

ONETOUCH® PORTFOLIO SALES AID iPAD® APP

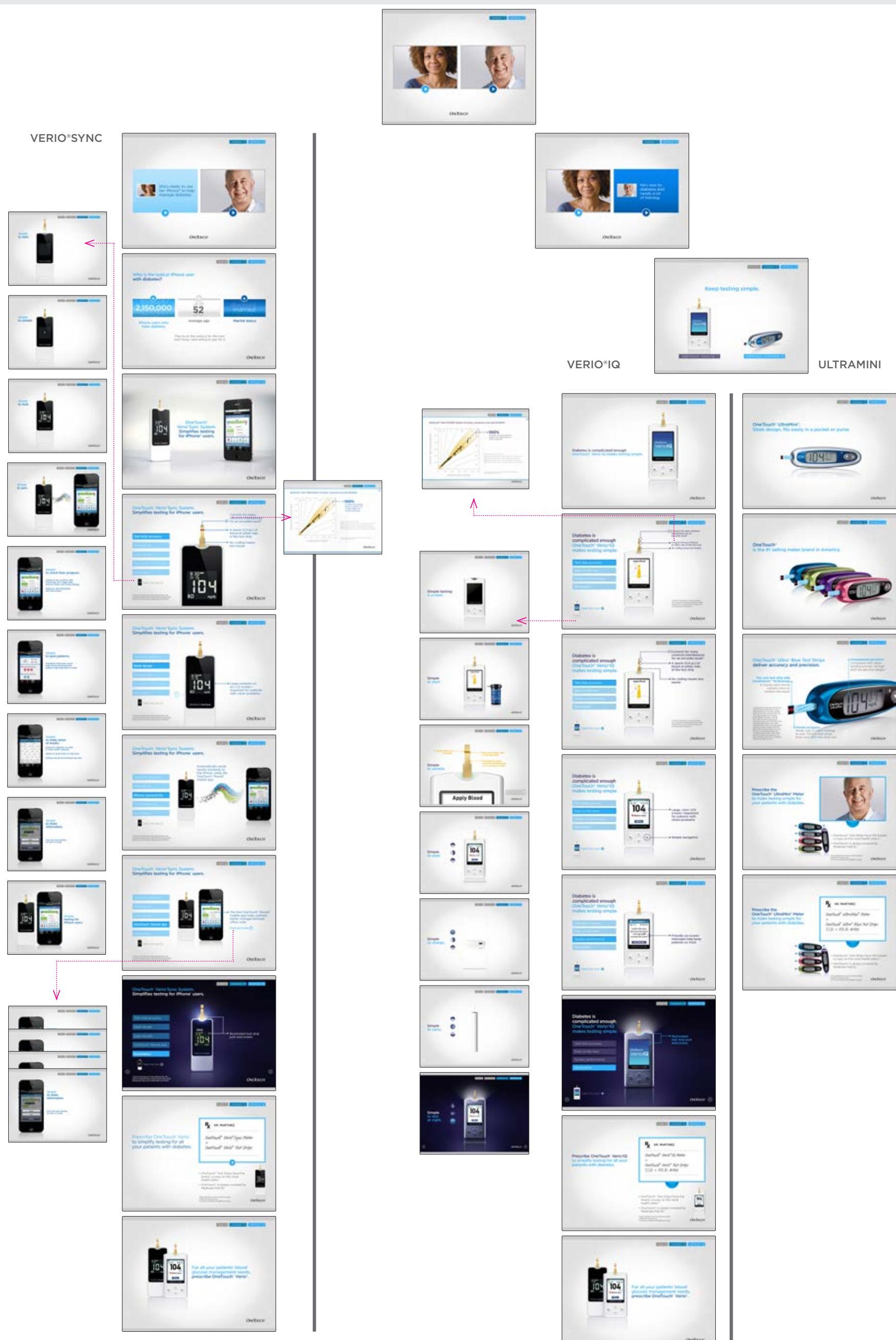
Updated: OneTouch® Verio®IQ and OneTouch® UltraMini® and coverage

New: OneTouch® Verio®Sync and coverage

Updated: Portfolio

ONETOUCH® | DDB° Remedy

THE 3 PATHWAYS



NO CHANGE



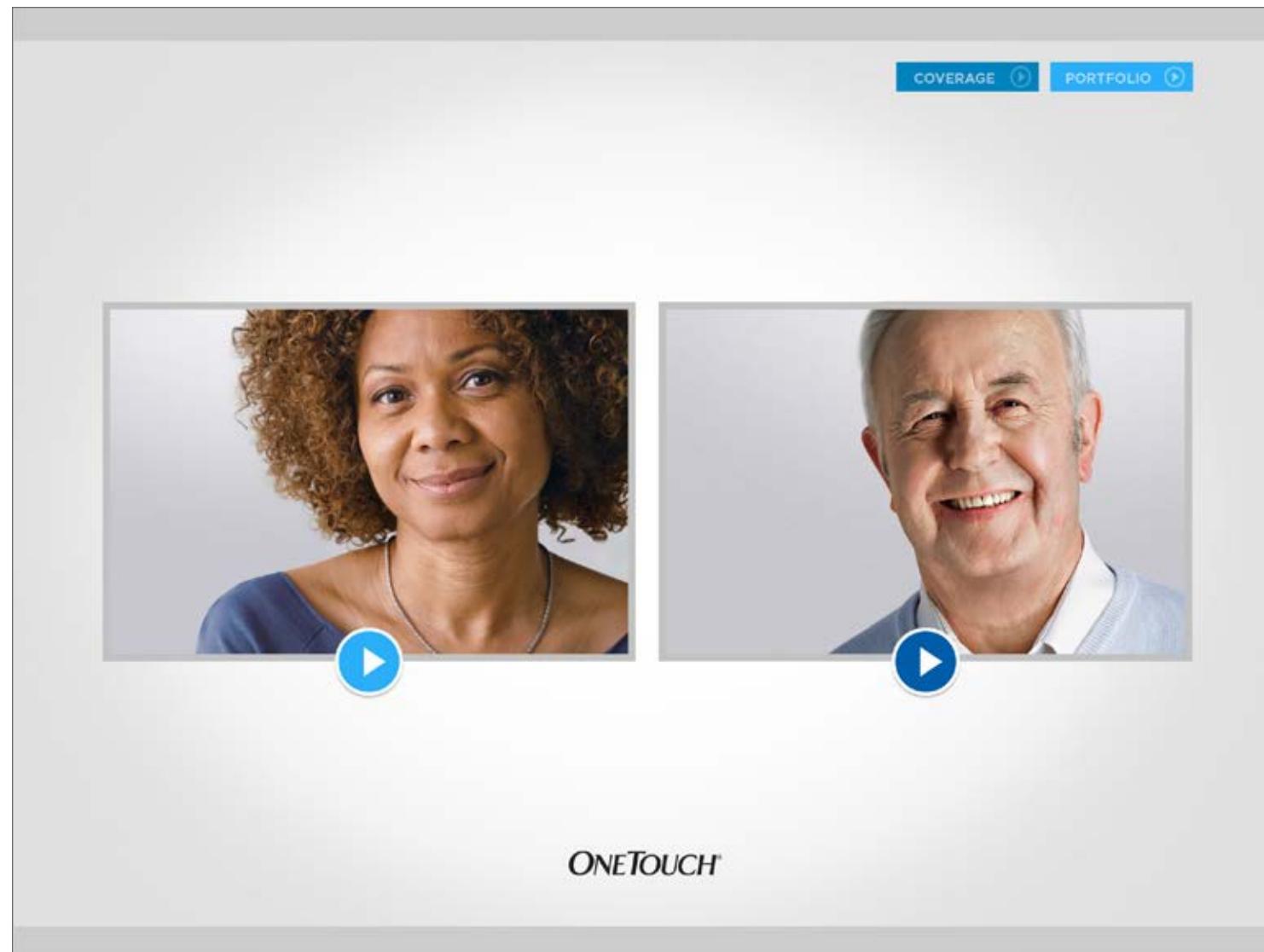
As the app loads, the OneTouch® logo emerges from the soft grey background, increasing in size.



The resolve screen-hold for a second and then transition automatically to next screen.

ONETOUCH® PORTFOLIO SALES AID ONETOUCH® VERIO® SYNC

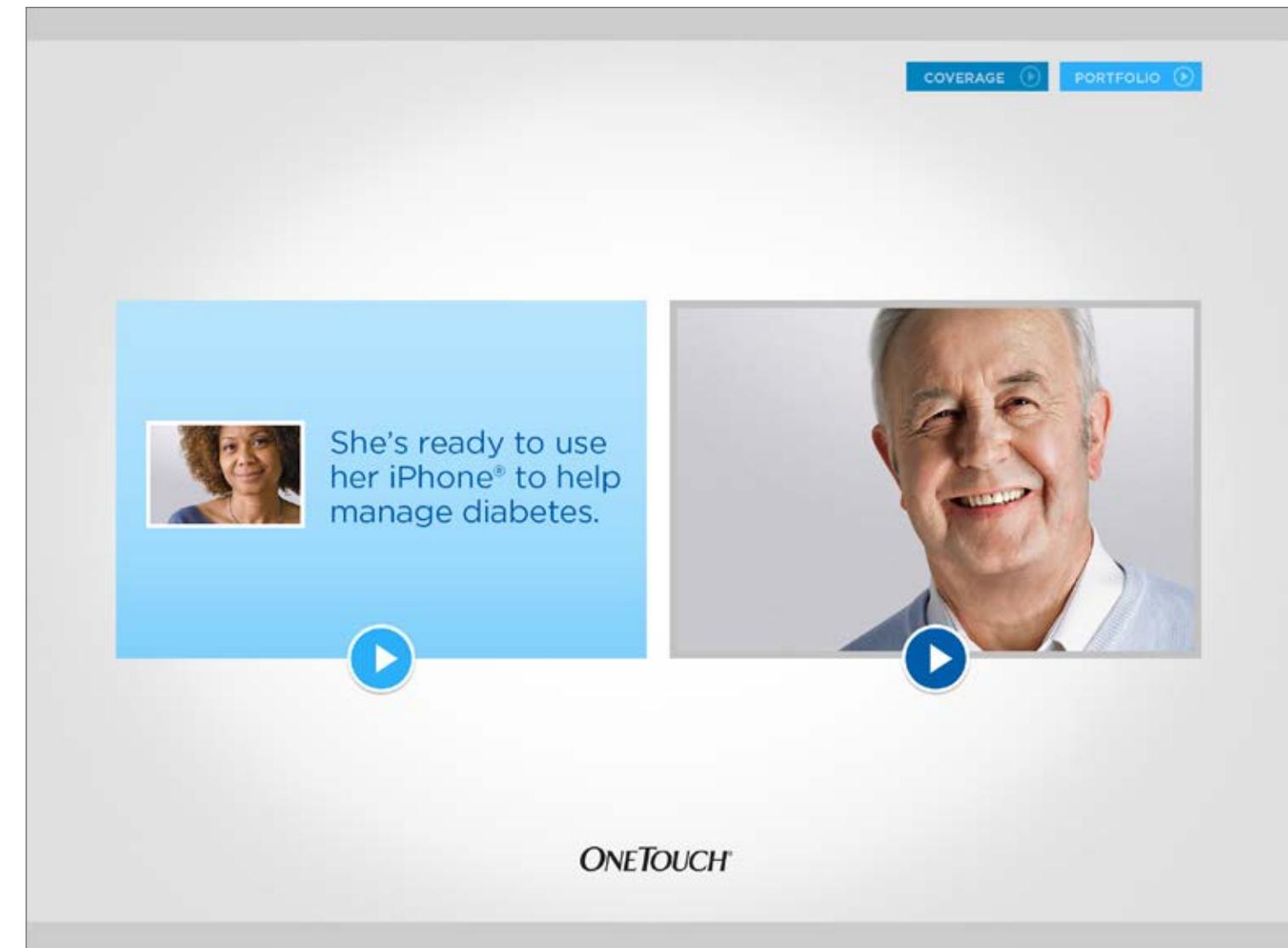
SYNC1



Similar functionality to Verio®IQ opening.

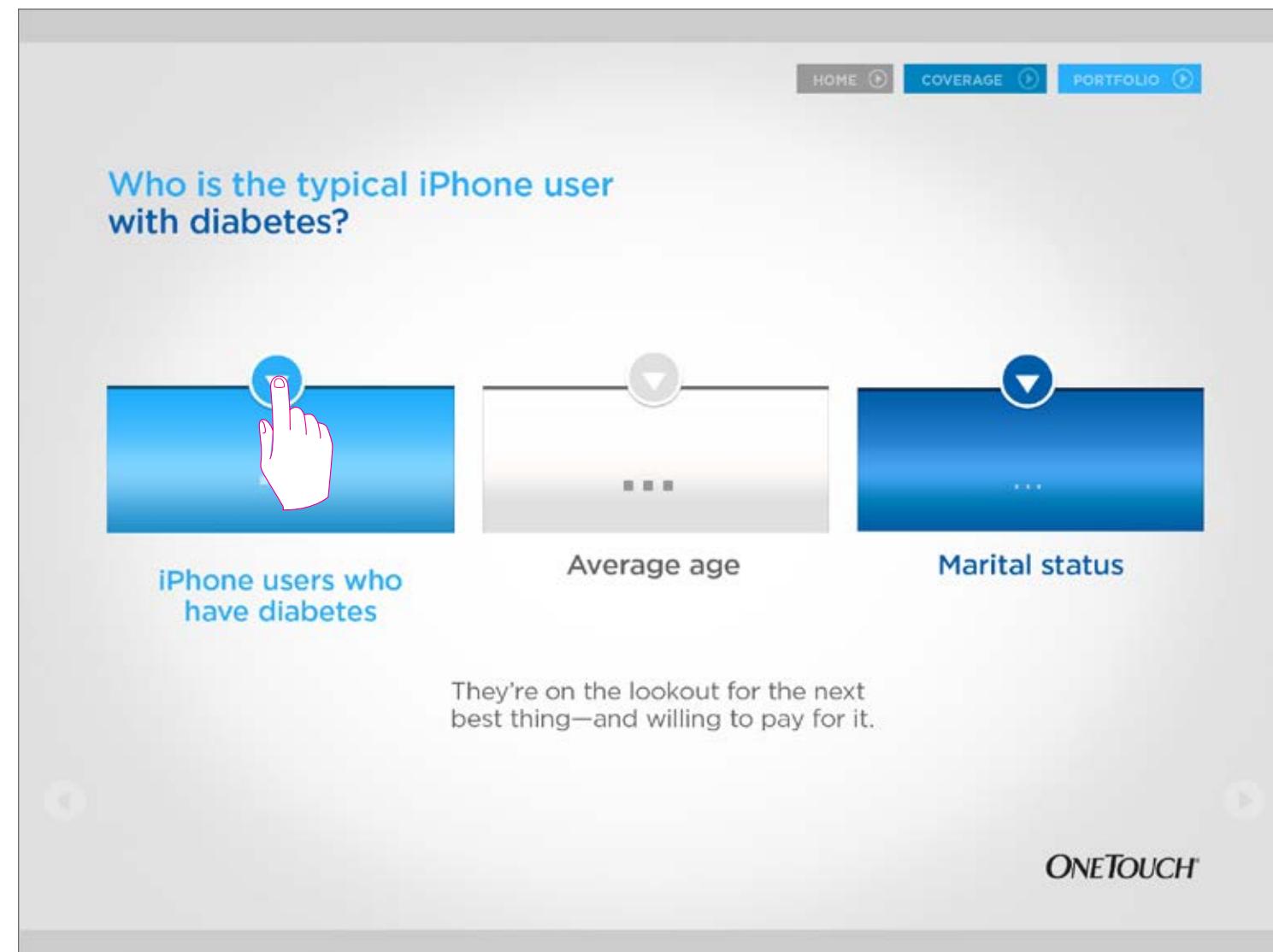
The rep is presented with a cards representing 2 patient types.

Pressing on the face or arrow below face causes the selected "card" to flip around revealing the issue on the reverse.

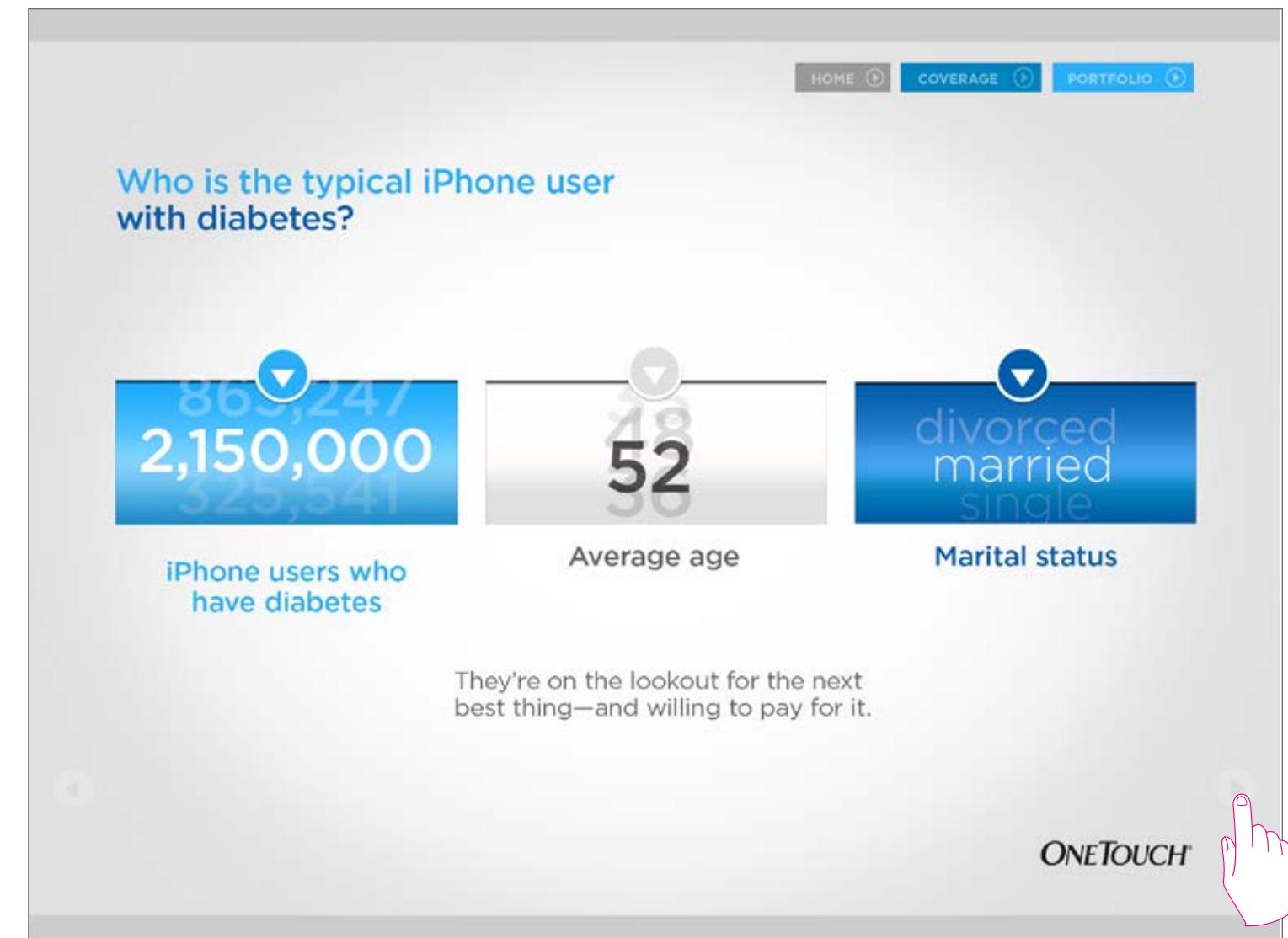


The issue associated with the patient type is revealed.

In this case, user has selected the OneTouch® Verio®Sync story.

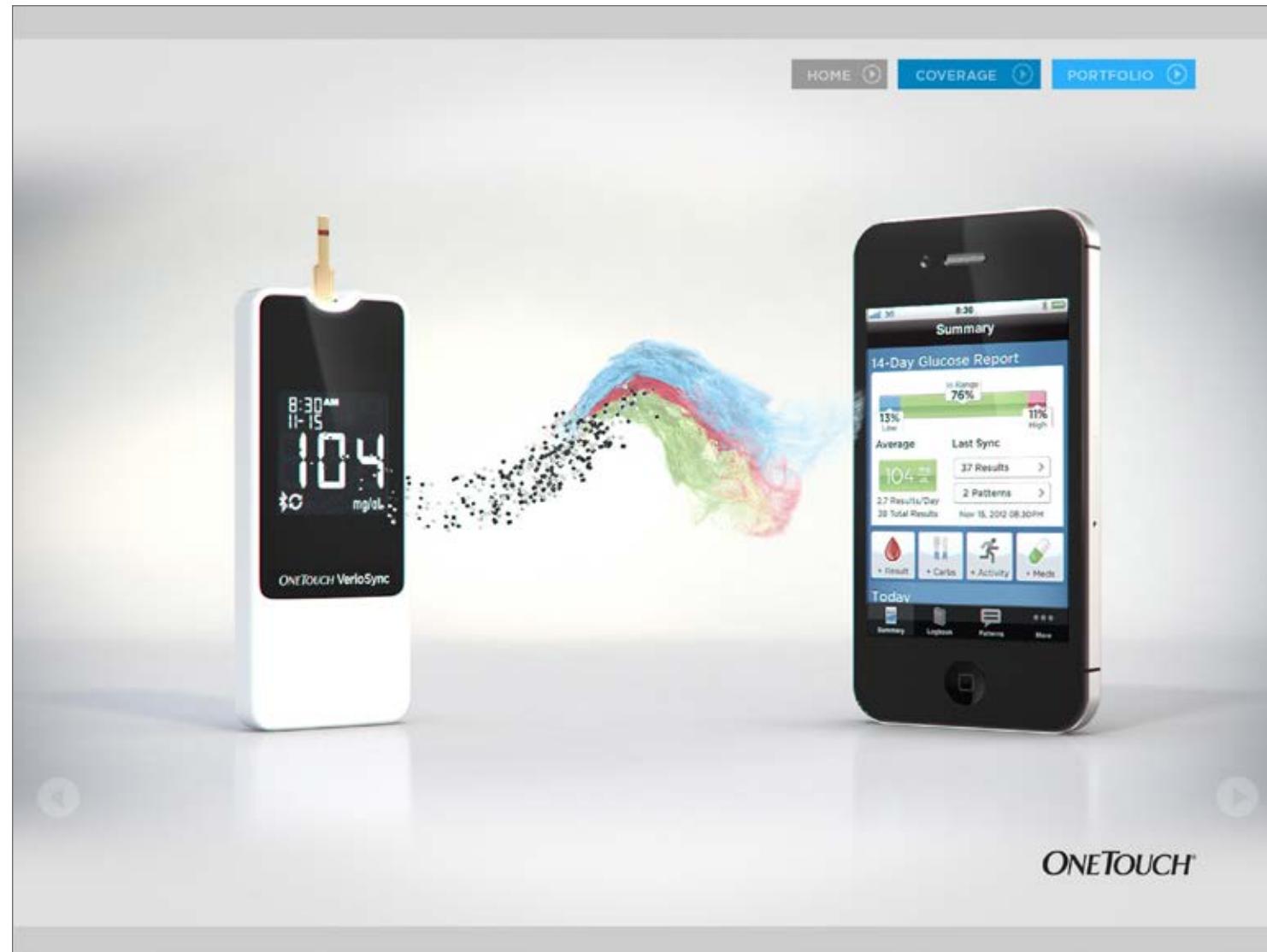


Touching each arrow triggers the numbers to spin ...

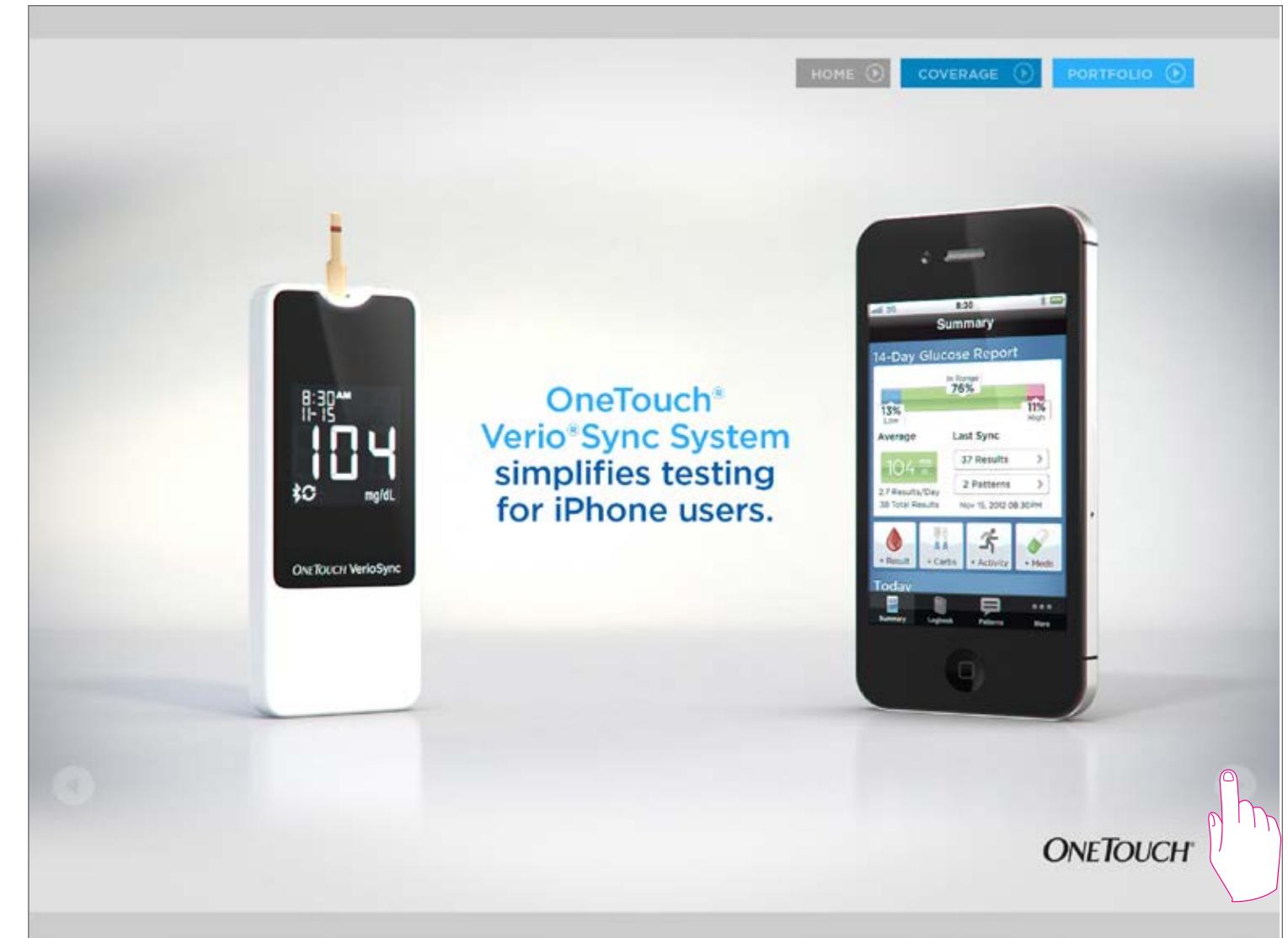


... coming to a rest on those shown above.

User taps arrow to advance to the next screen.

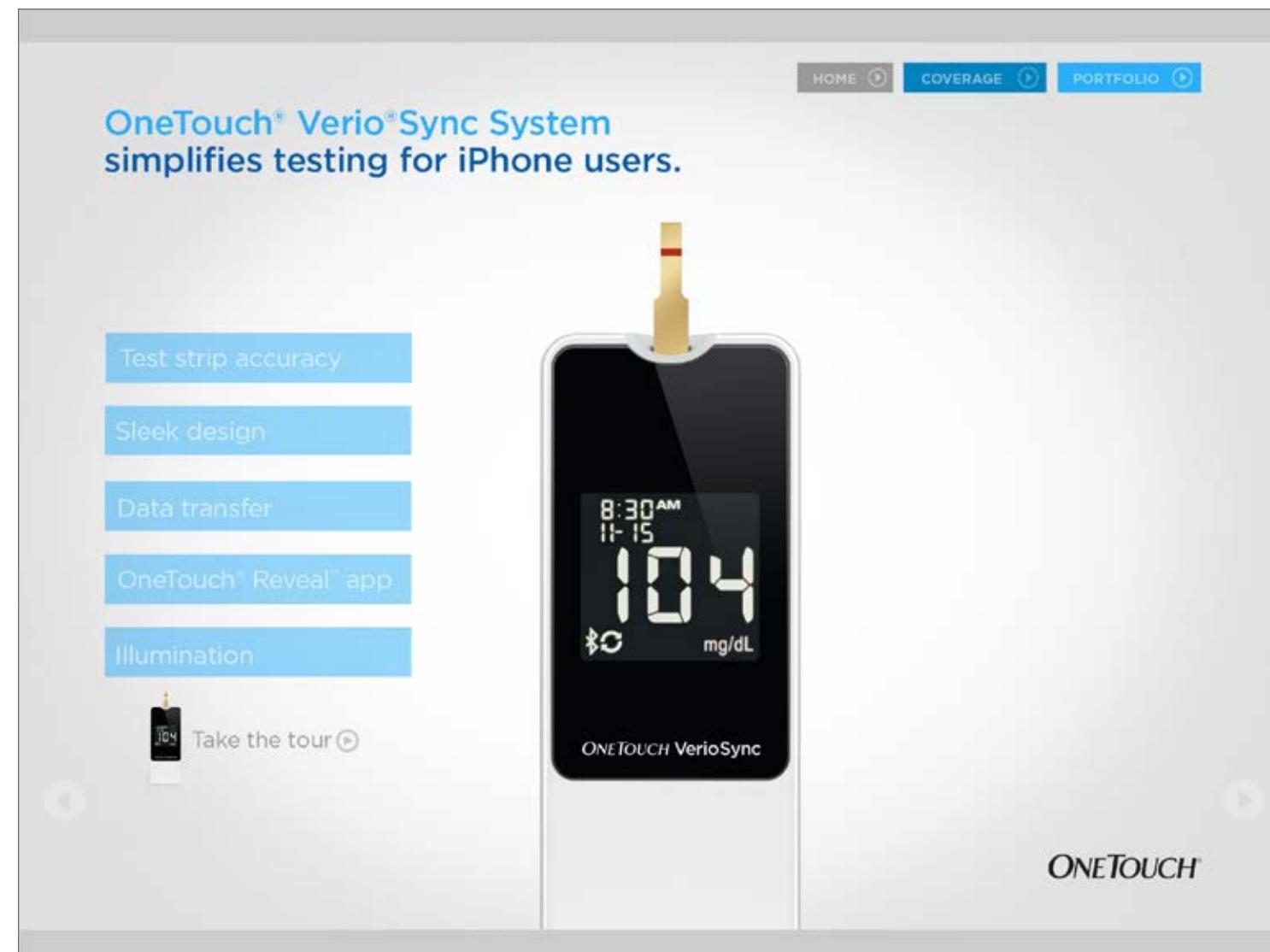


Existing short “particle” animation (approx 5 seconds long). Animation is inserted seamlessly over tonal grey background.



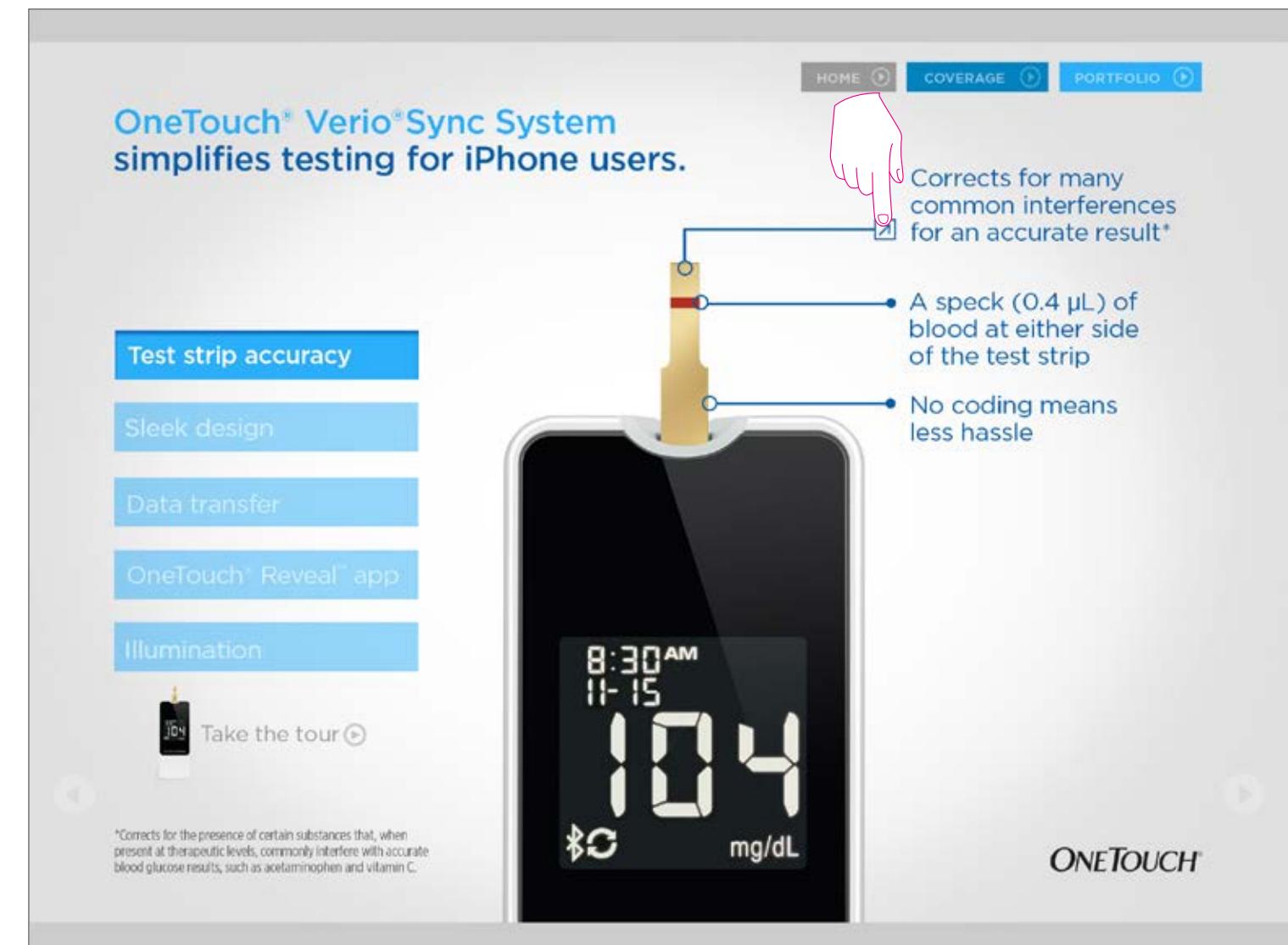
Headline appears at the end of the animation. (not part of animation)

User taps arrow to advance to next screen,



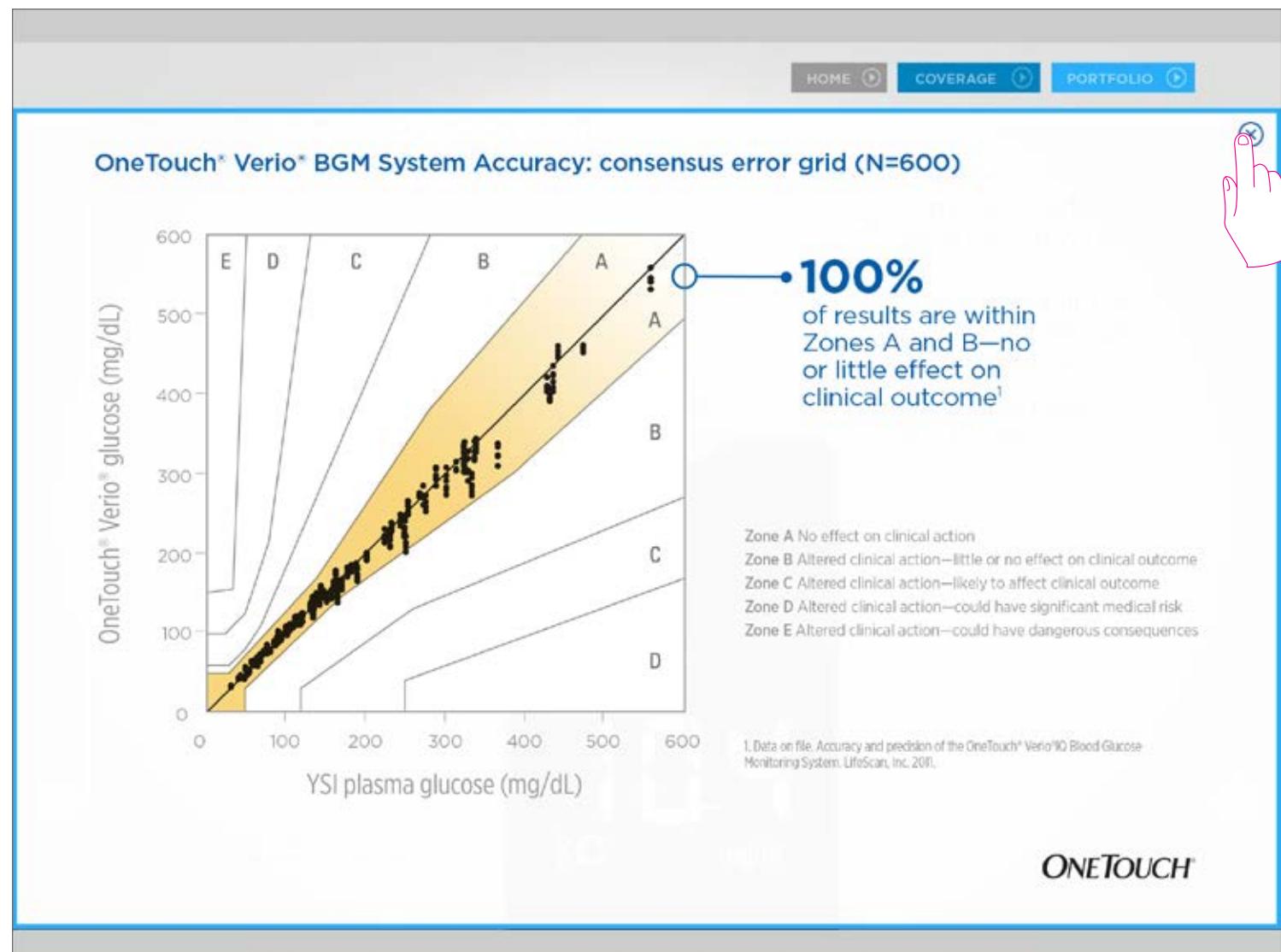
Similar to Quick Call functionality in Verio®IQ module. Each button on the left triggers callouts and meter images.

User can advance to RX screen at any point by tapping right navigational arrow.



Tapping arrow generates test strip accuracy overlay. (See next page.)





Tapping the “x” closes the overlay window.

OneTouch® Verio® Sync System simplifies testing for iPhone users.

A list of features is shown on the left side of the meter screen:

- Test strip accuracy
- Sleek design
- Data transfer
- OneTouch® Reveal™ app
- Illumination

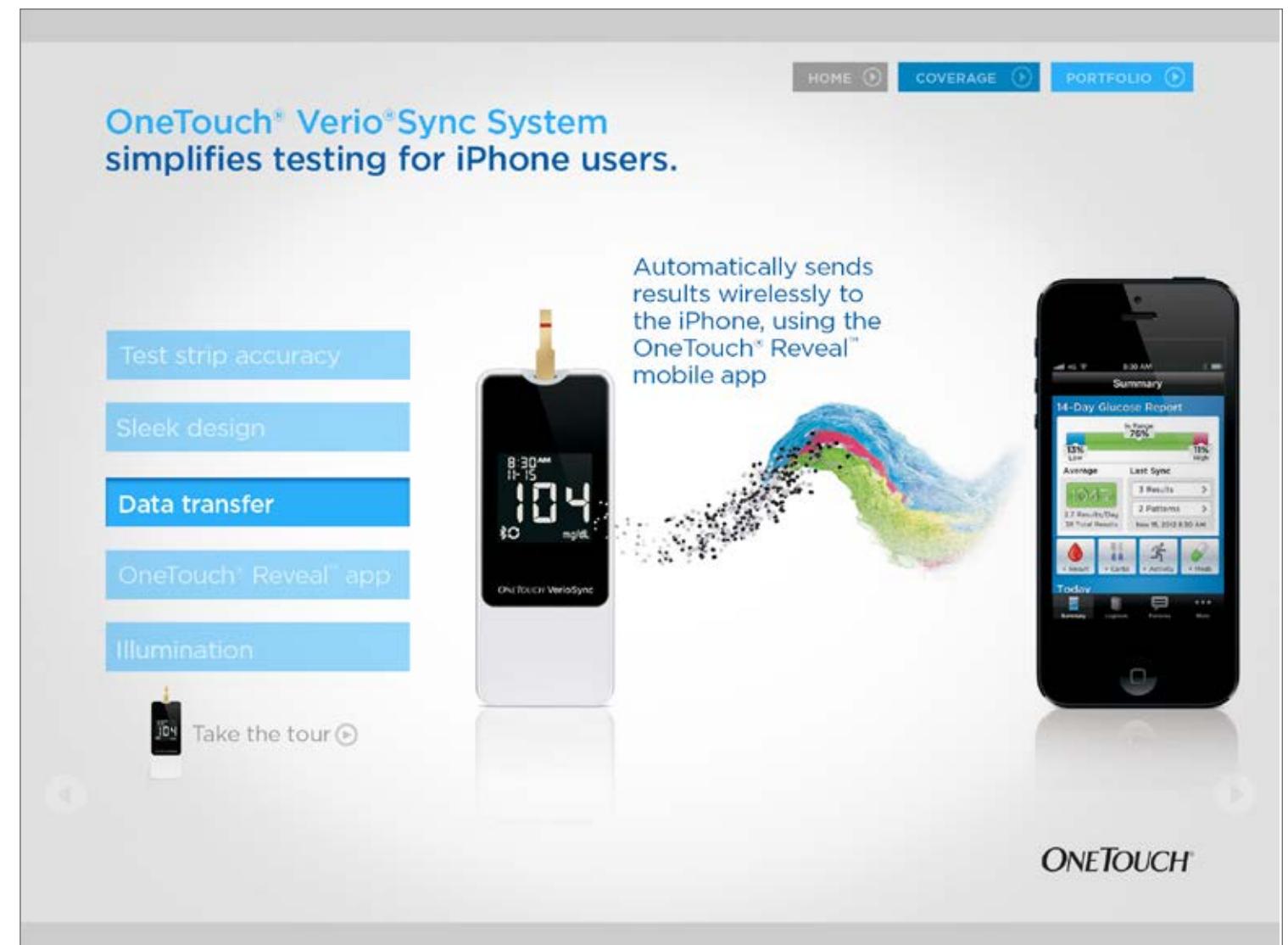
A hand icon with a pink outline points to the "Large numbers on an LCD screen—important for patients with vision problems" callout, which is positioned next to the meter's digital display. The meter itself shows the time (8:30 AM), date (11-15), and glucose level (104 mg/dL).

ONETOUCH

Tapping on button with arrow on left of meter switches meter to the side view, with accompanying callouts. See next page.

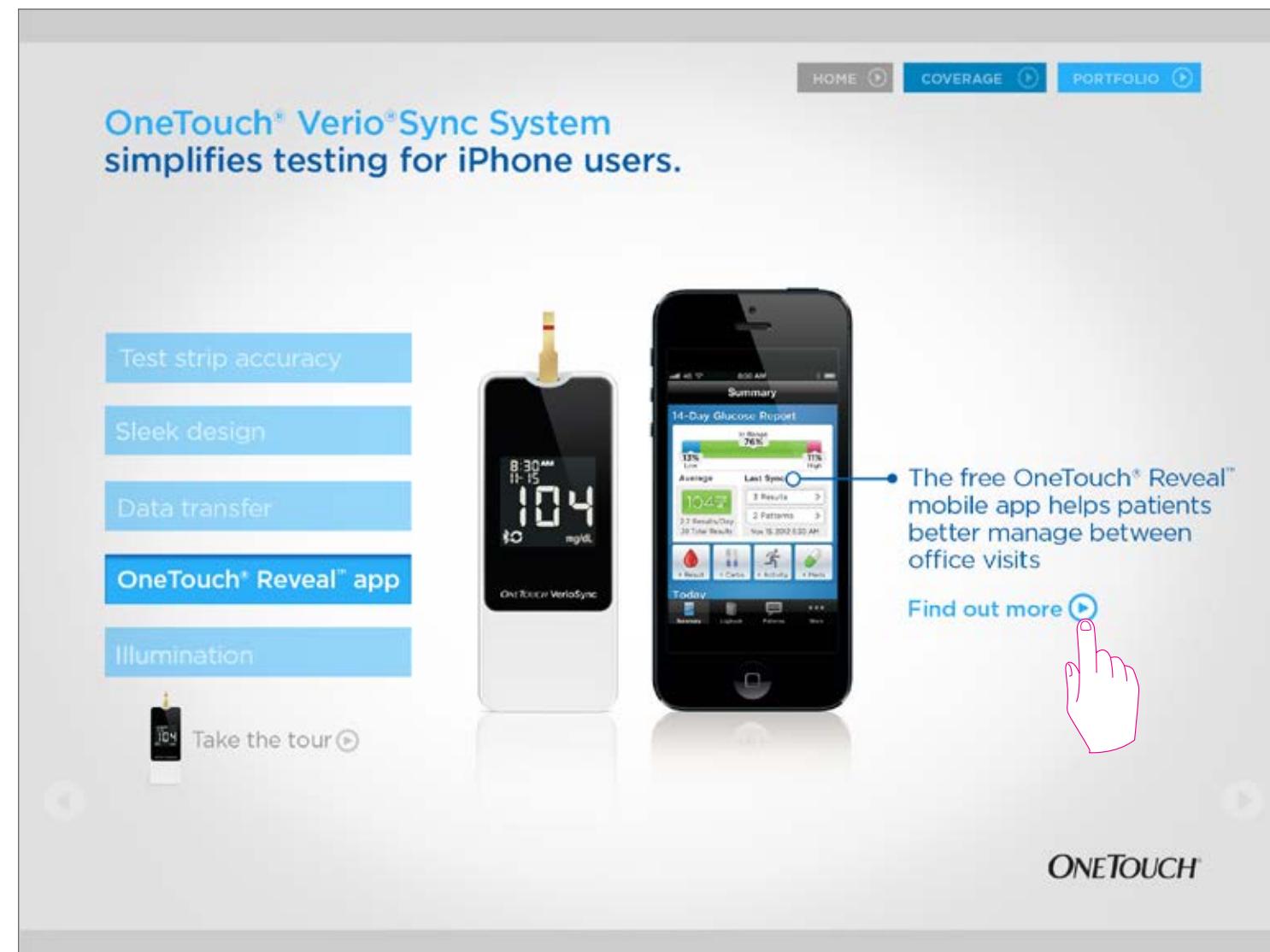


Tap the arrow on the left of the meter to return to the facing view. Or select another Feature button.



Open on meter and iPhone. Animated particles appear and rest. TBD-can very end of the particle animation be used?

Alternatively: Use still image with callouts.



Tapping “Find out more” opens the abbreviated App screens module (see next page).



Illumination-static image.

Simple to check progress.

Simple 14-day summary with percentage of in-range, high, and low results, and 14-day average.

Option to add information and track events.

ONETOUCH



Red dotted areas indicate “hotspots”, they will not be visible.
 Tapping each advances the user to the indicated screen. In this case, the “Patterns” screen.
 User may also advance by to the “logbook” screen by tapping the logbook icon in the lower menu bar on the iPhone screen.

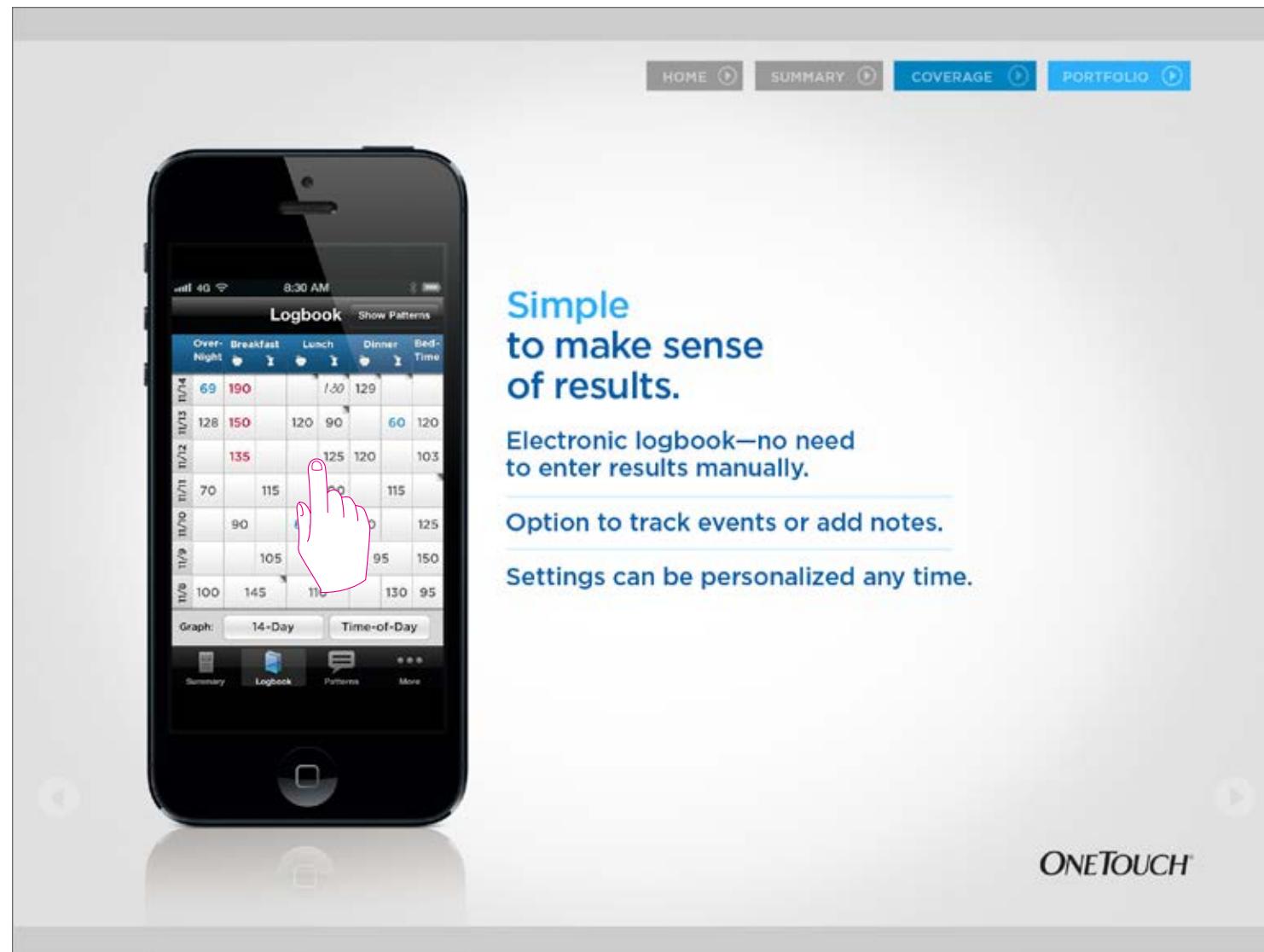
Additionally, tapping main navigation arrow advances to the next screen, “Summary” button on the top returns user to the Summary aka “Quick Call” screen.

Simple to spot patterns.

Simplified information about high and low blood glucose patterns helps keep them on track.

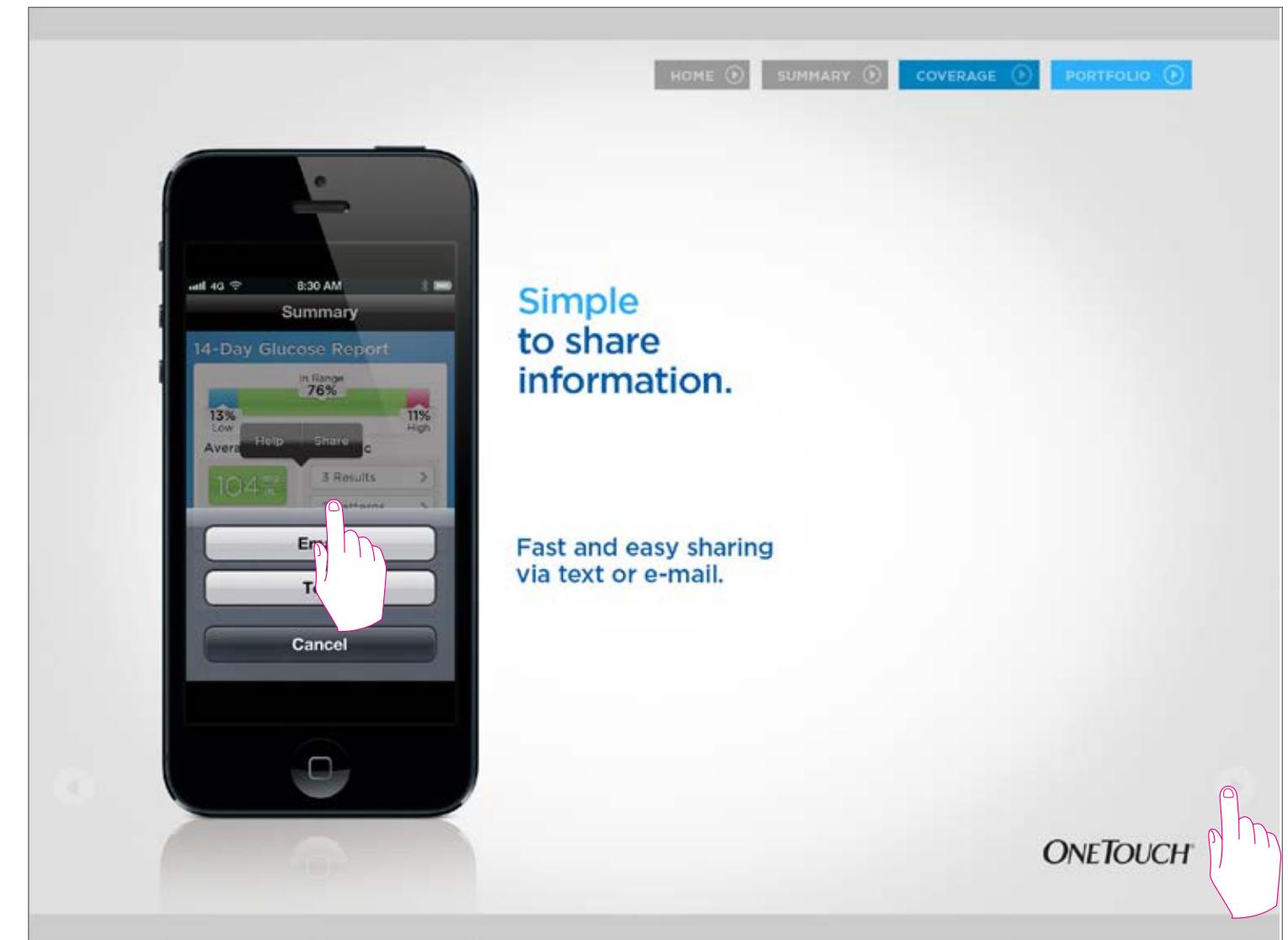
ONETOUCH





Double-tapping the main screen advances the user to the “Email” screen.

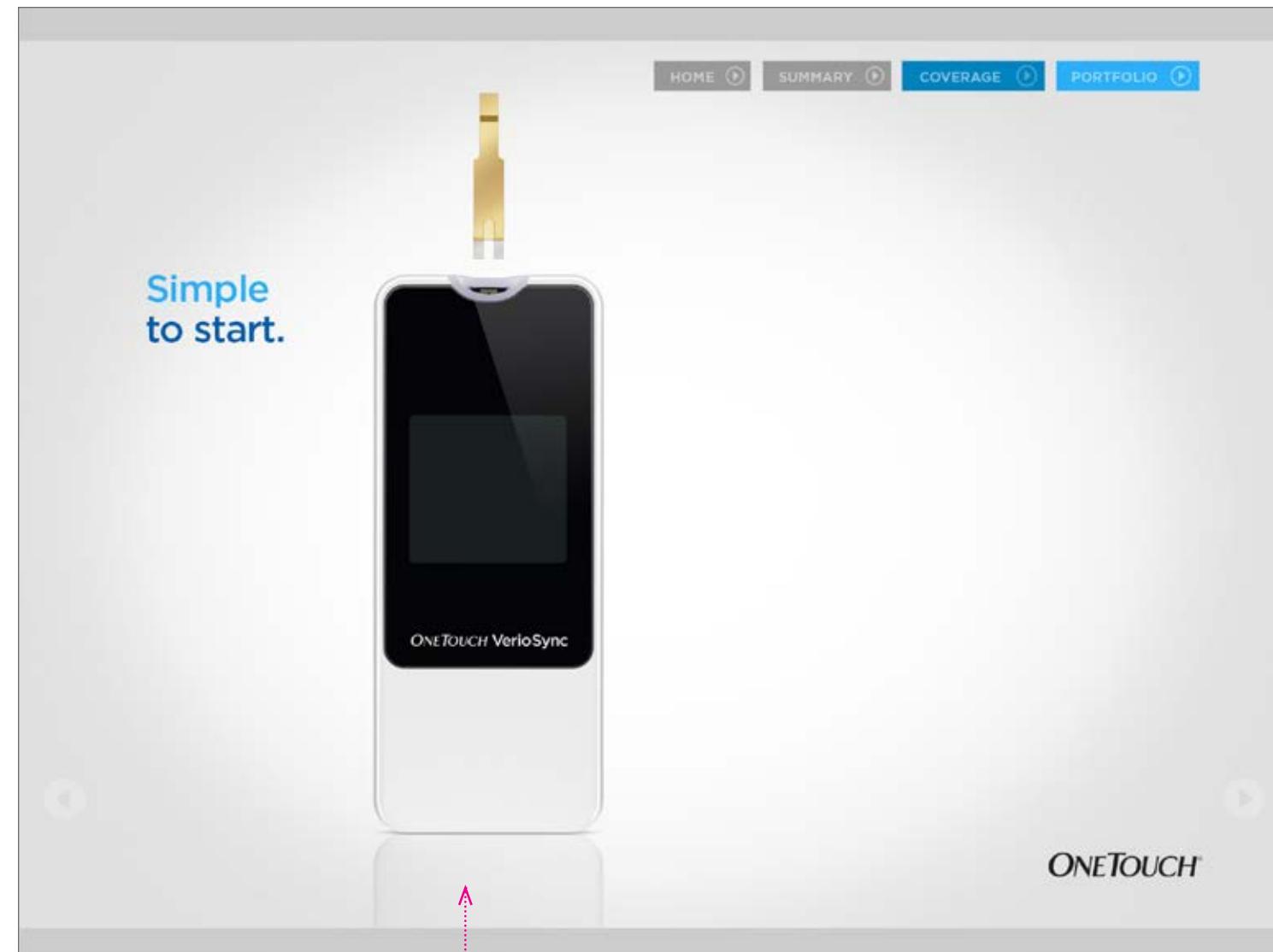
“Summary” and “Patterns” icons in lower menu are also active hotspots, should the user wish to return to those screens.



Tapping screen advances to next screen.



Conclusion. Tapping the right navigational arrow from this final App screen returns user to the Quick Call screen.



The tour is accessed from the "Take the tour" button on the Quick Call screen.

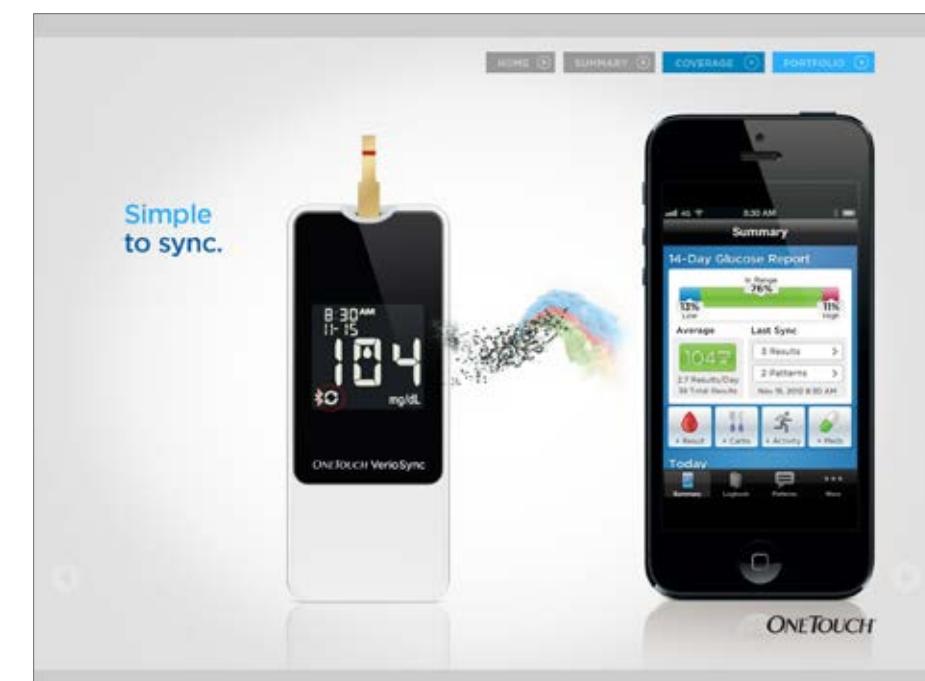
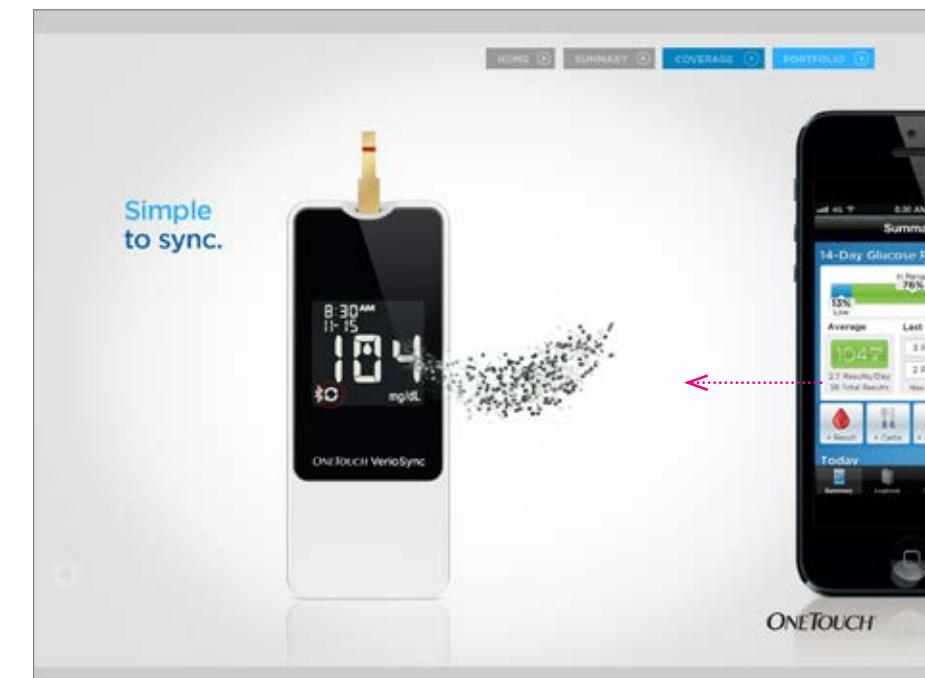
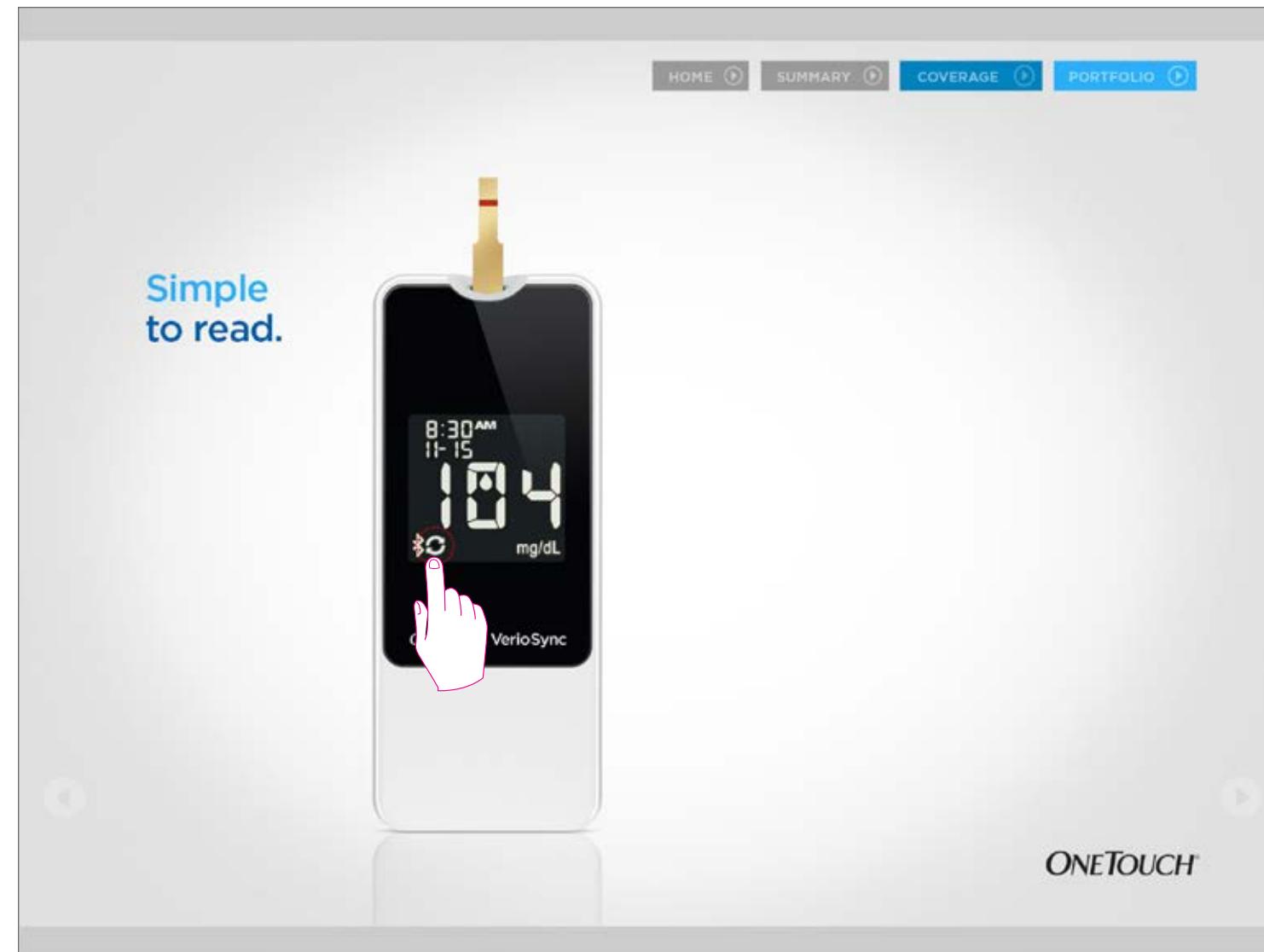
It opens with the Sync meter in the "off" state. User moves the strip down into the port.

This activates the next screen.

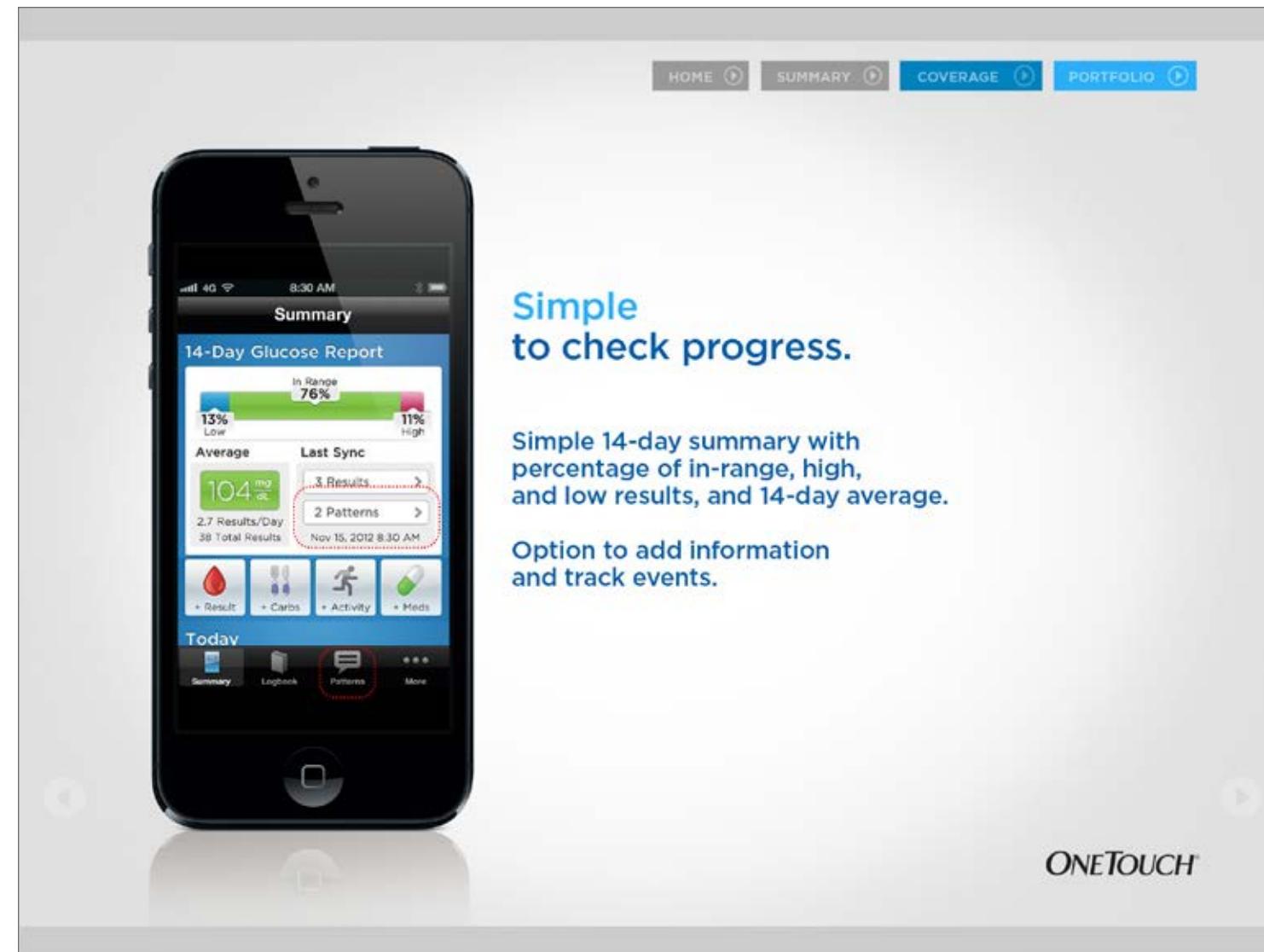


The "apply blood" icon flashes on the screen. (Red circle indicate hot spot-will not be visible).

The user taps this to activate the next screen.



iPhone pauses, fully in frame for a moment after animation disappears, then slides over to the left of the screen.

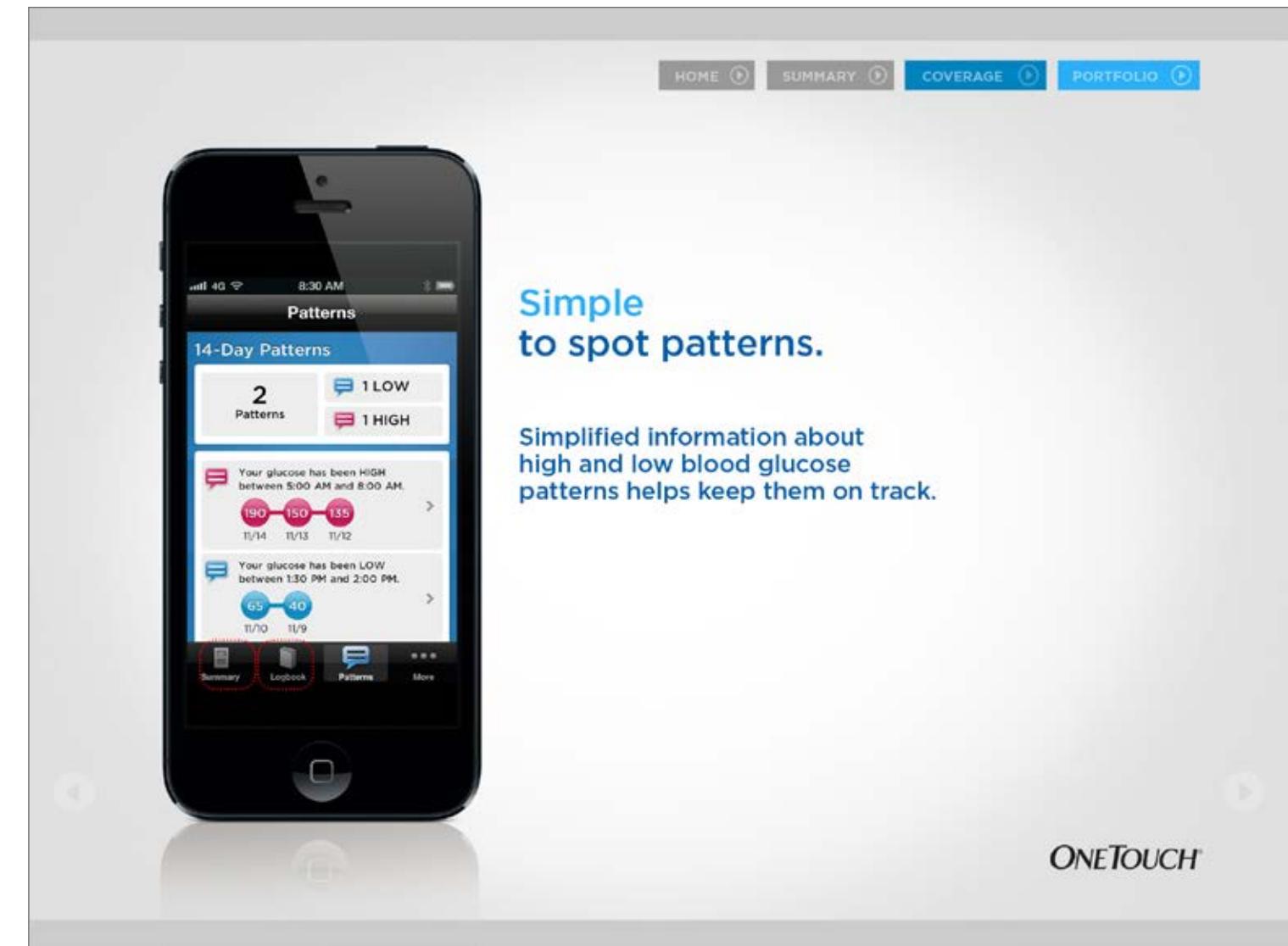


Simple to check progress.

Simple 14-day summary with percentage of in-range, high, and low results, and 14-day average.

Option to add information and track events.

ONETOUCH



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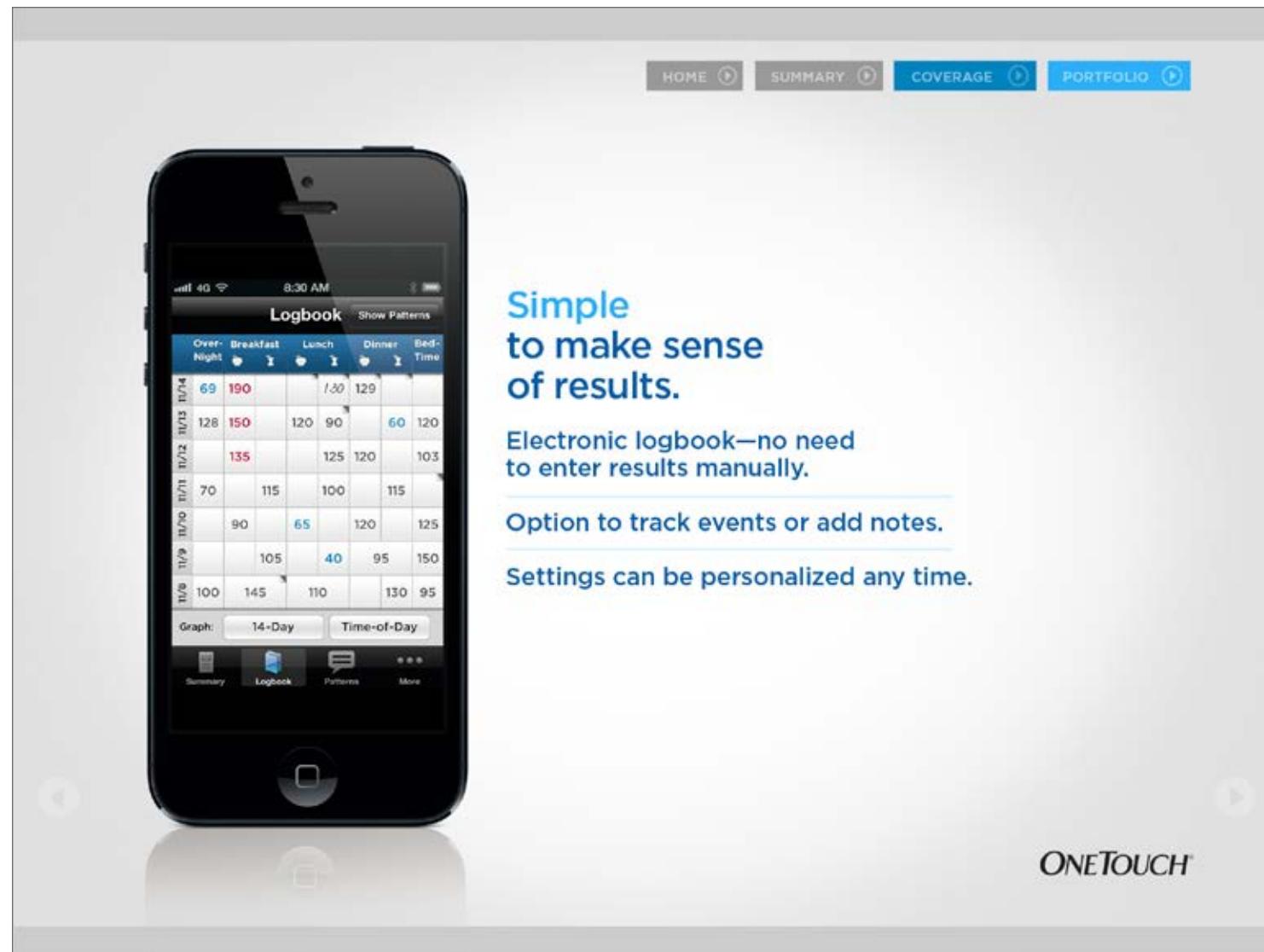
ONETOUCH

Per abbreviated App screens.

Red dotted areas indicate “hotspots”, they will not be visible. Tapping each advances the user to the indicated screen. In this case, the “Patterns” screen.

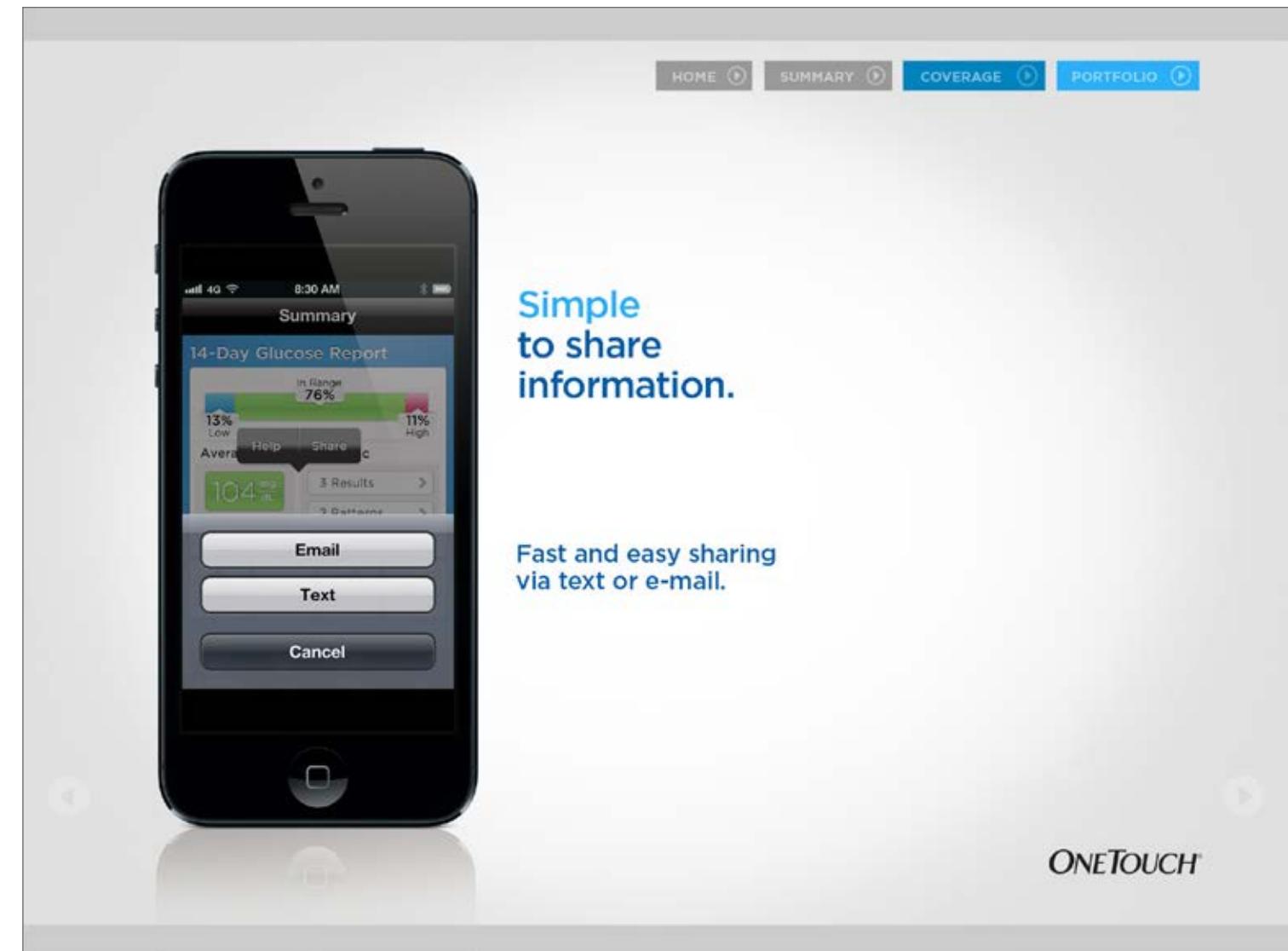
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Double-tapping the main screen advances the user to the “Email” screen.

“Summary” and “Patterns” icons in lower menu are also active hotspots, should the user wish to return to those screens.



Double-tapping

Simple testing for iPhone users.

ONETOUCH

HOME COVERAGE PORTFOLIO



Prescribe OneTouch® Verio® Sync to simplify testing for all your patients with diabetes who use an iPhone.

- OneTouch® Test Strips have the lowest co-pay on the most health plans.*
- OneTouch® is always covered by Medicare Part B.†

*Some health plans may have more than one brand available at the lowest co-pay.
†Co-insurance, deductible, and eligibility may apply.

ONETOUCH

HOME COVERAGE PORTFOLIO

RX DR. MARTINEZ

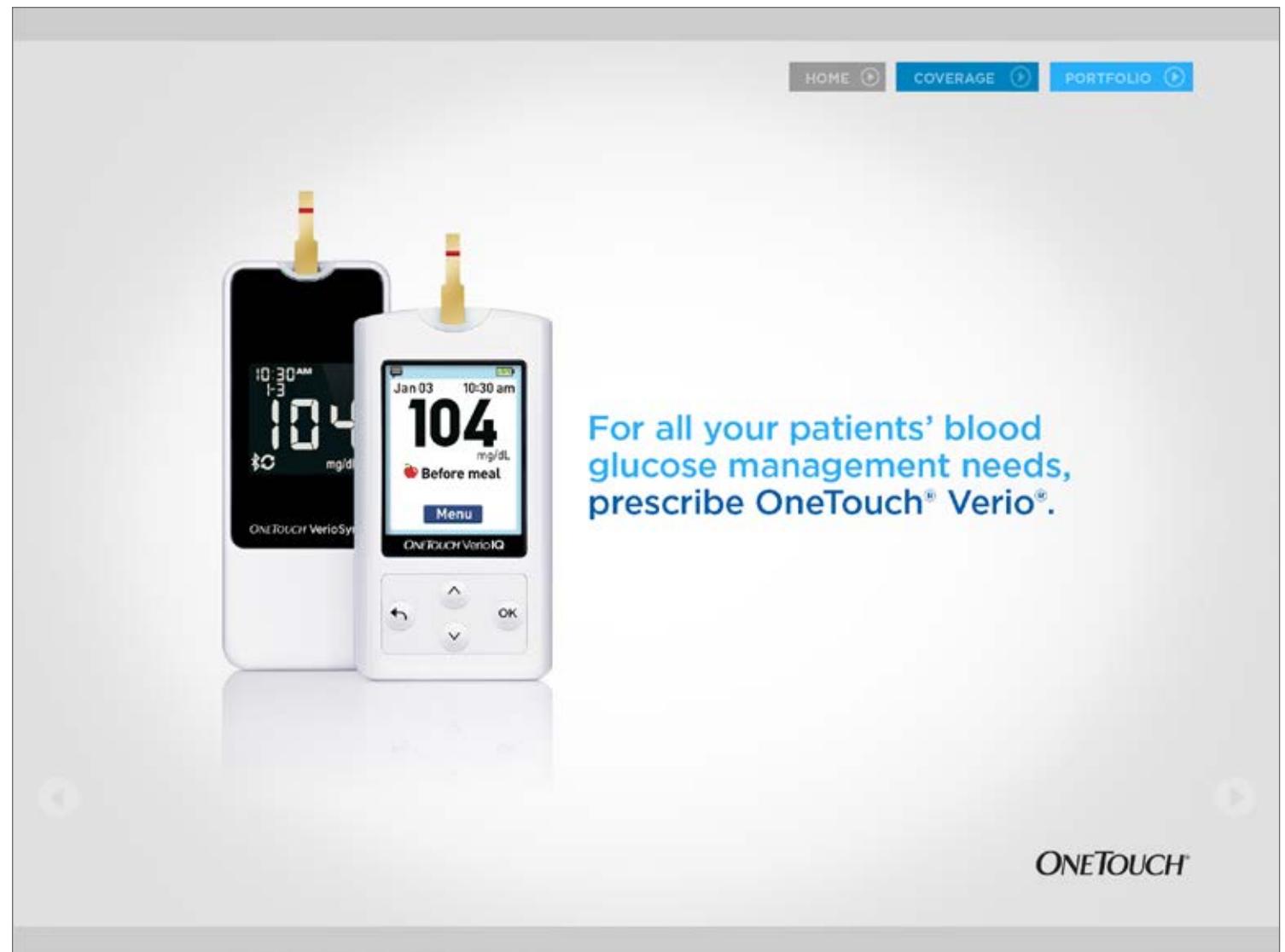
OneTouch® Verio® Sync Meter + OneTouch® Verio® Test Strips

Prescribe OneTouch® Verio® Sync to simplify testing for all your patients with diabetes who use an iPhone.

- OneTouch® Test Strips have the lowest co-pay on the most health plans.*
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ONETOUCH



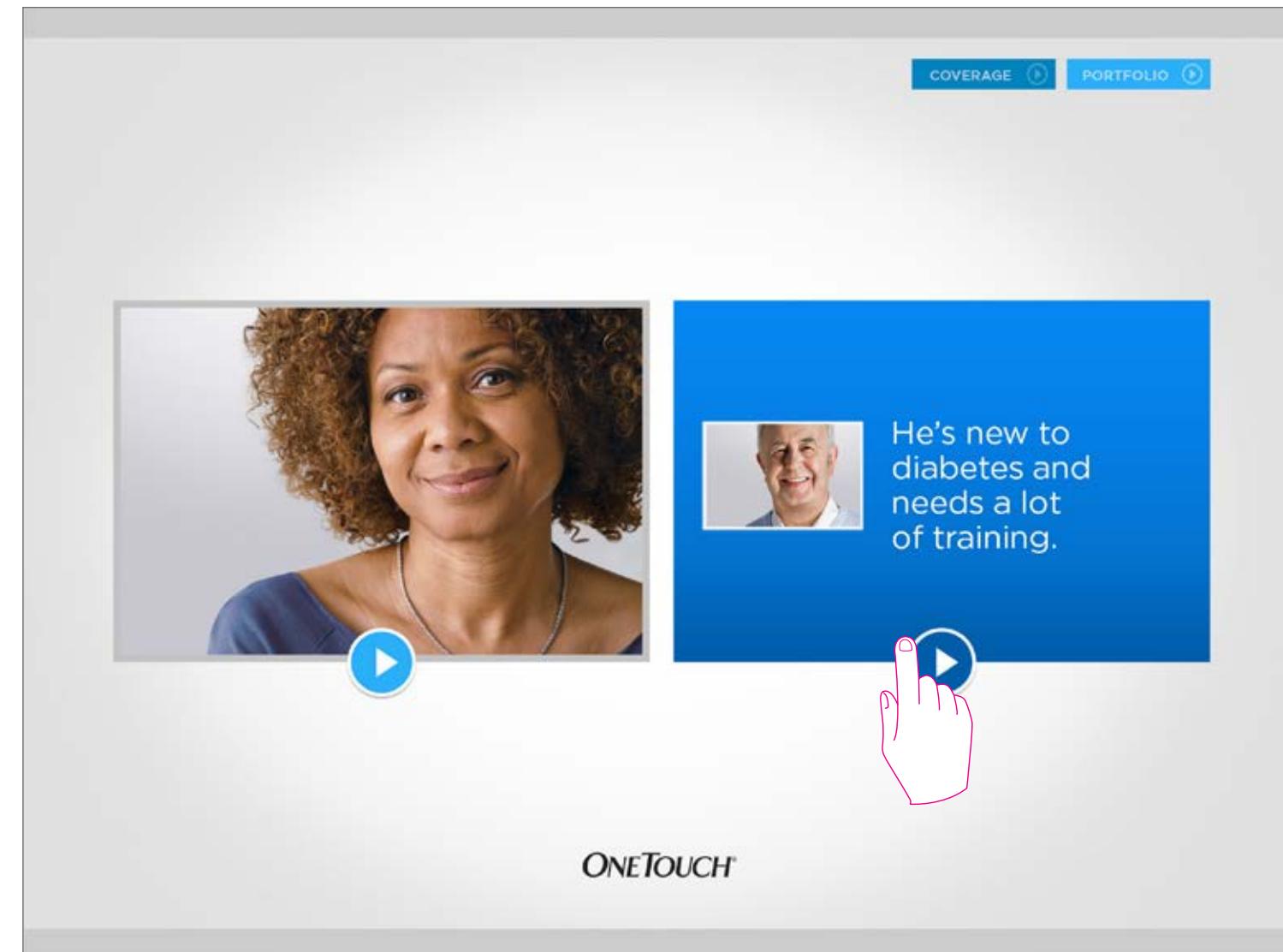
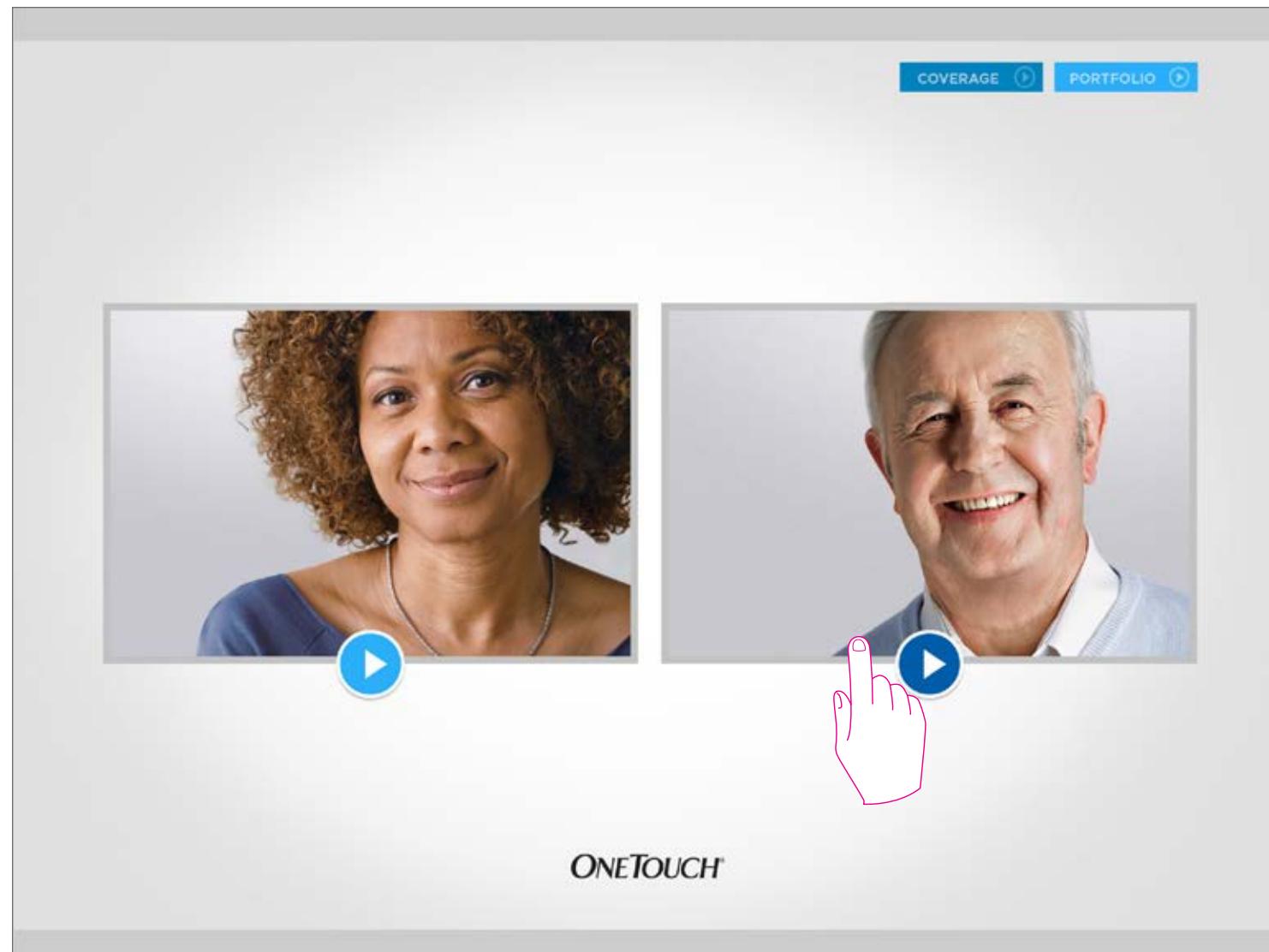
Close call with Verio® platform message. (Common to IQ and Sync.)

ONETOUCH® PORTFOLIO SALES AID ONETOUCH® VERIO®IQ

UPDATED

Coverage-leads to coverage screen

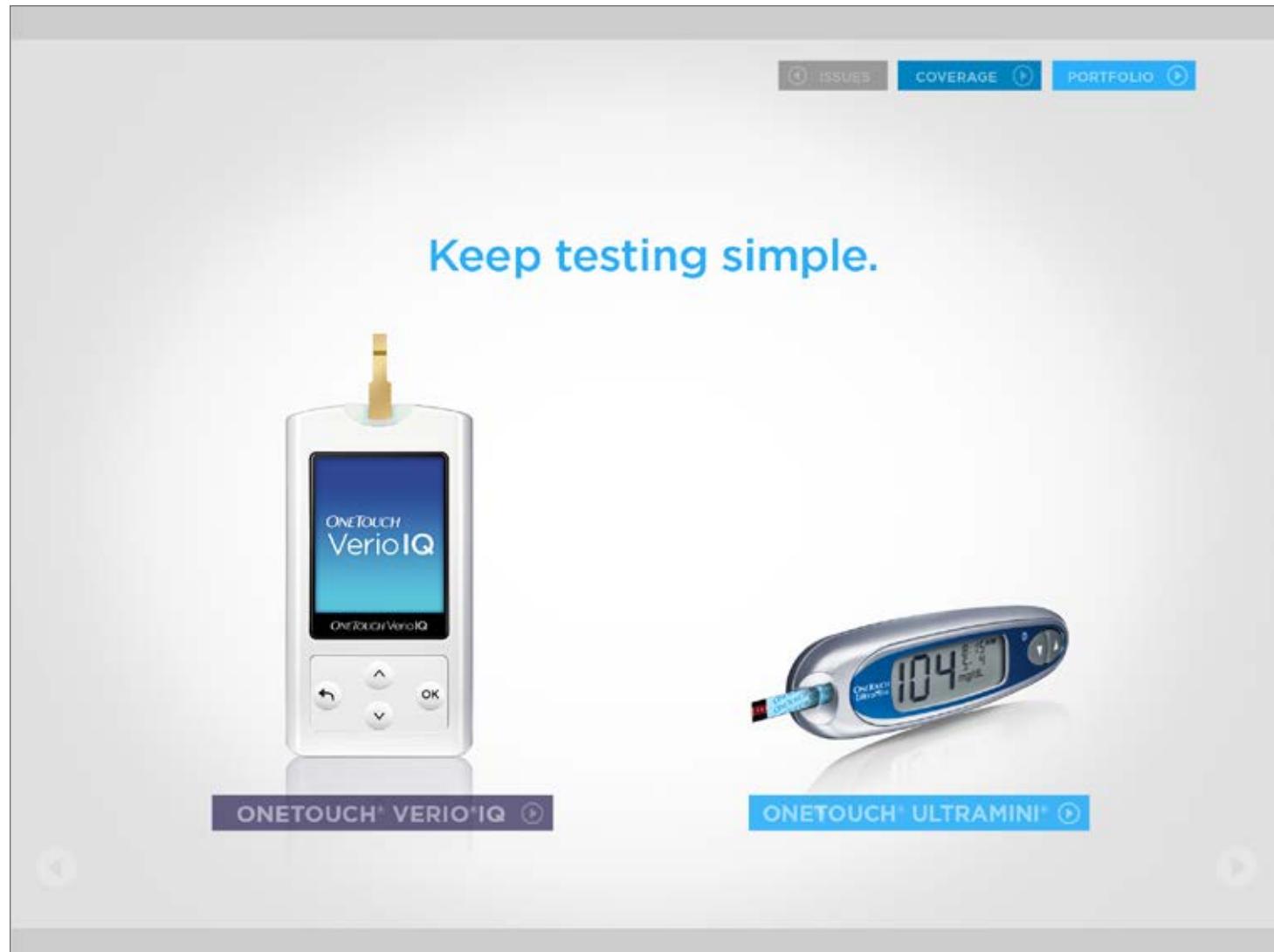
Portfolio-leads to portfolio screen



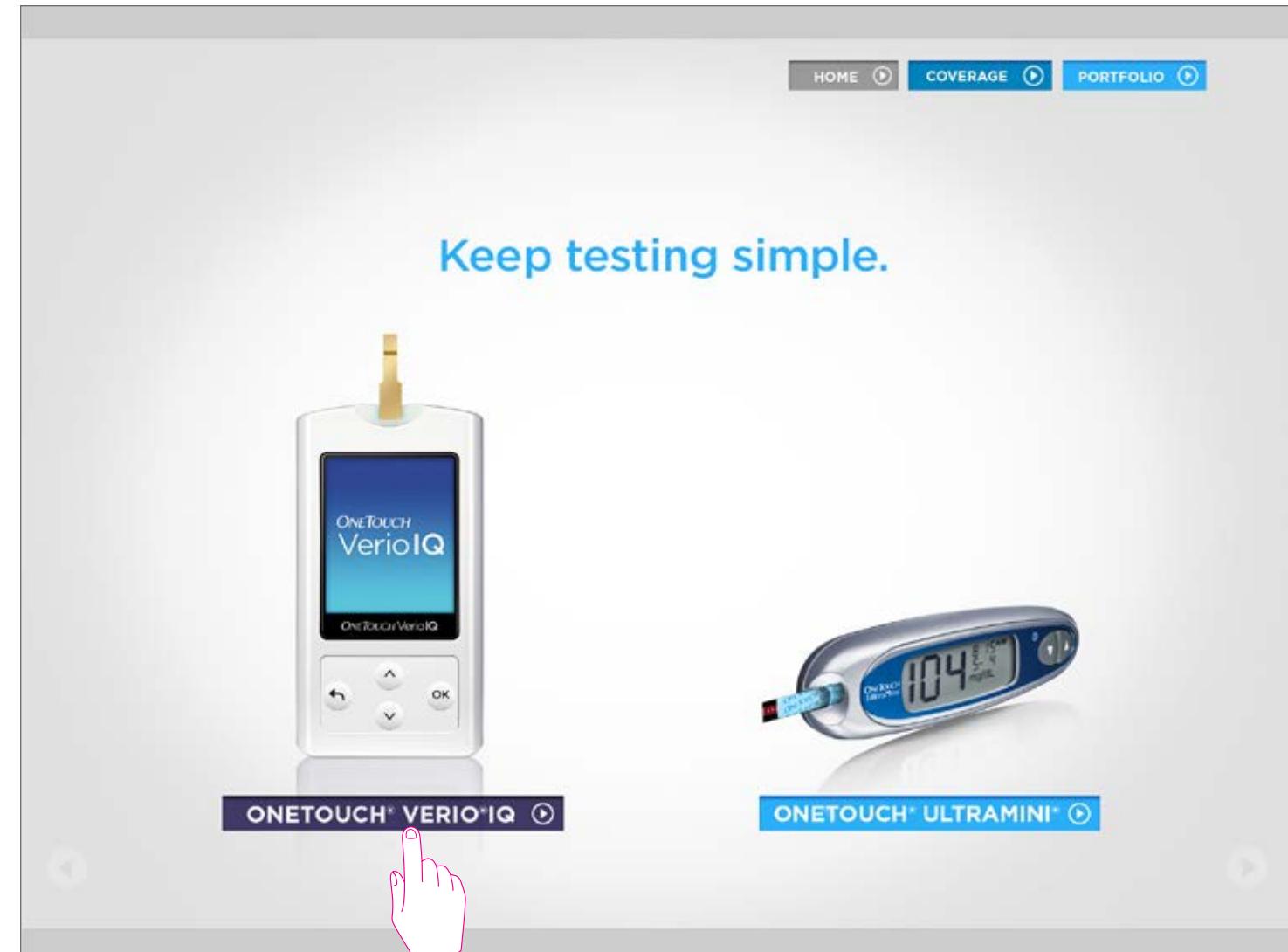
The user selects the "He's new to diabetes..." story.

This goes to **OneTouch® Verio®IQ** or **OneTouch® UltraMini®**.

NO CHANGE



The rep can choose either UltraMini® or Verio®IQ.

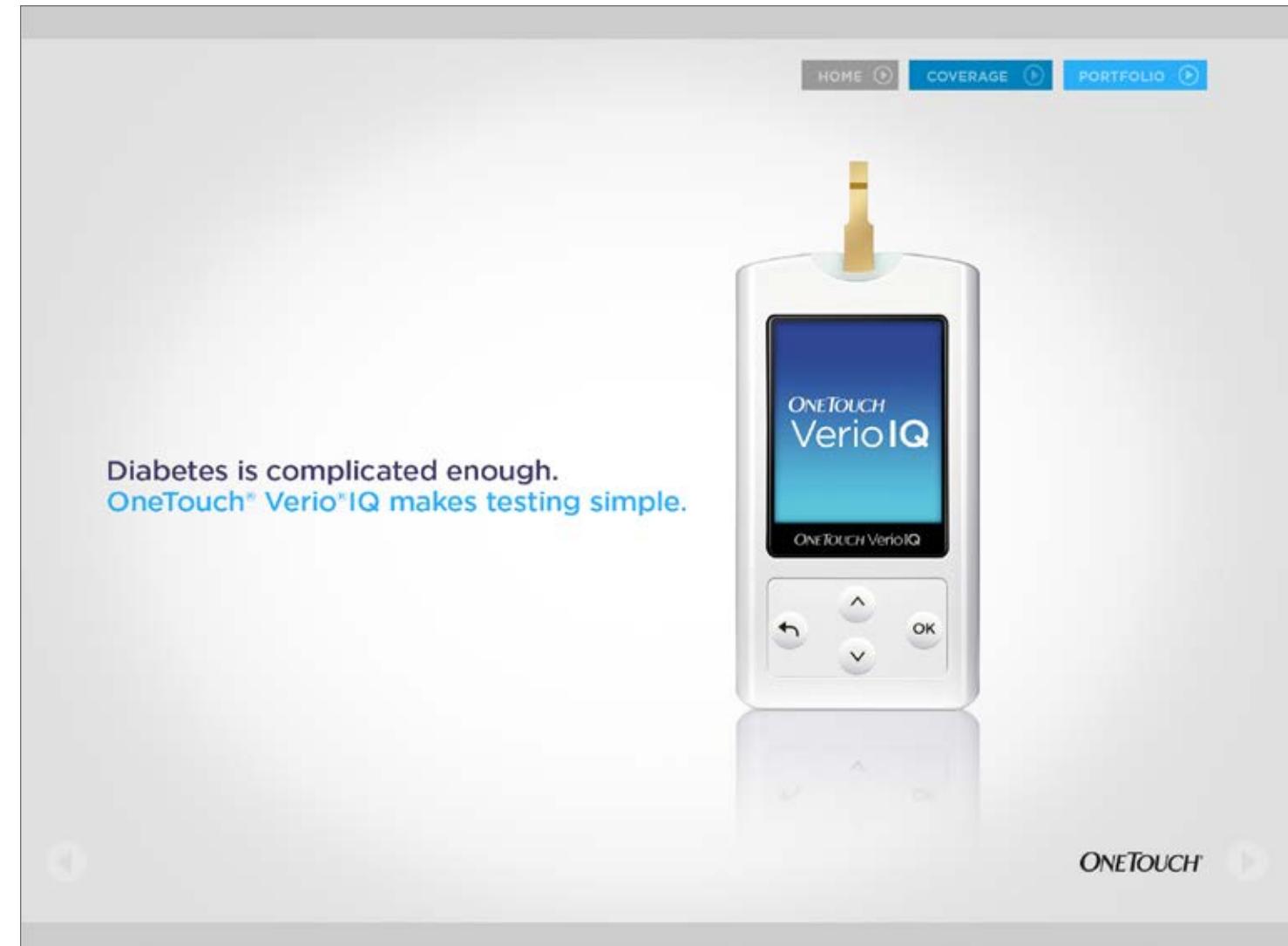


Choosing Verio®IQ launches **Verio®**.

NO CHANGE

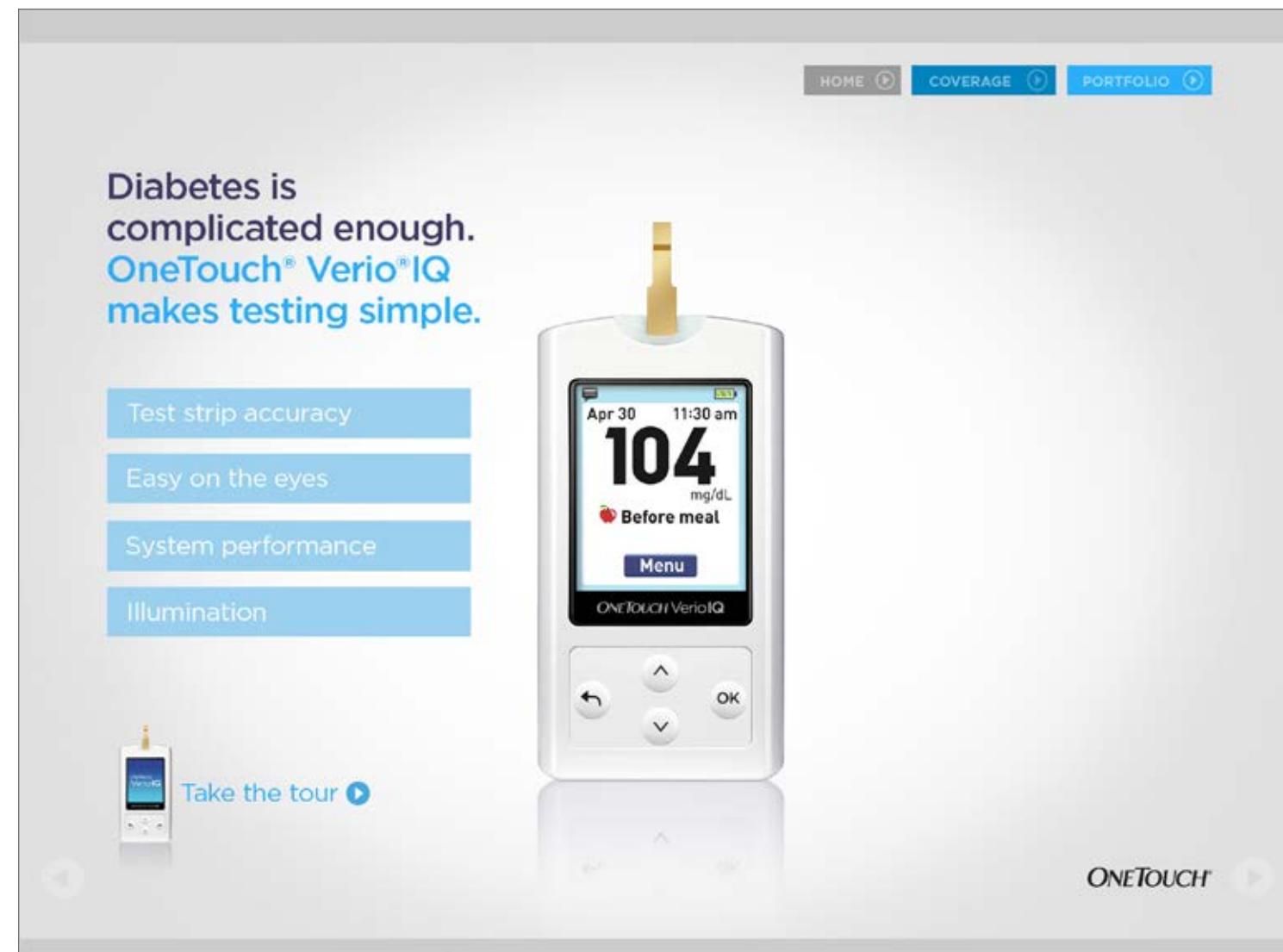


Pick up beginning of the Verio®IQ TV spot: meter enters and spins from right.



Transition seamlessly to still image. Meter moves smoothly to the right as headline builds in 2 stages.

Swipe to next screen.



Increased text size.

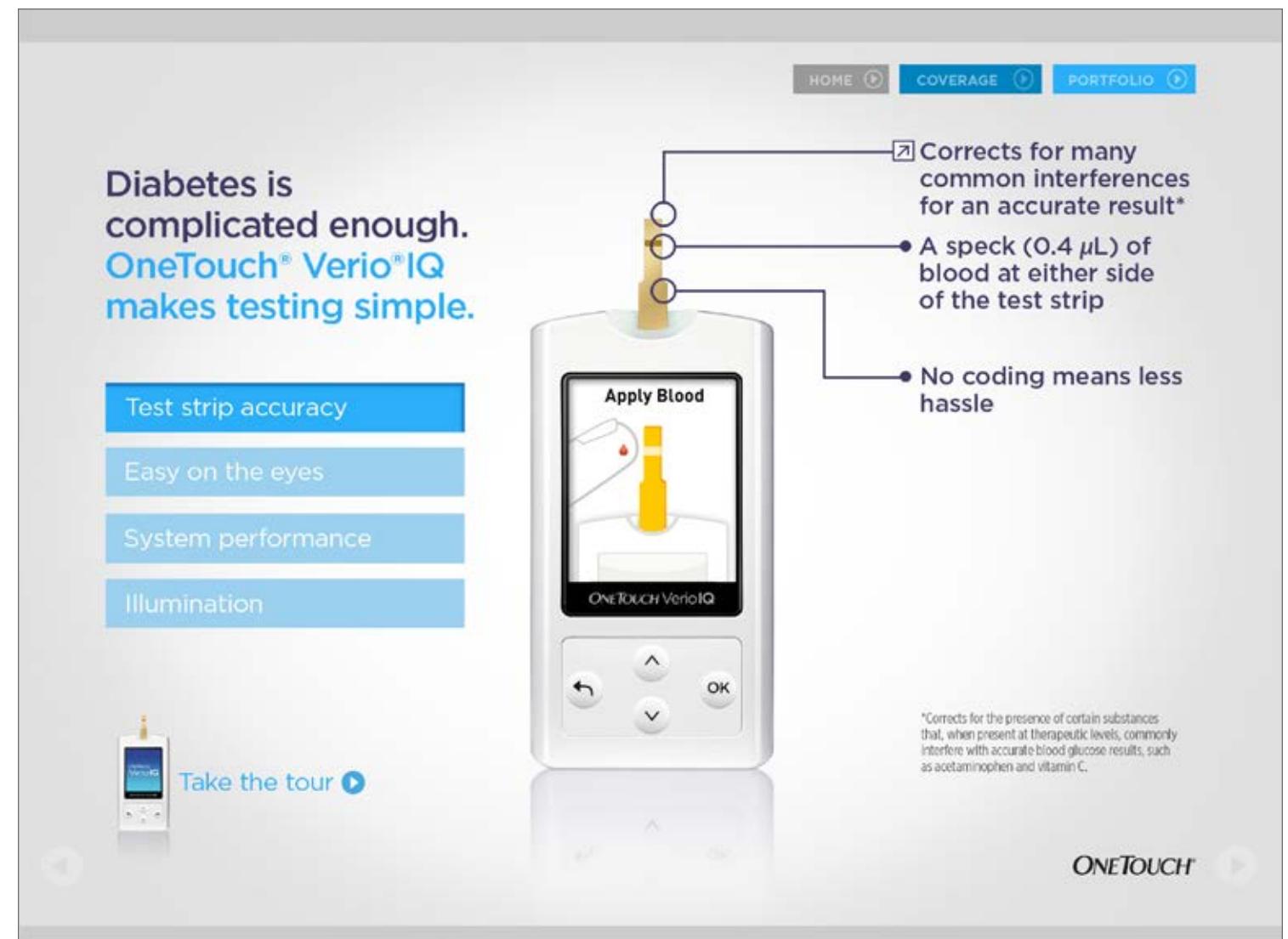
Summary/quick call screen.

Each button displays callouts on meter. All can be shown at once if desired.

See following pages for each feature/callout.

User can also click the "Take the tour" button to enter the demo screens.

(User can swipe from this screen at any point to get to the Rx/Close Screen.)

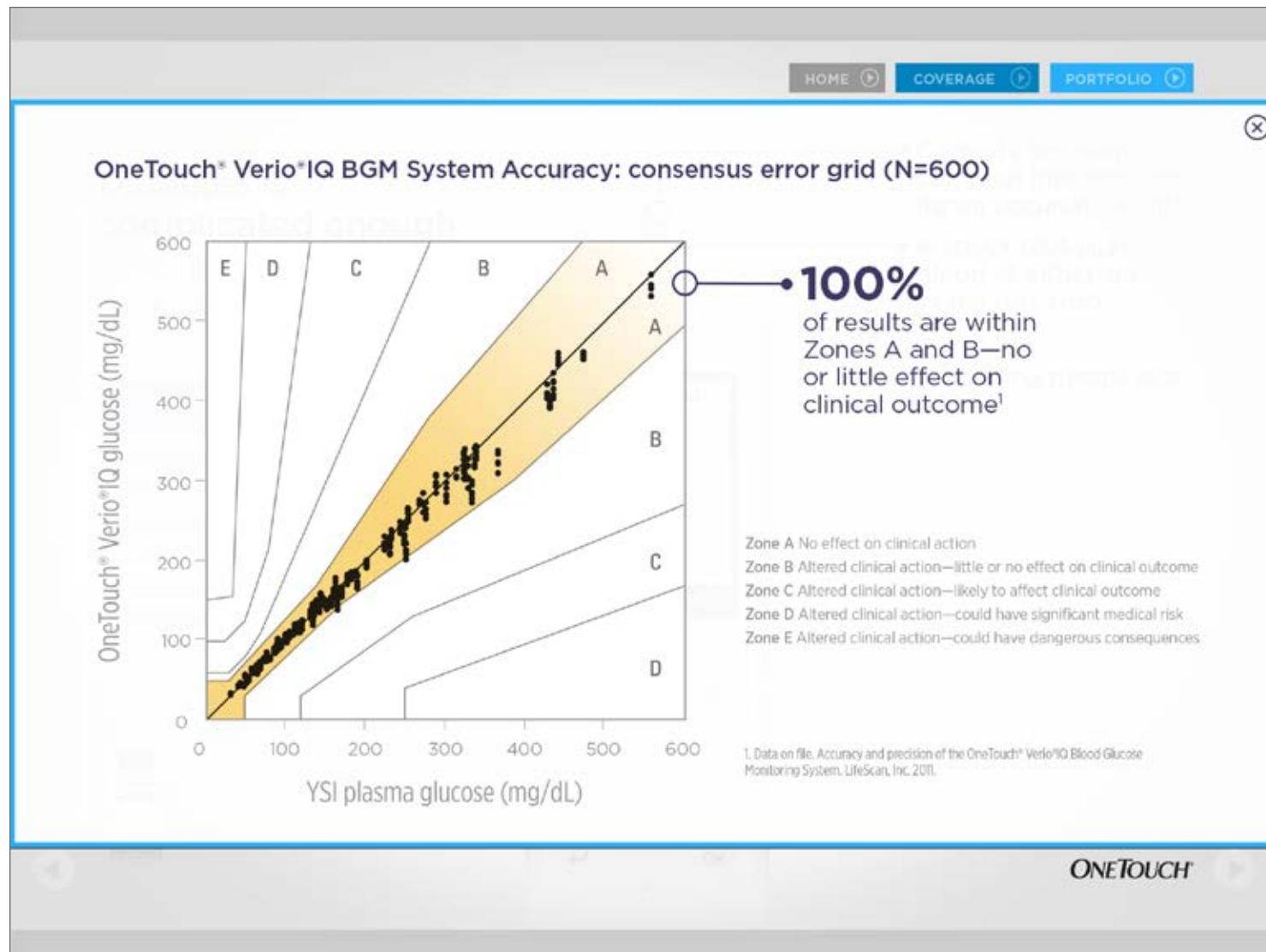


Summary/quick call screen.

Button 1 with callouts. Callouts appear as button is tapped.

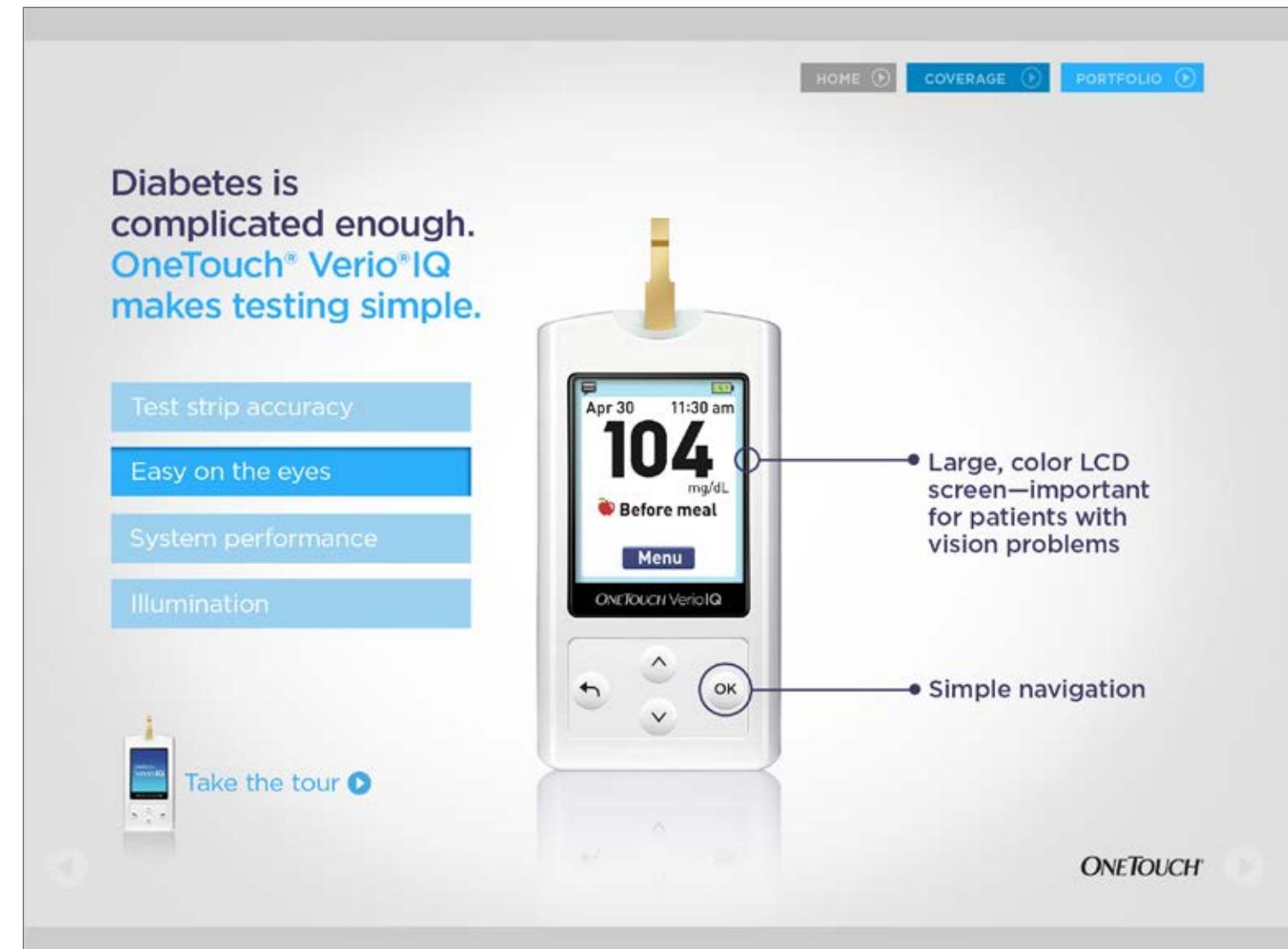
Tapping on the arrow within the to callout opens the chart overlay. See next page.

Increased text size.



Summary/quick call screen.

Accuracy chart overlay. The “x” button on the top right closes the overlay and returns user to previous screen state.

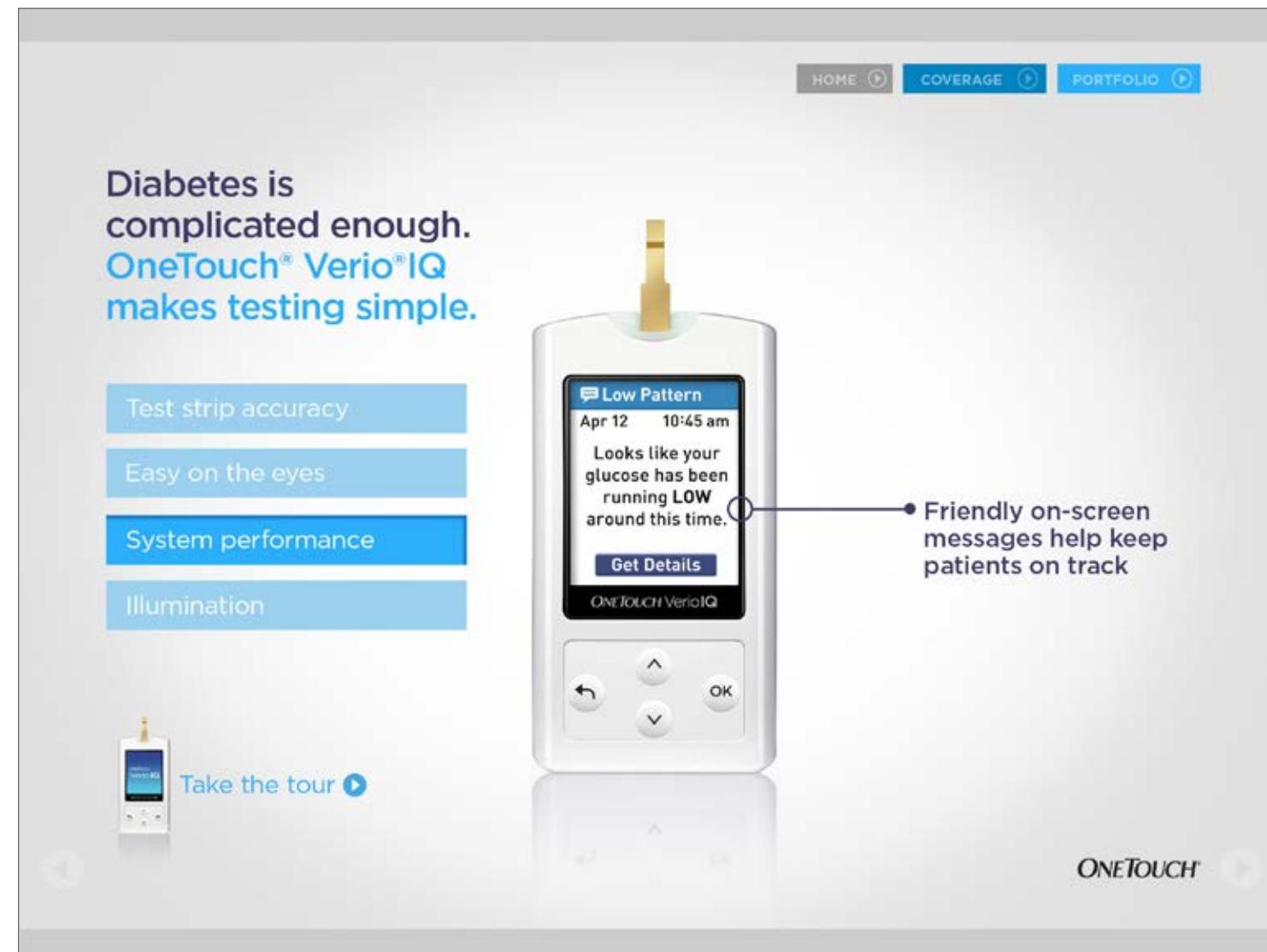


Summary/quick call screen.

Button 2.

(User can swipe from this screen at any point to get to the Rx/Close Screen.)

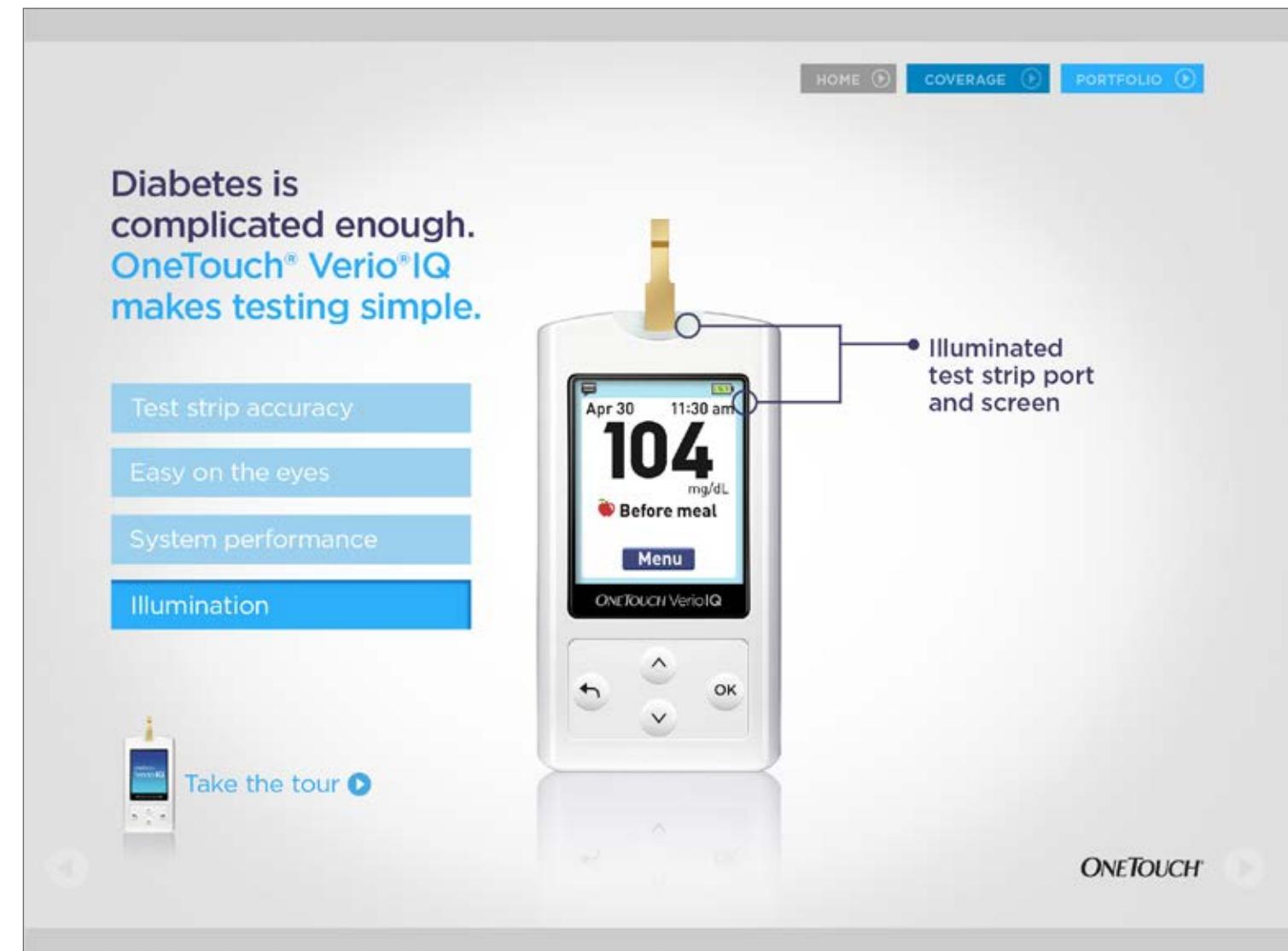
Increased text size.



Summary/quick call screen.

Button 3.

User can swipe from this screen at any point to get to the Rx/Close Screen.)

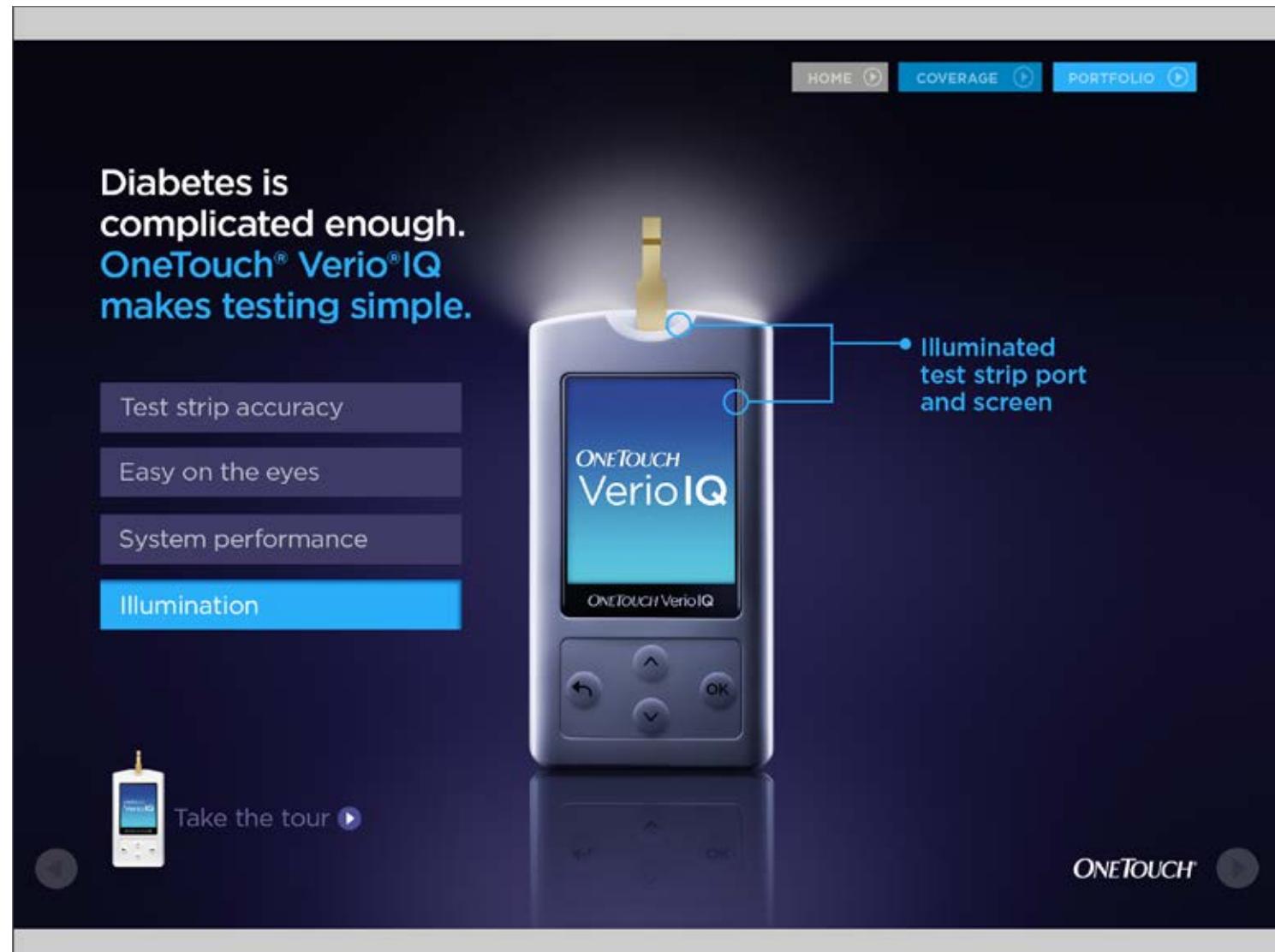


Summary/quick call screen.

Button 4.

(User can swipe from this screen at any point to get to the Rx/Close Screen.)

Increased text size.



Summary/quick call screen.

Button 4- option - changes to illuminated screen image. TBD per developer.

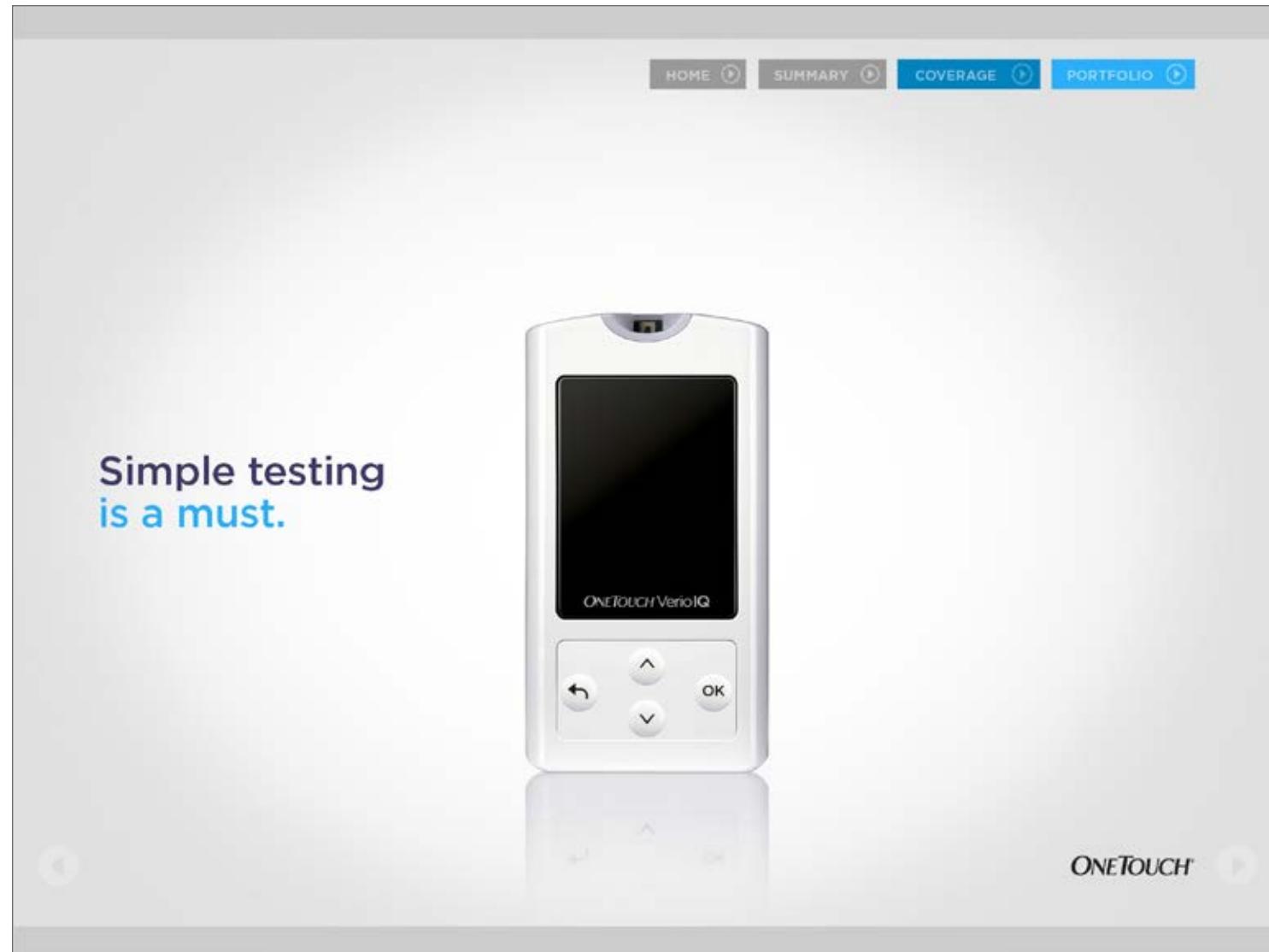
(User can swipe from this screen at any point to get to the Rx/Close Screen.)



Take the Tour button

Subtle rollover effect: meter magnifies in size and type and arrow change color.
Double tap to go to the tour.

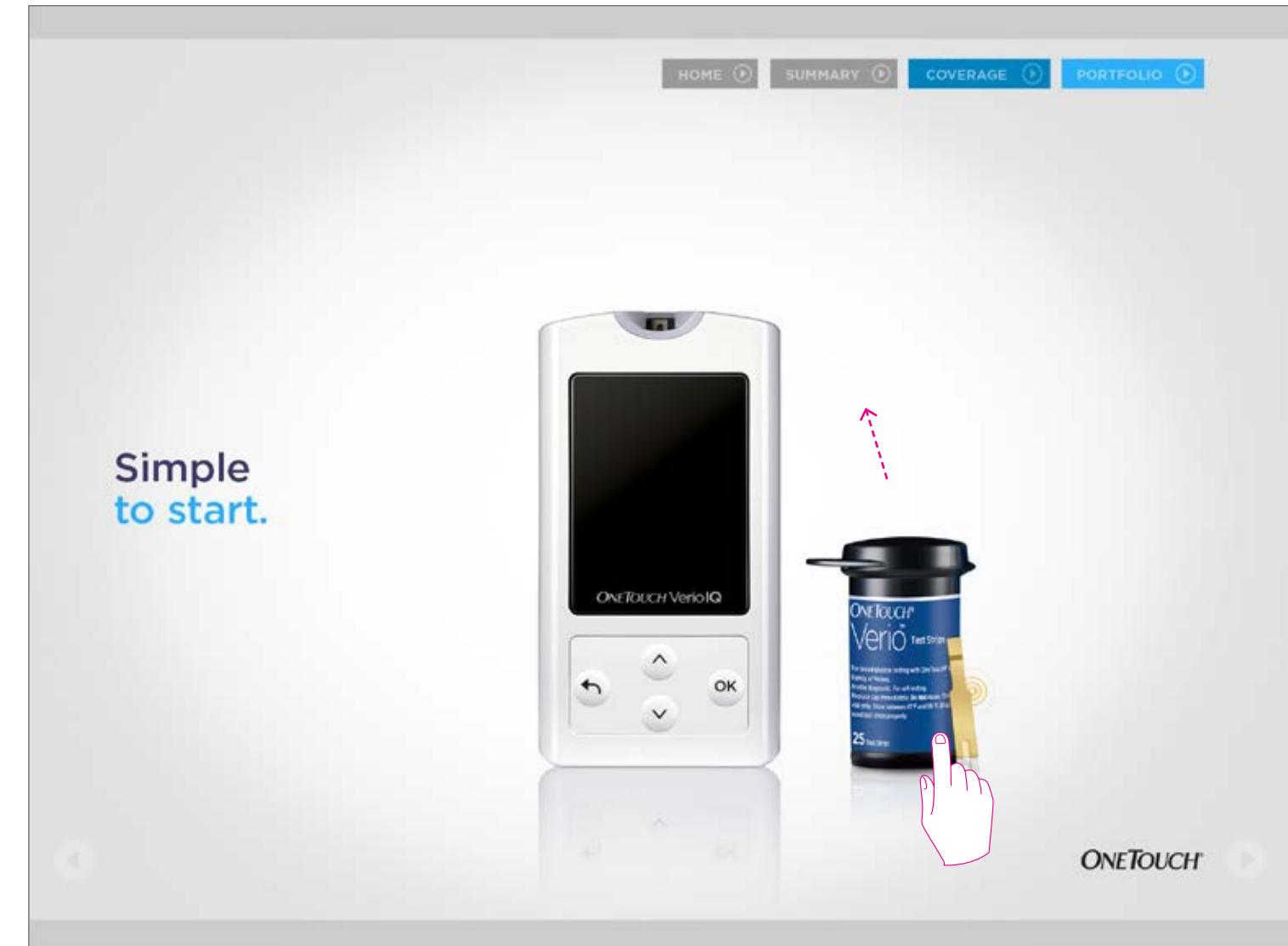
Increased text size.



Meter tour.

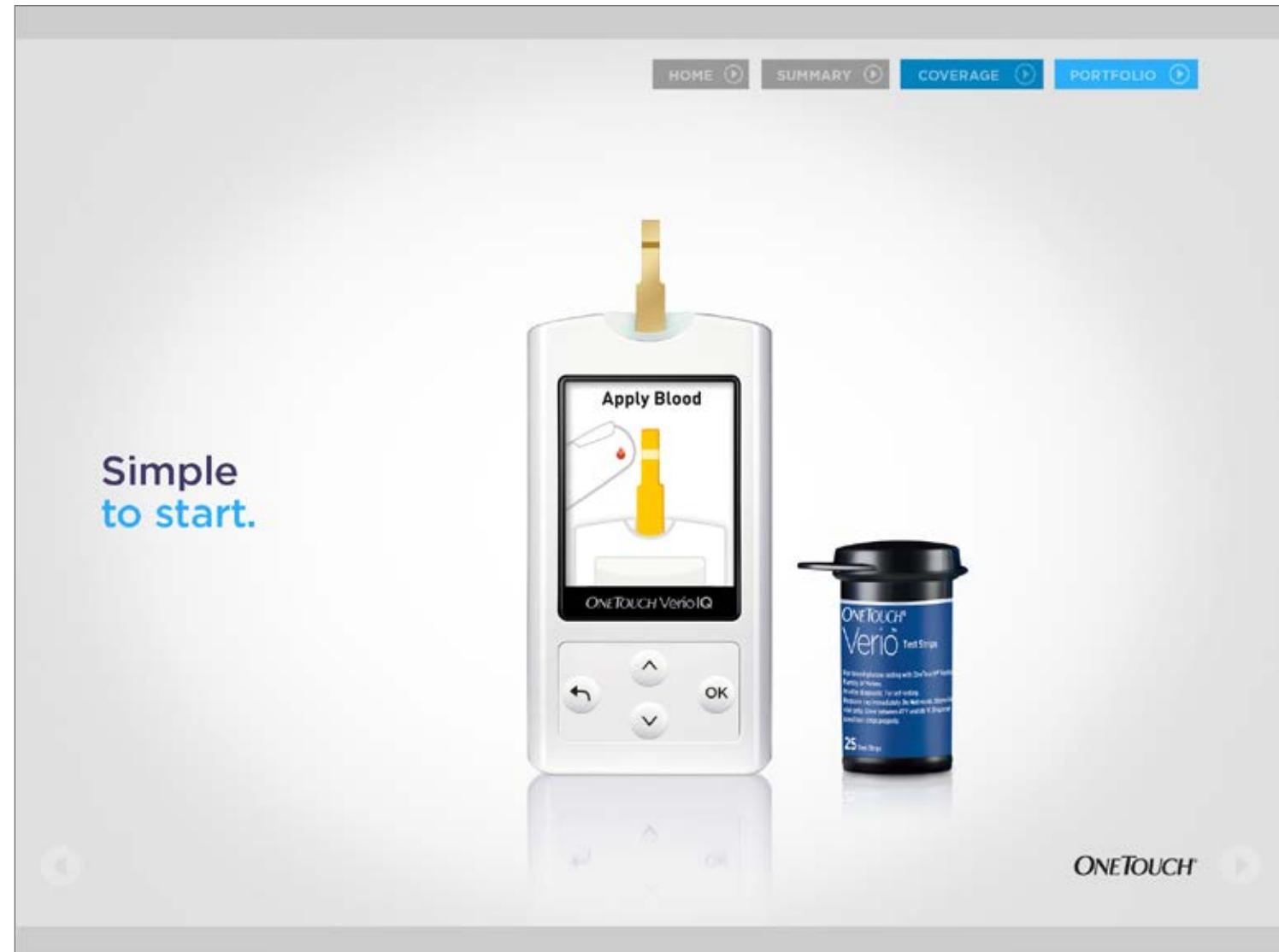
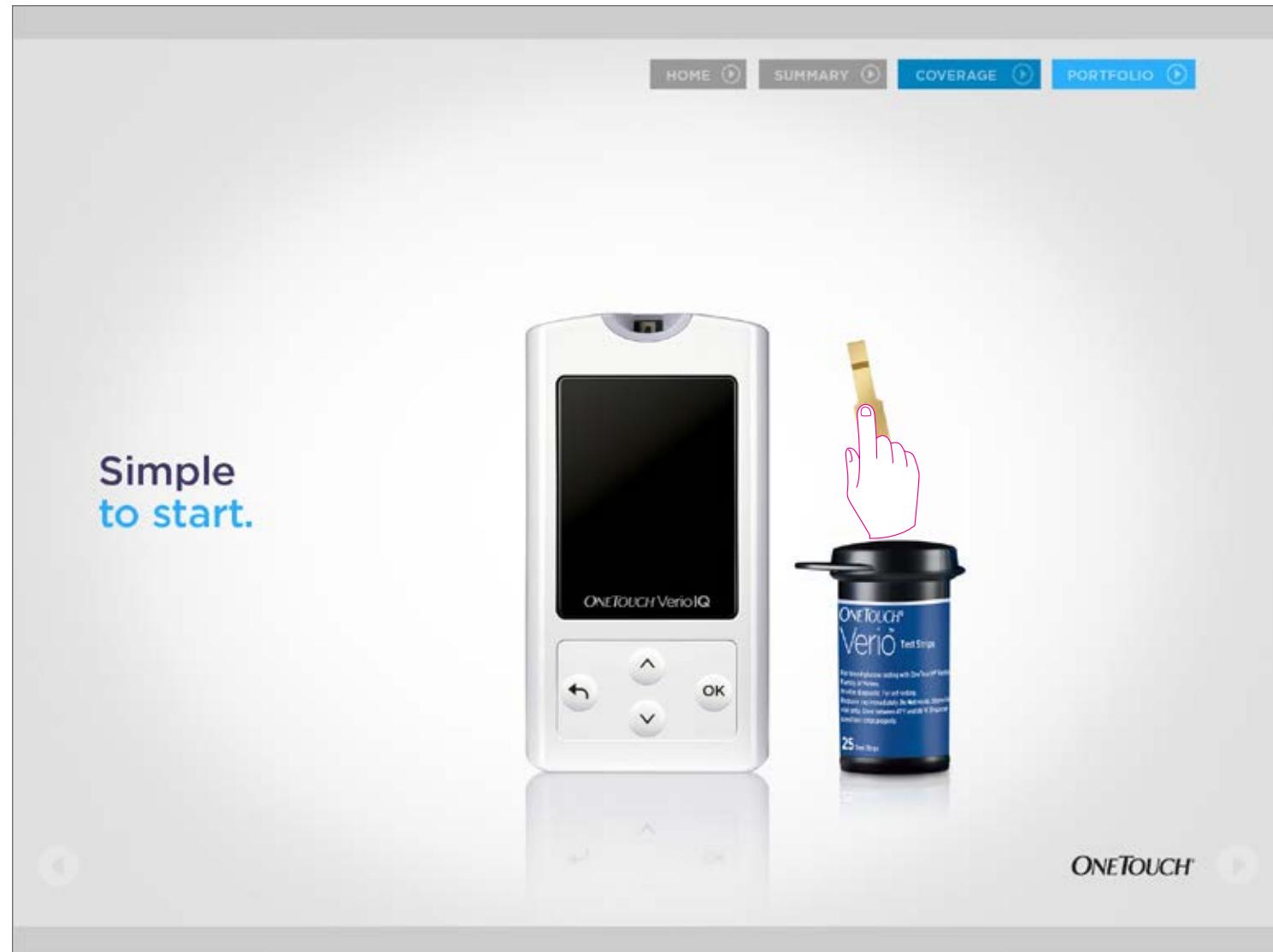
The Verio® product tour, accessed from “Take the Tour” button on the Quick call screen.

Summary button returns user to the “quick call” screen.



User drags strip from vial up to port. Seamless transition to meter image with strip and result.

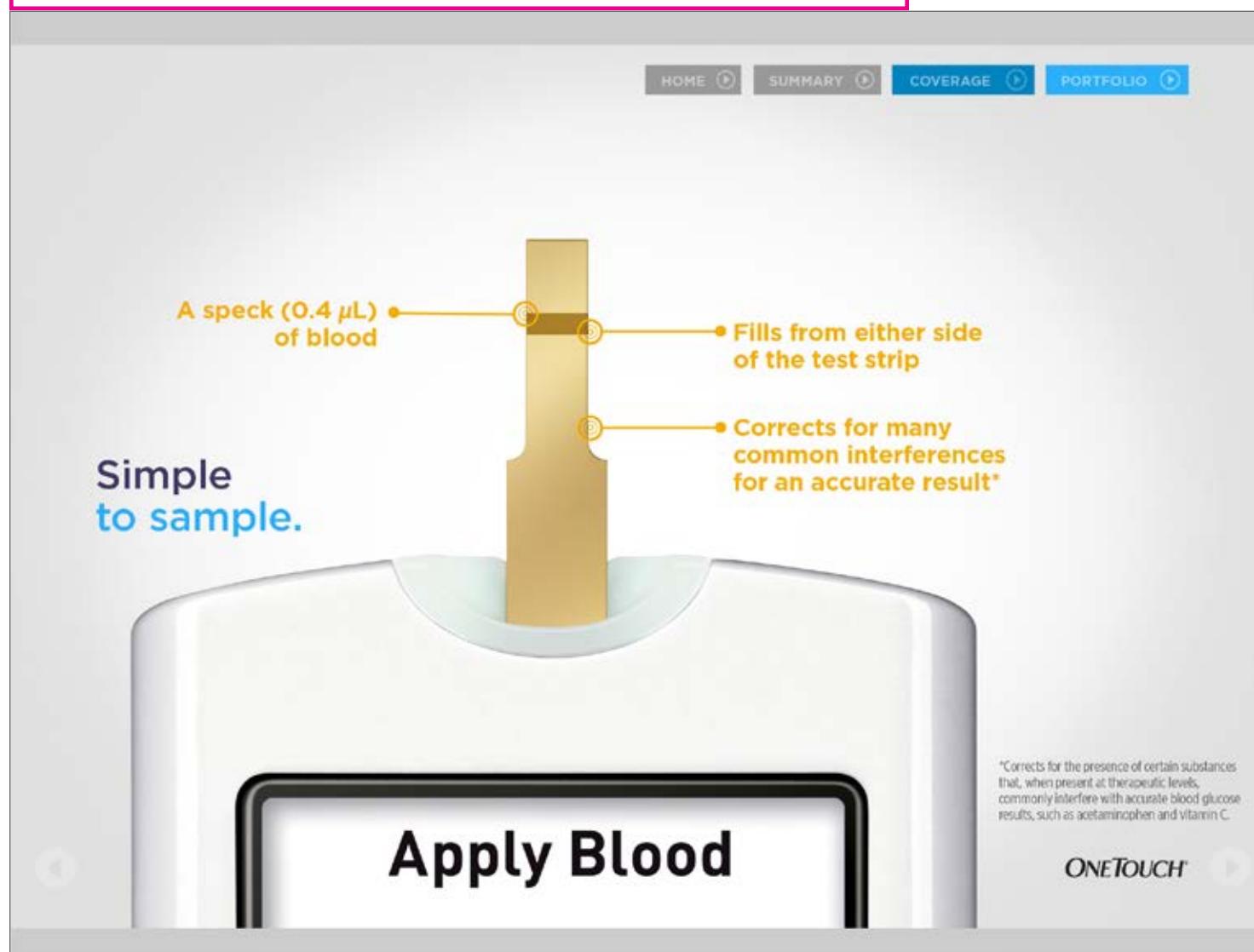
Increased text size.



As strip is placed over port, transition to “apply blood” screen.

Swipe to next screen.

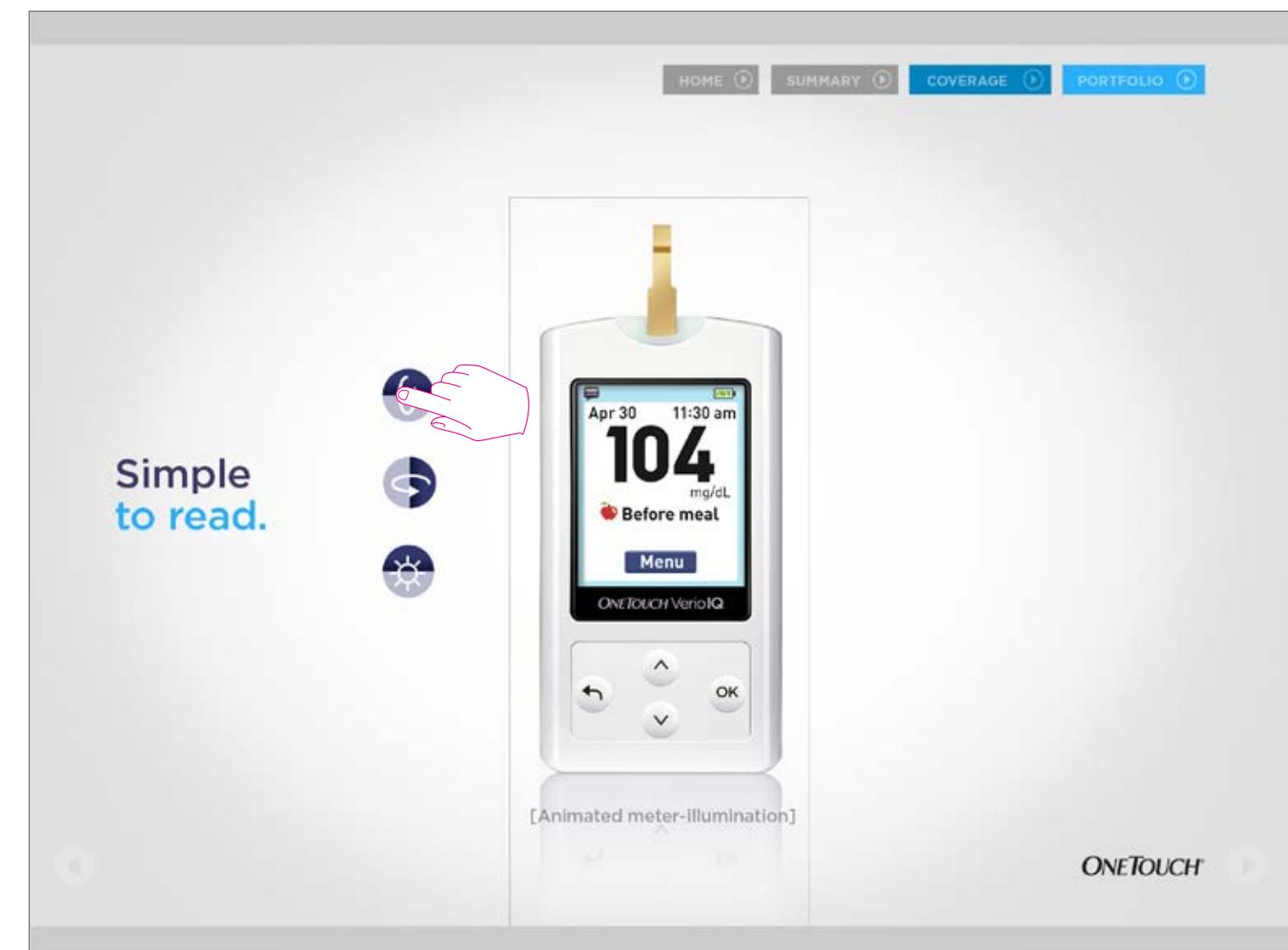
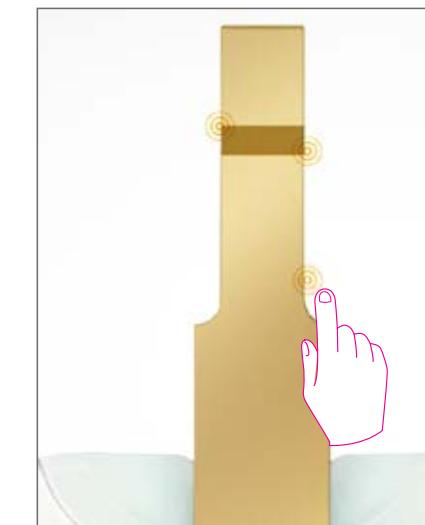
Increased text size.



Open on close-up of the strip with 3 pulsing hotspots.

Layout above shows callouts open.

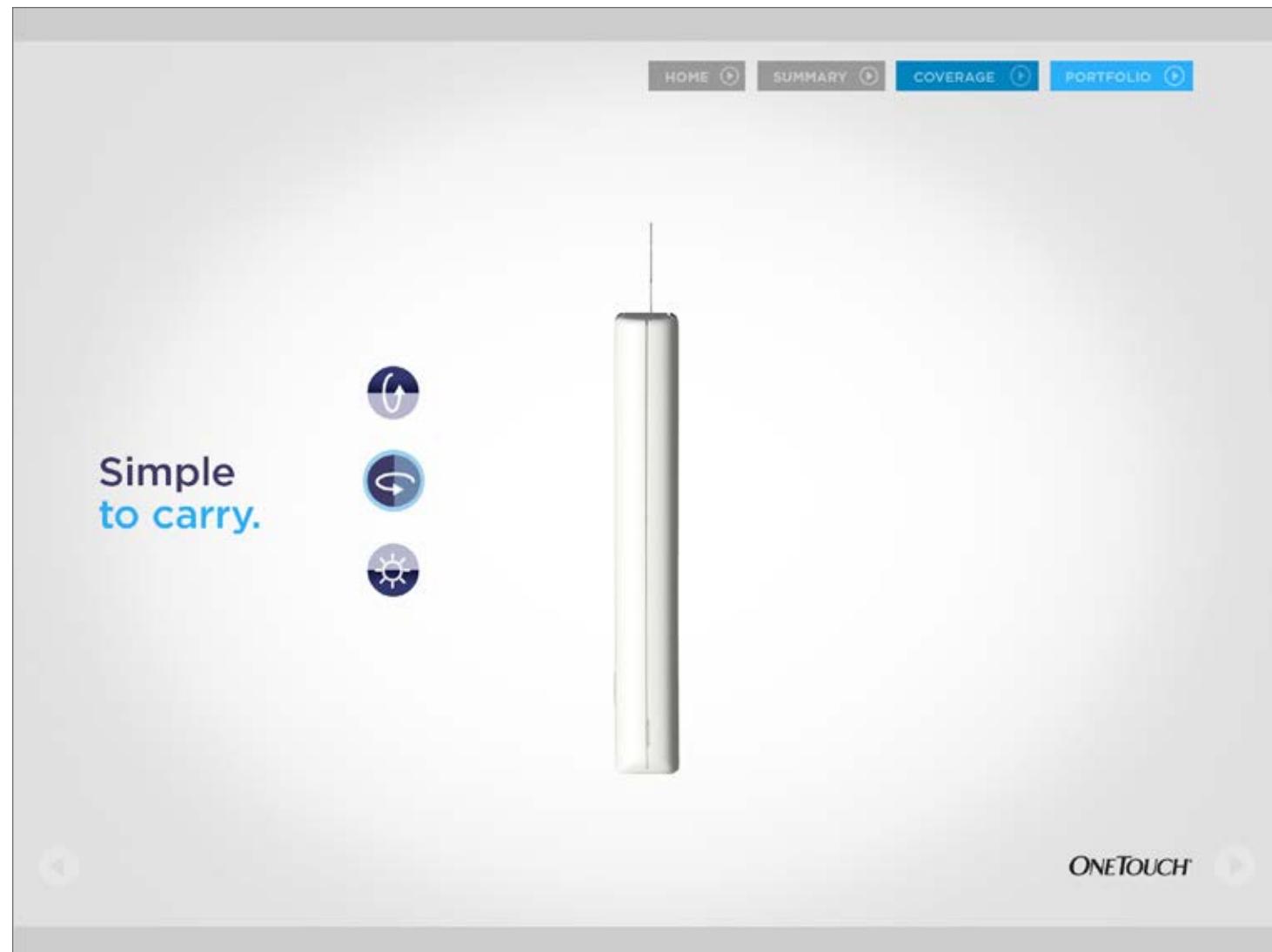
Swipe to next screen.



Animated meter with 104 reading. 3 buttons to the left allow user, in any order, to:

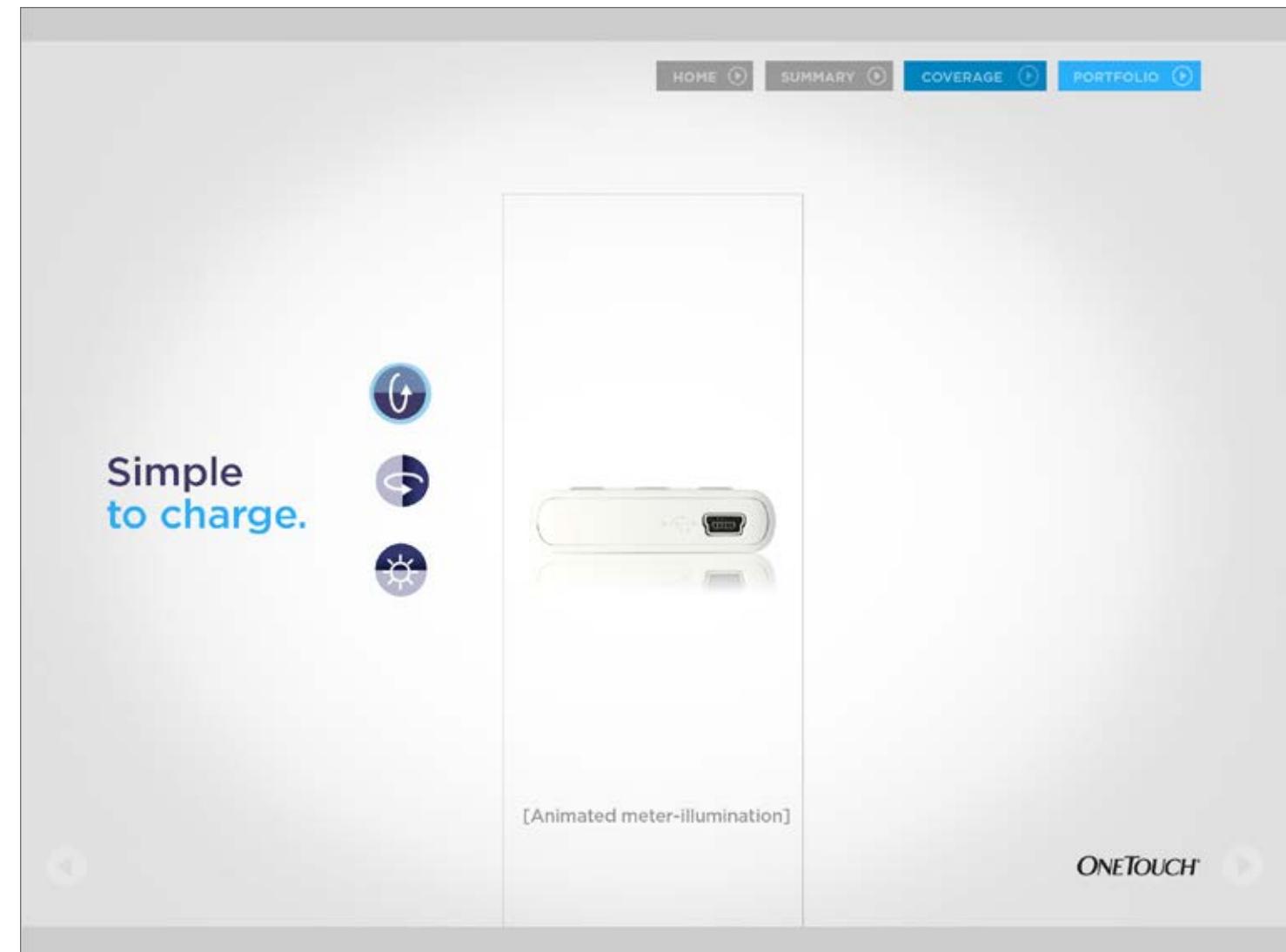
- spin the meter front to back
- spin the meter top to bottom
- switch to the illuminated meter

(User can swipe from this screen at any point to get to the Summary Screen.)



Hotspot and callout.

(User can swipe from this screen at any point to get to the Summary Screen.)

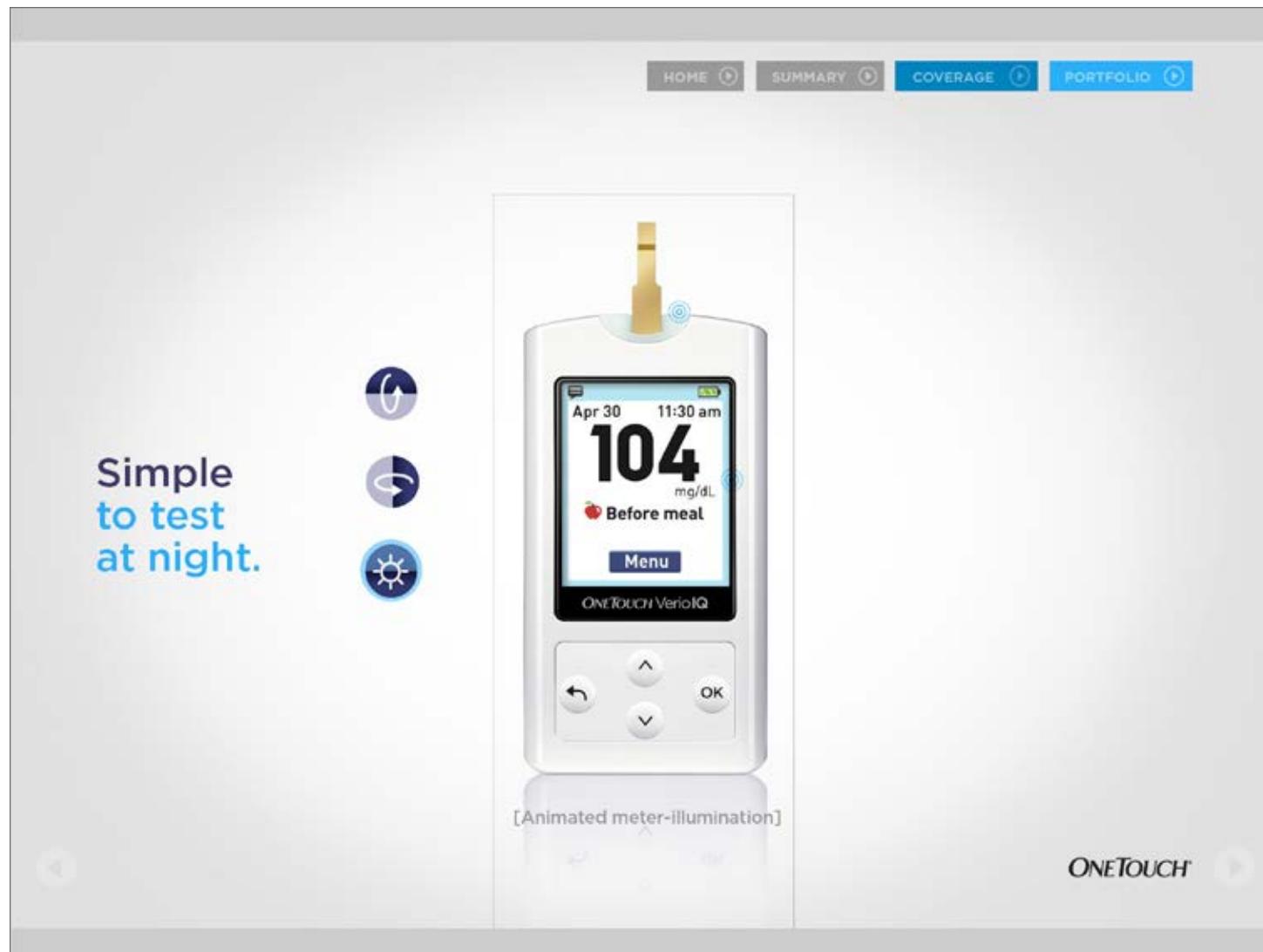


User has selected top-to-bottom animation. Headline switches with each new meter state.

The animation pauses to reveal callout.

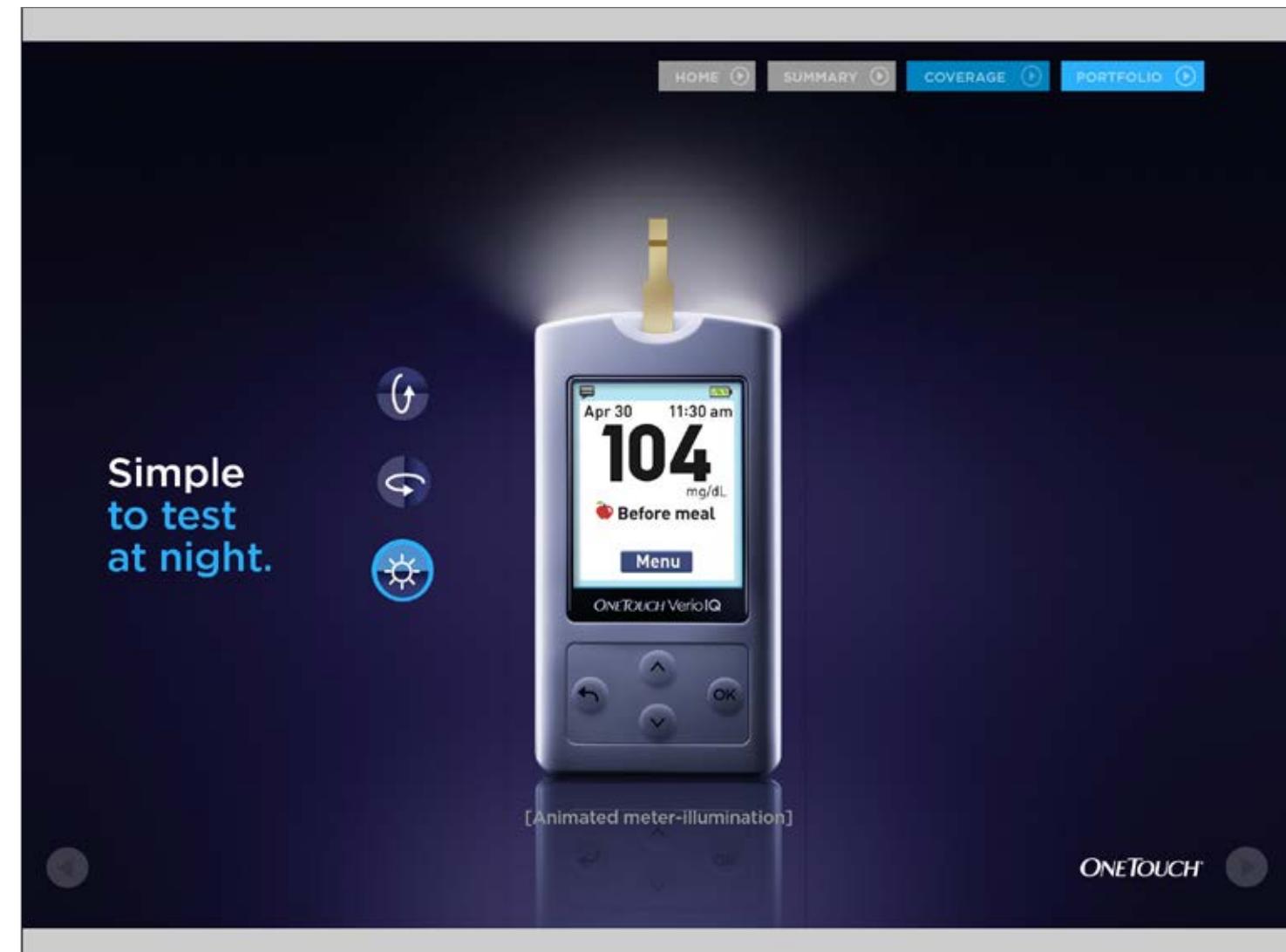
(User can swipe from this screen at any point to get to the Summary Screen.)

Increased text size.



User has selected illumination icon.

(User can swipe from this screen at any point to get to the Summary Screen.)



User has selected illumination icon.

(User can swipe from this screen at any point to get to the Summary Screen.)

HOME **COVERAGE** **PORTFOLIO**



Prescribe OneTouch® Verio®IQ to simplify testing for all your patients with diabetes.

- OneTouch® Test Strips have the lowest co-pay on the most health plans.*
- OneTouch® is always covered by Medicare Part B.†

*Some health plans may have more than one brand available at the lowest co-pay.
†Co-insurance, deductible, and eligibility may apply.

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HOME **COVERAGE** **PORTFOLIO**



RX DR. MARTINEZ

OneTouch® Verio®IQ Meter
+
OneTouch® Verio® Test Strips
T.I.D. + P.R.N. #100

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Rx/close screen.

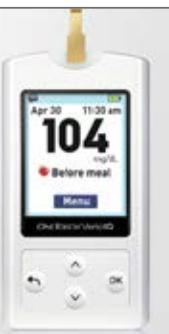
Tapping on the patient image causes the card to flip around (matching the issue selector action) to reveal RX card on the reverse.

Footnote screen pops up on tapping the asterisk or dagger.

Option: The practice or doctor's name can be autofilled.

This requires a functionality to allow the rep to enter this info ahead of the call.

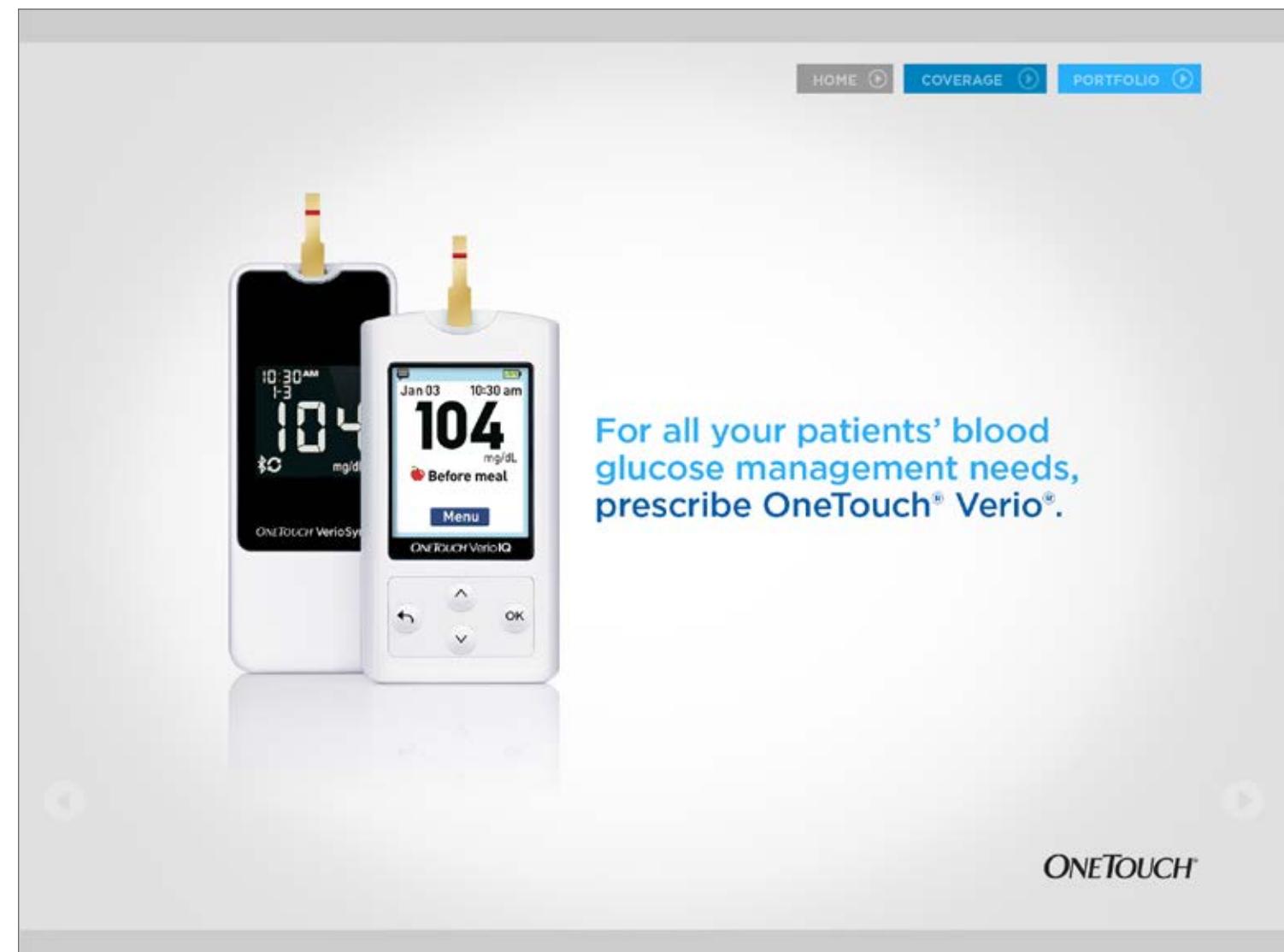
Increased text size.



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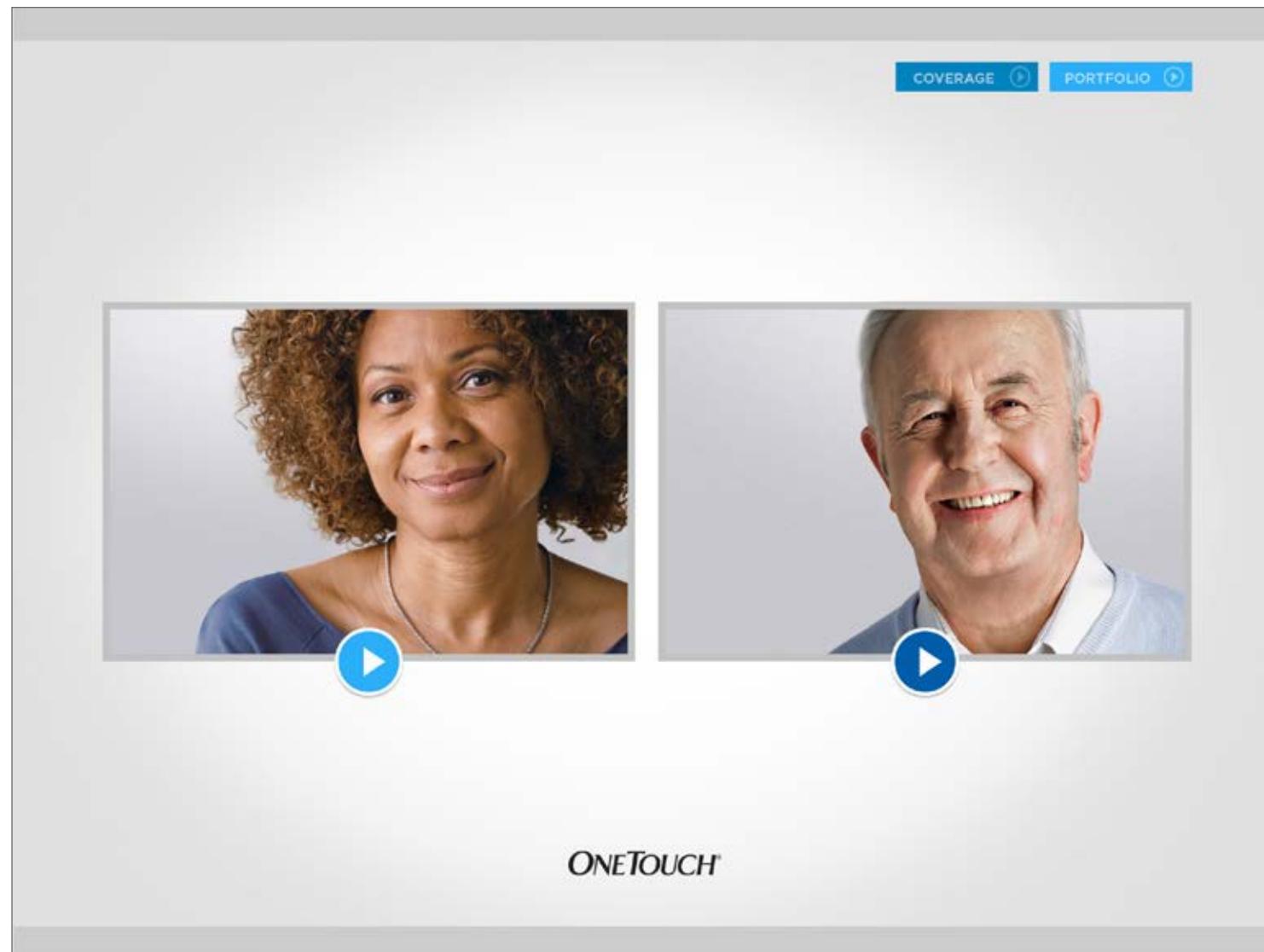
*Some health plans may have more than one brand available at the lowest co-pay.
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ONETOUCH

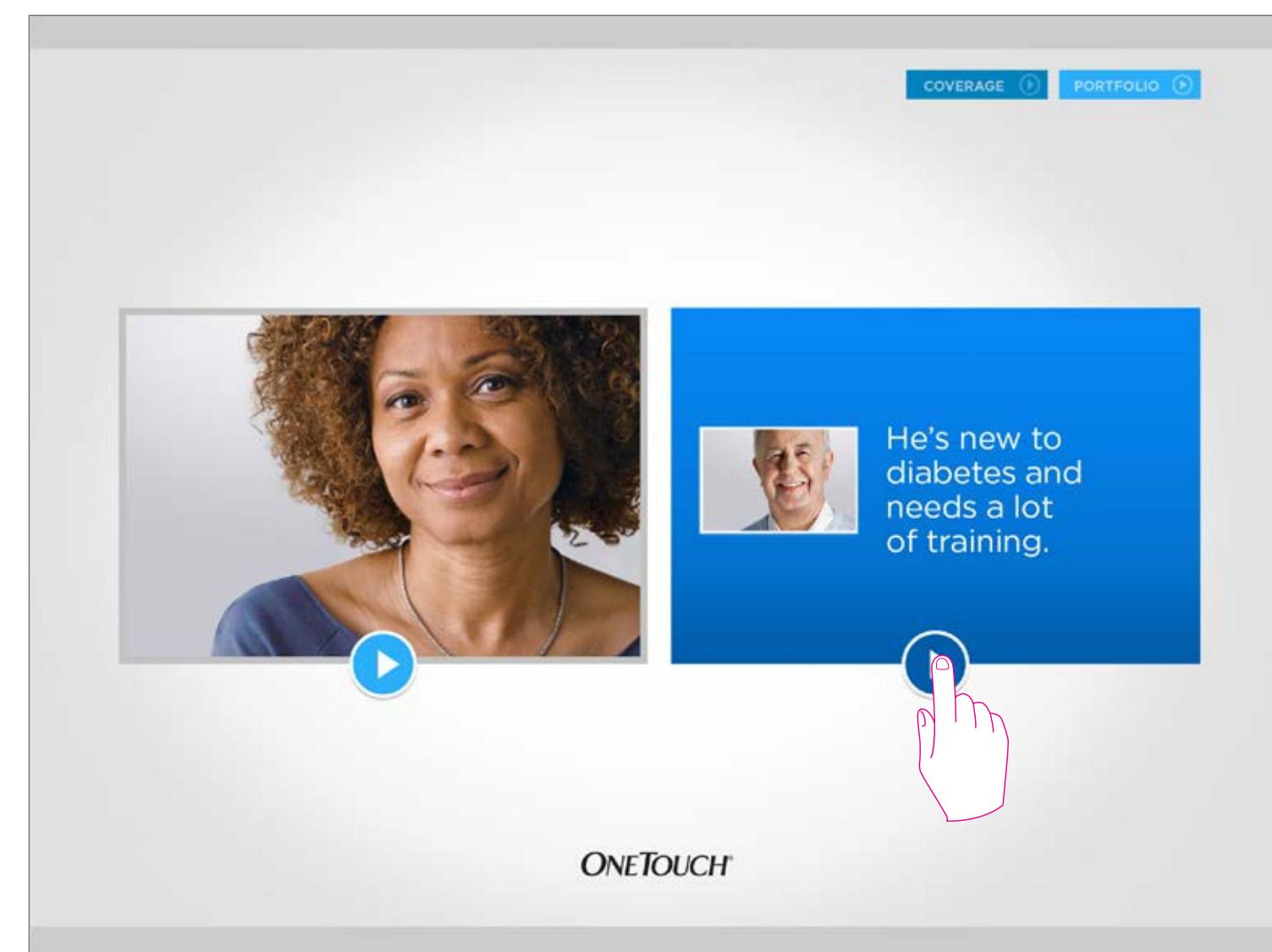


ONETOUCH® PORTFOLIO SALES AID ONETOUCH® ULTRAMINI®

Updated.



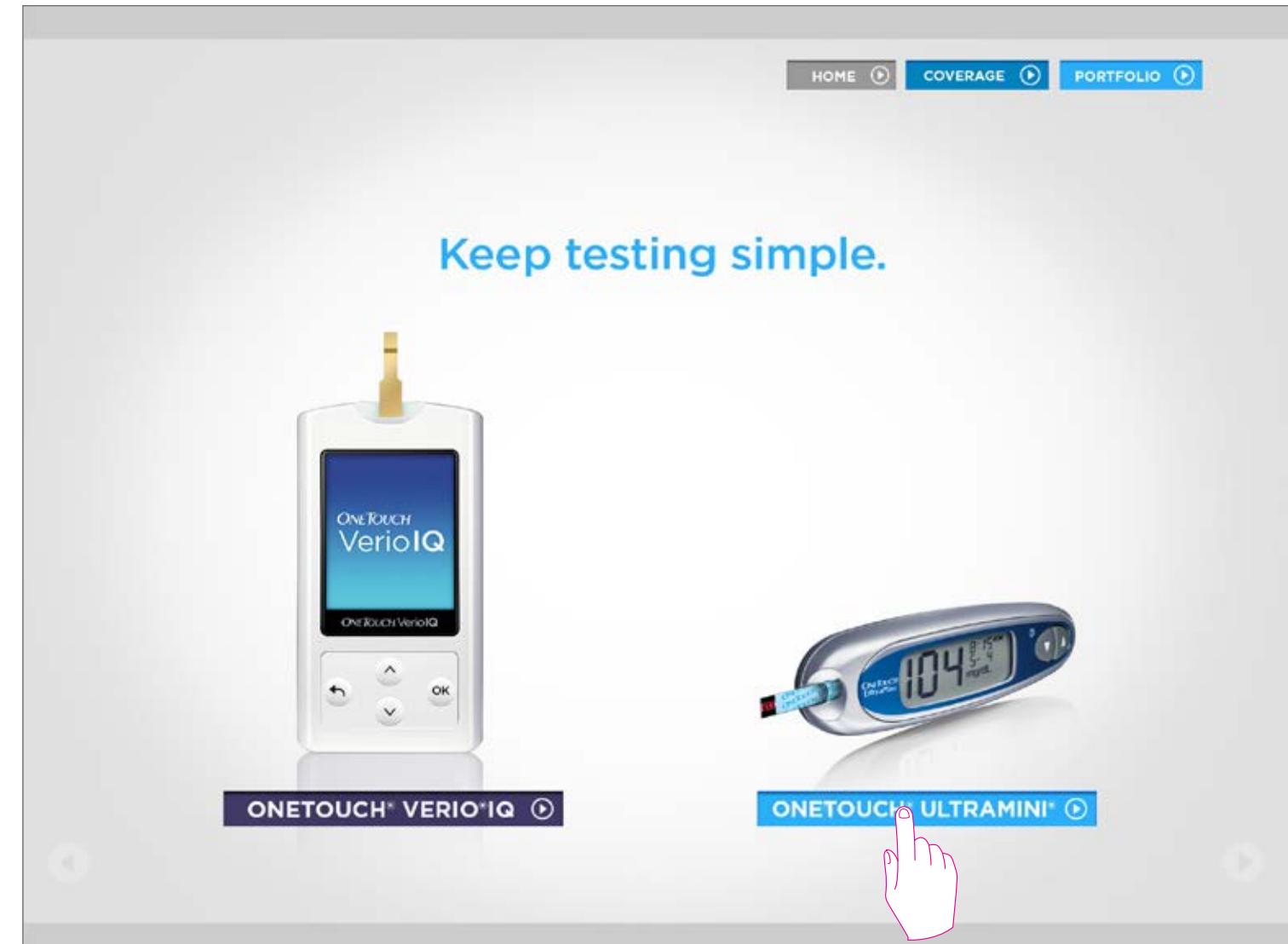
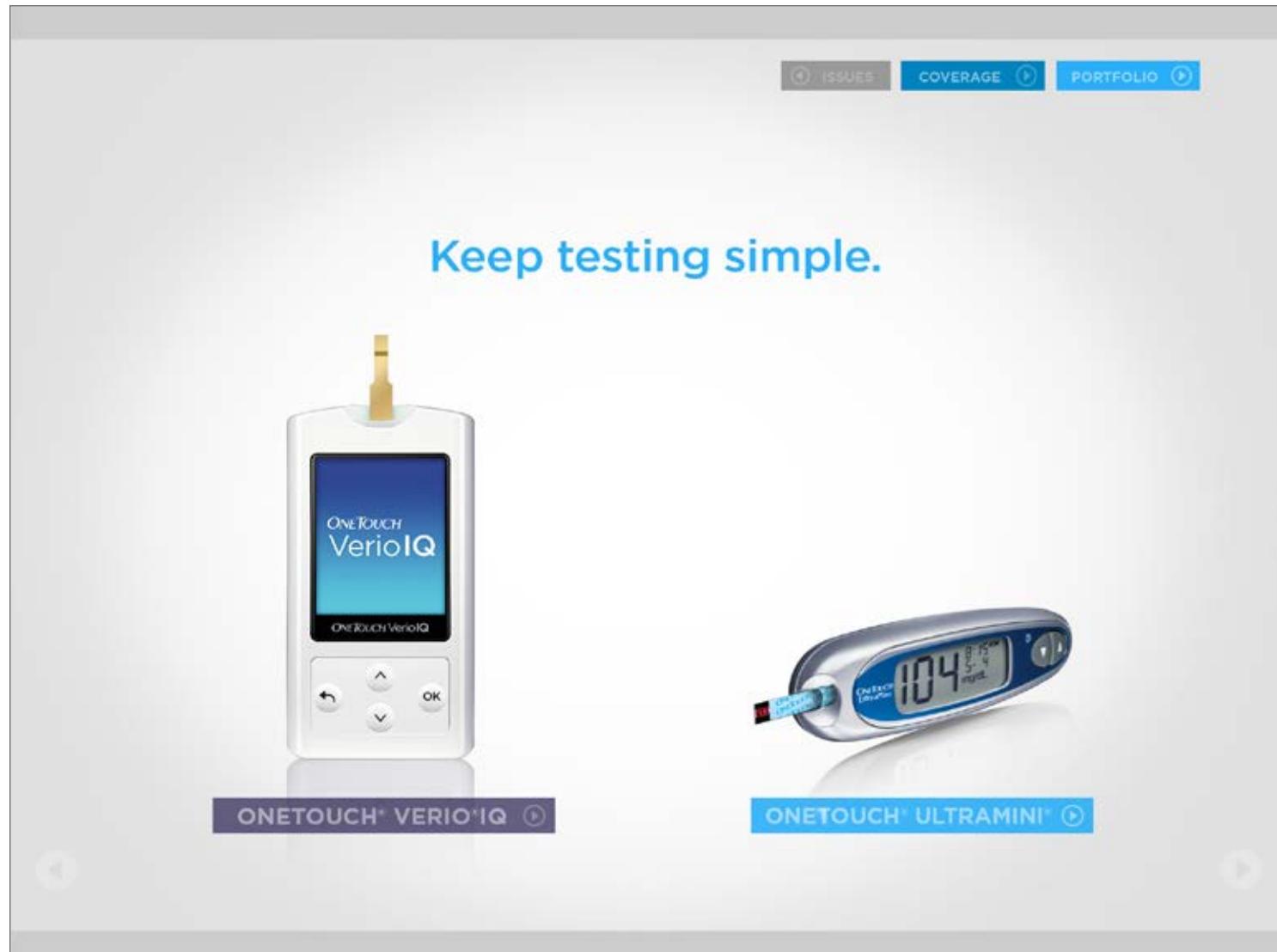
The rep is presented with a cards representing a patient type.
Pressing on the face or arrow below face causes the selected "card"
to flip around, settle to the left as the second card settles to the right.



This leads to a choice between UltraMini® or Verio®IQ.

MINI2

NO CHANGE



In this case, user chooses **UltraMini®**.

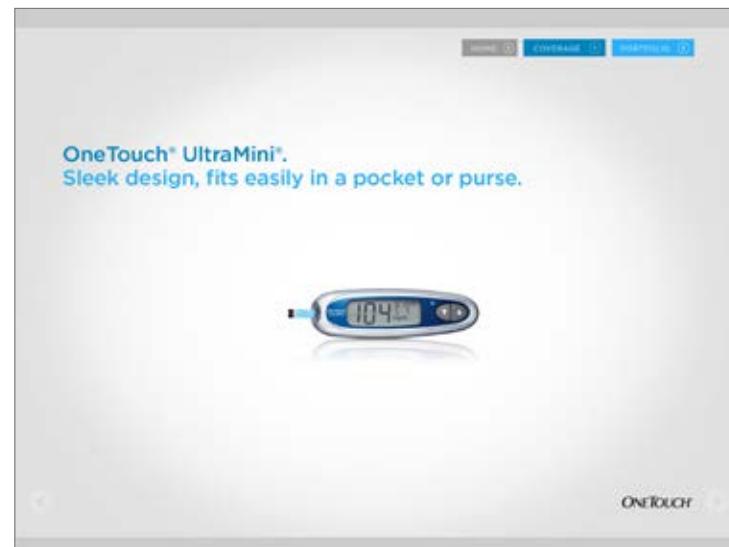
NO CHANGE



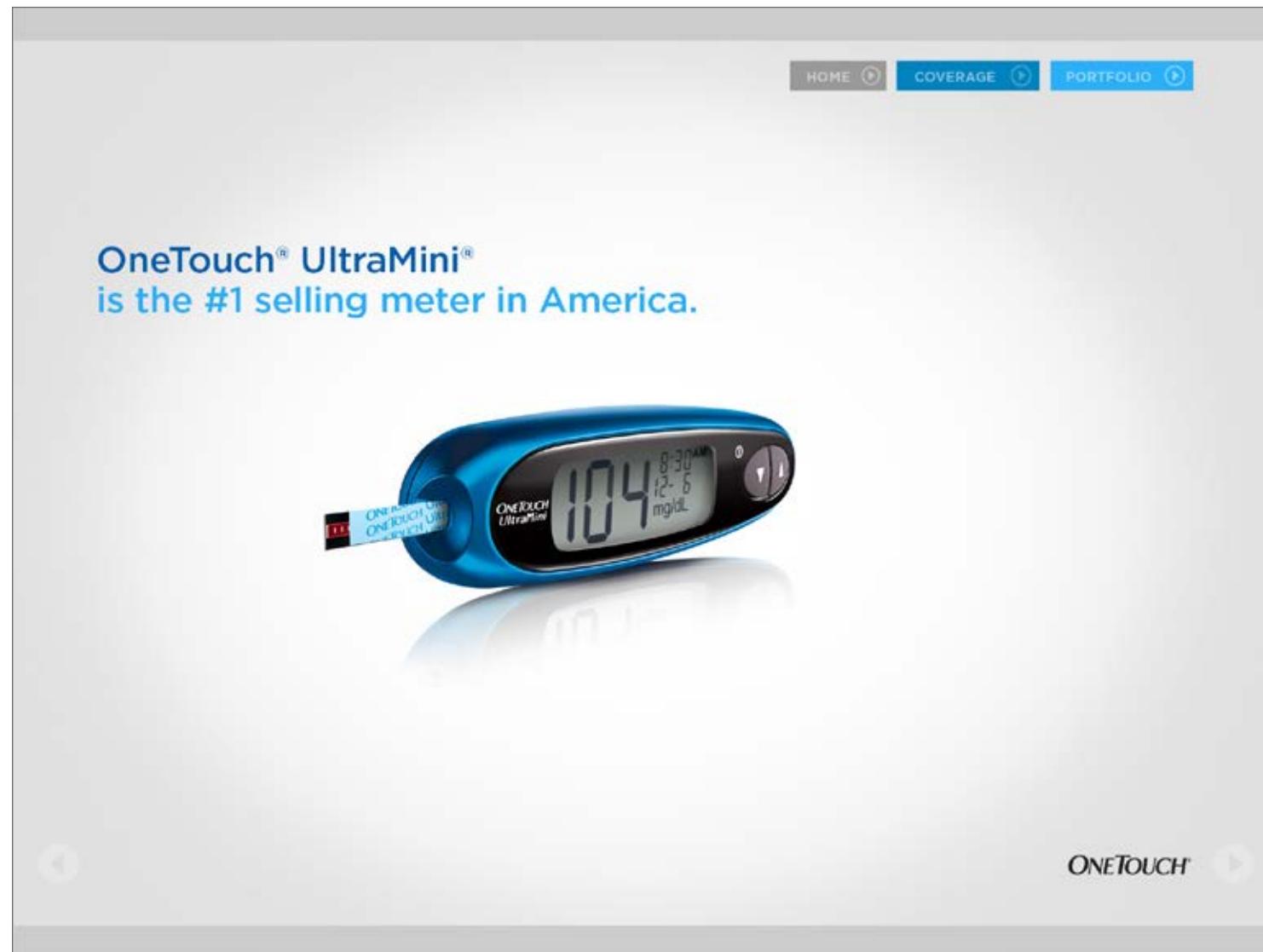
Open on screen above.

Touching or tapping the silver meter initiates the transition to the next screen.

The silver meter quickly shrinks in size as the first colored meter moves in from the bottom right corner.

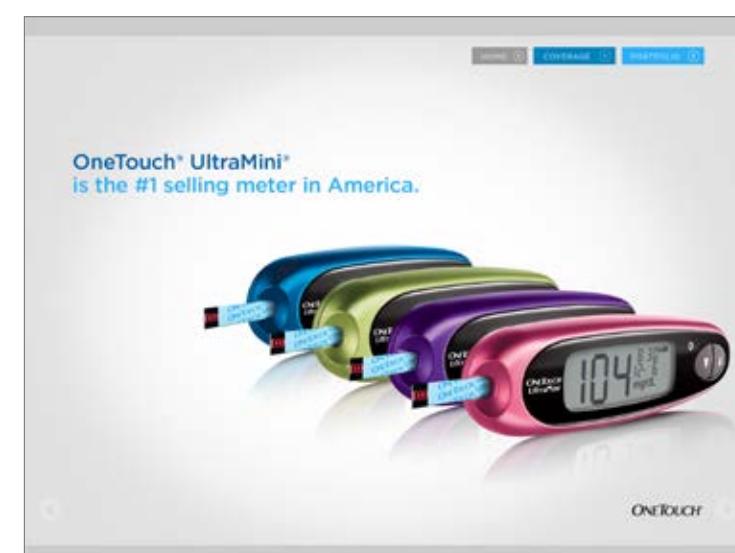


NO CHANGE

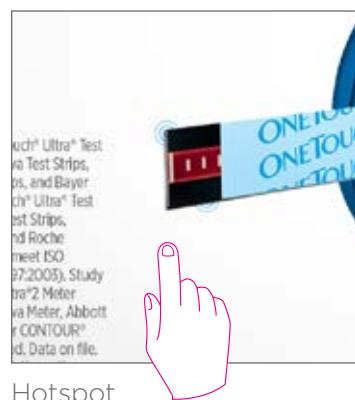


The headline switches out as the colored meters fly in rapidly.

Swipe to transition to the next screen.



MINI5



Increased text size.

MINI6

OneTouch® Ultra® Blue Test Strips deliver accuracy and precision.

Proven accuracy
Study over 8 years running in over 70,000 test strips from over 800 test strip lots

ONE TOUCH

OneTouch® Ultra® Blue Test Strips deliver accuracy and precision.

Unsurpassed precision
Compared with other leading brands—at high and low glucose ranges*

ONE TOUCH

*Leading brands include OneTouch® Ultra® Test Strips, Roche ACCU-CHEK® Aviva Test Strips, Abbott FreeStyle Lite® Test Strips, and Bayer CONTOUR® Test Strips. OneTouch® Ultra® Test Strips, Abbott FreeStyle Lite® Test Strips, Bayer CONTOUR® Test Strips, and Roche ACCU-CHEK® Aviva Test Strips meet ISO standards for accuracy (ISO 15197:2005). Study conducted using OneTouch® Ultra®2 Meter versus Roche ACCU-CHEK® Aviva Meter, Abbott FreeStyle Lite® Meter, and Bayer CONTOUR® Meter in 2011 using venous blood. Data on file. LifeScan, Inc. The standard deviation ratio compared with the OneTouch® Ultra® System: Roche ACCU-CHEK® Aviva System was 1.32, Bayer CONTOUR® System was 1.21, and Abbott FreeStyle Lite® System was 2.06.

Touching the meter screen generates the “Unsurpassed precision” callout.

The meter reading switches fluidly from 104 to 284 to 64, resting on each for a moment, before returning to 104.

Tapping the meter screen repeats the reading change.

OneTouch® Ultra® Blue Test Strips deliver accuracy and precision.

Unsurpassed precision
Compared with other leading brands—at high and low glucose ranges*

ONE TOUCH

Conducted using the OneTouch® Ultra® Test Strips, Roche ACCU-CHEK® Aviva Test Strips, Abbott FreeStyle Lite® Test Strips, and Bayer CONTOUR® Test Strips. OneTouch® Ultra® Test Strips, Abbott FreeStyle Lite® Test Strips, Bayer CONTOUR® Test Strips, and Roche ACCU-CHEK® Aviva Test Strips meet ISO standards for accuracy (ISO 15197:2005). Study conducted using OneTouch® Ultra®2 Meter versus Roche ACCU-CHEK® Aviva Meter, Abbott FreeStyle Lite® Meter, and Bayer CONTOUR® Meter in 2011 using venous blood. Data on file. LifeScan, Inc. The standard deviation ratio compared with the OneTouch® Ultra® System: Roche ACCU-CHEK® Aviva System was 1.32, Bayer CONTOUR® System was 1.21, and Abbott FreeStyle Lite® System was 2.06.

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Increased text size.

MINI7

HOME COVERAGE PORTFOLIO

Prescribe the OneTouch® UltraMini® Meter to make testing simple for your patients with diabetes.



• OneTouch® Test Strips have the lowest co-pay on the most health plans.*
• OneTouch® is always covered by Medicare Part B.†

*Some health plans may have more than one brand available at the lowest co-pay.
†Co-insurance, deductible, and eligibility may apply.

ONETOUCH®

HOME COVERAGE PORTFOLIO

Prescribe the OneTouch® UltraMini® Meter to make testing simple for your patients with diabetes.

RX DR. MARTINEZ

OneTouch® UltraMini® Meter + OneTouch® Ultra® Blue Test Strips T.I.D. + P.R.N. #100



• OneTouch® Test Strips have the lowest co-pay on the most health plans.*
• OneTouch® is always covered by Medicare Part B.†

*Some health plans may have more than one brand available at the lowest co-pay.
†Co-insurance, deductible, and eligibility may apply.

ONETOUCH®



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ONETOUCH®

RX/close screen

Open on screen above.

Tap on the patient face to flip it around to reveal RX info.

Option: The practice or doctor's name can autofill, assuming there is a function to capture this and enter it, ahead of the call.

Increased text size.

ONETOUCH® PORTFOLIO SALES AID PORTFOLIO

PORTFOLIO

OneTouch® is always the simple choice.

For all of your patients' diabetes management needs, prescribe OneTouch®.

ONETOUCH®

This screen is accessible from any point in the presentation, opening screen. Tapping on any product causes it to increase in size; and associated call-out appears above it. Verio®IQ and UltraMini® will have a link (i) to go to their product stories. –Verio will go to the Summary/Overview screen within Verio®. –UltraMini will go to the first screen of the product story.

OneTouch® is always the simple choice.

OneTouch® Ping*

Where clinical performance meets lifestyle performance.

For all of your patients' diabetes management needs, prescribe OneTouch®.

ONETOUCH®

Ping® callout.

Updated content.

PORTFOLI2

OneTouch® is always the simple choice.

OneTouch® Verio®IQ
The meter that simplifies testing for everyone.

For all of your patients' diabetes management needs, prescribe OneTouch®. ONE TOUCH

OneTouch® is always the simple choice.

OneTouch® Verio®Sync
Simplifies testing for people with iPhones

For all of your patients' diabetes management needs, prescribe OneTouch®. ONE TOUCH

Verio®IQ callout with link () within the callout to go to the full product summary within **Verio®IQ**.

Verio®Sync callout with link () within the callout to go to the full product summary within **Verio®Sync**.

Updated content.

OneTouch® is always the simple choice.

OneTouch® Ultra®2
Helps patients make the link between food and their blood glucose results.

A central OneTouch Ultra2 glucose meter is shown displaying a blood glucose reading of 104 mg/dL. A hand cursor is pointing at the 'OK' button on the meter. Other devices in the background include a OneTouch IQ Sync receiver, a OneTouch IQ blood glucose meter, and a OneTouch IQ pen.

For all of your patients' diabetes management needs, prescribe OneTouch®.

ONETOUCH®

OneTouch® is always the simple choice.

OneTouch® UltraMini®
Sleek design that fits easily in a pocket or purse. [\(i\)](#)

A central OneTouch UltraMini glucose meter is shown displaying a blood glucose reading of 104 mg/dL. A hand cursor is pointing at the 'OK' button on the meter. Other devices in the background include a OneTouch IQ Sync receiver, a OneTouch IQ blood glucose meter, and a OneTouch IQ pen.

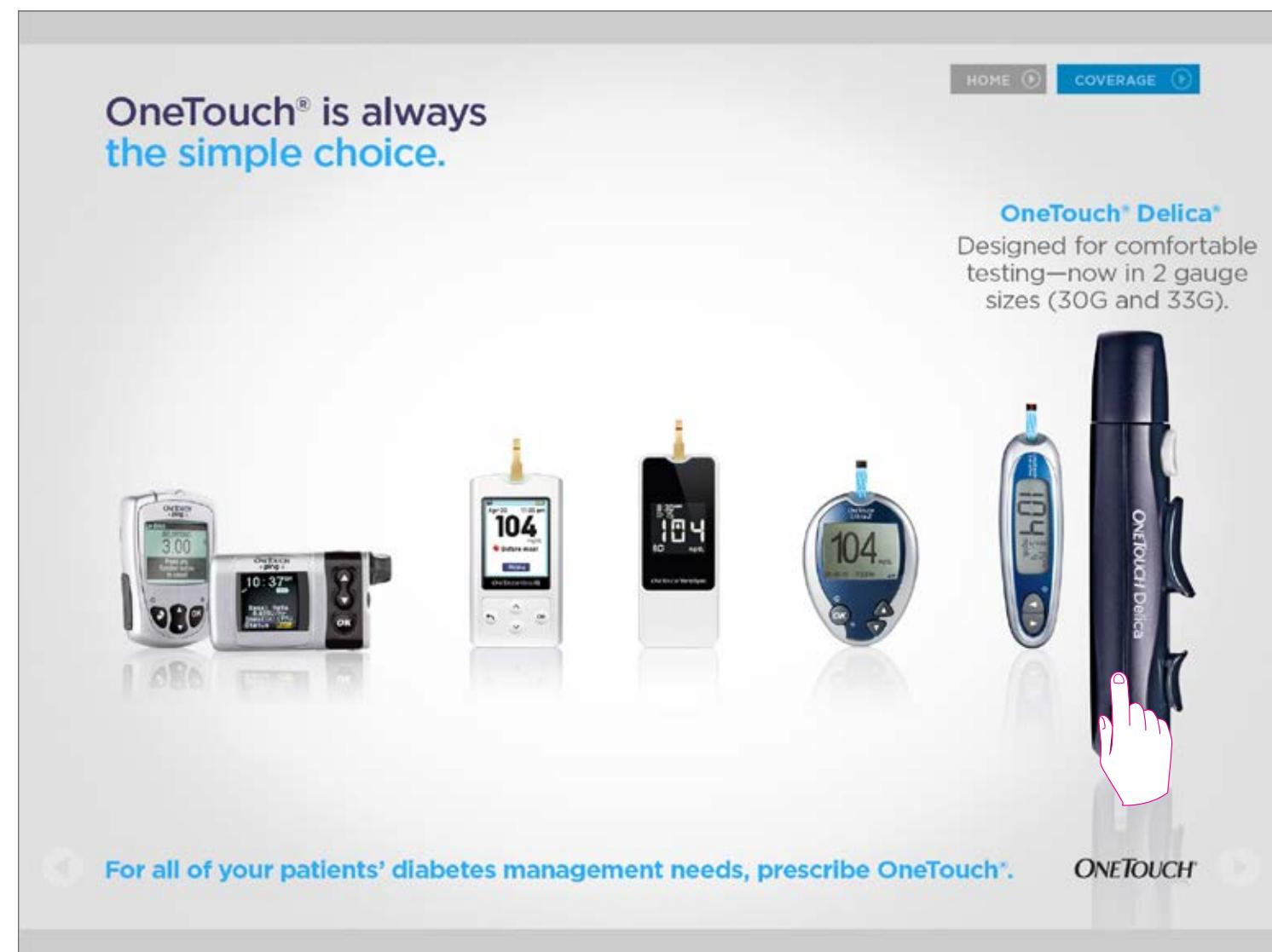
For all of your patients' diabetes management needs, prescribe OneTouch®.

ONETOUCH®

Ultra®2 callout.

UltraMini® callout with link [\(i\)](#) within the callout to go to the full product story.

Updated content.



Delica® callout.

Updated content.

ONETOUCH® PORTFOLIO SALES AID COVERAGE

COVERAGE1

The screenshot shows the 'COVERAGE' section of the app. At the top, there are 'HOME' and 'PORTFOLIO' buttons. The main headline reads 'Lowest co-pay on the most health plans.*' Below this is an image of a OneTouch Verio blood glucose meter and a test strip. A sub-headline states 'Like OneTouch® Ultra*, OneTouch® Verio* has the lowest co-pay on the most health plans.*'. A note below says 'OneTouch® is always covered by Medicare Part B.†'. At the bottom left, small text notes '*Some plans may have more than one test strip covered at the lowest co-pay. †Co-insurance, deductible, and eligibility may apply.' The 'ONTOUCH' logo is at the bottom right.

The screenshot shows the 'CO-PAY' section of the app. The headline reads 'Your patients can save with a preferred brand, like OneTouch®.' Below this are three categories: 'Preferred' (represented by a single '\$' icon), 'Non-formulary' (represented by two '\$' icons), and 'Not covered' (represented by three '\$' icons). Each category has a detailed description: 'Preferred' says 'Lowest co-pay available', 'Non-formulary' says 'On average, costs \$25 more per month than preferred brands', and 'Not covered' says 'Patients pay full retail price.' At the bottom left is an image of a OneTouch Ultra blood glucose meter and a test strip, and at the bottom right is the 'ONTOUCH' logo.

COVERAGE INTRO SCREEN

Swipe to next screen.

At any time, user can use back button to return to the specific screen within the presentation that they arrived from.

"PREFERRED", "NON-FORMULARY" AND "NOT COVERED"

Tapping on the co-pay card image on the lower left of the screen generates an overlay with details. See next page.

At any time, user can use back button to return to the specific screen within the presentation that they arrived from.

Updated content.

The screenshot shows a grid interface. At the top, there are two glucose meters: a white OneTouch Verio and a black OneTouch Ultra. Below them is a row of four product names: OneTouch Verio*, OneTouch Ultra*, Bayer, Abbott, and Roche. The main area contains a grid of 10 rows, each labeled <Plan Name>. Each row has five columns corresponding to the products above. Red hand icons point to the first three columns of the first row. A note at the bottom left states: "Some plans may have more than one test strip covered at the lowest co-pay." The OneTouch logo is at the bottom right.

This screenshot shows the same grid interface as the first one, but with color-coded coverage levels. The columns are labeled: OneTouch Verio*, OneTouch Ultra*, Bayer, Abbott, and Roche. The rows are labeled <Plan Name>. The background color of each cell indicates the coverage level: grey for 'Preferred' (\$), light blue for 'Non-formulary' (\$\$), and dark grey for 'Not covered' (\$\$\$). Red hand icons point to the first three columns of the first row. A note at the bottom left states: "Some plans may have more than one test strip covered at the lowest co-pay." The OneTouch logo is at the bottom right.

COMPARISON OF HEALTH PLAN COVERAGE.

Each rep's iPad is pre-loaded with data for their region.

A total of 10 plans are displayed, with 6 products to compare.

The rep can select up to 6 products to compare, by tapping their names.

The rep can then select up to 5 plans to compare, by tapping each plan name.

Note: At any time, user can use back button to return to the specific screen within the presentation that they arrived from.

This fills in the data across the selected row (s).

Note: At any time, user can use back button to return to the specific screen within the presentation that they arrived from.

Updated content.