**MVSR/Live Site**

Stephen, I will start at beginning…..

 Physician enters site via landing page (physician holding iPad). Site should say…..

*“Welcome to MyVirtualSalesRep.com”*

 “Please click on product icon of choice”

(Need to move Partner Icon at bottom left up a little so seen when going to landing page, now it is too close to bottom).

Physician clicks on ‘Pulmventa” icon and reaches the product page. The **“look” & “feel”** of each product page will be different as products have different color schemes.

As discussed, need to have both “PI”(Product Information) and “Pivotal Studies” tabs ADDED above the other tabs on this page – they are below also, **pls make them larger than other tabs**.

Back to Landing Page – Needs to have an Icon for the Vendor to enter, place their password and then enter their dashboard for their particular product.

**To Create a Vendor Account**: Product Mgr. Name / Company / Tel. # - Could be multiple people for 1-product (up to five). Then they enter their Password / PIN, enter again to make sure it is correct (we should have access to this also). This would gain them access to add material (their PI & Pivotal studies) or we would do. Mainly this would be for access to the dashboard of their product.

**Product Page Tabs:**

**Speaker Programs**: (This would be a list of locations where a product meeting would take place)

**Product:** Pulmventa **Talk** **Title:**

**State City Location Address Time Speaker**

 Enter list here

**Patient Ambassador:** This is where we or vendor would insert a video clip of a patient with the disease state (this will be an optional tab). This tab could also be a **Physician Input Page** where they would answer some marketing questions concerning the product.

**MySampleCloset:** I think we will need to leave this blank for a pdf. file. The reason, each company will want their own, because of their legal/regulatory departments. They will not use ours, as FDA is extremely strict concerning this.

I forsee two scenerios, one physician prints off pdf, fills out and faxes to vendor. Other physician fills out online and emails to vendor. All info would be on pdf.

**Request Medical Info:** This would go to the Medical Affairs dept. of vendor. We could insert a form such as this…..

 **Medical Affairs Information Request Form**

Physician Name: Specialty: Date:

Street #: City: State: Zip:

Ph. #: Email Address:

Concerning What Product:

Issue / Question Concerning Product (please be specific as possible):

How can we contact you? Phone Email Mail

Where to send the response: Email address / mailing address

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For Department Only

Date Received: Response made: By Whom:

**Request A Sales Visit:** Form to use

**Request A Sales Visit**

Physician Name: Specialty: Date:

Street #: City: State: Zip:

Ph. #:

Request Concerning:

Send to: (add mailing address or email address of vendor)

Please allow at least 3-weeks time, as this request is routed to the correct sales representative. Thank you.

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**Report Adverse Event:** This will also need to be inserted by the vendor as a pdf file, since the FDA is also very strict about this. This form would need to be faxed or sent via email only. Instructions would be on the vendors pdf file.

Stephen question to you: We see this working as follows. Vendor send us a target list of “x” number of physicians, could be 5000 – 25,000 in an excel file. We solicit these physicians to go to MVSR/Live site. As I talked about last night, everyone in world could view video, but only target physicians from list can receive samples, medical info, dinner programs etc…(trying to hide critical info from competition).

Can we have a unique identifier or a general identifier let them enter for the information above? This is the biggest problem we have been trying to solve.

 END