



# **Sending an Approved Email**

**For Agency Partners ONLY**

# Table of Contents

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## ➤ Walkthrough of Sending an Approved Email



## Account Type

Business Accounts Person Accounts Account Lists  Preferred (6)  Top Rx (2)  101 Top (37) 

## My Accounts

**A Center For Dermatology**

39 Newton Sparta Rd.  
Newton, NJ 97860  
(973) 383-7979

**Ackerman, Clinton**

9673 Millbrook Rd.  
Newton, NJ 07860  
(609) 394-2331

Sending an email can be  
done from a number of  
places within iRep...

**Ackerman, Steven**

39 Newton Sparta Rd.  
Newton, NJ 07860

Simply select an account...

**Adams, Aaron**

600 Bway  
Patterson, NJ 07514

**Adams, Arnold**

123 Main St  
Media, PA 19063





## Account Type

Business Accounts Person Accounts Account Lists Preferred (6) Top Rx (2) 101 Top (37) 

## My Accounts



## A Center For Dermatology

39 Newton Sparta Rd.  
Newton, NJ 97860  
(973) 383-7979

## Ackerman, Clinton

9673 Millbrook Rd.  
Newton, NJ 07860  
(609) 394-2331

## Ackerman, Steven

39 Newton Sparta Rd.  
Newton, NJ 07860

## Adams, Aaron

600 Bway  
Patterson, NJ 07514

## Adams, Arnold

123 Main St  
Media, PA 19063

New Call

Launch Media

View Hierarchy

New Order

New Inventory Monitoring

Send Email

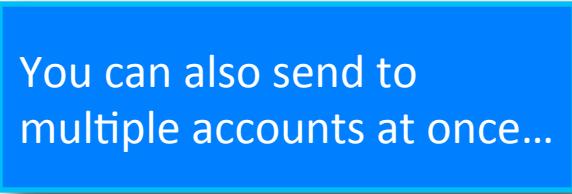
And send an approved  
email to an individual  
account. 



## Account Type

Business Accounts Person Accounts Account Lists  Preferred (6)  Top Rx (2)  101 Top (37) 

## My Accounts

**A Center For Dermatology**39 Newton Sparta Rd.  
Newton, NJ 97860  
(973) 383-7979

You can also send to  
multiple accounts at once...

**Ackerman, Clinton**9673 Millbrook Rd.  
Newton, NJ 07860  
(609) 394-2331**Ackerman, Steven**39 Newton Sparta Rd.  
Newton, NJ 07860**Adams, Aaron**600 Bway  
Patterson, NJ 07514**Adams, Arnold**123 Main St  
Media, PA 19063



## Account Type

Business Accounts Person Accounts Account Lists  Preferred (6) Top Rx (2) 101 Top (37)

## My Accounts

## A Center For Dermatology

39 Newton Sparta Rd.  
Newton, NJ 97860  
(973) 383-7979

## Ackerman, Clinton

9673 Millbrook Rd.  
Newton, NJ 07860  
(609) 394-2331

## Ackerman, Steven

39 Newton Sparta Rd.  
Newton, NJ 07860

To send to multiple accounts simultaneously, select the desired accounts...

## Adams, Aaron

600 Bway  
Patterson, NJ 07514

and select ***Send Email.***

## Adams, Arnold



123 Main St



Send Email (3)



Last Update: 9/25/13 12:00





Edit

Record A Call

Launch Media

Account Summary

Calendar

Sphere of Influence

Send Email

Cycle Plan Targets

Addresses (1)

Affiliations (1)

Calls (20)

Call Samples (5)

Sample Limits (0)

Account Plans (1)



## Ackerman, Clinton



### Professional Information

Name	Clinton Ackerman	Credentials	MD
Middle	D	Specialty	Cardiology
Account Record Type	Professional	Gender	M

### Contact Information

Phone (222) 333 4444 Fax (222) 333 5555

You are able to send an email from an individual Account page as well.





My Account

Cancel

## Call Report

Media

Sign



## Professional Information

Edit

Account

Clinton Ackerman

Status

Save

Records

Address

967 Millbrook Rd

Sample Card #

Submit



Laundry

Datetime

9/25/13 12:00

Signature Date

Delete



Account

Call Type

Calendar

Sample Status

X

New Medical Inquiry

Send Email



Sphere



Send

Cycle Plan

## Detailing Priority

Companion (0)

 Pivalatix

Sending approved emails is also possible from the Call Report.

Calls (20)

Call Samples

Product Discussions

Sample Lines

Call Discussions

Account Plans

Key Messages and Comments

General Comment



Last Upd

# Fewer Adverse Events. Greater Compliance.



one

sides

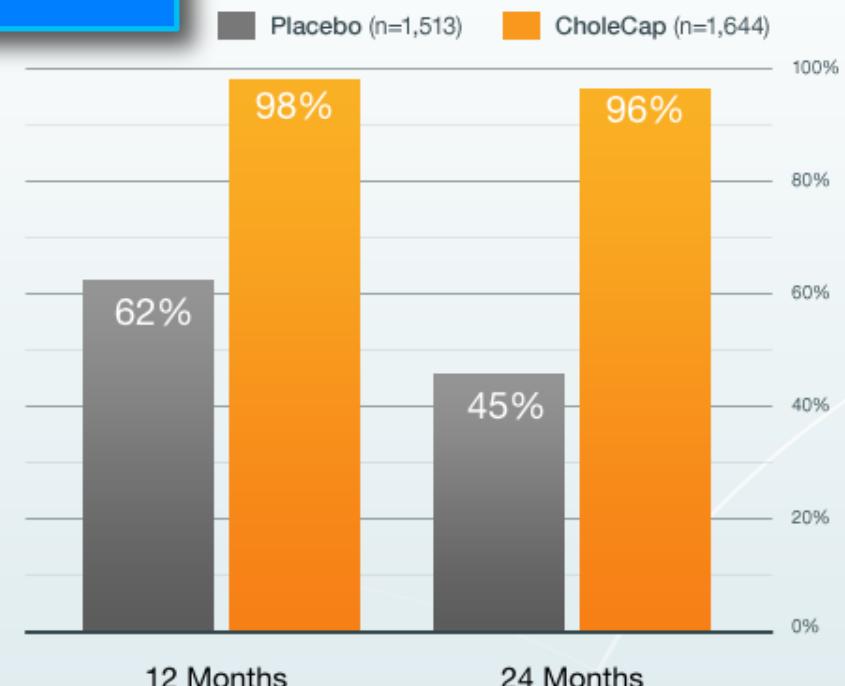
Sign

Specialist

Send Email

remained on  
12 months  
and **2x** more patients remained  
on CholeCap therapy for 24 months  
compared to placebo.<sup>1,2</sup>

The Send Email option is  
also found within CLM.



## COMMIT Study:

Cholecap showed significant extension in days on therapy attributable to patient self-reporting of fewer AEs based on two pivotal trials, when compared to placebo.<sup>1,2</sup>

Study design

## Most Common Adverse Events

The most common adverse events reported in CholeCap clinical trials included euphoria, dry mouth, fatigue, and diarrhea.<sup>1</sup>

**CholeCap**  
Fibrastatin Niasolute Capsules

# Send Email

Done



Select one or more email templates.

## Filters

### Products



Cholecap

Dermitox

Labrinone

Restolar

Supera

### Language

English

When **Send Email** is selected, the Send Email window slides into view.

## Email Templates (25)

Search

### Follow up

Cholecap  
English  
To be sent within 3 days of the visit

### Follow up

Restolar  
English  
To be sent within 3 days of the visit

### Future Detailing Appointment

Cholecan

### Recommendation Letter

Restolar  
English  
To recommend a product

### Speaker Invitation

Cholecap  
English  
Invite the account to speak at an event

### Thank You Note

Cholecap  
English  
Thank you for your order

### Thank You Note

Restolar  
English  
▼ Thank you for your order

Done

## Send Email



You may add more products by pressing the green "+" button.

### Email Templates (25)

#### Follow up

Cholecap  
English  
To be sent within 3 days of the visit

#### Follow up

Restolar  
English  
To be sent within 3 days of the visit

#### Future De

Cholecap  
English  
Appointment re

#### Online Information

Cholecap  
English  
Instructions to gather info online

#### Recommendation Letter

Restolar  
English  
To recommend a product

#### Speaker Invitation

Cholecap  
English  
Invite the account to speak at an event

#### Thank You Note

Cholecap  
English  
Thank you for your order

#### Thank You Note

Restolar  
English  
▼ Thank you for your order

Each email template selected will appear as a menu item in the grey bar.



## Send Email

Done



Follow up

Follow up

Speaker Invitation



To: Adams, B  
Bill

Crozer Chester Medical Center

Subject: Follow up message



Dear Bob,

I enjoyed our conversation at your office . I hope that we can continue to discuss the importance of Cholecap on the telephone yesterday . Please find the information for patients last week simply click on next week . If you have any questions, I would be happy to answer them; in the near future soon when we next meet .

Templates are customizable through dropdown menus.

Once a day. Results for life.

medical Economics this month



No documents

Best Regards

Regards  
Sincerely

(527) 683-1249

# Send Email

Done



Follow up

Follow up

Speaker Invitation

To: Adam

Subject: Follow u



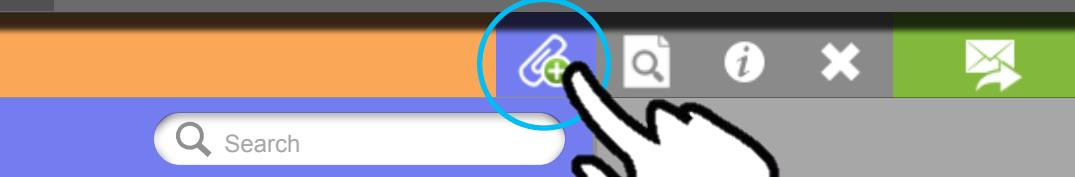
Dear Bob,

I enjoyed our  
the importance  
Please find the  
If you have any

No documents

Best Regards

Sarah Jones  
(527) 683-124



Documents (15)

Search



## Clinical Trial Results

Cholecap

English

Overview of clinical endpoints.



## Company Information

Cholecap

English

Corporate overview.



## Cost

Cholecap

English

Cost comparison of Cholecap versus generics.



## Doctor Feedback

Cholecap

English

Testimonials from doctors who prescribe Cholecap.



## Efficacy

Cholecap

English

Discover how Cholecap improves the symptoms of affected patients.



Selected, approved  
informational documents  
can be attached to the  
email.



## Patient Case Studies

Cholecap

English

Binder of various case studies performed on patient populations.



## Safety

Cholecap

English

Product insert tucked inside the box.



## Send Email

Done



Follow up

Follow up

Speaker Invitation



To: Adams, Bob

Cedes, Bill

Crozer Chester Medical Center

Subject: Follow up message



Once a day. Results for life.

See our ad in **Medical Economics** this month



Dear Bob,

I enjoyed our conversation at your office  
the importance of Cholecap as a treatment for your  
Please find the information we discussed below. Sim  
If you have any questions, I would be happy to answer

Attached documents can  
then be previewed or  
removed.

Efficacy of Cholecap. Discover how Cholecap improves the symptoms of affected patients.

Cholecap Safety Report. Clinical trial results of occurrence of side effects while taking Cholecap.

Best Regards

Sarah Jones

(527) 683-1249

# Send Email

Done



Follow up

Follow up

Speaker Invitation

Recipients

Search

A



bobad...@instreetclinic.com

Preferred Language: English

Cedes, Bill



cedesw@samaritanhosp.com

Preferred Language: English

Crozer Chester Medical Center



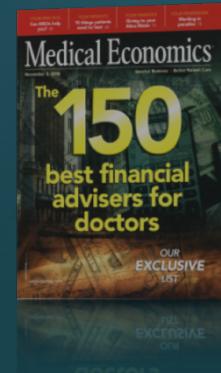
krobertson@ccmc.org

Preferred Language : Spanish

Change the email  
addresses or delete  
recipients here.

nce a day. Results for life.

cal Economics this month



## Send Email

Done



Follow up

Follow up

Speaker Invitation

Recipients (3)

Search



Adams, Bob



bobadams@mainstreetclinic.com

Preferred Language: English

Cedes, Bill



cedesw@samaritanhosp.com

Preferred Language: English

Crozer Chester Medical Center



krobertson@ccmc.org

Preferred Language : Spanish

Warning: Incompatible language for this recipient.

Checks are performed for  
any inconsistencies.

day. Results for life.

See our ad in **Medical Economics** this month



Your email was sent to 2 recipients. X

Send Email

Done



Follow up

Follow up

Speaker Invitation

To: Adams, Bob

Cedes, Bill

Subject: Follow up message



Dear Bob,

I enjoyed our conversation at your office ▼ . I hope that we can continue to discuss the importance of Cholecap as a treatment for your patients next week ▼ .

Please find the information we discussed below. Simply click on the links and you're ready to go.

If you have any questions, I would be happy to answer them; contact me anytime.

No documents

Best Regards ▼ ,

Sarah Jones

(527) 683-1249

Sending the approved email brings the next template into focus.

Once a day. Results for life.

See our ad in **Medical Economics** this month



## Send Email

Done



Follow up

Speaker Invitation

To: Adams, Bob

Cedes, Bill

Subject: Follow up message



Sending the approved email brings the next template into focus.



Dear Bob,

Thanks for the meeting at your office . Our conversation hopefully convinced you of the effectiveness of Restolar as a part of continuing therapy. As a precursor to our appointment next week , I have included some more information for you below. Just click on the links to view the documents. If you have any further questions, please contact me for a quick chat.

No documents

Best Regards ,

Sarah Jones

(527) 683-1249





COMPOSE

Follow up to our visit

Inbox Veeva <info@veevasystems.com>  
to me September 13 

Veeva

&lt;info@veevasystems.com&gt;



Show details

**CholeCap**  
Fibrastatin Niasolute CapsulesOnce a day. **Results for life.**See our ad in **Medical Economics** this month

Dear Bob,

I enjoyed our conversation at your office. I hope that we can continue to discuss the importance of Cholecap as a treatment for your patients next week.

Please find the information we discussed below. Simply click on the links and you're ready to go. If you have any questions, I would be happy to answer them; contact me anytime.

Best Regards,  
Sarah Jones  
(527) 683-1249

[Efficacy of Cholecap](#). Discover how Cholecap improves the symptoms of affected patients.

[Cholecap Safety Report](#). Clinical trial results of occurrence of side effects while taking Cholecap.



The recipient gets an HTML formatted email in his inbox, with the document links included.



*making the world a little bit better.*<sup>TM</sup>

[Cholecap Home](#)[How Cholecap Works](#)[Efficacy](#)[Safety](#)[Side Effects](#)[Cholecap home](#)[How Cholecap works](#)[Efficacy](#)[Safety](#)[Side Effects](#)

Clicking the link in the email takes the recipient to a branded website/portal to view the document.

## Cholecap Safety Report



Clinical trial results of occurrence  
of side effects while taking Cholecap





Edit

Record A Call

Launch Media

Account Summary

Calendar

Sphere of Influence

Send Email

Addresses (1)

Affiliations (1)

Calls (20)

Call Samples (5)

Sample Limits (0)

Account Plans (1)

Sent Email (5)



## Sent Email

Sent Date ▲	Product	Status	Total Opens	►
1/25/2013 9:30 AM	Cholecap	Sent	1	
1/26/2013 11:30 AM	Cholecap	Sent	2	
2/1/2013 8:00 AM	Labrinone	Sent	3	
2/15/2013 2:30 PM	Restolar	Sent	2	

Select an individual Sent Email to view its activity.

View the mails sent to an account by selecting **Sent Email** on an account page.



Sent Email

iRep

## Email Activities (3)

Details of each email sent and its related activity can be viewed.

**SE000234**

### Information

Name	SE000234	Sent Date	1/25/2013 9:30 AM
Product	Cholecap	Status	Sent
Account	<b>Bob Adams</b>		

### Activity Summary

Total Opens	2	Total Clicks	6
Last Open	1/28/2013 11:30 AM	Last Click	1/28/2013 11:37 AM
Document Views	4		



Last Update: 9/25/13 12:00

March 2013

Sent Email records also appear in the multichannel calendar for an account.

**Sent Email****View**

Bob Adams



Email Template

Follow up

Product

Cholecap

To: Address

bobadams@mainstreetclinic.com

Sent Date

3/4/2013

Status

Sent

Account: Name: Brett Lee (2 records)

## Various reports are available:

Product: CholeCap (1 record)

- Email Activities By Product and ET
- Document Views By Product and ET
- Bounced Email by Account
- Unsubscribed Email By Account
- Spammed Email by Product and ET
- Sent Email By Account
- Sent Email By Sender and Product and ET
- Open/ Click Rate by Product
- Sent Email by Month

Account: Name: CholeCap (1 record)

Account: Email: - (1 record)

Product: CholeCap (1 record)

Product: Labrinone (3 records)

Product: Restolar (3 records)

Product: Voderal (3 records)

Account: Name: Matt (1 record)

Account: Email: - (1 record)

Product: Labrinone (1 record)

Product: Restolar (1 record)

Account: Name: Michael (1 record)

Account: Email: - (1 record)

Product: CholeCap (1 record)

Product: Voderal (1 record)

Grand Totals (14 records)

Count

As Delete Printable View Export Details

ET Date	Click Count	Last Click Date	Open Count	Last Open Date	Sends	Clicks	Click Rate	Open Rate	Unique Opens
2/19/2013 1:51 PM	3	2/19/2013 2:00 PM	1	2/19/2013 1:54 PM	1	3	300%	100%	1
2/19/2013 2:19 PM	3	2/19/2013 2:19 PM	1	2/19/2013 2:19 PM	1	3	300%	100%	1
2/19/2013 3:05 PM	7	2/19/2013 3:05 PM	1	2/19/2013 3:05 PM	7	13	186%	57%	4
2/19/2013 3:05 PM	5	2/19/2013 3:05 PM	1	2/19/2013 3:05 PM	5	8	160%	60%	3

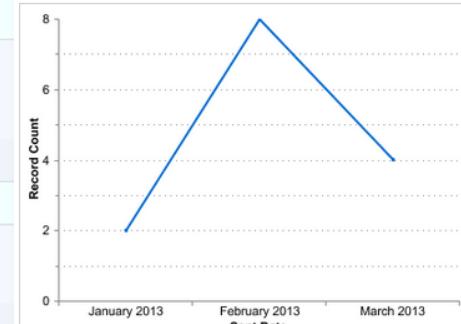
Sent Email: Sent Email Name Sent Date

SE-0023 3:05 PM

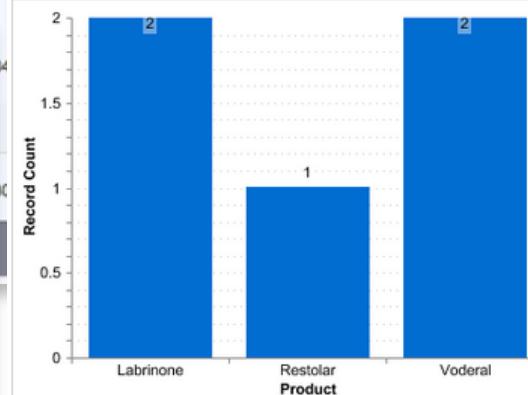
SE-0017 2:19 PM

SE-0014 -

Sent Email By Month



Document Views By Products



Open Rate Click Rate

Product: Product Name: CholeCap (4 records)

0.00% 0.00%

Product: Product Name: Labrinone (3 records)

66.67% 66.67%

Product: Product Name: Restolar (3 records)

33.33% 100.00%

Product: Product Name: Voderal (4 records)

25.00% 50.00%

Grand Totals (14 records)

28.57% 50.00%

Sent Emails By Product

