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Product Overviews
## Products

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In Vivo</strong></td>
<td>Informa Pharma Intelligence</td>
</tr>
<tr>
<td><strong>Strategic Analysis for Medtech and Pharma Leaders</strong></td>
<td>Save time and ensure focus with In Vivo’s deep dive coverage of key industry trends distilled into 200 articles annually. With an eye on horizon-scanning our analysts look beyond the obvious and dig deeper into the unknown, considering alternatives to the current status quo.</td>
</tr>
<tr>
<td><strong>Pink Sheet</strong></td>
<td>Informa Pharma Intelligence</td>
</tr>
<tr>
<td><strong>News and Expert Analysis on Pharma Policy and Regulation</strong></td>
<td>Successfully navigate pharma regulations and policy with trusted and comprehensive insights that equip you with strategic information to bring products to market more quickly and successfully, obtain reimbursement coverage and avoid compliance missteps in areas like manufacturing and marketing that could take products off the market.</td>
</tr>
<tr>
<td><strong>Scrip</strong></td>
<td>Informa Pharma Intelligence</td>
</tr>
<tr>
<td><strong>Pharma News and Expert Analysis for Commercial Decision Makers</strong></td>
<td>Focused on the strategic implications of global pharma news, Scrip supports timely and tactical decision making throughout the entire drug discovery, development, and product life cycle value chain. Scrip empowers you to make more informed decisions faster – so you accelerate time to market, realize greater cost savings, and stay ahead of the competition.</td>
</tr>
<tr>
<td><strong>Generics Bulletin</strong></td>
<td>Informa Pharma Intelligence</td>
</tr>
<tr>
<td><strong>News and Expert Analysis on Generics and Biosimilars</strong></td>
<td>Focus on the most consequential news, without the noise, with articles centered on generics, biosimilars and value-added medicines providing independent and impartial intelligence for balanced decision making.</td>
</tr>
<tr>
<td><strong>HBW Insight</strong></td>
<td>Informa Pharma Intelligence</td>
</tr>
<tr>
<td><strong>News and Expert Analysis on the Consumer Healthcare Industry</strong></td>
<td>The single most comprehensive source of daily news and insight to help industry professionals stay informed and strategically on-target in today’s dynamic consumer health sector. Leading decision makers rely on HBW Insight to anticipate challenges, minimize risk exposure and maximize growth opportunities. <em>(includes Consumer content that was formerly in Tan Sheet)</em></td>
</tr>
<tr>
<td><strong>Medtech Insight</strong></td>
<td>Informa Pharma Intelligence</td>
</tr>
<tr>
<td><strong>News and Expert Analysis for Medtech Decision Makers</strong></td>
<td>The latest high-value news, analysis and strategic insights from expert writers on the medical technology sector, including the surgical, orthopedic, cardiovascular, and other markets – so you can gauge the potential impact of developments on your business.</td>
</tr>
</tbody>
</table>
Navigation
Menu

Each product has a Menu that appears horizontally near the top of the screen and continues to display when scrolling. (Note that on mobile devices the menu is located in the upper left near the product logo.) In addition to core topic areas, you will find special links like Featured Topics, regulatory and commercial data trackers, and exclusive editorial features.

1. Hover over the text to expand the tab and click on the menu items to navigate to topic pages and features.
2. For one-stop access to information about the publications, RSS feeds, the pdf library and quick contact links, look under More.
3. To access My View, click the button on the right side of the menu bar.
Topic Pages

Click on a Topic from the Menu to explore the Topic

1. Set an Alert from Topic Pages with “1-click” – and whenever new content is published about your topic, an email alert will be delivered to you. When you set an alert, the alert icon will change state to a filled in appearance so you can easily see where you have set your alerts while on Topic pages.

2. Bookmark any article with “1-click” on the bookmark icon. When an article is bookmarked, the bookmark icon changes state to a filled in appearance so it is easy to see which articles have been bookmarked.

Articles you bookmark will be saved for you under My Account (located on the upper right of the pages) where you can go to access them at any time.
Article Pages

Across the top and bottom of every article page there is a toolbar to share, save, or follow up on the article.

1. Click **ASK THE ANALYST** to access the Ask the Analyst service (for subscribers).
2. Click **EMAIL** icon to fill out a simple form to share the article by email.
3. Click the **PRINT** icon to print the article to hard copy or pdf.
4. Click the **BOOKMARK** icon to save the article to your Bookmarked Articles listing which is located under My Account.
5. Click the **LINKED IN** or **TWITTER** icons to share the article with your social networks.
To make it quick and easy for you to find other relevant content, our Article pages have numerous RELATED CONTENT links.

TAGS at the top and bottom of each article quickly show main topics of article and link to more on those topics.

RELATED CONTENT links along the right of each article page provide quick links to related topics and sub-topics; related articles; related companies; related deals; and key documents. Articles also have links to related stories/content within the article itself when relevant.
Search and Results
Starting Your SEARCH

Type your search terms in the Search Bar, which can be key words, company names, or authors’ names

1. The SEARCH BAR appears towards the top of every page.
   
   **TIP:** To see more search options quickly, run a search without any search terms.
   
   Searches retrieve results if they are found in a headline or article text. Searches do not search within tags—use filters to restrict results based on tags.

2. **TIP:** To focus your search, you can restrict your search to headlines only.

3. View our SEARCH TIPS, which can be found on any search results page, to ensure you get the most of your searches.

4. There are 10 ways to filter your search results to narrow them down and target your result set to your needs. Filter your results by any combination of: Publication, Industry, Subject, Therapy Area, Device Market Area, Date, Company, Region, Content Type and Media Type.
Search Rules and Techniques: Boolean Search

You can use the Boolean operators AND, OR, NOT to include or exclude results from your search. You can also use parentheses to create nested Boolean searches.

EXAMPLES:

Pfizer AND Merck finds articles containing both Pfizer and Merck.

Pfizer OR Merck finds articles containing either Pfizer or Merck.

Pfizer NOT Merck finds articles containing Pfizer, that do not also contain Merck.

Pfizer AND (Novartis OR Merck) finds results containing Novartis and Pfizer, Merck and Pfizer, or all three.
Search Rules and Techniques: Exact Matches

By default, stemming is applied to your search terms to automatically search for word variants. This means that typing the search term develop might also find developer. To search for an exact match, enclose your search terms in quotes.

1. Searching for “generic drug” will retrieve only results containing that exact phrase.

2. Searching for generic drug will find results containing generic and drug, but might be separated by other words, or, as a result of stemming the results might contain words with the same stem, such as generics or general.

3. You may also use Boolean operators between separate quoted terms. If you want to find all articles containing the exact words “generic” and “drug”, but not necessarily adjacent to each other or in that order, you can search for “generic” AND “drug”.

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clientservices@pharma.informa.com
US: 888-670-8900 UK: +44 (20) 337 73737 Australia: +61 2 8705 6907
Search Rules and Techniques: Wildcards

Using an asterisk (*) at the beginning, middle or end of a word or part of a word will allow you to find matches that include additional letters, as represented by the asterisk.

1. Searching for gen* finds articles containing general, gender etc.

2. Searching for *gen finds articles containing Amgen, oxygen, etc.

3. Searching for gen*ic finds articles containing genetic, generic etc.
Customizing Your Results: Sort and Display Options

You have several options to change the search result display.

1. Turn on VIEW HEADLINES ONLY for a more condensed display. feature

2. Sort by Date or Relevance, ascending or descending.

3. Scroll to the bottom of the page to select the number of results per page and navigate to the next page.
Customizing Your Results: Facets and Filtering

What you see is up to you. The search functions across all of our publications – showing the full breadth of content we offer on any given search parameters. Or, you can limit your search to just the publications you subscribe to, or the subject area, region, date range or media type you need.

1. **TIP:** Click Select My Subscriptions to view only the publications you subscribe to.

Your most recently selected publications are maintained for your next search. To search all publications, tick the box for each publications or use the Clear.

2. **TIP:** Selecting more than one choice within the Subject, Therapy Area, Device Market Area or Region facet retrieves all articles tagged with **any** of the choices. For example, selecting U.S. and Canada displays articles containing either the U.S. tag, Canada tag, or both tags.

Selecting tags in multiple facets retrieves articles that are tagged with at least one selection from the facet. For example, selecting Regulation and Asia Pacific displays articles containing both the Regulation and the Asia Pacific tag.
Customizing Your Results: Facets and Filtering

More tips for using facets and filtering to find only the results you need.

1. You can click on the calendar icon or enter dates to select a date range. If you are entering a date range, be sure to use day/month/year format. For example, enter January 15, 2020 as 15/01/2020.

2. To use the Companies Filter, start typing the company name to choose it from the list. You may see fewer results than searching for a company name by keyword, because a story is not tagged with a company name if the company is simply mentioned in passing.

3. To limit your results to podcasts, videos or other multimedia, use the Media Type filter.
Saving and Sharing

Save your search to run again later, turn it into an RSS feed, or share it with a colleague via email. You can also bookmark articles from the results page.

1. Fill out a simple form to email a list of your results to someone else—or yourself.

2. Set up an RSS feed based on your search criteria.

3. Save your search to run again later, or turn it into a custom email alert so you are automatically notified whenever new content meeting those search parameters is published. Go to My Account to view your results again.

4. Bookmark an article for future reference directly from the result list.
Custom Alerts and RSS Feeds
Custom Alerts

You can create your own custom alerts by using a 1-click alert from a topic page or link, or by saving them from searches you have run.

1. Click the bell icon to automatically turn the alert on. You will then see it in your list of saved searches and alerts in My Account.

2. When you click Save Search/Set Alert from your search results, you will be prompted to save your search. To set an alert, be sure the email alert box is checked.

TIP: Give your alert a distinctive title to easily identify it in My Account.
Custom Alerts: Tips

Tips on maximizing the effectiveness of custom alerts

1. **DON’T** filter by date. The alert is only looking for newly published stories, and these will not be found if you set an end date.

2. **DO** use non-date filters. Your filter settings will be retained when you create the alert, so you can restrict your results by a region, topic, or other criteria.

3. **DO** check the search results before saving the alert. If the existing results are too sparse or not what you are looking for, adjust your search criteria.
Custom Alerts: Tips

More tips on maximizing the effectiveness of custom alerts

**Saved Searches & Alerts**

Below you can manage your Saved Searches and Alerts. These have been set up using specific search criteria and new ones can be created here, if you wish to stop receiving all Saved Searches below, use the Remove button.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Title</th>
<th>Date Created</th>
<th>Email Alert</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Kidney 1</td>
<td>16 Apr 2026</td>
<td></td>
</tr>
<tr>
<td>A1</td>
<td>Executive Exclusives and HindSight 2019</td>
<td>2 Jul 2018</td>
<td></td>
</tr>
</tbody>
</table>

**TIP:** To make changes to an existing alert, run the search from **My Account**, make your changes, then re-save the search as a new alert. If you don’t want to keep the original alert, delete it from **My Account**.

**TIP:** Regardless of the number of alerts you have, you will receive no more than one email per day. If multiple alerts produce results on the same day, they will be included in one email. If no results appear on a given day, you will not receive an email.

**Contact Us**

You are receiving this email as you requested to be alerted when new content is published or updated in the last 24 hours matching your search criteria and alerts.

To manage your email alerts, go to **My Account**.

**Alert: Kidney**

Delayed Advisory Committees Need Not Worry Sponsors Too Much

US FDA advisory committees meetings held in close proximity to user fee goals have been approved at a similar rate...

**Alert: Cancer**

KiNase, Studying The Entactin Signaling Pathway, is Looking For Partners

Emerging CompanyProfile: The start-up, funded by Flagship Pioneering, is developing small molecules across multiple therapeutic areas, based on a...

**Alert: Cancer**

Fifth US Biosimilar To Herceptin Launched By Merck

Fifth US Biosimilar To Herceptin Launched By Merck, the European Medicines Agency has approved a...
RSS Feeds

Set up an RSS feed to cover as much or as little as you want. Use the feed reader of your choice and be updated in real time.

1. To set up an RSS feed for all articles from a publication, or for shortcuts to common topic areas, go to the RSS Feed page from the main menu.

2. To set up a custom RSS feed based on your own search criteria, use the RSS feed link at the top of the Search Results page.
### Newsletter, Custom Alert, RSS Feed, or My View?

There are many choices for keeping up with the latest pharma and medtech news, whether it’s part of your morning routine or you’re on the go. Here’s how Email Newsletters, Custom Alerts, RSS feeds, and My View compare.

<table>
<thead>
<tr>
<th>Alert Type</th>
<th>All Content</th>
<th>Personalized Selected Content</th>
<th>Managed in My Account</th>
<th>Advantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Newsletter</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>If you never want to miss a story, you will see all headlines and executive summaries every day and also receive article recommendations from the editors through weekly roundups and special topic newsletters.</td>
</tr>
<tr>
<td>Custom Email Alert</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>If you have a focused area of interest, need to track latest developments in multiple topics separately, or you want to cover multiple publications in the same alert, you will receive an email whenever the latest news in your area of interest is published.</td>
</tr>
<tr>
<td>RSS Feed</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Consider an RSS feed if you already use an RSS feed reader. Consolidate your news feeds for easy access and see real time updates as new stories are published.</td>
</tr>
<tr>
<td>My View</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Create a custom landing page to see the most recent articles on topics you select.</td>
</tr>
</tbody>
</table>
Your Content Your Way

My View allows you to view only the topics you want to follow. Choose from a list of available topics, which are individualized for each publication, and design your own My View home page. It’s easy to set up your choices when you register, or change them later.
Set Up and Editing: Registration

When you register on a product site, you will be asked to select My View topics you want to follow for that product. For example, if you are on the Pink Sheet site and click Register, you will set up your topics for Pink Sheet.

If you want to select My View topics for other publications, you can do this in My Account once you have completed registration and are logged in.

1. Click the Sign In link to REGISTER to create an account – you will automatically be prompted to set up My View for your chosen publication.

2. CHOOSE the topics you want to follow by clicking on the NOT FOLLOWING button next to your chosen topic.

3. CHANGE the order of topics you see on your My View page by clicking anywhere in the topic line of a topic you are following, and dragging and dropping the topic to your chosen location.
Set Up and Editing

If you are already registered and have not set up My View, or want to edit your existing settings, here is how you can get started. You must be logged in to access these features.

**Note:** You cannot set topics across multiple publications. To set or change topics for another publication, first navigate to that publication, then back to any My View set up option to complete your selections.

If you haven’t set up My View, clicking the My View button at the right side of the menu will take you to the My View set up page.

You can also access your My View menu via My Account.

When you have set up My View, you can edit your selections from the My View page.
Using My View: Grid View or List View?

You have two choices for displaying your My View articles.

1. Grid View shows you the most recent news front and center. Older stories take up less space.

2. List View shows you your articles in a compact list, complete with featured images and summary for each article for ease of scanning.
Using My View: Loading More Content

My View shows you the most recent articles for the topic you are following, but you have two ways to see older articles.

1. See All takes you to a new page, showing the complete list of all articles in the topic you are following.

2. Load More From loads the next most recent batch of articles from your topic onto the My View page.
My View PDF Library

Generate PDF files of your My View articles in the PDF Library.

1. Access the PDF Library from the main menu. Note: the library is available to subscribers only.

2. Download a weekly compilation (monthly for In Vivo) of the 7 most recent articles per My View topic. Note: some interactive features appear only as links in the PDF, so for the best experience with charts and multimedia, view the article online.

The PDF is generated based on your current My View choices. If you have updated your selections, all PDFs will reflect your current selections.

In order to generate a My View PDF, you must be signed in and select at least one My View topic.
Ask the Analyst
What is the service?
If you have a question about any of our news stories, analysis or data, or indeed about any market or business issues that you face, ask us. Our expert journalists and analysts will conduct research and reply to your question. We will respond within two working days, but often quicker. We will let you know if we are unable to answer a particular question and why. This service is free to our subscribers. The time we can offer is dependent on your subscription value.

Who responds to the question? What experience do they have?
Our journalists and analysts will respond to you directly. We have spent many years researching and writing about all aspects of the pharmaceutical and medtech markets: R&D, clinical trials, market access, policy and regulation, financing and licensing. Our team has a wealth of experience, knowledge and a formidable network of contacts across the globe in all sectors of the industry.

Who can use the service?
All our subscribers can use the service. We offer at least one hour per month, and up to 12 hours, depending on the number of subscribers your organization has and the cost of your subscription. We can spend up to three hours on each question where time permits. Unused time is not cumulative but we will be flexible from one month to next. Time is not cumulative across our different products.

What the service is not
It is not consultancy – it is based on having a subscription to our products, it gives you a monthly time allocation and can incur no additional costs. There are limits to what we can answer, but ask us and together we will agree on how we can help. We cannot offer free access to information from other Informa products to which you do not subscribe but we will refer to those and other sources as needed to answer a query and to give you the opportunity to find out more about those products.

clientservices@pharma.informa.com
US: 888-670-8900 UK: +44 (20) 337 73737 Australia: +61 2 8705 6907
Ask the Analyst

How do I ask a question?

The service is accessible by clicking the Ask the Analyst button at the top of the article page and completing the form. Your message will be directed to the relevant respondent – an editor, journalist or analyst from one of our teams. We will acknowledge the question, clarify and agree the scope, and let you know when you can expect our response to your question.

What sort of questions can I ask?

Here are some examples of questions received:

• **With all the recent deals on immune-oncology (Novartis, Merck KgaA, etc) who is currently in the lead (top 5) to be first to market?**
• **What is the landscape for pulmonary fibrosis drugs?**
• **What is the procedure and guidelines to have a new chemical entity identified as “breakthrough therapy” by the FDA?**
• **If a drug is approved mid-way through the year, and payers have an agreed formulary list from the start of the year that doesn’t yet include the new drug, can this be added mid-year?**
• **Would you have a summary of the changes that are going to occur with the EU Clinical Trials Regulation?**
• **What are the details on the procedure to follow in order to enter the German market for Medical Devices?**
Managing Your Account
Access, Registration & Sign In

Our products support Internet Explorer 11+, Safari, Chrome, Firefox on Windows, Mac, and mobile devices and tablets.

Register and Sign In links are located on the upper right of the pages. To Register, you will set up a Username and Password, which will work across all of our products. Once you have registered and created an account, Sign In to access your account so you can set, view, and manage your custom alerts and saved articles, topics, and searches.

Usernames are typically your work email address—publicly available email domains such as gmail.com are not permitted for registration. Your same Username and Password will work across all of our products, and when you Sign In to your account, you will be able to pass seamlessly between the product sites. If you don’t know your password, click “Forgot your password?” to reset it.

If you have single sign-on access via your company, click on the Sign in link, enter your username, and tab or click to get started.

1. If you are not a subscriber, click START TRIAL to take a free 7-day trial. You will be registered as part of the process.

2. SIGN IN with your username and password to access and manage your account. If you don’t recall or are unsure of your password, there is a “Forgot your password?” link in the sign-in module so you can easily reset it.

From the Sign In screen, you can also REGISTER to create an account—so you can receive free email newsletters, set custom email alerts, and save articles, topics, and searches.

NOTE: You must be a subscriber to read most articles. If your company subscribes, you may receive instant access to articles once you register.

NOTE: If you are registering for an Informa Pharma Intelligence product for the first time, follow the instructions if asked to verify your email address.
Managing Your Account

Your account is managed from the My Account link located on the upper right side of the sites. The My Account section reflects your account and activity across all of our publications.

From My Account you will manage your:
- Bookmarked Articles
- Saved Searches & Alerts
- Account Settings
- Subscriptions & Purchases
- Email Alert Settings
- My View Settings
Managing your account

From My Account you will manage your:

1. Bookmarked Articles
2. Saved Searches & Alerts
3. Account Settings
4. My View Settings
5. Subscriptions & Purchases
6. Email Alert Settings
My Account: Bookmarked Articles

Articles can be Bookmarked from the Homepage, Topic Pages, Article Pages, and Search Results Pages.

- the name of the publication the article appeared in
- the article title
- the date the article was bookmarked
- REMOVE button so you can remove bookmarks you no longer want to keep
My Account: Saved Searches & Alerts

From our Search function, it is simple to save any search so you can return to see updated results at any time without having to re-input each of your desired search parameters. You can also opt to receive an email alert whenever new content is published that meets your search criteria, so you never miss a thing.

The Saved Searches & Alerts section under My Account is where all of your Saved Searches and Alerts will be listed and managed. Here you will see:

Below you can manage your Saved Searches and Alerts. These have been set up using specific search criteria and new ones can be created here. If you wish to stop receiving all Saved Searches below, use the Remove button.

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<th>Title</th>
<th>Date Created</th>
<th>Email Alert</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>Kidney</td>
<td>16 Apr 2020</td>
<td></td>
</tr>
<tr>
<td>All</td>
<td>Executive Exclusives and Hindsight 20/20</td>
<td>2 Jul 2018</td>
<td></td>
</tr>
<tr>
<td>All</td>
<td>Pricing Debate</td>
<td>2 Jul 2018</td>
<td></td>
</tr>
<tr>
<td>Scrip</td>
<td>Brexit</td>
<td>15 Apr 2018</td>
<td></td>
</tr>
</tbody>
</table>

1. the publication(s) being searched
2. the Title you give each custom search you save
3. the date you saved the search
4. a simple toggle you set to select which searches you want email alerts for
5. REMOVE button, so you can remove any searches you no longer need

Easily toggle on/off Email Alerts For as many of your Custom Saved Searches as you want at any time.
My Account: Account Settings

The Account Settings section under My Account is where you will:

1. update your Contact Information - including your name, Company, Job Information, and Address

2. update your password

**NOTE:** Changing your password will change it for all Informa Pharma Intelligence products that you access. **NOTE:** If you have single sign-on, you cannot change your password from My Account.
My Account: My View

The Account Settings section under My Account is where you will:

1. Follow individual topics, or use the FOLLOW ALL button to select all topics.
2. Change the display order of your topics by dragging and dropping topics.
3. Be sure to save your changes.
My Account: Subscriptions

The Subscriptions section under My Account is where you will find a listing of all of the publications to which you are subscribed. This is where you can also look to see when your subscriptions are due to expire so that you can ensure your renewals are planned without any breaks in service! If you are taking a free trial, you will see when your trial expires.

This section lists the publications you are subscribed to and the type of subscription you have, along with the date your subscription will expire.

Note: If you are an individual subscriber, you will also see a RENEW button and SUBSCRIBE button so you can take either action.
My Account: Email Preferences

The Email Preferences section under My Account is where you indicate which of our Email newsletters you want to receive. You can update your preferences here at any time.

1. Check the Email Newsletters you wish to receive (or uncheck to turn them off).

   You have a choice of automatic daily updates, weekly editors’ digest, or both.

   NOTE: In Vivo publishes on a different schedule, so we recommend that you select both options.

2. You can change your preferences at any time by clicking or unclicking Your selections and then clicking the UPDATE EMAIL PREFERENCES button.
If you still have questions about how to access or use any of our products, or to schedule live training, please contact Client Services at:

Phone:

❖ US: 888-670-8900 or +1 908-547-2200
❖ UK: +44 (20) 337 73737
❖ Australia: +61 2 8705 6907

clientservices@pharma.informa.com