



PHARMA SALES SUPPORT.COM™

SAMPLE & PROMOTIONAL
MATERIAL MANAGEMENT

PHARMASALESSUPPORT.COM™

Sample & Promotional Literature Order Management and Response Fulfillment Services

When it comes to managing your sample and promotional materials, PharmaSalesSupport.com is our answer to your business process management challenges. Our fully comprehensive system is designed to assist your management, sales force, and administrative assistants with simplified ordering, tracking, and inventory control of pharmaceutical samples and promotional materials. At PharmaCommunications, our objective is to make the distribution of your promotional materials and samples a simple, easy and reliable process with superior order tracking and reporting analytics.

Continually getting tied down with administrative and regulatory tasks?

Spending all of your time tracking samples?

Looking to find a solution that will save you money and generate great return on investment?

We can help! PharmaSalesSupport.com is our solution to your unique business process dilemmas. Currently being used by leading pharmaceutical and consumer healthcare companies, PharmaSalesSupport.com is specifically designed to enhance field force effectiveness, increase productivity, and reduce costs. With every system completely customized to its user, we can either offer you a complete turnkey solution including storage, management and shipping of all your goods to reps and HCPs, or we can simply help you with just one component of your sample/promo material distribution, whether that be the creation of an ordering website, storage of materials, or the creation of your sales force help line.



With our customized IT solution, you will not only save time and money but also improve the efficiency of your sales force freeing up resources to focus on other important business activities.

PharmaSalesSupport.com is the most comprehensive Sample and Promotional Material Management System available within the Canadian pharmaceutical industry.

SAMPLE & PROMOTIONAL MATERIAL MANAGEMENT AND FULFILLMENT SERVICES

- User-Friendly Customized Web Portal
- Convenient Online Ordering & Tracking
- GMP Warehousing, Storage, and Distribution
- Real-time Inventory Control and Field Auditing
- PAAB Expiry and Renewal Management
- Call Centre Support and Helpdesk Services
- OASIS™ Statistical Reporting and Analytics



PHARMACOMMUNICATIONS GROUP INC.
GROUPE PHARMACOMMUNICATIONS INC.

PharmaCommunications™ is a leading provider of marketing, business process, and analytics solutions for the pharmaceutical and healthcare industry. Through our offices in Montréal and Toronto, we help the industry more effectively communicate with healthcare professionals and consumers; improve their sales and marketing processes; and assist them in identifying opportunities for future growth. We have undertaken assignments for virtually all of the industry's top 100 companies, and have completed more than a thousand projects in Canada, the United States, and Europe.

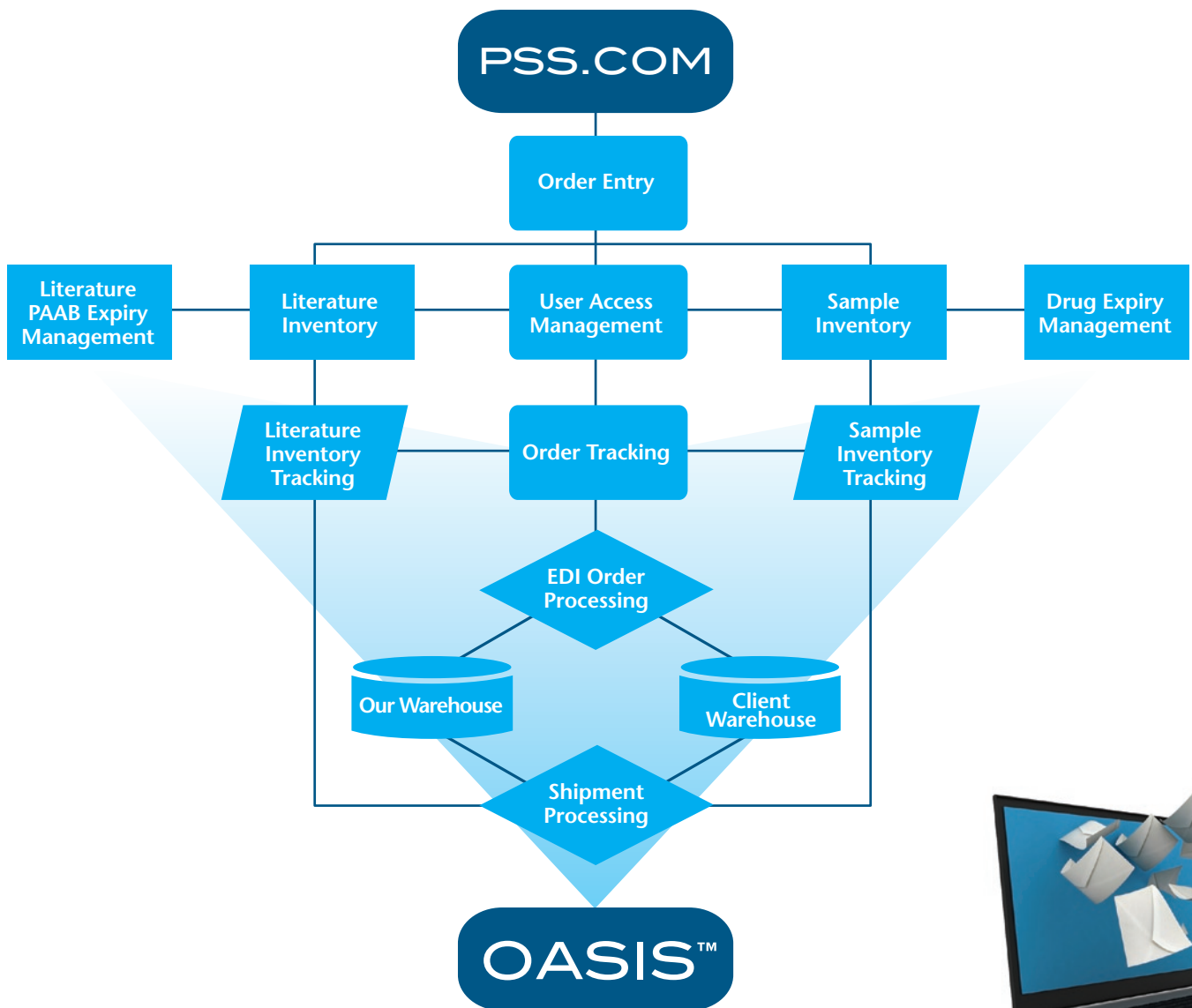
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SOLUTION-DRIVEN MARKETING SERVICES

OUR PROCESS: HOW IT WORKS!

COMPREHENSIVE GMP PROCESS THAT MEETS ALL CORPORATE SOPs

- PharmaSalesSupport.com Client Web Portal
- Sample & Promotional Material Order Placement
- EDI Processing of Orders to Distribution Warehouse (Ours or Clients)
- OASIS™ Real-Time Inventory Control and Order Shipment Tracking
- Literature Expiry Management with Automated PAAB Renewal
- Drug Expiry Management – Client Regulatory
- Sales Force Analytics

All components of the PharmaSalesSupport.com process are tracked in real-time within OASIS™, our online oversight and analytics system. To keep a close eye on your performance, OASIS™ provides you with a variety of reports to review and analyze including: sales force sampling trends reports, inventory reports, fulfillment and shipment reports, statistics reports, order placement and activity reports, regulatory reports, and analytics reports.



PHARMA SALES SUPPORT.COM™

CONVENIENT ONLINE ORDERING & TRACKING OF SAMPLES AND PROMOTIONAL MATERIALS

PharmaSalesSupport.com offers flexibility as well as convenience to users and is specifically designed to support efficient and accurate order processing. Through the creation of a customized order entry website, users can access our self-serve ordering system to order samples and promotional literature for their territory or to have them shipped directly to their healthcare professional customers. The order management system simplifies the order entry, processing, and shipment of materials, with a robust and user-friendly interface.

The system also serves as an excellent tool to support and manage your sales team. Managers or administrative assistants can control sample and literature allocations for the entire team by placing online orders on their behalf. Not only will inventory be closely managed, but sales representatives can be more productive, benefiting from less administrative work.

ORDER MANAGEMENT SYSTEM CAPABILITIES:

- Comprehensive Order Processing and Shipment Options: Recurring Orders, Rush Orders, Mass Orders, and Monthly Consolidated Shipments
- Client Ship with EDI Processing: Direct-to-Representative and Direct-to-Client
- Set Order Quantity Restrictions, Frequency Control, and Permissions on Specific Items by Sales Force, Region, or Territory
- PDF Preview Feature to View Items Prior to Ordering
- Tracking of Online Orders with Real-Time Status Updates and Electronic Order Confirmation
- Training and Ongoing System Support: User Guides, Online Tutorials, Help Function, and Fully Bilingual Help Line
- Order History Look-up: See What Samples and Promotional Items Your Sales Reps are Ordering
- View Drill-down Reports to Compare Orders by Product, Product Group, Region, or Territory

REAL-TIME SAMPLE AND PROMOTIONAL MATERIAL MANAGEMENT

Comprehensive Inventory Control

Our web-based inventory management system enables you to manage and control your sample and promotional material inventory activity in real-time. The automated inventory control process is designed to help you save time and effort, allowing you to easily keep track of materials and conveniently monitor inventory levels. Real-time inventory control supports a timely replenishment of samples and materials, minimizing the extra costs and chaos involved with rushing the replacement of 'out of stock' items.

Our IT solution also carries out automated regulatory reporting tasks which include:

- Real-time Sample Inventory and Product Status: Tracking Item Availability by DIN, Lot Number, and Drug Expiry Date
- Real-Time Literature Inventory and Product Status: Tracking Item Availability by ID Number, PAAB File Number and PAAB Approval Expiry Date
- Automatic E-Mail Alerts for Low Inventory and Out of Stock Notifications
- Full Field Audit and Reconciliation Services

To Help With the Pressure Placed on QC, PharmaSalesSupport.com also offers:

Literature Expiry Management with Automated Renewal of PAAB Approvals

Drug Expiry Management with Automatic E-Mail Alerts

for Impending Expiry Dates of Samples



Regulatory Compliance - PharmaCommunications satisfies all corporate governance, regulatory and privacy needs. We run a TQM organization, with all of our operations designed to be compliant with GMP standards and all of our processes documented by Standard Operating Procedures (SOP). Our data capture processes are also fully CFR 21 (Part 11) compliant.

GMP WAREHOUSING AND DISTRIBUTION

While the fulfillment of sample and promotional material can place excess demands and unwanted pressure on your distribution centre, PharmaSalesSupport.com can help to alleviate some of that pressure so that your distribution centre can focus on its primary activities.

With full sample storage capabilities at our pharmaceutical warehouse, we can simplify the supply chain process for you with full GMP warehousing and distribution services.

Our warehousing/distribution facility offers many benefits:

- Regulatory Compliant and Specifically Designed to Meet all GMP Standards
- All Processes Fully Documented Through SOPs
- Temperature Controlled Environment
- Dedicated Drug Cage
- 24-hour Security Monitoring
- Low Inventory Holding Costs

Not looking to outsource distribution? PharmaSalesSupport.com can also seamlessly integrate with your own distribution centre through direct EDI processing. The advantages remain the same: accurate order processing through a dedicated website, plus all of the oversight and analytics tools built-in. PharmaSalesSupport.com users benefit from enhanced efficiency and an improved order transaction process without the additional pressure placed on internal resources.

FULL CALL CENTRE SUPPORT AND HELP DESK SERVICES

Our dedicated help desk, operating from Monday to Friday 8:30 am to 8:30 pm Eastern Standard Time*, provides all the necessary support and help desk functions.

PharmaSalesSupport.com users can access our fully bilingual helpdesk staff for full technical support with order inquiries or for assistance with any customer service related issues.

*To accommodate specific client needs, we can also extend this coverage to offer 24-hour per day assistance using telephone, internet query, e-mail, or live web chat.

OASIS™ COMPREHENSIVE STATISTICAL REPORTING

All PharmaSalesSupport.com programs are tracked on OASIS™, our online Oversight and Analytics System; providing 24-hour per day real-time oversight, corporate governance, and marketing analytics.



The OASIS™ system enables you to review and analyze your sample and promotional material ordering data, providing you with up-to-the-minute information regarding the status of your inventory, orders, and all other fulfillment activities. With

“providing 24-hour per day real-time oversight...”

OASIS™, you can track and analyze which samples and promotional items your reps are ordering, how much they are ordering, and even drill down to compare orders by product or product group.

Now with OASIS™, you can view, track and monitor:

- Sales Force Sampling Patterns and Trends
- Day-to-day Inventory Levels
- Order Placement and Activity Reviews
- Fulfillment and Shipment Statistics: Shipments by Receiver, Lot Number, and Expiry Date
- Order Shipment Reviews: Rush and Consolidated Orders by Carrier Type

Available as live web reports, widgets, and smart phone applications, OASIS™ features interactive charts and tables that are easily downloadable into Excel, Word, and PowerPoint. OASIS™ allows you to closely monitor performance by displaying live results, and providing you with the data needed to accurately assess and analyze your return on investment.





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