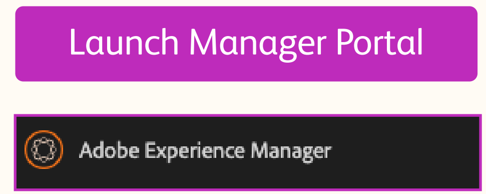


Adding New Resource Quick Links

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



1



STEP 1: Click **Adobe Experience Manager**.

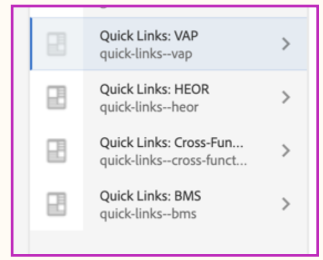
2

STEP 2: Click **Sites**.

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.

1

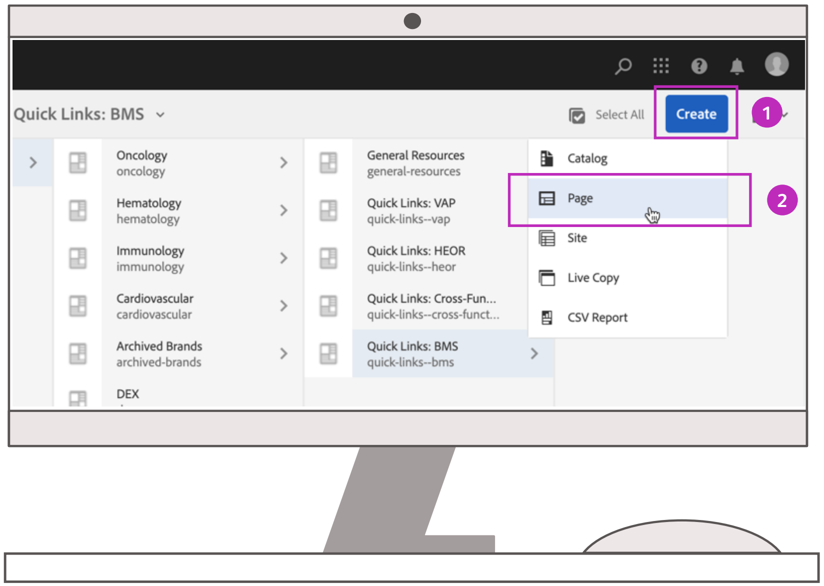


Choose a location for your quick link from the list provided.

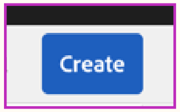
Use the guidance below to make your selection based on link content:

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

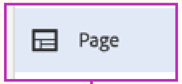


1



Once you've selected your quick links category within the resources section, click **Create**.

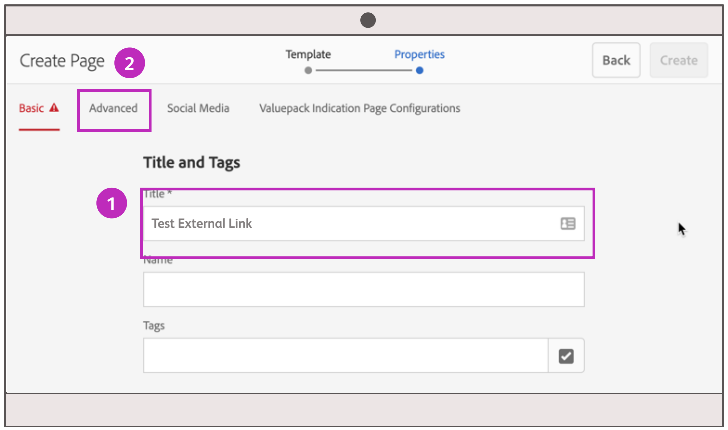
2

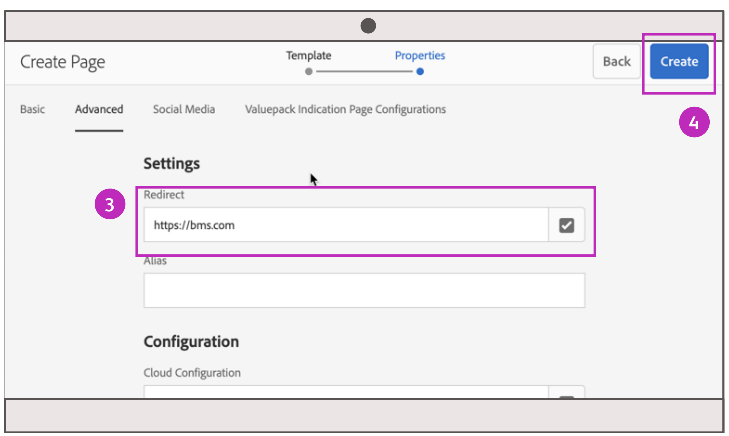


Select **Page** from the dropdown menu.

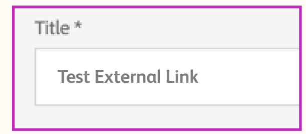
Select the **Value Pack Indication Template** as your page template and then click **Next**.

Adding New Resource Quick Links - continued





1

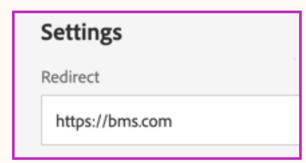


While in the **Basic** tab, put the name of your external website in the **Title** field. This is how it will appear in the resources drop-down menu.

2

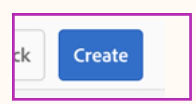
Then click the **Advanced** tab in the upper left to open a more detailed attribution menu.

3



Add the URL of the website to the **Redirect** field under **Settings**. Be sure your link has https:// in the front.

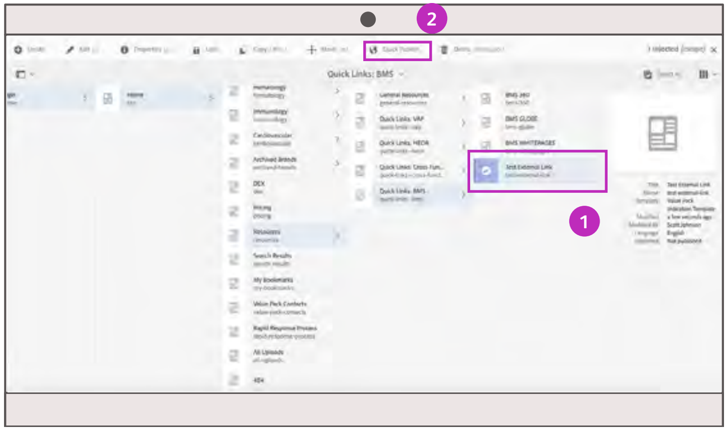
4

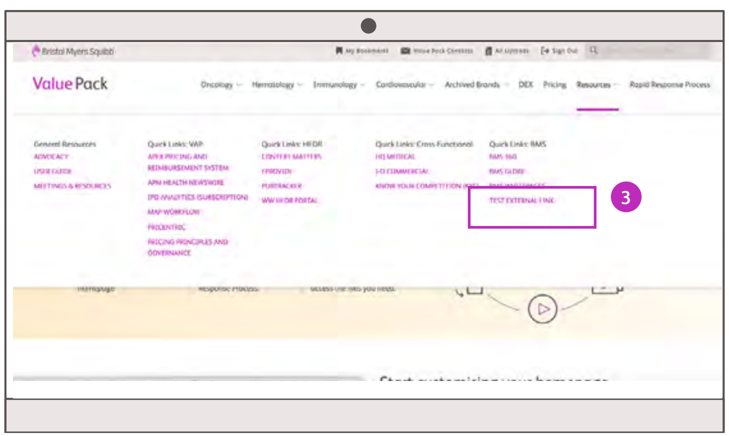


When you are done, click **Create**.

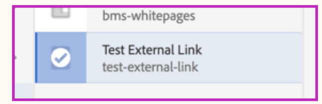
Adding New Resource Quick Links: Final Check

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**.





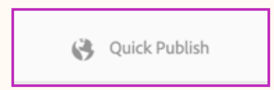
1 BACK-END VIEW



Select the newly added page within the "Sites" area of the authoring tool.

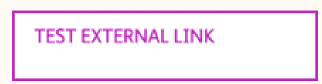
IMPORTANT

2



Click **Quick Publish** to make files visible to users on the front end.

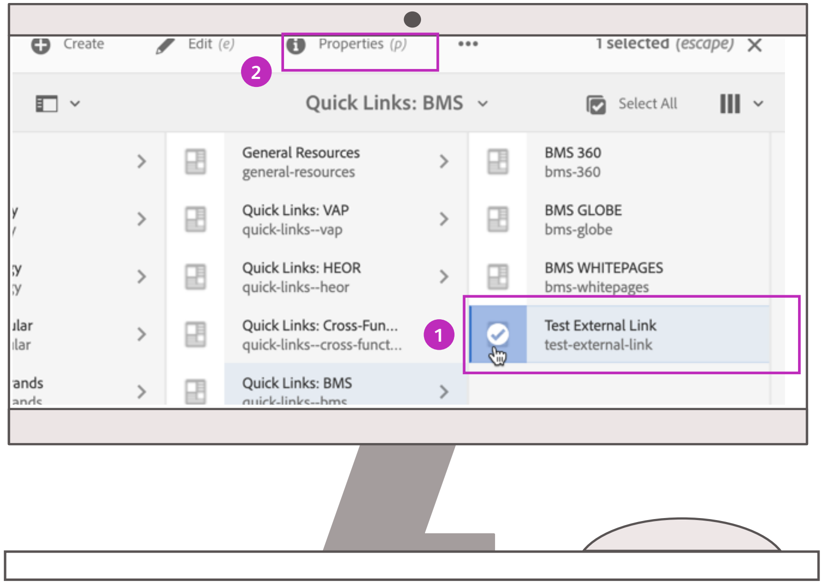
3 FRONT END VIEW



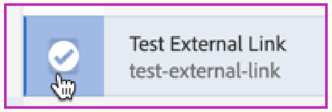
Check the Resources drop-down menu on the front end to confirm your link was published in the correct location.

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.



1



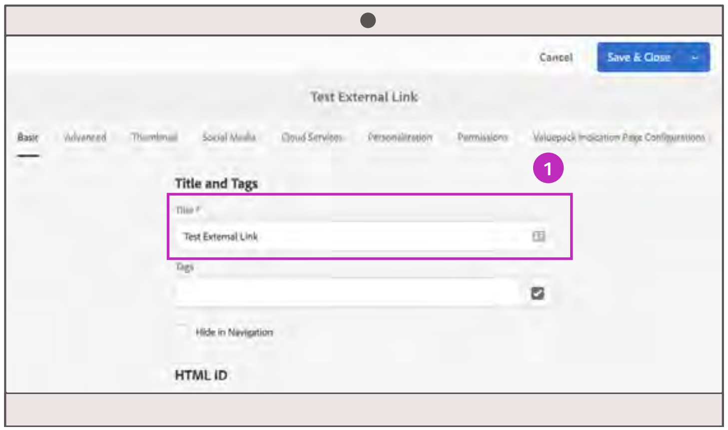
Select the **Check mark** icon next to the quick link you wish to edit.

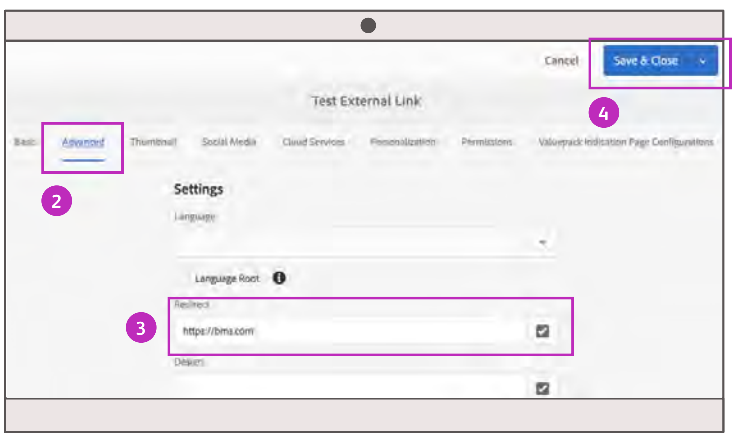
2

Select **Properties**.

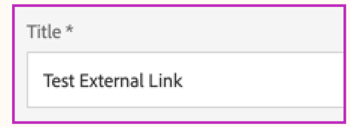
Edit Existing Resource Quick Links - continued

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





1

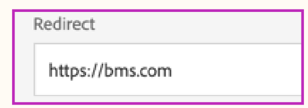


Update your quick link by entering the new name in the **Title** field under the **Basic** tab.

2

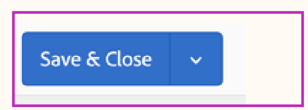
Then, click the **Advanced** tab.

3



Enter the updated URL in the **Redirect** field.

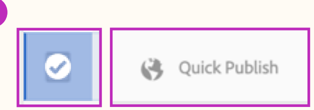
4



When you are done, click **Save & Close**.

IMPORTANT

5



Within the sites view of the authoring tool select your just-edited page and click **Quick Publish** to make changes visible to users

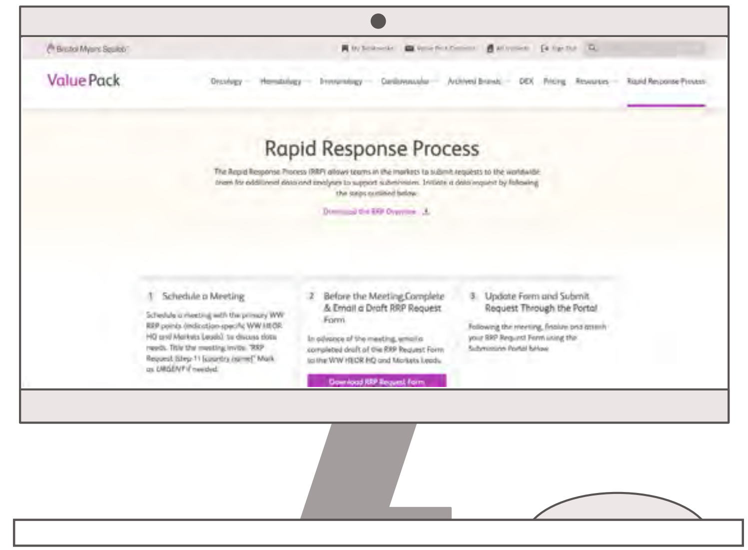
Rapid Response Process (RRP): Section Overview

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:

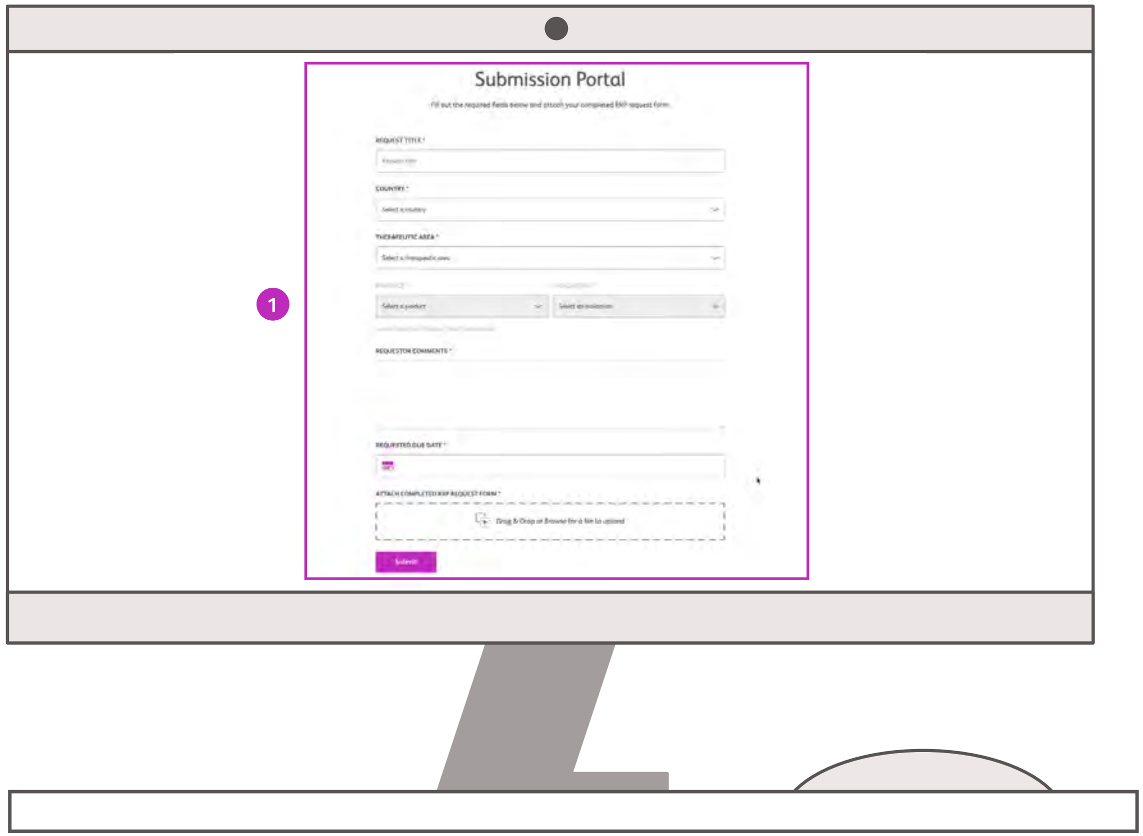
- ✓ Update who receives notifications when users have submitted the RRP Submission Portal form



RRP: User-Facing View

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

1 Update who receives RRP Submission Portal notifications.



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.

1

2

3

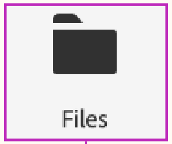
STEP 1:

1

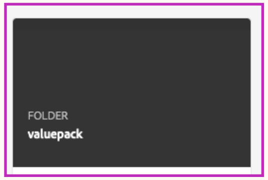
2

Click **Assets**.

3



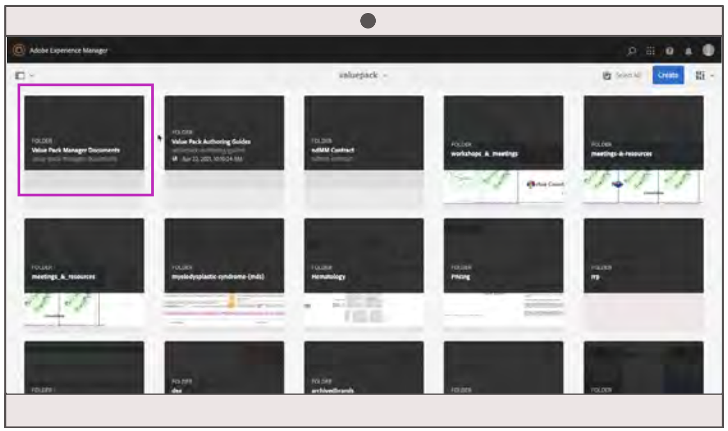
Click **Files**.



Click main **valuepack** site folder.

Locating and Updating the RRP Spreadsheet - continued

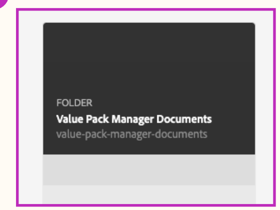
1



2

STEP 2:

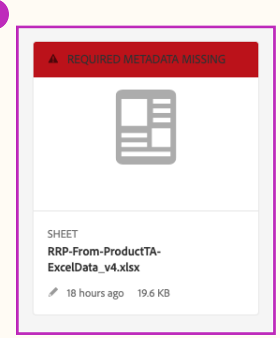
1



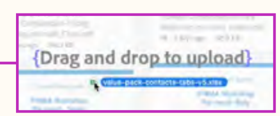
In the **valuepack** folder, click on the **Value Pack Manager Documents** folder. Then download the file you wish to edit. Be sure to follow the format outlined on the following page.

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

2

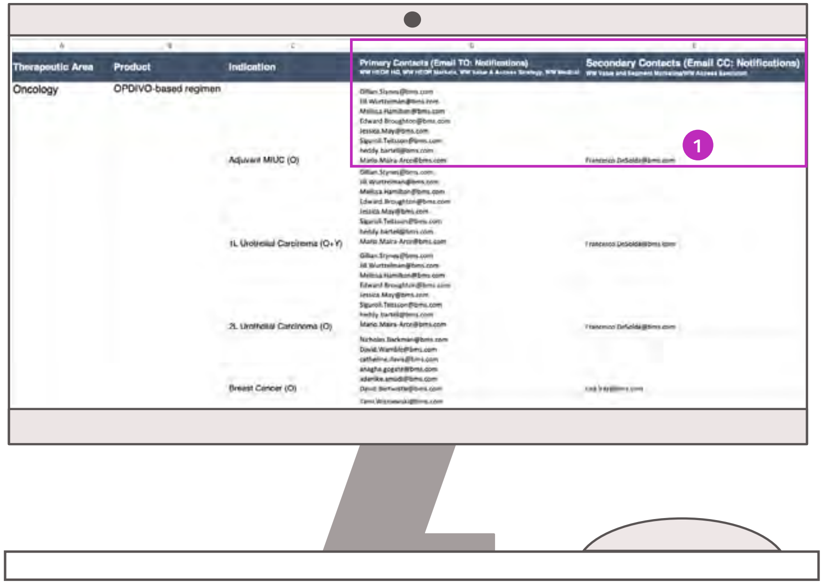


Once you have saved the RRP Spreadsheet in Excel, update the filename (add a number to the version; ie, V3 replaces V2) and upload back into the **Value Pack Manager Documents** folder so other managers can access the most recent file. You may retain prior versions in the folder once you have added the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



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

RRP Spreadsheet Format



RRP Spreadsheet format must be as follows:

1

Primary Contacts (Email TO: Notifications) WW HEOR HQ, WW HEOR Markets, WW Value & Access Strategy, WW Medical	Secondary Contacts (Email CC: Notifications) WW Value and Segment Marketing/WW Access Execution
Gillian.Stynes@bms.com Jill.Wurtzelman@bms.com Melissa.Hamilton@bms.com Edward.Broughton@bms.com Jessica.May@bms.com Siguroli.Teitsson@bms.com heddy.bartell@bms.com Mario.Maira-Arce@bms.com	Francesco.DeSolda@bms.com

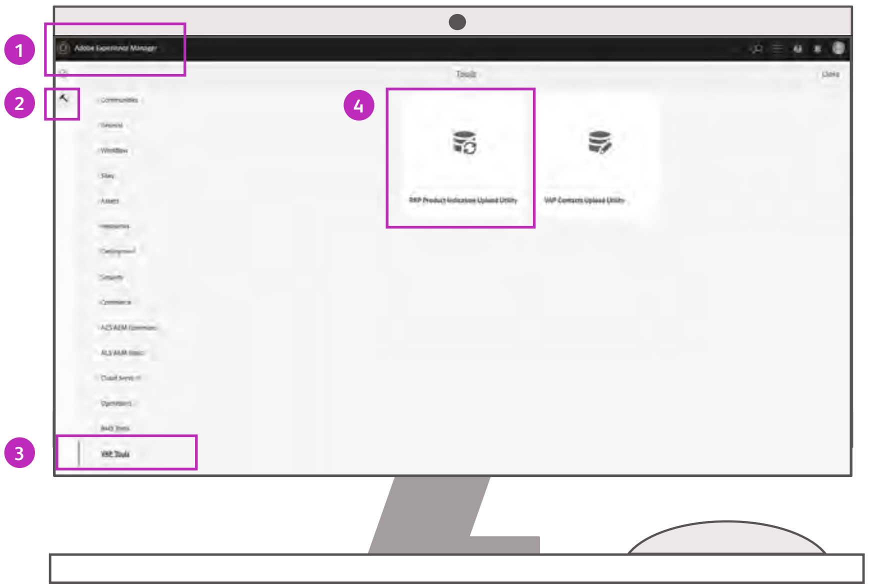
Each Indication has Primary (TO: section of email) and Secondary (CC: section of email) contacts. Add email addresses only to these table cells. Ensure there are no extra spaces or breaks to avoid broken links.

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



Launch RRP Upload Utility

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.

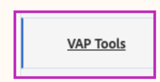
1

Click **AEM** logo for main menu.

2

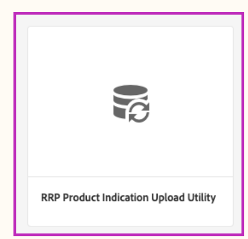
Click the **Hammer** icon.

3



Click **VAP Tools**.

4

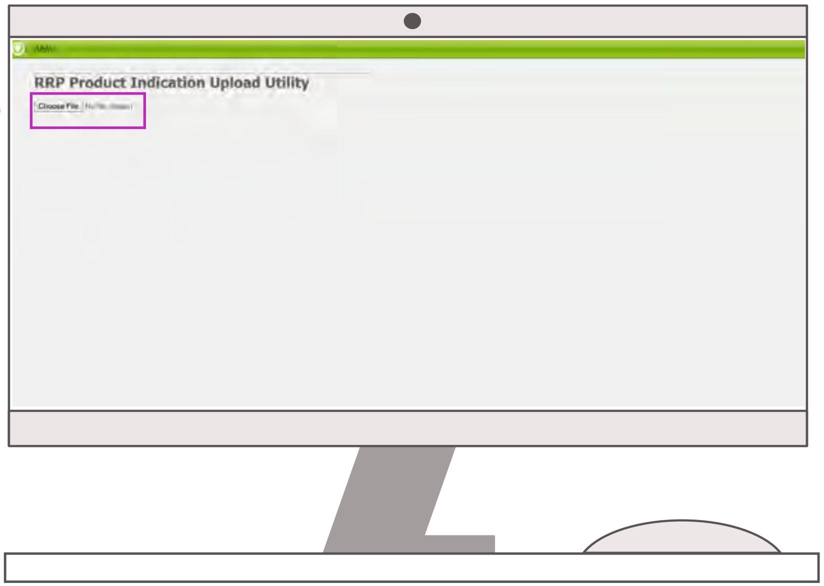


Click **RRP Product Indication Upload Utility**.

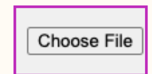
RRP Upload Utility

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

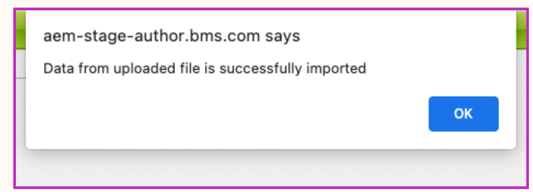
1



1



Click the **Choose File** button to upload the updated Excel spreadsheet.



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

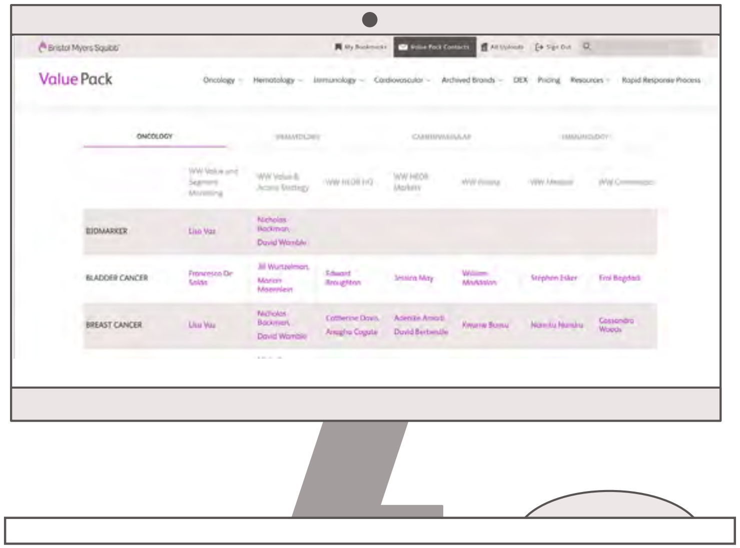
IMPORTANT: Uploading the file here will change who gets notified when RRP form is submitted.

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:

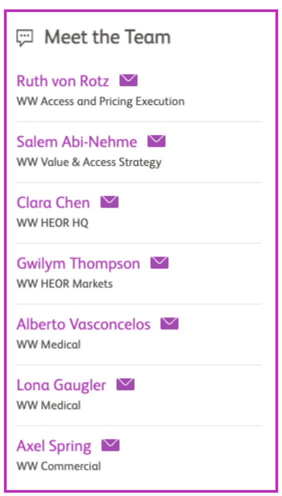
- How to update the Contacts Spreadsheet
- Correct spreadsheet format
- Uploading the Contacts Spreadsheet to Upload Utility

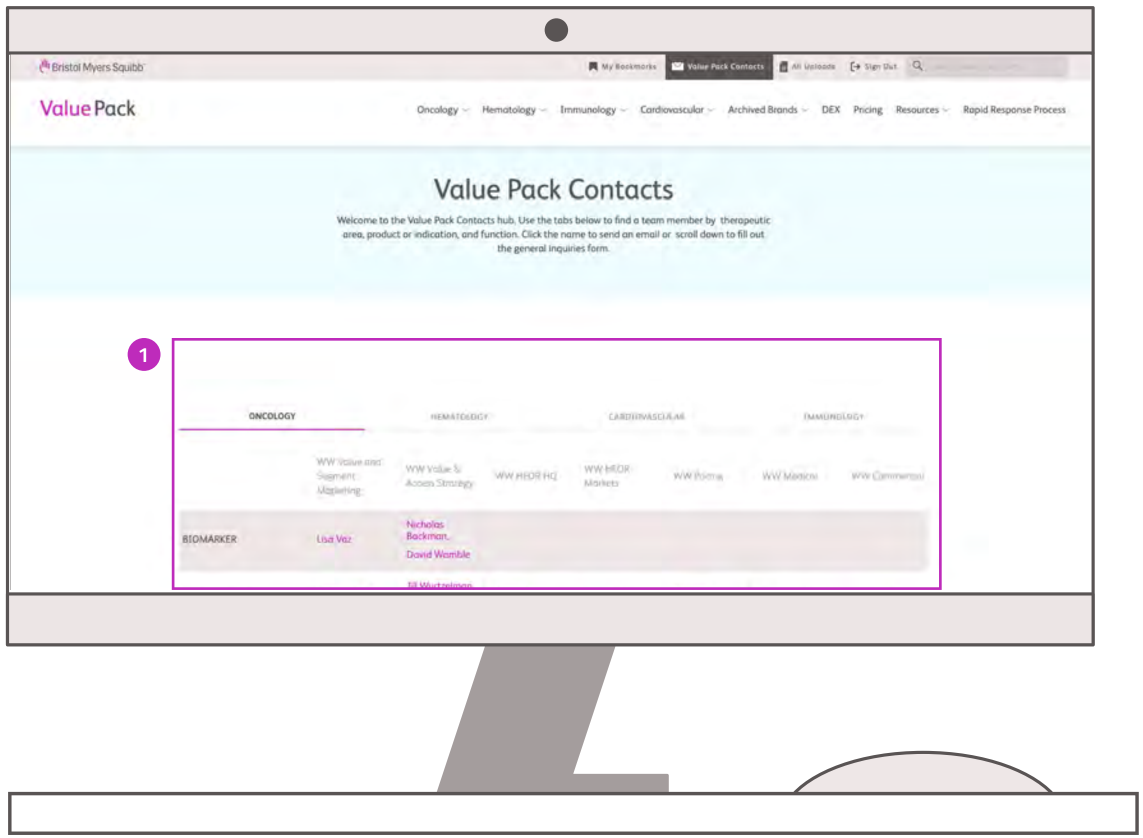


Contacts: User-Facing View

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

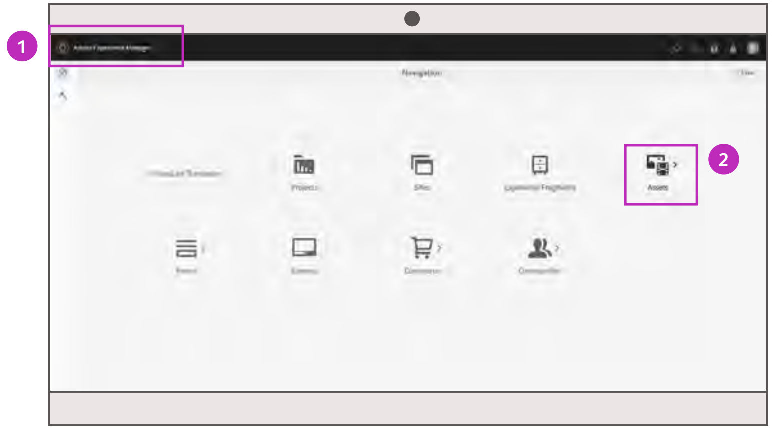
1 Uploading an updated spreadsheet to the Upload Utility will automatically update this Value Pack Contacts page as well as the Meet the Team sidebars.





Locating and Updating The Contacts Spreadsheet

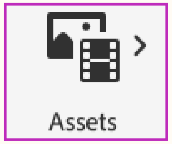
Download the current version of the spreadsheet from the DAM by clicking the Value Pack Manager Documents folder.



STEP 1:

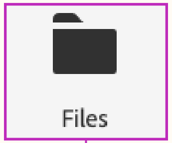
1

2

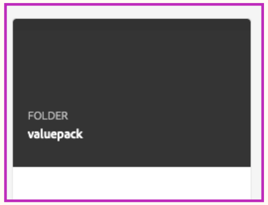


Click **Assets**.

3



Click **Files**.



Click main **valuepack** site folder.

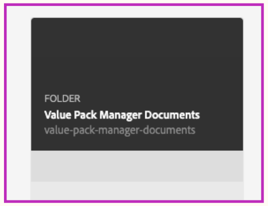
Locating and Updating The Contacts Spreadsheet - continued

1

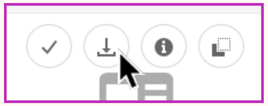
2

STEP 2:

1

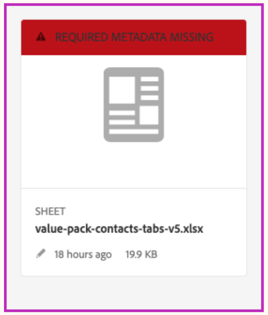


In the **valuepack** folder, click on the **Value Pack Manager Documents** folder. Then download the file you wish to edit. Be sure to follow the format outlined on the following page.

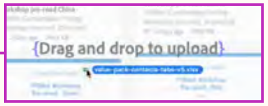


Download the Contacts Spreadsheet by hovering over the file and clicking the **Download** icon.

2

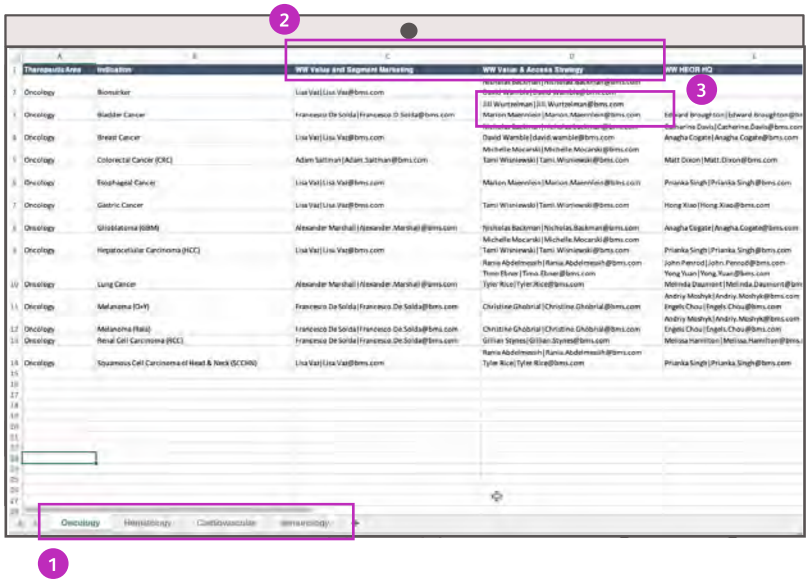


Once you've saved the Contacts Spreadsheet in Excel, update the filename (add a number to the version; ie, V3 replaces V2) and upload back into the **Value Pack Manager Documents** folder so other managers can access the most recent file. You may retain prior versions in the folder once you have added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

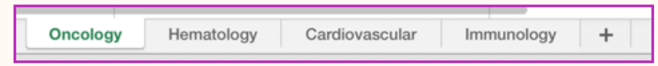


You can upload the new file by dragging it right into the **Value Pack Manager Documents** folder screen.

Correct Format for Contacts Spreadsheet Updates

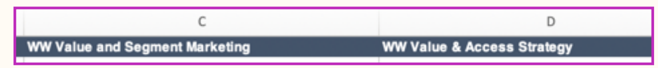


1



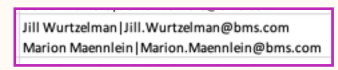
There are 4 sheet tabs, one for each therapeutic area.

2



Columns define function. Rows define product/indication.

3



Format name and email address:
“Full name|email@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.

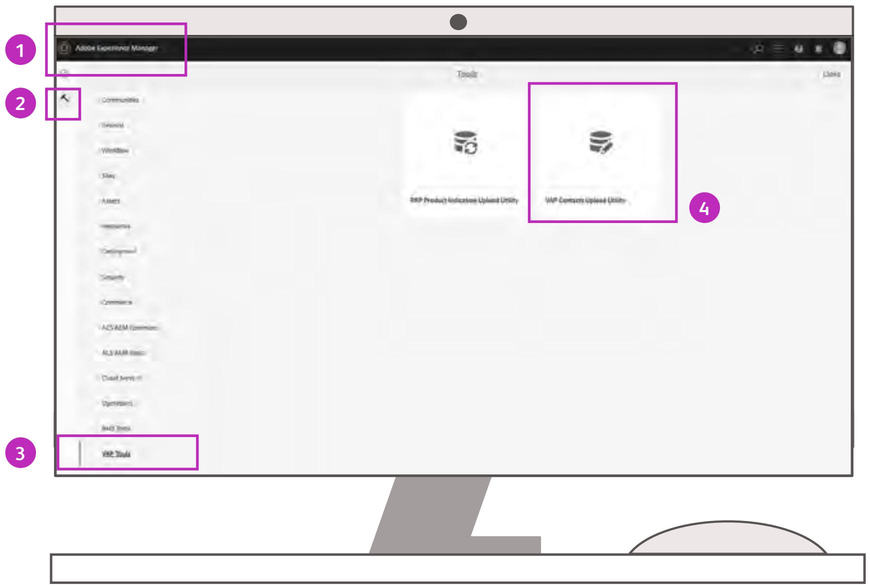
Avoid Broken Links

There are no spaces between last name and email address. The name and email is separated by a vertical line (pipe) “|”. 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.



Launch Contact Upload Utility

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.

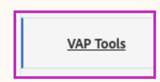
1

Click **AEM** logo for main menu.

2

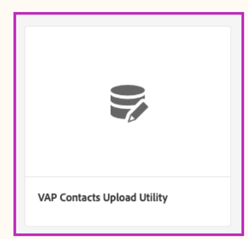
Click the **Hammer** icon.

3



Click **VAP Tools**.

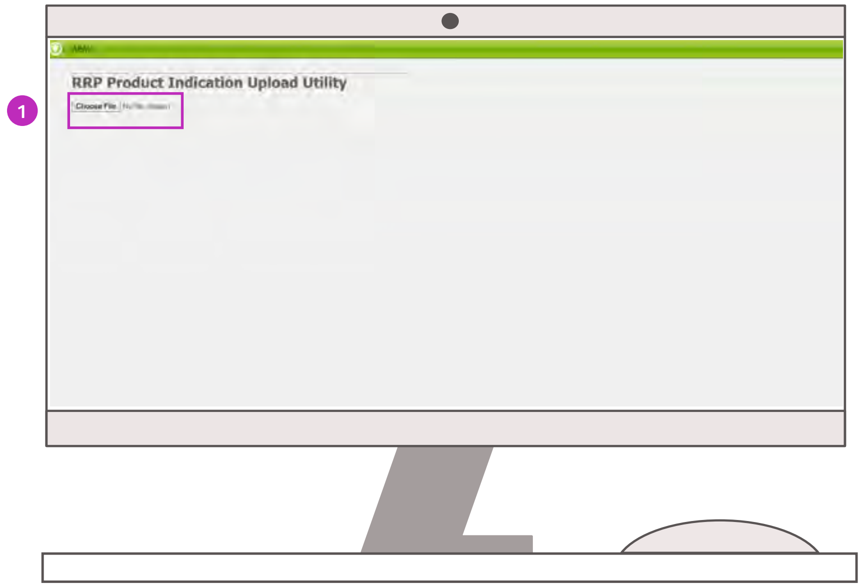
4



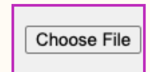
Click **VAP Contacts Upload Utility**.

Contacts Upload Utility

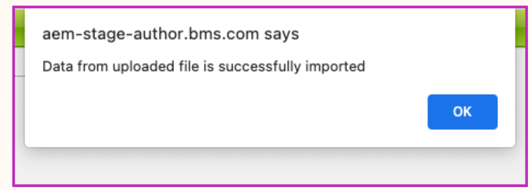
Use the utility below to upload an updated Excel spreadsheet (XLS or XLSX).



1



Click the **Choose File** button to upload the updated Contacts Spreadsheet.



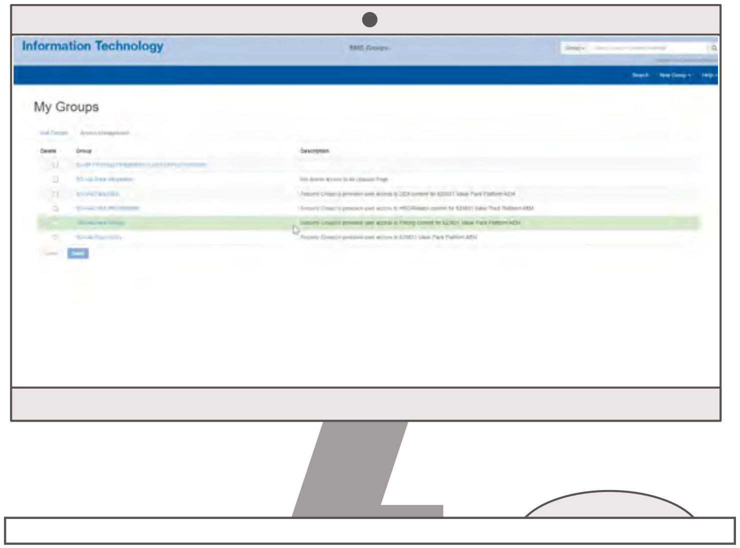
A success message will generate when the Contacts Spreadsheet is uploaded successfully.

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

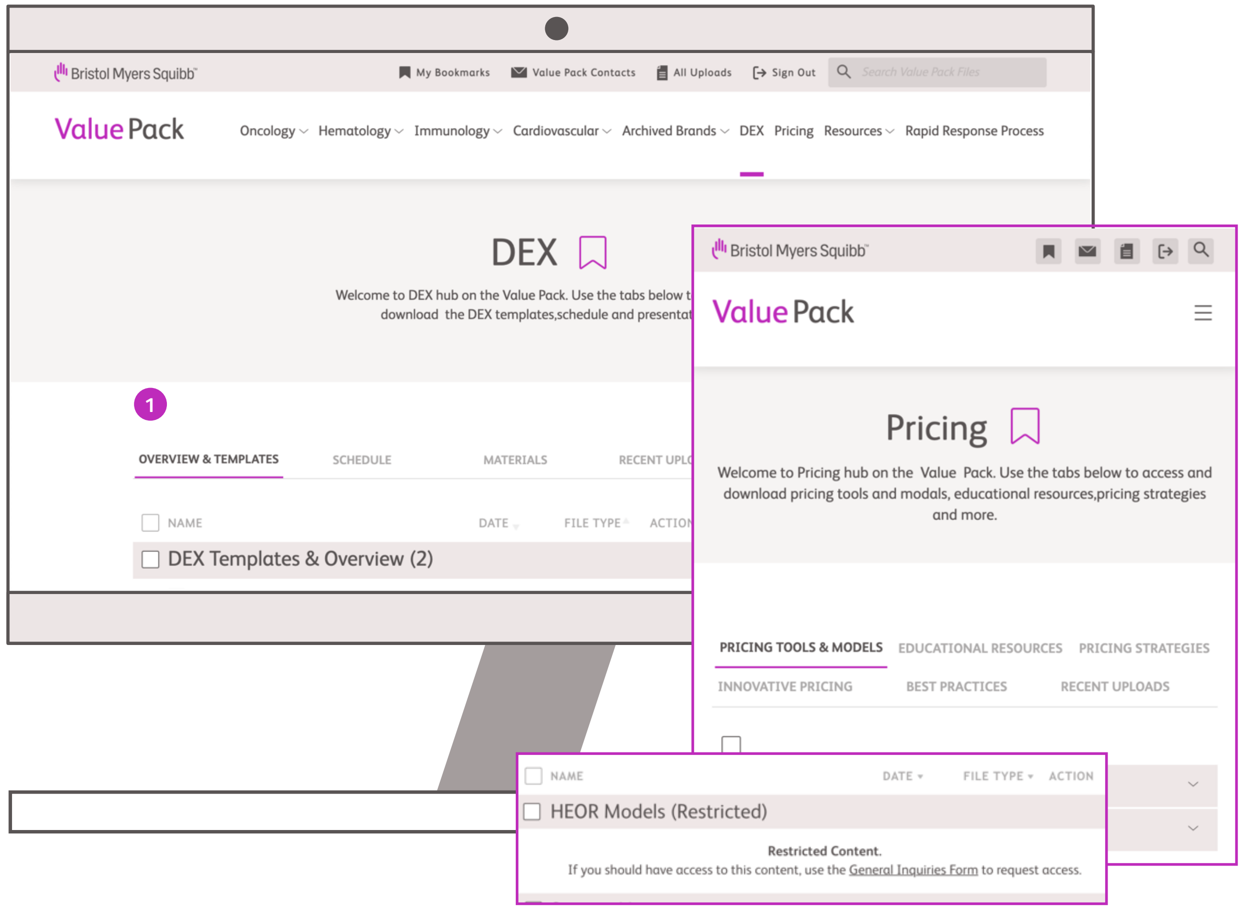
As a Value Pack manager, you will be responsible for adding and managing group members via the Permissions process. **This section will focus on:**

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



User Permissions: User-Facing View

1 Permissions allow site managers to control access to the restricted areas: DEX page, Pricing page, All Uploads page, and HEOR Models (Restricted) sections



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

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

SG-VALPack-Pricing

Users with access to Pricing page

FUNCTIONS INCLUDED IN GROUP:
WW VAP & HEOR

SG-VALPack-DEX

Users with access to DEX page

FUNCTIONS INCLUDED IN GROUP:
WW VAP & HEOR

SG-VALPack-AllUploads

Users with access to the All Uploads page

FUNCTIONS INCLUDED IN GROUP:
All Value Pack Managers

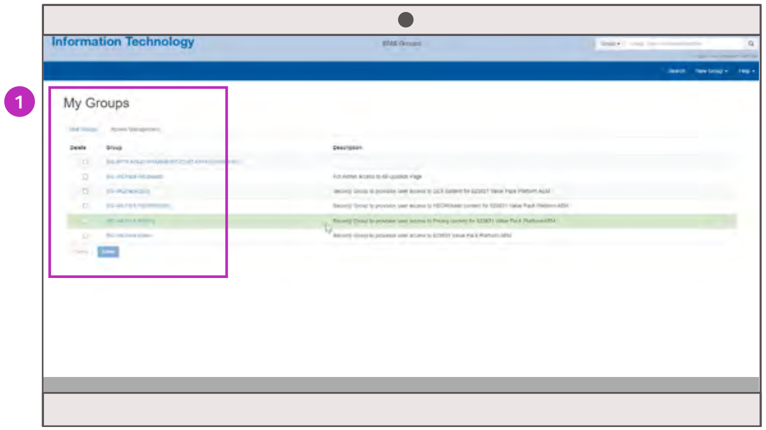
SG-VALPack-HEORModels

Users with access to HEOR Models (Restricted) Section

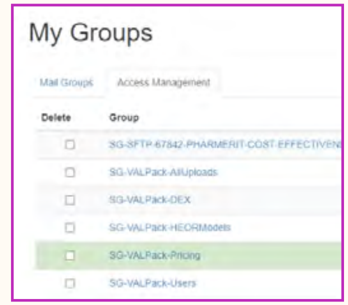
FUNCTIONS INCLUDED IN GROUP:
WW VAP & HEOR and HEOR in the Markets

Accessing Groups

Navigate to https://groups.bms.com to access your groups.

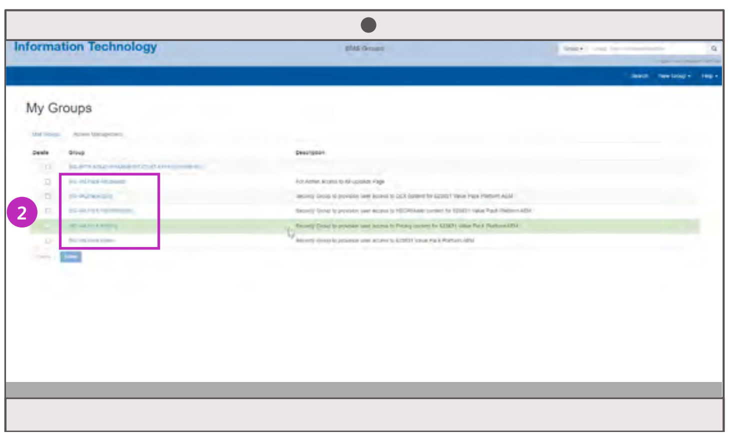


1

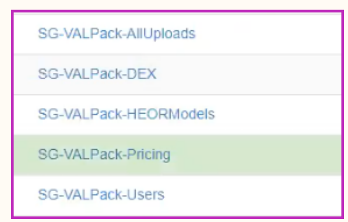


To begin adding a new group member, go to the Access Management tab and click on the appropriate group name.

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



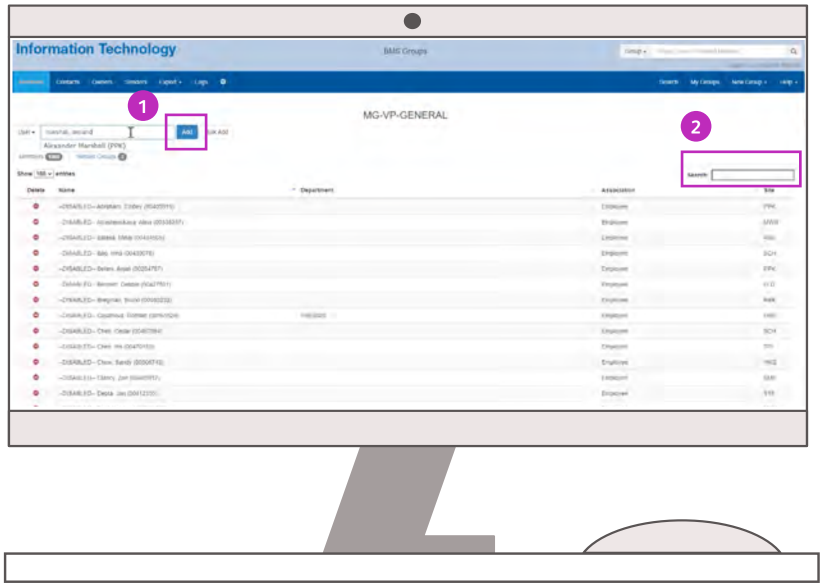
2



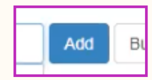
NOTE:
Access Management groups may be moved to Mail Groups. This would change the group names from “SG-” to “MG-” as well as place them under the Mail Groups tab instead of the Access Management tab.

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.

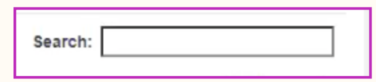


1



To add a new user, type the name into the field and then click **Add**.

2



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